

THE POWER OF CONNECTIONS

Our Connections Powered by People campaign gives you resources, messaging, and incentives to promote broker to broker referrals to your sphere. It's a "one stop shop" for digital and print marketing to help you capture business – both locally and globally.

2025 REWARDS FOR AGENTS WHO ARE MAKING CONNECTIONS

Agent Monthly Drawing

For every qualified outgoing referral placed through your relocation department, the referring agent will be entered into a drawing for a LeadingRE "I'm Local I'm Global" branded item. 10 winners will be drawn on the last business day of the month during the contest period. To qualify for the monthly prize drawing, the name of the referring associate or staff member must be included on the transaction.

REWARDS FOR REFERRAL DEPARTMENTS WHO ARE PROMOTING BROKER TO BROKER REFERRALS

The Social Media Engagement Prize

Each month we will select one broker or agent that is creatively utilizing the campaign resources to promote outgoing referrals on Facebook and/or Instagram. To qualify the posts must include hashtags #ConnectionsPoweredBypeople and #LeadingRE. Winners will receive a LeadingRE "I'm Local I'm Global" branded item.

- The member that achieves the greatest numerical increase in out sent referrals in comparison to the previous quarter in 2024.
- The member that achieves the highest percentage increase in out sent referrals in comparison to the previous quarter in 2024.

Quarterly Referral Momentum Prize — In Q1, Q2, and Q3 we will award two prizes:

- The member that achieves the greatest numerical increase in out sent referrals in comparison to the previous quarter in 2024.
- The member that achieves the highest percentage increase in out sent referrals in comparison to the previous quarter in 2024.

Winners will get to pick from a selection of exclusive, I'm Local I'm Global branded items.

Global Momentum Drawing

In January 2026, there will be a drawing for a complimentary registration to the 2026 Global Symposium (hotel and travel not included). All members outside of the US are eligible if they exceed their outbound closings by at least 50% year-over-year through December 31, 2025. Terms and conditions apply.

Visit www.LeadingsRE.com/contest for terms and conditions for agent and relocation team prizes.

STEPS TO REFERRAL SUCCESS:

Set a Goal and Make a Plan

Incorporate the promotion tools as part of your business plan strategy for meeting your broker-to-broker referral closing goal. We recommend you set the goal 25% above your LeadingRE 2025 Revenue Generating Outgoing Closing Goal.

Announce the Promotion

The promotion can be used as a stand-alone campaign or incorporated into your own. Remind your agents of the benefits of sending broker to broker referrals. Create a per-office closing goal to inspire the competitive spirit amongst your sales managers as well!

Award Winning Referral Promotions

Take inspiration from the most creative referral promotion ideas submitted by your LeadingRE colleagues. Incorporate these ideas in your own promotions – because the more you promote the range of services you offer, the more referrals you will generate.

Agent Recognition

We offer customizable social media templates to share on social media for additional exposure. Give agents that are sending and closing referral business the well-deserved recognition and generate added exposure to generate more!