



# *Make the Phone Ring With Referrals*

by  
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# Make the Phone Ring with Referrals

## Curriculum

<b>Session Hours</b>	<b>Major Topics</b>
1 .5 hrs	The Importance of Referrals Why do Sellers Choose You? Who are You? Take inventory of your Assets You are a Magnet
2 1 hour	Your past business Creating YOUR sphere of influence Choosing a database
3 1 hour	Generate Referrals Make the phone ring Ways to Connect with your sphere
4 .5 hour	Follow up Your future business is just over the horizon



# Make the Phone Ring with Referrals

This 3 clock hour course focuses on the importance of referral business to real estate agents.

Statistics show that the “average” real estate agent makes approximately \$12,000-\$15,000 a year. Look at the Northwest MLS! Divide the transactions by the number of real estate agents.

There are thousands of ways to separate agents from their money with lead generation programs, advertising, and web-based marketing schemes. But, the most powerful way to generate new and ongoing business is from an agent’s personal sphere of influence.

This is important because the consumer needs to have a “trusted” professional to work with in the sale of listing of real estate investments. Real property is often the largest investment of most consumers in our country! They need to choose a real estate professional carefully.

It is also important that the consumer know WHY they are choosing that real estate agent. What are the qualifications that set he or she apart from the crowd?

Most real estate agents have a plan to get organized and have a sphere of influence in a database, but only about 20% of the agents actually have a current workable database.

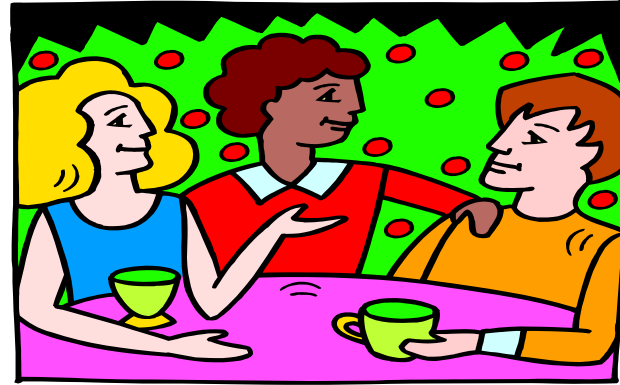
And, most agents hesitate to follow up. Sometimes being busy is an excuse. Sometimes fear. Sometimes a lack of organization. But, follow up with prospects is directly proportional to the success of a real estate agent.

## Course Objectives

As a result of taking this class the agent shall be able to:

- Understand the importance of a referral business
- Identify how clients choose real estate agents
- Be clear on the reasons a prospect chooses you.
- Create a working sphere of influence that grows
- Generate referrals from a sphere of influence database
- Follow up on prospects.

# The Importance of Referrals



The most successful real estate agents get most of their business from referrals from friends, family, past clients and just people that they know. A good personal referral system is operating effectively when it is the source of 80% of your business. When you have an organized plan to put into action a referral based business, it can take from 2 to 3 years before it feeds you.

Most people rely on personal referrals when selecting a doctor, lawyer, insurance agent or financial consultant. In these fields, as in real estate, “trust” is a key factor when choosing a professional to represent your best interests. Our world has become so full of technology and we are getting out of touch with customer service.

*On Monday, I went to my family doctor who was referred to me by a friend. On Tuesday, I went to a real estate class that one of my other instructors suggested. Wednesday, I went to the bank that was referred to me by the loan officer that refinanced my house. Thursday I paid my insurance premium to the agent that was referred to me by my last insurance agent that left the business. My car was repaired on Friday by a repair shop that my daughter’s friend recommended. I had my hair cut on Saturday by a relative.*

Many real estate agents keep chasing prospects that are just random or buying leads. The goal of a real estate agent is to build a referral based business by creating a following so that the leads are “warm.” Otherwise, the agents will just keep chasing random “cold” leads.

How can you get one of your past clients to refer you to a prospect? Let’s say business is slow and you start asking for referrals. People can tell that you are desperate. If you ask and ask and ask for a lead, your friends will start to back away when you come near them. People get tired of being sold. Therefore, avoid selling. You are not at a farmers market hawking blackberries. You are professional real estate expert who needs to build relationships with people long before they need your services.

Your goal is to get people to know you better. You want them to remember YOU when they, or a friend, is in need of your service. The blackberry grower at the market wants a sale in the few minutes while a client walks by. He has to be loud and a bit obnoxious to try to get people who may have no interest in blackberries to make a purchase right now. There are times that the market vendors take the time to get to know the buyers and as they walk by. This may mean fewer people stop and chat. But this can result in buyers telling their friends about the vendor's products. For example, there is a cheese vendor at the market that with some fabulous unique handcrafted cheeses. By talking and giving out samples to people walking by, she was building a following. Next week I saw some of those same people at her booth talking about cheese.

