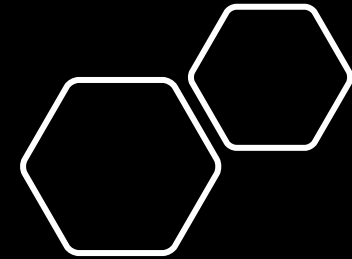


# HOW TO DOUBLE YOUR REPEAT & REFERRAL BUSINESS

\*WITHOUT SPENDING A TON OF MONEY  
OR LOSING YOUR MIND  
OR BEING ON A CONSTANT HAMSTER WHEEL



# WHAT IS REPEAT & REFERRAL BUSINESS?

BUSINESS THAT COMES FROM PEOPLE  
WHO HAVE ALREADY TRUSTED YOU ENOUGH  
TO GIVE YOU THEIR MONEY.





🔍 How do I get more repeat and referral business? 🗣️

**stay top of mind**

**provide excellent  
service**

**follow up  
consistently**



🔍 How do I get more repeat and referral business?

**exceed expectations**

**provide  
value**



WHAT DOES ANY OF  
THAT EVEN MEAN??



# 10

SPECIFIC THINGS YOU CAN DO RIGHT NOW  
TO DOUBLE YOUR REPEAT & REFERRAL BIZ



START WITH YOUR MAILING LIST / DATABASE



1

## START WITH YOUR MAILING LIST / DATABASE

Add every single person

Update it during & after every transaction

Track the pieces you are missing





2

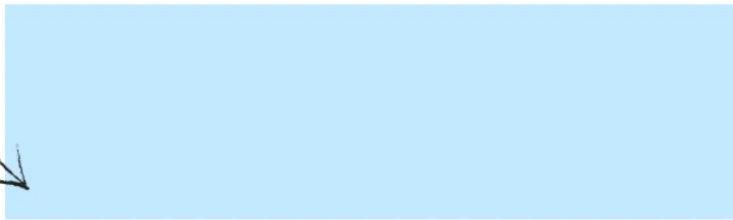
SEGMENT YOUR MESSAGES



# 2

## SEGMENT YOUR MESSAGES

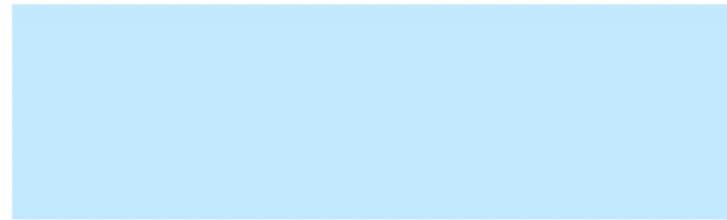
past clients &  
referral partners



Hey friends! This is the regular monthly newsletter I send to folks who are buying and selling - you may not be looking right now, but some of this might help you keep an eye on the market and local happenings. Feel free to forward it to anyone you know who might need some real estate advice!



prospects,  
leads &  
unknowns



Hey there! This is my monthly newsletter full of helpful tips for those who are thinking of making a move in the Bay Area. I want to make sure you have up-to-date info on stats, trends & conditions that might impact your decisions. As always, feel free to reach out if you are ready to make your goals a reality.





GIVE REFERRALS

# 3

## GIVE REFERRALS

I am updating my list of local businesses and services. Who do you love? I'll send you the whole list when I'm done!

Awesome. Those painters you recommended were great. Also, let me know if you have a good plumber!

Yes! Five Star Painters. They are the best. I definitely recommend Tom at Universal Plumbing 612-555-1478





MAKE IT EASY FOR THEM TO REFER YOU

# 4

## MAKE IT EASY FOR THEM TO REFER YOU

Thanks, have a great day!

Ramona O'Neill  
Coldwell Banker SoCal  
C. 123-555-7893

Know someone who needs  
expert real estate advice?

[Refer a friend!](#)



Thanks for recommending me to your  
friends! It's the highest compliment you  
can give me.

Know someone who needs some expert  
real estate advice? Drop their info below  
and I'll be happy to reach out to them.

