

BUFFINI & COMPANY TERMS & CONDITIONS

INTRODUCTION

Welcome to Buffini & Company. This page contains the Terms & Conditions that apply to our Memberships, training programs and events. It has three parts.

Part 1 contains provisions relating to our Privacy Policy, Terms and Conditions relating to your consent to receive electronic communications and provisions relating to changes to our Terms and Conditions and Privacy Policy.

Part 2 is a general set of terms and conditions that apply to all of our Memberships, products, services and events.

Part 3 contains terms and conditions that apply to specific Memberships, training programs or events.

By enrolling in Membership, using any of our products or services or attending any of our events you agree to any provisions contained in this Introduction as well as to the General Terms & Conditions and to the specific Terms & Conditions that apply to the Membership, product, service or event you are using or attending.

PART 1

1. Privacy

Please review our Privacy Policy, located at: <https://www.buffiniandcompany.com/privacy>. This Policy explains the information that Buffini & Company collects and how that information is used.

2. Electronic Communications

When you use our products and services, including Referral Maker® CRM, or send e-mails, text messages or other communications from your computer or mobile device to us you may be communicating with us electronically. You consent to receive communications from us electronically as well as e-mails texts, mobile push notices or notices and messages posted on this website. This includes communications that may be advertising or marketing messages. You agree that all Agreements, Notices, Disclosures or other communications that we provide you electronically satisfy any legal requirement that such communications be in writing.

3. Changes to Terms & Conditions and/or Privacy Policy

Buffini & Company reserves the right to amend or change its Privacy Policy or any of its Terms & Conditions. Buffini & Company will use reasonable efforts to provide you with notice of any such amendment or change by electronic communication and by posting a Notice on the website. Any amendment or change will become effective thirty (30) days after the Notice of the change is posted. Your continued use of the Buffini & Company website and/or Buffini & Company products, services or participation in an event constitutes your acceptance of the new terms.

PART 2

GENERAL TERMS & CONDITIONS

1. Use of Products or Services

You agree to use all the Buffini & Company products or services in conformity with all applicable laws.

2. License

This Agreement constitutes a personal, non-assignable license for you to use the products, services or information provided in conformity with the systems or methods presented for your personal or existing business purposes not related to training or coaching. Any other duplication, dissemination, use or resale of said products or information is prohibited.

3. Payment

All Membership, additional services or participation fees which may, where appropriate, include taxes or shipping fees, will be billed automatically to the credit card you designate. You authorize Buffini & Company to debit your credit card for any and all amounts owed by you and you will keep the credit card you register for this purpose in good standing and with available open credit sufficient to cover any amounts arising under this Agreement. If, for any reason, the credit card that Buffini & Company has for you becomes cancelled, invalid, insufficient or unavailable for any reason you will immediately provide Buffini & Company with a replacement credit card and related information. All authorizations for this Agreement will apply to that replacement card. Payment may also be made via Electronic Fund Transfer.

All past due fees are subject to a late payment service charge at the rate of 1.5% per month or the maximum rate allowed by law whichever is less.

4. No Representations or Warranties / Limitations on and Exclusions of Liability.

All products, software, services or content including all modifications thereof, and all acts or omissions undertaken or not undertaken relating to any of the foregoing are provided on an “as available” and “as is” basis. Except to the extent prohibited by applicable law, Buffini & Company disclaims all representations, warranties and commitments of any kind including, but not limited to, any and all implied warranties or other commitments of title, merchantability, quality of information or fitness for a particular purpose.

In no event shall Buffini & Company be liable for any indirect, punitive, special, incidental or consequential damages (including, without limitation, lost profits, revenue or savings, lost data or content, loss of or damage to business opportunity, business interruption or the like) arising out of or relating to this Agreement, or your use of any Buffini & Company products or content. In addition, Buffini & Company shall have no responsibility or liability for damages caused by delays or other issues caused by third party suppliers or delivery services. In any case, Buffini & Company's entire liability under this Agreement or in any way related to the subject matter hereof shall be limited in the aggregate and regardless of the number or timing of the claims asserted to the greater of \$2,000.00 or the payments received by Buffini & Company for the twelve (12) calendar months immediately preceding the month in which the claim is first filed or asserted against Buffini & Company. These terms shall apply whether or not Buffini & Company has been advised of the possibility or likelihood of the loss, injury, damage or liability suffered or excluded and regardless of the theory of relief asserted (e.g. whether in contract, tort, negligence, breach of warranty, strict liability in tort or by statute or otherwise). Any action against Buffini & Company for relief of any kind must be brought within one (1) year after the cause of the action arose. The terms of this section represent important agreed and bargained for understandings of the parties and Buffini & Company's compensation hereunder reflects such terms.

5. Indemnification

You agree to indemnify Buffini & Company as well as its directors, officers, agents, employees, and independent contractors and hold them harmless from and against any and all claims and expenses, including attorneys' fees arising from your use of Buffini & Company products or services or from your breach of this Agreement.

6. Survival

The following provisions will survive the termination of this Agreement: No Representations or Warranties/Limitations on and Exclusions of Liability; Indemnification.

7. Assignment

You may not assign this Agreement and any attempted assignment shall be void. Buffini & Company may delegate all or part of the performance of its obligations under this Agreement to independent contractors or other businesses.

8. Severability

If a court holds any provision of this Agreement to be illegal, invalid or unenforceable the rest of this Agreement shall remain in effect and this Agreement will be amended to give effect to the eliminated provision to the maximum extent possible.