You have to decide if you want to be like a grower hawking blackberries to people walking by or if you want to build relationships so that they come back and refer their friends like the cheese vendor who teaches the prospects how to evaluate a craft cheese.

Your referrals often come from people you didn't expect. The cheese vendor might get a big sale online but not know where the buyer learned about her product.

In this world of social media referrals happen quick. They happen sometimes from people you don't know but are connected to through some thread. The more genuine you are and generous with information, the more people can get to know you.

*I am in a neighborhood group on Facebook. I follow what is happening in my area. About twice a month someone posts that they are looking for a real estate agent. Then there are a large number of posts from agents in the group and from people in the group that have had good experience with their agent. When the "For Rent" sign went up in front of a rental house in the area, someone in the neighborhood group took a photo when driving by and posted that it was available and the number on the sign because it is in the neighborhood!*

In our business about 20% of our time needs to be devoted to marketing our services. Everything we do for marketing can be referred to as "shaking the apple tree." So we spend time shaking the tree. Then, we shake it again. NO apples seem to fall. And like most real estate agents, we give up shaking that tree. We figure that the shaking isn't working. But, if we were to turn around we might catch a glimpse of the apples that have fallen from other trees nearby. Sometimes when we shake the apple tree no apples fall at our feet. But, there are so many times that by shaking the tree apples fell from other trees. We'd never get those apples unless we shook the apples a few weeks before!

***Who have you referred your friends to this week?***

***Who was the last client you closed that said they were a referral?***

***What would be the advantage of having a large referral base for your business instead of advertising for new clients?***

# Why do Sellers and Buyers Choose You?



Think about the reasons that people choose real estate agents to work with. They see the signs all over town. They are bombarded with real estate advertising in home magazines. There are websites for every agent and company. Websites have banner ads for agents and companies. There are agent mug shots on grocery store carts, bus stop benches, on the sides of box trucks, on utensils in your kitchen, and on billboards on the freeway. It can be confusing to a consumer as to what agent to choose to work with to buy or sell property.

Consider the efforts that real estate agents do to project an image of success to try to win business. In their efforts they might rely on some of the following:

- The company image
- The price on the market analysis
- The fancy car exuding success
- An in-depth marketing plan
- Full page ads in Homes magazine
- A large number of open houses
- A computer generated listing presentation
- Discount commission charged
- Years of experience in the business
- Credentials or awards earned or received

Regardless of all those investments, the seller might choose a “rookie” agent with no experience or an agent that will promise the moon and disappear or an agent that is not well qualified.

People choose people to work with because they know them, like them and trust them. Though can seem like a cliché, it is the way most of us choose people in the service industry. People are not buying from a real estate agent. If buying or selling a house was just a transaction over a product we would be using Amazon for the transactions. It is the service that the real estate agent promises and hopefully delivers to make the transaction close. And in order to do that, it is important that a good deal of trust is involved as it is often the largest financial decision made by people.

So, then, why would a potential seller or buyer choose to work with YOU? What is it about you that gives them the confidence to handle this large financial transaction? How would a client know about you? Where would they get information about you? Why would a prospective client like you? Why would the potential client trust you?

*Think of it this way.... There are sellers and buyers out there that need your expertise so they can make good decisions on the purchase and sale of real estate. Roughly estimate the 20% of your sphere needs you this month for something real estate related! They are looking for you and need you. But, maybe they don't know you are an agent that can meet their needs.*

Most successful real estate agents get 80% of their business from people that they know or that know people that know them. Your sphere is your source of so much of your future business. Many of them have already chosen to work with you or know that you would probably be someone they would work with in the future. Why do they choose you? It is a good idea to know the answer to that question.

It is important to believe in yourself. When watching the Seahawks play football on national TV it is impossible to look at the guys on the field from a distance, without being able to identify any player in particular, and know if they are icons that have been playing for a lifetime or rookies. When those football players enter the field, they have to play that game to the best of their abilities whether new or experienced and the audience shouldn't be able to identify the rookies. When you are selling real estate, your clients need to believe in you and your abilities and not be able to identify you as a rookie, even if you are. Whether you are a top producer, a weathered experienced agent, or an agent trying to navigate the duties required during the transaction, the client should believe in you. Most of all, you need to believe in yourself! Sometimes agents put other agents with more experience on some kind of pedestal and really believe that other agent is much more capable. You need to believe that you are just as good. You need to believe that you are successful even if this is your first transaction!

If you think you are successful, then others will think so also! People like to work with successful people.

For example, would you choose to work with a loser stockbroker? "Hey... here is all my money.. Let's see what you can do for me.. I know you are a loser and not successful... but I'll give you a try anyway!" said no one to a stock broker.

Make sure you have the right attitude about YOURSELF... because you will project that to prospects!

Bottom line, people choose to work with you because of what you believe and project.

# Who Are You?



Are you clear as to why someone you know would refer you to another person thinking of buying or selling real estate? Do you know what makes you stand out from all the other real estate agents? Seriously, there are thousands of real estate agents competing for the same business.

