



Spring 2016

Referrals: The Easiest Money In Real Estate



National Statistics show that 1 out of 7 people move every year.

If you know 7 people, then you may have a referral!

INSIDE THIS ISSUE:

| | |
|------------------------|---|
| Benefits of Membership | 4 |
| Financial Update | 2 |
| Refer Yourself | 3 |
| Referral Superstars | 2 |
| Where to Prospect | 3 |

How To Place A Referral

DO YOU KNOW SOMEONE WHO WANTS TO SELL OR BUY A HOME ANYWHERE IN THE COUNTRY? THAT'S A REFERRAL!

If you place a qualifying* referral that closes, **IN ADDITION TO YOUR COMMISSION, NEXT YEAR IS FREE!**

In the initial conversation with the customer, find out as many of the basics as possible (see below), but do not ask too many questions and do not profess to be the real estate expert. That is the job of the assigned real estate agent.

It is **EASY** to place a referral, simply contact our Referral Center **PRIOR to ANY contact with an agent** toll free (877) 841-8100 or online: www.referralcenter.net



- 1. Customer's Name(s)**
- 2. Customer's Complete Address**
- 3. Customer's Phone Number(s)**
- 4. Best Time For An Agent To Call**
- 5. Broker or Agent Preference**
- 6. Helpful Information - If buying, any additional information (# bedrooms, price range, area, etc.)**

How To Prospect To

Family

We get questions from members as to the best way to explain to someone about the referral process. Here is a simple way to share our program with family members:

Member: "Hi Aunt Sally. I wanted you to know what I'm doing with my real estate license."

Aunt Sally: "Tell me about it."

Member: "Since I am employed full time, (or a student, retired, etc.) I have decided not to go into the real estate business in a conventional manner. Instead, I have joined the **Referral Center**. Through them, I can still offer real estate services anywhere in the country."

Aunt Sally: "How does it work?"

Member: "The **Referral Center** works with all of the top quality real estate firms in the country. If you want to list or buy, they will coordinate the transaction, and assure that you receive high quality service."

Aunt Sally: "Why should I work through them? How can that help me?"

Referral Superstars: CONGRATULATIONS!

So far in 2016, the following members had three or more referral placements:



| | | |
|---------------|--------------------|-------------|
| D. Berkowitz | P. Hano | J. McKenna |
| L. Black | T. Hiatt | R. McManus |
| J. Danna | M. Johnson-Fowlkes | L. Pardieck |
| V. Donnelly | S. Krol | R. Raichura |
| K. Fredericks | R. Lam | R. Smith |
| L. Greene | T. Lee | L. Trips |
| R. Gridley | K. Madore | R. Ward |
| M. Hammond | E. Mahan | G. Zona |

Financial Update

As a referral program, our members so far have earned **more than \$6.8 MILLION.**

In the first few months of 2016, members have earned the following:

| | | | |
|------------|------------|----------|----------|
| \$3,013.20 | \$1,134.00 | \$705.15 | \$445.50 |
| \$2,268.00 | \$1,134.00 | \$691.20 | \$438.28 |
| \$1,846.80 | \$1,083.16 | \$685.26 | \$420.75 |
| \$1,634.40 | \$1,074.60 | \$674.10 | \$414.00 |
| \$1,593.00 | \$1,012.05 | \$669.60 | \$337.50 |
| \$1,583.28 | \$928.80 | \$648.00 | \$310.50 |
| \$1,539.00 | \$927.00 | \$633.15 | \$286.88 |
| \$1,470.96 | \$901.80 | \$630.00 | \$270.00 |
| \$1,296.00 | \$863.46 | \$617.40 | \$225.00 |
| \$1,275.75 | \$851.40 | \$612.00 | \$99.00 |
| \$1,274.63 | \$825.00 | \$580.88 | |
| \$1,239.75 | \$810.00 | \$478.80 | |
| \$1,237.50 | \$756.00 | \$457.20 | |
| \$1,198.80 | \$724.50 | \$445.50 | |

Did you receive one
of these checks?

If not,

THINK REFERRALS

and call our office

with anyone

needing real estate

services anywhere

nationwide!



continued from page 1 . . .

Member: “What many people don’t realize, Aunt Sally, is that real estate firms offer differing levels of service. Most companies offer a much higher level of service to corporate transferees and other ‘repeat’ sources of business. Major companies will normally receive a higher level of service for their employees than a normal person just calling into a real estate office. We are able to ‘tap into’ this higher level of service for you because we place so much business with the brokers.”

