

THE REFERRAL LEAD STRATEGY GUIDE + SCRIPTS

for real estate professionals



IMPACTFUL STRATEGIES THAT INCREASE WORD-OF-MOUTH MARKETING, CLIENT LOYALTY, AND GENERATE REAL ESTATE REFERRAL LEADS FROM YOUR NETWORK.

zurple



TABLE OF CONTENTS

INTRODUCTION	1
1. PROVIDE EXTRAORDINARY EXPERIENCES WORTH SHARING	2
2. DEVELOP YOUR OWN REFERRAL PROGRAM	3
3. REFERRAL STRATEGIES FOR SOCIAL MEDIA	5
4. REFERRAL STRATEGIES FOR PROFESSIONAL NETWORKING	7
5. REFERRAL STRATEGIES FOR LOCAL NEIGHBORHOODS	8
6. REFERRAL EVENT IDEAS FOR EVERY MONTH	9
7. MANAGING REJECTION FROM REFERRALS	12
8. IDEAS FOR CLOSING GIFT	13
9. SCRIPTS TO REQUEST REFERRALS	14

I INTRODUCTION

Every small business loves referrals, and so do real estate professionals like yourself. But why would you? It's easier to earn their business, they have a high ROI, and they convert at a higher rate compared to other lead sources. Many real estate professionals rely heavily on getting referrals - if it weren't for them, they wouldn't survive.. Referrals aren't just vital to your real estate business because they're easier and less expensive than other leads. They are vital for increasing your sphere of influence and market share, exponentially.

So, we're all on the same page, let's review what a referral is. A **Referral** is an act of mentioning or recommending something to someone for consultation, review, or further action. Therefore, a **Referral Lead** or **Referral Recipient** is the person who receives the referral and performs the action, while a **Referrer** is the person who refers you to other people.

Very consumer must *know* who you are before a relationship can occur. Then they must *like* you before they even consider doing business with you. Then they must *trust* you before you do business with you. An effective strategy gives you a head start over your competitors because your referrer will do get a referral to *know*, *like*, and *trust* you.

A referrer gets a consumer to *know* you by exposing them to your services, then they get the consumer to *like* you when they share positive information or stories about you. If the consumer believes the referrer is credible, they're more likely to *trust* you. Then, they'll get your contact information from the referrer and connect with you when they're ready.

Consumers are humans, which means they are social creatures. As social creatures, we need approval from our peers and justification for the decisions we make. We also love to share information and recommendations that will help others – like good news, useful products, or advice. When we have the support of our peers and trust them, we are more likely to go through with a decision. That's another reason why referrals are so powerful and why they're worth your focus if you want to grow your business.

A referral lead generation strategy is one of the best ways any real estate professional - whether new or seasoned - can implement to grow their network, business, and income. Not only is it one of the easiest ways to procure new leads, but it's also cost efficient and doesn't require as much labor to be successful, compared to other lead sources. To be successful at referral lead generation, you must focus on your reputation, word of mouth (WOM) marketing, and the experience you provide to your clients.

Referral leads almost sound too good to be true, look at these statistics:

- 92% of consumers trust referrals from people they know. – [Nielsen](#)
- Consumers rely on WOM 2x to 10x more than paid media – [Boston Consulting Group](#)
- WOM has been shown to improve marketing effectiveness by up to 54% - [Marketshare](#)
- Referral marketing generates 3-5x higher conversion rates than any other channel

As you can see, referrals are powerful and crucial for growing your real estate business. That's why it's so important that you focus on strategies that generate more referrals leads. That's why we at Zurple created this guide for you. With the information in this guide, you can improve your referral strategies, grow your network, and gain market share.

In this guide, we'll cover ways to provide referral-generating service, help you develop a referral program, share online and offline strategies that increase WOM marketing for your brand, get people talking about you. After you've completed this guide, you'll have the tools to start generating more referral leads, more effectively, and more efficiently.

1

PROVIDE EXTRAORDINARY EXPERIENCES WORTH SHARING

Have you ever had a wonderful experience with a business? For example, a concierge at a hotel that went out of their way to accommodate you? Perhaps an airline upgraded your seat for free? If you have, that experience may have left a positive impression on you that you still remember.

When humans have positive or negative experiences, our instinct to share that experience with others activates. Sharing experiences is part of our survival instincts - resisting the urge to share them when it happens can be difficult for some. Sharing positive experiences encourages others to experience the joy you felt while sharing negative experiences warns others to avoid them. The instinct to share is the main driver for word-of-mouth marketing, writing reviews, posting on social media, and attracting referral leads to your real estate business.

