

Agent Program Guidelines Quick Sheet

RTS Agents are required to follow all agent program guidelines. If you have questions or need to request materials, please email Shamrock Marketing at agentmarketing@rtsinc.com.



What to Do:

- Access updated marketing materials at <https://www.rtsinc.com/agent-resource/agent-documents>.
- Share and repost RTS social media content.
- Regularly post approved content on your personal social media accounts.
- Encourage prospects to visit your landing page or the Shamrock family of brands websites:
 - www.rtsinc.com
 - www.shamrocktradingcorp.com
 - www.ryantrans.com
 - www.pro-transport.com
- Correctly state your title as an RTS Agent (e.g., John Smith, RTS Agent).
- Use professional-looking headshots on personalized materials.



What Not to Do:

- Do not create personalized marketing materials that do not meet the Shamrock marketing guidelines.
- Do not recreate and rebrand RTS social media content without consent.
- Do not misrepresent your agent status by describing yourself as an employee of RTS or sales representative.
- Do not misuse the agent email domain.
- Do not recreate or produce videos without consent from Shamrock Marketing.