



## FINDING A REFERRAL AGENT IN THE REMAX SYSTEM INCLUDING MAXREFER

### To Find An Agent

1. Log in to REMAX.NET
2. Left Side Click FIND & REFER
3. Find and Refer an agent or office
4. If you input location the agents in the area will be listed for you to view. You can also filter as years in RE, awards...

### What is MAX/Refer?

MAX/Refer is an **exclusive RE/MAX referral platform** that allows RE/MAX Associates to:

- **Send and receive referrals** with confidence, knowing they are working with other RE/MAX professionals.
  - **Track referral status** from initiation to closing within a centralized system.
  - **Earn referral fees** for clients referred to other qualified RE/MAX agents.
  - **Expand service coverage** without needing to be licensed in multiple regions.
  - **Improve client satisfaction** by connecting them with reputable agents wherever they are moving.
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## How to Join the MAX/Refer Program

All RE/MAX associates in good standing are eligible to use MAX/Refer. Here's how to get started:

### Step 1: Access MAX/Center

1. Go to **MAX/Center** and log in with your RE/MAX credentials.
2. Once logged in, search for **MAX/Refer** in the apps section.

### Step 2: Complete Your Profile

- Ensure your RE/MAX profile is up to date with:
  - Contact information
  - Areas served
  - Specializations or niches (e.g., luxury, relocation, commercial)
- This information helps other agents choose you for referrals.

### Step 3: Accept the MAX/Refer Terms

- If prompted, agree to the platform's usage terms and conditions to activate your access.

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## Utilizing MAX/Refer: Step-by-Step

### Sending a Referral

1. **Log in to MAX/Refer**
2. Click on **"Send Referral"**
3. Enter the client's details and referral specifics:
  - Name
  - Contact information
  - Service area

- Timeline
  - Buyer/Seller status
4. Use the **agent search** tool to find and vet RE/MAX agents in the destination market.
  5. Select an agent and send the referral offer with terms (e.g., 25% referral fee).
  6. Wait for the selected agent to **accept or negotiate** the referral agreement.
  7. Once accepted, track the referral status through to closing.

### Receiving a Referral

1. You'll be notified via email and/or in your MAX/Refer dashboard.
2. Review the client details and referral terms.
3. Accept the referral or request modifications.
4. Once accepted, reach out to the client promptly and begin service.
5. Update the referral status regularly (Contacted, Under Contract, Closed).
6. Upon closing, ensure all documentation is submitted and referral fees are paid according to agreement.

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### Best Practices for MAX/Refer

- **Respond quickly** to all referral inquiries to maintain a strong professional reputation.
- **Communicate regularly** with the referring agent throughout the transaction.
- **Keep your MAX/Refer profile current** to improve your chances of being selected for incoming referrals.

- **Document all agreements** via the MAX/Refer system for compliance and tracking.

IF YOU UTILIZE MAXREFER SYSTEM THERE IS A FEE CURRENTLY 5.5%.

For additional information or help please feel free to contact Gina Bannan at [gbannan@alliancegroupfl.com](mailto:gbannan@alliancegroupfl.com) or Karen Cox at [kcox@alliancegroupfl.com](mailto:kcox@alliancegroupfl.com).