

Local chapter for international business network

# Wait to join new group

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A NEW way for businesses to make themselves known will soon be available in Geraldton.

International group Business Network International is setting up a chapter in the Mid West for those who excel at what they do and want to develop more contacts.

Local businesses already signed up to BNI include Ray White, RSM Bird Cameron and Magnitude Financial Planning.

Mortgage broker at The Mortgage Gallery, John Norgett, said he joined because, like many people who worked on commission, he needed to develop his own personal business reputation within the community, as well as that of his company.

Mr Norgett said many businesses participating in BNI chapters did not even need to advertise once they

became involved — they only needed to rely on the contacts they made through the network to recommend them.

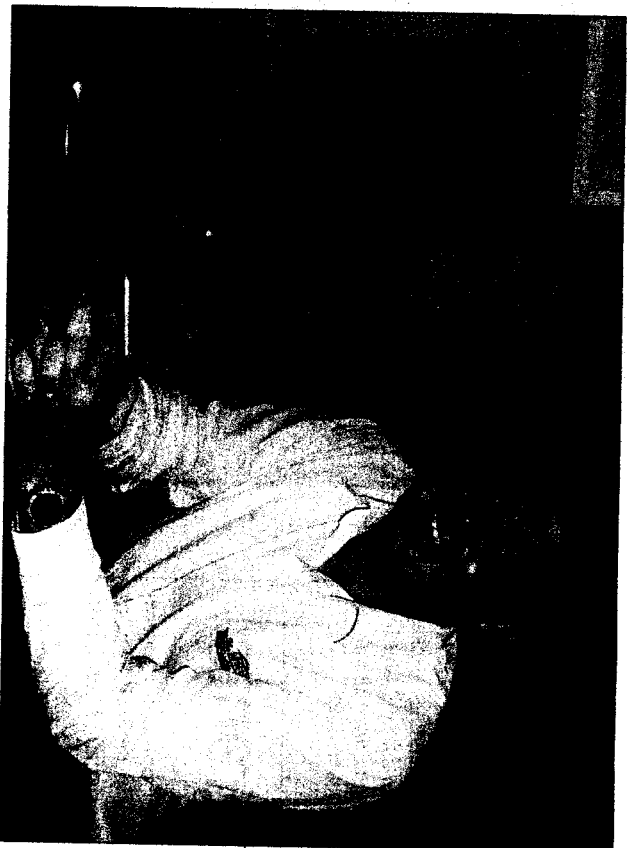
“The group will get together weekly and each group decides what the expectations will be on each member,” he said.

“When we go along we tell people what we are looking for, for example, someone will say they’ve been looking for a plumber for weeks and someone else in the group will refer them to a good plumber.

“Everyone needs a certain amount of referrals before they can join. No money is exchanged; it’s a reciprocal transaction. You also need to be able to find good referrals.”

The Geraldton BNI group will hold its first meeting this month. However, the wait for new members wanting to join may be a long one, as all the positions are full for now.

8—The Geraldton Guardian, Wednesday, February 4, 2009



**Contacts:** Mortgage broker John Norgett wants to broaden his network.

“Anyone can apply for a vacant position, but there is a list of different occupations and only one person from each occupation can be a member,” Mr Norgett said.

“Once your position is taken it’s taken.”

The BNI philosophy is that word-of-mouth is the best advertising and BNI group members are pulled into line if they don’t perform or honour a reference they are given.

BNI began in California in 1985 and now has 5200 chapters in more than 40 countries, 181 in Australia.

National director of BNI Australia, Frederick Marcoux, said being a member of BNI was like having your own sales team. “In this time of economic uncertainty, BNI membership provides not only the opportunity of strong business relationships and support but a real way to grow your business,” he said.