



PREMIER REAL ESTATE MANAGEMENT



GROW YOUR REAL ESTATE BUSINESS WITH CONFIDENCE WHILE EARNING EXTRA INCOME FROM PROPERTY MANAGEMENT REFERRALS

A free toolkit for agents and professionals who want to serve clients better, build trust faster, and get paid for referrals — without the hassle of managing rentals



WHY SMART AGENTS ARE PARTNERING WITH PROPERTY MANAGERS

Your clients trust you to connect them with the right resources and that doesn't stop at the closing table.

Partnering with a property management company means you stay in the loop, offer more value, and get rewarded for helping clients protect their investments.

- Build Long-Term Trust with Clients
- Create an Additional Stream of Income
- Stay Top-of-Mind
- Tap Into the Growing Rental Market





BUILD LONG-TERM TRUST WITH CLIENTS

When you refer a trustworthy property manager, you show clients that you're thinking beyond the sale. This strengthens your reputation as a full-service, resourceful professional they can return to — and refer — again and again

CREATE AN ADDITIONAL STREAM OF INCOME

Earn a referral fee every time you connect a client to our property management services without losing the relationship. It's a simple way to generate passive income while delivering extra value

STAY TOP-OF-MIND

Referrals give you a reason to check in with past clients and prospects in a meaningful way. Instead of another sales pitch, you're offering real help at a time when they may need it most.



INTO THE GROWING RENTAL MARKET

More clients are becoming landlords — sometimes by choice, sometimes by circumstance. Being the one who can connect them with reliable management gives you an edge and keeps you relevant in a changing market.



EARN WHILE YOU HELP: OUR SIMPLE REFERRAL PROGRAM

We believe great partnerships should be rewarded. That's why we've created a referral program that's easy to join, easy to track, and pays you — while we do the work.

WHAT YOU EARN

\$200 each for homes and condos, and for multifamily and commercial it's the first full month's management fee, which can be anywhere from \$500-\$2,000+

REPEAT REFERRALS WELCOME

There's no limit to how many clients you can refer — and the more you send our way, the more you earn.

YOU KEEP THE RELATIONSHIP

We only handle the property management. If your client wants to sell or buy again, we send them right back to you. Always.

SIMPLE PAYOUT PROCESS

We'll notify you as soon as your referral signs, and your payment is issued promptly — no chasing, no delays.

HOW TO NATURALLY INTRODUCE PROPERTY MANAGEMENT TO CLIENTS

Not sure when to bring up property management? Here are common scenarios and quick scripts to help you introduce the idea in a helpful, low-pressure way.

WHEN A CLIENT IS BUYING A RENTAL PROPERTY

“What are your plans for the property after closing? If you're not interested in being a hands-on landlord, I know a management team that can take care of everything for you.”

WHEN A CLIENT OWNS A PROPERTY THEY'RE NOT USING

“If you're not living in the property but don't want to sell, renting it out might make sense and I have a great property manager who can handle it for you.”

WHEN A SELLER ISN'T READY TO SELL YET

“If you're not ready to sell but don't want it sitting empty, I can connect you with someone who can rent it out and manage everything while the market shifts.”

WHEN YOU'RE FOLLOWING UP WITH PAST CLIENTS

“Just checking in — do you still own your old place? If so, and managing it has become a hassle, I know someone who can help.”

WHEN NETWORKING WITH OTHER PROFESSIONALS (MORTGAGE, INSURANCE, APPRAISERS)

“If any of your clients are struggling with managing a rental, let me know, I partner with a trusted property manager who pays referral fees and takes great care of owners.”



MONTHLY TALKING POINTS TO RECONNECT WITH CLIENTS WITHOUT SELLING

Stay top-of-mind with your past clients and warm leads by checking in with helpful, relevant info — not just a “Just checking in” message. Use these monthly talking points in emails, texts, calls, or social posts.

EXAMPLE TALKING POINTS YOU CAN USE FOR MONTH 1

“Still managing your rental yourself?”

“Just checking in — if you or anyone you know is tired of being a landlord, I partner with a great property manager who makes things easy.”

“Rates may be high, but rents are too.”

“Have you thought about turning your property into a short-term or long-term rental? I know a company that handles everything.”

“Moving out but not ready to sell?”

“If you're relocating or upgrading but want to hold onto your current home, let me know — there are ways to rent it safely with the right team.”

“Thinking of investing?”

“If you've been considering buying rental property, I've got a reliable team to manage it while you focus on growing your portfolio.”

“Know someone struggling with their tenants?”