For some real estate clients, a good experience may or may not be sufficient to motivate them to refer a potential client to you. The bare minimum effort might get you to closing, but it may not get you a referral. You are essentially leaving money on the table.

Extraordinary experiences occur when the service provider embodies a service-orientated mindset. When you provide an experience worth sharing, your work speaks for itself, and your clients "work" for you by promoting your services - Woohoo! Free marketing.

A service-oriented mindset includes empathy, foresight, and creative problem-solving. Empathy helps you understand the needs, goals, and challenges your client experiences and the emotions that derive from them. It can also help you actively listen more effectively. Foresight can help you prepare for potential problems and anticipate your client's needs, goals, and challenges so you can offer solutions quickly. Creative problem-solving can help you solve problems more effectively and help your client fulfill their needs, achieve their goals, and overcome their challenges.

1. A service-oriented mindset means:

- Being honest, transparent, and setting correct expectations.
- Having a positive and realistic outlook.
- Being polite, respectful, and having good manners.
- Following through with promises and keeping your word.
- Being present and engaging.
- Being thorough and doing due diligence.
- Focusing on solutions and helping others.
- Going above and beyond your duties.

Going above and beyond to impress your client is subjective because it depends on what they value - so you will have to listen to your clients. In many cases, it involves performing duties outside of your job description and exceeding expectations.

2. Examples of going above and beyond include:

- Being patient, flexible, and understanding of difficult clients.
- Accomplishing their goal – like closing on their dream home.
- Providing contact information for helpful and relevant services – like a lender, title company, movers, contractors, etc.
- Negotiating a lower price for buyers and a higher price for sellers.
- Sending a thoughtful closing gift.
- Anticipating your client's stressors and minimizing them.

2

DEVELOP YOUR OWN REFERRAL PROGRAM

A referral program is a strategy used by many businesses to increase word-of-mouth marketing, build loyalty, and get more clients. It's organic and comes naturally, so it's very effective when growing your business.

When consumers believe in your services and the benefits you can provide, they are more likely to refer you. Therefore, you must provide an extraordinary experience for your clients by maintaining a service-oriented mindset. Then you must develop strategies, and systems, and build relationships with existing contacts, so they drive referrals to your business.

While developing your referral program, consider the following relationships and how you can leverage them to drive referrals to your business: family, extended family, relatives, friends, acquaintances, current/past clients, business partners, and associates.

1. Referral program benefits:

A. Generally, they are easier to convert into clients than other types of leads

Credibility goes a long way when it comes to onboarding a new client. If a trusted friend, family member, or associate can vouch for you, it's much easier to convert them into a client.

B. Clients are willing to provide referrals – if you ask

Research shows that 91% of real estate consumers are not only willing but happy to provide their referrals – if they are asked to do so.

C. Generate a consistent flow of referrals

Remembering to ask for referrals occasionally, is simply not enough. You must also develop and execute long-term client nurturing strategies for the best results.

D. Ultimately, real estate is a relationship-based business

That means your sphere of influence is your lifeline. There is almost always a real estate opportunity on the horizon within your network if you go after them. So, you need to consistently invest time and energy into generating them while perfecting your strategies.

E. It's free!

In an ideal scenario, your referral program has the capability to drive referral leads to your business for free. Sometimes, there may be consumers who require an incentive to motivate them to refer a friend, but if you provide an extraordinary experience, your past clients will be more than happy to promote your services for free.

2. Steps to create your referral program:

A. Step 1: Create a persona of your ideal referral

Before implementing a referral program, consider the characteristics of the ideal client you want to attract and do business with. By creating a persona of your ideal referral, you can focus on people in your network that match their criteria and target their peers/network to generate more of them. So, if you want to do more business with say, new families in their mid-30s, focus on your existing contacts that are new families in their mid-30s because they usually have similar people in their network. Plus, focusing on one audience will help you optimize strategies, talking points, and other relationship-building ideas that will make you more effective with that group.

B. Step 2: Establish goals and incentives

The goals you set for your referral program may depend on where you are in your real estate career. For example, if you want more transactions, you might leverage monetary incentives or rewards to motivate the referrer to do WOM marketing and encourage the referral recipient to do business with you – like a \$1000 finder's fee. On the other hand, if you want to increase ROI, you might consider focusing on potential referrers that don't need to be motivated by incentives – like family and friends.

