

# HOW

TO KILL IT WITH **REFERRALS**

- SOI
- BRANDING
- MESSAGING
- SCRIPTS
- COMMUNITY



**JONES**  
**HOLLOW**  
REALTY GROUP

# PROLOGUE

## ● COLD CASE



The agent's business was at a standstill. Leads had gone ice cold. The sheer lack of incoming calls, texts, and emails left a sense of desolation the agent had never experienced before. A clear calendar surely was not a positive indication. There hadn't been a sale in months, and the only guests to frequent open house events were scavengers seeking leftover refreshments, just ghosts of prospects.

The weekly sales meetings were bleak as the agent had no updates to provide or nothing to talk about, while the rest of the office was buzzing. *Their coworkers rattled off deals, new leads, and back-to-back meetings. The agent fell silent. What am I doing wrong? the agent thought. Other agents are experiencing success.*

What was this agent missing? **Referrals.**

The agent who ignores the need to promote his or her business by referral may survive, but the reliability and quality of incoming leads will be severely compromised. Let this tale serve as your guide to provide you with tools, resources, and ideas to help you build a solid foundation of best practices and habits for generating leads and referrals.

## KEY



### AGENT'S STORYLINE

Follow this icon through out the document to read the Agent's Storyline.



### ACTION ITEMS

Follow this icon for explicit instructions, ideas, and strategies in the spaces provided through out this document.



# THE MALICE

## OF MIXED MESSAGES

### MIXED MESSAGES DO NOT PRODUCE POSITIVE

The outside world is watching, including your sphere of influence. What do they see, hear, think, and assume about you, your services, your brand, and your company?

### READY TO KILL THOSE MIXED MESSAGES? START WITH ANSWERING WHY WOULD YOU HIRE YOU?



**THE AGENT COULD NOT ANSWER THIS QUESTION.** In fact, they were stumped, unable to put pen to paper. *What impressions am I making? Do I follow through? Is my marketing aligned with who I am... As a person and realtor? What messages am I emitting? Buying a home is a huge financial purchase; would I hire me?* The thoughts circled round and round like vultures. The agent never considered how critical perception was to their career. With the weight of this newfound revelation, the agent began to panic, reviewing every past interaction with a client and pouring over years' worth of marketing items. They looked in the mirror, desperate for answers, only to find more questions.



### PERFORM A SHORT ANALYSIS BY TAKING A STAB AT ANSWERING THE QUESTIONS BELOW.

1. Do clients see someone who is successful? Why did you answer yes or no?
2. Do clients see someone who is passionate? Why did you answer yes or no?
3. Do clients see someone who cares? Why did you answer yes or no?
4. Do clients see a winner? Why did you answer yes or no?
5. Do clients see someone who is organized? Why did you answer yes or no?
6. Do clients see someone with confidence? Why did you answer yes or no?





## CHAPTER 1 CONT.

**IF YOU ANSWERED “NO” TO ANY OF THE PREVIOUS QUESTIONS, HERE ARE A FEW SOLUTIONS:**

### **NEVER BUSY**

Remove the word “**busy**” from your vocabulary.

There’s not a single good use for it. When you think “busy,” your brain stops taking on new challenges and opportunities. When you say “busy,” your sphere will stop referring business to you because they don’t want to make you busier. By most accounts, the only person who wants you to be busy is you. We don’t want to cause anyone else to be busy; we want them to be happy, available, active, content, and excited.

#### **BEST PRACTICE:**

*From now on, replace the word “busy” with something else. When someone asks how business is, say “exciting” or “great.”*

### **BE PASSIONATE**

When someone meets you, do they leave thinking, “Boy, hopefully, they get hit by a bus so their day gets better?” People want to do business with agents who love what they do. Make a conscious decision to be exuberant about what you have to offer.

If you’re needing some inspiration, check out ‘Encore Effect’ by Mark Sandborn.

#### **BEST PRACTICE:**

*The top-producing agents possess a level of passion that is on a different scale than the average agent. They have the same skills, tools, advantages, and disadvantages as every other agent, but their passion is their biggest differentiator.*

### **STAY AT THE FOREFRONT**

Have you ever been invited to a housewarming party for a past client who DIDN’T work with you to purchase their new home?

Your sphere and people you know are juggling their own lives, just as you are. It is not their fault they forgot you. Part of your job is to remind your sphere of influence you exist as a realtor. Every time they think of the words “real estate” or “house,” your name should be right behind it. You cannot set such high expectations for your sphere if you are not playing your part in staying relevant.

#### **BEST PRACTICE:**

*Stay relevant by marketing yourself - in person, through email, on social media, and however else you can get your name in front of someone who is interested in real estate.*





# JOHN DOE

## ASKS FOR HELP



### THE AGENT CRINGED EVERY TIME THEY MUTTERED THE QUESTION,

“do you know of anyone who might be thinking of buying or selling their home in the next year?” They could feel themselves shrinking as the words exited their mouth. The agent was so accustomed to offering help that asking for anything in return felt abnormal and uncomfortable. It became so agonizing that the agent stopped asking altogether.

