



WEIDEL REFERRAL CORPORATION

BENEFITS TO YOU

Be our partner in success!!

Building Your Business

- Call your sphere of influence on a regular basis and ask for the business
- Emphasize the strengths of the real estate company and the benefits of your services
- Handout business cards representing your referral status with us
- Send out direct mail cards and/or approved flyers – contact clientservices@weidel.com
- Ask your spouse/partner to mention real estate and give out your business card at work
- Stay in contact with a local office. Managers offer specific help for securing prospects
- Stay in touch with your prospects so you can refer them again next time they move
- **Be sure to also refer yourself for all your real estate needs**

Handling Leads

- Let every prospect know that you will serve as the link between them and a real estate professional
- Get the basic pieces of information for placing the referral
- Contact us immediately with any address, phone or e-mail address changes
- Send us Referral Forms on ALL referrals you place directly (not necessary when you call us first)
- Use your licensed name when placing referrals, especially if you're married but licensed under your maiden name

Protecting Yourself

- You cannot belong to any Board of Realtors or Multiple Listing Services
- You cannot list or show homes
- You cannot answer any real estate-related questions
- You cannot prepare a contract of sale
- You must disclose that you have a real estate license upon initial contact when you are party to any real estate transaction
- Remember that it is illegal to solicit business from property owners who are already listed with a brokerage firm
- Remember that you cannot earn a commission "after the fact" (This applies if the Sales Associate has been working with the client before the referral lead was placed.)
- Keep in touch with the prospect and the Associate handling the referral
- Don't discuss the listing commission % as this is between the prospect and the Sales Associate
- Encourage your prospects to contact their Sales Associate with their questions. They need to develop trust and build a relationship with their Sales Associate
- Keep Weidel Client Services informed of updates as to your referral progress