

# How to Grow Your **BUSINESS BY REFERRAL**

Cultivate a thriving business with a referral-based lead generation system!



Till the Soil

Think of your database as the soil. Keep it healthy by adding new leads and evaluating each contact so that you spend most of your time cultivating relationships with your best advocates.



Seed and Water

When you provide excellent service to everyone in your database, you nourish these relationships. Sending a monthly print and digital mailer with relevant information shows your competence and value.



Feed and Nurture

Deepen your relationships with your advocates with handwritten personal notes, calls and Pop-Bys. These simple activities strengthen relationships and make it easy to ask for referrals.



Grow Your Skills

Your clients rely on your expertise. Continue to sharpen your professional edge with training and personal development so you can serve the people in your database and their referrals.



Enjoy the Harvest

Celebrate the people who refer others to your business with a small gift or personal note. You can also host a Client Appreciation Party and invite your best clients to thank them for their support.

**90%** of buyers and sellers would use their agent again or refer them to others.

When you Work by Referral, you have a proven system to nurture each contact and deepen relationships so that your past and current clients become your advocates.