

The LeadPile "Open Market" Program:

With the LeadPile "Open Market" program you will be able to sell all or part of your real time produced leads from your own forms into the LeadPile Marketplace. Once approved, you can deliver leads into the LeadPile Marketplace platform directly from your system using the "http post" method. You may use your own forms and websites to generate the leads, and you may choose which leads to post into the marketplace and at what price points.

You will benefit from the following:

1. Decide on each lead the price point you are willing to sell that lead at.
2. You may choose to leave certain (or all) leads, which are not sold real time, into our "self select" and "batch delivery" program, where they can be purchased at a later time. You can also decide for how long you want to leave them available for later sale in our system. As the leads age, their price will decrease based on your depreciation schedule provided for that lead type.
3. With each sale attempt you also control the response time: our system will look for a buyer for your lead within the time limit provided with the lead
4. Make up to 3 sale attempts on the same lead at various price points.

GET STARTED TODAY by opening a "**Seller account**" and join the "Open Market" program located in the "My account - Open Market" section.

PLEASE NOTE: our clients expect that all leads in the marketplace are sold on exclusive basis. YOU ARE REQUIRED TO SELL LEADS INTO OUR SYSTEM AS "EXCLUSIVE". If your lead has not been sold in LeadPile Marketplace, and is not available for later sale in our system, YOU MAY sell it elsewhere. Failure to meet this requirement may result in immediate account termination, forfeit of funds, and possible legal action.

10 Point Lead Marketplace Quality Assurance Program

LeadPile has built its reputation on both lead volume and quality. We are committed to providing the best internet leads in the industry. Every lead produced and sold through the LeadPile Marketplace follows strict quality controls and every leads seller joining LeadPile platform is screened and must abide by the following rules:

- ☞ No incentives
- ☞ No misleading information
- ☞ No Adult Content
- ☞ No old leads (Real Time generated leads only)
- ☞ No third party submissions (Consumer must submit the information online)
- ☞ No Gambling Content
- ☞ No spam
- ☞ No adware/spyware
- ☞ No frames accepted by the I-SaveNow Form
- ☞ No fly by night companies (All websites are owned by legitimate, reachable owners, with valid contact/taxpayer identification)

“Open Market” Program Explained

A. Case 1: one attempt – immediate sale

1. You currently have a buyer potentially buying your lead at \$44.00
2. You first attempt to sell the lead in the LeadPile Open Marketplace at \$45.00 (\$1.00 above what you could potentially sell it elsewhere)
 - i. The lead is sold in the Leadpile Open Market and you receive \$45.00

B. Case 2: one attempt – no sale – you sell it elsewhere

1. You currently have a buyer potentially buying your lead at \$44.00
2. You first attempt to sell the lead in the LeadPile Open Marketplace at \$45.00 (\$1.00 above what you could potentially sell it elsewhere)
 - i. No buyer is willing to buy the lead in the Marketplace which would result in you receiving \$45.00 for that lead.
3. You sell the lead at \$44.00 to your “current” buyer.

C. Case 3: two attempts – second attempt sale

1. You currently have a buyer potentially buying your lead at \$44.00
2. You first attempt to sell a lead in the LeadPile Open Marketplace at a minimum price of \$45.00
 - i. No buyer is willing to buy the lead in the Marketplace which would result in you receiving \$45.00 for that lead.
3. You then attempt to sell the lead at \$44.00 to your “current” buyer
 - i. The lead is not accepted by your “current” buyer
4. You then attempt to sell the lead in the LeadPile Open Marketplace for \$35.00
 - i. The lead is sold in the Marketplace and you receive \$35.00

D. Case 4: three attempts – third attempt sale

1. You currently have two buyers potentially buying your lead: Buyer One at \$44.00 and Buyer Two at \$15.00
2. You first attempt to sell a lead in the LeadPile Open Marketplace at a minimum price of \$45.00
 - i. No buyer is willing to buy the lead in the Marketplace which would result in you receiving \$45.00 for that lead.
3. You then attempt to sell the lead at \$44.00 to your “first buyer” buyer
 - i. The lead is not accepted by your “first” buyer
4. You then attempt to sell a lead in the LeadPile Open Marketplace for \$16.00
 - i. No buyer is willing to buy the lead which would result in you receiving at least \$16.00 for that lead.
 - ii. You then attempt to sell the lead at \$15.00 to your Buyer Two
 - iii. The lead is not accepted by your Buyer Two
5. You then attempt to sell the lead in the LeadPile Open Marketplace for \$5.00
 - i. The lead is sold in the Marketplace and you receive \$5.00

You are allowed up to 3 attempts on the same lead.