C. Step 3: Build your social proof

Social proof helps you build credibility with consumers as they research positive online reviews, ratings, milestones, awards, case studies, stories, positive posts on social media, etc. It's how a consumer qualifies you after you're referred to them. Once a transaction is complete, you should always request that your client write a testimonial for you and add it to Facebook, Google, Yelp, any other third-party website, or to you so you can add it to your marketing tools.

D. Step 4: Develop a communication plan

Know when and how to ask for a referral by analyzing the referrals in your group. Should you call each one, send an email eblast, share a post on social media, or something else? The way you communicate with a potential referrer is subjective to your relationship with them. If you just closed a deal, you should ask your client in person or by phone for referrals. If you haven't worked with the client in several months, a light touch with an email might suffice but you might need to include an incentive. Your close friends and family are likely advocates of your service already, so they might just need to call or text them or take them out for a meal. So when you reach out to your referrers, consider your relationship with them first, how you will connect with them, if you need to motivate them with incentives, and the type of incentive to offer if needed.

E. Step 5: Choose referral incentives to offer

Cash is almost always going to be a persuasive offer to motivate referrers to refer people, but you need to consider what the referrer values. For example, gift card, a handwritten note, a shout out on social media, or a discount on auxiliary services are all great ways to motivate referrers without burning a hole in your wallet. If you choose to offer an incentive to some people but not others, create an additional segment in your contact list that separates these groups. If a noncash incentive isn't enough to motivate them to recommend you to others, consider offering a percentage of your commission or a fixed finder's fee like \$1000 for every lead that completes a transaction with you.

F. Step 6: Spread the word

Include an enticing tidbit about your referral program on relevant content such as a request for a testimonial email, your website, on your social media, in your email signature, etc. You should always tell your clients, past clients, leads, friends, family, business partners, and other contacts in your network of your referral program.

G. Step 7: Track your referrals and their progress

In order to properly manage your referral program, you must track its performance and progress. You need to keep track of who referred whom, when they referred, the incentive associated with the referrer, if a conversion was initiated, and when you followed up with the referrer and the referral. This will help you track who gives you the most referrals, your referral expenses, and when to give the incentive to each referrer – if that's what your program entails.

3

REFERRAL STRATEGIES FOR SOCIAL MEDIA

Staying connected with your network is crucial for generating referral leads. Social media is the perfect tool to accomplish this. You can use platforms like NextDoor, Facebook, Instagram, and Twitter to stay connected with your audience. Maintain a service-oriented mindset while engaging others online. If you do, you can build trust, demonstrate your expertise, and develop relationships that evolve into a client. Share valuable and relevant information, answer questions, solve problems, make recommendations, and have constructive conversations that provide value. Leverage social media the right way and stay connected with your audience while inserting yourself as a friendly-neighborhood expert in your community.

Referral Strategies for Social Media:

A. NextDoor and other neighborhood social networks

[NextDoor](#) is a private social network for members of a neighborhood. This network is a great tool to effectively communicate with your neighbors - allowing them to ask questions, share ideas, and more. It's also an ideal platform for recommendations. Need help finding a lost pet? Looking for a real estate agent? Need a repair man? Ask your neighbors on NextDoor.

Keep a service-oriented mindset: be helpful, and informative, and don't be too sales. You want to gain credibility and trust with your neighbors so you can build long-term relationships as THE neighborhood expert. You can achieve this by sharing neighborhood updates, and community events, answering questions, recommending services, and more. The more value your posts provide, the faster you will develop trusting relationships with your neighbors.

You will become more popular as you establish yourself as the neighborhood expert. Your neighbors will learn about you and start recognizing you on their own. Instead of having to promote yourself, they'll discover you're an agent through 2 ways: you share a link to a relevant blog article that drives traffic to your website and answers a neighbor's question, or they discover it on their own by seeing your signs and advertisements around town. Don't outright promote yourself on NextDoor because your neighbors won't like it. They did not join the network to be sold to, they joined to be part of a community.

Once your neighbor organically learns that you're a real estate agent, get their contact information. Your neighbors can become your greatest evangelists! Add the contact to your database and assign them to a cold-lead email nurturing campaign. You should also find them on Facebook. When you do, send a friend request from your personal Facebook Page and then invite them to LIKE your Business Page. Now that your neighbor is in your system and a fan, you can nurture them through your email campaigns and Facebook post!

B. Facebook groups

Real estate Facebook Groups are productive at farming your area, staying connected with your network, and generating referrals. Your goal is to build an online community of local members, serve those members by sharing valuable information, and position yourself as the neighborhood expert. You can share your local expertise, like recommendations, stories, local news, community events, etc.

