

Lenson Realty Agent Training: Growing Your Business Through Referrals

Why Referrals Matter

- Referral leads convert 30% better and are more cost-effective.
- They come with built-in trust, requiring less persuasion.
- A strong referral pipeline allows you to spend less time cold prospecting and more time serving clients.

12 Proven Referral Strategies to Implement

1. Ask with Confidence:
 - Talk about your business with everyone: friends, past colleagues, vendors.
 - Use scripts in person, texts, emails, or pop-bys.
2. Turn Closings into Leads:
 - Ask for referrals post-closing.
 - Include notes in thank-you gifts.
3. Follow Up in Meaningful Ways:
 - Send notes, cards, and event invites.
4. Add Value Without Expecting Anything:
 - Share seasonal checklists and local service provider lists.
5. Join Referral Networks:
 - Consider BNI, Chamber of Commerce, and platforms like Sold.com.
6. Create 'Referable' Moments:
 - Exceed expectations with small, thoughtful gestures.
7. Use Social Media to Spotlight Clients:
 - Tell real stories that inspire connections.
8. Leverage Local Partners:
 - Refer others to get referrals back.
9. Make Every Interaction Count:
 - Always provide value and professionalism.
10. Be Present in the Community:

- Attend, sponsor, or volunteer locally.

11. Give Without Expecting:

- Share resources generously.

12. Request Reviews + Referrals Together:

- Ask for reviews and referrals after closing.

Best Practices for Referral Conversations

- Be specific in your ask.
- Time it right-ask after a win.
- Be casual and confident.
- Always express gratitude.

Takeaway for Lenson Agents

Referrals grow from relationships, not sales tactics. Implement these strategies and turn your network into your best marketing asset.

Source

HousingWire. "Real estate referrals: Why they matter and 12 strategies that work."

Available at: <https://www.housingwire.com/articles/real-estate-referrals>