

# STRATEGIC PARTNER APPLICATION

## OVERVIEW

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AAPL knows there are various reasons why growing and running a business can become difficult. From compliance to workload, forming partnerships in the private lending world becomes a necessity.

That is why we partner with influencers and organizations who share the vision of reshaping the real estate finance industry – it's not a focus on bringing you the 'next big thing.' Our partners also want you to be viewed as viable alternatives for borrowing and investing.

Our goal is to provide you with a variety of ethical and experienced partners who can you solve your individual challenges, as well as address challenges throughout the private lending industry.

## TWO PARTNERSHIPS

Our partner programs do more than raise your company's visibility, they allow you to target a niche market directly plus provides a platform to grow your credibility even more.

**Stragetgic Partnership** is designed to help build credibility; our partners provide consistent thought leadership in our print and digital Private Lender Magazine and other media.

**Discount Partnership** helps launch sales by offering AAPL-exclusive discounts, with the goal to reduce to total cost of acquiring products and services that our members and audiences need in order to run their business.

Find out more about the benefits of each partnership at [www.aaplonline.com/partnership-opportunities](http://www.aaplonline.com/partnership-opportunities).

## ELIGIBILITY

We view partnerships as more than trades-in-kind: our partners share our commitment to service, integrity, and drive to become an industry-influencing catalyst for growth. Ideally, partners should meet as many of the following criteria as possible.

- Be an AAPL member.
- Support our strategic goals to foster awareness, promote best practices, and enforce the industry's only Code of Ethics.
- Relate directly to the professional activities of members and their business needs.
- Help publicize lending resources to non-members to achieve greater visibility.
- Provide members with a quality service or product at a savings above and beyond what they make available on the open market.
- Be able to track member participation and usage.
- Commit to maintain regular contact with AAPL regarding new offerings, updates on member usage, primary contact personnel changes, and any other changes that may affect the relationship.

## HOW TO PARTNER

AAPL offers no cookie-cutter partnerships – our goal is to build lasting relationships of mutual benefit and growth. If you have questions prior to applying, please reach out to us at [contact@aaplonline.com](mailto:contact@aaplonline.com).

- Applications should be submitted via e-mail at [contact@aaplonline.com](mailto:contact@aaplonline.com).
- AAPL staff reviews each application to determine uniqueness and ensure it meets expressed member needs. This may include discussion with appropriate members.
- If all parties are in agreement with the terms and conditions discussed, then a written agreement is drafted and signed.

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## APPLY

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Please complete the information below. Return completed application to [contact@aaplonline.com](mailto:contact@aaplonline.com).

### GENERAL INFORMATION

Name	Phone
Organization	Email
Corporate URL	
Primary Business Interest	
Market Specialization	

### KEY COMPANY CONTACTS

Primary Business Contact	Phone
Email	
Sales Contact	Phone
Email	
Marketing Contact	Phone
Email	

### DISCOUNTS (OPTIONAL)

Discount offered					
Discount available elsewhere?	Yes	No	Will you track participation?	Yes	No

### AUTHORIZATION

I /we authorize AAPL to publish my content in whole or in part with proper credit. Questions can be directed to [contact@aaplonline.com](mailto:contact@aaplonline.com). I/we have read and understand the responsibilities as outlined in these guidelines and will abide by them.

Printed Name	Date
Signature	