9. Governing Law and Venue

All legal issues arising from or relating to your use of Buffini & Company products or services or this Agreement shall be interpreted and construed in accordance with the laws of the State of California. By accessing or using such products or services you consent to personal jurisdiction and exclusive venue in the State and/or Federal Courts of the County of San Diego, State of California with respect to any disputes arising out of or relating to this Agreement or the use of this site.

10. Entire Agreement

This Agreement, including but not limited to the terms and conditions that apply to any specific product, service or event, constitutes the entire agreement between you and Buffini & Company with respect to the subject matter hereof and supersedes any other agreement, proposals and communications, written or oral between Buffini & Company and you with respect to the subject matter hereof.

PART 3

TERMS & CONDITIONS THAT APPLY TO SPECIFIC MEMBERSHIPS, TRAINING PROGRAMS OR EVENTS

A. MEMBERSHIP AGREEMENT TERMS

Buffini & Company offers five levels of Membership: Team Coaching™, One2One Coaching™, Group Coaching, Referral Maker® PRO and Referral Maker® CRM. All levels of Membership include the use of Referral Maker CRM Service and Software. Referral Maker PRO is included in Team Coaching, One2One Coaching and Group Coaching Memberships.

1. Term

The term of this Agreement for any Membership shall be from month to month. A month-to-month Membership will commence on the day you enter into this Agreement and enter a valid credit card or other payment information or immediately after the expiration of any free trial provided, whichever is later. Charges for each month will be billed and assessed in advance monthly on the first of each month. The Membership will automatically renew from month-to-month until cancelled or terminated. You may also elect to prepay any Membership for a one-year term and receive any applicable discount.

2. Charges

Unless otherwise provided, at the time this Agreement is entered into, for all levels of Membership, an activation fee will be charged to cover the cost of set-up and initial materials. You will also be charged a

pro-rated fee based on the number of days remaining in the month in which you first enroll. For annual prepaid Memberships, a charge will be assessed at the time this Agreement is entered into equal to the total charges for the one-year term commencing as of the first of the month occurring on or after the date this Agreement is entered into. The activation fee will be waived for annual prepaid Memberships. Other promotional discounts may apply.

3. Attendance at Buffini & Company Master Class™ Event

Buffini & Company Team Coaching or One2One Coaching members, active Buffini Certified Mentors™ or Buffini Certified Facilitators™ may attend a Buffini & Company Master Class live event at no additional charge, subject to space and availability. Members of Buffini & Company's Group Coaching and Referral Maker PRO Memberships may attend a Buffini & Company Master Class live event at a reduced charge, subject to space and availability. Discounts may be available for other specific categories of event attendees.

4. Cancellation/Termination

(a) By You

For Team Coaching and One2One Coaching members, to cancel your Membership, call your Coach. To cancel any other level of Membership, call Buffini & Company Customer Service.

Any cancellation, including any cancellation which is part of a change in Membership, shall require thirty days' advance notice. A cancellation will be effective as of the last day of the month in which the end of the thirty-day notice occurs. There will be no refund of fees for any final or partial month of Membership.

In the event of your cancellation of an annual prepaid Membership, a refund will be issued which will be calculated as follows: The total fee that you would have paid for the expired term of the Agreement, commencing with the last day of the month in which the end of the thirty-day notice occurs, will be calculated using the standard charge for a monthly Membership. That total will be subtracted from the amount which you paid for your annual Membership. The balance will be the amount of the refund.

(b) By Buffini & Company

Buffini & Company may terminate your Membership without cause by providing you five days' written notice of the termination. Buffini & Company may terminate your Membership with cause and without notice in the event you breach this Agreement, for example, by not paying amounts due in a timely manner. Buffini & Company may also cancel or suspend your use of the Referral Maker CRM or a portion thereof at any time if you violate the terms of this Agreement, if Buffini & Company believes that your use of Referral Maker represents a direct or indirect threat to its network function (or those of its contractors or suppliers) or anyone else's use of Referral Maker, or if Buffini & Company is otherwise required by law to do so. Termination of this Agreement for any reason will not affect your obligation to pay any fee due for the balance of the month in which the termination occurs.

(c) Effect of Cancellation/Termination

Upon cancellation or termination of this Agreement by either party for any reason, Buffini & Company may delete your data permanently from its servers. You acknowledge that Buffini & Company will have no obligation to continue to hold, export or return your data.

B. AGREEMENT TERMS RELATING TO USE SERVICE & SOFTWARE

1. Definitions.

Client Software means any portion of Buffini & Company software accessed, distributed, or provided to a User for use or installation on personal computers or other devices to enable User to interact with the Service via the Internet.

User or You or Your means the person or entity who has entered into this Agreement authorizing the use of the Service and creating a Buffini & Company Membership or who is a Buffini Certified Mentor, Buffini Certified Facilitator or Buffini & Company Student or who has created a Buffini & Company account. If an individual enters into this Agreement on behalf of a company or other legal entity, the individual represents and warrants that he/she has the authority to bind the entity to this Agreement.

License means the right granted by Buffini & Company to install, use and/or otherwise interact with the Service and/or the Client Software for User personal or internal business purposes not related to training or coaching.

Service means Buffini & Company's applications, services and software including any updates, upgrades, support and content (for example, audio or visual information or documents) contained or made available to User by Buffini & Company as part of or in the course of using the Service. Buffini & Company may change the Service or its features at any time and for any reason without notice.

