

Real Estate Referral Agent Duties

As a real estate referral agent, real estate agents can earn extra income by referring customers to other agents, who will then pay a commission on the deal. The challenging part of the job is defining where the duties of the referral agent stop and where the responsibilities of the regular agent begin.

Generating Leads

- The primary duty of the real estate referral agent is to generate leads. Leads describe anyone who is a candidate for a real estate transaction. This could be someone looking to lease a property, purchase or sell a property. Real estate referral agents perform a variety of marketing campaigns to locate these leads, ranging from newspaper and radio advertisements, to Internet-based ads. Some referral agents will go for a high-churn strategy, where they produce as many leads as possible, without a high premium on quality. The law of numbers means they will generate sales, but many real estate companies will decide that it is not worth taking the extra time to sort through the leads. Targeting your leads to those who are truly interested in, as well as capable of, completing a real estate transaction makes the process easier.

Matching Up Clients

- Real Estate referral agents make money by matching those who are interested in a real estate transaction with those who are capable of completing a transaction. For example, a referral agent who has a client preparing to relocate to a certain city, state or country will match that client with an accredited real estate agent in that area. In our office contact the Relocation Coordinator with all your lead information. However, a good referral agent will go a step further and form a business relationship with the assigned real estate agent they work the lead is assigned to, which helps ensure accurate commutations between all parties.

Following Up

- The duties of a real estate referral agent technically stop when the referral has been made, but an effective referral agent won't stop there. Real estate referral agents who take the time to follow up with their clients are more likely to have repeat business and receive more word-of-mouth referrals.

Referral Agent Guidelines

Must:

Contact the Broker before joining the Referral Company (List his/her CURRENT address, email & phone number)

Have current license with no balances due to DLLR, County Boards and or past Brokers.

Have continuing Education Requirements current.

Contact the Relocation / Referral Coordinator with each referral, even if already assigned to another agent.

Use Company provided forms / referral forms.

Referral Agent will receive 100% of all generated commissions less \$295 admin fee if using Century 21 The Real Estate Agents for referral, if non-Century 21 The Real Estate Agents used its 90%.

NOTE... \$99 annual fee to join Referral Company. 15 HRS Free Classroom CE through Elite Learning Academy every year. NO Board Dues, No MLS Fees, No E&O Fees, No Desk Fees. Can Collect up to 35% referral fee if using Century 21 The Real Estate Centre Agent for referral. Maryland Broker License: 4339.



Referral Agent Information

Start Date: _____

Name on License: _____
Last First Middle

Registered Nickname: _____ License Number: _____

License Exp. Date: _____ NRDS Number: _____

SSN: _____ D.O.B: _____

Languages: _____ Designations: _____

Areas of Expertise: Residential _____ Rentals _____ Commercial _____

Corp or LLC: _____

Physical Address : _____
Street Address City ST Zip

Mailing Address: _____
Street Address City ST Zip

Phone Numbers: _____
Home Cell/Pager Home Fax

Personal E-mail: _____ @ _____

Emergency Contact: _____
Name Phone Relationship

Address City ST Zip

Signature

Date

Broker Signature

Date

CENTURY 21 The Real Estate Centre (MD LICENSE #4339)

Independent Contractor Agreement for Referral Agent

This AGREEMENT made as of _____ Between **CENTURY 21® The Real Estate Centre** Referral Company (Broker) and Referral Agent: _____

(Referral Agent) provides:

- (a) Broker is duly licensed as a real estate broker in the State of Maryland;
- (b) Referral Agent is an individual duly licensed active status Maryland Real Estate Salesperson.

Broker and Referral Agent agree to the following terms and condition:

1. Licensees: Referral Agent agrees to keep his/her license active and in good standing.

This includes having current license with no balances due to DLLR, County Boards and past Brokers, completing all required Continuing Education.

2. Referral Agent Services: Referral Agent agrees that he/she will follow CENTURY 21 The Real Estate Centre guidelines, contact the Relocation / Referral Coordinator with each referral, even if already assigned to agent. Use Company provided referral forms. Only refer business and not practice real estate.

3. Fees: \$99 Annual Fee. Includes up to 15 hours Free Classroom CE per year.

4. Indemnification: Referral Agent agrees to hold Broker harmless of any suits, claims,

Liens, Lawsuits, judgments, etc., resulting from his/her violation of this agreement or

Any other applicable laws, rules, regulations, or Code of Ethics.

5. Compensation of 100% of all generated commissions if using Century 21 The Real State Centre Agents or 90% commission if non-Century 21 The Real Estate Centre Agent except required admin fees of \$295 per transaction.

6. Referral Agent may Select Any Licensed Agent in the world, but we recommend our Preferred Agents and collect up to 35% Referral Fee but no less than 25% Referral Fee and must use our designated Referral Forms. All commissions must be sent to the Broker Home Office.

7. Noncompetition: Referral Agent shall not, after termination of this agreement, use to

His or her advantage or the advantage of any competitor Broker, any information

Obtained by Referral Agent during his or her affiliation with the Broker and which is

Not known generally, and all leads of Broker's office of Real Estate for sale and lease

During such affiliation shall be the property of Broker.

Referral Agent

Date

Broker

Date