

VINTORY, LLC
CUSTOMER AGREEMENT

THIS CUSTOMER AGREEMENT (“Agreement”), effective as of sign-up date, (the “**Effective Date**”) is made and entered into by and between **Vintory, LLC (“Vintory”)**, a Maryland limited liability company, and Customer (“**Customer**”). Vintory and Customer may be referred to herein individually as a “**Party**” and collectively as the “**Parties**”.

I. Deliverables. Vintory shall provide Customer with the marketing and business development assets and consulting services specified in the “**Statement of Work**” attached as Exhibit A and as supplemented from time to time by subsequent Statements of Work (collectively, the “**Deliverables**”). Any modifications to an existing Statement of Work must be made in a written “**Change Order**” specifying the amendments to the Statement of Work and signed by both parties. Vintory will not perform any work outside the scope of the Statement of Work, except as agreed to in a supplemental Statement of Work or a Change Order attached to an executed Statement of Work.

II. Payments. Customer shall pay Vintory for the Deliverables as follows:

A. Fees and Commissions. Customer shall pay Vintory the fees and Commissions (as defined in the Statement of Work) specified in the Statement of Work.

B. Expenses. Customer shall be obligated to pay third party suppliers for expenses listed in Exhibit B. Customer authorizes Vintory to charge Customer’s credit card listed on Exhibit C for all expenses listed on Exhibit B. If Customer chooses to have Vintory do an on-site visit, Customer shall provide lodging during Vintory’s on-site visits and shall reimburse Vintory for all transportation costs incurred for travel on behalf of Customer (round trip airfare and rental car not to exceed \$1,000 per trip). Customer shall pay all invoiced expenses net thirty (30) days from the date of the invoice. In the event of a dispute regarding any invoiced amount, Customer shall pay any undisputed portion while the parties negotiate in good faith to resolve the remaining issues.

C. Automatic Debit. Customer authorizes Vintory to effect payment of all sums due under this Agreement by initiating electronic debit entries, through the Automated Clearing House (“ACH”) settlement process, from Customer’s account identified in the “**Authorization for Direct Payment**” attached hereto as Exhibit C. This authorization will remain in full force and effect until termination of this Agreement and the full and final payment of all obligations of Customer due under this Agreement. This authorization shall not affect the obligation of Customer to pay such sums when due, without notice, if there are insufficient funds in such account to make such payment in full on the due date thereof, or if Vintory fails to debit the account.

D. Overdue Payments. All fees or expenses more than fifteen (15) days in arrears shall accrue interest at the lesser of 1.5% per month (18% per annum) or the highest interest rate allowed by law. If any fees or expenses remain unpaid by Customer fifteen (15)

days after they are due, Vintory may withhold or suspend Deliverables and may terminate this Agreement pursuant to Section III below.

III. Term and Termination.

- A. Term.** The term of this Agreement shall commence on the Effective Date and will continue on for successive one (1) month periods unless either Party gives one (1) month advance written notice of termination to the other Party.
- B. Termination for Cause.** Either Party may terminate this Agreement upon a material breach of the other Party if such material breach, if subject to cure, remains uncured for ten (10) days following written notice to the breaching Party. Vintory may terminate this Agreement without advance notice (1) if any fees or expenses remain unpaid by Customer thirty (30) days after they are due, or (2) if Customer institutes voluntary bankruptcy or insolvency proceedings or otherwise admits insolvency.
- C. Termination Without Cause.** Vintory and/or Customer may terminate this Agreement for any reason upon thirty (30) days written notice to Customer.
- D. Survival.** Notwithstanding anything in this Agreement to the contrary, the provisions herein shall survive any expiration or termination of this Agreement that expressly or by their nature extend beyond and survive the expiration of this Agreement.

IV. Customer Responsibilities. Customer understands and agrees that Vintory must rely on Customer to provide certain information and resources in order to produce the Deliverables. During the term of this Agreement, Customer will appoint one individual to be Vintory's primary point of contact ("**POC**") for Customer. Customer agrees to work closely with Vintory and to provide timely responses to Vintory's requests for information. Customer shall have sole responsibility for ensuring the accuracy of all information provided to Vintory and warrants and undertakes to Vintory that the Customer's employees assisting in the execution of this Agreement have the necessary skills, authority, and professionalism. Customer's POC, employees, and agents, shall maintain a professional and respectful demeanor while interacting with Vintory, its employees and agents. Customer agrees to conform to the responsibilities included in this Section IV and any Statement of Work and understands and agrees that failure to do so will be considered a material breach of this Agreement under Section III.

