

Who “Could” Be in Your Sphere of Influence

Anyone can be a referral source! Here’s a list of the people you interact with on a daily basis to help you get to your goal of 250 people in your sphere of influence.

Family

Parents
Grandparents
Children
Brothers
Sisters
Cousins
Second Cousins
Nieces / Nephews
Aunts / Uncles
In-Laws

Friends

Your Best Friend
Your Close Friends
Parents Friends
Spouse’s Friends
Friends of the Family
Fraternity Brothers / Sorority Sisters
Golf / Tennis / Bowling /
Cycling / Poker Buddies
High School Friends / Yearbook

Your Social Circle

Alumni Associations
Bible Study Group
Church Members
Church Officials
Fantasy Football (or whatever sport)
Fraternal Organizations (Elks,
Masons, VFW, Shriners)
Health Club Members
Members of your country club
Minister / Pastor / Priest / Rabbi
Neighbors
Networking group
Old Neighbors

Professional Connections

Advertising Agency
Cell Phone Salesperson
Computer Repair
Graphic Designer
Home Owners Association
Media Sales Representative
Military Connections

Office Supplies
Old Co-Workers and Bosses
Printer
Website Designer
Charity Groups
Industry Associations

Kid Connections

Babysitter
Children’s Coaches
Children’s Friends Parents
Children’s Teacher
Day Care Provider
Music Instructors
Principal
School Counselors
School PTA Board
Sunday School Teacher
Tutor
Vice Principal

The People You Pay

Anyone you write a check, swipe
a card or hand some cash to!
Accountant
Appliance Repair
Attorney
Auto Mechanic
Banker
Bartender
Car Dealer
Carpet Cleaner
Charities you donate to
Chiropractor
College Professors
Contractor
Decorator
Dentists
Doctors
Dog Walker
Doggy Daycare
Dry Cleaner
Electrician
Florist
Golf Pro
Grocer

Gun Dealer
Hair Stylist
Handyman
Homebuilder
Housekeeper
Insurance Agent
Jeweler
Landlord
Landscape
Locksmith
Mail Carrier
Manicurist
Massage Therapist
Neighbors
Nursing Home
Optometrist
Orthodontist
Painter
Pediatrician
Personal Trainer
Pest Control
Pet Groomer
Pet Sitter
Pharmacist
Photographer
Physical Therapist
Plumber
Pool Cleaner
Restaurant Owners
Restaurant Servers
Seamstress
Stock Broker /
Investment Advisor
Tanning Salon
Trash Remover
Travel Agent
Veterinarian
Wedding Planner

Social Media

Facebook Friends
LinkedIn Connections
ActiveRain Blog
Twitter Followers
Classmates.com
Instagram



Who “Should” Be in Your Sphere of Influence

No matter what your real estate focus, there are high-value referrers who network with and have lots of connections within your specialty. Search them out, introduce yourself, add them to your sphere, and start marketing to them!

If You Specialize in First Time Home Buyers or Young Couples

Consider credit counselors, educators, insurance agents, property managers, daycare providers, wedding planners, fitness centers

If You Specialize in Luxury Homes

Consider jewelers, luxury car dealers, financial planners, country clubs, travel agents, interior designers, tutors

If You Specialize in Empty Nesters or Maintenance Free Living

Consider retirement planners, golf courses, travel agents, charitable organizations, landscapers, lawn maintenance companies, handymen

If You Specialize in Specific Neighborhoods or Parts of Town

Consider all local businesses, HOA boards, school boards, local elected officials, country clubs, churches

If You Specialize in Investment / Fix and Flip

Consider contractors, remodelers, bankers, handymen, plumbers, electricians

If You Specialize in Vacation / 2nd Homes

Consider property managers, cleaning services, sporting goods suppliers, home furnishing suppliers, local restaurants and entertainment venues, pet boarding facilities

If You Specialize in Seniors

Consider estate planners, physicians, church organizations, assisted living facilities

If You Specialize in New Families

Consider day care providers, school officials, teachers, pediatricians, tutors, toy store owners, photographers, insurance agents, car salespeople, new parent support groups, estate planners, libraries

If You Specialize in Relocation

Consider moving companies, cleaning services, auction houses, car rental companies, contractors, local hiring managers, higher education, temporary job services, self-storage facilities

If You Specialize in Military Families

Consider local military publications and writers, car dealers, temporary job services, military family support groups, local military officers, elected public officials, day care services, local schools, hunting and gun suppliers, fitness centers

If You Specialize in Non-English Speakers

Consider local cultural magazines or newspapers, churches and religious groups, ethnic grocery stores or restaurants, language schools, travel agencies, foreign language radio or television stations, other multi-lingual service providers or retailers

If you Specialize in Distressed Properties

Consider banks and lenders, lawyers, debt counselors, government officials, real estate investors, self-storage facilities

