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Reasons you need a
CRM



Leads

are the life blood of your business



Although you may generate some of your leads through traditional sources like cold calling, referrals continue to be the largest source of business for real estate professionals.

How Buyers Found Their Real Estate Agent¹

Referred by friend, neighbor or relative	41%
Inquired about an online property	7%
Website without specific reference	6%
Social media without a connection	1%

How Sellers Found Their Real Estate Agent¹

Referred by friend, neighbor or relative	41%
Inquired about an online property	7%
Website without specific reference	6%
Social media without a connection	1%

FACT: 90% OF BUYERS AND 86% OF SELLERS WOULD USE THEIR AGENT AGAIN OR REFER THEM TO OTHERS.¹

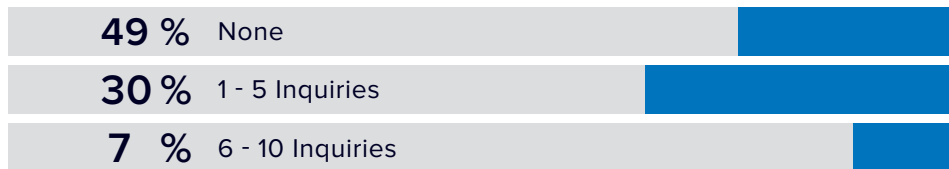
The more leads you generate, the more money you'll make!

1

You're Tired Of Chasing Leads

Lead generation is a vital part of your business. Although you may generate some of your leads through traditional sources like cold calling and the internet, it's likely most of your leads come by way of **referrals from your clients**.

» **BUSINESS GENERATED FROM CUSTOMER INQUIRIES ON WEBSITE: ²**



» **BUSINESS FROM OPEN HOUSES: ²**



FACT:
64% OF SELLERS WHO
USED A REAL ESTATE AGENT
FOUND THEIR AGENTS
THROUGH A REFERRAL BY
FRIENDS OR FAMILY, AND
25% USED THE AGENT THEY
PREVIOUSLY WORKED WITH
TO BUY OR SELL A HOME.³

A CRM not only gives you an overview of your relationships with all of your clients, it also tells you who is referring you to their family, friends, neighbors & co-workers. This powerful insight allows you sort & qualify your database.

As a result, you can focus on those clients whose referrals drive your business. No more chasing leads that go nowhere with clients you may not enjoy working with. Start building relationships with your top referrers so you can create a stream of reliable leads.

Increase your revenue up to 41% with a CRM

② You Want to Make More Money

“
Over **80%** of all real estate transactions are referred & repeat customers.
- BRIAN BUFFINI
”

Since more than **80%** of all real estate transactions are referred & repeat customers,⁵ it only makes sense to **lean into your relationships to generate leads for future business.**

Knowing which clients to connect with and how often not only helps you spend your time wisely, it also allows you to make more money.

A CRM helps you stay in touch with the clients who refer you the most. More referrals mean more business, and the more business you have, the more money you'll make.

RESEARCH SHOWS THAT WHEN YOU USE A CRM, YOU'LL GET AN

AVERAGE RETURN OF
\$8.71
FOR EVERY DOLLAR SPENT⁴



Stay in touch with the clients who refer you the most

③ You Need To Get Organized

How many times have you started your day staring at your growing to-do list, unsure where to start? **You're not alone.**

Agents who don't have a system spend their days jumping from one task to another, putting out fires and wasting time on small, time-consuming tasks instead of the activities that drive their businesses.

Stay on track and focus on the most important activities of the day.

Instead of constantly changing your focus to put out another fire, use a CRM to plan your day so you're making the best use of your time and energy. **Optimize your day and get more done!**

How to stay on track...

- ✔ GET A LIST OF ACTIVITIES THAT PUTS YOU IN TOUCH WITH YOUR TOP-REFERRING CLIENTS.
- ✔ PLAN YOUR DAY, WEEK AND MONTH TO MAKE EACH MOMENT MORE PRODUCTIVE
- ✔ TIME-BLOCK TWO HOURS A DAY TO WORK ON LEAD GENERATION

Burn through your to-do list & make every day productive

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You Don't Have a Marketing Plan



Marketing not only sells a home, it also helps build your business.

