

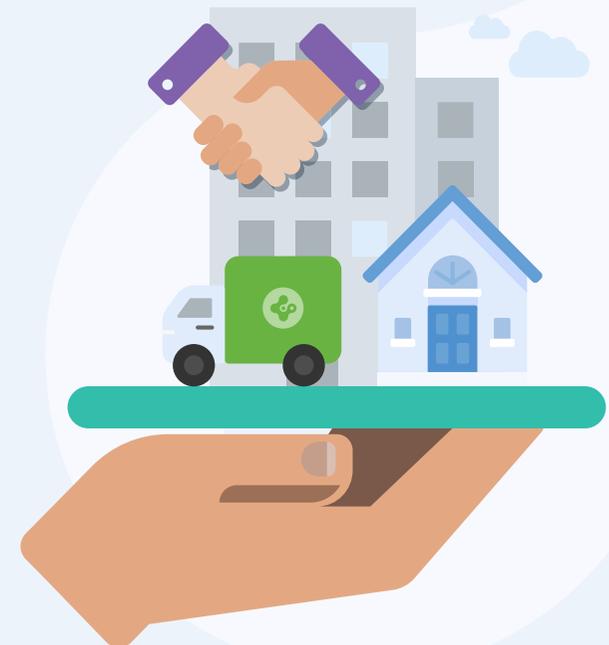
connective 

Grow your business  
through trusted  
partnerships



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# What are referral partnerships?

Referral partnerships are collaborative relationships between professionals or businesses where one or both parties refers clients to the other.



# Why are referral partnerships important?

Referral partnerships are one of the most cost-effective ways to generate high-quality leads for your business.

By collaborating with trusted professionals, you gain access to their network of clients who may need your services. This not only saves time and money on traditional lead generation but also increases your credibility in the eyes of potential clients.

## A strong referral partnership can:

- ✓ Drive steady, reliable lead flow.
- ✓ Build your reputation as a trusted expert in your field.
- ✓ Enhance the client experience by providing seamless, holistic support.

“Referrals are my most valuable source of leads. Building strong partnerships has helped my business grow while giving clients access to a network of trusted professionals

**Craig Forman**, Cane Financial





# Referral Partners



# Who are good referral partners?

The best referral partners are professionals who regularly interact with potential borrowers. Examples include:

- **Financial Planners:** Their clients often need mortgage or investment advice.
- **Accountants:** Clients seeking tax or financial planning assistance may require loan services.
- **Real Estate Agents:** They interact directly with property buyers and sellers.
- **Solicitors:** Legal matters such as property settlements or estate planning often involve financing needs.
- **Builders and Developers:** Their clients may require construction loans or financing options.



Your personal network, such as friends, family, or existing clients, can also lead to valuable introductions. A good referral partner not only understands your services but trusts you to deliver exceptional value to their clients.

# What makes a successful referral partnership?

- ✓ Mutual benefit where both partners understand each other's business
- ✓ Creating value for clients
- ✓ Clear expectations
- ✓ Consistent communication





# 5 steps to find and maintain referral partners



## 1 Identify potential partners

Start by considering professionals whose clients could benefit from your services. Look for professionals who regularly interact with individuals or businesses that may need mortgage solutions. Focus on those whose expertise complements your own, creating natural synergies for referrals.

These might include financial planners, accountants, real estate agents, solicitors, or builders.

## 2 Find partners

Once you've identified the types of professionals you want to partner with, it's time to start finding them.

Building referral partnerships requires a proactive approach, actively seeking out opportunities to connect with the right people. Here are a few effective ways to find potential partners.



### Use Mercury to track referrals

Track referrers you identify, agreements and performance for each referral partner.





### Attend local networking events or industry seminars:

These are ideal for meeting professionals in related industries. Bring business cards and be ready to share how your services complement theirs.



### Ask your personal and professional networks:

Reach out to friends, family, clients, and colleagues for recommendations or introductions to trusted professionals.



**Join professional associations and groups:** Become a member of industry-specific organisations, such as real estate or financial planning associations, to connect with professionals actively seeking collaborations.



**Host or attend events:** Organise seminars, webinars, or workshops to showcase your expertise. Attending community or charity events can also help you build connections in a more informal setting.



**Leverage online platforms like LinkedIn:** Use LinkedIn to search for professionals in fields like financial planning, real estate, or accounting. Send personalised connection requests and engage meaningfully with their content.



**Collaborate with local businesses:** Approach local small businesses, such as legal practices, that serve overlapping clientele and could benefit from a partnership.



**Engage in social media groups:** Join Facebook, LinkedIn, or other platform groups for business professionals or specific industries to identify potential partners.



**Ask existing partners for referrals:** If you already have strong referral partnerships, ask them to recommend others in their network who may also benefit from a partnership.



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### Build relationships

Develop trust by understanding their business and demonstrating how your services add value to their clients. Tailor your approach to their needs and provide examples of how you can help. Offering testimonials or case studies can further reinforce your credibility.

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### Formalise the relationship

If you're receiving client referrals from other businesses, it's important to have a Referral Service Agreement in place before accepting your first referral—even if no commission is exchanged. This ensures that both you and your referral partner are clear on expectations and compliant with industry regulations.



Download a template '[Referral Service Agreement](#)' in the Wiki.

Regulated referrers include professionals like real estate agents, accountants, financial planners, and solicitors—essentially, any business or company that provides you with client leads.

Having a formal agreement helps protect both parties and sets the foundation for a strong, professional partnership.

The agreement must be prepared on business letterhead and contain the following information:

- ✓ Date of Agreement
- ✓ Company - Business Name
- ✓ Contact within the business who will be referring clients
- ✓ Business Address
- ✓ Contact Details - phone number
- ✓ Business Type i.e. Accountant etc.



“Great referral partnerships rely on regular communication - staying in sync means no missed opportunities, clear expectations, and more wins for everyone”

**Paul Booth, FI Collective**



The agreement can provide you with some indemnity should the referring party do something outside of what they are permitted to do or not do.

It's recommended to review referrers annually to ensure they remain reputable and comply with their permitted activities.

### Compliance obligations

According to ASIC requirements, Australian Credit Licence holders must:

- ✓ Provide a copy of the completed agreement to the referrer
- ✓ Retain a copy on file
- ✓ Maintain a referral register detailing referring businesses



For Credit Representatives under Connective's ACL, copies of agreements should be sent to the Compliance Team at [compliance@connective.com.au](mailto:compliance@connective.com.au) so we can maintain the register on your behalf.

# Three models for referral agreements



The broker offers their referral partner a split of the upfront and/or trail commission (known as a “commission split”).



The broker offers their referral partner a flat fee for referral.



The broker pays no fee to their referral partner but rather works on an exchange of mutual value.

Depending on the referrer, there are times when the relationship should take precedence over commissions and fees. Some of the best referrer relationships may not look like the best financial partnerships initially, but often lead to consistent - and ultimately more valuable - business in the long run.



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## Nurture the relationships

Keep the partnership strong with regular communication. Provide updates on referred clients, share results, and offer mutual support. Scheduling regular check-ins ensures alignment and helps maintain a long-term, productive partnership.



### Create a referral partner welcome kit

Include your contact details, a summary of your services and processes.

# Start building your referral network today!

Reach out to a potential partner this week.



For more information or tips on how to build your brokerage, speak to us today.



**call us**

**1300 65 66 37**



**visit us**

**[www.connective.com.au/contact-us](http://www.connective.com.au/contact-us)**

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