V. Limitation of Liability. VINTORY'S LIABILITY TO CUSTOMER UNDER OR RELATING TO THIS AGREEMENT SHALL BE LIMITED TO ACTUAL DAMAGES AND SHALL NOT EXCEED THE AMOUNT PAID BY CUSTOMER TO VINTORY FOR THE THREE (3) CALENDAR MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO SUCH LIABILITY. IN NO EVENT SHALL VINTORY BE LIABLE TO CUSTOMER FOR ANY INDIRECT, SPECIAL, INCIDENTAL, EXEMPLARY OR CONSEQUENTIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, LOST PROFITS OR GOODWILL) RELATED TO THIS AGREEMENT AND/OR DELIVERABLES, OR ARISING FROM ANY CAUSE OF ACTION WHATSOEVER, INCLUDING CONTRACT, WARRANTY, TORT, STRICT

LIABILITY, INDEMNITY OR NEGLIGENCE, EVEN IF VINTORY HAS BEEN NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES.

VI. Disclaimer of Warranties. EXCEPT AS SET FORTH HEREIN, VINTORY EXPRESSLY DISCLAIMS ALL WARRANTIES OR CONDITIONS OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. IN THE EVENT SOFTWARE IS PROVIDED, VINTORY DOES NOT WARRANT THAT THE OPERATION OF ANY SOFTWARE WILL BE UNINTERRUPTED OR ERROR-FREE.

VII. Confidentiality. Each Party acknowledges that by reason of its relationship to the other Party under this Agreement it may have access to certain information and materials concerning the other Party's business, plans, customers, code and products that are confidential and of substantial value to such Party ("**Confidential Information**"), which value would be impaired if such Confidential Information were disclosed to third parties. The terms of this Agreement shall be deemed to be Confidential Information.

A. Nondisclosure. Each Party agrees to maintain all Confidential Information received from the other, both orally and in writing, in confidence and agrees not to disclose or otherwise make available such Confidential Information to any third party without the prior written consent of the disclosing party. Each Party further agrees to use the Confidential Information only for the purpose of performing this Agreement. No Confidential Information shall be deemed confidential unless so marked if given in writing, or, if given orally, identified as confidential orally prior to disclosure, or information which by its nature or the nature of the circumstances surrounding disclosure should reasonably be understood to be confidential.

B. Exclusions. The Parties' obligations under the paragraph above shall not apply to Confidential Information which: (i) is or becomes a matter of public knowledge through no fault of or action by the receiving Party; (ii) was rightfully in the receiving Party's possession prior to disclosure by the disclosing Party; or (iii) subsequent to disclosure, is rightfully obtained by the receiving Party from a third party who is lawfully in possession of such Confidential Information without restriction. Whenever requested by a disclosing Party, a receiving Party shall immediately return to the disclosing Party all manifestations of the Confidential Information or, at the disclosing Party's option, shall destroy all such Confidential Information as the disclosing Party may designate (excluding this Agreement). The receiving Party's obligation of confidentiality shall survive this Agreement for a period of three (3) years from the date of its termination and thereafter shall terminate and be of no further force or effect. Nothing herein shall prohibit a Party from complying with a lawful and binding order of any court, administrative agency or other governmental entity relating to Confidential Information.

VIII. Intellectual Property.

A. Customer Content. Customer hereby grants Vintory a non-exclusive, non-transferable, limited license, revocable at will by Customer, to copy and use all content, material, and information provided by Customer, including but not limited to Customer logos, trademarks, service marks, and material subject to copyright (“**Customer Content**”) solely in connection with the Deliverables to be performed by Vintory under this Agreement. Customer represents and warrants that the Customer Content is owned by Customer, or that the Customer has permission from the rightful owner to use the material or content and that such does not infringe upon any intellectual property right or other third-party rights.

