

Eleven Insider Secrets to Land More Referrals

By Susan Schunk CEO

Why I created Realty Referrals:

Over the years I've been engaged in nearly a billion dollars of real estate transactions and a fair portion of those transactions involved our customers moving out of the area. The most time consuming part of this process was finding a great agent that met the client's needs and was also offering an attractive referral fee. Whether I was sending a referral across town or across the nation it took a lot of time to find the right fit.

Realty Referrals was built for one primary function; to leverage a referring agent's time when sourcing a referral.

If you're reading this eBook, there is a high probability that you have been singled out by another agent based on their respect for you and your experience as a true professional in the real estate industry.

Realty Referrals is not about awarding your referral to the highest bidder. It's about finding the right agent for the job and doing it fast. Clearly, we have a duty to our client to refer them into the hands of the highest quality professional. With that said, this platform provides the highest probability of easily finding both a great agent as well as an attractive referral fee offer.

Our research has shown that referring agents prefer to have a wide agent selection choice and welcome referral fee offers based on market demand.

Hopefully, this provides you some background of why Realty Referrals was built.

The question you're probably asking is; "How do I make this platform work for me?"

System Overview:

This national platform was created to provide a method to source top quality agents rapidly without expense. The free basic account allows referral agents the ability to post referrals, receive referral offers and place the referral with the agent of your choice. All at no cost.

For the receiving agent, simply present your referral offer for instant consideration. The referral (posting) agent will review your profile, contact information, professional certifications, professional designations, transaction history, experience and more. When awarded the job, there is no expense for receiving the referral. That's right, there is no cost for being awarded the referral.

Each agent is provided a basic profile capable of posting referrals, bidding on referrals and we even automatically prepare the referral agreements ready for brokers electronic signatures.

If you want the upper hand, it's important to understand what referring agents wants to see. This is why I created the eBook. These eleven insider secrets will briefly cover some of the site features and provide guidance on how to utilize the feature impressing the posting agent and ultimately landing your more business.

Eleven Insider Secrets to Land More Referrals

1. Get TopPros Certified

This certification allows you the freedom to select the year you prefer to certify for transaction history. For a litany of reasons not everyone has stellar production year after year but just because last year wasn't great, in no way diminishes the experience you gained from the exceptional year you had three or ten years ago. Bottom line, your experience never goes away and I know you shouldn't be penalized. This certification displays on your profile verifiable years of experience, number of transactions for any desired year, total transactional dollar volume for selected year and also added to your profile is the TopPros Certification medallion displaying your expertise in Residential, Commercial or Farms & Land real estate. You have the freedom to certify in one, two or all three skill sets. All certifications are subject to verification. **This is one of the best ways to establish credibility in the eyes of the referring agent.** If you possess multiple skill sets the system automatically displays the proper certification medallion on your profile based on the type of referral that was posted.



Residential



Commercial



Farms & Land

GUIDENCE: Get TopPros Certified. This is step one. Certified profiles receive a significant profile algorithm scoring bonus. This advantage can be huge.

2. Professional Certification and Designation

Professional achievements add a ton of credibility. You have the option to add all achieved certification and designations to your profile subject to manual Realty Referrals staff verification. For each professional certification and/or designation you possess, the logo will be added to your profile for display to referring agents. Professional certification and designations are held in high esteem within the professional real estate community. These badges display a commitment to a higher standard of professional self-improvement that's far above the average real estate practitioner. If you have achieved any of these professional accreditations it is in your best interest to add them to your profile. Be aware, Realty Referrals is not associated with the owner of the logo, the logo is not authorized by, sponsored by, or associated with the trademark owner. Below are the certifications and designations we currently verify. If yours is not present, just let us know and we will work to add it.

Current Supported Certifications



Current Supported Designations



GUIDENCE: Tremendous credibility builder. Add every professional achievement you've earned.

3. Exams

Knowledge is KING! Not everyone has professional designations or certifications but that doesn't mean the bidding agent isn't tops in their field. Realty Referrals provides a method to address this issue by offering a series of exams that can be taken to display overall knowledge of industry topics. There are four exam categories: Agent, Broker, Ethics and Agency.

Upon exam completion, the corresponding exam badge is added to your profile. When the referring agent moves a mouse over the badge the exam score is revealed as well as the percentile ranking compared to all others who have completed the same exam, so achieving high marks is important. This is an easy and fantastic way to display your industry knowledge. We know exam results play a key role for referring agents and can be the deciding factor when awarding the referral.

There are various exam levels. The higher the level, the more challenging the exams become. The site goal is to rapidly elevate the top agents for effortless referral placement. With every passed exam your profile badge is upgraded to the next level. Once the top level is achieved an "Expert" badge is awarded.

Below are the exams available.



GUIDENCE: Achieve "Expert" in at least three categories including both Ethics and Agency. This will position you on at least three leader boards and solidify your standing as a knowledgeable professional, setting you apart from your competition.

4. Authorship

This is an excellent way to kill several birds with one stone. As a real estate professional, there is knowledge you have that others could truly benefit from. If you have knowledge on a particular real estate related topic, draft a well-crafted article that offers great value to the reader and we will publish your article. This is rewarding in several ways.

1. Each accepted article earns reward credits that can be used for profile upgrades. It doesn't take much to max out your profile and enjoy the full functionality of this site entirely without cost.
2. With each accepted article your profile receives the corresponding authorship badge.
3. When a user clicks on your author badge, they are redirected to a page with all your published articles.
4. Your articles are published on the Realty Referrals blog.
5. All articles are indexed with major search engines.
6. All published articles display a portion of your profile information including your profile image and certification data in the header of the article.
7. Authorship significantly elevates your credibility in the mind of the referring agent. For one thing, it illustrates that you have enough knowledge on a topic to get your article published on a national professional web site. This effectively sets you apart from most agents, as an expert in the real estate industry.

