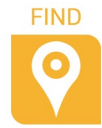
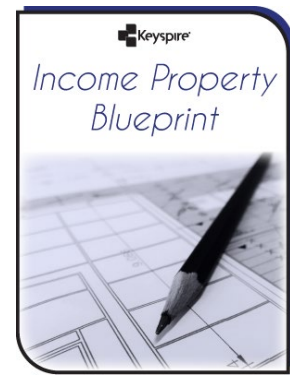


Module 1 – Lesson 12

The Delegator Method - Create a Referral Program



Week 12



Have you ever heard of the term “bird dog”?

Nope, it's not a weird breed of half dog, half bird. Instead, a bird dog is an individual who looks for motivated sellers or undervalued properties intending to pass the deal on to a real estate investor in exchange for a percentage or fee. The term “bird dog” is a reference to hunting dogs that point to the location of birds and retrieves birds the hunter successfully shoots.

At this point, you've already started building your network, so leverage these people (family, friends, contractors, existing and/or potential tenants, anyone you know) to start bringing properties to you!



As you grow, consider using the referral program for tenants finding tenants. A suggestion could be a \$500 referral fee for a tenant finding you another qualified tenant.

1. Create your Referral Program

When creating your referral program, determine how much you're willing to pay for property deals brought to you.

- How much is your referral fee? \$ _____
- What would you pay a referral for? _____
- What are the terms and conditions to earn the referral fee?

- Where do you want to advertise your referral program? (For instance, you can advertise on bandit signs, social media, business cards, flyers, etc.)

- _____
- _____
- _____

- _____
- _____
- _____

Consider the following examples:

- Bandit sign:



- Social media post:



2. Build your tracking system

Organization is key! Keep track of all of these referrals so that you can properly record these for your accounting purposes and to continue communicating with these individuals for future opportunities.

3. Ask the community!

Ask your community: Do you have a referral program, or do you use bird dogging as an earned income strategy for your real estate investing business?



For many of us, this is our Income Property Labs Facebook Group Community. To access the IPL members only Facebook group [CLICK HERE](#). Not a member of Income Property Labs? [CLICK HERE](#) to claim your 30-Day Free Trial!



Have no experience yet? This is a great way to gain the experience you need. Look for these referral programs and/or active listings for properties for sale or rent and offer to find properties or tenants in exchange for dollars.