

## Planting the Seed for Referrals

(you can also use this style to plant the seed for reviews)

### **Approach #1: During listing/buying presentation.**

*(always find out what's important to them first).* Share how referrals are an important part of your business. ...

Mr. Buyer/Mrs. Seller, my business is based on referral (or if you're new I'm building a referral based business...). my goal in this process of buying/selling your home is to do SUCH a great job for you that you can't HELP but refer me to your friends and family. I want to earn that right...

### **Approach #2: During listing /buying presentation**

*(always find out what's important to them first)*

\_\_\_\_\_, I really appreciate you sharing all this with me because it really allows me to do my job well ; and to get this done for you. Do you mind if I share the 3 objectives i have in working together? Perfect!

The first objective is to get done everything that you just talked about. To get your exact dollar value or really close to it.

The second is to have the process be relatively smooth for you. Just like life, real estate transactions are not perfect and there will probably be some bumps along the way. But my aim is to always be one step ahead of you, so you're not wondering if i'm calling you or what's happening next or when's the appraiser coming. All that confusion I want to take out.

The third objective is I want to do such a good job for you that when you think of real estate, that you think of me. Whether it's for you or your friends and family, when there's a real estate question that you put them in contact with me. AND i want to earn that right by doing a really good job for you.

Would you promise me that anytime during the process, if you're ever confused or you feel like something i'm doing doesn't make sense or isn't in your best interest, can you be kind enough to let me know so that I can correct it and I can keep our communication open and make this work?

**Asking for Referrals (during or near the end of the buying /selling process):** (this "ask" has to be yours - has to roll off your tongue. These are a couple of examples below. Script your own out and role-play /practice it behind the scenes to find your words and style and to gain confidence.

Ask about the service (always give value first) -inquire. be curious. how did we do ? ...

(client name) - as i mentioned before , referrals are the most important part of my business (\_\_\_% of my business comes from repeat /referral)... i'm curious - who do you know - friends, family,

colleagues, neighbours - that might be thinking of buying or selling in the next 6 months to a year that I could support , that you'd feel comfortable introducing me too?

OR...

who do you know -... that might have real estate questions right now that you'd feel comfortable introducing me too that i could support?

**Asking for Referrals (after awhile):** If you are calling someone on your database that you've been in relationship with but have never asked for referrals...here's a sample script. This assumes you've been in touch, providing value (market updates, checking in...being of service) . Again, make it yours and practice it.

“ \_\_\_\_\_, I can't believe after \_\_(# of years) I've never asked you for referrals, so here's me asking for referrals (smile) :) It's really my focus in building my business - \_\_\_ who do you know in your circle, family /friends/neighbors...that might have real estate questions right now that I could support ... Or that might be looking to buy or sell in the next 6 months - 1 year that you'd feel comfortable referring me to?