



CBG Program Frequently Asked Questions (F.A.Q.)

- 1. The annual fee is very affordable. What reassurance can you provide that there will not be rate jumps in the future?**

The cost for you group to participate in the CBG program will be \$99.00 annually until you reach 500+ members. If your group membership exceeds 500 members the charge will be \$199 annually. Groups over 1,500 members range from \$299 - \$499 annually.

- 2. Do the individual members incur any additional costs when they register or utilize the discount services?**

Your members will not incur any additional charges from CBG other than cost of products and services purchased from the CBG Suppliers

- 3. Are there a minimum number of participating individual members required from our association?**

There is no minimum amount of members required to participate in the CBG program and we do not require a list of your members.

- 4. What is the business model that allows CBG to earn a profit by charging groups a small annual fee?**

Our business model is built on volume and marketing agreements with our national suppliers

- 5. Can you provide assurance that our member list will not be sold, or at least no information about any member will be provided to a third party without their express consent?**

We will provide a letter of agreement that no members' information will be sold nor provided to a third party for solicitation. We do not require you to send us a list of your members and your members will voluntarily register with CBG.

- 6. Our group consists of property managers, landlords, investors in real estate as well as business members who provide a type of services commonly used by our membership. The business members pay a premium to be a member. Please describe how our members can promote their services and discount offerings to other members and potentially others outside of our association. What costs would they incur?**

All of your members (Regular and Business) have the ability to set up a company profile and business listing in the "Vendor/Member" section of our website. This gives your members the ability to list their business profile and expertise in communities for any CBG members to view, rate and review vendors. There is no additional charge for this service and is an opportunity for your members to get their business in front of additional prospects in their community.

7. Some of our members have concerns over confidentiality of their contact information. Can we assume that we can provide you with minimal contact information when we provide a list of eligible members? I think we fully understand that any member who actually signs up to use the discounts may be required to provide additional information.

You can provide as much information to us as you feel comfortable with, again we can provide an agreement that no membership information will be sold or distributed. The only purpose for us to have membership information is to send out new CBG supplier information or new benefits that are included in their membership. Again, we look at ourselves as an extension of your customer service and to assist them to set up appropriate accounts with our suppliers as a value of their relationship with your group. The purpose of the CBG program is to provide value on your groups behalf which helps retain membership and keep them paying their annual dues to you. We can also provide a list of your members registered with CBG at your request.

8. Once we sign up, will our members be receiving marketing solicitations from CBG? If yes, how will they be sent? Can we participate in screening the materials sent to our members?

We would like to send information to your members as discussed in question #7, but that information can be forwarded to a designated board member for review. This information is solely to inform members about Supplier details, your upcoming meetings/events and that the CBG benefits are available to them based on their memberships through your group. They will receive no more than one email a month from CBG on program or supplier details.

9. Are the discounts provided by your participating vendors available for in-store purchases or only online purchases?

Some of the supplier programs are an in store programs, some are online only and some provide both. All of the supplier program details are very clear in the private area of the CBG website after a member has registered.

10. Once we come on board with CBG, how long will it take to be up and running for our members to use the program?

Once your association decides to act, we can start extending the benefits to your membership within 24 hours. We accept credit card or can invoice you for the annual membership fee.

11. Is there any other additional information that would be helpful to inform our decision making? Please consider additional positive benefits and also please be candid about any expectations/obligations of our group, contractual or otherwise.

We do have additional material that we can provide in helping you with the decision making process, screen shots, and customized flyers for your group. Another benefit would be revenue sharing back to your group from several of our suppliers based on your registered membership spending. We require no contractual spending minimums from your association and our expectations are that the CBG program will be a benefit to your membership and will result in increased membership and value to your association.