



FOR IMMEDIATE RELEASE

Contact: Lisa Fettner  
Vice President of Marketing  
415-693-1455  
lisa@referralexchange.com  
www.referralexchange.com

## **ReferralExchange Strikes Exclusive Partnership with Council of Residential Specialists to Expand Referral Process for 31,000 top-performing Realtors**

Referral network currently processing over 25,000 referrals per month adds to its network of quality real estate professionals

SAN FRANCISCO (May 14, 2015) - ReferralExchange (<https://www.referralexchange.com/>), the real estate referral business network, announced today that it has partnered with the Council of Residential Specialists to provide a CRS-branded referral service for CRS Designees at CRS.com.

CRS Designees will automatically be pre-qualified and approved to receive consumer referrals through ReferralExchange since they exceed the exacting criteria required for participation in The Exchange.

"We're excited to partner with CRS and to be affiliated with such a high-quality network of agents," said Scott Olsen, CEO of ReferralExchange. "The strength of the CRS membership makes our network even stronger - and that's a win for our agents and the consumers we serve in the referral process."

"Referrals are a key component of our members' business and this partnership will create new value for them," added Lana Vukovljak, CEO of CRS. "ReferralExchange delivers a combination of sophisticated technology and human support unique in this area of our industry."

The new CRS/ReferralExchange service is expected to launch early summer 2015, and will be available to all CRS Designees when they access their account at [www.crs.com](http://www.crs.com).

Using a combination of high-qualified agents, smart use of data and a professional customer support team, ReferralExchange matches prospective home sellers and buyers to agents from the network who best fit the clients' specific needs.

ReferralExchange was built to take the hassle and uncertainty out of the referral process for both consumers and real estate professionals who want to place clients with other quality agents, build a source of passive income, or profit from prospects they choose not to handle themselves.

### **About ReferralExchange**

[ReferralExchange](http://www.referralexchange.com) is a leading real estate technology company based in San Francisco, CA. The company combines a dedication to exceptional customer service and innovative technology to give consumers better ways to find, evaluate and select residential real estate agents.

### **About the Council of Residential Specialists**

The Council of Residential Specialists is a professional organization comprised of more than 31,000 REALTOR® members supporting them with education, networking events, practitioner developed tools and

mentoring. It also awards the CRS Designation to experienced REALTORS who have completed advanced professional training and demonstrated outstanding professional achievement in residential real estate. CRS is the largest a not-for-profit affiliate of the National Association of REALTORS®