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Dear Participating Broker,

To provide information about Golden Oak at *Walt Disney World*® Resort, we have created this *At-A-Glance and Brand Toolkit* for Participating Brokers who have registered at www.disneygoldenoak.com.

The items included in the toolkit are intended to help you inform your potential homebuyer about Golden Oak and the unique opportunity that awaits them through your website and other communication materials. The toolkit includes images, video and other resources that you can share with your customers.

We must together ensure the Disney and Golden Oak brands are protected and represented correctly in all marketing and communication messages. Please print this toolkit and refer to it often as you build your platform to ensure compliance with the rules and requirements stated throughout the Toolkit.

We look forward to working with you and encourage you to make an appointment to bring your customers to meet with one of our sales agents.

Note: You must be a Participating Broker to use this content. To register as a Participating Broker please visit www.disneygoldenoak.com. Click on “Golden Oak CONTACT”, then “Real Estate Broker” near the top of the page. Fill out the required information and click submit.

Sincerely Yours,

Golden Oak Realty

10501 Dream Tree Boulevard

Golden Oak, FL 32836

407.939.5577

KEY BRAND RULES

We work with a variety of outstanding real estate brokers and agents who ask us about key brand rules and procedures. In addition to the other rules noted in this Toolkit, below are a few of the key rules that you need to follow to be in compliance with our basic requirements.

- The items you are being provided including, but not limited to, photographs, marketing collateral, brochures, and videos are the property of Golden Oak Realty and are copyrighted. You are free to use this material in the prescribed ways stated in this Toolkit. However, none of the material can be edited or altered in any way.
- The use of the Golden Oak logo is prohibited. Do not display our logo in any way, nor attempt to create a similar logo.
- Press releases published without Golden Oak Realty's prior approval are prohibited.
- Golden Oak wishes to maintain active relationships with a variety of brokers and agents, therefore, making representations that you are an exclusive agent, a partner, or have a preferred relationship or a similar type of designation with Golden Oak Realty is strictly prohibited.
- Golden Oak Realty strictly abides by the Florida Real Estate License Requirements as well as subscribe to the well-established and respected NAR Code of Ethics and Standards of Practice. We expect the same of all brokers and agents who do business with us.

CONVERSATIONAL FACTS

THE NAME GOLDEN OAK

The name, Golden Oak, is inspired by Walt Disney's Golden Oak Ranch in Newhall, California where some would say gold nuggets had been found in 1842, and was a filming location for segments of the *Mickey Mouse Club* in the 1950's.

WALT DISNEY'S GOLDEN OAK

In addition to the ranch's official use for The Walt Disney Company, the ranch also served as a place of respite and relaxation for Walt and his family. Golden Oak at *Walt Disney World*® Resort offers families that same sense of magic and enchantment that Walt believed to be so important. Beyond the literal connection to Disney's Golden Oak Ranch, the iconic oak tree symbolizes the family, stability, and heritage that this community encourages. The tree also pays a subtle homage to Walt's "Dreaming Tree," the tree in his childhood hometown that provided shade for his many hours of daydreaming.

NEIGHBORHOODS AND STREETS

Historic Disney lore exists throughout Golden Oak, but most notably in the naming of the neighborhoods. Golden Oak's Carolwood is named after Walt Disney's backyard railroad. Kimball Trace originates from Ward Kimball, one of Walt Disney's key animators. The Silverbrook name comes from Silver Lake, the location of Walt and Roy Disney's original studio in Los Angeles, California. Marceline was inspired by Marceline, Missouri, the location of Walt Disney's boyhood hometown.

