

BENEFITS OF AN AGENT-TO-AGENT REFERRAL

How I help a buyer or seller find a qualified agent in an area that's not a good fit for me:

- At **no obligation or cost** to a buyer or seller prospect, I begin with a brief phone conversation with him/her about their timeline, type of property, price range, location, related financing, etc. All info is kept **confidential**.
- I then conduct online and/or phone research to **ascertain credentials and background** of licensed agents (with Keller Williams or other companies) who have **appropriate knowledge and experience** in handling the **property type and location** where the prospect plans to buy and/or sell.
- I call 1-3 of these agents to **recommend the prospect** as ready, willing, and able, and to **confirm that the agent is willing to serve** this prospect with **high standards** of care and on their timeline.
- I then **give** the prospect the agents' names, background information, and **my impressions/recommendations**.
- The prospect is **under no obligation**, but if **he/she selects one of the agents** to serve as his/her agent **and they close a transaction**, by prior agreement **the other agent and their office share a small portion (often 25%) of their commission** with me and my office **at closing**.
- **The agent's service and commission are the same regardless. Agents love referrals** and are happy to share part of their commission to receive clients who are pre-qualified, are ready-willing-able, and are recommended by a veteran agent.

It's a win-win for all:

- At **no extra cost**, the **buyer or seller gets a qualified agent** who is **enthusiastic to serve** them on their timeline. The client has **confidence in the agent** because they've been vetted by a veteran agent.
- The **other agent gets a ready-willing-able client**. This **saves the agent time and money** it would have taken to find a client. The agent **has confidence** that their new client is serious and qualified because they've been vetted and recommended by a veteran agent.
- **I am compensated for my time and expertise in helping ensure a good client-agent fit** by vetting and introducing/recommending agent and client. Referrals are a gratifying part of my business; I welcome the chance to use my knowledge and skills to help people this way. To date, **referrals constitute about 6% of my business -- I'd love to grow this segment!**

Call today – I'd love to put my experience to work for you!

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