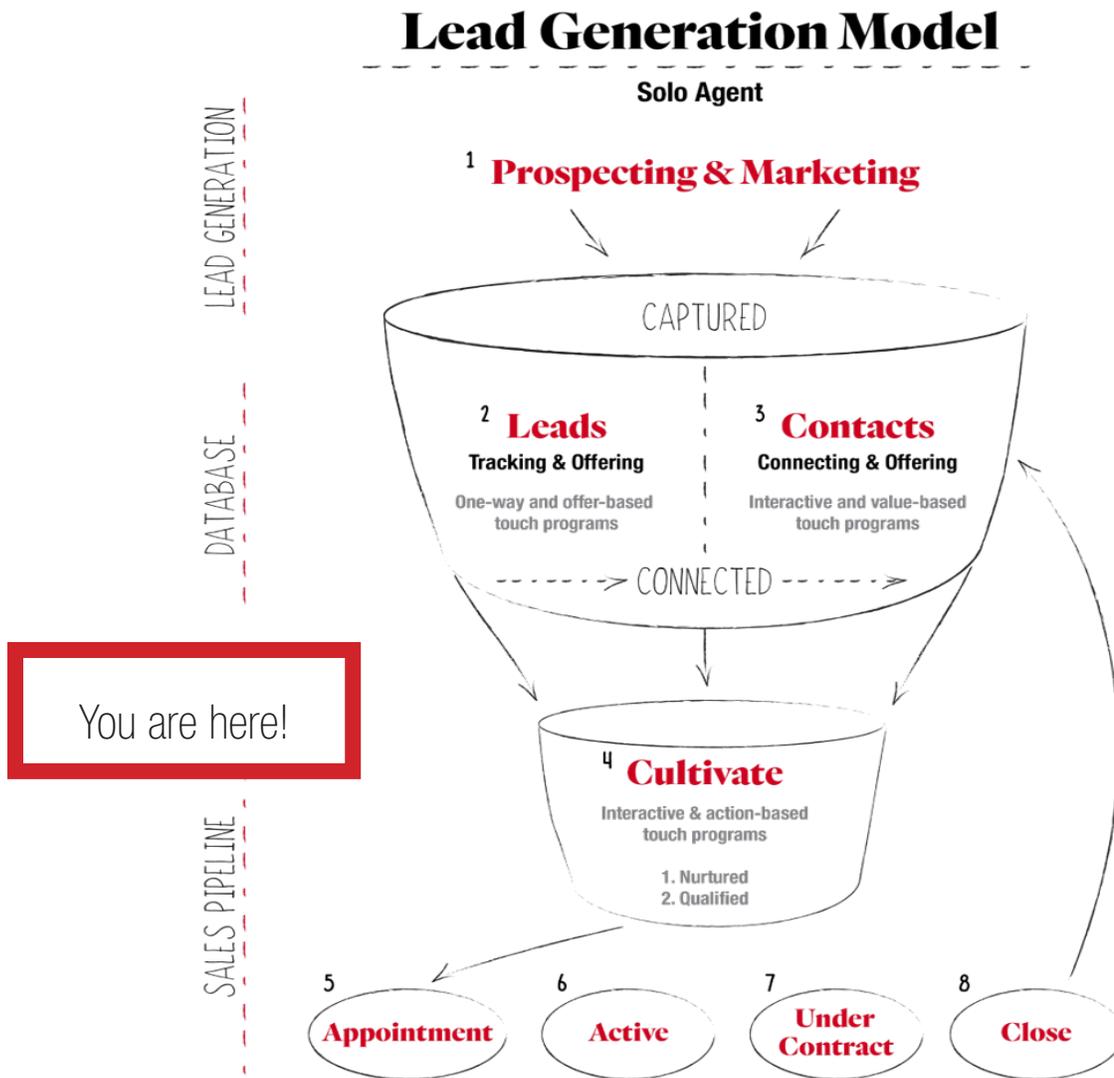


Referrals and the Lead Generation Model

Where do referrals fit into the Lead Generation Model? Referrals allow you to cultivate your relationship with a client by providing outstanding service while boosting your sales potential. Referring a client to an agent in another geographic area also moves that client toward an appointment in the pipeline.



How to Access and Create Referrals in Command:

1. From the Command homepage, click the 'Referrals' icon on the left side of your window.
2. At the top of the left-side of the page, click 'My Referrals'
3. From the 'Referrals' screen, click the "Map" tab at the top of the screen
4. To find an agent -- Use "Zoom in" feature or the +/- keys on the bottom left-hand corner of the map to identify your location. Alternatively, you can also use the search bar and type in the desired location you wish to search.
5. From the populated agent list on the right-hand side of the screen, select an agent by pressing the "add agent" button next to their name.
6. Once you press the "add agent" button a pop-up screen will appear that asks you, "Would you like to send an invitation?" -- Add a personal message if you like, otherwise click the, "Send Invitation" button to add the selected agent.