

EffectiveAgents Opens Agent2Agent Referral Network to Any Licensed U.S. Agent, Paying 25% of Commission

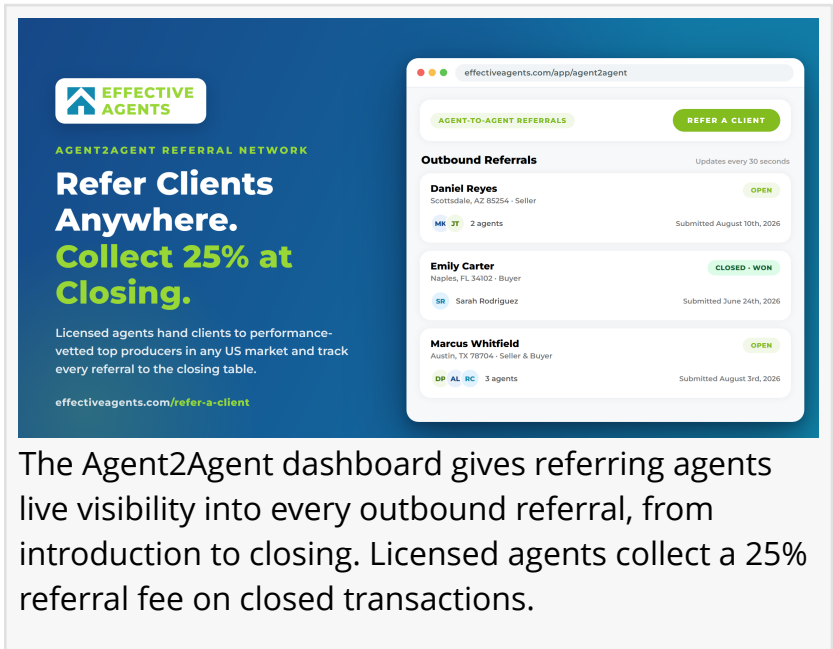
EffectiveAgents launches Agent2Agent to any licensed U.S. agent: refer an out-of-market client, track the deal to closing, and earn 25% of the commission.

ST. PETERSBURG, FL, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- EffectiveAgents.com has opened its Agent2Agent referral program to any licensed real estate agent in the United States, extending a network that was previously available only to its member agents. Through a referral-partner track launched in July 2026, EffectiveAgents allows an agent whose client is moving to another market to hand that client to a performance-vetted agent in the destination city, follow the transaction in real time, and collect 25 percent of the gross commission at closing without performing any of the transaction work.

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Agent2Agent protects the referring agent's relationship with their client, not just their commission. The client always sees their own agent as the one who made the connection.”

*Kevin Stuteville, Founder,
EffectiveAgents.com*



The screenshot displays the EffectiveAgents Agent2Agent dashboard. On the left, a blue sidebar contains the EffectiveAgents logo, the text 'AGENT2AGENT REFERRAL NETWORK', and the headline 'Refer Clients Anywhere. Collect 25% at Closing.' Below this, it states: 'Licensed agents hand clients to performance-vetted top producers in any US market and track every referral to the closing table.' and provides the URL 'effectiveagents.com/refer-a-client'. The main content area on the right is titled 'AGENT-TO-AGENT REFERRALS' and includes a 'REFER A CLIENT' button. It lists 'Outbound Referrals' with a 'Updates every 30 seconds' indicator. Three referrals are shown: 1. Daniel Reyes (Scottsdale, AZ 85254 - Seller) with status 'OPEN', submitted August 10th, 2026, by MK JT (2 agents). 2. Emily Carter (Naples, FL 34102 - Buyer) with status 'CLOSED - WON', submitted June 24th, 2026, by SR Sarah Rodriguez. 3. Marcus Whitfield (Austin, TX 78704 - Seller & Buyer) with status 'OPEN', submitted August 3rd, 2026, by DP AL RC (3 agents).

The Agent2Agent dashboard gives referring agents live visibility into every outbound referral, from introduction to closing. Licensed agents collect a 25% referral fee on closed transactions.

Agent2Agent first launched inside the EffectiveAgents platform in April 2026 for existing member agents. The July 2026 referral-partner track opens the referring side of the program to any licensed agent, while eligibility to receive referrals remains restricted to top-tier vetted agents in good standing. An agent can send a referral into the network without qualifying to receive one.

When an agent submits a relocating client, Agent2Agent returns a ranked shortlist of proven agents in the destination market within about one minute, complete with production statistics. The referring agent selects who

receives the referral, and EffectiveAgents manages the introduction, follow-up, and transaction tracking through closing. A client selling in one market and buying in another generates two separately matched referrals from a single submission.

The matching runs on the same performance-ranking engine behind the EffectiveAgents consumer agent-matching platform, built on more than 15 years of proprietary agent performance data. Rankings weigh closed sales volume, recent 12-month production, sale prices and price-band fit, list-to-sale negotiation results, ratings, review counts, and years licensed. Agents are ranked on verified outcomes rather than marketing spend, paid placement, or self-reported numbers. The system surfaces up to six qualified candidates, and the referring agent selects one to three. If fewer than three agents in a market clear the qualifying score, the referral is not force-matched to a weaker agent. It routes to the EffectiveAgents team for hands-on placement instead.

How much can an agent earn for a real estate referral through Agent2Agent? On any closed transaction, the receiving broker pays EffectiveAgents the referral fee set in its agreement, calculated on gross commission before splits or deductions. EffectiveAgents then remits 25 percent of the gross commission to the referring agent's brokerage within ten business days of clearing those funds. Program terms are published in Section 7 of the EffectiveAgents Terms of Service.

The program includes controls designed to prevent common failure modes. EffectiveAgents serves as the procuring cause of the introduction between the two agents, so a procuring-cause dispute cannot be used to avoid the fee. A self-referral guard blocks an agent from resubmitting a client EffectiveAgents already placed with them, matching on both email and phone across that agent's assignment history. Tier, status, and signed-agreement checks are re-verified at the moment of assignment. Every referred client also receives messaging branded to the original agent, which preserves the referring agent's relationship with the client throughout the transaction.

An Outbound Referrals dashboard shows every referral an agent has sent, its current status, and which agents received it, with a detail view that exposes the full activity timeline through closing.

"Agent2Agent protects the referring agent's relationship with their client, not just their commission. The client always sees their own agent as the one who made the connection, and the referring agent can trust the receiving agent has the experience to get the job done" said Kevin Stuteville, founder of EffectiveAgents.com.

[Agent-to-agent referrals](#) are among the oldest practices in real estate and among the least accountable. When a client relocates, an agent typically refers them to a personal contact in the destination city, with no performance data behind the choice, no visibility once the client is handed off, and limited recourse if the fee is never paid. Agent2Agent replaces the personal-

network guess with verified performance data, replaces the silence with live transaction tracking, and places a brokerage in the middle to administer the fee. The referral-partner track is open to any licensed U.S. agent at effectiveagents.com/refer-a-client.

Kevin Stuteville

EffectiveAgents.com

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