

30 Days to Working by Referral

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A 30-Day Plan

There are lots of ways to have a successful real estate business. My choice was to work by referral, to build relationships and focus on my database as the source of new business.

I wanted to be the trusted advisor, the person my folks called when they needed something, anything related to homeownership.

Most agents struggle with ‘getting their name out there’ but now I know ***I only need to be famous to 100 people.*** Here is how you can start that process for your own business.

Day 1

Write down a list of everyone you know. First name if that's all you have, but write them down.

I'd suggest a pen and paper, journal or notepad to help focus on the task. Turn off the computer, shut the door and write them down.

Use your cell phone as a place to start. They don't have to be local, it can include family and friends.

Day 2 - 5

Enter them all into a database and make sure you have this info

- Full Name
- Address (this will be key for step 1 but relax if you don't have it yet)
- Cell Phone
- Email address

Don't contact them yet but get ready. You'll be contacting them soon. You can use tax records for addresses. Facebook might yield some emails and you likely have phone numbers.

Day 6

Review the list and remember your hair stylist, mail delivery person, the person at the grocery store checkout lane.

When I said everyone, I meant it.

Go through your Facebook friends, Instagram, Twitter, etc.

Enter them all into your database and review it to make sure you have as much info as possible.

Day 7

Take the day off. Marinate on your list and see who you've missed.

I'm going to guess you have a list of at least 100 people. If it's more, I'd like you to focus on the top 100 relationships. Who do you like best?

If it's less than that, you'll need to grow it, but for now, focus on the list you have.

Tomorrow we start! - are you excited?

Day 8, 9, 10

Write 10 notes each day to 10 of the folks in your list. Handwritten, hand addressed, real stamp to each of those 10 people each day.

In the note you say:

Hi (first name), I've started a new career, and I'm excited. I'm a real estate agent with Keller Williams (or whoever you're with) and I have time to answer questions, share connections with some great contractors, tradespeople, and vendors. I'll give you a call later this week to connect and hear how you're doing. Thanks (sign your name).

Put a single business card in with the note and mail it.

Day 11, 12, 13

Call the 10 folks you mailed a note to day 8, 9, 10

What do you say on the call? Well, start by asking them how they are. This is not a short call, unless they want it to be. Make it about them, not you. They will get around to asking you about the note you wrote, and you can share a couple of details, but what you really have to do is ask a simple, qualifying question.

If you were buying or selling a house, or had a friend or family member who was, do you have an agent you'd refer them to? .. or (am I the agent you'd refer them to? if you know them well.)

Day 11, 12, 13

One tip, research the folks you're calling on social media. Find things to chat about in their lives and be prepared to listen and take notes. ***You can do this for folks you didn't have an address for.***

Continue to send out notes to the folks in your database. By the end of the week you'll have talked to or left messages for 30 people, sent out 60 notes and prepared for the calls next week.

While you're on the phone, with the ones who are willing, gather the info you're missing. Preferred email, mailing address, the best number, etc.

Day 14

Take a day off and enjoy knowing you've started. You have contacted 30 people, gathered some info you were missing and identified those who would refer you now or in the future.

More importantly, you've identified those who won't. No wasting time with them.

I would not eliminate them from the list totally but don't spend money or time on them unless they come back to you. It's happened to me.

Day 15, 16, 17, 18, 19, 20

Continue to write 10 notes each day to your database and call the next 10 people you wrote notes to last week on day 11, 12, 13, 15, 16, 17 until you run out of addresses / numbers.

By now you're getting more comfortable with the calls and they are going quicker. If you have appointments that are coming because of the activity, take care of them. If not, don't worry, it will come. Instead of appointments, go see at least 5 houses in your immediate market around you.

Stay within 30 minutes of your home base and schedule to preview vacant houses.

Day 21

Take a day off and reflect on the past 3 weeks. You're top of mind for a few folks, and that is the goal.

Begin to mentally sort and qualify those you have talked to. You've talked to about 100 folks, or at least left messages for them. Think about the relationships.

You've written them all at least 1 note, and I'd suggest writing thank you notes to the folks who've you talked to. Time is valuable, and they shared some of theirs with you.

Day 22 - 27

Call the ones who did not answer, did not return your call or any new folks you added to your list. (database).

Write thank you notes to everyone you talked to.

Sort and qualify everyone based on the responses and relationships

Day 22 - 27

Sort and qualify everyone based on the responses and relationships

A = Best relationships, said YES to the qualifying question or said you could stay in touch, and they would refer you. They called you back and you had a great conversation. They might have given you a referral!

B = Good relationships, said you could stay in touch, and they would refer you, but you had to chase them down, call multiple times, and maybe it felt a bit colder.

C = These are newly met. Maybe referred by someone in the A/B category, You move them up by asking the qualifying question. There might be a few in this group you want to keep that said NO.

D = These folks never called back, never responded to you at all, or said NO to the qualifying question.

Day 28

Take a day off. Relax, do something fun and just unplug. Remember, an appointment with yourself is still an appointment.

Day 29, 30

Spend time discovering trends in your market. The MLS is a great resource for information about Day on Market, Months of Inventory and Sales price to List price ratio.

Get a free trial to KeepingCurrentMatters.com and listen to or read last month's reports.

Research Buffini and Company for material to begin mailing out to your database.

Look at FastNewsletters.com for a newsletter you can personalize and send out.

You'll need something to send out regularly to stay top of mind. No recipes, though!

Day 29, 30

Send out a physical mailing to your top 100 monthly and use it as a way to stay in touch as well as a reason to call your A and B clients regularly. Calls are critical to this process.

Call 5 people everyday you work, write 3 notes everyday you work, and be available to help when they call you. 1 hour of lead generation will put you miles ahead of most agents in this business.

Activity is rewarded when you work this way, and it's much more cost-effective (with both time and money) than other ways of doing lead generation.

Beyond Day 30

Working by referral is a choice, and it relies on the Law of the Harvest that says you will reap what you sow. Calls, notes and personal visits are the seeds that will produce referrals if done consistently.

It's easy to get distracted, and having some accountability partners or a coach is a big help. One option is my Facebook Group called [The Everyday Agent](#) and the link will take you there. Join us as we grow this group, and we'll hold each other accountable to working by referral.

I hope to see you there, working by referral.