

RECN Agent Partnership Guide

This guide outlines how real estate agents can join and thrive in the RECN network, leveraging exclusive benefits and support.

1. Network Overview

- Introduction to RECN and its no-cost model
- Benefits of joining: leads, marketing tools, concierge coordination

2. Eligibility Criteria

- Active real estate license requirements
- Experience or mentorship prerequisites
- Service quality and technology integration standards

3. Application Process

- Step-by-step application instructions
- Required documentation and credentials
- Interview and evaluation timeline

4. Onboarding & Training

- Accessing the branded portal and tools
- Concierge system orientation and training modules
- Best practices for lead management and client coordination

5. Tools & Resources

- Branded marketing toolkit (websites, email templates, social assets)
- CRM integration guidelines and support contacts
- Concierge coordination workflow

6. Performance & Commissions

- Lead assignment and referral commission structure (10%)
- Performance metrics and reporting dashboard
- Tips for optimizing lead conversion and client retention

7. Ongoing Support & Growth

- Dedicated partnership manager contact information
- Regular training webinars and updates
- Community forums and peer networking events

8. Success Strategies

- Case study highlights (e.g., Sarah Mitchell's growth story)
- Recommended marketing and service excellence tactics
- Continuous improvement feedback loop

Download this guide to start your RECN partnership journey and access unparalleled support and opportunities.