1. Benefits of managing your own real estate Facebook Group:

- a. **Grow your network:** Ask members to invite their friends and stay connected with them by sharing valuable, relevant information.
- b. **Establish yourself as a neighborhood expert:** Share stories about local businesses, events, restaurants, news, regulations, laws, construction, and more.
- c. **Local research:** Get to know your neighborhood, members of your community, and your target market better.
- d. **Serve your community:** Support your network by encouraging Q&A.

2. Tips for setting up your real estate Facebook Group:

- a. **Prepare a few blog articles:** Write articles about your local market so members can start engaging with them. Examples:
 - Top 10 Restaurants to Eat at in [YOUR MARKET]
 - 5 Fun Facts you Didn't Know About [YOUR MARKET]
 - 5 Best Hiking Trails in [YOUR MARKET]
- b. **Prepare questions:** Write questions about your neighborhood so members can share their opinion. Examples:
 - Who has the best dentist in [YOUR MARKET]?
 - Where's the best place to get [PRODUCT OR SERVICE]?
 - Which restaurant has the best burger? Taco? Pizza?
- c. **Group description:** Write a detailed description of the purpose of the group and how members will benefit from joining.
- d. **Invite like-minded individuals:** Since your Facebook group will be closed, it will grow through invitations only. When you start your group, create a solid foundation of members by inviting people who you have a close relationships with and will be active contributors.
 - DO NOT invite other agents into your Facebook group. This is YOUR group!

C. "Tag a friend" posts

Users on Facebook, Instagram, and Twitter can tag a friend on your social media posts. This is a great way to get new users to increase engagement on your post, which increases its reach and visibility. For example, if you post a new listing on social media, including the phrase, "Tag a friend who would love this home!" or " Tag a friend that you can see living here!" to the caption of a post.

D. Shoutout posts

If you have business partners like a contractor, lender, etc. that have social media accounts, consider partnering to mutually and exclusively promote each other's business. For example, if you're partnered with a landscaper, they could share a post that promotes your business, and vice versa. Then both parties should track and share the amount of leads and business generated by the other business.

E. Just ask for one

Sometimes just asking is enough to generate some referral leads. Create a post that asks for referrals and consider including incentives, or details of your referral program. Encourage people to share the post, tag friends, and leave comments.

4

REFERRAL STRATEGIES FOR PROFESSIONAL NETWORKING

You and your business partners have a commonality, both of you want referrals. By leveraging these relationships, you can take advantage of their network by establishing an agreement to send referrals to each other. These relationships are mutually beneficial and provide business/value for both parties. Qualify businesses partner before choosing them. Research their reviews, online marketing material, and social media – you don't want to partner with someone that isn't trustworthy and credible or has different goals than yours because it could harm your brand.

Potential Business Partners to Consider:

A. Real estate referral agents

A real estate referral agent is a real estate agent who refers clients to you and receives a percent of your commission on the transaction as a bonus. The percent of your commission, or referral bonus, will vary, so you will have to establish these terms.

B. Team members

If you or a team member has a lead that isn't a good match, it's worth establishing a system that passes these leads on to a team member that might be a better fit. This way, you can keep the transaction within the brokerage and ensure the client has a good experience. You become the real estate referral agent when you pass on a client to a team member, which means you should also receive a percentage of their commission after closing.

C. Other agents

Sometimes you'll receive a lead that is out of state, outside of your territory, or is too far or too inconvenient to properly service. If this happens, you should consider partnering with an agent in that territory. This way, if you generate a lead outside of your territory, you can refer them, and get a referral bonus, and vice versa.

D. Partner with lenders and other businesses

A strong relationship built on trust between you and your lender or other business partners can generate referral leads. When a buyer gets pre-approved for a mortgage, there's a perfect opportunity for a lender to recommend you, and vice versa. This works for other businesses too. If you're partnered with a pizza restaurant, you can refer people to their business by including their pizza at an open house or other events, and they can refer you to their network. The exchange of referrals strengthens the relationship as both parties drive consumers to the other's business.

Note: Some lenders, business partners, and real estate professionals will go as far as adding a page on their website dedicated to the referral. You might consider this when you pitch the idea to them.

- a. **Business partnerships to consider:** Lenders, contractors, divorce attorneys, funeral homes, landscapers, handy/repair people, plumbers, landlords, property management companies, financial advisors, CPAs, mom & pop stores, and local restaurants.

