

# Endless Referrals

Wouldn't it be great if you had a group of people SO excited to know you... as a REALTOR. So excited to be on your list of special people you take care of. Asking you gratefully if you would help someone they know... as a favor to them.

What would that be like?

Well, we know that most people move on average every 10 years. Some studies are showing that we may be getting that number to be even less in the upcoming years, but let's say 10. So for every 100 people in your database (homeowners), 10 of them will move every year. What if you got EVERY SINGLE ONE of those listings and sales. When they move, they typically sell and re-buy. That's 2 deals for every 10 people... or a deal and a referral fee.

EVERY ONE of those people know 10 people that will move this year too... for every 100 people THEY know. And here's a thought... **people today KNOW more people than ever before. Because it's EASIER to "know" people with social media.**

How many "friends" do you have on Facebook? With no particular effort on my part I'm at about 1000. Of those, I truly "know" at least 250 of them to the point they could ask for my opinion on a personal or professional matter and I'd expect they'd respect my opinion. How about you?

So let's stop with the numbers for a minute. They are outstanding and a key to this, but they aren't the main MINDSET point of today's call.

Now, some of you are going to get mad at me but I'm going out on a limb here. So keep an open mind.

**Here's where I think most of us drop the ball.**

We know we "should" contact people, so we do things like:

- send a canned email newsletter or canned print newsletter. Dripping on them with something that's not person.
- hire others to call our folks and check in with them for us. Dripping on them.
- only call our group personally, when we're desperate for business.
- try to figure out the magic "formula" for "keeping in touch" - Is it 33 touches? Is it 4 calls a year? Is it 1 canned newsletter a month or quarter? Is it a monthly email with stuff SO generic it could go to anyone in the country (and does)?
- post on social media, but only on our business page, which few or no people look at... and rarely something specific...something we stick our neck out with. Take a risk with. Be interesting with.
- have thousands of people on our list and settle for 2 or 3% returns because we can't possibly truly keep up with that many people.

YES, this IS better than nothing and for those doing these things I actually APPLAUD you, because you're **at least doing that**. Which is more than 95% of agent out there.

**YET... I'm going to challenge you to be even BETTER.** I'm going to ask you if you are **serious about wanting Endless Referrals.**

If so, we have to change what we are doing if it's not resulting that 10-20% return that is POSSIBLE... and we've been working our current "system" for more than 2 years. **What could be BETTER?** And here's another thought... is this a new SKILL, creating a system for endless referrals... or is it something else?

Think for a minute about someone you respect and enjoy in their field. It could be your hairdresser, dry cleaner, lawn guy, CPA, lender, title person, surveyor, your Broker, Manager doctor, dentist, chiropractor, saleslady at Macy's, starbucks barista, etc.... Who can you think of that you love working with? Just write one or more of them down. Good.

Now... write down the Qualities you like about them. And as you do, start shouting them out for us: Hardworking, Trustworthy, Willing to Help, Knowledgeable, Upbeat, Responsive, Problem solver, Reliable, Dependable, Friendly, Smart, funny, fun, On time, Compassionate, Happy, enthusiastic, smiling all the time, Dresses nice, knows their stuff, makes me laugh, bubbly, always happy to hear from me, energetic, professional, Listens to me. CONFIDENT.

Great. Now lets look at each of those. Is that thing a SKILL... or is it an ATTITUDE... a CHOICE they make in each moment?

**Yes, you're getting it... it's NOT better skills.** This is not something that takes time to learn. It can be like turning a SWITCH today! Yes, you get better with practice, but you must realize, most of this is in our minds. It's the choice we make.

Yes, we must keep in touch. **Yet, wouldn't it be better if it was PERSONAL and FULL OF THOSE QUALITIES WE JUST LISTED?**

Yes, we should give them great information. **Yet, wouldn't it be better if it were our own words? Our own tips and stats and ideas and information and predictions?**

Yes, we should contact them, but not with something like *"this is a business call, who do you know who wants to buy or sell some real estate"*. UGH. How about contacting them and not even asking most of the time. How about being INTERESTED in them and making THEM important IN OUR ROLE as their REALTOR?

Clate Mask of infustionsoft said: *"People buy when they're ready to buy, not when the salesperson is ready to sell. It's all timing. So, if we're not staying in front of the prospect in a polite, educational, friendly way; if we're not there when the prospect is ready to buy, we're not going to be there for the sale. We can either be there when they're ready to buy or leave it to chance."*

Yes, we charge a commission. Yet, what if our clients are SO THRILLED with the experience they don't even think about the cost. They are just so happy working with you.

