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:

Continually add people to your database and prioritize them based on your relationships with them. Spend the majority of your time cultivating relationships with your biggest advocates.

Seed and Water:

Provide excellent service and value to everyone in your database—nourish your relationships by delivering significant information each month that demonstrates your competence and show you care.

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. Remember to ask for referrals whenever you connect with your relationships.

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

MORE THAN 80%

of all real estate transactions come from repeat and referral customers*

Source: National association of Realtors®

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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. Also, acknowledge and reward those who refer you whenever you receive a referral from them. This helps you build a community of loyal advocates.

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

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