

**§ 302-14.1**

**41 CFR Ch. 302 (7-1-10 Edition)**

**Subpart B—Agency Responsibilities**

- 302-14.100 How should we administer our home marketing incentive payment program?
- 302-14.101 What policies must we establish to govern our home marketing incentive payment program?
- 302-14.102 What factors should we consider in determining whether to establish a home marketing incentive payment program?
- 302-14.103 What factors should we consider in determining the amount of a home marketing incentive payment?

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**Subpart A—Payment of Incentive to the Employee**

NOTE TO SUBPART A: Use of pronouns “I”, “you”, and their variants throughout this subpart refers to the employee.

**§ 302-14.1 What is a “homesale program”?**

A “homesale program” is a program offered by an agency through a contractual arrangement with a relocation services company. The relocation services company purchases a transferred employee’s residence at fair market (appraised) value and then independently markets and sells the residence.

**§ 302-14.2 What is the purpose of a home marketing incentive payment?**

The purpose of a home marketing incentive payment is to reduce the Government’s relocation costs by encouraging transferred employees to participate in their employing agency’s homesale program to independently and aggressively market, and find a bona fide buyer for their residence. This significantly reduces the fees/expenses their agencies must pay to relocation services companies and effectively lowers the cost of such programs.

**§ 302-14.3 Am I eligible to receive a home marketing incentive payment?**

Yes, you are eligible to receive a home marketing incentive payment if you are an employee who is authorized to transfer and you otherwise meet re-

quirements for sale of your residence at Government expense.

**§ 302-14.4 Must my agency pay me a home marketing incentive?**

No, your agency determines when it is in the Government’s interest to offer you a home marketing incentive.

**§ 302-14.5 Under what circumstances will I receive a home marketing incentive payment?**

You will receive a home marketing incentive payment when:

- (a) You enter your residence in your agency’s homesale program;
- (b) You independently and aggressively market your residence;
- (c) You find a bona fide buyer for your residence as a result of your independent marketing efforts;
- (d) You transfer the residence to the relocation services company;
- (e) Your agency pays a reduced fee/expenses to the relocation services company as a result of your independent marketing efforts;
- (f) You meet any additional conditions your agency has established, including but not limited to, mandatory marketing periods, list price guidelines, closing requirements, and residence value caps; and
- (g) Your agency has established a home marketing incentive program.

**§ 302-14.6 How much may my agency pay me for a home marketing incentive?**

Your agency will determine the amount of your home marketing incentive payment. The incentive payment, however, may not exceed the lesser of:

- (a) Five percent of the price the relocation services company paid when it purchased the residence from you; or
- (b) The savings your agency realized from the reduced fee/expenses it paid as a result of you finding a bona fide buyer.

**§ 302-14.7 Are there tax consequences when I receive a home marketing incentive payment?**

Yes, the home marketing incentive payment is considered income. Consequently, you will be taxed, and your agency will withhold income and employment taxes, on the home marketing incentive payment. You will