Name

Phone / Email



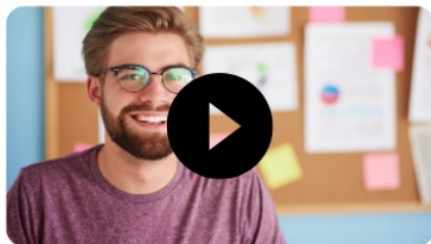
USE VIDEO TO KEEP IT PERSONAL AS YOU GROW

5

## USE VIDEO TO KEEP IT PERSONAL AS YOU GROW



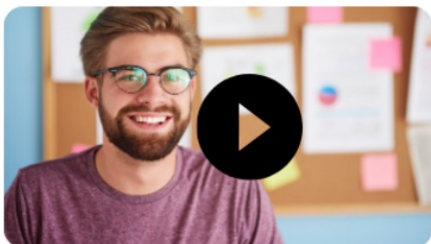
Happy Birthday message



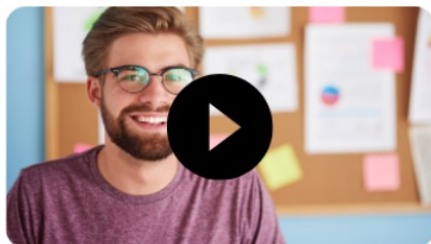
Thinking of you message



Referral message



Happy Anniversary message



Need to know refi message



3 tips home maintenance





BUILD A NETWORK OF OTHER AGENTS



## BUILD A NETWORK OF OTHER AGENTS



[HOME](#) [ABOUT](#) [REALTORS®](#) [RE/MAX](#) [JOIN](#) [REFERRALS](#) [BLOG](#) [CONTACT](#)



# CONNECTING GREAT PEOPLE WITH GREAT REALTORS®.

[Discover How We Can Help You >](#)

[Find A Great REALTOR® To Help >](#)





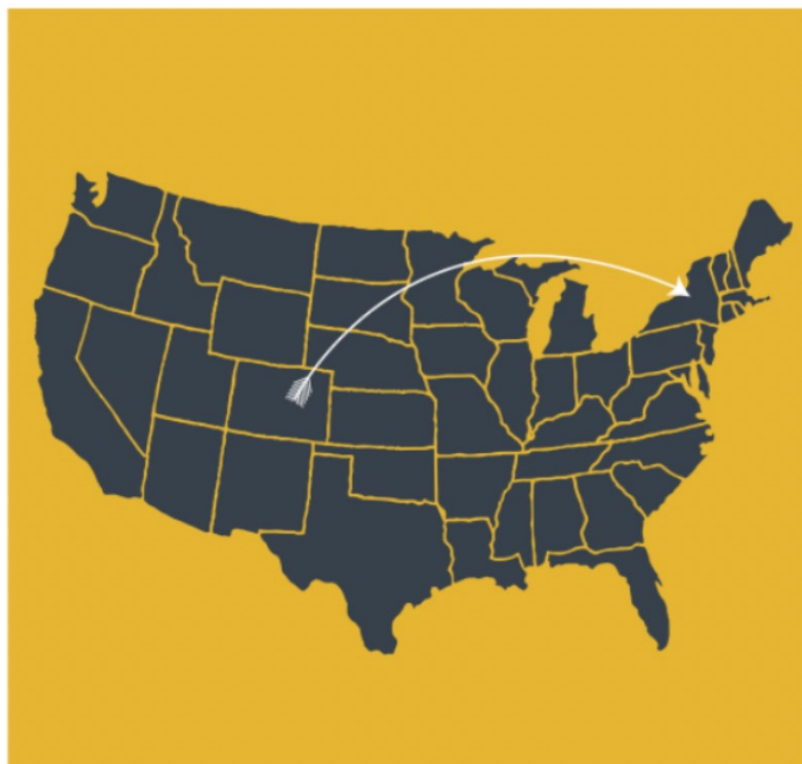
BUILD A  
NETWORK OF  
OTHER AGENTS

6



# Moving Out of Denver: Light Filled 2 Bedroom Home in New York

February 19, 2020 · Colorado



## WELCOME TO OUR SERIES, MOVING OUT OF DENVER.

It's no secret that the team at West + Main Homes is passionate about life in the Denver Metro area. Our agents live all over the city and in the nearby suburbs. Many of us grew up here, and the rest of us got here as fast as we could.

But, Denver is quickly growing + changing, and we understand that it might not be a perfect fit for you and your family as both housing cost increases and population growth show no signs of slowing down anytime soon.

### What's my home worth?

So, if you're thinking about cashing in on your home's equity and moving to a smaller Colorado town, up to the mountains, or even out of State, we are here to help. From preparing and listing your local home for sale, to introducing you to a great Realtor wherever you are thinking about relocating, using our extensive experience and national networks.

WONDERING WHAT YOU CAN AFFORD OUTSIDE OF THE DENVER METRO AREA?

What about in New York, NY?