B. Customer Data. All data, records, and reports directly collected by Customer (“**Customer Data**”), whether in existence at the Effective Date hereof or collected thereafter, shall be the exclusive property of Customer. Customer’s furnishing of Customer Data, or access thereto, shall not grant any express or implied interest in or license to Vintory relating to such Customer Data other than as is necessary to perform and provide the Deliverables to Customer. Upon request by Customer at any time and without regard to the default status of the parties under the Agreement, Vintory shall promptly deliver to Customer the Customer Data in electronic format and in such hard copy as exists on the date of the request by Customer.

C. License and Use of the Work Product. All works, materials, products and modifications, and data (including data collected from public records, list brokers, online travel agencies, appending services, and vacation rental permit data), developed, collected, compiled, prepared, or paid for by Vintory under this Agreement and any associated Statement of Work (“**Work Product**”) shall be the sole and exclusive property of Vintory. Upon receipt of all payments due under this Agreement, Vintory hereby grants Customer a fully paid up, irrevocable, non-exclusive, and royalty-free license to use and modify the Work Product, except for the Vintory software platform (the “**Software**”), as Customer deems appropriate. For avoidance of doubt, Customer’s license to and use of the Software shall be governed by the terms of the [Software License Agreement](#), which is incorporated herein by reference.

IX. Non-solicitation of Employees. During the term of this Agreement and for a period of one (1) year following termination of this Agreement for any reason, the Parties shall not, directly or indirectly, hire, contract, engage, or retain any of the other Party’s employees, contractors, consultants, vendors, or agents, the identity of which the Party became aware during the performance of this Agreement, without the express written consent of the other Party.

X. Dispute Resolution.

A. Arbitration. Any controversy, claim or dispute arising out of or relating to this Agreement or the interpretation or breach thereof shall be settled by arbitration in accordance with the then current Streamlined Arbitration Rules and Procedures of

JAMS. The arbitration shall be conducted in Baltimore County, Maryland before a single arbitrator chosen by JAMS. The decision of the arbitrator shall be final and binding upon the Parties. Judgment upon the arbitration award may be entered in any court having jurisdiction. JAMS shall be guided by any applicable rules with respect to the choosing of an arbitrator for arbitration conducted pursuant to its Streamlined Arbitration Rules and Procedures, and, in addition thereto, JAMS shall prefer an arbitrator who is an attorney in good standing and licensed to practice law in the State of Maryland.

- B. Equitable Relief; Venue.** Notwithstanding the foregoing agreement to arbitrate, either Party shall be permitted to seek equitable or injunctive relief from the state and federal courts located in the State of Maryland for matters relating to confidentiality, intellectual property and/or publicity. Each party irrevocably consents to the personal jurisdiction of the state and federal courts located in the State of Maryland for purposes of any lawsuit seeking to enforce this Agreement.

XI. Miscellaneous.

- A. Representations and Warranties.** Each Party hereby represents, warrants and covenants to the other that (1) it is an entity validly existing pursuant to the laws of the state in which it is organized and has the full power and authority to carry out the terms of this Agreement, (2) the person signing this Agreement is duly authorized to execute the same and this Agreement will be valid and binding on such Party in accordance with its terms, and (3) the execution, delivery and performance of this Agreement will not violate any other agreement or instrument to which such Party is a Party.
- B. Compliance with Laws.** Customer is solely responsible for ensuring that the Deliverables, Customer's use, and Vintory's provision thereof to and on behalf of Customer comply with all applicable federal, state, local, and foreign statutes, rules, regulations, orders and restrictions of any domestic or foreign government or any instrumentality or agency thereof having jurisdiction over the conduct of Customer's business or the Deliverables and that Customer has filed, obtained, maintained or submitted all necessary licenses, reports, documents, forms, notices, applications, records, submissions and supplements or amendments required by law.
- C. Governing Law.** This Agreement and any controversy, claim, or dispute arising out of or related to this Agreement shall be governed and interpreted pursuant to the laws of the State of Maryland without regard to the conflicts of law provisions thereof.
- D. Assignment.** Vintory may assign subcontractors to assist Vintory with providing the Deliverables and may assign its rights or delegate its obligations under this Agreement to the surviving entity in a merger or consolidation in which Vintory participates or to a purchaser of all or substantially all of Vintory's assets. Customer shall not assign its rights or delegate its obligations under this Agreement without Vintory's prior written consent.