It is important to tell your sphere WHO you are and WHY they should refer you! Tell them in every communication something about you. Then repeat it every time they see your name. Again, tell your friends, family and sphere who you are and why to refer you! Don't do it in a way to "sell" yourself. You don't want them backing away at a baseball game because you are coming their direction! Just tell them who you are through your stories and your own testimonials.

Should they work with you as an agent because you have an attention to detail, are successful, work all hours of the day and night, enthusiastic, have knowledge of that type of property, return phone calls immediately, are creative, run powerful advertising, have years of experience.... Hmmmm?

Think about it in a different light... There are agents you would not want to list or buy a house from.... Why? Think about those reasons... Sometimes it is easier to see the other side of the fence when evaluating your own assets.

You could tell a story about how you love selling real estate because you got to see 20 houses the other day with a client and then they bought the first house you showed them. You knew right away what they wanted. You have a knack for that, you might tell them.

*"You have something to give your prospects, that without you, they can never get!" a twist of a quote I heard from Leo Buscaglia.*

But you have marketing with your name attached in front of prospects every day. It is in the form of a signature on an email, the cover photo on Facebook, the LinkedIn profile, the flyer for your last listing. How do those opportunities to have your name in front of a prospect really tell them about you?



What makes you feel successful? How do you define success for yourself? Is it money? Number of transactions? Awards? Everyone has a different barometer. Some people see success in terms of dollar bills. That can be translated into safety like money in the bank or it can show itself in terms of a sports car or large house.

When I was a young agent I knew inside that selling a huge volume of properties in my first couple years was not an option. I was a mom with a small child and was juggling. I had to find a way to believe I was successful so I would sit there at office meetings feeling like I was just a rookie without much business. After I had my first sale, I went to the monthly Chamber of Commerce meeting. Everyone would stand for a very brief introduction. When it came to my turn I stood up and said, “I am a very successful real estate agent with (at the time) Century 21.” I didn’t say it was my first sale, just that I was successful. I went on to sell the President of the Chamber a house for each of his kids. I believed I was successful and it showed. I told people. They believed me.

You may be among the many people who have a difficult time putting their qualifications on paper. Just think how resume writing has become big business. Well, this is the time to start to define yourself as a real estate agent! What are the qualities that you have that set yourself apart?

*So... Who are you?*

*What do you have to offer that they can't get elsewhere?*

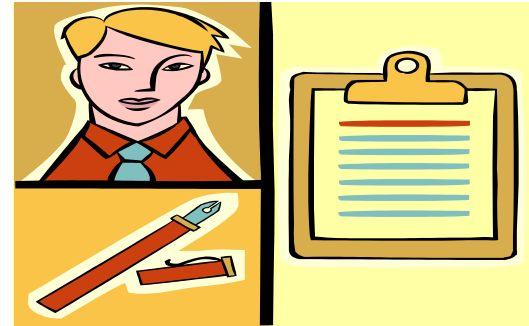
*What sets you apart from the others in your field?*

*Do you believe you are successful?*

*Do your prospects believe that you are successful?*

*How do you want others to see you?*

# Take Inventory of Your Assets



Think about it... If one of your friends tells another... “Work with him/her to sell your house because \_\_\_\_\_.” How would one of your friends or past clients fill in the blank? Why would someone work with you? What are your assets?

List 5 words that describe yourself and your personality

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List 5 words to describe you in your real estate business

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Finish this sentence..... “Oh, you must call \_\_\_\_\_ to help you sell or buy real estate because he/she is

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Literally, no one would ever say, “Work with Natalie because she is so organized.” I am so far from organized. But what I lack in organization, I make up with all kinds of other talents.

What qualities do you have that contribute to your success in the real estate industry? Are you organized? Pay attention to detail? A great negotiator? Attentive to the needs of the client? Able to read people? Quick to respond?

Many agents would describe themselves as “professional.” If you could not use that word, what would you say?

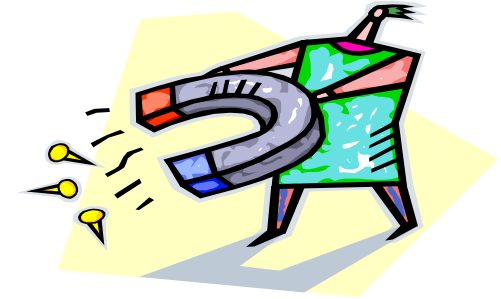
Think of what qualities you would look for when choosing your doctor, insurance agent or financial advisor.

Imagine if you were in a room with 20 or more real estate agents. It could be your office meeting. It could a conference. Imagine if everyone sat in a circle and was able to see the faces of each other. What would you see? Would you ever hire any of the agents in the room to sell your house? Who would you trust? Why? Who do you know the best? Who do you think is the most successful? Why? Do you think the clothes that they are wearing tells something about each of them? Who looks like they love selling real estate? Who is struggling? Who is new or a rookie? Who is genuine and how does that related to whether they might be perceived as being trustworthy or not.

