



# KELLER WILLIAMS REALTY REFERRAL INFORMATION FORM

## 1. **Sending Agent Procedures**

Contact the chosen agent to see if he or she can provide the service in which you are interested. If you do not know an agent in that Market Center, it may be necessary to speak with the Team Leader to seek assistance in selecting a receiving agent. Be sure that the agent is completely familiar with the area the customer has indicated or where you have a potential listing.

Confirm the referral fee. The customary referral fee among agents in KELLER WILLIAMS® Realty is 20% of the side of the transaction. (20% of the gross listing or selling side of the commission.

Complete your portion of the referral form and send two copies to the agent.

Give a copy of the referral form to your Team Leader.

Follow-up with the customer to make sure the agent has contacted him and is satisfied with the receiving agent.

## 2. **Receiving Agent Procedures**

Upon receiving the referral form, contact the customer.

Complete your portion of the referral form on each copy. Return one copy to the sending agent and retain one copy for your records. Be sure to include a copy of the contract pending file when a sale is consummated.

Give a copy to your Team Leader.

## 3. **Completing the KELLER WILLIAMS® Realty Referral Information Form**

**SECTION 1 - RECEIVING OFFICE/SENDING OFFICE:** This identifies the receiving/sending agents. This portion should be completed by the sending agent.

**SECTION 2 - SELLER INFORMATION:** This is used when sending out a listing referral. This portion should be completed by the sending agent.

**SECTION 3 - BUYER INFORMATION:** This contains data about the customer. It should be completed by the sending agent.

**SECTION 4 - REALTOR'S ACCEPTANCE OF REFERRAL:** This should be completed by the receiving agent and returned to the sending agent.