



5 Rules *for* **GREAT REFERRALS**





5 Rules for GREAT Referrals

How to INTENTIONALLY get referrals from your best clients – regardless of the market



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Introduction

How great are referrals, right?! Do you get them by accident?
Have you ever asked for them explicitly?

There are good ways and bad ways to ask for referrals and by the end of this document YOU are going to see referral asks in a totally new way! You'll be able to get as many referrals as you want from the right type of client, whenever you want! I know, it sounds crazy.

Sometimes I feel so bad for agents - it's very likely that nobody has ever taught you how to ask for referrals the right way - they just kind of appear out of nowhere randomly. We're super happy to have them...but what if there was a way to get as many as you could ever want? Well, there is. And because you're working with me, I'm excited to share how to do that with you.

We have 5 referral rules that, if you learn them and follow them, are going to totally transform the way you do business! The 3rd rule is my favorite, but the last rule is the one nobody knows they're breaking.

Let's begin...



Referral Rule #1

Remember how after a night of trick-or-treating as a kid, everyone dumped their candy on the floor and started trading? Kids who weren't shy about asking for trades often ended up with the best loot. If you wanted a Reese's, you had to say, "I'll trade you my Kit Kat for it." Nobody ever said, "You're not allowed to ask!"—it was just part of the game. Referrals are the same: you're allowed to ask for them, and asking doesn't make you pushy—it makes you resourceful.

The best agents I know ask for referrals on purpose - they don't just leave it up to the universe to manifest them.

- Asking gets you deals when the market is slow
- Asking lets you pick-and-choose which clients you want to help most
- Asking gives you control over how many deals you do overall

So in summary, ask - don't wait for it to come to you. **You're allowed to ask for referrals.**



Referral Rule #2

Have you ever had a neighbor who lost their dog? They probably knocked on your door, asking, “Have you seen Buddy?” Even if you hadn’t, you immediately started thinking about people who might have seen him—like the kid who bikes around the block or the mom who walks her baby every morning. Everyone knew someone who might have a lead on Buddy the dog.

Real estate is the same: even if someone isn’t actively looking to buy or sell, they always know someone who is.

Whether it's for a new job, a baby on the way, or empty-nesters finally shopping for their 'forever home', everyone knows someone that's looking to buy or sell. At no point in our lives have we ever not known someone actively in the market. **Regardless of the market conditions, the location, or the economy. Everyone knows someone in the market.**



Referral Rule #3

So, since rule #2 is true, rule #3 is just the next logical step. This one is my favorite. If everyone you know, knows at least one person who's moving... **your database has MORE referrals in it than it does people.**

If you have 100 people in your sphere of influence, you have 100 people that might be moving, PLUS you also have over 100 referrals waiting for you - we just need to ask.

If we let the people in our sphere know how special they are to us, and maintain a genuine relationship, they'll beg their other friends to use you when we ask for referrals the right way.



Referral Rule #4

Do you remember a Christmas when it was hot outside? I remember one year, growing up in Wisconsin, we were driving to my Grandmother's house for Christmas and there was no snow. I was so sad, because we almost always had white Christmases. Then I moved to Houston and now I never get them...But that's besides the point...

Overall, the winter is cold, and the summer is hot. But that doesn't mean there aren't warm days in winter and cold days in summer. Trends or forecasts might predict the bigger picture, but individual moments (or people) don't always follow the trend. Even in a "bad RE market," there are lots of people who still have to move anyway.

The best agents still make money when the market is bad. They're always in control of their Client Flow™. How? They know a secret: **the market doesn't matter at the individual level.** Jobs change, families grow, and people retire in all kinds of different markets. If you make your clients feel special, and ask for Smart Referrals, you'll keep good Client Flow™ no matter what's going on in the economy.



Referral Rule #5

Have you ever been shopping and an associate says to you: "Need any help today?"

If you're anything like me, you say: "No thanks, I'm just browsing". But in another store, if the associate asks me: Hey, what event are you shopping for? I'm much more likely to say: "a wedding" or whatever I'm actually there to buy clothes for.

From there, the associate can help me find something. One associate I weaseled away from, the other I appreciated her help. The only difference? The way they asked.

For agents, there's a right way and a wrong way to ask for a referral. To get a referral when you ask, you must ask the right way or you're intentionally putting yourself at a disadvantage.

BAD Referral Asks...

These aren't asks. They're just statements. And pretty forgettable ones at that. The client will just say: "ok, I will!" just being nice and then never remember.

"Keep me in mind!"

"Tell your friends about me!"

"I'd love a referral if you can think of someone!"

◆ Things To Think About

Statements like these don't necessarily cause your clients to think about the name of someone they know who might be in the market to buy or sell.

We're not really asking them to do a specific task for us here - and if you remember Rule #1, we're ALLOWED to ask for referrals! So let's do it in a fruitful way. Head to the next page...

GOOD Referral Asks...

These are good asks because they're open-ended questions, and we let the silence hang for a few seconds until they think of someone and offer a name. But that's not all.

"Who do you know that's ready to move?"

"Who do you know that's sick of their long commute?"

"Who's in the same boat and might need my help?"

◆ Things To Think About

After an amazing client touch where they feel like they received value from you, they'll be ready to reciprocate. If they haven't mentioned someone else to you already, this is where we ask for a referral. But we have to ask - we can't beat around the bush.

ALWAYS ask for a referral by saying: "Who do you know that..."

DO NOT ask a yes or no question - it's just too easy for them to say 'no'

DO NOT ask them to "keep you in mind" - they have a lot on their minds already



But WHAT IF?!

I know you're probably thinking about 8 million different outcomes after you ask for a referral!

Thankfully, we've helped agents through A LOT of these. Here are the most common responses to referral asks and how to handle them:

		Your Response
What if...	They Don't Know Anyone?	<p>Ask a different way with a little more specificity: Has anyone you know changed jobs? Has anyone had another baby and might want more room? Who do you know that's in the military?</p> <p>Just get a little more specific on your second ask, and if they still aren't biting on anything, just let it go. You've put a rock in their shoe and they'll definitely remember this conversation and they might bring you a referral in the future if you follow-up and ask again in a few weeks!</p>
What if...	They Already Gave Me A Referral?	<p>GREAT! They're more likely to give you a second one if you ask for it! Lightning DOES strike twice. You're actually more likely to get a second referral from them than a first referral from someone new.</p>
What if...	They Think I'm Too Pushy?	<p>If you're pairing your Smart Referral asks with a luxury gift and a genuine conversation, they won't think it's weird.</p>