



# Referral

In Association with

Preem'inance



## REAL ESTATE AGENT

**Here a real estate agent speaks about the great value in emphasizing the importance of referrals to customers from the very start to the very end of their time with you.**

Getting referrals is the most effective way to get clients. I try to educate them right from the first appointment on how important referrals are to me. I let them know that when they list their house what typically happens is that a sign goes on their house the next day. What happens next is that they go to work and tell their co-workers that they're selling their house and then they come home and their neighbors ask them where they're thinking of moving. Their friends are also going to ask the same kind of questions. Ultimately, they're going to run into other people thinking of buying or selling, real estate.

So what we've done is to ask right from the first interview for referrals, and we continue to ask all the way through the process and not just at the end of the sale. We usually get at least one referral from each one of our listings, because they now know how important it is to us. We do give them something to thank them after the referral, which is good. We give them a 500 minute calling card, good to call anywhere, here in North America. We don't tell them about this until after the referral and then they get the gift. We kind of program them that they get something for every referral.

