



Referral

In Association with

Preem¹inence



LAND SALES COMPANY

The owner of a land sales company came up with a unique way of breaking down barriers to entry in his industry.

Here's what he has to say:

I was involved with the sales of Rexford Plantation and Indigo Run Plantation on Hilton Head Island in South Carolina. There was a lot of competition amongst the brokers and I was new to the island. Both Plantations were going to be released simultaneously. There was pent up demand for these sites and I knew that all of the established brokers would probably get most of the sales so I knew I needed to come up with an idea to get at least my share.

So when the first person I took out and showed property to in Rexford Plantation selected a home site and gave me a check I refused to take the check unless he filled out a form giving me at least five referrals. I also asked them to sign a release allowing me to call their referrals that night to tell them about their purchase in Rexford Plantation. Within 120 days I sold 113 lots in Rexford and Indigo Run Plantation. Of that, 74 were referrals over the phone.