What are they all thinking about you!? What do they see when they look at you? What are you exuding? Do they think you are successful? What if you replaced them with your past clients? What if they were all potential prospects. (That could happen if you were to do a workshop for first time buyers, for example.) What do you want them to think about you?

We attract certain business because of the qualities we possess and how we portray ourselves to prospects.

# You are like a Magnet Look what you attract



Some agents seem to get all high end properties. Other agents seem to get fixers. There are agents that attract clients that give them gifts. Other agents are constantly having problems with their clients. Some agents attract flowers and some attract flies. Why is that?

Real estate agents seem to have a tendency to attract business from prospects that they find the most comfortable based on their past business.

For example... some people get a divorce and then go and marry another partner that is remarkably like the previous spouse.

We are like a magnet attracting certain business. If you recognize who you are and what you are attracting by looking at your past business, you will get an idea of what you might want to focus on in the future.

Here are some examples.

- The sellers were in financial trouble
- The buyers are purchasing their first house
- The buyers are single women. (single men, seniors, families, etc)
- You listed many fixers
- Your buyers were looking in the low end.
- The buyers can't make a decision.
- The sellers are overpriced.
- The properties are all high end
- Most sales were land
- Prospects purchased new construction
- The buyers all wanted a certain area of town
- The sellers are retiring

*One real estate agent stood up in class and said that he has a tendency to attract people that needed financial advice. He really wanted clients that had their financial situation under control. He said this wearing a suit and tie and with a serious expression. I asked the other 20 or more people in his office if they would go to him for financial advice and they all replied yes in unison. This was an asset of his. He can milk it or find an asset that is just a powerful that he can market.*

There are common threads that connect your sphere to you. Your business will come because of these ties. If you think of them like a spider web where the threads radiate out to different common interests you might share with people.

These can include:

Neighbors	Clubs	Relatives
Alumni	Sports	Church
Parents of your kids friends	Social Activities	Common Interests

Someone once said that your income is the average of your closest half dozen friends. Who do you attract in your life. It can be a reflection of how you see yourself and the potential you may have in the future.

***What are some of the common threads that your clients share?***

***Do you have those nasty ones that complain all the time?***

***Are your clients all in financial trouble?***

***Are your clients all waterfront?***

***Are they mostly first time buyers?***

# Your Past Business



Make a list of every client that purchased or listed real estate with you last year. Find the common threads... common types of property. What will your business look like this year..Take a look at this list... we have a tendency to repeat what we are most familiar with.

	<b>Name</b>	<b>Type of Property</b>	<b>Know from</b>	<b>Referred by</b>	<b>Notes</b>
example	Example Mr/Ms Jones	New house	Soccer mom	Susan	
<b>1.</b>					
<b>2.</b>					
<b>3.</b>					
<b>4.</b>					
<b>5.</b>					
<b>6.</b>					
<b>7.</b>					
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<b>11.</b>					
<b>12.</b>					
<b>13.</b>					
<b>14.</b>					
<b>15.</b>					

# Creating your Sphere of Influence



Everyone in the business knows that it is important to create a sphere of influence and a powerful database. But, most likely only 20% of the agents will admit to having an effective enough sphere from which to draw 80% of their business. It is the Pareto Principle or the 80/20 rule. You are probably getting 80% of your business from 20% of your clients.

A sphere of influence is an imaginary circle around you that encompasses all the people that you know and that know you. Your sphere can include friends and family who are very close. Your sphere can also include business associates, people you network with, past clients, and people you are just meeting which whom you have some connection.

Who is in your Sphere of Influence?

1. Any person that knows you by name must be in your database. If they know you and can remember your name when standing face to face or on the phone then make sure they are in your Sphere. This includes family. ALL your family including those siblings that live out of state. Someday they will send a friend your way! It includes all your friends.
2. All your past and present clients even if they didn't close a transaction with you. They all have first hand experience with you in the industry.
3. Everyone that you know in membership groups. Consider clubs that you are actively associated including kids soccer team parents, Toastmasters, Networking clubs, church committees, chamber of commerce, sports, etc.
4. The neighborhood in which you live. Your neighbors know you or should know you! It may not be your "farm" area, but add all your surrounding neighbors to your sphere.
5. Everyone you meet on a daily basis... people at open houses, the grocery clerk, etc. On this group it may be more effective to ASK them if you can add them to your database.. and give them a reason... something of value that they can expect..i.e. updated news.
6. A geographic farm. Choose a small geographic farm where you would like to have listings next year.
7. A group of people from your social media sphere... twitter followers, blog followers, Facebook friends, Google Plus followers etc.