When you're consistent with your marketing, you build trust with your clients—trust that's an essential part of building the lasting relationships that lead to future business and referrals.

“Your clients care about three things: can I trust you, are you good at what you do and do you care about me?” - BRIAN BUFFINI

How to get started...



PLAN A MARKETING CAMPAIGN

Whether you want to plan an email marketing campaign or a flyer to announce your client party, a CRM can help you plan your entire campaign and track its results. You'll not only track the open rate of your campaign, you'll also be able to analyze how well it was received.



MAINTAIN CONSISTENCY WITH YOUR MONTHLY MARKETING CAMPAIGNS

Never miss a mailing! CRM should remind you when it's time to send your monthly mailings to your clients so that you can maximize its impact.



ARCHIVE PREVIOUS CAMPAIGNS

Get inspiration for a new campaign by taking bits and pieces from a previous campaign. A CRM allows you to archive and organize your campaigns so you can refer to them later.

Be more consistent & kick your marketing up a notch!

5

You Want to Hit Your Goals



If you want to live the life of your dreams, it's important to set goals in all areas of your life—business financial, family, personal and spiritual. However, it's not enough to set the goal and hope it'll happen. You're more likely to reach your goals if you track your activities along the way.

Tracking accomplishes two things:

- » **IT MEASURES YOUR PROGRESS**
Seeing your progress not only shows you how close you are to reaching your goal, it also gives perspective when you need it the most. After all, once you've seen how far you've come, you're more likely to feel motivated to stay on course.
- » **IT KEEPS YOUR GOAL AT THE TOP OF YOUR MIND**
The process of tracking your activities helps you maintain your focus on your end-goal. It's harder to fall off-track when the activities that help you achieve your goal become automatic habits.

Hit your goals and start living the good life!

Are you ready to Stop Chasing Leads and Start Making Money?

If you answered “yes”
Referral Maker® is the CRM
you need to take your
business to the next level!

**Start your free
30-day trial today!**

1-800-945-3485 x 2
referralmaker.com

- » **Build your business while you build your relationships.** Referral Maker is the only CRM designed to help you generate a predictable stream of leads by keeping in touch with your best clients. You'll generate high-quality leads that convert to sales by building relationships with your clients.
- » **It's simple and easy-to-use.** Referral Maker was built by and for real estate agents, and has all of the features you need to take your business to the next level. Store your clients' information, take charge of your finances and track everything from your activities to your expenses.
- » **Take the guesswork out of your day.** Referral Maker helps you start your day running. You'll always know what to do, who to contact and even what to say each and every day.
- » **It's based on Buffini & Company's proven Work by Referral sales system.** Combine timeless principles, proven strategies and cutting-edge technology and you have one powerful tool to help you create a steady stream of reliable leads.
- » **It's the only CRM that is goals-to-results driven.** You set the goals for your business and Referral Maker creates a plan to get you there!

Start generating a predictable stream of high quality leads!

About Buffini & Company

Real Estate Coaching, Training, Events, Marketing Systems, CRM

Headquartered in Carlsbad, CA, Buffini & Company is the largest real estate coaching and training company in North America. Founded by real estate expert and master motivator Brian Buffini, the company provides a unique and highly-effective lead generation system and comprehensive business coaching and training programs which have helped entrepreneurs in 37 countries improve their business, increase net profit and enhance their quality of life.

Since its founding in 1996, Buffini & Company has impacted and improved the lives of thousands of small business owners with strongly balanced work-life strategies.

Interested in more great resources from Buffini & Company?
Please visit resources.buffiniandcompany.com

Sources:

1. NAR 2018 Profile of Home Buyers and Sellers
2. NAR 2017 Member Profile
3. NAR - Quick Real Estate Statistics 2017
4. Nucleus Research June 2014
5. Buffini & Company