“I can refer you to a property manager who handles repairs, tenant screening, and rent — and pays referral bonuses too.”



FREE TOOL!

REFERRAL EARNINGS TRACKER

Keep a record of every client you refer, track when your commission is earned and paid, and jot down notes about each referral. This makes tax time easier and helps you stay on top of your earnings.

How to Use Your Tracker

Referral Date	Client Name	Property Address	Date Signed	Your Commission	Date Paid	Notes
15/06/2025	John Smith	123 Anywhere St, CA	20/06/2025	\$200	20/06/2025	

[Click Here to Print Your Tracker](#)

Referral Tip:

The best time to ask about property management is right after closing or when a seller isn't quite ready to list — those are golden opportunities to serve and earn.



GOT QUESTIONS? HERE'S WHAT YOU NEED TO KNOW

DO I LOSE THE CLIENT ONCE I REFER THEM TO YOU?

Not at all. You always remain their go-to real estate, mortgage, insurance, or appraisal professional. We only handle property management. If they want to buy, sell, refinance, or renew coverage, they're still yours.

HOW QUICKLY DO I GET PAID?

Once your referred client signs a property management agreement and their first payment is received, your referral fee is issued — usually within 7–10 business days. No chasing required.

IS THERE A CAP ON HOW MANY CLIENTS I CAN REFER?

Nope! Whether you send one or twenty, each referral is tracked and rewarded.

WHAT TYPES OF PROPERTIES DO YOU MANAGE?

We specialize in all property types in San Diego and Los Angeles Counties. Don't hesitate to ask if you're unsure about a property type.

DO YOU MANAGE PROPERTIES OUTSIDE SAN DIEGO AND LOS ANGELES?

If a property is outside our coverage, we'll let you know and may be able to refer you to a trusted manager in that area, no wasted leads.

Still have a question? We're happy to clarify anything



scott@cookequitypartners.com



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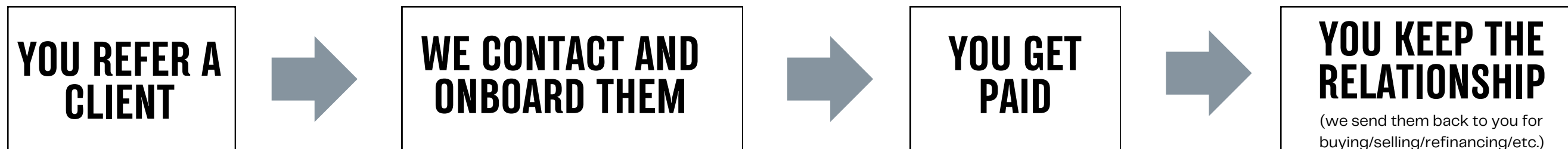


WHO WE ARE & HOW WE SUPPORT OUR REFERRAL PARTNERS

We're a full-service property management company serving property owners across San Diego and Los Angeles Counties. We focus on responsive service, protecting our clients' investments, and building lasting relationships — including with the professionals who refer them to us.

Whether you're a real estate agent, mortgage pro, insurance advisor, or appraiser, we make sure your clients are treated with the same care and professionalism you give them.

HOW IT WORKS



Your Client Stays Yours. We Just Handle the Property.

BONUS TOOLS!

Click Each Item to Get You Freebies

[Editable Email Templates for Client Outreach](#)

[Editable Social Media Graphic Post Templates](#)

[Social Media Post Captions](#)

[Referral Earnings Tracker \(Printable\)](#)

BONUS GUIDE FOR COMMERCIAL AGENTS

Turn Property Management Referrals Into New Commercial Deals

If you're a commercial agent, referring Property Management services can be a powerful way to deepen connections with your clients and create opportunities for future sales and leases. We'll show you exactly how to use Property Management as a strategic lead-in — and we're here to train and support you every step of the way

Would you like to learn how Property Management referrals can open the door for more commercial listings and leases? Let's chat



scott@cookequitypartners.com



socalprempm.com



READY TO HELP YOUR CLIENTS AND GET PAID DOING IT?

Whether you already have a client in mind or just want to be prepared for the next opportunity, we'd love to support you.

Let us know if you'd like a custom referral link, co-branded flyers, or ideas to start reaching out to your network.

You're the expert your clients already trust, we're just here to make you look even better

Visit our website to learn more and connect directly with our team

www.socalprempm.com



THANK YOU FOR GRABBING YOUR TOOLKIT!

you'd like to submit a referral or learn more about how we support agents,
feel free to contact us directly



619-843-0143



<https://socalprempm.com>



scott@cookequitypartners.com

