

# THE REFERRAL PROJECT

Using real estate referrals  
as fund raising tools  
for nonprofits



## Challenging times for nonprofits

Everyone knows these are challenging times for nonprofits: Private philanthropy is more limited, foundation grants are more competitive, and government funding is shrinking. We need new and sustainable funding solutions!

## One sustainable solution: *The Referral Project*

*The Referral Project* directly funds nonprofits through real estate referrals. Real estate referrals can be made anywhere in the United States. *The Referral Project's* only business is real estate referrals for nonprofit donations.

## What are real estate referrals and how do they work?

- Consumers (buyers/sellers) and real estate agents regularly make real estate referrals for various reasons. Consumers refer real estate agents to other consumers for convenience. Real estate agents refer consumers to other real estate agents when the transaction is out of their service or specialty area.
- Agents pay other agents 20 to 35 percent of their earned commission ("referral fee") for agent-to-agent referrals. The referral fee doesn't cost the seller or buyer extra; it is part of the basic commission paid at settlement.
- *The Referral Project* donates half of the referral fee to a nonprofit designated by the buyer or seller.

## How does *The Referral Project* work? 3 simple steps: Contact - Agreement- Donation

1. **Contact:** Contact *The Referral Project* to request a real estate agent referral anywhere in the United States or its territories. You can also specify an agent if you have not contacted the agent for this transaction already.
2. **Agreements:** *The Referral Project* will refer a third-party real estate agent to you and you will designate our nonprofit to receive the donation. The referred agent and *The Referral Project's* agreement specify the referral fee amount. You will be able to interview the agent before hiring. Again, you can select your own agent if you have not already contacted that agent. *The Referral Project* is happy to work with any real estate agent you select.
3. **Donation:** The referred agent handles and closes the transaction, pays *The Referral Project's* referral fee and 50 percent of that referral fee is donated to our nonprofit. On average, donations are \$375 per \$100,000 in sales price. Example: a 25% referral fee for a \$500,000 real estate sale with a 6% commission would generate a \$1,875 nonprofit donation to us! Anyone anywhere in the country can do this and fund us.

## This sounds too good to be true. What's the catch?

There is no "catch". This is as good as it sounds. Nonprofits have already used *The Referral Project* with great success. If you would like to use *The Referral Project* to fund us or want more information please contact:

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