Robin Dunbar did a study on primates to see how many other primates that they typically socialize with. Then that was evaluated and compared to humans. Research showed that humans socialize with an average of about 100-250 people with an average of about 150 people. Years before social media became the norm, a study was done on the average number of Holiday cards sent out by a group of people and it was 153.5 cards. Malcolm Gladwell discussed the Dunbar number in his book “The Tipping Point.” Churches when sending pastors to training often discuss the “tipping point” of their congregation at 150. The average Facebook user has 150 friends. Jack Mitchel in his book “Hug your Customers” Suggests that you should always know and be in touch with your top 100 customers.

Based on those types of research, your sphere should really be a minimum of about 150-250 people. Some real estate agents have far less than this number. Some agents have a huge database. What is important is that you should have the most contact with about 150 people on a regular basis. That contact needs to be personalized in a way that it is not just considered “junk.”

Start to think of your sphere of influence and what you can do to build it and focus on the top clients you have.



# Choose Your Business



What if a Designated Broker handed you an envelope and said to you that it is a “hot” referral. There it is! What an agent dreams about. What kind of referral would you ideally want to have in that envelope?

Think of that referral as a potential residential listing. Where would it be located? What price range? What conditions? Where would you love to have a listing? Have you had a listing in that neighborhood before? Why would you like another listing there?

What if the referral was a buyer? Would you want a first time buyer or a buyer that is relocating? Would you want someone that has a house to sell or a buyer for a condominium? Would you like a cash buyer or one requiring a mortgage? Would the buyer be an investor or a buyer intending to live in the house for a long time? Where would the buyer ideally want to live? Have you worked with an ideal buyer in the past?

So, there you have it. If you can describe your ideal business, then you can go after that business. You will find those buyers and sellers in different locations and with different needs. If you want that business, then you have to be clear about it and go after it! Make a conscious effort in your marketing to tell people that you sell real estate but you love houses in the area you live or first time buyers. Then you may generate referrals because you sphere/ friends didn't realize first time buyers are a target of yours and may send their children as referrals!

*I loved first time buyers and often those going it alone because they both needed support and information. I knew the affordable houses and condominiums available in town. Kirkland was my focus, because I was so involved in the city including the Chamber of Commerce. I prospected by walking around and getting to know business owners, having workshops for first time buyers, and wrote articles in my own newsletter about buying for the first time. I still sold real estate throughout the Eastside of Seattle and all different types of property, but the first timers were a focus in my prospecting.*

Be specific when you think about the transactions that you like to make happen. Think about why these property transfers interest you.

The ideal transaction I would like to make happen would be:

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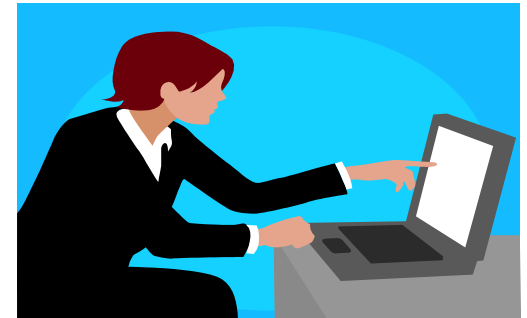
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The next step is to identify where you can find those properties. Where are they located? What places are they looking for real estate agents? What is the motivation of the buyer?

You have to remember that you cannot show a limitation or preference when working with buyers and sellers under Fair Housing and Anti-Discrimination Laws. The idea here is to focus where your best efforts will be met as a real estate agent based on the type of properties or the motivation of the buyers.

By focusing on the type of properties that you would like to sell, you have a tendency to bring that business your way! When you communicate with your sphere, make sure you make some kind of reference to the type of properties or buyer's motivation. You might write an email to your sphere with information about an open house in a certain neighborhood or how you work with relocation buyers.

# Deciding on a Database Program



You can spend a fortune on products as a real estate agent. Literally, there are thousands of ways you can take out the credit card and spend money hoping to make money. But, it is better to spend your money wisely.

There are some awesome computer software programs available on the market today. There are dozens that are tailored directly to the needs of real estate agents. Many agents purchase them and will recommend them highly. But, there are so many real estate agents that have purchased programs to handle their client database and contact management that NEVER use them. Some real estate companies have their own client relationship manager CRM. (But, consider that you might change companies). Make a choice to find an inexpensive program that is easy and works for you. If you choose to upgrade in the future you can always make that choice.

On your computer right now you most likely have Microsoft Excel and Outlook or even Google Docs. Start there and get 100 names and personal information entered. Work with it regularly. Update it weekly. Make it work for you before you spend money on programs that have features than you will never use.

For email marketing, you should utilize a program that will let you send out a large number of emails. There are programs like Constant Contact and Mail Chimp. Your email provider will limit the number of emails you can send out and if it is too large, you might be labeled as a spammer. That is where an email program comes into play. There are tools to create email blasts, automatically have emails formatted for mobile reading, give you the ability to schedule emails, and give you follow up with statistics including unsubscribe requests.