2. Account Registration.

- a. User agrees to provide Buffini & Company with accurate personal details including User's full name and a valid e-mail address and all other information that Buffini & Company may request from User from time to time in order to complete the registration process and update User's account details. User represents and warrants that the information provided to Buffini & Company truthfully identifies User and his/her/its contact information.
- b. User, if an individual, represents that he/she is at least 18 years of age.
- c. User will keep his/her/its password and other login details confidential and will not disclose or make it available to any other person. Any use of the Service by any person other than the Member is prohibited and constitutes a breach of this Agreement.

3. Referral Maker® CRM Team Account.

- a. Description of the Team Account. A Team Account allows the User (who is the Team Leader), to share customer contacts with one or more Team Members, through a Referral Maker Team Account controlled by the Team Leader but accessible by the Team Member(s) (the "Team Account"). It also allows the Team Leader to view any financial information or activities of the Team Member that are input in the Team Account. A Team Leader will be charged a license fee for his/her Team Leader access to Referral Maker and a license fee for each Team Member's access to the Team Account. A Team Member gains access to the Team Account by agreeing to Buffini & Company's Referral Maker Team Members Terms & Conditions.
- b. Control of the Team Account. The Team Account has been licensed to the Team Leader by Buffini & Company and the Team Leader has ultimate control of the Team Account.
- c. Customer Contacts. The Team Leader can import customer contacts originated by the Team Leader (the "Team Leader Contacts") into the Team Account. Each Team Leader Contact may only be assigned to one Team Account. A Team Member may also import contacts generated by the Team Member into the Team Account (the "Team Member Contacts"). Both the Team Leader and the Team Member, during the course of the Team relationship, will have access to the Team Account. This includes the ability to view, modify or delete

Team Leader Contacts and Team Member Contacts.

- d. Export Options. The Team Account is designed to permit the Team Member to export only the Team Member Contacts from the Team Account, for example, in connection with the termination of the Team relationship ("Limited Export"). At the time the Team Member is granted access to the Team Account, however, the Team Leader may instead give the Team Member authorization to export all contacts in the Team Account, consisting of the Team Leader Contacts and the Team Member Contacts ("Full Export").
- e. Termination of Access. The Team Leader may terminate your access to the Team Account at any time with or without prior notice. Buffini & Company also has the right to terminate your access to the Team Account under certain conditions as provided herein. In the event your access to the Team Account is terminated before you export any client contact information for which you have export privileges, you will be unable to access that information unless Buffini & Company imports it into a separate Referral Maker account in your name. If you will not have access to a separate Referral Maker account in your name at the time of or immediately after your access to the Team Account is terminated, you should separately back-up any client contact information for which you have export privileges.

4. Authorized Users

Only the User or, in the case of a Team Account, the User and authorized Team Member(s), are authorized under this License to use the Service including the Client Software. If the User is a business or entity, only one person authorized by the User may use the Service. User Licenses may not be shared or used with any other person and, if purchased by a business, cannot be reassigned to a new user to replace a current authorized user who has terminated employment or otherwise changed job status or function and no longer uses the Service. A Team Member's use of the Team Account is governed by the provisions of the Referral Maker Team Members Terms & Conditions.

5. Rights and Limitations on Use.

- a. In using the Service or the Client Software, User will:
 - i. Comply with all applicable laws, ordinances or regulations.
 - ii. Comply with any codes of conduct or other notices provided by Buffini & Company.
 - iii. Keep his/her account information, including his/her password, secret.
 - iv. Promptly notify Buffini & Company if he/she learns of a security breach or unauthorized access relating to the Service.
- b. User may not:
 - i. Use the Service in any way that harms Buffini & Company, its agents, employees or independent contractors or any customer of Buffini & Company.
 - ii. Engage in, facilitate or further unlawful conduct.
 - iii. Damage, disable, overburden or impair the Service or interfere with anyone's use or enjoyment of the Service.
 - iv. Resell, redistribute, rent, lend or grant any sublicense or any other subsidiary use of the Service or the Client Software to any other person.
 - v. Use any unauthorized automated process or service to access and/or use the Service (such as a BOT, a Spider or other automated process).

- vi. Modify, create derivative works from, reverse engineer, decompile, disassemble or otherwise attempt to discover any trade secret contained in the Service or in any technology or system used by Buffini & Company in connection with providing the Service or attempt to duplicate the Service or the Client Software.
- vii. Build a product or service using similar ideas, features, functions or graphics of the Service.
- viii. Copy any ideas, features, functions or graphics of the Service.

6. Ownership

The Service is being licensed to you and not sold. Except for the license granted under this Agreement, Buffini & Company retains all right, title and interest in and to the Service in whole or in part including the Client Software, any content provided as part of the Service and any copies of the foregoing.

7. Responsibility for Use

You are solely responsible for the use of the Service including the Software and any content included or provided as part of the Service. You are also solely responsible for your use of any data or other content that is input, stored, transmitted or otherwise used as part of the Service. You represent and warrant to Buffini & Company that any content or data used or uploaded by you in connection with or as part of the Service will not (a) infringe upon or otherwise violate any laws or regulations or any intellectual or other property rights or contract rights of any other person; (b) contain any software, viruses, Trojan horses, worms or other similar harmful or destructive programming routines, computer codes, files or programs; (c) contain any unlawful, harassing, abusive, harmful, threatening, profane, defamatory, obscene or otherwise objectionable or offensive content; or (d) violate any applicable laws.

