



Real Estate

Under Construction

Want More Referrals? Here's How!

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We all want to close more business - that's what it's all about, right? And if we could somehow pull off closing more business while performing the same amount of work, who wouldn't jump on it?

There is a reason I'm playing "Captain Obvious" here. I want to drive home the point that most of us feel as if we are working hard-- Scratch that, most of us feel that we are working way too hard, for too little of a return. The good news is, there are small tweaks that you can make to processes you already have in place that will increase business without increasing the amount of effort you invest! **Do I have your attention?**

Good. But bear with me for a few moments longer. Before I tell you how to get the step-by-step instructions on how to implement this effective strategy, let's spend a moment learning about a few other small changes you can make that can reap big rewards.

Defining the Clients You'll Target

Who is your client? Who do you target? When most agents are asked this question they merely answer, "Anyone who wants to buy or sell a home!" While this may seem a logical and reasonable response, it, unfortunately, lies at the heart of why nearly 80% of agents across the country complain that their income is "below average."

Without a well defined target, how can one hope to hit the bulls-eye? Each niche carries its own unique set of challenges. Figure out who your ideal client is, and who you are qualified to help, and then laser-focus your attention on providing the best service and solutions this group has ever experienced.

Do You Stand Out From The Pack?

Who are you? Once again I have managed to ask an obvious-sounding question. But this is a serious question: how do you come across to your clients? A lot of us seem to think that we are unique-- that we'll appear to be the obvious choice to our prospects. But is this really the case?

What are you doing that demonstrates that you're a unique professional who is worth your commission? Make a list of what you think your Unique Selling Proposition is, and then ask a few unbiased individuals to listen to and critique your sales pitch. Better yet, video-tape yourself and watch the result.

Are you believable? Professional? Sincere? You may be surprised at what you learn! (*I know I was when I performed this exercise*) You will pick up on many things with this little test. Nervousness, hand gestures, stance and more. An alternative is to call your own phone number, and give your pitch to your voicemail so that you can call in and listen to yourself. Once again, this is an excellent way to find out the truth about your sales approach.

If I were to ask you to tell me why I should do business with you, and you had 30 seconds to convince me you were unique, could you do it? Would you be comfortable and confident, or would it be a struggle for you? Go ahead and try it right now without planning. It's more difficult than it sounds isn't it?

The point here is that if you want to earn more referrals, you first must work on making certain that you are worth referring in the eyes of your clients. How many "WOW" moments do your clients experience throughout the home buying process? Do you have pre-planned moments through the purchase process that makes the client walk away eager to tell the world how great you are?

Remember, buying a home with you should be an experience, not just a process. I've spoken to some high performance real estate professionals throughout the years who were almost fanatical about the experience of their clients. The constantly full pipelines they enjoyed reflected the benefits of this. Here are a few examples I've picked up through the years:

- **When clients come in**, give them a drink and snack menu to choose from before the appointment begins. Seems like such a small thing doesn't it? But remember, when everyone else is doing the exact same thing, even small differences add up to create a unique experience.
- **Do you have a welcome sign for all your visitors?** Does it welcome them by name? Once again, this is a minor detail that can make your prospects and new customers feel special. When your visitors feel that they are important to you, and that you go that extra mile to make sure they know it, everyone wins.
- **After the contract is signed**, have a thank you tin of cookies or a fruit basket sent to their place of employment. (*With attached cards for them to pass out to co-workers*) This is a wonderful opportunity to get your name and contact information placed in front of the right people at the right time.

Your prospect is at his/her emotional peak right now, as the new home is fresh and exciting. They are most likely talking about it, so remind them who made this possible.

- **Snap a courtesy photo** of the family in front of their new home and offer to print and mail a greeting card with the new change of address to their friends and family. (*With your contact information present as well of course*)

These are just a few ideas I have picked up from top performing agents throughout the years. I hope this bullet point list will stimulate some creativity and get your brain humming along with new ways to exceed expectations and get your clients talking!

Ok, I think I have made you wait long enough. I'm sure you are ready to hear more about this fantastic marketing campaign. It's called the "Circle Alliance Marketing Program," and it will help you secure a higher ratio of listings during your appointments - as well as give you access to a relatively untapped source of new buyers and sellers. This step by step marketing plan was written by one of the most successful real estate copywriters around, Brian Rodgers. (*I thank him for giving his permission to print*)

Here's How to Get It!

Because describing this program would add five more pages to this newsletter, I found it more sensible to make the system available to you through direct request. (*Email, phone calls etc. are all acceptable*). Please send your request to (**your contact info here**) I will forward you the information within 24 hours.

Important!

In today's slow market, it is more important than ever to ally yourself with proactive professionals.

We both want the same thing – more closings. If you'd like to chat with a true professional who believes in leveraged sales efforts, I can be reached at:

(**CONTACT INFO HERE**)