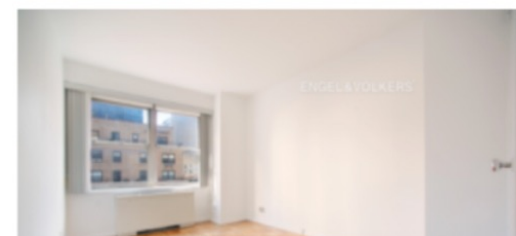
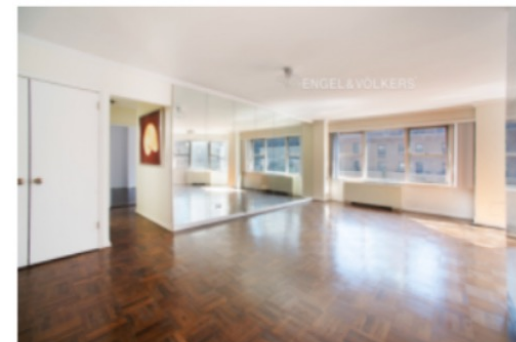
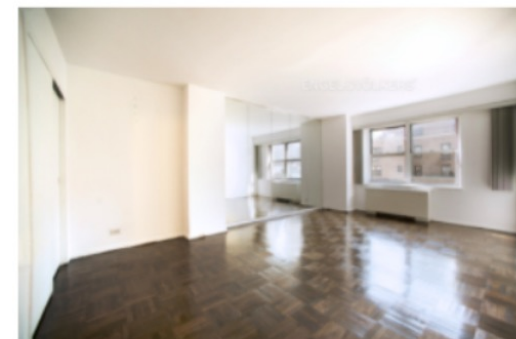
Presented by **Engel & Völkers Nicole Beauchamp.**

136 East 56th St. 15D, New York, NY 10022

2 beds. 2 baths.

\$1,395,000

Quintessentially New York. Come home to your light filled true two-bedroom, two-bathroom residence on the 15th floor of 136 East 56th Street, a white-glove Coop in one of the most coveted neighborhoods in Manhattan, just off of Park Avenue, a block from Billionaire's Row.



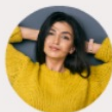




START A 'FRIENDS WITH BENEFITS' GROUP

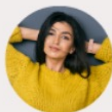


## START A 'FRIENDS WITH BENEFITS' GROUP



Erica Realtor to ERICA'S FWB GROUP

Hey Sunnyside friends! Have you checked out that new restaurant on Murphy Street yet? It's called Toothless Joes. I stopped there yesterday and they have the best BBQ!



Erica Realtor to ERICA'S FWB GROUP

I have two sets of tickets to the civic theater's production of "Grease" this weekend! First two people to speak up, gets them! They are great seats and I hear it's tons of fun!



Brian Client to ERICA'S FWB GROUP

I'd love a couple tickets! That would be a fun date night!



Joanna Client to ERICA'S FWB GROUP

oooooh - hit me up with those, girl! I want to take my mom to that show!



Erica Realtor to ERICA'S FWB GROUP

What is this group?

This is an exclusive group for clients and partners of Erica Realtor. We'll share insider tips on the Sunnyside & Dayton areas, give away some fun FREEBIES every month, and connect you with local businesses in your own backyard.



MAKE YOUR LONG-TERM NURTURE & CLIENT  
APPRECIATION MORE PERSONAL



## MAKE YOUR LONG-TERM NURTURE & CLIENT APPRECIATION MORE PERSONAL

### New Client Meet & Greet

Names

Children's names

Pet's names

Special dates

Favorite foods

Favorite place to spend a staycation

Favorite restaurant

Favorite beverage

Favorite Saturday morning activity

Cake or Pie?

Favorite outdoor activity

Favorite season

Sports teams





## MAKE YOUR LONG-TERM NURTURE & CLIENT APPRECIATION MORE PERSONAL

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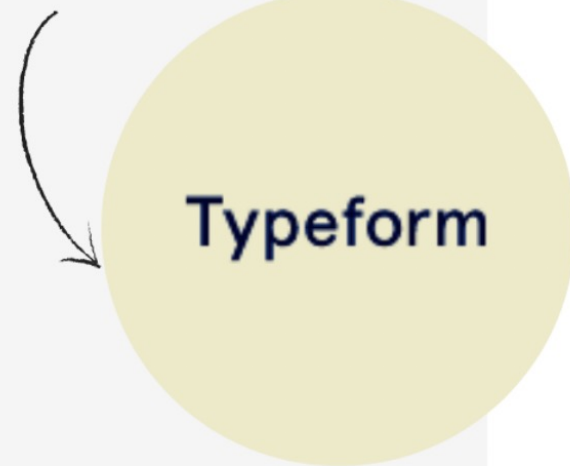
Cake or Pie?

Favorite outdoor activity

Favorite season

Sports teams

Hint: Use Typeform to send this as a simple survey. It's free!



