



Fast Facts



1. We're not a Chamber of Commerce or a Service Club

- Only one person per business category in your chapter
- No role confusion
- We participate for one reason — to help each other get more business
- We are a business family

2. When You Give — You Get

Our main focus is *giving* qualified referrals to our fellow members
If you are a referral giver, you will receive referrals in return

3. A Plan

It's a planned way for reaching the 250+ contacts of each member

4. Qualified Referrals vs. Cold Calling

When a PRE member refers you, that person will be expecting your call
The national average for PRE members is a 76% close ratio

5. How many referrals are typical?

It varies by category. Here's some typical results for yearly averages:

Accounting	21	Handyman	32
Beauty Salon	111	Printer	84
Dry Cleaner	101	Security Consultant	24

6. Why Join PRE?

To promote your business and make money	To learn from other professionals
To be a better resource for your clients	To be listed on PRE's web site
To improve your public speaking skills	To give to other people

7. How often do we meet?

PRE chapters meet weekly for approximately 1 hr. 15 min.
Meeting together regularly builds connections and trust that lead to more business

8. How much does it cost?

- The National dues are \$450 the 1st year, renewals are \$350
- There are local dues which vary for holding the weekly meeting
- Your time to be involved

www.prenetworking.net

Maximizing The Referral Opportunity

It is important that you take time to reflect on the primary purpose for participating in Professional Referral Exchange:

To receive qualified business referrals. While we look to others to provide us with these, bear in mind that we each are ultimately responsible for generating our own qualified business referrals. In other words, we each must present ourselves in a manner that will maximize the chance that others will refer our product or service. Here are some ideas for accomplishing this:

- 1. Be Specific:** Provide your fellow members with simple, concrete examples of how your product or service can benefit potential clients or customers.
- 2. Distribute Brochures and Handouts:** Supply members with materials that will assist them in understanding your product or service.
- 3. Act On Referrals:** Keep the referrals flowing by promptly servicing the ones you receive.
- 4. Give Without Expectation:** One truism about networking is 'givers receive' and we can get everything in life we want when we help enough other people get what they want.
- 5. Maintain Consistent Attendance:** This ensures that you remain in the minds of your fellow members. Always plan to be in attendance the week after you are the scheduled member speaker.
- 6. Come Early, Stay Late:** The time before and after meetings provides an opportunity to develop one-on-one relationships with each other.
- 7. Associate Outside the Meeting:** Occasional telephone calls, informal luncheons, and joint client meetings are great for solidifying relationships with your fellow members. We urge you to consistently do one on ones with every fellow member once a year or more.
- 8. Get Involved With the Chapter:** Serving as an Officer or Committee Chair increases exposure within your Chapter.
- 9. Make the Most of Your Presentation:** Use your Speaker time as a tool to give your Chapter members a better understanding of your product or service as well as specific examples of the clients/customers you have now and are seeking.
- 10. Patience. Patience. Patience:** Strong, long-term networking relationships are forged over months and years of interaction (not weeks).



Professional Referral Exchange represents the best value in the marketplace for return on investment in advertising and marketing. There is no other advertising choice that can return similar value for money spent.

Marketplace Value of PRE Membership

PRE National Dues

\$450 the first year, \$350/yr. to renew

(keep in mind that each chapter also has local dues which vary from chapter to chapter depending on time and location of weekly meeting)

Typical Mid-size City Daily Newspaper

One Ad 4" X 5" B&W Ad Daily: \$750, Sunday \$900

Local Weekly Merchandiser

One Ad 4" X 5" B&W weekly insert - \$435

Clipper Magazine

1/3 Page \$790 per issue

1/2 Page \$995 per issue

Direct mail

1000 names - 100

Postage - 450

Envelopes - 45

Print & Stuff- 340

Total/1000 \$935

Post Cards

1000 Cards - 100

Postage - 450

Print Address - 75

Total /1000 = \$625

T-Shirts

50 Shirts @ 7 - 350

1 Color print - 255

Screen Set-up - 25

Total/50 shirts \$630

Your local advertising costs may vary slightly from this example, but the value illustration remains indisputable.

