

Real Estate Referral Mastery: Tips to Cultivate Your Sphere



It's been said that we have close to 200 contacts in our personal spheres. That could include anyone from your family, friends, those you do business with and various community groups, among others.

Although you don't have the same level of connection with each person, every contact has the potential to be a resource of referrals for you. Ask yourself how you can best serve them and help make their life easier.



Personal Connections May Include Those From Your:

- Personal connections (family, friends, neighbors).
- Alumni groups.
- Civic groups (chamber of commerce, municipal boards, etc.).
- Community organizations (Lions Club, Rotary Club, etc.).
- Places of worship/Religious groups.
- Professional services.



Business Connections May Include Those From Your:

- Buffini Referral Network/Buffini Groups.
- Business peers.
- Networking groups.
- Past clients.

Think about who and why you would like to connect with someone. What can you offer to do to serve them?

Example:

- **I would like to connect with:**
John and Mary Smith.
- **How do I know them?**
Through my child's school.
- **What is their circumstance?**
They live in a small home and just had a baby, so they may be selling their home and buying a new one in the near future.
- **What is their rank in my database?**
B+



Next Steps

- 1 Send a note of congratulations and a small gift. Don't mention real estate in this note.
- 2 Follow up with another card that mentions you hope they are settling in well. Share that you would love to send them information on community events.
- 3 Offer to help them with any future real estate needs.

The Power of Personal Connection

When it comes to developing deep and meaningful connections with your clients, it's important to be consistent, intentional and above all, genuinely yourself.



Ideas to Deepen Connections



With Clients

- 💡 Ask for referrals at a high point in the relationship.
- 💡 Respect if they are not ready to give you a referral right now.
- 💡 Introduce them to other professionals such as financial advisors, contractors, etc.



Business to Business

- 💡 Build relationships with other industry-related professionals.
- 💡 Co-host events with other businesses.
- 💡 Join industry-related networking groups online and in your community.
- 💡 Connect with non-industry related networking groups, such as Business Network International (BNI).



In the Community

- 💡 Volunteer but don't actively network there for leads. Let people get to know you first.
- 💡 Become the go-to expert in your community by sharing knowledge online in social media groups and forums.
- 💡 Consistently mail out interesting and informative community data to your database.



Never forget the power of a “thank you.”

Thank anyone who offers you a chance for a referral with a handwritten personal note, even if it doesn't develop into a further relationship. If it does, an Amazon gift card or a gift certificate to a great restaurant is a nice way to say, “Thank you!”