

# How to Grow Your **BUSINESS** By Referral

Always digging around for your next deal? Cultivate a thriving business with a referral based lead generation system!

## **Till the Soil:**

Prioritize the people in your database—spend the majority of your time cultivating relationships with your biggest advocates

## **Seed and Water:**

Provide monthly value to everyone in your database—nourish your relationships by delivering significant information regularly that demonstrates your competence.

## **Feed and Nurture:**

Deepen your relationships with those that support your business most—Handwrite personal notes of appreciation and make face-to-face contact regularly.

## **Grow your Skills**

Your clients rely on your expertise—continue to sharpen your professional edge to serve the people in your database and their referrals with excellence.

**“It’s your skills that pay the bills!”**

**—BRIAN BUFFINI**

## **FACT**

**Nearly 80%**

of all real estate transactions come from repeat and referral customers

Source: National association of Realtors®



## **Enjoy the Harvest:**

Celebrate the people that have helped you cultivate a thriving business—throw a party for your best clients who refer you the most to thank them for their support.

**Client parties are not only fun, they also generate an impressive number of referrals.**



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