*I have always avoided spending money on database programs because I know that maintaining them and using them is the most important feature. I still have to do some adjusting every time I want to print labels or create reports in Excel, but at least I learn to use it better every time and I am not having to learn a new program. I know dozens of agents that have programs like “Top Producer”, and other CRM type programs but they seldom use them. They get overwhelmed with learning how to use it that they give up.*

# Ways to Connect with Prospects



All the types of prospecting have proven to be successful over the years. Yet, some methods are more effective for one person and some more effective for another. Real estate agents constantly wrestle with “guilt” and “stress” as they try to find the perfect marketing plan to bring in more business.

Here is the secret. There is NO magic formula to bring in business. You can copy every step of a successful agent, you can spend thousands of dollars on promised “sure” leads, and you can look and act the part. But, there is no magic to buying leads or spending money on marketing programs that will make you successful in real estate. It boils down to connecting with people you know and consistent marketing efforts.

Connecting regularly with your sphere will help grow your business. In addition, you need to continue to build your sphere with potential prospects. Your marketing efforts need to reach your sphere and others that you may add to your sphere. There are shelves of books available to give real estate agents ways to prospect for more business. It can be overwhelming to try to decide where to focus time and energy. An agent cannot do all of them, but instead of focusing, real estate agents have a tendency to try different techniques and give up quickly and move to the next one.

Different marketing efforts to connect with prospects and your sphere can include:

- Door knocking around a listing or open house and inviting your sphere
- Sending out a campaign to a neighborhood about a listing, its sale price, etc.
- Daily video blog that you email link to your sphere
- Facebook page
- Home buyers or sellers workshops
- Other social media updates like Instagram or Pinterest
- Targeting a specific audience... investors, divorces, first time buyers
- Newsletters that can be in print and online. The printed version could be available at open houses, for example.
- Farming ... targeting specific neighborhood (s) and marketing to them
- Networking with potentials like at a club, Chamber of Commerce, etc.
- Drop by gifts to past clients

This is just a partial list because there are endless ways to potential ways to prospect. When you sit in a presentation at your office, it can seem so easy to create a marketing campaign. Shortly later, you get back to your desk and there are emails, deadlines, appointments, and follow up that must occur that afternoon. Prospecting and connecting can often just migrate to the back burner.

Some marketing efforts are “active” and some are “passive.” For example, holding an open house is a rather passive type of marketing. But, if you combine it with phone calls, mailings, and signs it becomes more active. “Active” marketing efforts are generally always going to produce more results.

No agent does it all. Even with an assistant, it is impossible to just have the most integrated marketing plan all choreographed and timely and effortless.

Don’t get swayed by a program that someone is selling or by being teased that expired listings, for example, are gold. Everything works and everything doesn’t. There are real estate agents that will tell you that open houses will bring you quick business and there are agents that have never had a sale after holding dozens of them. There is no magic formula. You need to find something that you like and will do over and over again. You must like marketing and it must be consistent.

*When I was a rookie agent I was told to door knock in my neighborhood, sit floor time, and run ads. I hated door knocking, I can’t sit for more than 15 minutes without a boredom breakdown, and I didn’t have money to run ads. Public speaking, networking and writing were my talents. To find first time buyers and listings, I presented workshops at the library and at banks. No one had done them before. Flyers were created using a typewriter and some pasted artwork. The monthly newsletter I sent to the area had an article about the workshops. I announced the date and time at the Chamber of Commerce meetings. They were successful. That was the source of most of my real estate business.*

The more your prospecting connects you with other people, the better. Find marketing efforts that you enjoy and do them consistently.

# Generate Referrals with a Plan



It is important that you determine your strengths. Choose **THREE** ways to connect with your sphere on a regular basis. These three methods are the **KEY** to your success in real estate. They are the doors to the future clients you will have. Choose three ways that you are going to market your real estate services. Commit to them. A marketing program must work for **YOU!** Your plan must be something that is in line with the way you see yourself as a real estate agent.

Generate referrals with a plan ...

- You can commit to,
- Reaches your sphere,
- Helps to grow your sphere constantly and
- Is interconnected with all marketing efforts.

There are times that we all sit at the computer and think, “What can I do to generate business, today?” Oh, the thought of a quick sale is so appealing but unrealistic. Agents are sometimes tempted to pull out a credit card for a lead generation program or start making cold calls. The most effective way to generate referrals is to have a plan that includes the three ways to connect. Then, when there are days that you don’t seem to have direction, you can just focus on the plan.

Make sure you choose three prospecting methods that can interact with each other. Your marketing plan is a total program to bring you the clients you want to support you. Whatever you do to market your business, must connect with your other marketing efforts.

If you have chosen as your three ways to market your business

1. Open houses every week
2. Email news to mailing list
3. Active social media campaign.

When you hold an open house market it to your mailing list including a compelling reason why they should visit

Put information on Facebook, for example, about the open house and why people should come.