This might be the most difficult task for you as an agent. For most of us, it's not part of our DNA to ask for help, and, in essence, that's exactly what you're doing by seeking referrals. Helping is comfortable, but asking for help can be uncomfortable.

Asking for help plays an important role in the referral process. Kill those outdated phrases and try these instead.

### PEOPLE DON'T NEED A CAR SALESMAN. THEY NEED A CAR.

Instead of offering your professional services, consider having a conversation about your product, such as a home for sale or a buyer who needs a home. This makes the conversation more comfortable for you because it's less about you needing a new client and more about helping people find what they need. *“Hey Sarah, I just saw a home come on the market that would make a great rental. If you know of anyone who wants investment property, this would be a great opportunity.”*

### YOU DON'T HAVE TO SPECIFICALLY ASK FOR REFERRALS.

By helping people with no expectations of reciprocity, they will help you in return. This works especially well with other business owners when you can add value to their business. *“John, is there any way I can help you in your business or with something you're passionate about?”*

### PLAY TO THE EGO.

We all know people who like to have their egos boosted. Don't be afraid to give the following verbiage a try: *“Michelle, you are so connected to all the right people and they all trust you. If I gave you some cards, would you give them out if someone you know has real estate needs?”*

### HELP PEOPLE TO HELP OTHERS.

Take yourself out of the equation. One powerful sales technique is to give people the opportunity to help someone else. *“I've got a really nice family I'm trying to help get moved, and unfortunately, we just haven't found the right buyer for their home. So, if you happen to come across anyone who might be looking to move to the [West side of town], you'd be really helping them out.”*

### MONEY MAKER (AT THE END OF EVERY CONVERSATION):

*“Oh, by the way, I just showed a great property for a first-time home buyer. If you know of anyone looking for their first home, you'd be doing them a huge favor by letting them know about this deal. Have them give me a call.”*

### DON'T ASK FOR HELP. OFFER IT.

*“Hey Steve, I'd be really happy to help anyone you know who might be buying or selling a home this year. Do you know of anyone?”*



# BRANDING WITHOUT REFERRALS

IS A CRIME AGAINST YOURSELF



## THE AGENT WAS GUILTY... GUILTY OF NOT ADDING ANYTHING REGARDING REFERRALS IN THEIR MARKETING MATERIAL.

It was an innocent mistake, but it was a big one and so obvious. The agent had a flashback, one of a past client who had a positive experience. Shouldn't this be all I need? thought the agent.

*After all, the client got their dream home. But I haven't talked to them in... years?*

Your mission should be to ensure everyone you know and come in contact with understands you do business by referral. The steps to building this into your brand are simple and will pay off in big dividends over time.

## KILL YOUR REFERRAL TAGLINES WITH EXAMPLES:

- "A referral from a friend, past client, or colleague is the highest compliment I can ever receive."
- "I'm never too busy to accept a referral."
- "I love referrals."
- "Because I work by referral, I have more time for my customers."
- "Because my business is built on referrals, please consider me the next time you talk to someone who needs a real estate professional."
- "Please consider me the next time you know of someone who is moving."
- "I treat every referral with the utmost care."
- "Things I love in this world: family, friends, fun, and referrals."



**USE THE SPACE PROVIDED TO CREATE YOUR OWN TAGLINES**

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# CREATE YOUR

● TAGLINES

A large, white, rounded rectangle with a subtle drop shadow, occupying the lower two-thirds of the page. It is intended for users to write their taglines.





# RECRUIT

## ACCOMPLICES



**THE AGENT ALWAYS WORKED ALONE.** They were a true independent, never needing anything from anyone. Sure, they had friends and family, previous clients who were happy, and a select circle of coworkers who they enjoyed small talk with, but they never nurtured this group of people or thought of utilizing them to their advantage. This group was the agent's sphere of influence, but truth be told, the agent never thought they *could* have an influence.

Find and care for your best referral sources. There are folks who will never refer you because it's solely not in their nature. However, there are others who are happy to speak your name into the ether for all of those willing to listen. It is important to know who falls into which category and target those who fall into the latter. Once you've found this group of referrers - focus on taking care of them, really focus.

Kill the time spent on bad referrers. Here are some suggestions on how to hone in your **useful sphere**.

### START A DISCUSSION.

Next time you're with some friends—maybe friends who you would expect to refer you but haven't—simply ask them how they feel about giving out referrals in general. This is good dinner conversation, and you'll learn a lot about what scares them about referring. Later, you can turn the discussion toward helping them overcome some of those fears.

### FIGURE OUT WHO'S WHO.

Here is a great little trick for identifying the good referrers. Next time you need a product or service, ask for a referral on social media. Facebook typically works best because these are your friends, family, and clients, who are the target for referrals. Make sure it is an honest and genuine request.

### AUDIT YOUR SPHERE.

Filter through your contacts, including your online social media contacts. Identify influential individuals, who seem to know everyone, and reach out to them to say hello or ask them to get coffee. Consider these personality profiles: chronic party-thrower, PTA President, Country Club President, Director of the HOA, most popular at your last job, most popular at your spouse's workplace, successful business people, etc.



