

HOW TO Requalify Your Database



The Importance of Having a Qualified Database

The more time we spend in the industry, the more names we add to our database. In just a year's time, you may add over 100 names to your real estate CRM. But think about it: would you rather market to a difficult past client, or someone you actually enjoyed working with? By requalifying your database annually or semi-annually, you can weed out the people who are not a good fit, plus, maximize your time, effort and money to work with people you actually enjoy.



Step 1: Get In Touch

Run through your contacts and check in with everyone to help you determine what relationships you should maintain and which ones you can eliminate from your database. Use these three dialogues to help you know what to say on those calls.



“Hi...From time to time I like to check in with my clients (friends, family) to ask if there are any other ways that I can be of better service to you and your family. And, to ask if I’m still the agent you would refer if you know someone who was looking to buy or sell a home.”



“A while ago I made a commitment to run my business by referral, and one of my goals was to never take your business and referrals for granted. Am I still the agent you refer to your friends and family if they are looking to buy or sell a home?”



“Hi... this is... I am calling today because I wanted to touch base with you. Are you still receiving the items I have been sending to you and are you still enjoying them? I want to you to know that I do not take our relationship for granted. I wanted to ask if I remain your realtor of choice.”



Step 2: Sort and Qualify

After checking in with each relationship, rank these individuals based on how likely they are to refer you.

- A+** Have sent you multiple referrals
- A** Most likely to refer you
- B** Would refer you if shown how
- C** Might refer you at some point
- O** Online lead
(will either move to a C or to a D)
- D** To delete



Use these tables to track how many of each client you have per quarter.

1 st Quarter	
Ranking	#
A+	
A	
B	
C	

2 nd Quarter	
Ranking	#
A+	
A	
B	
C	

3 rd Quarter	
Ranking	#
A+	
A	
B	
C	

4 th Quarter	
Ranking	#
A+	
A	
B	
C	

Step 3: Get Started with



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Referral Maker PRO is a marketing system that provides you with monthly items of value, notecards, a digital resource library, Referral Maker CRM and more tactics to help keep your business in shape. Requalifying your database is just the beginning of the journey. Jump into Referral Maker PRO, and completely change the way you do business!

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