



65 Ways to Turn Leads into Referrals

One of the first skills you learn in real estate is to let everyone you know, know what you do. But, what do you do when the person you tell lives out of the area? Or is looking for a type of property you just don't focus on. Typically, you might just ignore or choose not to handle these opportunities – now you can take advantage of them.

ReferralExchange enables you to make money on these leads by referring them:

- We'll connect your lead with 3 great agents from our hand-picked network of 22,000 top performing REALTOR®s.
- All of the management, referral agreements, and processing is taken care of – you can be as involved as you like.
- Best of all, we'll pay you 25% of the referred-side commission once your deal closes.

Referrals can come from anywhere – below are a few ideas to help you start referring your way to increased income.



Friends, Family & Acquaintances

- Friends
- Relatives
- Neighbors
- Co-Workers
- Spouse
- Children
- Facebook, Linked-in and Twitter
- Holiday Update

**NOW YOU CAN BE A
RESOURCE TO ANYONE, EVEN
IF THEY LIVE IN ANOTHER
CITY OR STATE.**

Chance Encounters

- Vacation
- Business Travel
- Shopping
- General Activities / Errands
- Check-out Garage and Estate Sales



**ALWAYS WEAR YOUR NAMETAG
OR A LOGO SHIRT/HAT, EVEN ON VACATION.
IT'S A GREAT WAY TO LET PEOPLE KNOW
THAT YOU'RE A REAL ESTATE AGENT.
AND, THANKS TO REFERRALEXCHANGE,
YOU CAN HELP ANYONE!**

Professional Contacts



- Doctor
- Dentist
- Veterinarians
- Attorneys
- Accountants
- Financial planners
- Insurance Salesmen

**THESE PROFESSIONALS
OFTEN KNOW THEIR CLIENTS,
AND MIGHT KNOW IF SOMEONE
IS MOVING INTO OR
OUT OF THE AREA.**

Service Contacts

- Hair Stylist
- Dry Cleaner
- Nail Salon
- Tailor
- Coffee Shop
- Restaurant
- Florist
- Packing/Shipping Store
- Storage Companies

**THESE SMALL BUSINESSES
OFTEN KNOW THEIR CLIENTS,
AND MIGHT KNOW IF SOMEONE
IS MOVING INTO OR OUT OF THE
AREA. POST A FLYER OR LEAVE
BUSINESS CARDS.**



Organizations Associations Groups

Book Club
Charity Group
Union Groups
Alumni Association
Sports Team or League
Church or Synagogue
Health/Country Club
Men's/Women's Clubs
Homeowners Association
Parent/Teacher/School Association



OFFER TO HOLD
HOME BUYING/SELLING
SEMINARS, ADVERTISE
IN, OR WRITE AN ARTICLE
IN A NEWSLETTER IF
THERE IS ONE.

Business Focused

FSBO's
Builders
Ex-Agents
Appraisers
Seminar Leads
Moving Companies
Out-of-area buyers
Mortgage Consultants
Open House Prospects
Floor Repair/Carpet/Wood
Contractors/Roofers/Painters
Sellers moving to another city or state
Past clients and their friends/family members

YOU MAY ALREADY
BE USING THESE SOURCES FOR
REFERRALS IN YOUR AREA, BUT WITH
REFERRALEXCHANGE, YOU NOW CAN
HELP A CLIENT MOVING TO/FROM
THE AREA ON BOTH SIDES OF
THE TRANSACTION.



Corporate Relocation

Military Base
Boarding School
Regional Retailers
Local Sports Teams
Universities/Colleges
Small to Mid-Size Companies



MANY COMPANIES OR ORGANIZATIONS DON'T HAVE AN
"OFFICIAL" RELOCATION DEPARTMENT. CONTACT THE HR
DEPARTMENT TO OFFER YOUR SERVICES. WITH
REFERRALEXCHANGE, YOU HAVE A NATIONWIDE
NETWORK WAITING TO HELP YOU.

Advertising

Facebook
Web Advertising
Quarterly mailings
Lead purchase programs
Local Paper/Website/Radio
Just Sold/Just Listed postcards
Club/organization newsletters



REFERRALEXCHANGE
HELPS YOU GET A GREATER
RETURN ON YOUR AD BUDGET
BECAUSE YOU CAN SUPPORT
ALL THE LEADS YOU RECEIVE –
EVEN THOSE OUTSIDE OF YOUR
PREFERRED AREA, TYPE
OR PRICE POINT.

Getting started is easy...

1

Place your clients, personal
contacts, or prospects into
ReferralExchange.



2

We match them with 3
great agents and manage
the entire process.



3

We pay you a 25%
referral fee at closing.
Guaranteed.



SIGN-UP TODAY AND SUBMIT A REFERRAL IN 5 MINUTES!

415-653-5555 • sales@referralexchange.com • referralexchange.com