Get photos of the listing and, most importantly, what you are doing at the open house.

Make any newsletter available on social media sites you frequent

Send out a personal email to your sphere about a listing.

What about a video blog?

Using your talents is most important. Chose marketing efforts that you are comfortable with. We all have strengths in certain areas and our success will come from our strengths. Some agents look forward to open houses and other agents dread using the phone.

# Plan to connect with Prospects

How many currently in your sphere \_\_\_\_\_ (start your plan even with just 20 names.. just get started.)  
Plan three different ways your name will get in front of them. Letter, newsletter, email, gift, phone call, note card, post card.....  
This is not a sales pitch to your sphere. This is just a connection. Make sure you also have a way to add names to your sphere.

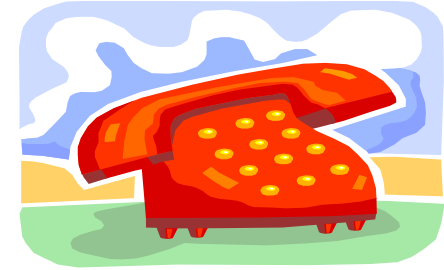
Here is an example of ONE way to have a plan to connect with your sphere. Make a plan for three ways to connect!

How will I connect with sphere?	Sent out Email to my sphere
Start date?	Next week will be the first mailing
How often?	Weekly I will send out the email for the next year
Budget?	About 3 hours a week to update sphere, write copy and send email
How many people will I connect with?	My sphere
How can I add people to list?	Get 10 names per week from open houses and networking,
How will I make it compelling to click?	Make it short, personal, interesting
How will I make the connection interactive?	I will ask them to email back something like a contest
What I need to do to prepare? _____	
Write copy,	
Decide on an email program like MailChimp.com or ConstantContact.com	
Upload the emails that I have	
Start to add about 10 names a week	

How will I know if it is worth it? Make sure I am committed for a year, track any feedback, track all interactions

That is just an example. Make a page for three ways you want to market your business. Then make a commitment for the next 12 months.

# Make the Phone Ring



How do you make the phone ring? It seems backward to focus on the phone ringing than to take an active role in calling the sphere of influence.

*There are times that I think my social life is waning. My phone lies dormant and I have to check it to see if it indeed is working. If I want it to ring with more invitations, then I have to pick it up and start calling friends. I have to email them. I have to go see them. When I take an active role... it is just a matter of time until my phone starts ringing off the hook. To make my phone ring.. I have to start making other phones ring first. This is the same for my business. If I want the phone to ring then I have to make other phones ring first!*

Marketing in real estate is not like selling pizzas. When you market pizzas, you send out advertising and coupons. A family is hungry and has an urge for the Italian pie so they order a pizza. The time between the marketing efforts and the sale can be very short. In addition, the prospect sees the advertising and is buying the pizza. Typically, the consumer does not even know who made the pizza.

In real estate the prospects you market to don't have immediate response to the question; "Do you need a real estate agent to work with you or your friends to buy or sell real estate?" Your market buys and sells on average every 5 to 7 years. It is important to ask for referrals, but more important to make sure that you keep in touch with your sphere so instead of just asking, you can discuss the business with them.

The objective is to market yourself and your real estate business so that when the time comes that a prospect needs your services, he/she will pick up the phone and call you. Those are the calls that we want. Those are the calls that we fantasize about as a real estate agent. Those are the calls that will be the base of all your future business.

But, the only way to get those calls from a prospect is to make the calls! If you want a phone call from a prospect, then start calling prospects! You need to market yourself continuously....



# Follow up Program



What good is a piece of chocolate cake if you can't eat it?

You can have a fantastic database with your sphere of influence... But, what good are they as potential clients if you never follow up with them?

One of the biggest consumer complaints is that the agent did not communicate... they didn't return the phone call!

Real estate agents rarely answer the phone or even call back. I know that from personal experience.

Your sphere of influence is the source of 80% of your future business. If they respond to any contact you make with them by email, phone, text, or mail, you must follow up... This is business!

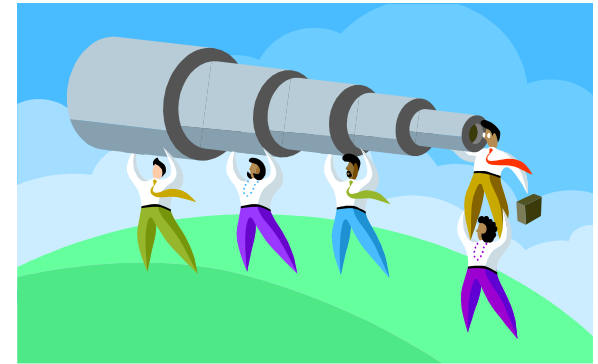
Some agents try to practice time blocking and have on their voice mail that they will answer all calls during certain times. It seems rarely that will actually happen. This is not putting the consumer first. Generally, consumers don't like to wait in line at the grocery store or wait to talk to a real estate agent.

