



DIALING IN YOUR **REFERRAL** LANGUAGE

Script 1

My business is based on referrals from great clients, friends, people like you. So, before I let you go... Who do you know that needs to buy or sell a home now or in the near future?... Excellent! Can you think of anyone from your office, neighborhood, family or church?... Super! I appreciate your help and if anyone should come to mind, please don't hesitate to call me! Thank You!

Script 2

My business is based on referrals from great people like you. I thought you might know of someone I might reach out to. You may not know who specifically is interested in buying or selling, but what I've found is that people who are going through a life change are often looking for some input - say, empty nesters, families with a new member, job changes or transfers. It could be a family member, someone from a social group or work... Who do you know who's going through a major change that I might be a resource to? I'd love to connect with them.

Script 3

My business is based on referrals from great people like you. I thought you might know of someone I might reach out to. You may not know who specifically is interested in buying or selling, but I've found that people who have recently entered into the empty nest phase or who are approaching or just transitioned to retirement have a lot of questions about their living options. Who do you know like that who's transitioning in one of those areas? I'd love to connect with them.