

# Start Your Real Estate Career the **Referral Way**

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.

