

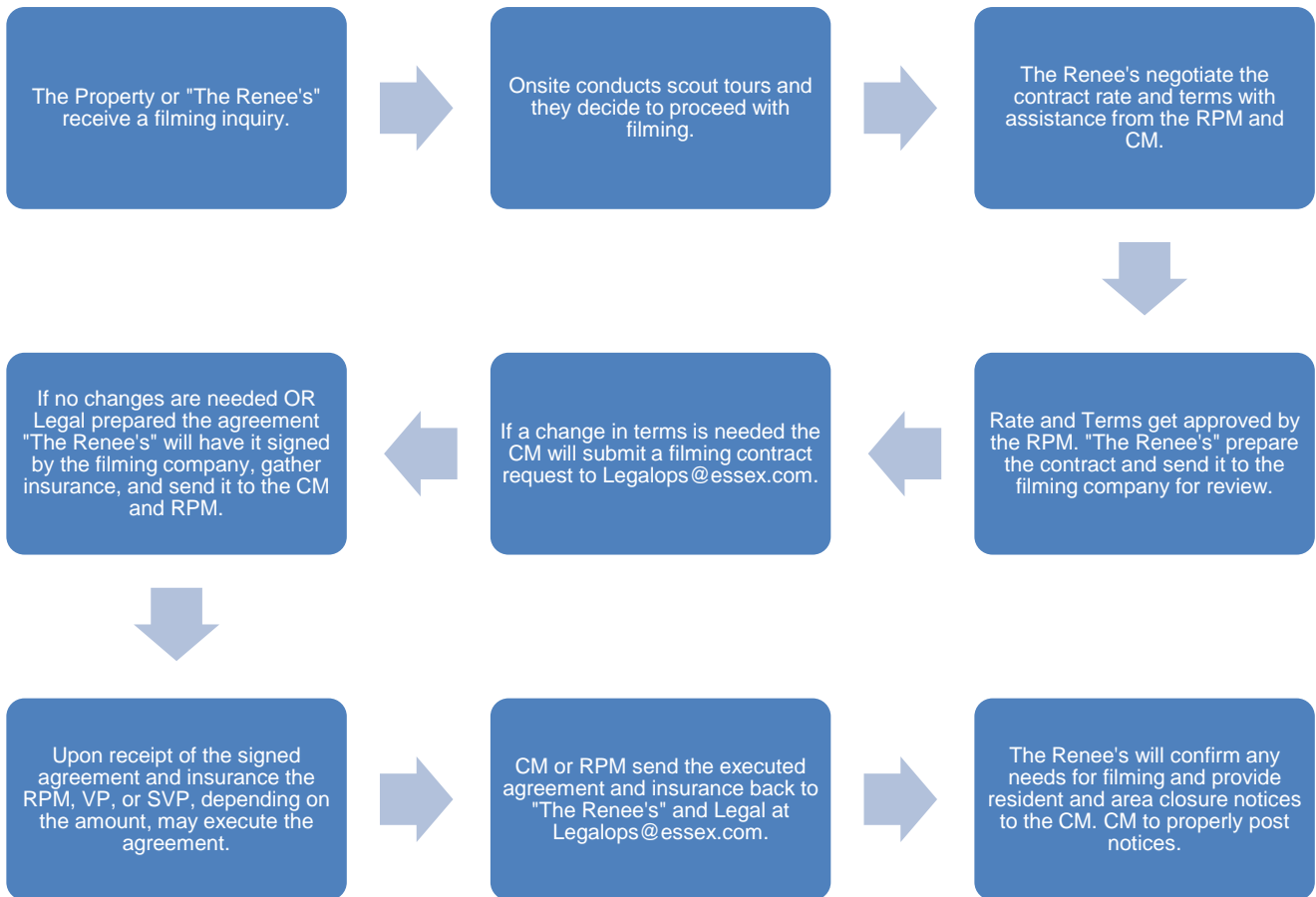
# FILMING GUIDELINES

## Requirements for Onsite Filming

1. “The Renee’s” are the consultants we have contracted to support filming inquiries. Only “The Renee’s” have authorization to negotiate a filming contract on Essex’s behalf.
2. The only contract that can be used is Essex’s Temporary Filming License Agreement.
3. The contract **MUST** be reviewed by Legal prior to signing if changes have been made to the form agreement. Requests for all filming contracts should be sent to [LegalOps@essex.com](mailto:LegalOps@essex.com).
4. There is a \$5,000 minimum for filming contracts. Contracts between \$5,000 and \$15,000 can be signed by the RPM, contracts between \$15,001 and \$50,000 will require VP signature and contracts exceeding \$50,001 require SVP authorization.
5. The filming company must maintain commercial general liability insurance, including broad form property damage with a minimum limit of \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Such policy shall name Licensor “Essex”, Licensor’s agents, and any mortgagee(s) designated by Licensee as additional insured.