Annual Referrals Received by Category

Category	Members	Avg	High
Accounting	17	16	117
Acupuncture	2	45	84
Aromatherapy & Essential Oils*	1	45	45
Arts*	1	23	23
Attorney	10	20	130
Audiology Svcs & Hearing Aids*	1	26	26
Auto Detailing*	1	24	24
Auto Sales & Service	5	70	104
Banker	21	10	19
Behavioral Health*	1	1	1
Bookkeeping*	1	2	2
Business Consulting	4	10	39
Business Incubator*	1	9	9
Business Loan Broker*	1	8	8
Carpet Cleaning & Floor Care*	1	43	43
CBD / Hemp	2	17	19
Chiropractor	12	63	290
Cleaning Services	6	22	99
Commercial Chemical Sales*	1	12	12
Computer Sales & Service*	1	8	8
Concierge Svcs*	1	1	1
Credit Services*	1	64	64
Dentist/Orthodontics	3	14	25
DJ Entertainment*	1	8	8
Dry Cleaner*	1	70	70
Duct Cleaning & Restoration*	1	8	8
Electrical Contractor	5	13	26
Employee Benefits*	1	6	6
Energy Consultant	2	16	30

Category	Members	Avg	High
Entertainment*	1	40	40
Eye Care & Optometry*	1	38	38
Financial Advisor	26	9	46
Fire & Water Restoration	5	11	30
Flooring/Floor Coverings	4	14	27
General Contractor	9	14	28
Gift Store*	1	23	23
Gourmet Foods*	1	65	65
Graphic Design	4	38	117
Handyman Services	2	14	19
Health & Wellness/Nutrition	10	31	92
Health Ins Indiv.*	1	11	11
Hotel & Conference Center	2	2	3
Insurance - Health	2	21	41
Insurance - Life & Long Term Care	7	7	14
Insurance – Medicare*	1	17	17
Insurance - Property & Casualty	28	17	69
Insurance - Supplemental	6	5	21
Interior Design*	1	0	0
IT Support Services	5	5	11
Jeweler*	1	26	26
Landscaper	7	21	37
Life Coaching*	1	45	45
Magazine	2	28	32
Marketing & Advertising*	1	5	5
Massage Therapy	4	39	69
Mold Remediation*	1	1	1
Mortgage Lender	25	11	49
Naturopathic Doctor*	1	12	12

Category	Members	Avg	High
Office Supplies & Equipment	2	6	11
Painting Contractor	5	12	28
Payroll Services*	1	6	6
Personal Trainer*	1	27	27
Pest Control*	1	27	27
Photographer*	1	10	10
Plumbing Heating & HVAC	11	19	39
Printer	6	50	80
Printer Supplies*	1	81	81
Promotional Products	2	52	73
Property Inspection and Mgmnt	3	20	24
Real Estate Photography*	1	7	7
Realtor	27	8	27
Restaurant*	1	143	143
Roofing Contractor	2	10	11
Salon	3	13	23
Security Systems	2	2	2
Shipping & Mailing Services*	1	135	135
Signs*	1	5	5
Skin Care & Cosmetics	3	41	52
Solar Energy*	1	18	18
Staffing Services	2	3	5
Stress Relief and Wellness*	1	11	11
Title Services	2	35	63
Travel Agent	4	13	25
Video Production	2	11	16
Water Purification*	1	20	20
Web Devel & Online Marketing	20	14	78

Using the following Core Groups Listing, please choose **only one Category** for your PRE Membership. Write your category on the front of the Application. If you do not find a category to fit your need, contact the Membership Chair of your Chapter or the Area Director.