# 8

## MAKE YOUR LONG-TERM NURTURE & CLIENT APPRECIATION MORE PERSONAL

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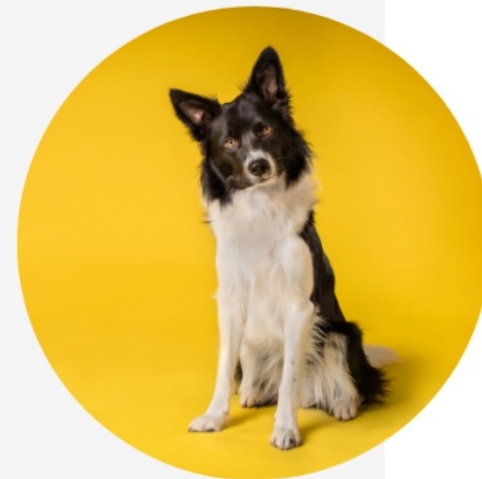
Cake or Pie?

Favorite outdoor activity

Favorite season

Sports teams

What do you use this info for? Personalized gifts, pop-bys, and thank yous!





ASK FOR THE BUSINESS

# 9

## ASK FOR THE BUSINESS

Hi there! Hope you are staying well. Thanks for always being such a great advocate for me - If I can ever help out a friend or family member with real estate advice, I would absolutely be honored.

Rosemary & Bill,

It was great to bump into you at the grocery store last week! Thank you for always being so supportive of my business. I am so grateful whenever a client passes on my name. Stay well!

Robin







USE YOUR CRM AS YOUR SUPERPOWER



## USE YOUR CRM AS YOUR SUPERPOWER

Your CRM should do these 5 things:

<b>Track</b>	leads, conversations, touchpoints, calls, videos
<b>Automate</b>	tasks, transactions, follow up, touchpoints
<b>Remind</b>	dates, deadlines, tasks, leads
<b>Prompt</b>	reach out, follow up, call, text, video
<b>Collect</b>	data, contact info, leads, conversation history

10

## USE YOUR CRM AS YOUR SUPERPOWER

Keep  
your entire  
conversation in  
one place...  
videos, texts,  
voicemails,  
emails, phone calls...  
everything.

The screenshot displays a CRM profile for Kathy Stepp, a Client Care representative at Realvolve, LLC. The interface includes a top navigation bar with tabs for Dashboard, Calendar, Workflows, and Templates. A circular chart on the right shows engagement metrics: 71% Engaged, 10% Interested, 10% Relationship, and 9% Time. Below the profile, a 'Notes & Correspondence' section shows a recent call log with details like 'Called: Kathy Stepp', 'Topic: test', 'Call Result: Made Contact', and 'Duration: 01:13'. A video recording player is embedded in the call log. To the right, an 'Activities' section lists tasks such as 'TEST' (To Do at Jun 09, 2017) and 'BIRTHDAY: KATHY STEPP' (Birthday at Apr 01, 2018). The bottom section shows a video message with the subject 'Hi - Just checking in!' and a 'Delivered' status.

## Choosing a CRM?

It's our goal to solve your business challenges, help you better understand what to do next, and make sure you spend as much time on the 'relationship' part of your business as possible.

### REALVOLVE WORKFLOWS

- Intuitive lead nurture
- Limitless automation
- Business intelligence
- Scales for team growth
- Store & manage contacts
- All communications in one place
- Document storage
- One click SMS, video, phone calls
- Synch with Google apps & Evernote
- Zapier automation
- Address label export
- Transaction management
- Bulk email
- Monthly newsletters
- Customizable templates

### FIREPOINT

- Customizable IDX website
- Intuitive CRM
- PPC lead generation
- 3rd party lead integration
- Lead distribution for teams
- Customer email & text drips
- Rapid FireDialer
- Recorded calls
- One click video, text & emails
- Business intelligence
- Reporting
- Property valuation tool
- Saved searches & property alerts
- Text auto responder
- Auto-enroll drip campaigns



[Realvolve.com/demo](https://Realvolve.com/demo)

[Firepoint.net/demo](https://Firepoint.net/demo)

We have real humans who can walk you through it step-by-step. Ask about our Navigator programs!



# LET'S RECAP

- 1 Maintain a contact database
- 2 Segment your messages
- 3 Give referrals
- 4 Make it easy for them to refer you
- 5 Use video to make it personal
- 6 Build a network of other agents
- 7 Start a 'friends with benefits' group
- 8 Personalize your efforts
- 9 Ask for the business
- 10 Use your CRM consistently



🔍 What do I do with all this business?

