

## NEIGHBORLY CALL BLITZ COMPETITION

Call blitzes are a fast and effective way to convert warm or cold leads into revenue by engaging prospects in a concentrated, high-energy effort. By leveraging your POS, you can quickly identify open leads, past estimates, or prior customers who may be ready to move forward. How many opportunities are currently sitting in your system, waiting to be converted? Join us in our initiative to utilize call blitzes system-wide, and earn some unique prizes along the way!

The Neighborly® Call Blitz Competition (the “Competition”) will take place according to the following contest terms and conditions.

### Terms and Conditions

1. Overview. Franchisees across the Neighborly network will participate in coordinated “call blitzes” during the Competition Period (as defined below), while simultaneously competing to see which franchisees’ call blitz efforts generate the most business. During the Competition Period, Eligible Franchisees, as defined below, and their local teams will place personal, non-automated calls to “past customers” as defined by your brand’s “Call Blitz Playbook” (each a “Call”). Every Call that generates any new confirmed appointment, or request for a quote or estimate, or service performed, as logged in an Eligible Franchisee’s Point of Sale system (“POS System”), will be counted as a “Successful Entry.” Eligible Franchisees that tally the most Successful Entries at the conclusion of the Competition Period will be deemed the winners of the Competition according to these Terms, and will receive certain prizes as defined herein.

Duration. The Competition will be open for each Eligible Franchisee, and Calls for the Competition may be placed, during the Competition Period, which shall begin on March 12, 2026 at 9:00 AM local time, and end on May 30, 2026 at 5:00 PM local time (the “Competition Period”). Only Calls placed by Eligible Franchisees between 9:00 AM and 5:00 PM local time on any day during the Competition Period will be counted as Successful Entries for the purposes of the Competition. The Competition shall conclude for each Eligible Franchisee on May 30, 2026 at 5:00 PM local time. No Calls placed after such time may be counted towards Successful Entries for the purposes of the Competition. Each Eligible Franchisee will have until 5:00 PM local time on May 30, 2026 to log Successful Entries resulting from Calls placed during the Competition Period.

2. Eligibility. To be eligible to participate in the Competition, you must be an active franchisee of one of the following Neighborly brands: Aire Serv®, Dryer Vent Wizard®, Five Star Painting®, Glass Doctor®, HouseMaster®, Junk King®, Lawn Pride®, Molly Maid®, Mosquito Joe®, Mr. Appliance®, Mr. Electric®, Mr. Handyman®, Mr. Rooter®, Precision Door®, ShelfGenie®, The Grounds Guys®, and Window Genie®. All Calls must be personally placed by the Eligible Franchisee or an employee of the Eligible Franchisee, and may not be automated. Calls must be placed by persons age 18 or older.

For the purposes of these Terms, “Eligible Franchisee” means each individual franchise business (from the eligible brands listed above) that operates within a contiguous territory under a specific franchise brand. For example, a Molly Maid owner with 6 franchise

agreements covering 2 different contiguous territories would be 2 Eligible Franchisees. If that Molly Maid owner also owned a single Aire Serv franchise, then that Aire Serv franchise would constitute a separate Eligible Franchisee.

3. **Revenue Tiers.** Each Eligible Franchisee will be placed in a “Revenue Tier” based on their total revenue for the 12-month period between March 1, 2025 and February 28, 2026. Revenues considered for determining an Eligible Franchisee’s revenue tier will be collected from the franchisee’s POS System or by whatever means necessary to ensure accuracy. Eligible Franchisees will compete against all other Eligible Franchisees, across eligible brands, but only within their applicable Revenue Tier. A Revenue Tier must have at least 10% of Eligible Franchisees participating in the Competition in order for prizes to be awarded for such Revenue Tier. Each Eligible Franchisee will compete only within their assigned Revenue Tier. The Revenue Tiers are as follows:

<b>Revenue Tier</b>	<b>Eligibility (Based on Total Revenues in USD from 3/1/25 through 2/28/26)</b>
Tier 1	\$0 - \$500,000
Tier 2	\$500,001 - \$1,500,000
Tier 3	\$1,500,001 - \$3,000,000
Tier 4	\$3,000,001 - \$6,000,000
Tier 5	\$6,000,001 - \$10,000,000
Tier 6	\$10,000,001 - \$25,000,000
Tier 7	\$25,000,001 and above