Personal Services

Archivist/Historian
Arts & Crafts
Artwork & Framing
Auto Body Repair & Paint
Auto Detailing
Auto Repair Service
Auto Sales & Leasing
Beauty Salon
Carpet Cleaning
Child Care
Cleaning Services
Closet Designer
Cosmetics and Skin Care
Day Spa
Dog Grooming
Dog Training
Dry Cleaner
Electrolysis Service
Gourmet Gifts
In-Home Care
Interior Designer
Legal Services
Memories Coach
Musical Instruction
Personal Chef
Professional Organizer
Retirement Community
Veterinarian
Window Cleaning

Business Finance

Accounting (CPA)
Business Banker
Bookkeeping Services
Collection Services
Payroll Services

Environmental Services

Air Purification
Tree Preservation
Water Purification

Financial Services

Financial Planner
Insurance - Life & LTC
Insurance - P&C
Insurance - Health
Insurance - Emp. Benefits
Retail Banker

Marketing & Advertising

Advertising Agency
Advertising Specialties
Broadcast Advertising
Outdoor Advertising
Print Advertising
Professional Copywriting
Custom Embroidering
Direct Mail Advertising
Graphic Design
Internet Marketing
Marketing Consultant
Printer
Sales Training
Signs

Real Estate

Architect
Attorney
Fire & Water Restoration
Home Inspections
Landscape
Locksmith
Mortgage Lender
Moving & Storage
Pest Control
Real Estate Appraiser
Realtor - Commercial
Realtor- Residential
Relocation Services
Title Services
Handyman Services

Health

Addictions Counselor
Acupuncture Treatments
Assisted Living Center
Audiology Services
Chiropractor
Dentist
Fitness Center
Health & Nutrition
Home Health Care
Massage Therapist
Mental Health Counselor
Relationship Counselor
(Personal and Family)
Optometrist
Orthodontist
Personal Trainer
Physical Therapist
Podiatrist
Psychologist
Senior Care Advisor

General Business

Auctioneer
Building Maintenance
Business Coach
Business Broker
Coffee Service
College/University
Commercial Cleaning
Delivery Service
Document Destruction
Equipment Leasing
Executive Leadership Coach
Legal Services
Office Furniture
Office Furniture & Supplies
Office Supplies
Professional Speaker
Records Management
Security Consultant
Security Guard Services
Technology Consultant
Vending Machines

Employment Services

Executive Recruiter
HR Consultant
Staffing Services

Event Planning/Support

Caterer
DJ/ Entertainment
Event Consultant
Florist
Funeral Service
Hotel & Conference Center
Magician
Photographer
Private Club
Restaurant
Tourism & Promotions
Travel Agent

Office Technology

Cell Phone Sales
IT Support Services
Computer Sales & Service
Software Sales & Training
Office Equip & Supplies
Printer Supplies

Retail Services

Auto Sales & Leasing
Auto Service & Repair
Gift Baskets
Furniture Dealer
Greeting Cards
Home Appliances Sales
Jeweler
Jewelry Sales
Outdoor Power Equipment
Rental Store
Restaurant
Women's Clothing

Building Trade Professionals

Air Duct Cleaning
Basement Waterproofing
Carpenter
Civil Engineering
Electrician
Floor Covering Dealer
Floor/Furniture Refinishing
Furniture Reupholstering
Garage Door Sales & Service
General Contractor
Handyman Services
Home Remodeling
Home Builder
HVAC
Painting Contractor
Plumbing
Roofer
Security Systems

Explanation of Professional Referral Exchange® Initial Investment and Local Chapter Dues

Initial Investment: Check or Credit Card payment to be submitted to Local Chapter Membership Chairperson or PRE Representative. Initial investment fees are used to provide Chapters with Monthly Newsletters, provide publicity support, maintain PRE National Website, furnish support materials for chapters (i.e. Referral and Attendance tickets, Guest Packets, etc) conduct training programs for members, regional meetings and Area Director support.

Local Chapter Dues: Chapter Dues are billed quarterly which pay for the weekly meeting location, food and beverages for members and guests.

