



# THE REFERRAL ACCELERATOR

## HOW TO 3X YOUR REFERRALS IN 90 DAYS

If your referrals are inconsistent or mostly accidental, you're not alone. Most agents rely on hope instead of a system. This guide is your step-by-step playbook to build a referral machine that generates consistent, high-quality leads from your existing network.

No cold calls. No awkward asks. Just smart strategy, executed consistently.

### Phase 1: Set the Foundation (Week 1-2)

#### 1. Identify Your Referral Goldmine

- Export your past clients, friends, family, sphere, and vendors
- Tag them in your CRM ("VIP," "Top Referrer," "Past Buyer," etc.)

#### 2. Categorize for Impact

- Tier 1: People who already refer you
- Tier 2: People who trust you, but haven't referred yet
- Tier 3: People who know you, but don't think of you as their go-to agent

#### 3. Make Your List Visible

- Print it. Keep it on your desk. Look at it daily. Referrals don't come from people you forget about.

### Phase 2: Execute the Referral Touch Plan (Week 3-6)

- Week 3: Send a value-packed check-in message
- Example: "Hey [Name], just checking in on how you're enjoying the new place. I just helped another client nearby and thought of you. Let me know if you ever need anything."

## Phase 2: Execute the Referral Touch Plan (Week 3-6) Cont.

### 2. Feature Your People

- Promote vendors, clients, or local business owners on your social media or email list. Referrals flow to people who give spotlight.

### 3. The Unexpected Gift

- Week 4-5: Drop a handwritten note or \$5 gift card to top referrers. The surprise is the strategy.

### 4. Ask Without Asking

- Week 6: Send a market update email + "If you know someone thinking about moving, I'd love to help them get clarity."

## Phase 3: Multiply the Momentum (Week 7-12)

### 1. Create a Monthly Referral Ritual

- Host a "Top 20 Coffee" each month: text your top 20 referral partners and invite them for a 15-minute coffee or Zoom check-in

### 2. Launch a "Client Loyalty Circle"

- Offer early access to listings, home maintenance tips, or giveaways to past clients who refer others
- Make them feel like insiders

### 3. Celebrate Referrers Publicly

- Post shout-outs on IG stories, Facebook, or email
- "Huge thanks to Sarah D. for another amazing referral! 🚀"

### 4. Track + Incentivize

- Create a simple tracker: name, referral date, conversion status
- Quarterly drawing or gift for most active referrer

## CREATE A CLIENT VIP PROGRAM

Welcome to your Client VIP Program! This loyalty program is designed to keep you top of mind post-closing with your clients. It's essential to reinvest capital in your business to maximize the lifetime value of each client. If you implement all the program benefits plan to invest \$500 per client (each year). We recommend you set aside \$500 from each closing commission into a separate account to fund your Client VIP program.

The program is designed to encourage meaningful interaction with your clients through a variety of communication platforms - phone calls, mailed letters, e-mails, and in-person rapport building. Please read the launch instructions to understand the order of communication for the delivery of each benefit. The physical cards can be customized through your marketing department. A Spreadsheet should also been created to keep track of launch dates.



## **Bonus Scripts**

**Text Message Check-In:** "Hey [Name], just wanted to say hi and see how things are going! Hope the house is still treating you well. If you ever hear of anyone needing help, you know I've got them covered."

**Social Post CTA:** "I run my business by referral and have some exciting goals this quarter. If someone in your world is thinking of making a move, I'd love to help them make a confident, smart decision. DM me anytime."

**Email Thank-You:** "Just a quick note to say THANK YOU for referring [Name]. That means the world to me and helps my business grow the right way—through relationships."

**You don't need 1,000 new leads. You need 10 loyal champions who talk about you when you're not in the room.**