4. **Competition Entries.** Eligible Franchisees will submit all Successful Entries to the form linked on the Call Blitz Competition web page, available to all Eligible Franchisees at: <https://neighborly.jotform.com/260474011491854>. A Successful Entry is a customer who: (1) meets the criteria of a “past customer” as specified in the applicable brand’s Call Blitz Playbook, and (2) has any new confirmed appointment, or request for a quote or estimate, or service performed following a Call, as shown in the scheduler of the Eligible Franchisee’s POS system. Eligible Franchisees may be asked by Neighborly Competition administrators to verify their Successful Entries by submitting a record of the Call to the applicable customer, and a record of the corresponding appointment or estimate provided to the customer from the franchisee’s POS System. In order for Successful Entries to be counted towards the Competition, Eligible Franchisees must log them according to the criteria above or as otherwise provided by Neighborly.
5. **Declaring A Winner.** Following May 30, 2026, Neighborly will review all Successful Entries from all participating Eligible Franchisees to determine the winners by June 26, 2026. The Eligible Franchisee with the most Successful Entries in each Revenue Tier will be declared the first-place winner of the Revenue Tier. Additionally, the Eligible Franchisees with the second and third-most Successful Entries in each Revenue Tier will be named second and third place winners, respectively, for each Revenue Tier. Determination of the first, second, and third place winners for each Revenue Tier will be made on the basis of total Successful Entries made for the duration of the Competition only, and shall not be based on any other factor. In the event of a tie, Neighborly will break the tie by calculated total revenue generated

from all Successful Entries from the Eligible Franchisees that are tied. Between those that are tied, the Eligible Franchisee with the most total revenue generated from all Successful Entries will be declared the winner of the tie, pending compliance with other rules herein.

6. Prizes. Prizes for the first, second, and third place winner of each Revenue Tier will be awarded as follows:

<b>Revenue Tier</b>	<b>1st Place Prize</b>	<b>2nd Place Prize</b>	<b>3rd Place Prize</b>
Tier 1	Local Marketing Investment \$5,000	Ground Game Kit Valued at \$5,000	Customer Appreciation Gifts \$500
Tier 2	Local Marketing Investment \$10,000	Ground Game Kit Valued at \$6,000	Customer Appreciation Gifts \$600
Tier 3	Local Marketing Investment \$15,000	Ground Game Kit Valued at \$7,000	Customer Appreciation Gifts \$700
Tier 4	Local Marketing Investment \$20,000	Ground Game Kit Valued at \$8,000	Customer Appreciation Gifts \$800
Tier 5	Local Marketing Investment \$25,000	Ground Game Kit Valued at \$9,000	Customer Appreciation Gifts \$900
Tier 6	Local Marketing Investment \$30,000	Ground Game Kit Valued at \$10,000	Customer Appreciation Gifts \$1,000
Tier 7	Local Marketing Investment \$35,000	Ground Game Kit Valued at \$11,000	Customer Appreciation Gifts \$1,100

The total value of all potential prizes that may be awarded for the Competition is \$201,600. All prizes for US-based franchises will be awarded in US dollars. All prizes for Canadian-based franchises will be awarded in Canadian dollars, calculated based on the equivalent exchange rate in effect on the date of issuance.

7. Additional Terms. Eligible Franchisees must comply with all applicable documentation when participating in the Competition, including these Terms and Conditions, the Call Blitz Playbook, and the Franchise Agreement. Eligible Franchisees must comply with all applicable laws and regulations in participating in the Competition, including but not limited to any laws related to placing the Calls, including but not limited to the Telephone Consumer Protection Act, Telemarketing Sales Rule, and do-not-call registries. By participating in the Competition, Eligible Franchisees agree (i) to be bound by these Terms and Conditions; (ii) to cooperate with Neighborly in providing all required documentation regarding the Competition; (iii) that they shall be solely responsible for all expenses, charges, and applicable taxes incurred related to their participation in the Competition and receipt of any prize; (iv) to release Dwyer Franchising LLC d/b/a Neighborly and any of its applicable affiliates from all actual or potential claims, demands, costs, and liabilities arising out of the Eligible Franchisee’s participation in the Competition; and (iv) to defend, indemnify, and hold harmless Dwyer Franchising LLC d/b/a Neighborly and any of its applicable affiliates from

and against any third party claims, demands, costs, and liabilities arising out of the Eligible Franchisee's participation in the Competition.