

REFERRAL GENERATION

Encouraging clients to refer other potential buyers or sellers

Agent: Hi [Client's Name], it's [Your Name] from [Real Estate Company]. I'm calling to thank you once again for choosing me to help sell your home. I hope you're settling in nicely at your new place!

Client: Hi [Your Name], yes, we're getting there, thanks. We couldn't be happier with how the sale turned out.

Agent: I'm thrilled to hear that. I strive to make the process as seamless as possible for my clients. Actually, on that note, I was wondering if you might know anyone else who is looking to buy or sell a property? I'd love the opportunity to provide them with the same level of service.

Client: Well, now that you mention it, my brother has been talking about looking for a new house. And a colleague of mine is considering selling. I could certainly pass on your details.

Agent: That would be fantastic, [Client's Name]. I would be honored to assist them. As a thank you, I offer a referral program. For each person who lists or buys a property with me on your recommendation, I send a token of my appreciation. It's just a small way to say thank you for trusting me with your friends and family's real estate needs.

Client: Oh, that's not necessary, but it's a nice gesture. I've already told them about how easy you made everything for us.

Agent: I'm very grateful for that, [Client's Name]. I believe great service speaks for itself, but I also think it's important to show my gratitude. If you're okay with it, I can send you some more information about the referral program, and if your brother or colleague is willing, you can provide them with my contact details, or I can reach out to them directly if they prefer.

Client: I think they'd appreciate the direct approach. I'll text you their contact details and you can take it from there.

Agent: Perfect. I'll handle it with care. And as always, if you need anything or have any more questions about your new home, don't hesitate to get in touch.

Client: Will do. Thanks again, [Your Name].

Agent: It's my pleasure. Have a great day, [Client's Name]!