**USE THE NOTE SECTION PROVIDED TO MAKE A LIST OF THE PEOPLE WHO *WOULD* REFER YOU?**

# WHO ELSE IN YOUR SPHERE

● WOULD REFER YOU?

A large white rounded rectangle occupies the lower two-thirds of the page, serving as a space for a list or notes. The background of the entire page is a solid blue color with a faint, light blue map pattern of streets and buildings. A thin horizontal line with a white dot on the left side is positioned just above the white rectangle, separating the header text from the main content area.



# THE SOCIAL MEDIA SENTENCE



**OF COURSE, THE AGENT HAD FACEBOOK AND INSTAGRAM... AND MAYBE A NEGLECTED LINKEDIN PROFILE.** They spent moments of their downtime scrolling to catch up on their small portion of the world. *Wonder what Josh is up to? Oh cool, he's on a road trip.* Engagement party here, birth announcement there. Funny memes mixed in with some trending celebrity gossip. But the agent was not using social media wisely. The agent saw other Realtors' faces and 'just listed' posts pop up in their feed and continued to scroll.

Social media is non-negotiable in the real estate industry. It is a free marketing opportunity and, honestly, worthy of its own dedicated workbook, but we'll keep this short.

Kill the mindless scrolling and consider these things when spending time on social media.

- Be active and maintain a consistent message which aligns with the principles of this workbook. This means you should have the same enthusiasm, passion, and can-do attitude that you would have when talking with someone in person.
- Remind your contacts in a tactful and thoughtful way that you love getting referrals. Lead with the product (e.g., homes for sale and buyers who need homes) rather than your services.
- Update your contact information and bio to remind people you love referrals and make yourself easily available.
- Social proof is a great way to show referrals what you can do for them. Ask past clients to write reviews on your Facebook page, Yelp, Google Reviews, and any other site you're listed on that accepts reviews.

## HERE'S A SAMPLE STATUS UPDATE:

"Anyone know of a good landscaper (or attorney, accountant, etc.)?"

The folks who comment are referrers, just not of your business (yet). You can use this trick in person or over the phone, but going online gives you a larger sample you can always come back to. Now, you can work on getting these people to be evangelists for YOU.

## PRO TIP: CHANGE YOUR FACEBOOK COVER PHOTO!

A quick and easy way to show your sphere you love getting referrals is by updating your Facebook cover photo with a graphic that communicates that message.





# ASSEMBLE

## THE USUAL SUSPECTS



### THE AGENT FLIPPED THROUGH A HANDFUL OF BUSINESS

**CARDS**, noticing a wide span of professionals from attorneys, contractors, accountants, mortgage brokers, and so on. *Did I give them my business card?* thought the agent. *If I have their info, then surely they should have mine.* If there was no exchange of business cards, then there would be no reciprocated referrals.

As a realtor, you are often surrounded by a group of professionals from attorneys to accountants. This is your Wolf Pack! You can use this group as a way to generate referrals for each other. You refer them and they refer you. Make sure these professionals know they're the only people in their respective fields who you will refer and that you'll actively seek out new business for them. A referral coming from another professional has weight to it.

- Identify these people or companies.
- You need to know these individuals on a personal level by spending time with them over lunch, coffee, or evening drinks.
- Let them know you are willing to work really hard to refer them.
- Ask them if they would be willing to do the same.
- Get to know their services well so that you'll have a good understanding when you're referring clients.

### KILL IT BY TAKING CONTROL OF THE REFERRAL:

Most importantly, make referring you EASY. Exchanging business cards with the hope of incoming calls, texts, emails is not a fun or productive feeling. Instead, tell these professionals how to refer you.

"Your referrals are the highest compliment. If you know of anyone who may need my help, please let me know and **I will give them a call.**"

Now you're in control of the referral and can initiate when you're ready.



# BE ONE OF THE GOOD GUYS



**THE AGENT HAD REFERRALS TRICKLE IN, BUT IT WASN'T A CONSISTENT FLOW.** One from their attorney friend over the course of eight months felt... meager. *Surely they have more clients interested in selling their home than this one person, they thought, billions of people on this earth and I'm receiving one referral?* There was a missing connection, one the agent couldn't quite figure out.

Receiving referrals requires due diligence on your part. A referral deserves a thank you at the very least. To create a steady stream of referrals AND referral sources, a best practice for an agent is to do something thoughtful and genuine for the person it came from. This doesn't have to be an extravagant gesture. Try a hand-written thank you card, a quick visit by their work or home, flowers, candy, a balloon animal, or a gift card for coffee. Think outside of the box and make this fun! Whatever you do, do it in sincerity. Referrals take effort and one that brings you business deserves to be recognized. Pay it forward.

Don't leave a referral source hanging. Follow up with them to keep them updated with a client and be honest. If it didn't work out, let them know why. After all, this referral is likely their client too.

Kill it, *like really kill it*, with your clients because you can assume they will be your **last referral!**



EXTRA NOTE SECTION: