

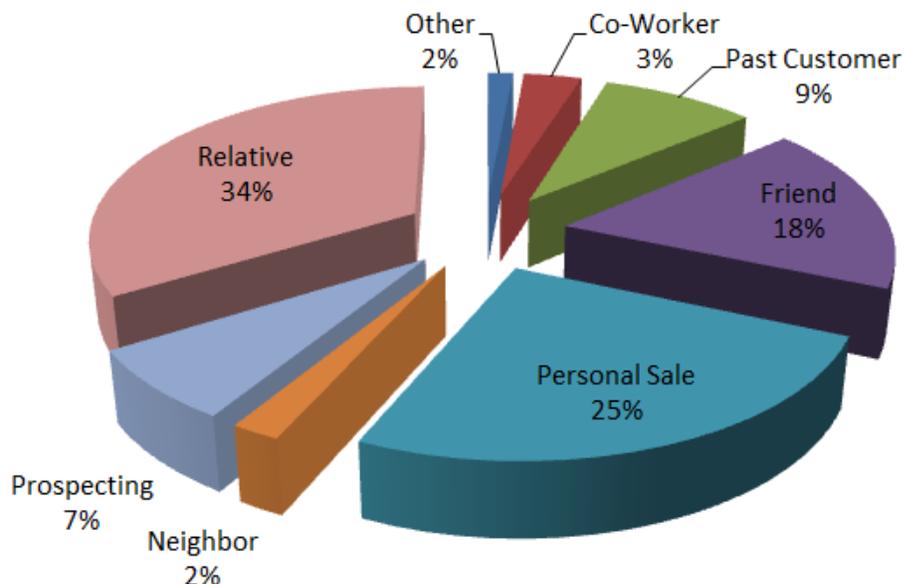
Referrals Are The Easiest Money In Real Estate!

#1 Source of Referral Leads in 2015: RELATIVES

Referral leads can come from anywhere, but the pie chart below illustrates where our members generated their referral leads so far this year.

Family and friends provide a good source of referrals leads. You can order optional marketing materials from our Referral Center to hand out to anyone you know.

Remember, you can refer yourself whether you are buying or selling. It can be your primary residence, vacation property or commercial property.



Brokers are more than happy to pay a referral fee for a customer they are NOT already in communication with.

It Only Takes 5 Minutes To Place A Referral

Referrals are the easiest money in real estate! We make the process as convenient as possible.

It should take no more than five minutes of your time to place a referral with our Referral Center.

When you have a referral lead, call our office **toll free (877) 841-8100** or submit it online at **www.referralcenter.net**.

Remember to contact our Referral Center **FIRST, BEFORE** you or the

customer has any contact with an agent or company.

See our enclosed brochure for more information.



7202 N Shadeland Avenue Suite 115 Indianapolis, IN 46250
(317) 841-8100 / toll free (877) 841-8100
www.referralcenter.net

What To Say / What Not To Say



Our service is **FREE** to your customer. They simply agree to listen to the agent. There is no obligation on the part of your customer to work with the agent - only to meet with him or her and to listen. If the agent can "sell" their experience, abilities and reputation, then the customer will want to work with them.

There are several things you can say when talking with a potential referral that can positively affect the outcome.

1 Speak highly of the service. Since working through our Referral Center will not cost your buyer or seller any additional money, they should be very pleased to receive assistance.

2 When you register a referral, the only commitment your customer makes is to speak with an agent. There is **NO obligation** to list or buy until your customer agrees to work with the assigned broker. To protect your interests and to insure delivery of quality service, the Referral Center wants to be involved in the

change of any agent or broker relationship. If the customer is unhappy for any reason, please let us know, we may be able to help, but only if we know there is a problem.

3 Few people realize that real estate firms offer differing levels of service. If a potential buyer were to call directly into a real estate firm, they typically would receive one level of service (usually whoever is on the "floor"). Since our Referral Center is a major supplier of real estate business (we place several hundred referral leads each month), we receive a high priority on the handling of our leads. In many cases, our referrals receive the same high quality service given to major corporations who transfer hundreds of executives each year. We

have the benefit of repeat business built into our relationships.



