

Enhanced Skills to **STAND OUT** in Today's Market

The real estate market is oversaturated with agents vying for the next big transaction. However, very few have the skills needed to provide the exceptional service required for a thriving business.



Working by Referral

- Generate a steady stream of leads by tapping into your own network.
- Connect with people you already know to earn referrals.
- Stay in constant communication to build trust, then relationships.

THE BASICS



Always Provide Value

- Send monthly value-ad pieces to your database to stay top of mind.
- Follow up with an eReport via email.
- Provide practical tips and tricks clients will actually use.



Make it Personal

- Send handwritten notes to convey more than just a text or email.
- Call your clients occasionally for a more personal means of checking in. *Don't know what to say? Referral Maker CRM has sample dialogues to make it easy.*
- Visit clients with small, useful gifts to show your appreciation. *No one home? Leave it at the door, snap a photo and text it to them!*



Own It

- Adapt the system to make it your own.
- Use your social media to interact with relationships.
- Get creative — send video messages or other types of communication unique to your style!

GOING SOCIAL

FACEBOOK

Invite clients to appreciation parties and events, post photos with clients after closing, share testimonial videos.

INSTAGRAM

Update your "story" while doing pop-bys or other lead generation activities, share listing photos, post from community events.



GET A COACH!

Buffini & Company coaching keeps you on track to help you master the basics. You'll get...

- **Bi-monthly coaching calls** for accountability and planning.
- **Referral Maker PRO Marketing Kit:** All the marketing materials you need to Work By Referral.
- **Referral Maker CRM:** Digital productivity tool to keep track of your lead generation efforts.

