

PRIVACY POLICY

Flowers Realty Services LLC · flowersrealtyservices.com

Effective Date: May 1, 2026 · Last Updated: May 2026

1. Introduction and Scope

Flowers Realty Services LLC (“the Company,” “we,” “us,” or “our”) is committed to protecting the privacy and personal information of visitors to our website and clients who engage our services. This Privacy Policy describes how we collect, use, disclose, and safeguard information when you visit flowersrealtyservices.com (the “Site”) or contact us in connection with our real estate brokerage and mortgage services.

This Policy applies to information collected through:

- The flowersrealtyservices.com website and all of its pages
- Lead generation and contact forms on the Site
- Our mortgage application portal at justgotaloan.com (operated separately under Magnificent Mortgage Group, a DBA of Flowers Realty Services LLC)
- Email, phone, and other direct communications with our team
- IDX property search tools powered by iHomefinder, Showcase IDX, or similar providers

By using our Site, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the Site.

2. Who We Are

Flowers Realty Services LLC is a licensed real estate brokerage in Texas, Illinois, Washington D.C., Maryland, and Virginia. We also provide residential mortgage brokerage services through our registered trade name Magnificent Mortgage Group (Company NMLS #292201), licensed in Texas and Illinois.

Our principal office is located at:

Flowers Realty Services LLC

609 S. Goliad St., Suite 282

Rockwall, TX 75087

Phone: (214) 432-5822

Email: admin@flowersrealtyservices.com

3. Information We Collect

3.1 Information You Provide Directly

We collect personal information you voluntarily submit through forms on our Site, including but not limited to:

- Contact information: full name, email address, phone number, mailing address
- Property information: current address, property type, square footage, year built, renovation details
- Transaction details: whether you are buying, selling, or relocating; your target timeline and price range; states involved
- Mortgage-related information: income, employment, assets, credit authorization (if applying for pre-approval through Magnificent Mortgage Group at justgotaloan.com)
- Relocation details: origin state, destination state, corporate relocation status, employer information if provided
- Preferences and communications: home criteria, neighborhood preferences, must-haves, and any other information you provide in open-text fields

3.2 Information Collected Automatically

When you visit the Site, our servers and third-party tools may automatically collect:

- Device and browser information: IP address, browser type and version, operating system, device type
- Usage data: pages visited, time spent on pages, links clicked, search queries entered, referring URLs
- Cookie and tracking data: session cookies, persistent cookies, pixel tags, and similar technologies (see Section 7)
- Location data: approximate geographic location inferred from IP address

3.3 Information from Third-Party Services

We may receive information from third-party services integrated into the Site, including:

- IDX/MLS providers (IDX Broker, Showcase IDX, or similar): property search activity, saved searches, and favorited listings tied to a registered user account
- Google Analytics: anonymized traffic and behavior data
- Customer relationship management (CRM) platforms: data captured through Houzez CRM or similar platforms when you submit a form
- Referral sources: if you were referred to us by a partner, employer relocation management company, or third-party website

4. How We Use Your Information

We use the information we collect for the following purposes:

4.1 Providing Real Estate and Mortgage Services

- Responding to inquiries about buying, selling, or relocating
- Scheduling property tours, consultations, and closings
- Preparing comparative market analyses and home valuations

- Processing mortgage pre-approval requests and loan applications through Magnificent Mortgage Group
- Coordinating multi-state real estate and financing transactions
- Communicating with clients throughout the transaction lifecycle

4.2 Operating and Improving the Site

- Delivering and optimizing website functionality, including IDX property search
- Monitoring and analyzing usage patterns to improve user experience
- Diagnosing technical problems and maintaining site security
- Tracking form submissions and lead routing within our CRM

4.3 Marketing and Communications

- Sending property alerts, market updates, and relevant listings based on your stated preferences
- Communicating about our services, new listings, and real estate market conditions
- Following up on inquiries and form submissions within the timeframes stated on each form

We do not sell your personal information to third parties. We do not allow advertisers to pay to have our team promote their products or services to you through our communications.

5. How We Share Your Information

We may share your information in the following limited circumstances:

5.1 Service Providers

We share information with vendors and service providers who assist us in operating the Site and delivering services, including:

- IDX and MLS data providers (IDX Broker, Showcase IDX, NTRIS/MetroTex)
- Website hosting and CRM platforms
- Email delivery services
- Google Analytics and similar analytics platforms
- Mortgage origination systems used in connection with Magnificent Mortgage Group

These providers are authorized to use your information only as necessary to provide services to us and are required to maintain its confidentiality.