5

REFERRAL STRATEGIES FOR LOCAL NEIGHBORHOODS

The two focus points of generating referral leads through your neighborhood is 1) Be visible, 2) Be friendly. Essentially, be a good neighbor. If you see someone in your neighborhood that is struggling, help them. For example, if you notice your neighbor unloading furniture, ask if you can help. If you're driving or walking around your neighborhood, wave to people you see, say hello, and meet them. Being visible in your neighborhood, being friendly, and helping others is what a good neighbor does, and it's simple. The more visible and friendly you are with your neighbors, the more relationships you create, and the more opportunities you'll have to generate referral leads.

Referral Strategies for Your Neighborhood:

A. Start or join a social club

One to increase your visibility, build relationships, and involvement in your community is by joining or starting a social club. What are your hobbies and what do you like to do? If you're a pet lover, consider starting a pet club so you and your neighbors can share ideas about your pets or help each other if one goes missing. If you like poker, start a poker club that meets the last Saturday of every month. If you like gardening, start a gardening club where people can share tips and exchange plants, veggies, and fruits – you can even create a community garden on your lawn! If you like books, start a book club or set up a tiny community library outside of your home. There are many ways to get involved in your neighborhood and bring your community together.

B. Incorporate philanthropy

Perhaps hobbies aren't your cup of tea, but there's a cause that you're passionate about. Getting involved with a nonprofit and incorporating philanthropy into your business can help meet people with the same passion and goal as you, and help you generate referral leads.

Incorporating philanthropy shows consumers that you care about and give back to your community, which helps establish trust. This can be all year or seasonally. For example, if you're passionate about helping children, consider donating a portion of your commission to a children's hospital or toys for tots during the holiday season. If you care about fighting Alzheimer's disease, consider starting a neighborhood walk to generate funds to donate. Be creative and use your passion to engage your community and bring them together.

C. Host an event

If you're like most real estate professionals, you might not have the time or energy to start a social club or dedicate time to a philanthropy. However, you most likely have the time and energy to host an event. By hosting an event, you can meet your neighbors, spark a conversation, and begin to build a relationship that feeds your business referral leads.

6

REFERRAL EVENT IDEAS FOR EVERY MONTH

Consumers want to work with real estate professionals that are neighborhood experts and are active in their community. Referral events are a great way to bring your community together and establish yourself as a community leader. It also provides opportunities to meet new people, expose your name/brand to potential leads, and strengthen your relationship with your network.

When you host a referral event, tell everyone you invite to bring a friend. When they arrive, make sure to get their contact information so you can follow up with them or update them about the next event. Then encourage them to take pictures, share them on social media, and use your hashtag if you have one. If they need extra motivation to share photos on social media, create a raffle for a prize that they can enter by including your hashtag in their post.

You can generate referral leads online and offline by encouraging your invitees to bring a friend and having them post photos of the event on social media.

Referral Event Ideas:

A. January: Host a real estate seminar/online workshop

Hosting a real estate seminar at the beginning of the year can prepare many buyers and sellers for their upcoming real estate journey. The goal of the seminar is to educate consumers while exposing them to your brand as well as asserting yourself as a real estate expert and their guide. As part of your seminar, make sure everyone leaves with your information and share important content that guides them through the buying or selling process – which ever applies to them. If someone is further along their real estate journey, give them homework and a list of steps to complete to reach the next phase of their journey – if they need help, they'll most likely reach out to you. Finally, ask past clients to invite their friends and promote your seminar.

Examples of real estate seminar topics:

- **First-Time Homebuyer:** Review the home buying process, terminology, important documents, how to inspect a home, current market conditions, etc.
- **First-Time Home Seller:** Review the home selling process, real estate terms, important documents, buying and selling at the same time guide.
- **Local Real Estate Information:** Go over the current state of your local market, market forecasts, trends, new regulations, etc.
- **Home Buying for _____:** Add a niche such as veterans, animal owners, or a demographic such as women, Millennials or seniors.

B. February: Host a match-making event

Hosting a match-making party during February will expose your name and brand to local consumers while bringing them together to accomplish their life goals. Odds are, the people who attend might be shy or nervous, so encourage them to bring a friend for support. If it's successful and a pair of consumers start a relationship, they could eventually get married. Since you played the match-maker in their relationship, they'll trust you to be the match-maker for their new home and new family.

Examples of match-making party ideas:

- **Date Night:** Reserve a portion of a restaurant either the weekend before or the weekend of Valentine's Day, Invite couples and encourage them to invite their friends, If applicable, preselect dishes for a 3-course meal so the price is fixed. If applicable, provide a group babysitter for the couples with kids.
- **Galentine's Day:** Made popular by the hit sitcom, Parks and Rec, women invite their women friends to celebrate and appreciate their friendships. Host a Netflix night, go out for brunch, or exchange gifts. The same can be done with men.

