SAMSON PROPERTIES

PREFERRED VENDOR PROGRAM

TRUSTED BRANDS. INTENTIONAL ACCESS. REAL OPPORTUNITY.

The **Samson Properties Preferred Vendor Program** is a structured partnership platform designed to connect trusted businesses with our agents across defined markets - all within a professionally managed ecosystem built for alignment, growth, and long-term collaboration.

Why partner with Samson as a Preferred Vendor?

6,500+ Agents | 55 Offices | And Growing











OUR CULTURE



The Samson Preferred Vendor Program gives you:

- Structured and Intentional access
- Flexible access tiers
- Local & corporate event sponsorship opportunities
- Official “Preferred Vendor” badge and designation
- Placement on *SamsonVendors.com*
- Optional high-visibility marketing enhancements

Maximizing the Partnership

We provide structured opportunity, performance and results remain in your hands.

Show up consistently

You have access to the offices within your selected Access Package. Be present. Keep your materials current. Host value-driven lunches or conversations. Consistency builds familiarity, and familiarity builds trust.

Build relationships

Samson is a relationship-driven brokerage. The vendors who win here aren't transactional, they lean into the culture, build genuine connections, and become trusted extensions of our agents' businesses.

Sponsor and use visibility options, strategically

Sponsoring brokerage-wide events and leveraging visibility options keeps your brand top of mind. The most successful partners don't wait for referrals, they position themselves intentionally and consistently.

Deliver excellence

Our agents and clients expect excellence, and so do we. Vendors who provide exceptional service earn repeat business and word-of-mouth referrals quickly. Reputation compounds inside the SamFam.

Use the Preferred Vendor Badge

The Samson Preferred Vendor Badge signals credibility. It tells agents and clients you're vetted, aligned, and a committed and trusted partner within the Samson ecosystem.

More on Event Sponsorship

Event sponsorship is one of the most effective ways to build relationships within the Samson community. Our events give vendors natural opportunities to connect with agents, share their services, and become trusted resources. Sponsorship access varies by your level of participation in the Preferred Vendor Program.



Local Events

Prioritity Given: Market and Select Access

Local events offer direct access to agents within specific offices or markets, helping vendors build strong relationships and become trusted local resources.

Example Events: HQ2U, Mix and Mingles, Office Luncheons, In-Office Trainings, Vendor Curated Trainings

Cost: Varies by event
HQ2U: Purchased as a visibility option
Office luncheons, in-office trainings, and vendor-curated trainings: sponsored through providing food or a similarly agreed-upon contribution



Regional Events

Prioritity Given: All Access

Regional events bring together agents from multiple offices and markets, giving vendors broader visibility and opportunities to connect with larger groups of agents.

Example Events: Team Up Events, Coaching Masterminds, Summits, State-Specific Events

Cost: Varies by event

Brokerage-Wide Events
Prioritity Given: All Access, Partners

Brokerage-wide events bring together agents from across our footprint, offering vendors the highest level of visibility and connection.

Example Events: Annual Awards Ceremony, Conferences

Cost: Varies by event

A little more about our Culture..



A big reason for Samson Properties' growth and success over the years is the mutual trust we share with our agents and clients. That trust is built by holding ourselves (and each other) to the culture and values that are prominently displayed in every Samson office.

As a Samson Preferred Vendor, you are being invited into that standard and conversation, and will share in, benefit from, and contribute to the trust that has been established across the Samson community.

While we can't make you paint our company values and culture on your office walls... Preferred Vendors will be asked to sign an addendum to their contract acknowledging our culture and agreeing to steward the trust of our agents and clients well.

Access Packages: Choose Your Level of Access

All packages include:

- Access to the offices within your selected footprint
- Eligibility to engage in local in-office events (HQ2U, etc)
- The opportunity to sponsor approved local initiatives
- Visibility on our internal & external Preferred Vendor Directory
- Use of the Samson Properties Preferred Vendor badge
- Access to structured visibility options
- In-office promotions
- Vendor Playbook Access

All Access

Investment: $350/month

- Full footprint access across all Samson Properties offices and markets.
- ADDED for All Access Vendors: Eligibility to sponsor corporate and brokerage-wide events and initiatives.

Market Access

Investment: Varies by Market

- Access to a defined regional grouping of Samson offices within your selected market(s).
- Option to expand reach by adding up to two Select Offices.

Select Access

Investment: $100/month (1 office) $150/month (HQ, solo) | $175/month (2 offices)

- Targeted access to one or two specific Samson offices.
- Ideal for vendors seeking focused, strategic placement or supplementing Market Access coverage.