8. Storage

You may store data and content on the servers that Buffini & Company uses to provide the Service. You acknowledge and agree, however, that Buffini & Company has no responsibility or liability for any deletion, destruction, corruption or other loss of any data or content to use or upload as part of the Service.

9. Text Messages

The Service may provide the option for users to receive text message alerts of calendar appointments or other matters, or input events tracked by the Service. You acknowledge that text message charges may be imposed by your telephone service provider for the receipt of these text messages.

10. Modifications

Buffini & Company may upgrade, enhance, change, suspend, discontinue or otherwise modify any of the functions, features, aspects or components of the Service, its presentation, the manner in which it is delivered or how it is used or operated in its sole discretion and without notice. Any modifications made available to you will be subject to the terms and conditions of this Agreement. If required by Buffini & Company, you must promptly replace the version of the Software or component you have installed on your computer or other device.

11. Privacy & Access to Account.

- a. **Privacy.** In order to operate and provide the services, Buffini & Company may need to access your account and the data you have input. You grant Buffini & Company the right to access your account and data for that purpose. Buffini & Company also collects certain information about its Member's and the User's database or list of contacts. Buffini & Company uses that information as described in Buffini & Company's Privacy Policy which is available at

<https://www.buffiniandcompany.com/privacy>, the terms of which are incorporated herein by reference.

- b. **Performance and Usage Data.** In order to provide the Service, Buffini & Company may collect certain information about the Service performance User's computers or handheld devices and its Service use.
- c. **Communication.** Buffini & Company may need to notify Members occasionally of announcements relating to the operation of the Service. In addition, Members may receive marketing and other information relating to Buffini & Company, its products or services from time to time.

12. Intellectual Property Rights.

- a. Referral Maker® and other Buffini & Company graphics, logos, page headers, and service names are trademarks, registered trademarks or trade dress of Buffini & Company in the United States and other countries. Buffini & Company's trademarks and trade dress may not be used in connection with any way that is likely to cause confusion or in any manner disparages or discredits Buffini & Company.
- b. **Use of Intellectual Property.** Buffini & Company does not sanction or approve the unauthorized use of content protected by copyright or other intellectual property rights. User represents and warrants that the use or publication of any content by User does not violate the intellectual property rights of any third party.
- c. **Ownership of User Data.** Buffini & Company performs regular back-ups of data for the purpose of recovery in the event of a failure of the servers hosting the Service. Notwithstanding the foregoing, however, User is solely responsible for maintaining and backing-up any User data that it uses with the Service. User, and not Buffini & Company, will have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and ownership or right to use such data. Buffini & Company will not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store any data that User uses with the Service.

C. TERMS RELATING TO USE OF MARKETING ITEMS OF VALUE, PERSONALIZED MARKETING ITEMS OF VALUE OR BUSINESS DIRECTORY

1. Use of Marketing Items of Value or Personalized Items of Value

Referral Maker PRO includes monthly Marketing Items of Value. For an additional charge, Marketing Items of Value can be personalized with a photograph and contact information of the Member as well as a customized cover letter. Monthly Marketing Items of Value or Personalized Marketing Items of Value provided as part of your Membership are intended to be used as a method of furthering your relationship with your personal database of potential referral sources. Uses that are inconsistent with this purpose are prohibited. Specific prohibited uses include, but are not limited to, the following:

- a. giving, transferring, selling or making available any Marketing Item of Value or Personalized Marketing Item of Value other than for your personal marketing purposes;
- b. giving, transferring, selling or making available any Marketing Item of Value or Personalized Marketing Item of Value to any person or business who you know or reasonably should know will use the Marketing Item of Value or Personalized Marketing Item of Value for his/her own marketing purposes or for distribution to his/her own database or clients;
- c. archiving, posting or simultaneously making available by electronic or other means any Marketing Items of Value or Personalized Marketing Items of Value.

2. Personalization of Marketing Item of Value or Business Directory

a. My Image

You represent that any image you provide for the personalization of your monthly Marketing Item of Value and/or your Business Directory is of you. You have reviewed and are satisfied with the image as uploaded to Buffini & Company for incorporation into the monthly Personalized Marketing Item of Value or your Business Directory, and the placement and appearance of this image on the Personalized Marketing Item of Value or your Business Directory.

b. Trademarks or Logos

You represent that you have been granted the right to use, in this manner, any company trademarks, trade names or logos which you have uploaded as part of the personalization of the Personalized Marketing Item of Value or your Business Directory.

c. Authorization

You represent that you have been granted permission to include business contact information for referred businesses in your Business Directory. You represent that the information input by you relating to referred businesses is accurate, that it does not defame or disparage the businesses included and that it is acceptable to the businesses included. You further represent that the referred businesses have granted you the right to use or include any company trademarks, trade names or logos that you have provided or uploaded as part of the creation of your Business Directory.

d. Prohibited Uses

Unacceptable actions and content relating to the Business Directory will constitute grounds for blocking access, removal of posted or created material, termination of your Membership and/or termination of this Agreement, at the sole option of Buffini & Company. It is a condition of your use of the Business Directory that you do not:

- i. upload, post, or otherwise transmit any content that is unlawful, harmful, threatening, harassing, defamatory, disparaging, obscene, vulgar, invasive of another's privacy, hateful, or otherwise objectionable.
- ii. upload, post, or otherwise transmit any content, including photographs, that you do not have the right to transmit under any law, contract or otherwise;
- iii. upload, post, or otherwise transmit information which is harmful to minors in any way;
- iv. upload, post, or transmit information which forges headers or otherwise manipulates identifiers in order to disguise the origin of any content transmitted through the site.
- v. upload, post or transmit any material that contains software viruses or other computer codes, files or programs designed to interrupt, destroy or limit the functionality of any computer software;
- vi. upload, post, or transmit any advertising, promotional materials, "junk mail", "spam", "chain letters", "pyramid schemes" or any other form of solicitation except those directly related to the businesses included as part of the Business Directory;
- vii. fail to disclose any ownership or financial interest you have in any businesses included in the Business Directory;
- viii. exhibit expressions of abusive, offensive language or imagery, obscenity or pornography or any other material that could give rise to any civil or criminal liability or is otherwise objectionable;

- ix. access or attempt to access any data not intended for you, or log into an account which you are not authorized to access.

D. CLIENT DIRECT®

1. Client Direct is a direct mailing service where Buffini & Company, for an additional charge, prints and mails a customized cover letter and Personalized Marketing Item of Value (see Section C) on a monthly basis to contacts designated by a Member which are part of that Member's database. Client Direct is available only for those Members who have agreed to receive personalized monthly Marketing Items of Value as part of their Referral Maker PRO Membership.
2. Customized cover letters and Personalized Marketing Items of Value will be mailed on or shortly after the last business day of the month for anticipated receipt by the Member's contacts the following month. A Member is responsible for reviewing and approving the customized cover letter and Personalized Marketing Item of Value as well as the contacts designated to receive the cover letter and the Personalized Marketing Item of Value no later than the last business day of the month two months in advance of the month in which the Member's contact is to receive the mailing.
3. Members are solely responsible for the accuracy of all changes or customization which the Member makes to the customized cover letter and Personalized Marketing Item of Value, for accurately designating the persons to receive the customized cover letter and Personalized Marketing Item of Value, and for the accuracy of the contact information supplied for those persons.

E. VIDEO MESSAGING

1. Video messaging is an optional service available to Members using Buffini & Company's Referral Maker® CRM Software and Service. For an additional charge, Members using Video Messaging will be able to record, send and track video messages distributed to the Member's database in email communications, SMS messages or embedded in third party services. Buffini & Company provides its Video Messaging service through a relationship with BombBomb, Inc.
2. **Creation of Content.** For purposes of this Agreement, "Content" means any and all text, pictures, sounds, video or other information that you create for distribution by means of the Video Messaging Service. You represent and warrant that you have all rights in and to the Content, that the distribution of the Content will not infringe on the intellectual or other rights of third parties and that the Content is not inappropriate, illegal, obscene, abusive, libelous and that its distribution will not tend to damage the reputation or business of Buffini & Company. You further represent that your use of the Video Messaging Service will comply with all applicable real estate or other laws or regulations.
3. **Distribution of Content.** You acknowledge and agree that in distributing the Content, Buffini & Company is acting as the passive conduit of the Content and that Buffini & Company has no obligation to review or monitor the Content. It is understood and agreed, however, that if Buffini & Company determines in its own judgment that the Content is objectionable, illegal or that it could be damaging to the reputation of Buffini & Company, Buffini & Company may refuse to publish or distribute the Content.
4. **License.** You grant to Buffini & Company a non-exclusive, royalty-free, worldwide license to reproduce and distribute the Content in connection with your use of the Video Messaging Service.
5. **Limitations on and Exclusions of Liability.** The Video Messaging Service is provided on an "as available" and "as is" basis. Except to the extent prohibited by applicable law, Buffini & Company disclaims all representations, warranties, and commitments of any kind with respect to the Video Messaging Service including, but not limited to, any and all implied warranties of merchantability, quality of information or fitness for a particular purpose.

F. BUFFINI REFERRAL NETWORK™

1. Buffini Referral Network is a feature which allows Buffini & Company Members to search the Buffini & Company Member database in a specific geographic area and to find other Buffini & Company Members in specified levels of Membership for the purpose of giving or receiving referrals for the purchase or sale of real estate. Initial search results will provide a list of Members and limited information about those Members but without specific contact information. From the list, the requesting Member may send an invitation to any Member to connect and to share his/her identifying details. When a connection is established, the Buffini & Company Members are then free to agree to the terms & conditions which will govern referrals between them. Inclusion in the Buffini Referral Network is provided as part of Team Coaching, One2One Coaching, Group Coaching and Referral Maker PRO Members at no additional charge. Inclusion in the Buffini Referral Network is available to Referral Maker CRM Members for an additional charge. Any use of the Buffini Referral Network or any contact or communication with Members of the Buffini Referral Network for purposes other than the giving or receiving of referrals for the purchase or sale of a specific item of real estate is prohibited. You may not use the Buffini Referral Network for the promotion or marketing of any other product or service.
2. Buffini & Company's participation in the Buffini Referral Network is limited solely to providing a method for Buffini & Company Members to connect and to share contact details for the purpose of giving or receiving a referral for the purchase or sale of real estate. Information or content you share on the Buffini Referral Network may be seen by other Members. Buffini & Company is not a party to or a beneficiary of any referral relationship or agreement that Members may establish through the Buffini Referral Network.
3. **No Representations or Warranties / Limitations on and Exclusions of Liability.** Although Buffini & Company generally believes that Buffini & Company Members who participate in the Buffini Referral Network are qualified due to their participation in Buffini & Company Membership, it makes no representation, warranty or guarantee as to the suitability, experience, or competence or any particular participating Member with respect to any transaction. It is the responsibility of the referring Member to independently evaluate any Member who may receive a referral, to make an independent evaluation of the suitability of each Member and to make an independent decision as to which Member, if any, will receive a referral.
4. Buffini & Company's only obligation is to provide you with access to the Buffini Referral Network by virtue of your status as a Buffini & Company Member.
5. **All products and content including the Buffini Referral Network and all acts or omissions undertaken or not undertaken relating to any of the foregoing are provided on an "as available" and "as is" basis. Except to the extent prohibited by applicable law, Buffini & Company disclaims all representations, warranties and commitments of any kind with respect to the subject matter including, but not limited to, any and all implied warranties of merchantability, quality of information or fitness for a particular purpose.**
6. **Agent Representations & Warranties** In accessing and using the Buffini Referral Network you represent and warrant: (a) you are a Buffini & Company Member in good standing; (b) you are a real estate salesperson or broker with a current and valid license; (c) you have complied and will comply with all real estate licensing laws or other applicable laws in your use of the Buffini Referral Network; (d) you have not misrepresented your identity, status, or any of the information which you submit through or by means of the Buffini Referral Network.