C. March: Start a march madness pool

The NCAA hosts their annual college basketball tournament during March. During this time, people can fill out brackets and who ever picks the most winners, wins (In a nutshell).

To get started, go to NCAA.com/March-Madness, you can also watch every game from this website with a TV subscription. Create a group, fill out your bracket, and send invites to your network to join.

Different NCAA March Madness styles: \$5 buy ins for each person - winner takes all, or no buy in - winner gets a prize

D. April: Host neighborhood clean up workshop

April marks the beginning of spring, the environment, and sustainability - Earth Day occurs every year on the 22nd of April. Earth Day provides the perfect opportunity to share sustainability best practices and the importance of being environmentally conscious.

Common neighborhood clean up activities: Pick up trash, trim and reclaim overgrown spaces, remove large trash items

Tip: If your neighborhood is large, consider recruiting volunteers from the Boy and Girl Scouts, or student service groups - they can increase participation and interest.

E. May: Arrange a neighborhood garage sale

Hosting a community garage sale is an inexpensive and productive way to meet your neighbors and help them out. Who knows, maybe one of your neighbors will be in the process of decluttering their home to sell it and need your help to make some extra cash.

How to host a community garage sale:

1. Pick a date, time, and location for the garage sale.
2. Promote the garage sale in-person, on social media, via email, and print. (If you have a chance, try to build rapport with neighbors that answer their door. Inform them that you can sell their unwanted possessions for a commission.)
3. Collect items, then set up the garage sale - in a public space or your house.
4. Converse with everyone that attends. Go through your probing/qualifying questions.
5. Follow up with participants and contacts you generated during the transaction.

F. June: Organize a curb address painting event

Curb addresses are often overlooked but can add a beautiful personalized touch to a home and neighborhood. It can also bring a neighborhood and community together.

How to host a curb address painting event:

1. Pick 3 – 5 stencil designs to paint: American Flag, flower, symbol, etc.
2. Assemble a painting team.
3. Go around the neighborhood and ask neighbors if they want their curb address painted.

G. July: Throw a 4th of July block party

With longer days, summer is the perfect season to host a community-building event such as a Fourth of July barbecue. When you do, you will connect with neighbors, generate leads, and build relationships with your current clients. You will become more popular in your neighborhood and people will like you – sort of like a celebrity. If people like you, they're more likely to do business with you and recommend your services to others. When you've established yourself and developed these connections, you will generate a consistent flow of referral leads that will grow your business.

You can cater the event, rent a food truck, or BBQ yourself. Besides setting off and watching fireworks, some fun ideas to make the block party extra fun include renting a bounce house, live entertainment, beer pong, street chalk contests, scavenger hunt, corn hole, street football, jump roping, water balloon fights, bubbles, chalk art, and other fun activities. You can even host a dog party at your block party!

Note: Since the roads will be blocked off, you must apply for a permit to host the block party.

H. August: Set up a back-to-school bonfire drive

Bonfires are fun, intimate, and provide the perfect environment to bon(d) with your neighbors. You'll need a fire pit along with drinks, snacks, and games. Think of interesting and fun topics to discuss during the bonfire like your favorite memory of your neighborhood, the best places to eat, places to have fun, and other stories that are easy to share and that break the ice. Need s'more ideas? Pick up some chocolate, marshmallows, and graham crackers to make your event even sweeter.

You can also give out school supplies such as pencils, notebooks, markers, etc. or you can accept school supply donations that will be distributed to a student group or a teacher.

I. September: Arrange a movie night

Warm summer nights are calling, and they want you to host an outdoor movie night! Choose a movie, rent a movie screen and projector, set up chairs, get drinks, and prepare pop corn and snacks, and invite your network to watch a movie under summer night stars.

J. October: Set up a harvest festival booth

Harvest festivals are fun fall-themed community events that include carnival games, craft workshops, and other amusing activities. You can join in on the fun by setting up your carnival booth or craft workshop at a community center, pumpkin patch, church, or even on your front lawn. Include prizes for both children and adults.

Carnival booth ideas: Pinewood derby, fishbowl toss, putt-putt, ring toss.

K. November: Host a reverse pop-by Thanksgiving event

Depending on your budget, hosting a reverse pop-by event at your office or home is a great way to show people that you're thankful for their business. Instead of rushing around to meet everyone, you can have people come to your location to pop by for their gifts!

