



Frequently Asked Questions –

for Multifamily Builders on Direct Rebate Management, My HomeSphere® Direct and Direct Rebate Marketplace

Q: Will direct rebate management eventually replace the third-party rebate program I already have in place with HomeSphere? How are these rebates different from each other?

A: Direct Rebate Management is an additional offering within My HomeSphere that *will not replace* your current program with HomeSphere. Direct rebate management only relates to the direct rebate management portion of My HomeSphere platform, known as My HomeSphere Direct. You can continue leveraging your existing third-party rebates together with direct rebates and now grow your rebate earnings across even more product categories.

Q: How would you describe Direct Rebate Management with My HomeSphere Direct?

A: Have you stayed away from direct rebates because you thought they'd take too much time and resources to pursue or qualify for your rebate payout? HomeSphere is here to help by providing direct rebate support services through the platform you already know, so we'll be with you at every step. With our third-party rebates and now, direct rebate management, our goal remains the same: to help you to maximize the rebate dollars you earn.

Q: When is the appropriate time in the construction cycle to get started on a direct rebate contract?

A: Ideally, you'll want to have your direct rebate contracts in place early in the preconstruction phase — i.e. the part of the construction process to determine scope of work, budget, building materials and much more. If you're able to have your direct rebates in place, you will be able to forecast your direct rebate earnings before you start to build. In some but not all cases, a manufacturer may be willing to backdate the eligibility on the contract so you're able to take advantage of recently installed products that qualify for direct rebates. By having the contract in place as early as possible, you'll increase the likelihood of collecting all the rebate dollars you truly deserve.

Q: Will I be able to use My HomeSphere Direct to manage my direct rebates that are already negotiated and under contract?

A: Yes, *you can*. HomeSphere's team will work with new direct rebate contracts or established ones.

Q: My HomeSphere has been available to me free of charge. Will My HomeSphere Direct also be free?

A: My HomeSphere Direct is an optional, subscription-based offering within our builder platform, My HomeSphere. Please contact us if you would like to speak with our Direct Rebate Management team for more information on our pricing model by clicking on the button at the end of this FAQ and we'll contact you.

Q: How does HomeSphere help builders to negotiate contracts with manufacturers?

A: We're here to help you reclaim lost time playing phone tag and scrolling through email chains to find the right contact to negotiate direct rebate contracts. HomeSphere matches the builder with the right contact at the manufacturer to start the negotiation process. Get started through our Direct Rebate Marketplace, or our Direct Rebate Management team can reach out to a manufacturer not listed on our Direct Rebate Marketplace to see if that manufacturer is willing to negotiate a direct rebate with you. We also have a [tip sheet <link>](#) with some things to consider when negotiating your direct rebate contract with the manufacturer.



Q: What is HomeSphere's Direct Rebate Marketplace, and how do I get access?

A: HomeSphere's Direct Rebate Marketplace showcases manufacturers who are willing to have a discussion with HomeSphere builders about direct rebates opportunities. Discussions with these manufacturers may or may not lead to a contract negotiation with them. However, these manufacturers are on Direct Rebate Marketplace because they seek to find more direct rebate relationships with builders.

Once granted access to HomeSphere's Direct Rebate Marketplace, you'll be able to view each offering on our Direct Rebate Marketplace by the manufacturer's brand name, company description and products or product lines with which they are most likely to negotiate direct rebates with builders. From the home page, you'll be able to click on a manufacturer listing to view more details on the appropriate contact with whom to connect for direct rebate negotiation. Simply ask our Direct Rebate Management team for access to our Direct Rebate Marketplace.

Q: What are the advantages to using HomeSphere's Direct Rebate Marketplace? Am I limited to choosing from manufacturers listed in the Direct Rebate Marketplace when I negotiate a direct rebate?

A: As a builder participating in our direct rebate management offering, you are not limited to negotiating direct rebates with the manufacturers listed on our Direct Rebate Marketplace. However, it's worth noting that the Direct Rebate Marketplace can help you more easily get started with direct rebates.

The Direct Rebate Management team at HomeSphere can also reach out to a manufacturer who is not on our Direct Rebate Marketplace to see if that manufacturer is interested in a discussion about direct rebate negotiation with your company. Please note that this process will probably take longer than going through the Direct Rebate Marketplace, since HomeSphere's Direct Rebate Management team needs to contact the manufacturer and inquire as to whether they would be open to negotiating a direct rebate with a builder with your profile.

Q: What should I look forward to while onboarding with HomeSphere's Direct Rebate Management?

A: When onboarding, we'll ask you to let us know about existing direct rebates in place or if you have a manufacturer in mind for a specific category. We'll also share which manufacturers are participating in HomeSphere's Direct Rebate Marketplace, a good place to shop for manufacturers brands by product categories. We'll work with you to explore direct rebates with as many product categories as possible to help you maximize your possible rebate earnings. Our team will also walk you through My HomeSphere Direct so that you'll feel very comfortable uploading and be able to monitor the status of your direct rebates. We'll help you overcome previous obstacles to getting direct and assist you in getting you on the right path to collecting the rebate dollars you deserve.

Q: Do you have a sample contract template that you can share with me? Do I need to prepare a contract for the manufacturer, or does the manufacturer write the contracts?

A: Good news: most manufacturers already have standard templates in place for direct rebates and they'll likely use one at some point during the contract negotiation process as the basis for your direct rebate contact. So, be relieved, you won't need to create your own version of the direct rebate contract for review by a manufacturer!

We're here to do the heavy lifting with Direct Rebate Management, My HomeSphere Direct and Direct Rebate Marketplace. We'll help you to estimate potential direct rebate earnings, give you a leg up on getting started negotiating direct rebates, assist with managing your direct rebates along the way and track your rebates toward the end goal of rebate payout.

Learn more about Direct Rebate Management

SCHEDULE A DEMO

*The information provided within this FAQ document is for general informational purposes only and is subject to change by HomeSphere LLC at any time in the future. Check with HomeSphere to ensure that you are reading the most recent version of this document by referencing this tracking number: 08062020-FAQ-MYHSDIR.