

# WWW.FRANCHISINGURLS



## LETTER OF UNDERSTANDING

[www.FranchisingURLs.com](http://www.FranchisingURLs.com)

Source Book Publications (SBP), a publisher of books and websites on franchising, agrees that it will represent \_\_\_\_\_ (Seller) to expedite the sale of URL(s) (Uniform Resource Locator) that Seller owns. Such marketing will be effected primarily through SBP's website at [www.FranchisingURLs.com](http://www.FranchisingURLs.com).

Using a Response Form (provide link), Sellers will send a list of those URLs that it would like SBP to market on Seller's behalf, including the prices it would recommend as payment in full. There is no fee to list URLs on [www.FranchisingURLs.com](http://www.FranchisingURLs.com). Once SBP is contacted by a potential Buyer, SBP will immediately contact Seller. To the extent that the potential Buyer has offered a price that is less than that recommended by the Seller, SBP will act as a conduit between the parties until agreement is reached on a mutually agreeable price. Once the Buyer and Seller agree on a price, Seller will be responsible for the transfer of the URL to the Buyer. Buyer will forward a check in the proper amount to SBP, which amount will be held until Buyer notifies SBP that the URL has been properly transferred.

As recognition for its efforts to secure a Buyer for Seller through [www.FranchisingURLs.com](http://www.FranchisingURLs.com) and for acting as the intermediary between Seller and Buyer, Seller agrees that the net amount of the ultimately agreed upon selling price will be reduced by 20%, which amount will represent SBP's commission in full. SBP will forward the adjusted selling price by check to Seller within 2 business days of the notification that the URL has been properly transferred.

SBP and Seller agree to adhere to the terms above.

Source Book Publications (SBP)  
1814 Franklin Street, # 440  
Oakland, CA 94612

\_\_\_\_\_  
Seller

\_\_\_\_\_  
Robert E. Bond, President

\_\_\_\_\_  
Authorized By

\_\_\_\_\_  
Title

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