We live in a world where instant communication is the norm. It was hard to even imagine voice mail in the 1970's or texting in the 2000's or Face Time only a few years ago.

If you don't follow up right away, it is like a piece of chocolate cake just sitting there soon to will be scooped up by someone else.

Your business will be successful in direct proportion to the number of leads you generate AND your follow up with those leads!

# Your Future Business is just over the Horizon



All of your future business is right there at the horizon and you can see most of it today when you go through your sphere of influence.

Choose your business... just because you get a referral from a past client... Make sure in the first appointment that you size them up. Decide whether or not you want them as your client. Don't take whatever comes along. You are not a VICTIM to whatever prospect is out there.. Choose good business.

In the future if you work on marketing for referrals you could see that 80% of your business will come from your sphere. That is how most successful agents get the majority of their leads. People who tell people who tell people.

So today.... Go find the people that will tell the people about your business!

## Book Recommendations:

The Power of Who by Bob Beaudine  
People Love You by Jeff Blount  
Enchantment by Guy Kawasaki  
Tribes by Seth Godin  
Show your Work by Austin Kleon  
Crushing It by Gary Vaynerchuk



## Quiz for Make the Phone Ring with Referrals

Complete answers on this form. Scan with evaluation to Professional Direction.

1. A good personal referral based business is efficient when it is the source of \_\_\_\_ % or your business.
2. A referral based business can take up to \_\_\_\_ years before it feeds you

What are three types of businesses you have referred people/ friends to.

3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

6. People can tell if you are \_\_\_\_\_ for business
7. People are tired of being “ \_\_\_\_\_ ”
8. Why would a prospect choose a rookie agent over one that is more qualified with more experience? \_\_\_\_\_
9. As a real estate agent we sell \_\_\_\_\_ as opposed to a \_\_\_\_\_.
10. Roughly, what percent of your sphere needs your services now? \_\_\_\_\_
11. If you think you are \_\_\_\_\_ then, typically, other people will think so also.

12. You have something to give people that \_\_\_\_\_

13. What makes you feel successful? \_\_\_\_\_

What are 5 qualities that you think top real estate agents share?

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

18. \_\_\_\_\_

19. Real estate agents are like a \_\_\_\_\_ having a tendency to attract certain types of properties.

What are three threads that tie many of your clients to you? Example, neighbors, club membership...

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

23. The Pareto Rule says that, on average, you will get \_\_\_\_\_% of your business from \_\_\_\_\_ of your sphere.

24. Any person in your world that knows your name should be in your \_\_\_\_\_

25. An example of someone who should be in your sphere of influence would be...\_\_\_\_\_

26. The average person on Facebook has \_\_\_\_\_ people that have chosen to be friends.

27. If you were to get a "hot" referral from your designated broker, what type of property would you like to see in that referral?

\_\_\_\_\_

28. By focusing on they type of property you would like to sell, you will have a tendency to \_\_\_\_\_

29. When conducting email marketing, it is suggested to utilize a program to send out the emails because \_\_\_\_\_

30. There is \_\_\_\_\_ magic formula to bring in business.

Make a list of 5 marketing efforts that can be directed toward your sphere and build your database.

- 31. \_\_\_\_\_
- 32. \_\_\_\_\_
- 33. \_\_\_\_\_
- 34. \_\_\_\_\_
- 35. \_\_\_\_\_

What are three ways that marketing pizza is different from your real estate marketing.

- 36. \_\_\_\_\_
- 37. \_\_\_\_\_
- 38. \_\_\_\_\_
- 39. What good is a piece of chocolate cake if you \_\_\_\_\_?
- 40. One of the biggest consumer complaints against real estate agents is that the \_\_\_\_\_
- 41. Your future business is just over the \_\_\_\_\_
- 42. You are not a \_\_\_\_\_ to every real estate prospect.

Name \_\_\_\_\_ Signature \_\_\_\_\_

Date Completed \_\_\_\_\_

**You must attach to the Evaluation along with tuition to get clockhours.**

**clockhours@gmail.com**

**Thanks, Natalie Danielson, Professional Direction**



# Mandatory Evaluation

**Scan the quiz and this mandatory evaluation to get clockhours.**

- Did you read the material in the booklet on this date? YES / NO
- Did you complete the quiz and attach answer sheet? YES / NO
- Did you Pay tuition on the website. Pay Pal processes my credit cards. YES / NO
- Did you fill out and sign this form? YES / NO
- Why did you choose to take this course? Topic? Time? Cost? Ease? Other?
- A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take to complete the course? \_\_\_\_\_

Y

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Make the Phone Ring with Referrals

Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
	Email	
License Renewal Date		Date class taken

*Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones!*

**Professional Direction email: clockhours@gmail.com**

**www.clockhours.com**