Professional Referral Exchange SEPA - MD LLC

96 Commerce Drive #125, Wyomissing, PA 19610

Membership Application

DATE _____ ◆ CHAPTER _____

◆ MEMBER NAME _____ BADGE NAME _____
(FOR MEMBERSHIP RECORDS) (NICKNAME IF ANY)

◆ COMPANY NAME _____ REFERRED BY _____
(HOW YOU HEARD ABOUT PRE)

◆ TYPE OF BUSINESS/CATEGORY _____ ALTERNATE NAME _____

◆ STREET ADDRESS _____ ◆ CITY _____ ◆ STATE _____ ◆ ZIP _____

◆ TELEPHONE (WORK) _____ (HOME) _____ CELL _____

◆ WEB SITE: www. _____ ◆ EMAIL: _____

◆ BUSINESS DESCRIPTION (please print): _____

(INITIALS) I AGREE TO COMPLY WITH THE ORGANIZATION BY-LAWS OF PROFESSIONAL REFERRAL EXCHANGE (HEREAFTER REFERRED TO AS "PRE") AS AMENDED FROM TIME TO TIME. I UNDERSTAND THAT ALL FORMS AND ANCILLARY MATERIALS ARE COPYWRITTEN BY PRE AND ARE FOR THE SOLE USE OF THE PARTICIPATING MEMBERS.

(INITIALS) I WILL ATTEND MEETINGS REGULARLY; GIVE A MINIMUM OF TWO REFERRALS MONTHLY; PERFORM ETHICALLY AND PROFESSIONALLY; HELP MY CHAPTER GROW BY BRINGING GUESTS; PERSONALLY USE AND REFER OTHERS TO MEMBERS WHENEVER POSSIBLE.

(INITIALS) I UNDERSTAND THAT PRE IS A PROPRIETARY ORGANIZATION AND HAS EXCLUSIVE RIGHTS TO ITS UNIQUE MODEL OF TRAINING AND SUPPORTING MEMBERS IN NETWORKING. ALL OPERATING TECHNIQUES AND SPECIALIZED TERMS ARE PROTECTED BY FEDERAL INTELLECTUAL PROPERTY COPYRIGHT LAWS AND MAY NOT BE USED OUTSIDE THE CONTEXT OF THE ORGANIZATION.

(INITIALS) I ACKNOWLEDGE THAT DURING THE COURSE OF PERFORMING THIS AGREEMENT, I SHALL HAVE ACCESS TO PRE'S TRADE SECRETS, TECHNOLOGY AND CONFIDENTIAL INFORMATION, INCLUDING BUT NOT LIMITED TO TRAINING AND NETWORKING PROTOCOLS, THE IDENTITY OF POTENTIAL REFERRALS AND THE IDENTITY OF OTHER MEMBERS IN THE ORGANIZATION. I AGREE THAT ALL SUCH CONFIDENTIAL INFORMATION SHALL BE USED ONLY TO FULFILL MY OBLIGATIONS UNDER THIS AGREEMENT AND FOR NO OTHER PURPOSE. I ACKNOWLEDGE THAT SUCH CONFIDENTIAL INFORMATION IS A VALUABLE AND UNIQUE ASSET OF PRE AND I COVENANT THAT BOTH DURING AND AFTER THE TERM OF THIS AGREEMENT, I WILL NOT DISCLOSE ANY CONFIDENTIAL INFORMATION TO ANY PERSON WITHOUT THE PRIOR WRITTEN AUTHORIZATION OF PRE.

(INITIALS) I AGREE THAT, DURING THE TERM OF THIS AGREEMENT AND FOR ONE (1) YEAR FOLLOWING TERMINATION OF THIS AGREEMENT, I SHALL NOT, DIRECTLY OR INDIRECTLY, SOLICIT OR INDUCE, ATTEMPT TO SOLICIT OR INDUCE ANY MEMBERS, AGENTS OR REPRESENTATIVES OF PRE TO TERMINATE ANY BUSINESS RELATIONSHIP WITH PRE FOR ANY REASON WHATSOEVER, HIRE ANY MEMBERS OF PRE OR INDUCE ANY CONTRACTING PARTY TO AN AGREEMENT WITH PRE, THE PURPOSE OF WHICH IS TO SELL PRODUCTS OR SERVICES SIMILAR TO THOSE DESCRIBED HEREIN.