Visibility Options

Visibility Options are optional enhancements **designed to keep your brand consistently in front of Samson agents and clients in high-traffic, high-trust environments**. VOs are designed to increase recognition and familiarity without relying on direct sales tactics. Over time, consistent visibility builds credibility, top-of-mind awareness, and stronger relationship momentum.

**Visibility options are subject to change. SamsonVendors.com will always reflect the most current offerings and pricing.

HQ Highlight

Investment: $750/annual

Be featured on digital displays throughout our Headquarters location, giving you access to a steady flow of agents across our footprint.

Featured SamsonVendors.com Placement

Investment: $500/Quarterly

Be featured on the Home Page of SamsonVendors.com

HQ2U - Breakfast

Investment: $125/per

Gain brand visibility during Samson's training and networking sessions that bring agents together at our local offices.

HQ2U - Lunch

Investment: $250/per

Same as HQ2U - Breakfast but Includes **5 mins** to present.

Cardinal Nest Banner

Investment: $350/Quarter

Be featured on the home page of our internal (agent-facing) website.

Community Board Post

Investment: $75-125/ 30 Day Post

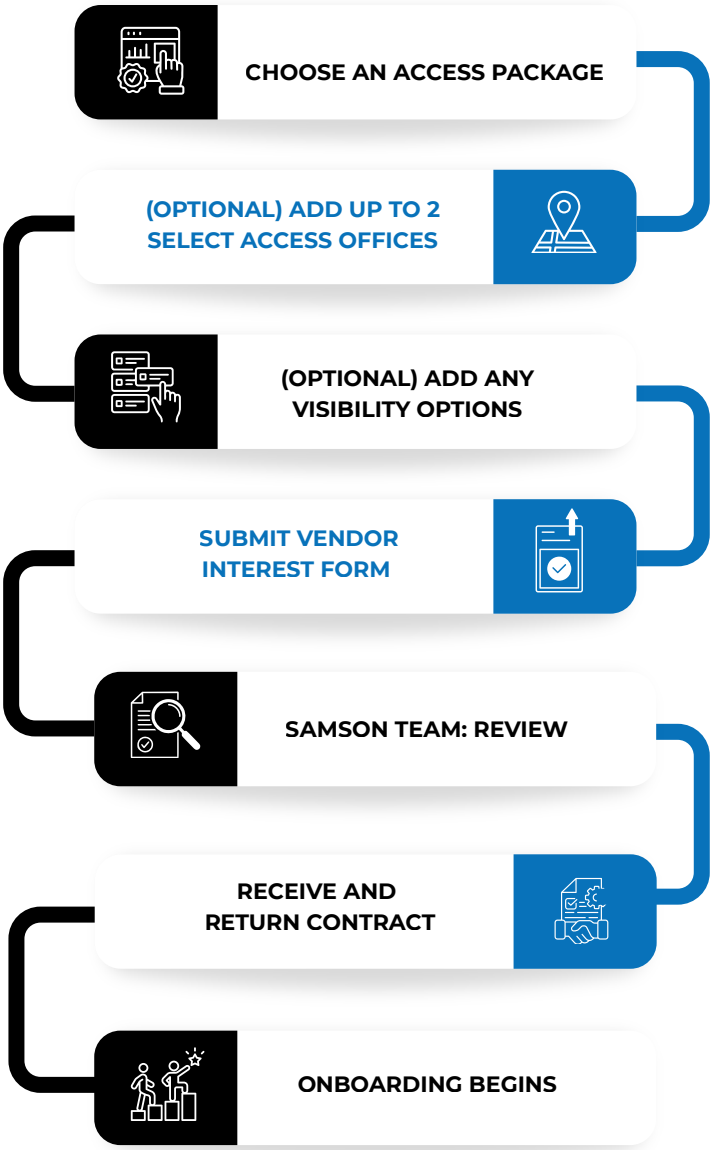
Running a promotion or special for Samson Agents and clients? Share it on our community board!

