

### Asking for Referrals

Keeping in touch with friends, family and former clients is an important building block for real estate success. Here are some tips to graciously ask for referrals.

Use your personal address as the return address in case it's returned.

Hand stamp and hand address your envelope.



Customize your notecards with your photo or use the company logo notecards we provide.



Use an invitation sized, high quality notecard envelope to make sure your letter gets opened. Never use business sized envelopes or postcards.

Always insert two business cards.

#### Four Rules for Message:

- Keep it personal - always use first names and never use a form letter.
- Make it relevant - clearly identify the purpose for sending the note.
- Ask for referrals - the key is never asking for your friends' business - assume you already have it. Instead, invite them to help you become more successful.
- Always send a thank you note to those who send you referrals. Your note should include appreciation for the referral, acknowledgement the referral came from them, and a promise of special care for those they referred. Here's some samples:

Hi Jack & Jill,

I wanted to let you know I've moved my real estate license to Best Homes of Michigan. Their business model and integrity fits perfectly with my career goals. If you know of anyone needing to buy or sell a home, please pass my card along to them.

Best Wishes,

Hi Jack & Jill,

Thanks for referring Bill & Brenda Buyer to my company. I promise to take extra special care of them, making certain their transaction is smooth and successful.

Please let me know if I can do anything for you.

Best Wishes,