

New Real Estate Agent Guide: **How to Work by Referral**

The greatest asset to your business is your relationships and the real estate agents who prioritize those often finish first. If you begin your career prioritizing relationships and **Working by Referral**, you will start your career on the path to success.

What is Working by Referral?



Working by Referral is the consistent level of contact with and care for the people in your database, leading to a steady stream of repeat business and referrals to their friends and associates.

Build Your Database



Your database of contacts can consist of family, friends, services you use such as your dentist or landscaper, past colleagues, or even your college professors — anyone who can help grow your business simply by talking about how great you are!

A Referred Lead Is a Quality Lead



When you receive an endorsement from someone you know, that client is more likely to stay loyal to you and, if you make a good impression, they will be more likely to refer you to someone else! An online or cold lead is more likely to forget you after the transaction is complete.

The System that Gets Results



New agents often lack a system when they start out in the real estate business. Those who use the **Working by Referral** systems, consistent in their lead generation activities and intentional with their time have a much higher chance of being successful!

**Ready to start
your career with the
proven systems that
get results?**

Register for **100 Days to Greatness** training course. You'll learn the fundamentals of Working by Referral, how to build a vibrant database, and get best practices to create clients for life.