G. PERSONALITY SERVICES

1. Heritage Profile is a premium personality service where Buffini & Company, for an additional charge, includes a personality evaluation ("Personality Evaluation"). The results of the Personality Evaluation for Heritage are professionally analyzed to generate a personality profile ("Heritage Profile").

2. REALStrengths is a personality service where Buffini & Company, for an additional charge, includes a personality questionnaire ("Personality Questionnaire"). The results of the Personality Questionnaire for REALStrengths are automatically analyzed to generate a personality assessment ("REALStrengths Assessment").
3. In accordance with our Privacy Policy, Buffini & Company may record, store, and use individuals answers and results from Heritage Profile or REALStrengths Assessment (collectively, "Personality Services") for coaching, research, development, and operational purposes.
4. Personality Services are provided for personal use or Buffini & Company coaching purposes only. Personality Services are not for any psychological or other medically related assessment purposes.
5. Personality Services are assigned to a User, regardless of whether the User purchased Personality Services directly from Buffini & Company or Personality Services was purchased or provided for User benefit. If a User or other individual or entity (collectively, the "Purchaser") purchases Personality Services for a User, the Purchaser may be granted access to the Users results, but the User will own the results, and the Purchaser may not share the User results without prior consent from the User. Purchasers who receive access to a User results have an obligation to protect the privacy and confidentiality of the User.

H. BUFFINI CERTIFIED MENTORS OR BUFFINI CERTIFIED FACILITATORS

Terms for Buffini Certified Mentors

1. **Training:** You shall participate in a Certification Course which will be offered online at a cost reflected on the Buffini & Company website which shall be paid by you. Upon successful completion of the Certification Course, you may represent yourself to be a "Buffini Certified Mentor". You may then train Qualified Students in one Authorized Program of your choosing. There will be a charge for each additional Authorized Program which you wish to train.
2. **License:** This Agreement constitutes a non-assignable license, personal to you during the term of this Agreement, as follows: (a) Once you have successfully completed the Certification Course to hold yourself out as a Buffini Certified Mentor (b) Once you become a Buffini Certified Mentor to offer and train Authorized Programs only to Qualified Students during the term of this Agreement using the materials, methods and instructions provided by Buffini & Company after paying any fee that may be charged for each Authorized Program. Any duplication or other dissemination or use of said materials or information is prohibited.
3. **Related Business:** A Related Business is a separate real estate services business which is owned, in whole or in part, by the owner of the title, lending or real estate brokerage business with which you are associated.
4. **Qualified Students:** For Buffini Certified Mentors, a "Qualified Student" means: (a) a person employed by or associated with you as an independent contractor in the same title, lending or real estate brokerage business with which you are associated or in a Related Business; (b) a person who has entered into a valid Student Order Form and License Agreement with Buffini & Company for an Authorized Program and agreed to the terms of the license restrictions contained therein; and (c) a person who has paid the fees and performed the other obligations required under that Agreement.

Terms For Buffini Certified Facilitators

1. **Qualified Clients:** The Buffini Certified Facilitator License is designed for and limited to real estate professionals who provide ancillary services for the commercial or residential real estate business such as lenders, title company representatives, representatives of companies that provide home warranties, representatives of companies who provide insurance as well as representatives of real estate boards or associations. If, however, a representative of a real estate board or association is also a real estate broker or agent, this dual status will not disqualify the person from becoming a Buffini Certified Facilitator.

2. **Training:** You shall participate in a Certification Course which will be offered online at a cost reflected on the Buffini & Company website which shall be paid by you. Upon successful completion of the Certification Course, you may represent yourself to be a “Buffini Certified Facilitator”. You may then train Qualified Students in one Authorized Program of your choosing. There will be a charge for each additional Authorized Program which you wish to train.
3. **License:** This Agreement constitutes a non-assignable license, personal to you during the term of this Agreement, as follows: (a) Once you have successfully completed the Certification Course to hold yourself out as a Buffini Certified Facilitator; (b) Once you have become a Buffini Certified Facilitator to train the Authorized Program only to Qualified Students during the term of this Agreement using the materials, methods and instructions provided by Buffini & Company after paying any fee that may be charged for each Authorized Program. Any duplication or other dissemination or use of said materials or information is prohibited.
4. **Qualified Student:** For Buffini Certified Facilitators, a “Qualified Student” means: (a) a person who has entered into a valid Student Order Form and License Agreement with Buffini & Company for an Authorized Program and agreed to the terms of the license restrictions contained therein; and (b) a person who has paid the fees and performed the other obligations required under that Agreement.

