

The Stacking Effect Explained

Albert Einstein once called compound interest the eighth wonder of the world — when you master the art of compounding, the value of your investments increases dramatically. The same applies in your real estate business!

The Stacking Effect

This is the principle behind the **Work by Referral system**. It uses compounding to grow your database through referrals from current clients. By consistently serving your clients, you continue to build upon your relationships year after year instead of having to start fresh on January¹.



The Pareto Principle:

80% of your results come from **20%** of your people.

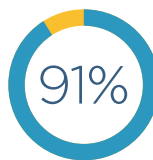


The Takeaway: Focus lead generation efforts on your top-referring clients or advocates. This group may be small, but they will provide you with most of your leads. Imagine that each new relationship is capable of generating three to five new leads for your business.

How to Leverage the Stacking Effect

You must constantly connect with relationships, even after the transaction is complete!

- ✓ **Provide value monthly** — Mail out Items of Value or send digital eReports with helpful information your clients can use. These keep you top of mind for all real estate needs.
- ✓ **Check-in with clients through calls, notes and client gifts** — Get in touch with your best people monthly whether through a call, a mailed personal note or a small appreciation gift delivered to their doors.
- ✓ **Host client appreciation events** — Organize events to thank your top-referring clients for their business. Oftentimes, these events lead to more quality referrals!



Just Ask! 91% of customers would give a referral if asked, but only 11% of sales people ask the question!¹ It's important to ask clients if you are the agent they'd refer their friends and family to in order to make the most of the Stacking Effect.

Tech Tip: Use a real estate CRM to keep track of your top clients and to manage your lead generation activities. Referral Maker® CRM offers a user-friendly software that generates customized daily tasks focused on the clients most likely to refer you.

To incorporate the Stacking Effect into your business plan, sign up for a free business consultation from Buffini & Company. You'll get an overview of the Work By Referral system, and find out how you can get started right now. Schedule yours at buffiniandcompany.com/bc.