Adjustly Property Damage Advocacy Group

Sales Commission Compensation Plan

Purpose

The purpose of this Compensation Plan is to reward professionals who advertise, provide marketing, and refer potential clients, all in the interests to help property owners connect with licensed public adjusting professionals which help clients receive fair insurance claim settlements while creating a sustainable career opportunity for Adjustly Advocate Members and Business Development Representatives.

Adjustly believes in rewarding those who create value through education, relationship building, client advocacy, and ethical marketing and advertising.

Guiding Principles

At Adjustly:

- The client always comes first.
- Every referral is earned through trust.
- Transparency and simplicity are priorities.
- Teamwork is encouraged and rewarded.

Commission Categories

Adjustly offers multiple ways to earn commissions depending upon the role performed.

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1. Claim Acquisition (Primary Opportunity)

This is the primary opportunity for Adjustly Advocate Members & Marketing Advertising Representatives.

Responsibilities include:

- Networking
- Marketing
- Property owner education
- Scheduling appointments
- Free Property Risk Assessments
- Claim Settlement Audit appointments
- Claim preparation assistance (non-licensed activities)

Commission Structure

Whenever Adjustly receives its solicitation fee from one of its Public Adjusting partners:

Distribution

Administrative Division

10%

Remaining Balance

90%

That remaining balance is divided:

45%
Referring Advocate Member

45%
Adjustly

Example

Solicitation Fee Received:

$10,000

Administrative Allocation:

$1,000

Remaining Balance:

$9,000

Referring Advocate Member Earns:

$4,500

Adjustly Retains:

$4,500

This compensation model aligns with the original Adjustly framework.

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2. Claim Settlement Audit Appointments

Representatives may schedule:

- Residential Claim Reviews
- Commercial Claim Reviews
- Prior Claim Audits

If the audit results in a signed client agreement that generates revenue for Adjustly, the representative is compensated under the Claim Acquisition Commission.

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3. Free Property Risk Assessment Appointments

Representatives are encouraged to educate homeowners and business owners by offering:

- Insurance Policy Reviews
- Coverage Gap Analysis
- Property Risk Inspection
- Property Documentation Photography
- Insurance Claim Education

These appointments serve as lead generation activities and become commissionable only if they result in a signed client.

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4. Commercial Claim Acquisition

Commercial claims often involve:

- Apartment Complexes
- Hotels
- Churches
- Manufacturing Facilities
- Retail Centers
- Office Buildings
- Industrial Properties
- Farms
- Municipal Buildings

Commercial referrals follow the same commission structure unless management authorizes a strategic commission adjustment.

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5. Named Appraiser Opportunities

Representatives who secure Named Appraiser engagements receive compensation according to the applicable appraisal agreement.

Because fee structures vary, commission percentages are determined on a case-by-case basis and approved by Executive Management.

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6. Strategic Referral Partners

Referral Partners may include:

- Roofing Contractors
- Restoration Contractors
- Plumbers
- HVAC Companies
- Realtors
- Mortgage Professionals
- Insurance Agents
- Attorneys
- Home Inspectors
- Property Managers
- Commercial Brokers

Referral compensation is governed by the applicable referral agreement and all applicable laws and licensing requirements.

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7. Catastrophe Response Team

During major weather events, advocate members may assist with:

- Community outreach
- Appointment scheduling
- Disaster response coordination
- Temporary emergency services coordination
- Documentation assistance

Additional incentive bonuses may be offered during catastrophe deployments.

Commission Payment

Commissions are earned only after:

- Client contract is executed through a licensed Public Adjuster
- Public Adjusting partner receives payment
- Adjustly receives its contracted compensation
- Administrative reconciliation is completed

Commissions are paid during the next scheduled commission cycle.

Chargebacks

If:

- A contract is canceled
- A client withdraws
- Revenue is refunded
- Compensation is reversed

Adjustly reserves the right to offset unpaid commissions against future commissions.

Non-Commissionable Activities

The following activities do not generate commissions unless specifically approved:

- Internal administrative work
- Internal training
- Company meetings
- Marketing material distribution
- General networking not resulting in signed business
- Complimentary consultations

Ethics Policy

Representatives are expected to:

- Follow all state licensing laws
- NEVER act as a licensed Public Adjuster or function in a role only a licensed public adjuster is legally authorized to do.
- Avoid unauthorized insurance claim representation
- Never misrepresent coverage
- Never promise claim outcomes
- Always place the client's interests first

Failure to comply may result in commission forfeiture and termination.

Executive Management Authority

DMJ Ventures and Adjustly Executive Management reserve the right to:

- Modify incentive programs
- Create limited-time promotions
- Increase commissions for strategic opportunities
- Approve special compensation arrangements for enterprise accounts
- Adjust commission structures for unique commercial projects