



REFERRAL COMMISSION

BLACKBOX

SYSTEMS

# LEGAL STUFF

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**A Personal Message from William Ripley  
President of AA Marketing Concept**

Over the last 10 years, I've been fortunate enough to learn how to create marketing funnels in businesses from the world's best marketers. I've learned the secrets to creating system from books, courses and seminars from the likes of Michael Gerber, Ray Korc, Dan Kennedy, Gary Halbert, Joe Vitale, Frank Kern, Rich Schefren, Steve Jobs and the list goes on and on and on.

However, some of the best lessons I've learned have come not from books or tapes or seminars, but directly from creating the systems by these master marketers. By taking a step back... stepping out of the role of "technician" and into the shoes of the marketing minds... I've been able to dissect and learn so much from the actual marketing funnels.

This intense study has paid off handsomely over the years for my family and many of my real estate clients. To date, I've been fortunate enough to help thousands of real estate agents and mortgage brokers generate over millions of commissions. And even with this skill in my pocket, I continue to study and learn while keeping an open mind to any new marketing strategy I come across.

I put this manual together as a way for anyone who with the desire to become a better marketer to generate income by simply referring clients to the "special" lead source to quickly and conveniently generate commission checks.

I truly hope you use this manual to expand your mind and to better your business by increase sales or referral commissions. Use it in good health.

Best Wishes,  
William Ripley  
AA Marketing Concept

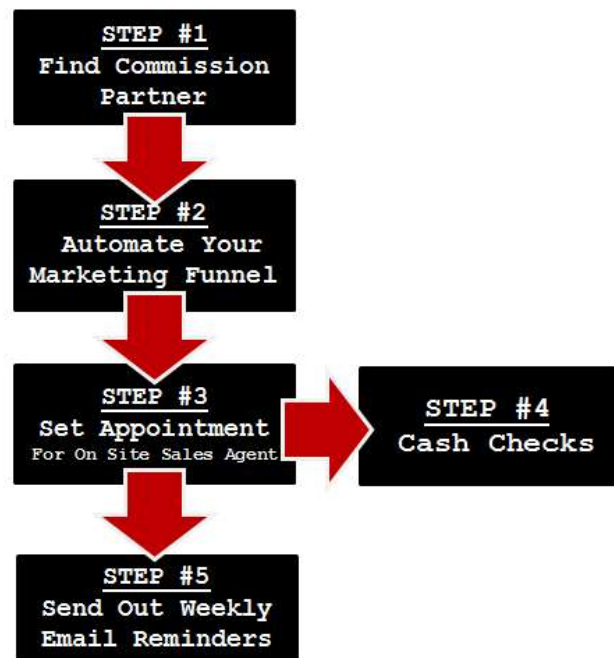
# Referral Commission Blackbox

The strategy I'm about to teach you has made me over \$50,000+ in commission without the real estate agent EVER showing a house or even doing any of the paper work associated with a "regular real estate transaction".

**Warning: DO NOT let the simplicity fool you. Because of the simplicity to duplicate the process I kept this a secret to only my select high paying clients.**

Now, let being...

## Here Is The "High Level" View



### The 5-Easy Steps:

- ❖ Step #1: Find a Commission Partner
- ❖ Step #2: Automate Your Marketing Funnel
- ❖ Step #3: Set appointments for onsite sales agent
- ❖ Step #4: Cash checks
- ❖ Step #5: Send out weekly email reminders

We'll go into the "step-by-step" process (in details) Next...

## STEP #1: Find A Commission Partners



Locate a Commission Partner Who Will Pay You A Commission If Your Client Either:

**#1: Takes a Lease Out (Res/Comm)**

**Or...**

**#2: Buys a Piece of Real Estate**

- Locate a "commission partners" who will pay you a commission if your client either:
  - Takes a lease out (either residential or commercial)
  - Buys a piece of real estate

Now that we got the basics out of the way..



**Here's The Number 1 Rule to Follow When Referring Leads Out**

Your "Commission Partners"  
**MUST** have an **onsite sales agent!**

You're probably asking...

## **How Do I Find These "Commission Partners"?**

### **Where To Find Commission Partners?**

- ❖ **New Home Communities**
  - ✓ Usually 4% commission
- ❖ **Luxury Apartments**
  - ✓ Find most expensive complex (higher lease = higher commission)
  - ✓ [www.UDR.com](http://www.UDR.com)
- ❖ **Commercial Office Space**
  - ✓ Regus Global pay 10% commission on a 12 month contract.
  - ✓ [www.Regus.com/Regus-Affiliate-programme](http://www.Regus.com/Regus-Affiliate-programme)

#### **New Home Communities (with on-site sales agent):**

- You can easily make 4% on each sales.