KEY MESSAGES

- Golden Oak at *Walt Disney World*[®] Resort is a one-of-a-kind luxury residential resort community offering the unprecedented opportunity to purchase a home at *Walt Disney World*[®] Resort.
- Especially designed for resort living, Golden Oak at *Walt Disney World*[®] Resort provides an entirely new way for families to connect with the world's best-known family destination and entertainment brand, with custom designed homes starting at \$2 million (as of 7/2015).
- Four Seasons Resort *Orlando at Walt Disney World*[®] Resort is a 443-room hotel surrounded by lush landscaping, gardens and ponds, and edges a natural Everglades sanctuary. Golden Oak residents can enjoy convenient access to superlative restaurants, facilities for private events, a full-service spa and the Tom Fazio-designed, Audubon-certified championship golf course.
- Golden Oak Resident Services brings Disney's guest service culture directly to homeowners. The dedicated Resident Services team uses a concierge-style approach to help assist with select everyday personal, residential and resort requests such as; Disney Parks and special event tickets, in-home dinners and parties, dining reservations, spa reservations, golf tee-times, home maintenance services and move in services.
- Summerhouse, Golden Oak's private clubhouse, is home to Resident Services and also offers casually sophisticated dining, a private lounge, a family room with game area, state-of-the-art fitness facilities, gathering areas indoors and out, a courtyard and heated outdoor pool. Summerhouse also hosts a variety of don't-miss occasions throughout the year for children and adults alike, many with a special theme or seasonal focus.

GOLDEN OAK LOGO

The use of the Golden Oak logo is prohibited. Do not display our logo in any way, nor attempt to create a similar logo.



NOMENCLATURE

When referring to Golden Oak it is important to use the correct terminology and formatting to show consistency and accuracy. The proper nomenclature is:

Golden Oak at *Walt Disney World*[®] Resort,
Golden Oak at WALT DISNEY WORLD[®] Resort, or
Golden Oak at *WALT DISNEY WORLD*[®] Resort

Formatting:

“Walt Disney World” must be *italicized* and/or ALL CAPS and must be followed by a superscript [®] symbol. You can type this symbol by typing (R). Most document applications will automatically change this to [®]. To superscript ([®]), right-click the symbol and select the superscript option. Again, some document applications do this automatically.

Use Golden Oak at *Walt Disney World*[®] Resort on the first reference. Thereafter, you may use Golden Oak.

THE FOLLOWING IS APPROVED FOR YOUR USE AND DISTRIBUTION VIA VERBAL, WRITTEN AND ELECTRONIC COMMUNICATION. DO NOT EDIT OR ALTER ANY OF THE CONTENT PROVIDED IN THE FOLLOWING PAGES. SHOULD YOU NEED ASSISTANCE, PLEASE CONTACT YOUR GOLDEN OAK SALES ASSOCIATE.

GOLDEN OAK DESCRIPTION:

Golden Oak at *Walt Disney World*[®] Resort is a residential resort community where families can live in the embrace of luxury, privacy and the magic of Disney. This gated community features distinctive neighborhoods of magnificent homes, expansive natural preserves and inviting amenities—including Resident Services, a private clubhouse and a unique opportunity to experience the many things Disney has to offer. Also at Golden Oak is Four Seasons Resort *Orlando at Walt Disney World*[®] Resort, which hosts an 18-hole Tom Fazio-designed golf course, full-service spa and superlative restaurants. To learn more about this one-of-a-kind opportunity to bring together family, friends and cherished Disney traditions, visit www.disneygoldenoak.com

VIDEO:

You may link to the video located on the Golden Oak website. www.disneygoldenoak.com/video

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E-BROCHURE:

Our E-Brochure is provided as a link:

English:

http://www.nxtbook.com/nxtbooks/disneyrealestate/goldenoak_201108/

Portuguese:

http://www.nxtbook.com/nxtbooks/disneyrealestate/goldenoak_201201-po/

We suggest writing “Golden Oak E-Brochure” into your email or document or website, and then hyperlink the text [Golden Oak E-Brochure](#) to the full link above.

***The photos in the E-Brochure have not been licensed for any uses other than the E-Brochure. Any other use of these images is prohibited.*



PHOTOS AND IMAGES:

Pre-approved photos and images will be sent to you for download. These photos and images are intended to be used for website and other communication materials.

ONLINE SEARCH MARKETING GUIDELINES

The guidelines were written to advise brokers on some of the items that Disney will be looking for when reviewing proposed third party marketing materials. Disney may change the guidelines from time to time at Disney's sole discretion. All proposed uses of Disney intellectual property must be approved in writing by Disney prior to use. Disney may withhold approval at Disney's sole discretion, even if the materials comply with these guidelines.

