



Real Estate Success Tip # 16: “How To Get More Referrals From Past Clients”

In this Tip we are going to break down how to grow your Real Estate Business by receiving more referrals from your Past Clients.

Here is a NAR stat that may blow your mind. 88% of both Buyers and Sellers that were interviewed after they closed on their new home, or closed on the sale of their home, said that their Realtor did a great job, and they would absolutely use them again in the future. However, only 11% ever do a repeat transaction. CRAZINESS!

Why is this? The reality is, you can deliver absolutely amazing service to your clients, but if you do not stay in touch after the fact, they will forget your name and how to reach you. “Out Of Sight, Out Of Mind”. With this being said, the only way to ensure your past clients do future business with you, and equally as important, send you referrals, you MUST stay in touch!

Why don't most Agents stay in touch? There are 2 main reasons. #1: They do not have a CRM/Database to stay organized to stay in touch, which we have covered the importance of this already in an earlier real estate success tip. #2: They feel guilty bugging Past Clients begging for Business. The great news is both of these are extremely easy to overcome.



#1: Get a CRM/Database, and use it. Problem solved there! My Team uses Perfect Storm (www.PerfectStormNow.com).

#2: You absolutely do not need to beg for referrals to stay in touch, but you must stay in touch!

How do you stay in touch without coming across as an annoying Salesperson? By checking in, and always focusing on the "Human Connection". As Dale Carnegie states in His amazing Business Classic Book, "How To Win Friends and Influence People", the way to build deep connections is by being "Interested In Others, NOT Trying To Be Interesting".

Here are some Tips on how to check in...

1. Put in your CRM/Database, and send a "Monthly Video Current Market Update" to keep everyone educated on what is happening in the local Real Estate Market.
2. Send out handwritten Birthday Cards.
3. Send out Happy Holiday emails.
4. Pick up the phone, and call them every 90 days. Don't make it about you, make it about them.. "How is the Family?"... "How is Work going?".... Etc. Make it about

them. Law of reciprocity will kick in ,and they will ask about you, your Family, your Real Estate career.

5. Friend request them and/or connect with them on Social Media and consistently post about your Life as well as your Real Estate Business.

The goal is to stay in touch, and by staying in touch you will stay front of mind, which will absolutely result in referrals!

Now, to do the above, again, you need a good CRM/Database that will allow you to task yourself, take notes, and allow you to do mass emails.

Your "Past Clients" are truly your money tree that is growing in your backyard. Don't forget to water it!