#### **Luxury Apartments:**

- Find most expensive complex in your state and market on craigslist. Usually 6% commission.
  - You can use Google
  - Or Use a site like [www.UDR.com](http://www.UDR.com)

#### **Commercial Office Spaces:**

- Regus Global pay 10% commission on a 12 month contacts
  - [www.regus.com/regus-affiliate-programme/](http://www.regus.com/regus-affiliate-programme/)

**The Reason Why New Home Apartment and Commercial Partners are the BEST is They Pay the MOST for Referrals**

Here's a quick tip, if you're just starting off...

Go after apartments. Apartments offer crazy good programs and some offer a 6% of full lease. This is a good starting point and a very low barrier to entry. This strategy alone, you can easily do 10 a month if you work it right.

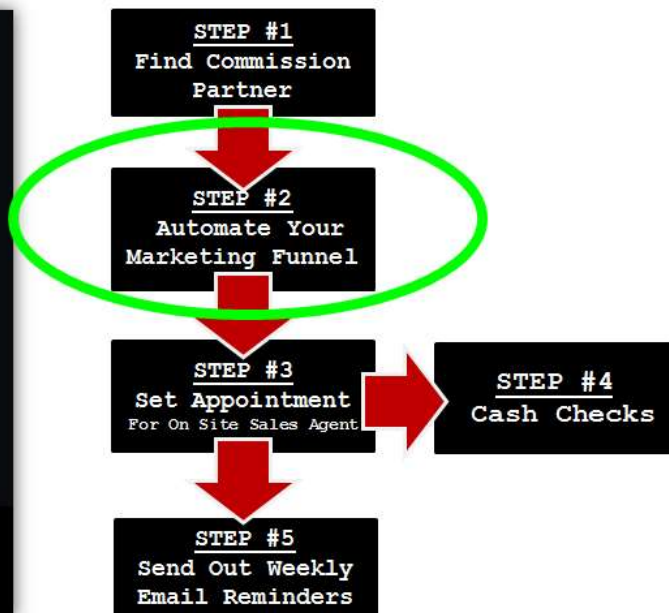
Things to consider...

The Commission Referral Blackbox Strategy is used to refer out the leads you generate from the other strategies I cover.

If you are generating leads and you choose a real estate agent as a commission partner you will not make much. You'll usually make 25% of 3%. This usually comes out to about 1% and you need to be sure you are dealing with a high quality agent that will really work your referrals. This can become challenging to manage versus simply referring your leads to your "commission partners" that we discuss.

Now let's cover the Step #2:

## Let's Now Cover Step #2



Once you have found your "commission partners", now you want to start generating leads. This manual will NOT go into the mechanics of how to generate the leads.

This manual was created to give you a high level strategy that you can use the tools and system you already have to generate the leads.

## **Here's Our Number 1 Strategy To Generate Lease Leads**

We use a site you may have heard of...

...this site is called [www.Craigslist.com](http://www.Craigslist.com). I have personally used this site to generate thousands of leads for myself and my clients.

One of the strategies that you can do immediately to generate lease leads is.

When you post an ad for a "lease", make sure to "keyword stuff" the ad with the name of every apartment building in the area. You are doing this so your ad because keyword rich, meaning your ad will have a higher propensity to be found.

After the ad is up, you will then route the calls to a dedicated phone line that will track and allow you to accept text. We use "Google Voice" phone number that is routed to a cell phone. Make sure that your Craigslist Ad has a "Call me now" call to action.

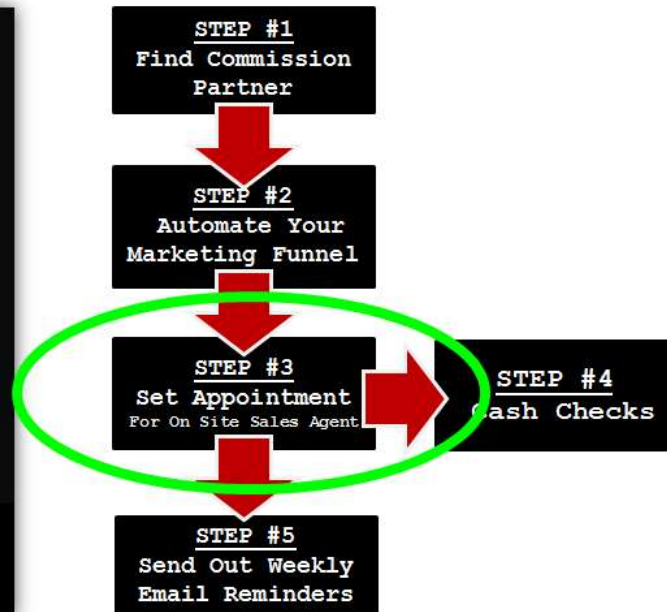
Once the calls come in... promote ONLY the highest converting "Communities" from your commission partners list.

