REFERRAL PLANNING WORKSHEET

On the following pages you will identify basic but important aspects of your referral business for the next 12 months. Remember if it's not in writing it's not real when it comes to running a successful business so tackle this workbook and you'll be on the right path.

Goals

1. Total number of closed transactions from referral in next 12 months.

X (multiply # transactions by sales price)

2. Average sales price of closed referral transactions.

=

3. This value equals the total volume of sales you expect to do by referral.

X

4. What is the average commission you expect to earn as a decimal point (example 3%=.03).

=

5. This is the amount of money you could loose if you don't execute your referral plan.

$

Breakthrough note: Consider dividing your total referral goal by 12 so you have a monthly goal. Often when you work in smaller increments you're less likely to get discouraged and it's easier to stay focused. Also some months will be better than others so keep your goal consistent each month.
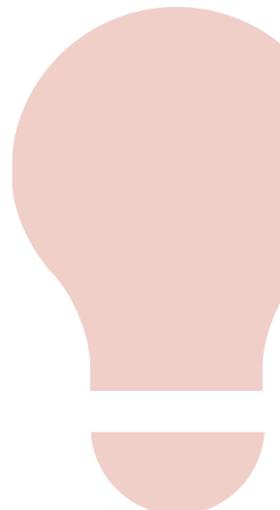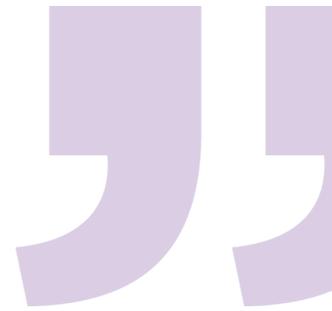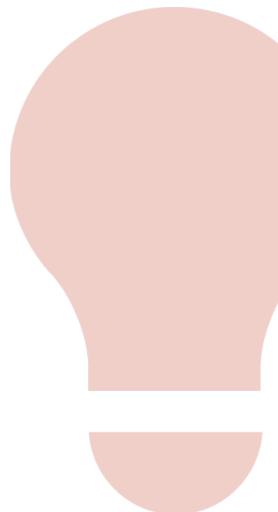
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Action Items

On the following pages you will find a to-do list of action items critical to your referral success. Check these off as you go through and complete them.

☐ **Organize Database:** Your customer relationship management (CRM) system needs to have the ability to put your contacts into groups. This is especially important as it relates to referrals. You should have a group that you market to religiously, call that your "Top 100" or "Top 150" these are your top referrers or people highly likely to refer you in the future.
<u>Below is an example of a few of the groups you should create within your CRM.</u>
- Top 100
- Most influential contacts
- Friends and family
- Acquaintances
- Past clients
- Past co-workers
- Other Real Estate Agents
- Affiliate partners
- Small business owners

Breakthrough note: It's only natural to want to market to everyone. This often leads to a over-budget marketing plan. Marketing to everyone can also lead to fatigue because you can't reach all your contacts easily. Instead work on making sure the "Top 100" are seeing and hearing from you regularly.
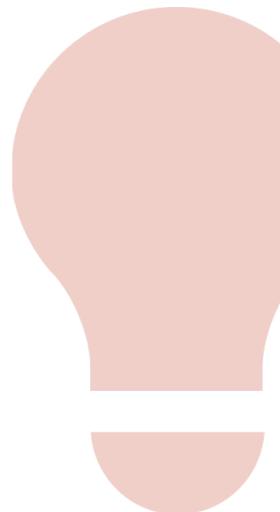
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Action Items Cont.

☐ **Referral Touches:** What are the marketing activities you will do to the "top 100". This is not your overall marketing plan but rather your plan for marketing to and earning referrals from your best contacts. Add up the total number of touches which should be at least 15-30 throughout the year.

Example list:	Frequency per year:
1. Newsletters (mail)	1. 4X
2. Newsletters (email)	2. 12X
3. Client appreciation party	3. 1X
4. Just listed postcards (mail)	4. approximately 5X
5. Just sold postcards (mail)	5. approximately 5X
6. Touching base phone call	6. 2X
7. Holiday cards	7. 1X
8. In person pop by	8. 1X
9. Heartfelt referral letter	9. 1X
10.	10.
11.	11.
12.	12.
	Total: 29

Your list:	Frequency per year:
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.
	Total:

Action Items Cont.

☐ **Referral Tagline and Digital Footprint:** Update all of your marketing materials with your referral tagline. Also make sure all of your digital profiles include information about referrals. Here are some places to get started:

1. Business cards
2. Self promotional brochures
3. Name tag
4. Print marketing items
5. Vehicle signage

Digital:
1. Email signature
2. Social Media Profiles
3. Personal website
4. Company website
5. Real estate search sites (Trulia, Realtor.com, Zillow)
6. Local association website
7. Chamber of commerce profile
8. Active Rain or other networks
9. Twitter description

Referral Tag Line Ideas:
"The finest compliment I can receive is a referral from a friend, family member, or colleague"

"My business is made possible by your referrals"

"I'm never too busy to accept a referral"

"For your referrals I am always grateful"

"A referral is sending someone you care about to someone you trust. Thank you for referring your friends, family, and co-workers!"