Steps to host a reverse pop-by for the Thanksgiving holiday:

1. Establish your budget.
2. Determine your gifts (below are some examples from Costco): Pumpkin/Apple Pie, turkey, mashed potatoes, champagne brut (Cover the label with your own label).
3. Who gets a gift - Figure out which past clients or leads to distribute them to.
4. Who wants a gift - Take orders 2 weeks before Thanksgiving.
5. Promote the event in person, on social media, via email, :
6. Mingle with visitors and creatively ask for referrals or testimonials.
7. Wrap up - Drop off remaining gifts to non-attendees & cancels.

L. December: Organize a holiday scavenger hunt

Every year, neighbors decorate their homes with holiday ornaments, lights, and lawn decorations. With so many different and unique holiday decorations, wouldn't a holiday scavenger hunt be fun?

How to organize a neighborhood holiday scavenger hunt:

1. Designate boundaries for the scavenger hunt.
2. Choose a prize (Either a raffle ticket for grand prize or participation prize).
3. Go around your neighborhood and take notes of unique decorations.
4. Compile a list of 15+ items to search for:
 - Have participants photograph the items with their phones so they can prove they found the item.
 - Include the prize along with your information and information about the event.
5. Print your list and pass them out to your neighbors.

BONUS EVENTS: Blood drive, easter egg hunt (for kids and/or adults), Guinness Book of World Records, your birthday, charity event, silent auction, chili cook off/food competition, can food drive, blanket drive, potluck.

7

MANAGE REJECTION FROM REFERRALS

Let's face facts. There will come a time when a friend or family member chooses to hire a different agent than yourself. You can do everything in your control to ensure they hire you like call them occasionally, follow them on social media, and hang out frequently - but real estate doesn't always go your way. Peaches are delicious, but some people don't like them, right? Regardless of who likes peaches or not, a friend choosing a different agent isn't an ideal situation, but it does happen. When it does happen, don't take it personally and do not retaliate by severing your relationship. Instead of getting angry, try using this technique so you can still benefit from the transaction and relationship.

For example, your significant other's best friend is preparing to sell their home. Whether you've worked in real estate for several years or you're new, they don't want to hire you for some reason.

How to Manage Rejection from Referrals:

A. Ask your friend why they don't want to hire you

This is a great opportunity to receive feedback about your weaknesses that you can work on to improve. Let your friend know that you want complete honesty because their reasoning will help you become a better agent. When they tell you their reasons, don't get mad – let them speak and take notes.

B. Let your them know you understand that they don't want to hire friends or family

Even if you think you're the best agent for the job, you should be open-minded about their situation. Let them know that you understand their reasoning, but it's in your nature to help your friends and family. Offer them solutions that help them along their real estate journey.

C. Ask your friend if they've already hired a different agent

With a service-oriented mindset, ask your friend if they are currently working with an agent. If they aren't, you can recommend someone in your network and receive a referral bonus. If they have an agent in mind, let them know that a similar situation happened to one of your coworkers. The way they resolved it was by telling the other agent that you referred them and so you receive a referral bonus.

In most cases, your friend or family member will be empathetic. After all, they are your friend, and they want you to benefit from the transaction one way or another. Keep a solution- and service-oriented mindset when approaching these uncomfortable situations. If you can't get the deal, the conversation will help you grow as an agent and you could receive compensation. Who knows? If your friend doesn't use you or your recommendations, they could learn a lesson if the deal falls through or they have a terrible experience.

IDEAS FOR CLOSING GIFTS

A closing gift is like the cherry on top of an ice cream sundae. It has the power to add value that can be perceived as going above and beyond – if done the correct way, it can get your client to talk about you to their network which can generate referral leads for you. Closing gifts should be personalized to your client, useful, relevant, and exciting. Extend your excitement of a job well done with a token of appreciation for your clients.

Thoughtful Closing Gift Ideas Give to Your Clients:

A. PUZZLE OF THEIR HOME

Remember that professional listing photographer you paid for? Why not repurpose that beautiful listing photo into a puzzle that can be framed when completed. If they plan to live in the home for 10+ years, it is a nice memento to see how times have changed. |

B. SMART THERMOSTAT

A great way to always be remembered is to give your clients something that integrates into their everyday life, for example, a smart thermostat. Smart devices can improve the value of a home, so this not only adds convenience to your clients' lives - but it also might give you a bigger paycheck if they decide to sell their home in future.

C. GIFT CARD TO A NEARBY RESTAURANT

With you as the neighborhood expert, you know the best places nearby that are of interest. A gift card to a restaurant nearby is just the push your clients will need to go out and explore their new neighborhood! Bonus points if you buy gift cards in bulk and build a relationship with said restaurant. It's a great way to earn referral leads, and perhaps a venue to display some of your advertising.

