

OUTBOUND REFERRAL INSTRUCTIONS

1. Login to www.mykw.kw.com
2. Utilize [Referral Partners](#) Doc for recommendations to surrounding areas
3. Click “My Referrals” red button found at top left of screen
 - a. If not taken directly to referrals platform, click “Referrals” in top selection bar
4. To search for an agent to refer to, click red button labeled “Grow My Network” on right side of screen.
 - a. Input desired zip code where sending referral.
 - b. Scroll out to see decent # of agents in the area.
 - i. We do not have agents in every area – if this is the case, use Zillow and its agent finder to find a highly rated agent in the desired area. Contact the agent informing them we would like to send a referral, and ask if they are ok with a 25% referral fee.
 - ii. Within the Keller William network, there are two options:
 1. Broadcast request and then select the agent to send the referral to, based on responses.
 2. Check agents on right side of screen and send referral directly to an agent of choice. Contact the agent directly as well, and let them know you are sending a referral through mykw.
5. Complete “outside referral” portion of [Request Form](#), for the Executive Assistant to complete monthly progress follow up with the agent.