5.2 Referral Partners

For real estate transactions in Washington D.C., Maryland, and Virginia, we may share your contact information and transaction details with vetted local brokerage partners who will assist in your transaction. We will inform you when this occurs and retain our role as your primary point of contact.

5.3 Corporate Relocation Contacts

If your relocation is employer-sponsored and you indicate that a third-party relocation management company is involved, we may communicate with that company as necessary to coordinate your relocation services.

5.4 Legal and Regulatory Compliance

We may disclose your information if required to do so by law, court order, or governmental authority, or if we believe disclosure is necessary to protect the rights, property, or safety of Flowers Realty Services LLC, our clients, or others. This includes compliance with TREC, TDSML, NMLS, and other applicable state and federal real estate and lending regulations.

5.5 Business Transfers

In the event of a merger, acquisition, or sale of all or substantially all of the assets of Flowers Realty Services LLC, your information may be transferred as part of that transaction. We will notify you via the email address on file or through a prominent notice on the Site before your information becomes subject to a different privacy policy.

6. IDX and Property Search Tools

Our Site includes live MLS property search functionality powered by third-party IDX providers (such as IDX Broker or Showcase IDX). These tools connect to the NTREIS/MetroTex MLS and may collect and process:

- Search queries, filters applied, and listings viewed
- Saved searches and favorited properties associated with your account (if registered)
- Property inquiry and showing request forms

The IDX provider's own privacy policy governs the data they collect in connection with property search functionality. We encourage you to review the applicable IDX provider's privacy policy. We use data from the IDX platform to follow up on property inquiries and to improve the relevance of listings we surface to you.

7. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to enhance your experience and collect usage data. Cookies are small text files placed on your device when you visit the Site.

7.1 Types of Cookies We Use

- Essential cookies: Required for the Site to function, including session management and form security
- Analytics cookies: Used by Google Analytics and similar services to understand Site traffic and usage patterns on an anonymized basis
- Preference cookies: Remember your settings and search preferences for return visits

- IDX/Search cookies: Used by our property search provider to maintain your search session, saved listings, and preferences

7.2 Managing Cookies

Most web browsers allow you to control cookies through browser settings. You may be able to block, delete, or limit cookies. Note that disabling certain cookies may affect Site functionality, including the property search tool. To opt out of Google Analytics tracking, visit: <https://tools.google.com/dlpage/gaoptout>

8. Data Retention

We retain personal information for as long as necessary to provide our services, maintain our business records, and comply with applicable legal and regulatory obligations. In practice, this means:

- Inquiry and contact form submissions: Retained in our CRM for the duration of our relationship with you and a reasonable period thereafter for follow-up and record-keeping purposes
- Transaction records: Retained for the minimum periods required by TREC, TDSML, NMLS, and applicable state law (typically five to seven years)
- Mortgage application data: Retained in accordance with applicable NMLS, CFPB, and state mortgage regulations
- Website analytics data: Retained per Google Analytics' data retention settings, typically 26 months

When personal information is no longer needed, we delete or anonymize it in accordance with our data retention procedures.

9. Security

We implement reasonable technical and organizational measures to protect personal information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Secure HTTPS transmission across the Site
- Access controls limiting who within the firm can access personal information in our CRM
- Use of reputable third-party platforms with their own security programs for mortgage applications, IDX search, and CRM functions

No method of transmission over the internet or electronic storage is completely secure. While we take privacy and security seriously, we cannot guarantee the absolute security of your information. If you believe your personal information has been compromised, please contact us immediately at admin@flowersrealtyservices.com.

10. Third-Party Links

Our Site contains links to external websites, including justgotoloan.com (our mortgage portal), TREC consumer notice pages, NMLS Consumer Access, and other real estate-related resources. These third-

party sites have their own privacy policies, and we are not responsible for their practices. We encourage you to review the privacy policies of any third-party sites you visit through links on our Site.

11. Children's Privacy

Our Site is not directed to individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently collected such information, we will take steps to delete it promptly. If you believe we have collected information from a child under 13, please contact us at derek@flowersrealtyservices.com.

