

REFERRALEXCHANGE HELPS REALTOR® EXPAND BUSINESS

MULTIPURPOSE CASE SCENARIO
PROVIDED BY
NAR'S REALTOR BENEFITS® PROGRAM

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TOM BROWN SAYS HIS SECRET SAUCE TO SUCCESS IS JUMPING ON LEADS AND RESPONDING TO THEM QUICKLY – OFTEN WITHIN FIVE MINUTES OF A PROSPECT'S INITIAL CALL.

But with about 300 leads a month – many from realtor.com® and Facebook ads—flowing in, achieving that time frame is challenging and time-consuming.

To find a better approach, Brown, Broker/Owner, Tom Brown Real Estate of Santa Maria, Calif., started working with ReferralExchange, a lead verification service that uses proprietary scrubbing technology to determine which leads are real and ready to transact.

Through ReferralExchange's LIVE (Lead Information Verification Engine) service, licensed real estate agents act as an extension of the agent's brand to help qualify leads that agents provide. This service confirms contact data, nurtures prospects, and then transfers live leads who are ready to take the next step in the home buying process.

As a member of the National Association REALTORS®, Brown tapped the REALTOR Benefits® Program to receive exclusive savings on services offered by ReferralExchange.

The following scenario shows how one REALTOR® leveraged ReferralExchange's program.



PLAYING TO HIS STRENGTHS

In the past, Brown scrubbed leads himself before referring them to his team of one inside and three outside salespeople. For him, ReferralExchange is a relief. Brown describes himself as a people person and believes his strength is developing rapport and relationships with prospects. His reasoning: Why not leave those nitty-gritty processes to licensed real estate specialists?

"Referral Exchange sifts through all the questions – income, residency, credit, and ability to come up with a down payment – for me," Brown comments. He views ReferralExchange as having a team of licensed specialists working on his behalf and allowing him to spend his time doing what he does best – making human connections.

Once a lead is transferred to him, Brown relies on his own script and strategy to further determine a prospect's needs, timing, and motivation. Because of Referral Exchange's upfront work, Brown knows he's talking with serious candidates, and he's able to start his client relationships further along in the process.

"I like that Referral Exchange is working 12 hours a day, seven days a week, and calls me with live transfers – leads who are ready, willing, and qualified to buy," he comments. That's important because Brown believes he'd lose credibility with his sales staff if somebody didn't thoroughly vet prospects.

In one case, ReferralExchange noted that a prospect had unique mortgage needs. Because Brown had that information in advance, he was better prepared for the call and already had a lender in mind to service the buyer's unique circumstances.



TIME FOR BUILDING BUSINESS

The relationship with ReferralExchange has strengthened Brown's expected bottom line. From the fourth quarter of 2019 compared to the fourth quarter in 2020, he expects the number of closings to nearly double, and he says that ReferralExchange has contributed to that spike.

But his satisfaction with Referral Exchange goes beyond just the new business.

"It has given me time to work on my business, instead of constantly working in the business," he says. By handing off some of the time-intensive administrative tasks, Brown has been able to develop and nurture a company culture, something he never had time to do.

He also devotes more time to generating leads and to recruiting and training. "I'm very happy about the money I pay ReferralExchange," comments Brown. "It's well spent."



To access member exclusive savings and custom benefits on LIVE by ReferralExchange, visit:

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THE REALTOR BENEFITS® PROGRAM is the exclusive member benefits program of the National Association of REALTORS®, bringing savings and special offers just for NAR members. In one year, over **800,000 REALTORS®** gained an edge by leveraging at least one REALTOR Benefits® Program offering, saving **\$74 MILLION** on member benefits from industry-leading companies. Program partners are carefully selected and understand the unique needs of real estate professionals. Learn more and save by visiting

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