

HOW TO EARN A SIX-FIGURE INCOME THROUGH COMMERCIAL REFERRALS

The key numbers, scripts and lead filters from our full training, on two pages.
Keep selling homes, and let your database pay you on commercial deals too.

THE MATH BEHIND SIX FIGURES

\$3.6M AVERAGE COMMERCIAL SALE	× 3% GROSS COMMISSION = \$108,000	× 20% REFERRAL FEE TO YOU	\$21,600 PER CLOSED REFERRAL	~\$108K 5 CLOSED REFERRALS
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*Illustrative example based on an assumed 3% commission and 20% referral fee. Commissions are negotiable; actual transaction values and compensation vary.

ONE DEAL VS. ONE REFERRAL

RESIDENTIAL DEAL	AGENT EARNS	COMMERCIAL REFERRAL	YOU EARN
Rent a home at \$1,250/mo	\$250	Refer a 20,000 SF medical office lease (3 yrs @ \$19.50/SF)	\$15,600
Sell a \$225,000 home at 3%	\$6,750	Refer a \$2M office building sale (5% commission)	\$20,000

\$187,200/YR 1 lease referral per month (example above)	\$240,000/YR 1 sale referral per month (example above)
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Examples from the training presentation; referral fee shown on these examples is 20% of the commercial commission. Actual referral fees are set by agreement.

THE 3 MAGIC QUESTIONS

[ASK YOUR DATABASE](#)
01

"Do you own or manage a business?"

Owners and managers lease, buy and expand space.

02

"Do you make real estate decisions for the company you work for?"

Finds the decision-makers behind office, retail and industrial moves.

03

"Have you ever considered investing in commercial real estate?"

Surfaces investors ready to grow beyond single-family.

"HOW'S BUSINESS?"

All three questions, condensed into one. Make it part of every check-in call, coffee and client event.

WHO DO YOU KNOW?

[Health & Wellness](#)
[Investors](#)
[Landowners](#)
[Trades People](#)
[Community Servants](#)
[Retail & Hospitality](#)
[Professionals](#)
[Business Owners](#)
[Logistics & Storage](#)

Tip: add 3 business owners or investors to your database every month. They need homes too.

PLAY MONOPOLY: 4 GREEN HOUSES → 1 RED HOTEL

"If you could trade your four rental houses for one multifamily building and triple your cash flow, how would that change your life?"

\$50,400

LIST THE 4 HOMES
(4 × \$450K × 2.8%)

+

\$18,000

20% REFERRAL ON
\$3M BUILDING @ 3%

=

\$68,400

YOUR TOTAL GCI

SPOT A STRONG LEAD IN ONE CONVERSATION

STRONG SELLER LEADS

SUPERIOR LEADS

ASK

"What commercial assets are you thinking about selling or buying in the next 6-12 months?" ... "Why are you looking to sell?"

STRONG MOTIVATIONS: SEND IMMEDIATELY

- ✓ Tired landlord / burnout
- ✓ Vacancy issues or bad tenants
- ✓ Loan maturity / rate reset
- ✓ Partnership disputes
- ✓ Death / probate / inheritance
- ✓ Divorce
- ✓ Relocation
- ✓ Cashing out / retiring

THEN ASK

"What would need to happen for you to move forward?"

STRONG BUYER & TENANT LEADS

QUALIFY FINANCIAL CAPACITY: CAN THEY EXECUTE?

- What type of property are you looking for?
- Would this be cash or financing?
- Have you purchased commercial before?
- Are you currently profitable?
- How much space do you need?

STRONG SIGNS YOU HAVE A GOOD LEAD

- ✓ **Strong motivation:** a real reason to act
- ✓ **Affluent:** owns other real estate or assets (stocks, gold, commodities); net worth \$1M+
- ✓ **Established business** with 2 years of P&Ls
- ✓ **New business** with 6+ months liquidity, access to capital and a solid business plan
- ✓ **Tenant** needing 5,000+ SF who can sign a 5-year lease

RED FLAGS: WEAK LEADS THAT WON'T PAY OUT

- ✗ No motivation, timeline or clear reason to act
- ✗ "Just curious" sellers (\$750 BOV fee, 5-business-day turnaround)
- ✗ Unrealistic sellers: want \$10M for a \$6M deal
- ✗ Unrealistic buyers: offers 50% below list, chasing a 10% cap
- ✗ No financial capacity: wants a 20-unit with no money, experience, partners or lender
- ✗ New or weak businesses (tenants)
- ✗ Too small to matter: e.g., an 800 SF retail lease
- ✗ Tire kickers: "I've been looking for years..."
- ✗ Won't talk to a broker: "Just send me info"
- ✗ Partnership drama: one partner wants to sell, one doesn't
- ✗ Shopping for free advice, never commit

No reason + no timeline + no ability to act = don't send them yet. But keep them in your database: they could be future deals.

HOW THE REFERRAL WORKS

1. **Refer the client** to GPG and wipe your hands clean.
2. **Earn up to a 20% referral fee**, paid to you at closing.
3. **Keep your clients.** We'll sign a non-compete: if your referral wants to buy or sell a home, that lead goes right back to you.
4. **Stay compliant.** NAR Article 11 asks agents to bring in a competent specialist on property types outside their expertise.

YOUR SIX-FIGURE GOAL PLAN

Objective: generate 1-3 commercial referrals per month.

1. Tell every client you have a commercial division ready to serve their commercial needs.
2. Contact your database regularly and ask: **"How's business?"**
3. Add 3 business owners or investors to your database every month.
4. Find the rental owners ready to "play Monopoly" and trade up.

Referral fees are typically higher on purchases than on leases.

HAVE A COMMERCIAL LEAD? LET'S QUALIFY IT TOGETHER.

Book a 15-minute referral strategy call with Michelle Glass and the Glass Properties Group | KW Commercial team. **Office hours:** Monday through Friday.

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