**We KNOW so much... and we SHARE so little of it.**

We know if rates are up or down and what that MEANS to people.

We know if inventory is rising or falling and what that MEANS to buyers and sellers.

We know if prices are going up or down and what that MEANS in terms of monthly and down payments and difficulty in selling/buying.

We see great houses all the time... and tell almost no one about them that we know.

We see CMA's for neighborhoods and share with only ONE person in the neighborhood.

**And by NOT sharing, all the time, with ENERGY and ENTHUSIASM about what we do... people see agents as all the same. Interchangeable. And they'll use anyone to do the work when they need it.**

YOU HAVE THE POWER TO CHANGE THIS.

People are tired of the drip. They are tired of us begging them to refer to us when most of them haven't even used our services.

What can we do?

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**1. Be EXCITED and ENTHUSIASTIC about our industry and this job.** See this career as the INCREDIBLE GIFT it is. We are blessed with the job of helping people with the largest investments most will ever make! A home to live in with their families. Rentals that will pay them in retirement and are studies they see as the BEST place to put their money for 10 years or more (real estate). ***Tell people how much you LOVE what you do... and why!***

**2. Be excited about talking to the people in our Database.** We MUST be giving people experiences with us... in our regular contacts... that are OUTSTANDING. They must feel they are IMPORTANT and they are just the most incredible people in the world and you are so very interested in them and their needs. Note this is not only when we're doing a deal with them... but in our everyday communications with them.

**3. Study your marketplace and KNOW your stats.** And talk about them. Post them. Make predictions based on them. Come up with your own charts and graphs. Offer to run CMA's for anyone, anytime, and get really really good at that. Not the MLS one everyone does, but your OWN (or ours, which no one has but you).

**4. See homes every day and TALK about them!** Post or write about property. Post funny pictures or incredible pictures. Or contest pictures. *"This is the view from a house I saw today... who can guess what area it's in by the view?"* Or "can you believe this price" pictures. Great investment home picture. Wowza Move-Up Home picture. Tell what things cost and what an estimated PITI with X% down would be. EDUCATE about homes in a FUN way. Be excited about HOMES.

**5. For goodness sake, check in with people as part of your regular schedule.** Just say HI. Mention something about business but don't make them feel like a number. And if they ask for information, FOLLOW-UP. There is no "magic formula". **Simply make a new contact date every time you make or attempt a contact.** It could be a year, it could be a day. Just use your good common sense.

**6. Do what you say you'll do.** And SAY you'll do something! I wonder sometimes if we don't have the courage to promise things because we don't want to be held accountable. Hmm... SAY you'll do a party every year and do it. SAY you return calls between X and Y and then do that. SAY you'll keep in touch and you're there for them. And then DO IT. Make promises and keep them. This is how you create TRUST and LOYALTY.

**7. Add and subtract.** Always be adding someone new to your list. And always be "done-ing" some people. A healthy flow in and out... will keep your list fresh and exciting.

**8. Be loyal to THEM.** Use those in your list for your business. Are all your vendors on your list? They should be. Are those people you listed in the exercise above that you respect in their fields in your list? They should be. It's a 2 way street. You want them to do business with you? Do business with them.

**9. Stop whining.** Oh, it's so hard... I'm so tired... I worked 7 days in a row.... The other Agent XYZ... I had to show this buyer 20 homes... My seller won't come down on price... Someone left the door unlocked. Really? This is not HARD. It's normal. And it's a GIFT. This job is a gift. Problems are job security and exactly WHY buyers and sellers need us. **Handle things**, set your own schedule and work it. Don't take overpriced, unrealistic, unmotivated Sellers on. Don't show unqualified, unrealistic, unmotivated Buyers homes. And if you make exceptions, don't whine about it. It's part of the deal. Hire help when you grow. As fast as you possibly can. And train them WELL so they know what to do.

**10. Be Grateful.** This is the opposite of #9. Write down the things you are grateful for every day. POST THAT sometimes instead whining about something on social media. TELL the people in your list you are grateful for them and why. BE HUMBLE. They can choose to work with anyone. And they will choose others if you aren't grateful for them.

**The bottom line is that endless referrals come to those that earn them. Are you willing to do what it takes?**

**What if it only takes 200 people to get all the deals you could possibly want. And you can kiss those expensive internet leads goodbye forever. Wouldn't that be GREAT?**