

[Date]

[Recipient Name]

[Recipient Job Title]

[Company Name]

[Address]

[City, State, Zip Code]

Re: Proposal for Real Estate Broker and Property Manager Referral Agreement

Dear [Recipient Name],

I am writing to propose a formal referral partnership between [Your Company Name] and [Recipient Company Name]. Given our respective roles in the local real estate market, I believe a collaborative relationship would be mutually beneficial for our businesses and our clients.

The goal of this agreement is to create a reliable stream of high-quality leads. Specifically, I propose the following terms:

- **Referrals from Broker to Property Manager:** When the Broker assists a client in purchasing an investment property, they will refer the client to the Property Manager for leasing and management services.
- **Referrals from Property Manager to Broker:** When a property owner expresses interest in selling their asset, or a tenant expresses interest in purchasing a home, the Property Manager will refer the client to the Broker.
- **Referral Fees:** In exchange for a successful lead that results in a signed contract, the referring party will receive a fee of [Amount or Percentage, e.g., \$250 or 25% of the first month's rent].
- **Client Protection:** Both parties agree to respect the original relationship of the referring agent. The Property Manager will not compete for the sale of the property, and the Broker will not compete for the management of the property.

By working together, we can ensure our clients receive expert service throughout the entire lifecycle of their real estate investments while growing our respective market shares.

I have attached a draft agreement for your review. I would welcome the opportunity to discuss this proposal further. Please let me know your availability for a brief call or meeting next week.

Sincerely,

[Your Name]

[Your Title]

[Your Phone Number]

[Your Email Address]