D. APPOINTMENT WITH AN INTERIOR DESIGNER

With you as the neighborhood expert, you know the best places nearby that are of interest. A gift card to a restaurant nearby is just the push your clients will need to go out and explore their new neighborhood! Bonus points if you buy gift cards in bulk and build a relationship with said restaurant. It's a great way to earn referral leads, and perhaps a venue to display some of your advertising.

E. SMART DOORBELL

Want to instantly increase your client's investment after they purchase it? Improve their curb appeal by supplying smart technology into the front of their home! They'll always think of you whenever they have a visitor or receive a package.

F. AMAZON PRIME SUBSCRIPTION

Speaking of packages - why not gift an amazon prime subscription? They'll inevitably need to buy a few new things for their new home. The free shipping for a year will pay for itself. By the time the subscription runs out they'll remember you - and you can call a year after their membership started to offer to renew their subscription and ask for referrals!

G. BARKBOX SUBSCRIPTION

Plenty of people will receive gifts for themselves, but it is remarkably memorable when somebody gives a gift to their furry family member. Imagine getting them a doghouse that looks like the house they just bought. They will instantly become your client for life. A less expensive option is to get a Barkbox subscription. It's a monthly reminder of the good service you provided, and how much you really listened to their needs.

H. DONATION TO A CHARITY OF THEIR CHOICE

Being a philanthropic real estate agent that actively gives back to the community they operate in is positive branding for your business. Letting your client choose the charity will help you get to know your client a bit more. Plus, it makes you more familiar with the charity more for future collaborations. It's win-win-win for all parties involved!

SCRIPTS TO REQUEST REFERRALS

A. When you make first contact

Hi [lead's first name], this is [your first name] with [your company]. I spoke with [referral source's full name] recently and they mentioned you were considering selling your home. I just wanted to touch bases with you to see if you have any questions that I can answer for you. Looking forward to hearing from you!

B. When you make first contact 2

Hi [lead's first name], this is [your first name] with [your company]. I spoke with [referral source's full name] recently and they mentioned you were considering selling your home. Are you still interested? Let me know!

C. When you make first contact + schedule a call

Hi [lead's first name], this is [your first name] with [your company]. I spoke with [referral source's full name] recently and they mentioned you were interested in selling your home. If you are, I'd love to schedule a time for a quick chat about your preferences. Please let me know when you are available for a call.

D. When you make a request from past clients

Hi [client's first name], this is [your first name]. Other than yourself, do you by chance happen to know anyone who could be looking to sell their home that you might want to refer to me? I would really appreciate you for sharing their information. Keep me posted, please!

E. When you get a new listing

Hi [client's first name], I appreciate you so much for your listing. I vow to do all I can to sell your home and get you're the best offer possible. I hope to provide you with an extraordinary experience that compels you to refer me to your friends and family when they want to buy or sell. No pressure, is there anyone that comes to mind?

F. When you complete a home sale

Hi [client's first name], I'm elated that we sold your home! I hope you enjoyed our journey as much as I did. I'm sure you're aware, my business relies on amazing clients like yourself and your referrals. Now that our transaction is complete, do you know anyone that may need my services? No pressure!

G. When you find a dream home for a buyer

Hi [client's first name], I'm elated that we found you a home, especially in this competitive market! I hope you enjoyed our journey as much as I did. I'm sure you're aware, my business relies on amazing clients like yourself and your referrals. Now that our transaction is complete, do you know anyone that may need my services? No pressure!

H. When you complete a transaction

Hi [client's first name], I've enjoyed working with you so much! Do you know anyone that you'd like to be a neighbor? Please let me know if you do, so I can connect with them, discuss their needs, and see if we're as compatible as we are!

I. When you see an old friend

After catching up... it was wonderful catching up with you! I'm glad we ran into each other today. By the way, I've been in the real estate industry for [years of experience] and I'm great at it, who would've thought! Not me. Do you know anyone looking to buyer or sell real estate? I'd be honored to help them. Let me know if you ever think of anyone.

J. When you ask on social media

Hey friends, just wanted to share a success story that I'm proud of! [share a short story of a recent transaction]. Do you know anyone looking for or can use professional real estate advice? I'd love to connect with them and offer my wisdom!

zurple

Website

zurple.com

Blog

blog.zurple.com

Facebook

facebook.com/zurple

Twitter

twitter.com/zurple