



The Book of

**NURTURING
PROVERBS**



Nurturing relationships is the core responsibility of the service professional. People buy from people they trust. A worried soul struggles to make decisions.

Repeat business is not random. It's on purpose. It's not a fleeting force of the universe or of the whim.

Repeat business is unnatural. The human craving for "new and exciting" can only be tamed by the unnatural traits of discipline, care, and loyalty.

A small expression of real gratitude is always better than a grand gesture from guilt.

90% of Real Estate agents never reach out to their clients after closing. Source: NAR

People will lose their minds (in a good way) if you remember their dog. A person's dog shows you how they see their inner self. Take care of their dog, and they'll take care of you in return.

People are very busy. A quiet response should not be interpreted as an insult. Try to reconnect again.

Most relationships fade from neglect, not conflict. Silence is usually a scheduling problem, not an emotional one.

People don't remember everything you say, but they always remember how safe they felt around you. Safety builds when expectations are clear and pressure is absent.

Consistency matters more than intensity. Showing up modestly and often outperforms showing up loudly and rarely.

A message that expects nothing in return is often the one that earns the most goodwill.

A favor that expects no repayment is often the one that earns the most in return.

Curiosity deepens relationships faster than persuasion. People are more open when they feel seen, not sold.

When someone forgets to respond, assume chaos before disinterest. Grace preserves relationships that pride would quietly destroy.

Trust grows when your actions are predictable and your care feels steady. Surprise is exciting; reliability is comforting.

People relax when they know you're not keeping score. Relationships thrive when generosity isn't transactional.

Follow-up is not pestering when it's rooted in care. Most people appreciate being remembered more than they admit.

Relationships strengthen when appreciation is specific. Vague praise fades quickly; precise gratitude lingers.

People interpret effort as intent. Imperfect action helps more than perfect silence.

When someone feels overwhelmed, they don't need urgency, they need reassurance. Calm is contagious. Share your calm.

A relationship doesn't need constant contact, only consistent warmth.

People forgive mistakes more easily than absence. Being human is rarely the problem; disappearing often is.

The fastest way to feel valued is to be remembered without being reminded.

Your clients will make you famous if you make them feel special.

Kindness compounds quietly. Its return is delayed, but almost never denied.

The goal of nurturing is not obligation — it's familiarity. People return to what feels known and safe.

Asking for help makes others feel good. It removes the guesswork of how to support you and replaces it with a simple, generous yes or no.

Many people want to reciprocate kindness but don't know how. A clear request turns appreciation into action.

Most people value being included more than being impressed. Asking for referrals is not weakness — it's inviting participation.

When you ask honestly, you give others the dignity of choosing to help rather than the burden of wondering if they should.

Requests strengthen relationships when they're rooted in trust, not pressure. People feel closer when they're allowed to contribute.

Staying quiet denies others the chance to say thank you in a meaningful way. Asking for help opens the door.

Help offered feels good; help requested feels human. Relationships deepen when both directions are allowed. Help is a 2-way road.

Contain and eliminate bad relationships. Keep sour relationships at arms distance. Don't allow the negative energy to spill into other healthy relationships.

Be persistent in relationships, not transactional. Don't wait until you need something again to start nurturing. Abundance is attractive. Determination appears desperate.

Abundance is attractive. The woman who needs nothing has opportunities abound. Share the abundance.

Abundance begins with the belief that there is enough goodwill to go around. When you act from scarcity, every interaction feels like a transaction instead of a relationship.

People sense desperation faster than intention. Calm confidence signals that you are here to serve, not to extract.

Relationships last longer when there's both playfulness and respect.

Not every opportunity must convert to be worthwhile. Some relationships exist simply to strengthen the ecosystem around you.

Money follows momentum, and momentum follows relationships that feel genuinely cared for.

The fastest path to more referrals is becoming the safest name in someone's mind.

People don't send business to the best salesperson — they send it to the least risky one.

Trust scales better than hustle. One well-kept relationship can outperform a hundred cold leads.

Referrals don't come from asking louder; they come from being remembered longer.

Attention compounds like interest. The longer you nurture it, the higher the return.

You don't need more contacts — you need the ones you have to root for you.

Wealth doesn't come from chasing attention; it comes from earning preference.

The easiest commission is the one that never had to shop you.

Familiarity beats brilliance when money is on the line.

Being top-of-mind is more profitable than being top-of-funnel.

People don't refer when they remember you. They refer when they trust you won't embarrass them. Nurture them after the transaction.

Every relationship you nurture quietly lowers your future marketing costs.

You don't need to convince the market. You need allies inside of it.

Reputation spreads faster than you can dial. You can make so much f*cking money if you just don't lose clients.

The longer someone knows you, the less they question your price.

The most lucrative strategy is becoming the obvious choice. Nurture your relationships to be the easiest, obvious choice.

Humans generally take the path of least resistance. Become the closest and easiest option.

Buy Low, Sell High works everywhere. If clients aren't being nurtured by others because of fear and uncertainty, now is the time to earn their loyalty.