

## Cross Creek West

### Lead the Way Official Rules

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**THE PROMOTION:** The Lead the Way (“Promotion”) is being sponsored by CCR West Inc. (“Sponsor”) in partnership with participating builders Perry Homes, Westin Homes, Lennar, Highland Homes, and Newmark Homes (“Participating Builders”).

A total of 40 buyers will receive a \$5,000 prize (“Giveaway”) toward the purchase of a newly built home in Cross Creek West. This incentive will be distributed after closing, with \$2,500 provided by Cross Creek West and \$2,500 from the Participating Builder.

**ENTRANTS MUST CONSENT TO FILLING OUT PERSONAL INFORMATION IN ORDER TO PARTICIPATE. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

Participation constitutes Entrant’s full and unconditional agreement to and acceptance of these Official Rules.

**PROMOTION PERIOD:** The Promotion begins at 12:00:01 a.m., Central Daylight Time (“CDT”) on January 1, 2026 and ends at 11:59:59 p.m. CDT on December 31, 2026 or once 40 buyers have closed and funded whichever comes first. To qualify, contracts and closings must occur within this timeframe.

**ELIGIBILITY:** This Promotion is open to all legal residents of the United States and District of Columbia who are 21 years of age or older as of the contest start date. Employees, officers, and directors (including immediate family members and members of the same household) of the Sponsor, its subsidiaries, affiliates, retailers, distributors and advertising and promotion agencies, and prize suppliers, and any other entities directly associated with this Promotion (collectively, “Released Parties”), are not eligible to participate. All federal, state, and local laws and regulations apply.

**TAXES:** All federal, state, and local taxes associated with the prize are the sole responsibility of the recipient. Sponsor or Participating Builders shall require winners to complete an IRS Form W-9 prior to receiving the incentive.

**PRIZE CONDITIONS:** The prize is not redeemable for cash and is non-transferable.

No substitutions or exchanges will be made except at Sponsor’s sole discretion.

The prize is awarded “AS IS” without any warranties, express or implied.

**RELEASE OF LIABILITY:** By participating, entrants agree to release and hold harmless Sponsor, Johnson Development Corp., Participating Builders, and their respective affiliates, subsidiaries, employees, and agents (“Released Parties”) from any and all liability for claims,

losses, expenses (including attorney's fees) or damages arising from or related to participation in this Promotion or receipt, acceptance, use, or misuse of any prize.

**PRIVACY AND USE OF LIKENESS:** Except where prohibited by law, entry and acceptance of any prize resulting from this Promotion constitutes permission for Sponsor and Participating Builders to use winner's name, likeness, and statements for promotional purposes without additional compensation.

**DISQUALIFICATION:** Sponsor reserves the right to disqualify any entrant found to be tampering with the entry process, falsifying eligibility, or violating these Official Rules. All decisions by Sponsor are final and binding.

**HOW TO ENTER:** During the Promotion Period, eligible buyers must:

1. **Close on** a new primary residence in Cross Creek West from a Participating Builder during the Promotion Period, and
2. **Complete a Buyer Verification Form** ("Entry Form") with all required personal and eligibility information.

Entrants must qualify and enter under **one (1)** of the following categories:

1. **Educators:** Full-time employees of Lamar Consolidated Independent School District (LCISD).

Verification: LCISD employment badge and/or current pay stub dated within 30 days of contract execution.

2. **Realtors:** Licensed real estate professionals purchasing a primary residence in Cross Creek West.

Verification required active TREC license number.

3. **Active Military:** Active-duty U.S. military members.

Verification: Valid active duty I.D. and/or employment documentation.

4. **First Responders:** Active first responders (police, fire, EMS).

Verification: Valid service ID or employment documentation.

A total of forty (40) winners will be selected. No more than fifteen (15) winners will be selected from any single qualifying category.

#### ADDITIONAL TERMS

- Promotion Participants are subject to all notices posted online including, but not limited to, the Privacy Policies and Rules found at <https://www.crosscreekwesttx.com/privacypolicy>. Personal information collected by Sponsor may be shared with Participating Builders and used solely for the administration of this Promotion and related communications.
- By participating, entrants agree to **release and hold harmless** the Sponsor, Johnson Development Corp., Participating Builders, and all other Released Parties from and against any and all claims, losses, damages, liabilities, or expenses (including attorney's fees) arising out of or related to participation in this Promotion or the receipt, use, or misuse of any prize.
- The Sponsor is not responsible or liable for builder nonpayment or delays in payment or for typographical errors, technical malfunctions, or unauthorized tampering with Promotion administration.

Sponsor reserves the right to modify, suspend, or cancel this Promotion if fraud, technical failures, or any other factor impairs its integrity.