

**NEW WCR Wine Country Members** – Ask a WCR member what the most valuable benefit of their membership is and, chances are, most will say "referrals." In a recent survey, 60 percent of our members nationwide reported using the referral networking the last 24 months. What does that mean for you? It means that, on average, our members close 1.9 WCR referrals annually. **There are three reasons you want to actively pursue referrals within the WCR network:**

1. Earn referral commissions!
2. Earn your PMN designation!
3. Network – these WCR Realtors will refer clients to you as well!

Here are some pointers about using the Referral Roster:

- If you have a client leaving the area, choose a WCR Realtor from the book. (I like to call at least two or three and interview them on the phone – make sure you feel the agent is compatible with your client.) This is also the best time to confirm that the receiving agent is offering a 30% (WCR) referral commission. Some will offer the standard 25% referral.
- Download the referral form from our Wine Country website, fill out your portion, get your broker to sign off, and fax it to the receiving agent. When you receive the signed form back from the receiving office, hold it in your client file.
- Stay in touch with the receiving agent about any accepted offers. Once escrow closes, keep any closing documentation sent to you, along with a copy of your commission check stub.
- After you have closed three referral deals, you can use this documentation towards your PMN designation. (Of course, it is good to attend three PMN classes as well.)

Note: Referrals to Affiliates are also eligible towards PMN designation. Please take a look at the PMN Designation requirements at: [www.wcr.org](http://www.wcr.org)

We encourage you to attend as many State WCR conferences as possible – this is where you will meet many other WCR members face to face – the best networking for referrals there is – personal contact. All State WCR events are shown at: [http://www.wcrca.org/state\\_events.asp](http://www.wcrca.org/state_events.asp)

As ever, we want to thank you for your membership, staying tuned in to our great programs and education classes, and attending our monthly business meetings!

***Let us know how we can serve you!***