

Clone Your Commissions with More Referrals

It can be argued that the best leads are referrals, and in this class, we shared tips, strategies, and ideas to get more referrals to grow your business. From providing multiple layers of service, to your professional network and service, you'll be on the road to getting more referrals to grow your business.

Four Steps to Get More Referrals

There are 4 key steps to getting more referrals; you may be doing some of these (or even all of these) already, but by implementing each of these steps, you can identify areas to hone-in your effort, and ultimately generate more referral business.

1. Leverage your service
2. Ask for referrals & introductions
3. Build a professional network
4. Stay connected with past clients

#1 - Leverage Your Service

This may seem like a no-brainer, but this is probably the most important aspect of any real estate agent that thrives on referral business. You've got to be reliable, responsive, and communicative. Think about what you do, and how well you do it. Do you meet or exceed expectations? Do you have an elevator pitch to briefly and effectively describe what you do and why you're the best? Truth is, many clients would be happy to refer you, but may not know how to succinctly present you and your services. Include how you can solve a common issue or problem, and what sets you apart from the rest of the pack. You know your selling factors, don't be afraid to share them!

Ask for Referrals & Introductions

Sometimes it can be uncomfortable asking for referrals. This is likely due to some sort of fear – fear of rejection, fear of criticism, or fear of negative feedback. It's something that can be out of our comfort zone. The trick is, do it often enough so it becomes habit.

You may stumble here and there, but the more you build this into your processes, the easier and second-nature it becomes. And if you do get criticism or negative feedback, use it as a learning opportunity! When asking for referrals, it's best to strike while the iron is hot.

During the Listing Presentation

"My goal is that at the end of this process, you will be completely satisfied with my service and the price you received. I want you to become an advocate by sending us referrals. That's how my business grows. I'll work hard to make sure I exceed your expectations, so you'll feel confident in sending me referrals."

When you Get the Listing

"Thank you so much for listing with me; I have two goals while working with you. First, is to sell your home as quickly as possible for the highest price. Second, is to give you such great service that you automatically refer me to anyone you know who wants to buy or sell. Does that sound good?"

MILLION DOLLAR PIPELINE PROGRAM

During the Sales Process

“As you know, I’ve been working hard for you, and now that you understand how I operate and the services I can provide, I could use your help in referring us to other people who want to buy or sell a home. Do you know of anyone that may need my services?”

**This one may work best in conjunction with a ‘win’ – like when the loan is approved or an offer is submitted*

Upon or After Closing

“It’s important to me to make sure that you have been happy with my service, as I have built my business on client satisfaction. How would you rate my services? If you have associates, friends, or relatives who need real estate assistance, would you feel comfortable referring them to me for help?”

“I appreciated your business, and I look forward to doing business with you again sometime. I would also like to help any of your friends or acquaintances who may be coming into the market or people in your neighborhood who may be selling. Do you mind if I leave some business cards with you?”

Build a Professional Network

Building and nurturing a professional network is nearly as important as your database and sphere of influence. Identify people in – and out – of your industry so you can create a memorable and stellar experience for your clients. Build relationships with key people, and ultimately you will reap the benefits.

Industry

Other agents
Relocation Buyers
Mortgage Lenders
Appraisers
Special Listing Types
Home Insurance
Escrow or Title

Other

Moving Truck
Moving Services
Plumbers
Electricians
Flooring & Paint
Landscapers
Stagers & Photographers

Stay Connected

Staying connected with past clients and your professional network is critical for generating more referrals. 90% of consumers say they would use their agent again, and yet only 10% actually do. This is largely because agents don’t stay as engaged as they should with past clients. Leverage your Market Leader tools to automate your engagement. Here are some resources to get you started:

[Create a Campaign](#)
[Monthly Newsletter](#)
[Add a Contact](#)

[Contact Groups](#)
[Add a Contact to a Campaign](#)
[Search Contacts](#)

While campaigns, emails, and postcards are essential, be sure to make personal touches too. Identify a “Top Clients” group in your database, and pick 2 to reach out to each week. Invite them to coffee or events, give them a call periodically to touch base. These personal touches will go a very long way in turning your database into a referral-generating machine.