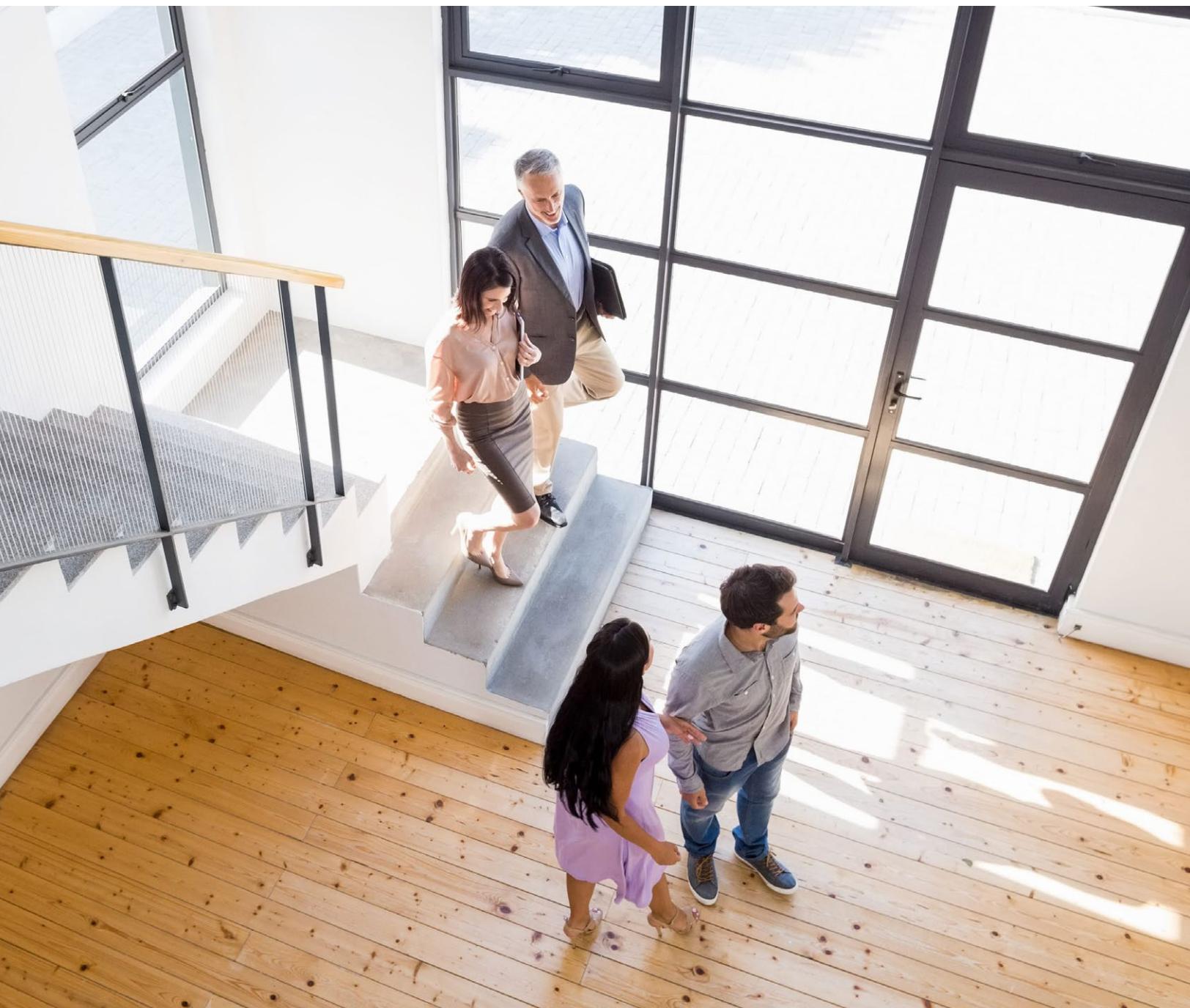




# 3 OLD-SCHOOL (& LOW COST) SECRETS TO GENERATING REFERRALS

FOR REAL ESTATE AGENTS & MORTGAGE BROKERS



# INTRODUCTION

We get it... it's tough to build a big business as a real estate agent or mortgage lender.

There's SO much to do, and lots of debate about what works best - even among top producers.