Aunt Sally: “Interesting! How much will it cost?”

Member: “That’s the best part about it, Aunt Sally. There is absolutely no cost for this service.”

Aunt Sally: “But I’m not planning on moving anytime soon.”

Member: “That’s okay Aunt Sally. There is another way that you can help. Will you please keep a few of my business cards. When you hear of someone needing real estate assistance anywhere in the country, will you please call me?”



Aunt Sally: “I’m happy to help family. I’ll let you know when I hear of anyone.”

Member: “Thanks for your help. I’ll talk with you again, and let you know how my referral business is going.”

For more examples on explaining how our program works, visit www.referralcenter.net and under the **Member** tab, click on **QuickStart**.



Refer YOURSELF!

BUYING? SELLING?

You can place **YOURSELF** as a referral and earn a referral fee upon closing. Simply contact our Referral Center **BEFORE** you have **ANY** contact with an agent or brokerage company.

With our company, you can request any agent of your choice. Our Referral Center will make the contact **FOR YOU!**

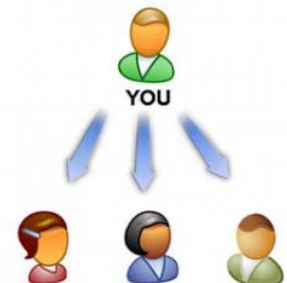
The agent or company requested will then contact you regarding listing or purchasing. If you do not have a preference, we have several resources available to locate a professional brokerage company to service your lead.

Not only can you receive a referral fee for your closed sale, but if you have a qualifying referral that closes, next year is **FREE!**

Do not miss out on registering yourself as a referral PRIOR to ANY contact with an agent!

Where To Prospect For Leads

- Friends
- Family
- Past Customers
- Neighbors
- Personal Sales
- Co-Workers
- School Functions
- Social Clubs
- Sports Leagues
- Meetings



Let people know that you can **HELP** them find a good agent!

Benefits of Membership

EARN REFERRAL FEES - you can earn referral fees from anyone needing real estate services anywhere nationwide; not just within the State you are licensed



FREE MEMBERSHIP - if you have a qualifying* referral that closes, next year is **FREE!**

E-MEMBERSHIP - you can receive correspondence electronically; including updates on your referrals

60 / 40 REFERRAL FEE SPLIT - you receive 60% of the total referral fee received by our company; **last year members earned an average of \$900!**



TOLL FREE NUMBER (877) 841-8100 - to use when placing referrals and for any questions you may have

RESOURCES - if you do not have a choice of broker to service your lead, as one of the largest real estate companies in the country, we have many resources to find a qualified broker, anywhere

MEMBERSHIP CERTIFICATE - when you pay your annual membership fee, you will received a Membership Certificate redeemable for a discount on various products and services



BASIC TRAINING - training is **FREE ONLINE**

WEBSITE - www.referralcenter.net

MARKETING MATERIALS - optional business cards, brochures, or announcement cards can assist you in keeping your name visible to family, friends, co-workers, and other potential referral leads; they can also help you explain the referral process



E-MAIL IDENTITY - optional program to have an E-mail identity with an address, yourname@referralcenter.net; mail is forwarded to your existing E-mail account; for more information, visit our Website at www.referralcenter.net and click on Marketing Tools under the Member tab (*also available at a discount with your Membership Certificate*)

MEMBER WEB PAGE - optional Web Page with your personal information to promote your referral business; for more information, visit our Website at www.referralcenter.net and click on Marketing Tools under the Member tab (*also available at a discount with your Membership Certificate*)



REFERRAL CENTER - we have a fully computerized operation and a professional, full time staff available to serve your membership and referral needs

THINK REFERRALS!

Do we have your current mailing address, phone number(s) and E-mail address?

As your Broker, we are responsible for your real estate license and need to have your current contact information on file. Please call our office **toll free (877) 841-8100** to verify our records and update any contact information. We do not sell, trade or provide anyone with your confidential information.

Referral Center Contact Information



7202 N Shadeland Avenue Suite 115
Indianapolis, IN 46250



fax (317) 577-9548



(317) 841-8100
toll free (877) 841-8100



www.referralcenter.net
E-mail: info@referralcenter.net