

# Referrals 101: Don't let these misconceptions keep you from a cash bonus.



## I don't know anyone who needs space.

You might be surprised. A person does not need to be the owner or CEO to be aware that his/her company is searching for space. And think about all the businesses you frequent that might be looking to expand, move, or open an additional location: your child's dance studio, the dentist, your accountant, etc. Also, your contacts might know other people with a space need.



## I don't know enough about Cummings' portfolio or services to answer people's questions.

All you need to know is that Cummings Properties can meet almost any commercial real estate need. Let your referrals know that one of your colleagues will be happy to answer all their questions. Then, simply submit a referral form and let the Leasing team handle the details.



## My friends will be annoyed if I try to sell them space.

You're not "selling" space, but rather offering yourself as a helpful resource. If your friends are looking for commercial real estate, they'll appreciate knowing someone in the industry. And rest assured that employee referrals get the red carpet treatment from the Leasing team.

**Cash Rewards  
for Referrals**

submit referrals at [Cummings.com/referrals](http://Cummings.com/referrals)