STEADILY.

Brand Ambassador Agreement with Steadily

The Program. You ("Brand Ambassador") will place and disseminate advertisements for Steadily's landlord insurance services to Brand Ambassador's audiences and other such audiences as Brand Ambassador may identify, as appropriate ("Customers"), in accordance with the terms and conditions of this Brand Ambassador Agreement, including the Approved Content ("Agreement"). This Agreement shall be effective as of the date electronically signed by Brand Ambassador.

Advertising Fees. In exchange for Brand Ambassador's services as outlined herein, Steadily agrees to pay Brand Ambassador a flat fee of $30, payable in gift cards through Tango.com, per Lead (defined below) attributable to the Brand Ambassador's activities. You will receive an email to accept your earnings through Tango.com. Please ensure this is completed as quickly as possible to avoid a delay in payment of the rewards. **Advertising fees will only be payable where Brand Ambassador strictly complies with the terms of this Agreement, including using only approved content.**

Payable Leads. A Lead is only payable where (i) it results from Brand Ambassador's advertisement efforts by use of the Brand Ambassador link; (ii) the content of all advertisements issued by Brand Ambassador have been provided as Approved Content or otherwise approved by Steadily, (iii) the Customer completes a full landlord insurance quote through Steadily; and (iv) the Customer is neither an existing Steadily client nor has the Customer previously received a quote from Steadily for a specific property.

Compliance with Laws. Brand Ambassador must prominently disclose that advertisements and messaging around Steadily are advertisements and that Brand Ambassador receives compensation. Brand Ambassador will not engage in activities requiring insurance licensing, including providing advice, counseling, or assistance regarding insurance services. Apart from the creation of advertising content for Steadily's approval, posting of approved content, and placement of approved content, Brand Ambassador will not sell, solicit, or negotiate insurance on behalf of Steadily.

Relationship. The relationship between Steadily and Marketer shall be that of independent contractors and neither party shall be or represent itself to be an agent, employee, or joint venturer of the other, nor shall either party have or represent itself to have any power or authority to act for, bind or commit the other. Both parties are free to enter similar service agreements with companies similar to or competing with the other party.

Nondisparagement. Each Party agrees that neither it nor its representatives shall make, publish, or communicate to any third party any false, misleading, or disparaging statements about the other Party, its products, services, or business practices. This provision does not restrict either Party from making truthful statements as required by law or legal proceedings.

Severability. If any provision of this Agreement should be invalid, illegal or in conflict with any applicable state or federal law or regulation, such law or regulation shall control, to the extent of such conflict, without affecting the remaining provisions of this Agreement.

Term and Termination. This Agreement shall commence on the effective date and continue indefinitely unless terminated in accordance with this Agreement. Either Party may terminate this Agreement

immediately upon notice to the other Party. To terminate, please submit a notice of termination to marketing-team@steadily.com. This Agreement shall be null and void to the extent any provision is found to be impermissible or unenforceable under applicable law.

Effect of Termination. Upon termination, (i) Brand Ambassador shall immediately stop any and all advertising and marketing related to Steadily; (ii) Steadily's obligation to pay any compensation shall immediately cease; and (iii) the following provisions shall survive termination for a period of four (4) years: Compliance with Laws, Relationship, Nondisparagement, Severability, Effect of Termination, Hold Harmless, Entire Agreement, and Governing Law.

Hold Harmless. Company agrees to indemnify, defend and hold harmless Brand Ambassador from and against any and all claims, suits, actions, liability, losses, expenses or damages which may hereafter arise ("Liability"), arising out of any negligent act or omission by Company in violation of this Agreement, provided, however, such indemnitee shall not apply in the event Brand Ambassador has failed to fully and strictly comply with this Agreement. Brand Ambassador agrees to indemnify, defend and hold harmless Steadily from and against any and all Liability arising out of Brand Ambassador's violation of this Agreement.

Amendment. The terms and conditions of this Agreement may not be modified or amended other than by a writing signed by both Parties.

Assignment. Brand Ambassador may not assign this agreement without the express prior written consent of Steadily.

Entire Agreement. This Agreement constitutes the entire agreement between the Parties and supersedes all oral and prior written negotiations of the Parties with respect to the subject matter hereof.

Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Texas, without regard to its conflict of law principles. The parties agree that any legal action or proceeding arising out of this Agreement shall be brought exclusively in the state or federal courts located in Travis County, Texas, and the parties hereby consent to the personal jurisdiction and venue of such courts.

Effective Date and Electronic Signatures. This Agreement becomes effective upon signature by the Marketer. The parties agree that electronic signatures, including the use of a checkbox or similar electronic confirmation, shall be valid and enforceable as original signatures.

Marketing Guidelines

Approved Copy/ Use of Affiliate Links for Brand Ambassador

A disclosure that you receive compensation for using the link must be clear and conspicuous on any pages where your affiliate link is used. There should be no mention of discounting or offers in combination with this link. If you need more information, please review the FTC guidelines on Disclosures.

Approved social media posts

Need property and liability insurance for your rentals? Whether you have one unit or ten, Steadily helps landlords get top-rated insurance *fast*. Compare quotes now: (Affiliate Link) #ad

You wouldn't rent your property without a lease—so why rent without the right insurance? 🏠✔️ Steadily makes landlord coverage simple & affordable. Get a quote in minutes: (Affiliate Link) #ad

Whether you rent short-term, mid-term, or long-term, you need the right landlord insurance. Steadily makes coverage easy—compare quotes & secure great rates in minutes. Get a quote now: (Affiliate Link) #ad

Don't let the unexpected ruin your short term rental business. Steadily helps Airbnb & VRBO hosts get solid insurance coverage in just minutes. Get a quote now: (Affiliate Link) #ad

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Approved language for website/ affiliate page with link

Sample Disclosure (Must appear on the page along with the affiliate link but can be put into your own words): This page contains affiliate links. If you click through, I may receive compensation. This helps support my work at no extra cost to you.

Copy:

Option 1: Landlord insurance made easy—get a quick quote from Steadily in minutes! (Link)

Option 2: Fast, affordable landlord insurance—Get a Steadily quote in just minutes! (Link)

Email/ CRM Newsletter Copy:

As a real estate investor, you understand the importance of protecting your properties with the right insurance. Steadily specializes in helping landlords secure the best insurance policies quickly and efficiently, and they only work with real estate investors. Whether you have short-term, mid-term or long-term rental properties, Steadily can compare multiple quotes, ensuring you get great rates and coverage tailored to your needs in just a few minutes. See how easy it is to protect your properties. Get a quote now using my link: (Affiliate Link - Make sure affiliate disclosure is added to the footer of the email)

Note that the fact that this is a paid advertisement needs to be made clear in the context of the email.

Custom Content for Steadily Approval

Brand Ambassadors can also use these guardrails to develop custom copy and content. We do require content/ copy to be pre-approved by emailing content to marketing-team@steadily.com. Please allow 2 business days for review.

If creating your own post you must use #ad along with the creative as the only hashtag.

Background: The product that Steadily sells is "Landlord Insurance." This phrase should be used most commonly to describe our offerings, encompassing property and liability insurance for tenant-occupied properties.

- Steadily is a modern online insurance **service** for landlords that provides fast, affordable landlord insurance for short, mid and long term rental properties
- Steadily was built by landlords, for landlords and their licensed agents work exclusively with real estate investors so they know the specific needs and coverages to protect rental properties.
- Steadily is one of the best-rated landlord insurance services in America
- Steadily helps get property and liability insurance for landlords
- Steadily can provide great rate quotes in just a few minutes for rental properties
- Steadily can assist landlords by gathering multiple quotes to compare costs and coverages with multiple carriers.
- Steadily agents exclusively work with landlords and can help find the right coverage for your investment property.

Don'ts

- Please don't refer to Steadily as an "Insurance Company" as we are an "Insurance Service" according to the Department of Insurance.
- Don't use "Steadily covers… (insert specific coverages)" Instead, say, "Landlord Insurance covers…" damage to rental properties, fire & smoke damage, legal and medical expenses, loss of rental income, etc.
- Don't provide a testimonial about your experience with Steadily unless it is true
- Don't refer to Steadily as having the most competitive rates in the US or specific rate details, if you switched and saved on insurance you can say that more generally. **Never say or imply that someone can get a particular discount because you referred them.** Instead, use "Get a quote and see how much you could save on landlord insurance."