## Step-by-Step Process of Receiving Filming Inquiries

1. “The Renee’s” may visit or email your property and ask you to complete a property questionnaire. This information is viable in order for “The Renee’s” to market the property accurately. They may also ask for your contact information in case of any emergencies at the property while filming.
2. If onsite associates receive a filming inquiry, they should provide contact information for the inquirer to contact “The Renee’s” directly at [filming@essex.com](mailto:filming@essex.com) or 213-305-0464. If the inquirer asks to walk around the property, explain that our premises are private property and it is our policy not to permit non-employees to roam the building unattended. However, they are welcome to contact “The Renee’s” to coordinate a tour. Associates must make it clear they are not authorized by the company to negotiate filming contracts.
3. Once the inquirer and “The Renee’s” coordinate, they will contact the onsite team directly to schedule a tour with filming scouts. “The Renee’s” will not be present for scout tours, they will inform the onsite team of the location they are interested in viewing. Scout tours usually last 15 minutes and they will be allowed to take pictures of the property.
4. If the interested party wants to proceed with filming after the tour, “The Renee’s” will work closely with the CM and RPM to negotiate a filming contract. This is an opportunity to determine filming hours or days that are less impactful to the residents.
5. Once the negotiated rate and terms have been approved by the RPM, “The Renee’s” will prepare the filming contract and send it to the filming company for review.
6. If no changes are needed and insurance has been provided by “The Renee’s” the appropriate RPM, VP, or SVP, depending on the amount, can sign the agreement. If the filming company requests a change in terms “The Renee’s” will inform the CM and RPM and the CM will need to submit a filming request to Legal at [LegalOps@essex.com](mailto:LegalOps@essex.com).
7. The executed agreement and insurance will need to be sent to “The Renee’s” and the Legal team. It is the responsibility of the CM and RPM to verify that there is a signed Essex contract and insurance prior to filming.
8. Once the contract has been executed, the onsite team will be notified and given clear direction by “The Renee’s” for any location needs, date/time, area closure, etc. “The Renee’s” will provide the CM with resident and area closure notices with their contact information so the residents can contact them directly with any questions or concerns. Additionally, CM’s should assess if the inconvenience to the resident(s) is cause for a concession or if we can offer comparable amenities in the area for their use and speak with “The Renee’s” and RPM about this prior to filming.



## What Happens after Filming

1. After filming is complete, the CM and MS need to thoroughly inspect the area, including exterior and access areas. If damage has occurred, associates should take photos and notify the RPM, "The Renee's" and Legal.
2. The role of "The Renee's" is to handle all filming aspects. If you feel a filming event did not go smoothly, i.e. Resident impact, hours, expectations, etc. please escalate to your RPM.
3. "The Renee's" will send a check directly to the property. Most checks are received on or before the day of filming. This check will need to be posted to Charge Code 43431- Filming Income and taken to the bank (same process as a manual batch).

# Roles & Responsibilities

## The Renee's

1. The role of "The Renee's" is to handle all filming aspects. Market our properties to filming scouts, handle all filming inquiries, negotiate rates and terms with filming companies and manage all filming events.
2. A representative from "The Renee's" will be present during the filming process.
3. To properly inform the CM and RPM with necessary filming information.
4. To have the contract signed by the filming company and gather proof of insurance.

## Legal

1. To prepare a change in terms filming license agreement in order to verify wording is accurate and Essex is legally protected.

## CM's

1. Provide contact information for "The Renee's" to all filming inquirers.
2. Conduct scout tours as requested by "The Renee's".
3. Assist your RPM and "The Renee's" with the terms of the contract to make it less impactful to the residents. If you feel there is a high resident impact please speak with your RPM about declining the filming offer. While filming is a great revenue opportunity our residents are first priority.
4. Submit requests for all filming agreement changes to Legal.
5. Notify residents and post location closures accordingly.
6. Send the signed contract and insurance to Legal prior to filming.
7. On the day of filming, "The Renee's" representative will leave their ID and pick up any access keys from the office.
8. Walk the location after filming to determine any damage.
9. Post checks received after filming and take it to the bank within 24 hours.

## RPM's

1. Assist the CM and "The Renee's" to approve the terms and rate of the filming contract.
2. Verify the contract and insurance are accurate based on approved rate and terms, sign the contract or escalate appropriately, based on amount.
3. Verify that residents and locations have been posted accordingly and any amenity or concession needs have been discussed with the CM and "The Renee's".
4. Verify the CM and MS have inspected the location after filming and if damage has occurred it has been escalated to the proper department.
5. Verify once filming has occurred that payment has been received and posted accordingly.