

Referral-Based Lead Generation Companies

- **OpCity (Realtor.com ReadyConnect Concierge):**

<https://www.realtor.com/marketing/real-estate-managed-services/concierge/>

Offers live-transferred, pre-screened real estate leads with no upfront costs. Agents pay a referral fee only upon closing a transaction.

- **Redfin Partner Program / Redfin Referral Network:**

<https://www.redfin.com/partners>

Connects agents with buyers and sellers through Redfin's platform. Agents pay a referral fee upon closing a transaction.

- **Rocket Homes**

<https://clientcentral.inhouserealty.com/membership>

Provides referrals to agents through its platform. Agents can access client management tools and start referring clients for pre-approval.

- **Plutus Leads**

<https://www.plutusleads.com/>

Connects motivated seller leads from their investor team with agents. Emails will hit your inbox allowing you to claim the lead after reviewing investors notes, estimated listing price point, and location.

- **Estatelly**

<https://www.estatelly.com/>

Matches agents with clients in specific ZIP codes. Agents agree to pay a referral fee upon receiving a commission from referred clients

- **Veterans United Realty:**

<https://www.veteransunited.com/va-loans/realty/>

Connects agents with clients, particularly veterans. Agents pay a referral fee upon closing a transaction.

- **HomeLight:**

<https://www.homelight.com/referrals>

Matches top agents with pre-screened clients. Agents pay a referral fee only after closing a deal.

- **Ojo:**

<https://www.ojo.com/>

Offers a referral network for agents. Agents pay a referral fee upon closing a transaction.

- **UpNest:**

<https://www.upnest.com/re/agent-signup>

Connects agents with home sellers. Agents pay a 30% referral fee upon closing a transaction.

- **Agent Pronto:**

<https://www.agentpronto.com/>

Matches agents with motivated buyers and sellers. Agents pay a referral fee upon closing a deal.

- **Clever Real Estate:**

<https://www.clever.com/>

Connects clients with top-rated agents. Agents pay a referral fee upon closing a transaction.

- **Agent Fixup:**

<https://www.agentfixup.com/>

Provides pre-screened real estate leads. Agents pay a 25% referral fee upon closing a deal.

- **ReferralExchange:**

<https://www.referralexchange.com/>

Offers a nationwide referral network. Agents pay a referral fee upon closing a transaction.

- **Market Leader:**

<https://www.marketleader.com/>

Provides lead generation and engagement tools for agents.

- **Sold.com**

<https://www.sold.com/>

Matches home sellers and buyers with real estate professionals. Agents pay a referral fee upon closing a transaction.

- **Zillow Flex:**

<https://www.zillow.com/z/flex-performance-terms/>

Provides leads to agents at no upfront cost. Agents pay a referral fee only after a successful transaction.

- **FastExpert:**

<https://www.fastexpert.com/>

Connects clients with top real estate agents. Agents pay a referral fee upon closing a deal.

- **Ideal Agent:**

<https://www.idealagent.com/>

Matches clients with top agents. Agents pay a referral fee upon closing a transaction.

- **HomeAdvantage (formerly HomeSmart Advantage):**

<https://www.homesmart.com/homeadvantage/>

Offers a referral network for agents. Agents pay a referral fee upon closing a deal.

- **HomeGain:**

<https://www.homegain.com/>

Connects home buyers and sellers with real estate agents and earns revenue by charging partner agents a referral fee, typically around 22% of the agent's commission, for closed deals.

- **Effective Agents:**

<https://www.effectiveagents.com/agents>

Connects clients with top real estate agents. Agents pay a referral fee upon closing a transaction.

- **RealEstateAgents.com:**

<https://www.realestateagents.com/>

Offers a referral program where agents receive vetted leads and pay a 30% referral fee only upon closing a deal.

- **AgentMachine:**

<https://www.agentmachine.com/>

AgentMachine operates as a division of ReferralExchange. AgentMachine focuses on connecting home buyers and sellers with top-performing agents. ReferralExchange offers a broader platform that facilitates agent-to-agent and broker-to-broker referrals across the U.S.

- **Movoto:**

<https://agenthelp.movoto.com/pro-plus/working-with-referrals-from-movoto>

Offers a referral program for real estate agents through its Movoto Select Network, providing vetted leads to agents who pay a referral fee upon successful transactions.

- ~~**Realty Connect:**~~

<https://www.realtyconnect.com/>

Offers a referral program tailored for licensed real estate agents who prefer to earn income through referrals rather than active sales. Ask for payment first membership

- **Agent Hero**

<https://agentherorealty.com/join/>

Connects homebuyers and sellers with experienced agents from the military community.

- **ReferralCloud:**

<https://referralcloud.co/>

Enables agents to both place and receive client referrals without upfront fees. Agents pay a 30% referral fee at closing.

- **Agentology (now Verse.io):**

<https://agentology.verse.io/>

Now integrated with Verse.io, offers a referral program that allows real estate agents to connect clients with top-performing agents nationwide and earn a referral fee upon closing.

- **AgentZip:**

<https://www.agentzip.com/>

<https://www.newzip.com/old-pages/for-agents>

Agents can earn a referral fee by referring new clients to AgentZIP. Specifically, AgentZIP's Newzip program connects agents with qualified mortgage borrowers and offers referral fees upon successful sales.

- **BoldLeads (Referral Program):**

<https://www.boldleads.com/>

BoldLeads is now part of Lone Wolf Technology, offers an affiliate program tailored for real estate professionals and marketers interested in promoting their lead generation platform.

- **Market Leader (Referral Program)**

<https://www.marketleader.com/>

Offers referral commission for real estate agents, which is typically around 25% of the gross commission from the applicable side of the transaction.