Terms Applicable to Both Buffini Certified Mentors & Buffini Certified Facilitators

1. **Client:** For purposes of this Agreement, the “Client” is a person who has entered into this Agreement with Buffini & Company and paid the Certification Course fees as provided herein.
2. **License Condition:** As a condition to this license, Client shall train a minimum of one Qualified Student in one Authorized Program during each 24-month period. This 24-month period shall commence on the first day of the month following the commencement of the Certification Training described herein and shall continue in 24-month increments thereafter.
3. **Access to Referral Maker CRM:** During the term of this License, Client will be granted access to Buffini & Company’s Referral Maker CRM Service and Software. Client’s use of Referral Maker CRM shall be governed by those provisions of Buffini & Company’s Membership Agreement Terms which apply to the Referral Maker CRM, which provisions are incorporated herein by reference.
4. **Attendance at Master Class Events:** Clients who have become Buffini Certified Mentors or Buffini Certified Facilitators and who remain active as provided in Paragraph 2, may attend a Buffini & Company Master Class live event at no additional charge, subject to space and availability.
5. **Pre-existing Clients:** Clients who have a pre-existing license with Buffini & Company for training Buffini & Company’s Peak Producers® Program shall be granted this Mentor or Certified Facilitator License as appropriate, without the requirement of taking the Certification Course or paying additional Certification Course fees. Pre-existing clients may continue to train Qualified Students in the Peak Producers Program subject to the other terms and restrictions set forth in this License Agreement. There shall be an additional charge for each additional Authorized Program which the Client wishes to train. This License Agreement shall supersede and replace the Client’s pre-existing License Agreement with Buffini & Company.
6. **Term:** The term of this Agreement, and the license described below, shall begin on the first day of the Certification Course training described herein and shall continue thereafter month to month from the first day of the following month until terminated.
7. **Authorized Program:** For purposes of this Agreement, “Authorized Program” means a training program created and owned by Buffini & Company that Buffini Certified Mentors and Buffini Certified Facilitators are authorized to present to and train Qualified Students pursuant to the terms, conditions and limitations set forth herein. The training programs which are Authorized Programs may change from time to time. An up to date list of the training programs which are Authorized Programs can be viewed on the Company website at <https://www.buffiniandcompany.com/training/certified>.

8. **No Agency:** Client shall not hold himself out to be an agent, partner or representative of Buffini & Company.
9. **Personal Information:** Buffini & Company maintains personal information of a client pursuant to its Privacy Policy as amended from time to time which can be viewed at <https://www.buffiniandcompany.com/privacy>.
10. **Additional License:** Client is granted a personal, revocable license during the term of this Agreement or until its earlier termination by Buffini & Company to use the promotional material made available by Buffini & Company for download relating to an Authorized Program solely to promote classes, events or training to potential Qualified Students relating to an Authorized Program.
11. **Ownership of Authorized Program:** Except as provided in this Agreement and except pursuant to the license contained herein, no rights in any Authorized Program or any materials related to an Authorized Program or the Certification Course shall pass to the Client under this Agreement. All materials relating to an Authorized Program, materials relating to the certification course as well as the content included in any workbooks, DVDs, computer websites or other materials provided, and all copyrights and trademarks related thereto shall remain the property of Buffini & Company.
12. **Additional Restrictions:** Client shall not: (a) Train or attempt to train any person in all or part of an Authorized Program unless authorized by this agreement and the license contained herein; (b) use Buffini & Company's products in a way which is inconsistent with the terms of this Agreement or the License; (c) directly or indirectly charge Qualified Students for participating in an Authorized Program amounts or impose restrictions in addition to those required by Buffini & Company; (d) Train others to conduct an Authorized Program or Certification training or training related to an Authorized Program within or outside Client's organization; (e) copy, reproduce, capture or modify in any fashion any written materials, DVD's or other items provided except as authorized by Buffini & Company or the license granted in this Agreement (unless pursuant to the systems taught as part of an Authorized Program); (f) Create or permit the creation of any writings or things containing information derived from the items provided hereunder (unless pursuant to the systems taught as part of an Authorized Program); (g) sell or attempt to re-sell all or any portion of the workbook or other materials provided under this Agreement; (h) grant any sublicense or any other subsidiary use of an Authorized Program or Buffini & Company products except pursuant to this Agreement; (h) violate any law, rule, ordinance or statute in providing training for an Authorized Program.
13. **Termination:** This Agreement, and the License previously described, shall terminate upon any of the following: (a) This Agreement and License shall terminate automatically if the Client fails to satisfy the condition of training at least one Qualified Student in one Authorized Program during each 12-month period as provided in Paragraph 2 of this Section C. Upon the breach by the Client of any of the terms, conditions or restrictions of this Agreement, including but not limited to any financial obligations undertaken herein; (b) If Client or anyone acting under or in concert with him engages in any illegal, abusive or unprofessional conduct or conduct which would tend to hold Buffini & Company up to embarrassment or contempt; (c) if Buffini & Company, in its reasonable discretion, determines that the Client's presentation of training for an Authorized Program is unsatisfactory.
14. **Duties Upon Termination:** Upon termination of this Agreement, Client's access to the website portal for Buffini Certified Mentors or Buffini Certified Facilitators shall be terminated. Client shall return all training DVD's, workbooks, writings, or other materials provided to him under this Agreement, shall cease to hold himself out as a Buffini Certified Mentor or Buffini Certified Facilitator and shall cease providing training relating to an Authorized Program. Client shall certify in writing that he has complied fully with the obligations of this Agreement. Client shall further certify in writing that no unauthorized copies, summaries or things containing information derived from the DVD's, workbooks or other material provided hereunder exist.
15. **Enforcement:** Client and Buffini & Company agree that Buffini & Company will be irreparably harmed in the event that Client breaches any of the provisions of this Agreement. Accordingly, all of the provisions of this Agreement shall be specifically enforceable and Buffini & Company shall be entitled to injunctive relief against Client, as well as his agents, employees, affiliated persons or anyone acting under or in