(INITIALS) I FURTHER AGREE THAT FOR ONE (1) YEAR FOLLOWING TERMINATION OF THIS AGREEMENT THAT I SHALL NOT, WITHOUT THE EXPRESS ADVANCE WRITTEN CONSENT OF PRE, DIRECTLY OR INDIRECTLY OWN, MANAGE, OPERATE, FINANCE, CONTROL OR PARTICIPATE IN SUCH ACTIVITIES OF, OR BE CONNECTED AS AN OFFICER, DIRECTOR, PARTNER, PRINCIPAL, AGENT, CONSULTANT, INDEPENDENT CONTRACTOR OR OTHERWISE WITH ANY COMPETING BUSINESS THAT PROVIDES SERVICES WHICH ARE THE SAME AS OR SIMILAR TO THOSE OF AND BY PRE. HOWEVER, IT SHALL NOT PROHIBIT ME, AFTER TERMINATION OF THIS AGREEMENT, FROM ENGAGING IN A NON-COMPETING BUSINESS.

(INITIALS) I ACKNOWLEDGE AND AGREE THAT ANY BREACH OR THREATENED BREACH OF THIS AGREEMENT WILL CAUSE IRREPARABLE HARM AND DAMAGES TO PRE, THE REMEDY AT LAW FOR THE BREACH OR THREATENED BREACH WILL BE INADEQUATE AND THAT, IN ADDITION TO ALL OTHER REMEDIES AVAILABLE TO PRE FOR SUCH BREACH OR THREATENED BREACH TO PRE SHALL BE ENTITLED TO INJUNCTIVE RELIEF. I AGREE THAT, IN THE EVENT OF MY RESIGNATION FROM THIS CHAPTER OF PRE, OR IF THE CHAPTER IS DISSOLVED OR DISBANDED FOR WHATEVER REASON, I WILL RETURN ALL MATERIALS BEARING THE PRE LOGO INCLUDING MY MEMBER MANUAL, BUSINESS CARD HOLDER, ETC. AS WELL AS ANY DOCUMENTS, TRAINING MATERIALS, CLIENT LISTS AND REFERRAL INFORMATION TO PRE.

All terms and conditions are agreed to by and between **Professional Referral Exchange** and

_____, Applicant, this _____ day of _____, 20_____
(print name)

The undersigned hereby consents to have e-mails sent and understands business listing will be included on PRE's web site.

The initial annual dues are \$450. Annual renewals are \$350. All dues are non-refundable

IS THIS A COMPANY OWNED MEMBERSHIP? YES NO SIGNATURE _____

*Credit card payments made via **www.prenetworking.net/pay-your-dues** after application has been approved.*

Professional Referral Exchange Applicant Questionnaire

PRE of _____

Name: _____ Name of Company: _____

Application Date: _____ Date Approved & Submitted to PRE _____ (by Membership Chair of Chapter)

Address: _____

Category Applying for: _____

How many years of experience in your industry? _____

How long have you been in business or been with current employer? _____

Why do you wish to join our Chapter? _____

P.R.E. By-Laws call for each member to give 2 referrals per month. How will you be able to fulfill this commitment?

Any Member with 2 consecutive absences or missing 3 meetings in a quarter is subject to review by the Chapter Board. Failure to comply may lead to membership revocation. Are you willing to commit to regular attendance at meetings? Circle one: YES NO

List three things that would make you an asset to the chapter:

- 1.) _____
- 2.) _____
- 3.) _____

Since the purpose of PRE is to broaden our spheres of influence and gain more referrals, can you think of other prospective members you would want to invite to a meeting? Please describe them and their respective businesses.

Prospect

Description of Business

1. _____
2. _____
3. _____

Please give two references (name & phone number) as to your work and/or character (non-family members).

- 1.) _____
- 2.) _____

Will your company (employer and staff) support your commitment to Professional Referral Exchange? YES NO

When my application for membership is approved, I agree to the following:

- _____ (initials) a. To follow up on referrals I receive within 24 hours.
- _____ (initials) b. To attend meetings on a regular basis as stated in PRE by-laws.
- _____ (initials) c. To pay Chapter dues and National dues in a timely manner.
- _____ (initials) d. To bring at least one qualified guest in my first 3 months as a member.
- _____ (initials) e. To give an average of 2 referrals monthly.
- _____ (initials) f. I understand my membership may be canceled if I fail to comply with PRE By-Laws

Signature