12. Your Rights and Choices

Depending on your state of residence, you may have certain rights regarding your personal information. We respect and will honor these rights to the extent required by applicable law.

12.1 General Rights (All Users)

- Access: You may request a copy of the personal information we hold about you
- Correction: You may request that we correct inaccurate or incomplete personal information
- Deletion: You may request that we delete your personal information, subject to legal retention requirements
- Opt-out of marketing: You may opt out of marketing emails by clicking the unsubscribe link in any marketing communication, or by emailing derek@flowersrealtyservices.com

12.2 California Residents (CCPA)

If you are a California resident, you have the right under the California Consumer Privacy Act (CCPA) to:

- Know what personal information we collect and how it is used
- Request deletion of your personal information
- Opt out of the sale of personal information (we do not sell personal information)
- Non-discrimination for exercising your privacy rights

To exercise your California privacy rights, please contact us at derek@flowersrealtyservices.com or (214) 432-5822.

12.3 Illinois Residents

Illinois residents may have additional rights under Illinois law, including the Illinois Personal Information Protection Act (PIPA). For inquiries related to Illinois-specific rights, please contact our Illinois office at 1717 N. Naper Blvd., Naperville, IL 60563 or email admin@flowersrealtyservices.com.

12.4 Responding to Requests

We will respond to verified privacy rights requests within 45 days. We may need to verify your identity before fulfilling a request. If we are unable to fulfill a request, we will explain why.

13. Regulatory Compliance and Required Disclosures

As a licensed real estate brokerage and mortgage broker, Flowers Realty Services LLC is subject to a number of regulatory disclosure requirements in addition to this Privacy Policy:

13.1 Texas Real Estate Commission (TREC)

As a Texas-licensed real estate broker, we are required to provide clients with the TREC Consumer Protection Notice and Information About Brokerage Services. These notices are available at:

- TREC Consumer Protection Notice: <https://www.trec.texas.gov/forms/consumer-protection-notice>
- Information About Brokerage Services: <https://www.trec.texas.gov/forms/information-about-brokerage-services>

13.2 Texas Department of Savings and Mortgage Lending (TDSML)

Derek Flowers Sr. (NMLS #316713) and Marcia Flowers (NMLS #316718) are licensed mortgage loan originators subject to TDSML regulation. The Recovery Fund Notice required under Texas Finance Code §180.200(b) is available at: <https://www.sml.texas.gov>

13.3 NMLS Consumer Access

Licensing information for Flowers Realty Services LLC (NMLS #292201), Derek Flowers Sr. (NMLS #316713), and Marcia Flowers (NMLS #316718) can be verified at: <https://www.nmlsconsumeraccess.org>

13.4 Gramm-Leach-Bliley Act (GLBA)

As a provider of mortgage services, Magnificent Mortgage Group (a DBA of Flowers Realty Services LLC) is subject to the federal Gramm-Leach-Bliley Act privacy requirements. We do not share nonpublic personal financial information with unaffiliated third parties for marketing purposes. Clients may receive a separate GLBA privacy notice in connection with mortgage services.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, applicable law, or the services we offer. When we make material changes, we will update the “Last Updated” date at the top of this Policy and, where appropriate, provide additional notice (such as a notice on the homepage or an email to clients with whom we have an active relationship).

Your continued use of the Site after any changes to this Policy constitutes acceptance of the updated terms.

15. Contact Us

If you have questions, concerns, or requests related to this Privacy Policy or the handling of your personal information, please contact us:

Flowers Realty Services LLC

Attn: Privacy Inquiries

609 S. Goliad St., Suite 282

Rockwall, TX 75087

Email: admin@flowersrealtyservices.com

Phone: (214) 432-5822

Illinois inquiries:

1717 N. Naper Blvd., Naperville, IL 60563 (by appointment)

REGULATORY DISCLOSURE

Flowers Realty Services LLC · Licensed real estate brokerage in TX, IL, DC, MD, and VA · Company NMLS #292201 · Mortgage services provided under the trade name Magnificent Mortgage Group, a DBA of Flowers Realty Services LLC · Derek Flowers Sr. NMLS #316713 (TX · IL) · Marcia Flowers NMLS #316718 (TX) · Not a commitment to lend · nmlsconsumeraccess.org