



Referral Guide

YOUR GUIDE TO
MORE REFERRALS



INTRODUCTION

No referrals, no business. It's as simple as that. Developing a business based on referrals is essential for a successful career in real estate. Agents who ignore the need to promote business by referral may survive, but the quality of incoming leads will be severely compromised. A good referral system doesn't just consist of the local people we may know, but also other realtors.

Step 1

Put yourself in your client's shoes



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Step outside of your role as an agent and think about how you are perceived from an outsider's perspective. What would they assume about you, your services, your brand, and your company?

Take a moment to assess your current situation using the questions below.

- Do clients see someone who is successful?
- Do clients see someone who is passionate?
- Do clients see someone who cares?
- Do clients see someone who is organized?
- Do clients see someone with confidence?

If you answered “no” to any of the previous questions, here are a few solutions:

Be open to new opportunities and challenges

Let's be honest, we are all busy, but removing that word from your vocabulary can do you some good and increase the likelihood of somebody sending business your way. When somebody asks how business is going, replace the word "busy" with "exciting" or "great". Your sphere will be more likely to send business to you if they don't think you're too busy for them.

Love what you do

When you speak to somebody about your career, they get a sense for whether or not you are passionate about your business. It's important to possess a level of passion that exceeds what other agents are displaying to their clients. Displaying passion about what you do makes clients feel excited about working with you.

Step 2

Do not be afraid to ask for the business



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Asking can be uncomfortable. You may not be sure how to approach a situation without seeming "pushy" or coming off as ingenuine. However, not asking for referrals will lead to a dry pipeline. Knowing that you will provide excellent service should make you confident in asking for the business.

Thankfully, these problems can be solved by planning properly and keeping a few key tips in mind.

"Help me, Help you"

Have you heard of the Benjamin Franklin Effect? This concept states that we tend to like people more if we help them. In other words, take yourself out of the equation and give somebody the *opportunity* to help you. Keep in mind that the person that is referring you feels great about themselves!

Reframe the conversation

Don't ask for help, offer it. Use the scripts below as a starting point. Take some time to come up with a script that feels natural to you. You never want to ask a question where they can answer YES or NO. Asking WHO, automatically puts them in a thinking mode, which is where you want them to be.

Instead of this: "Hey Nick, do you know anyone who is considering buying or selling a home in the next year?"

Try this: ""Hey Nick, who do you know is considering buying or selling a home this year?"

Pro Tip:



Keep in mind that the best time to ask for a referral is when your client is happy. Consider asking after you execute a contract or at closing.

Complement your clients

We have all met clients who enjoy an ego boost every now and then. Being aware of this personality trait can give you guidance on how to ask them for referrals.

For example: "Christina, you have always been connected to all the right people in our community. If I share my e-card with you, would you please share it with anybody who you hear may need my services? Whether they're buying, selling or renting."

Step 3

Incorporate referrals into your brand

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Your goal should be to make sure that everyone you come in contact with understands that you do business by referral. How do you communicate that message in a quick and easy way? Include a referral message in your marketing materials!

Marketing Material Examples

- Business cards
- Email signature
- Website
- Postcards
- Letterhead
- Newsletters
- Name tag
- Social media networks



Step 4

Build a referral system



Build relationships with everyone you meet on a daily basis and set a goal to give a certain number of cards out and hold yourself accountable.

Create a database and see to it that you add 10 people a day. Be attentive to everyone you come into contact with on a daily basis. As you build your database, categorize them by sections.

Meet other realtors daily from anywhere, whether it's through social media or phone calls and create a database for them as well. Let everyone know you have friends in other areas and train your ears to listen when someone is moving away.

Who are your best referral sources?

Pro Tip:




Establish a small group of professional contacts in industries that tie back to real estate, such as contractors, accountants, and bankers. Once you've assembled your group, let them know that you're looking for referrals, and that in turn, they can expect you to refer your clients to them.

Step 5


Use social media

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The importance of social media for real estate agents can't be stressed enough. Social media is a free marketing tool that allows you to reach a large audience with ease. Here are a few things to consider when diving into the world of social media:




Update your contact information and bio to make yourself easily available.



Ask past clients to write reviews on your Facebook page, Yelp, Google reviews, and any other site you're listed on that accepts reviews.



Display the same enthusiasm and passion that you would have when talking with someone in person. Be active and maintain a consistent message.



Remind your contacts in a tactful and thoughtful way that you appreciate referrals.

Step 6

Pay it forward



When you receive a referral, do something thoughtful and genuine for the person it came from. It doesn't have to be an expensive gift - you'd be surprised with how far a hand-written thank you card goes!

Pay special attention to the people who often send you referrals as well. Let them know how things are going with the client they've sent.

How have you paid it forward? What other methods can you use?

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