Facebook Highlight

Investment: $150/Post

Running a promotion or special for Samson Agents? Have it featured in our Samson Agent Facebook Group

Process



Primary Contacts

Preferred Vendor Team Inbox (Preferred)
Samsonvendors@samsonproperties.net

Bo Ayers | Director of Recruiting Operations and Partnerships
Bayers@samsonproperties.net

Camille Bualoy | Partnerships Coordinator
CBualoy@samsonproperties.net

Market Breakdown

Northern VA

Investment: $225/month

Alexandria
6363 Walker Lane Suite 130
Alexandria, VA 22310

Arlington
4720A Langston Boulevard
Arlington, VA 22207

Chantilly
14291 Park Meadow Dr. Suite 500
Chantilly, VA 20151

Fairfax
3950 University Dr. Suite 209
Fairfax, VA 22030

Gainesville
13575 Heathcote Blvd. Suite 310
Gainesville, VA 20155

Leesburg
1602 Village Market Blvd SE Suite 255
Leesburg, VA 20175

McLean
1313 Dolley Madison Blvd Suite 101
McLean, VA 22101

Reston
1925 Isaac Newton Square Suite 100 & 110
Reston, VA 20190

Tysons
8521 Leesburg Pike Suite 300
Tysons, VA 22182

Vienna
361 Maple Avenue West Suite 100
Vienna, VA 22180

Central VA

Investment: $125/month

Chesapeake
1545 Crossways Blvd. Ste 250
Chesapeake, VA 23320

Culpeper
530 James Madison Hwy.
Culpeper, VA 22701

Fredericksburg
1440 Central Park Blvd. Suite 210
Fredericksburg, VA 22401

Front Royal
912 Hometown Way,
Front Royal, VA 22630

Lake Ridge
4500 Pond Way Suite 100
Woodbridge, VA 22192

Locust Grove
32345 Constitution Hwy. Suite E
Locust Grove, VA 22508

Montclair
16150 Country Club Dr. Suite 200
Montclair, Virginia 22025

Richmond (Libbie Mill)
2101 Libbie Lake East Street Suite 145
Richmond, VA 23230

Richmond (DownTown)
2314 West Main Street Richmond,
VA 23220

Stafford
95 Dunn Dr. Suite 200
Stafford, VA 22556

Warrenton
141 W Lee Highway

White Stone
85 First Street White Stone, VA 22578

Winchester
2 North Kent St. Winchester, VA 22601

Mechanicsville
9121 Dickey Dr. Mechanicsville, VA 23116

Market Breakdown

DC/MD Metro

Investment: $125/month

Bethesda
5021 Wilson Lane
Bethesda, MD 20814

Bowie
16701 Melford Blvd. Suite 100
Bowie, MD 20715

Burtonsville
3919 National Drive Suite 310
Burtonsville, MD 20866

Gaithersburg
9801 Washingtonian Blvd Suite 600
Gaithersburg, MD 20878

National Harbor
6710 Oxon Hill Rd. Suite 460 & 570
Oxon Hill, MD 20745

Prince Frederick
222 Merrimac Court
Prince Frederick, MD 20678

Silver Spring
8455 Colesville Rd. Suite 1150
Silver Spring MD, 20910

Waldorf
10400 O'Donnell Place Suite 200
Waldorf, MD 20603

Washington, DC (NoMa)
1140 Third Street, NE Suite 405
Washington, D.C. 20002

Baltimore Metro

Investment: $75/month

Annapolis
2448 Holly Ave. #100
Annapolis, MD 21401

Bel Air
1403 Conowingo Rd.
Bel Air, MD 21014

Clarksville
13390 Clarksville Pike
Highland, MD 20777

Columbia
7067 Columbia Gateway Dr. Suite 280
Columbia, MD 21046

Kent Island
1801 Main St. Suite 1
Chester, MD 21619

Camden
116 N Main St Camden, Delaware 19934

Timonium
1965 Greenspring Dr. Suite 203
Timonium, MD 21093

White Marsh
6211 Greenleigh Ave Suite 100
Middle River, MD 21220

Timonium
2045 York Rd Timonium, MD
21093

Market Breakdown

Western MD/WV/PA

Investment: $75/month

Charles Town (Downtown)
120 N George St. 3rd Floor
Charles Town, WV 25414

Charles Town (Saratoga)
91 Saratoga Dr. Ste. E
Charles Town, WV 25414

Frederick
5202 Presidents Court Suite 320
Frederick, MD 21703

Greencastle
1580 Buchanan Trail E.
Greencastle, PA 17225

Fairfield
28 E Main St. Fairfield,
PA, 17320

Hagerstown
222 East Oak Ridge Drive Ste 2000
Hagerstown, MD 21740

Martinsburg
1355 Edwin Miller Blvd Suite A
Martinsburg, WV 25404

Chambersburg
1047 Lincoln Way E
Chambersburg PA 17201

Hanover
535 Carlisle Street
Hanover, PA 17331

Branded Team Offices

*these offices are currently not included in any access packages

Ellicott city
3410 Plumtree Dr #101, Ellicott City, MD 21042

Columbia - Sterrett
5550 Sterrett Pl Columbia MD 21044

Frederick - E Church
605 E Church Street Suite R Frederick MD 21701