

# California Association of Mortgage Brokers



## **CAMB 5 Star Office Discount 2009-10 Membership Campaign**

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### **Campaign Program – Outline**

The 5 Star Office Membership Campaign Program is designed to encourage five (5) or more individuals from one company to join or renew and a discount will be assessed on the total combined membership values. The memberships would continue as individual memberships but create incentive for multiple memberships within a company. To be eligible, all individuals must work at the same business location.

The 5 Star Campaign Program is enhanced to recognize various levels of participation by using gem names (ruby, diamond, emerald) in a ranking system.

The 5 Star Office Campaign Program is available to mortgage brokers and loan originators. A minimum of five individuals per office is required to initially qualify for the program. The campaign structure and criteria follows.

### **CAMB Chapters**

Central Coast

Central Valley

East Bay

Inland Empire

Los Angeles Metro

Greater Monterey Bay Area

North Bay

North Central Coast

North Los Angeles County

Greater Northstate

Orange County

Greater Sacramento Area

San Diego

San Diego North County

San Francisco Peninsula

San Gabriel Valley

Silicon Valley

Southern Los Angeles County

### **Campaign Program – Structure and Criteria**

#### **Participation Levels**

5 Star Office – 5 members

5 Star Ruby Office – 6 to 10 members

5 Star Diamond Office – 11 to 20 members

5 Star Emerald Office – 21+ members

#### **Discount**

Flat 20% discount for each membership category regardless of participation level (ruby, diamond, emerald).

#### **Effective Timeline of Campaign**

The campaign timeline is remains in effect for the current fiscal year of July 1, 2009 through June 30, 2010. This campaign is available to all new members and renewals who qualify under the 5 Star Office guidelines.

#### **5 Star Structure for Mortgage Brokers and Loan Originators**

Each level must have at least one Professional 1 member.

5 Star Office and Ruby Office levels can only have one Support Staff member.

Diamond Office can have two Support Staff members.

Emerald Office can have three Support Staff members.

Comparison examples follow for each 5 Star Office level. A separate membership application must be completed for each individual participating in the 5 Star Office discount program.

**Comparison Examples**

*(Each level must have a minimum of one Professional 1 member)*

After the minimum of one Professional 1 member is met with each level, a variety of combinations are possible with Associate and Support Staff membership categories. Following is one possible example for each level—Ruby, Diamond, and Emerald. The 5 Star Office (5 members) has only one possibility.

**5 Star Office—5 Members** *(no more than one Support Staff)*

<b>Current Structure</b>	<b>5 Star Discount (less flat 20%)</b>
Professional 1 - \$399/\$375 • New / Renew .....	Professional 1 - \$325 / \$300 • New / Renew
Associate - \$275.....	Associate - \$220
Associate - \$275.....	Associate - \$220
Associate - \$275.....	Associate - \$220
Support Staff - \$195.....	Support Staff - \$156
<b>Total: \$1,419/ \$1,395 • New / Renew.....</b>	<b>Total: \$1,141 / \$1,116 • New / Renew</b>

**5 Star Ruby Office—6 to 10 Members** *(no more than one Support Staff, 7 member example)*

<b>Current Structure</b>	<b>5 Star Discount (less flat 20%)</b>
Professional 1 - \$399/\$375 • New / Renew .....	Professional 1 - \$325 / \$300 • New / Renew
Associate - \$275 x 5 = \$1,375 .....	Associate - \$220 x 5 = \$1,100
Support Staff - \$195.....	Support Staff - \$156
<b>Total: \$1,969 / \$1,945 • New / Renew.....</b>	<b>Total: \$1,581 / \$1,556 • New / Renew</b>

**5 Star Diamond Office—11 to 20 Members** *(no more than two Support Staff, 15 member example)*

<b>Current Structure</b>	<b>5 Star Discount (less flat 20%)</b>
Professional 1 - \$399/\$375 • New / Renew .....	Professional 1 - \$325 / \$300 • New / Renew
Associate - \$275 x 12 = \$3,300 .....	Associate - \$220 x 12 = \$2,640
Support Staff - \$195 x 2 = \$390.....	Support Staff - \$156 x 2 = \$312
<b>Total: \$4,089 / \$4,065 • New / Renew.....</b>	<b>Total: \$3,277 / \$3,252 • New / Renew</b>

**5 Star Emerald Office—21+ Members** *(no more than three Support Staff, 25 member example)*

<b>Current Structure</b>	<b>5 Star Discount (less flat 20%)</b>
Professional 1 - \$399/\$375 • New / Renew .....	Professional 1 - \$325 / \$300 • New / Renew
Associate - \$275 x 21 = \$5,775 .....	Associate - \$220 x 21 = \$4,620
Support Staff - \$195 x 3 = \$585.....	Support Staff - \$156 x 3 = \$468
<b>Total: \$6,759 / \$6,735 • New / Renew.....</b>	<b>Total: \$5,413 / \$5,388 • New / Renew</b>

**Questions Regarding How Your Office Can Qualify for the 5 Star Office Program?**

Please call our member services team at the California Association of Mortgage Brokers – (916) 448-8236. We look forward to qualifying your office for the 5 Star Office Program—a 20% savings on your membership.