**The one thing everyone agrees on is that generating referrals is the #1 strategy that can't be beat for real estate agents & lenders.**

So the question is: how do you generate BIG numbers of referrals?

If you do a Google search or sit through a continuing ed course, you'll find enough advice to confuse you even more... And then there's the whole digital marketing thing to contend with!

Over the last 20 years, we've worked with some of the most successful real estate professionals & lenders you can find. During that time, we've found 3 core competencies or skills that each of them have.

The best part?

Each of these 3 skills is decidedly old school, AND low cost.

We want to share those 3 secrets with you. Not 20 secrets. Not 50. 3 business changing secrets!



**Here's to your success!**



# SECRET #1

## WORK YOUR SPHERE BY ADDING VALUE

These days it seems like everybody is obsessed with digital marketing.

But despite the focus on digital, the statistics continue to verify what you already know:

**The majority of real estate & mortgage business is still closed via referral from contacts within your personal sphere!**

We're not here to bash digital marketing. It's an important strategy. But it's NOT more important than generating referrals by adding value to people within your current sphere of influence.

Top producers know that the people who generate the most referrals do so because of the value they provide.

### **Realtors: Be a consultant, not a salesperson**

When talking to people in your sphere give them advice, don't sell. Be transparent and upfront.

Consultants bring value to every transaction, so leverage your expertise even when it means saying "no" or even telling someone what they don't want to hear.

### **Mortgage Lenders: Provide leads to your referral partners**

Every mortgage lender asks real estate agents to send them business.

Flip that paradigm on it's head and you'll have more referrals than you can handle.

If you want to get more business from real estate agents, do the one thing they really want... provide leads to THEM! That means investing in your own marketing systems so your customers call you before they call a real estate agent. Then you can be the one offering up leads to your referral partners, not the other way around!

# SECRET #2

## FIND SOME HELP

Most top producers are inherently good with people in a sales environment. They've got the "it" factor.

So why do so many talented sales professionals spend so much of their time behind a desk struggling with technology, digital marketing or manual follow up systems?

We can understand why this happens given the amount of technology being used in the real estate business these days.

However, it still doesn't make sense!



The key to growth is maximizing the strengths of each member on your team. For top real estate agents & mortgage lenders that means finding help to move tasks off their plate which keep them from doing what they do best!

Finding low cost help for the areas where you're weak has never been easier!

There are lots of options to find help locally. There are also many options for outsourcing work via virtual assistants or even sharing support with other agents or lenders.

The bottom line is that top producers figure out how to spend more time with people, not technology!

# SECRET #3

## STAY IN TOUCH WITH PAST CLIENTS

Our natural inclination as sales professionals is to always be hunting for new clients. It's in our blood!

Here's the problem... The majority of marketing costs (and time) go into acquiring a new customer.

**Translation:** Finding & closing a new customer is the hard part.

It doesn't make rational sense that we spend all this effort to get a new customer but rarely market to them again. But that's what happens in the real estate world.

### These numbers should stop you in your tracks:



Having a successful follow up system with closed customers is the #1 thing all top producers have in common. It's what separates the average producers from the top ones.

### Here's how you can implement a better follow up system:

- Dedicate a portion of your time to this so it's a priority, not an afterthought (remember the "find some help" tips in Secret 2)
- Create a culture of reciprocity - when you do simple things for people (like sending a thoughtful card), they automatically are more inclined to do things for you (like send referrals)
- Remember that not every touch is about "selling" or "branding". Sometimes it's OK just to touch base with past clients to let them know you're thinking about them.



## WHAT'S NEXT?

Don't put this guide down and go back to the grind. At least not quite yet!

Take some time and write down what kind of changes YOU can make, and a specific plan for how those changes will get made.

Take that kind of action using the simple secrets in this guide and you'll be well on your way to the kind of real estate or mortgage business you really want!

## ABOUT RESURGE REFERRALS

For the past 20 years, we have been helping Realtors & Mortgage Lenders generate referrals. We've perfected the formula for marketing to your clients, prospects, friends, family and spheres of influence all the while creating loyalty, which generates referrals.

RESURGE allows you to truly build a large referral business from business associates, clients, their friends, family and sphere of influence.

We realize in this fast paced environment it's difficult to find the time to market effectively to your clients.

That's why we DO IT for you!

