

# Looking for a **New Way to Work** in Real Estate?

If you're looking for a more consistent, enjoyable way to do business, try this:

## Work by Referral

### VERB:

Generating a steady stream of high-quality leads by building meaningful relationships with current and past clients who will recommend your business to their friends and family.

### IN A SENTENCE:

"Purchasing leads online was expensive and ineffective — that's why I chose to work by referral."

"I work by referral so I don't wonder where my next lead will come from."

### COMMON USE OF "WORK BY REFERRAL"

Training from Brian Buffini, Buffini & Company: The Pathway to Mastery®— Essentials.

## The Basics

- ✓ Relationships Over Transactions
- ✓ Clients Are the Foundation of Your Business
- ✓ Service Never Stops

## Your New Approach Step-by-Step:

### 1 Build Your Database

- ✓ Add all new connections to your database.
- ✓ Prioritize each relationship by how likely they are to refer you.

### 2 Provide Excellent Service

- ✓ Each month, send clients practical information they can use.
- ✓ Refer clients to pros in your network, like mortgage reps, accountants, etc.

### 3 Nurture Your Relationships

- ✓ Get face-to-face with clients and past clients regularly.
- ✓ Write notes and make calls to check in or follow up.

### 4 Grow Your Skills

- ✓ Become the knowledgeable expert your clients want to refer.
- ✓ Invest in professional training and events.

### 5 Celebrate Your Best

- ✓ Host an appreciation party for top-referring clients.
- ✓ Thank relationships for referrals with a handwritten note or a small gift.

## Become an expert in this approach today!

Get started with **The Pathway to Mastery®—Essentials**, an innovative training course that will transform the way you do business.

**Buffini & Company Members\* have complimentary access to take this course.** Log-in to the Training Center or call 1-800-945-3485 x 2 to learn more about Membership and how to get this course for free.

\* Includes Team Coaching™, One2One Coaching™, Group Coaching and Referral Maker® PRO Members.