Authorship builds enormous credibility in the mind of the referring agent so take advantage of this feature.

Below are the authorship badges



Here is an example of the article header



Whose best interest is it to overprice or underprice a home for sale?

Last updated on June 2, 2016 by [John Smith - American Real Estate of Beverly Hills](#)

A Realty Referrals certified pro with over 29 years experience and 759 Million in 2016 sales



GUIDENCE: Achieve "Expert" in this category. Write 5, 10, 50 articles, establish yourself as a published industry expert. This will position you on an entirely different plane beyond your competition.

5. Leaderboard

The leaderboard ranks agents nationally by state and major city for a total of 33 different metrics. There are over 300 Major cities in the U.S. so move quickly to position yourself. It's should be easy and as long as you're in the top 3 in your major city, you're in great shape.

Research revealed high agent demand for a simple but comprehensive agent ranking system. We also discovered agents were willing to initiate initial contact and hire directly from leaderboard standings. This quick reference feature was designed to satisfy the demand.

The leaderboard instantly ranks agents by the following results.

		National	State	Major City
Exams				
	Agent	✓	✓	✓
	Broker	✓	✓	✓
	Ethics	✓	✓	✓
	Agency	✓	✓	✓
Authorship				
		✓	✓	✓
Individual Sales				
	Residential	✓	✓	✓
	Commercial	✓	✓	✓
	Farms & Land	✓	✓	✓
Team Sales				
	Residential	✓	✓	✓
	Commercial	✓	✓	✓
	Farms & Land	✓	✓	✓

GUIDENCE: Position yourself in the top 3 of your major city in as many metrics as you can.

6. Auto Bidding

One of the most advantageous features is the Auto Bid functionality. This feature is included in both the Pro and Pro+ accounts. It does what it says...establish your referral offer and when a job is placed, the system instantly places the bid. This gives you an enormous edge over your manual bidding basic account counterpart. Research has revealed that agents are busy and don't want to spend much time waiting around for a response. Instant gratification is king when it comes to being awarded the job.

GUIDENCE: Without the auto bidding feature, the referral could come and go before you have a chance to even submit your offer. This single automatic feature gets you in the running every time.

7. Private Messages

This feature is available in all accounts. Before you submit your bid, take a moment and draft a private and tailored personal message to the referring agent. Drafting a private message to the referring agent at the time of bidding can make a big difference. When Auto Bid is active on premium accounts and the mobile app is installed, you will receive an instant notification prompt to add a private message before the bid is sent.

GUIDENCE: Private messages are truly great but this feature can interrupt the auto bid feature. If you choose to use this feature, be sure you always keep you're the mobile app running in the background and when you hear the lead notification. Add the private message at that moment. **DO NOT DELAY.**

8. Mobile App Utilization

The mobile app is a critical tool for job posting notification, instant contact for outbid notifications and live private chat. If you really want the referral and you've been outbid, this app is essential. You will receive instant notification through the mobile app allowing you to modify your referral bid offer.

GUIDENCE: Always keep the mobile app running in the background

9. Private Chat

Accessibility can make all the difference in the world. The movers and shakers in this industry often don't have the time or patience to wait around for an email response. The live chat feature on the mobile app provides the referring agent a private and instant method to make contact. Often, the first agent contacted gets the referral. Be sure to always keep the app running in the background. Availability and response time is a major key to success.

GUIDENCE: Always keep the mobile app running in the background

10. Hide Referral Offer / Go Stealth

There are two premium accounts, the Pro and Pro+ account types. The Pro account offers a features allowing the account holder to conceal bid information from the prying eyes of other bidding agents. The Pro+ account offers the ability to conceal your entire bidding profile from other bidding agents. This can be a giant advantage.

GUIDENCE: Keep your bid concealed to minimize bidding adjustments.

11. Profile Score

In the spirit of finding the highest quality referral agent as quickly as possible, Realty Referrals has incorporated a proprietary profile scoring algorithm that positions the highest scoring profile at the top of the bid results page. The TopPros Certification is the most heavily weighted profile addition. Certified profiles by default display in results before non-certified profiles. You can also feel confident that EVERY aspect of a bidding profile is taken into consideration when determining whose profile is displayed first in results. From the presence of a picture on your profile to exam scores, authorship contributions, reviews and certifications, it's all factored in and weighted.

GUIDENCE: Get TopPros Certified first, then bolster your profile for maximum referral agent impact.

In Summary

Across town or across the country, the Realty Referrals platform allows you the most advanced free market method to leverage your time, sourcing the best referral for your client available in the real estate industry today. From posting a referral in less than 60 seconds to automatically completing the referral agreements ready for brokers electronic signatures. You have it all at your fingertips.

You want more business? Build out your profile and impress the referring agent, activate Auto Bidding and always keep the mobile app running in the background for instant notification. A comprehensive fully verified and completed profile coupled with accessibility is the key to success.

Finding the best referral agent who will do the best job for your valued client is what this site is all about. Delivering high quality results in minutes if not seconds, makes Realty Referrals the go to solution to resolve this issue. Top real estate professionals simply don't have the time to spend hours trying to find the best agent fit. As an experienced real estate professional, become part of the Realty Referrals network, put more money in your pocket and make the challenges of referral sourcing a thing of the past.

Join us now!

Sincerely,
Susan Schunk – CEO
Realty Referrals, LLC.