concert with him in addition to other available remedies for the breach of any provisions of said paragraphs.

16. **Further Action:** Client agrees to take appropriate action to prevent or discourage any conduct or actions on the part of student participants or others which may be an infringement or other violation of, or which may result in an unauthorized use of an Authorized Program or the writings or other products which are a part of an Authorized Program. If a Client, during the term of this Agreement or any extension, becomes employed by or associated with a different real estate business, he will notify Buffini & Company promptly.

I. BUFFINI & COMPANY AUTHORIZED PROGRAMS STUDENT LICENSE AGREEMENT

1. **License:** This Agreement constitutes a non-assignable license for the Student to use Authorized Program products, services or information provided in conformity with the systems or methods presented for his/her personal or existing business purposes not related to training or coaching. Any other duplication, dissemination or use of said products or information is prohibited. An up to date list of the training programs which are Authorized Programs can be viewed on the Company website at <https://www.buffiniandcompany.com/training/certified>.
2. **Referral Maker CRM:** If the Authorized Program in which Student is enrolled includes, as part of the Program, access to and use of Buffini & Company's Referral Maker CRM Service and Software, Student's use of Referral Maker shall be governed by those provisions of Buffini & Company's Membership Agreement Terms, located herein.
3. **No Agency:** The Student shall not hold himself/herself out to be an agent, partner or representative of Buffini & Company.
4. **Additional Restrictions:** Student shall not: (a) Train or attempt to train any person in all or part of the Authorized Program unless authorized by this agreement and the license contained herein; (b) use Buffini & Company's products in a way which is inconsistent with the terms of this Agreement or the License; (c) Train others to conduct Authorized Program or Certification Course training within or outside Student's organization; (d) copy, reproduce, capture or modify in any fashion any written, printed or digital materials, DVD's or other items provided except as authorized by Buffini & Company (unless pursuant to the systems taught as part of the Authorized Program); (e) Create or permit the creation of any writings or things containing information derived from the items provided hereunder; (f) grant any sublicense or any other subsidiary use of the Authorized Program or Buffini & Company products except pursuant to this Agreement; (g) sell or attempt to re-sell all or any portion of the workbook or other materials provided under this Agreement; (h) violate any law, rule, ordinance or statute in utilizing the Authorized Program.
5. **Termination:** This Agreement, and the License described previously may be terminated at any time by Buffini & Company for cause which shall include the breach of this Agreement by the client, abusive or unprofessional conduct or conduct which would tend to hold Buffini & Company up to embarrassment or contempt.
6. **Limitation on Refunds/Credits:** No refunds, exchanges or credits will be given after thirty (30) days from the date of purchase.
7. **Enforcement:** Student and Buffini & Company agree that Buffini & Company will be irreparably harmed in the event that Student breaches any of the provisions of paragraphs 1, 3 or 4 hereof. Accordingly, all of the provisions of said paragraphs shall be specifically enforceable and Buffini & Company shall be entitled to injunctive relief against Student, as well as his/her agents, employees, affiliated persons or anyone acting under or in concert with him/her in addition to other available remedies for the breach of any provisions of said paragraphs.

J. BUFFINI & COMPANY EVENT TERMS & CONDITIONS

- i. **Photographic Release:** I authorize Buffini & Company or its agents or contractors to make and use photographs or audio or video footage of me and/or my children and any other person who I

have registered for this event for the purpose of marketing, training or for use in the creation of future products.

- ii. **License:** This order constitutes a personal non-assignable license for you to use any information conveyed orally at the event, as well as the event handbook and any other writings provided, in conformity with the systems and training presented at the event for your personal or business purposes not related to training or coaching. Any other duplication, dissemination, use, sale or resale of said information or writings is prohibited.
- iii. **Removal:** Buffini & Company shall have the right to refuse entrance to or remove any person whose conduct is objectionable, disorderly, disruptive or in violation of any law.
- iv. **Recording:** Video or audio recording of all or any portion of the event is prohibited.
- v. **Marketing:** Distribution of marketing materials in the room or area where the event is held is prohibited.
- vi. **Cancellation/Refunds**
 - a. For MasterMind Summit®: Cancellations within 60 days of the start of the event will receive a refund less a \$100.00 Cancellation Fee per person.
 - b. For The Peak Experience®: Any cancellation within 90 days of the event will receive a refund less a \$500.00 Cancellation Fee per person.