It is important to be enthusiastic, but remember at all times:

- ☑ **DO NOT** promise anything
- ☑ **DO NOT** promise a phone call at a specific time (we ask the agent to call within 24 hours)
- ☑ **DO NOT** commit to an appointment for the agent to list a home at a certain time
- ☑ **DO NOT** discuss property values
- ☑ **DO NOT** attempt to list or sell - that is the responsibility of the full time agent

When you are with our company, you cannot do anything that requires an active license. You work on a referral basis only.

Please let our office know if your mailing address changes.



You will also need to change your address with the State.

Referral Superstars

The following members placed 3 or more referral placements during the last quarter:

- S. Bailey
- L. Black
- K. Burns
- R. Carpenter

- L. Carscadden
- L. Dekker
- E. Edwards
- J. Graden
- D. Grimm
- T. Hanley
- S. Hill
- T. Lee
- R. Magill

- P. Mahoney
- R. McClellan
- P. Mitchell
- R. Rentschler
- E. Sizemore
- J. Vessichio



Register Lists AND Buys Up Front

You can have multiple referrals with the same customer. If your customer is listing their home, you can register it with our Referral Center. If the same customer is also buying property, in any area, that is **another** referral. You can refer **BOTH** the list **AND** the buy and get paid for each one. However, you need to let us know that it will be both a list and buy when you place the referral with our Referral Center.

Does your customer want to LIST?

If they plan to list their home, chances are they may also end up purchasing. Be sure to ask them that question. Our referrals are valid for 14 months so they don't have to be ready right away.

Does your customer plan to BUY?

If they plan to buy, unless they are a first time buyer or purchasing an

investment property, they may have something to sell. Again, be sure to register them as **BOTH** a **LIST AND BUY**, just in case.

It is best to register everything up front. We can always close out the file if they decide not to proceed. It is easier to secure your referral lead with a broker up front than it is to go back and try to do it later.



Also, don't forget that you can place YOURSELF as a referral and earn a referral fee upon closing.

*Contact our Referral Center **BEFORE** you or your customer has **ANY** contact with an agent or brokerage company.*

What Happens After I Place A Referral?

After you have placed your referral with our Referral Center, the referral will be registered with a real estate company. Usually, we can place a referral with a brokerage company within half a day, if not sooner. An agent should then contact the customer within 24 hours.

Following the placement and verbal acceptance of the referral, we enter the referral into our computer tracking

system. By placing your referral into our system, we can accurately keep track of information concerning the referral, including confirmations and status updates.

Our system will automatically generate a written confirmation to both you and to the brokerage company with whom the referral was placed. The broker signs, confirming their acceptance of the referral and their agreement to pay a

referral fee upon closing.

Every 45 days, we request an update on the status of the referral from the broker. Any information they provide to us on the status of the referral, we enter into our tracking system and forward on to you.

If you are an "E-Member", you will receive our communication through E-mail.



Our Referral Center tracks your referral leads from start to finish!

THINK REFERRALS!



During 2015, members have earned an average of \$1,114 on each closed referral.

Commissions

Our commission policy is as follows:

Real estate commissions will only be paid to members after the referral fee has been received by the Referral Center from the servicing real estate broker and once the membership, annual fee and license requirements have been met.

The member will receive **SIXTY PERCENT (60%)** of the total commission received by the

Referral Center for any closed real estate brokerage transaction.

As a matter of policy, our contracts with brokerage companies generally stipulate that the fee paid to the Referral Center be based on **30%** of the referred portion of the transaction. In some geographic regions or in some specific transactions, the fee may be negotiated (either higher or lower) by us, as your Broker. You are **NOT** authorized to negotiate fees on our behalf.

We ask the brokerage company to send the check and proper paperwork within 7 days of closing. We normally send out your commission check within two business days after we receive the check and proper paperwork from the brokerage company.



Commission Split Example:

Sale Price	\$100,000
Commission Example (6%)	\$6,000
Side Referred (3%)	\$3,000
Referral Fee (30%)	<u>\$900</u>
YOUR Fee (60%)	\$540
<u>NEXT YEAR IS FREE!*</u>	

CALL US FIRST!

toll free (877) 841-8100

**Referral Center
Policy Update:**

*If you place referrals that close during your membership year, we will **WAIVE** the annual membership fee for the next year, as long as the company's portion of the referral fee is enough to offset your normal annual fee.