- E. Indemnification.** Customer agrees to indemnify, defend, and hold harmless Vintory, its directors, officers, employees and agents with respect to any claim, demand, cause of action, debt or liability, including reasonable attorneys' fees, made by any third party due to or arising out of (1) content submitted by Customer, (2) Customer's use of the Deliverables, (3) Customer's violation of this Agreement or any portion thereof, or (4) Customer's violation of the rights of a third party.
- F. Independent Contractors.** The Parties to this Agreement are independent contractors. Neither Party is an agent, representative, partner, or joint venturer of the other Party. Neither Party shall have any right, power, or authority to enter into any agreement for or on behalf of, or incur any obligation or liability of, or to otherwise bind, the other Party.
- G. Publicity.** Upon execution of this Agreement, Vintory may publicize, at Vintory's sole expense, the fact that it has established a consulting relationship with Customer, in such format (which may include Customer's name and logo), in such publications, and at such times as Vintory deems appropriate and consistent with its customary practices for marketing its services but will not publicize Confidential Information.
- H. Force Majeure.** Vintory and its affiliates will not be liable for any for any delay or failure to perform any obligation under this Agreement where the delay or failure results from any cause beyond its reasonable control, including without limitation, acts of God, fire, strikes or labor disputes, Internet service provider failure or delay, denial of service attack, electrical or power outages, natural disasters, the elements, epidemics, civil disturbances, acts of terrorism, war, or acts or orders of government.
- I. Severability.** Should any provision of this Agreement be held to be void, the remaining provisions of this Agreement shall not be affected and shall continue in effect and the invalid provision shall be deemed modified to the least degree necessary to remedy such invalidity.
- J. Waiver.** The failure of either Party to partially or fully exercise any right or the waiver by either Party of any breach, shall not prevent a subsequent exercise of such right or be deemed a waiver of any subsequent breach of the same or any other term of this Agreement.
- K. Counterparts.** This Agreement may be executed by facsimile, portable document format (.pdf) or other electronic signature pages and in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Any counterpart hereof shall be deemed to have been duly and validly delivered and be valid and effective for all purposes.
- L. Entire Agreement.** This Agreement, including the [Software License Agreement](#) and all Statements of Work and Change Orders attached hereto, is the entire agreement between Vintory and Customer regarding the Services and supersedes all prior and contemporaneous agreements, proposals, and representations, written or oral,

concerning its subject matter. Any modification of this Agreement shall be effective only if it is in writing and signed by all Parties hereto.

EXHIBIT A
STATEMENT OF WORK

I. Deliverables.

A. Assets. Vintory shall provide Customer with the following marketing and business development assets:

- Data
 - 1000 Home Owner Records*
 - Absentee Owner Data*
 - Email and Phone Appends*
- Sales
 - Pro Forma Template
- Email Templates
 - Cold Outreach Email Sequence Templates
 - Nurturing Follow Up Email Sequence Templates
- Lead Capture
 - Owner Landing Page Designed for Property Owners Δ
 - Display Ads for Digital Marketing Δ

B. Services. Vintory shall provide Customer with the following marketing and business development services:

- Technology
 - CRM Setup and Integration
 - Setup of Call Tracking and Recording System
 - Meeting Scheduler Setup and Integration
- Email Campaigns
 - Cold Outreach
- Digital
 - PPC Management for Owner Acquisition*
 - Retargeting Management*

II. Fees and Commissions. Customer shall pay Vintory the following fees for the Deliverables:

A. Implementation Fee. ~~\$4995~~ (waived) to be paid upon execution of this agreement.

B. Management Fee. \$799 per month, monthly payments begin 30 days from Effective date.

* When available in market. Additional records may be subject to additional fees.

Δ Templated page choices. Additional third-party fees such as PPC campaigns, target lists, etc. may apply.
Additional revisions will be charged hourly at a rate of one hundred dollars (\$100) per hour.

EXHIBIT B
THIRD PARTY EXPENSES

Customer shall be responsible for paying expenses charged by third party suppliers, including without limitation:

1. Third Party Software
 - a. Docusign – included is 10 signed contracts per month. Additional signed contracts are \$10/each.
2. Data
 - a. Marketing Lists
 - b. Any Additional Data Expenses over 1000 records at \$0.25/record
 - i. Email Lists
 - ii. Phone Lists
 - c. Any Additional Appending Services
3. Digital Marketing
 - a. Google Ads
 - b. Social Media Ads