The following requirements apply to websites and web content as it relates to online marketing. Please be sure to refer to the search providers policies for additional requirements.

KEYWORDS IN PAID SEARCH

Purchase/Bidding:

Brokers are restricted from purchasing or appearing in paid search results for keyword phrases that contain Disney trademarks, trade names, service marks (See restricted keyword list.), or common misspellings of the foregoing.

Brokers will leverage the keyword "Disney" as a negative keyword within paid search accounts in a way that ensures ads will not display for prohibited keyword phrases mentioned above.

Usage in Ad Text:

Brokers may only use Disney trademarks in the ad copy of an ad triggered by Paid Search if:

Disney trademarks, trade names, service marks are not included in the search terms purchased by brokers as referenced in the above.

The landing page, other than any search or site navigation features, is dedicated exclusively to the marketing of Golden Oak and does not have any references or links to other real estate opportunities.

DOMAIN NAMES, SUBDOMAINS AND URLS

Brokers are restricted from using Disney trademarks, trade names and service marks in domains as either the destination URL or the display URL. (Example: Disneyhomes.com, GoldenOakHomes.com)

Travel Professionals are restricted from using Disney trademarks, trade names and service marks as a sub domain. (Example: www.Disney.RealEstate.com, www.Disney.Homes.com)

RESTRICTED KEYWORDS

Below is a list of keywords that are restricted for use in purchasing and bidding:

Disney	Golden Oak
Walt Disney World	Disney Dream
Disney World	Disney Fantasy
Magic Kingdom	Disney Wonder
Disney's Animal Kingdom	Disney Magic
Disney's Hollywood Studios	Adventures by Disney
Epcot	Aulani
Downtown Disney	Disney Fairy Tale Weddings
Disneyland	FASTPASS
Disney California Adventure Park	My Disney Experience
Disney Cruise Line	Magic Your Way
Dnsey World	Park Hopper
Dsney	
Diseynland	

FREQUENTLY ASKED QUESTIONS

BROKER COMMISSION RATES

What is the commission rate/structure?

Please refer to page 2 (section 5 and 6) of the Participating Broker Policy and Referral Program Registration information located at www.disneygoldenoak.com and included as an attachment to this toolkit.

Do you work with international brokers?

Yes, in countries that legally permit us to do so. Please contact Golden Oak Realty with any questions.

Can we have exclusivity for the United States or any overseas markets?

No. We work with buyers as well as multiple brokers who register with us.

Do I receive commission on the land purchase only or on both the home and homesite?

Yes. Please refer to page 2 (section 5 and 6) of the Participating Broker Policy and Referral Program Registration information located at www.disneygoldenoak.com and within this toolkit.

FREQUENTLY ASKED QUESTIONS

BROKER AND CUSTOMER REGISTRATION**How do I become a Participating Broker with Golden Oak?**

Visit www.disneygoldenoak.com. Click on “Golden Oak CONTACT”, then “Real Estate Broker” near the top of the page. Fill out the required information and click submit.

How do I register my customer?

Visit www.disneygoldenoak.com click on “Golden Oak CONTACT”, then “Real Estate Broker” near the top of the page. Once on the Real Estate Broker Inquiry form screen, go to the bottom of the page and click on [Participating Broker and Referral Program Policy](#) near the submit button. You must then print, complete, sign and date the Registration Form, have your potential homebuyer sign and date the Registration Form, and then either deliver the original to Golden Oak Realty in person at the Golden Oak Sales Center or send the completed Registration Form to Golden Oak Realty via fax at (407) 938-9999 or email at anna.mckee@disney.com. No phone or online registrations will be accepted.

Are there any states or foreign jurisdictions where Golden Oak is not registered to sell?

Yes. We are currently registered in various states and countries, and continue to register in other states and foreign jurisdictions. Please contact Golden Oak Realty with any questions.

Can we come to your office or the Sales Center anytime?

We are open by appointment only. To make an appointment, please contact us through our web site or by calling **407.939.5577**.