

# 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 [wʊrk bi ree-fur-uhl]

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."*

*"Because I work by referral, I provide great service long after the sale to maintain relationships with my clients."*

*"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, Peak Producers®**

## 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!**

Check out **The Pathway to Mastery—Essentials**, an innovative training course on the referral-based lead generation system that will transform the way you do business.

Get started at: [buffiniandcompany.com/pathway](http://buffiniandcompany.com/pathway)