Keep track of all your responses phone numbers and email addresses.

You can use a simple spread sheet or a CRM.



# Let's Now Cover Step #3



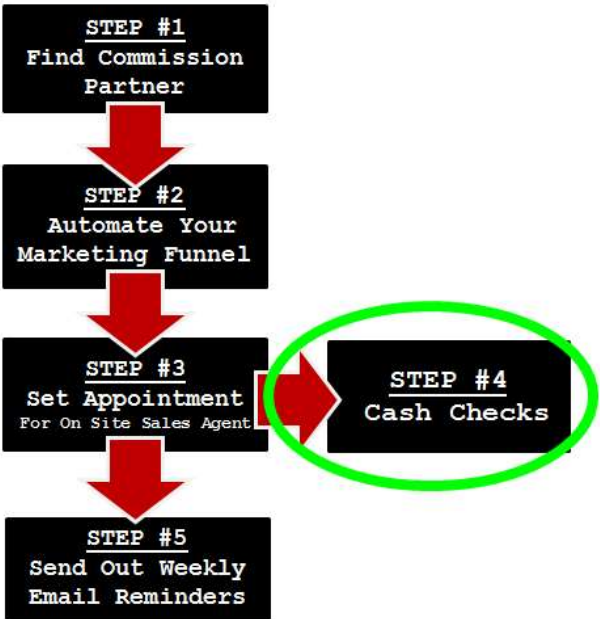
Once you have started generating leads, you want to set appointments for your "onsite" sales agent.

Get a commitment from the buyer or lessor and have the onsite sales agent do the showing and sales.

## Important Note:

- Make sure that you don't overwhelm your "onsite" sales agent. You want to be considerate of their schedule as well.
- The more you "qualify" your buyer or lessor you'll have a higher change of making a commission check.
- Once appointment is set, ALWAYS call the buyer or lessor to confirm appointment.

# Let's Now Cover Step #4



## Step #4: Cash Checks

Once the appointment is complete, follow up with onsite sales agent and ask them how it went.

If they confirm that the buyer or lessor has made a commitment be prepared to call them and congratulate and welcome them to the community. This is the time where you want to ask for referrals and see if you can get a testimonial from them.

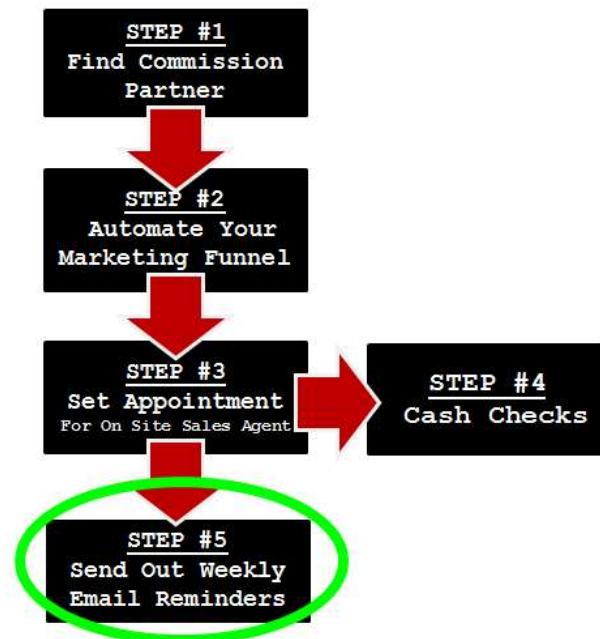
Here's a few tools you can use:

- [www.boast.io](http://www.boast.io)
- [www.cardsdirect.com](http://www.cardsdirect.com)

Here's where you can host your testimonial videos:

- [www.wistia.com](http://www.wistia.com)
  - o We like to use the Wistia because it gives you video analytics on how many people watched it, when did they "click away", and you can even include an opt in form.

# Let's Now Cover Step #5



Step #5: Send out weekly email reminders

Anyone that you would not set an appointment, you're going to have to market to them again. We do this in the by simply sending an email to them.

This is where your CRM will come really handy. You can use some of the email marketing companies like...

- [www.MailChimp.com](http://www.MailChimp.com)
- [www.Aweber.com](http://www.Aweber.com)
- [www.iContact.com](http://www.iContact.com)
- [www.GetResponse.com](http://www.GetResponse.com)

Many of the services above can work. If you're on a shoe string budget you can start using something like [www.MailChimp.com](http://www.MailChimp.com) which gives a free account for the first 1,000 email contacts.