Past Clients:

Just contacting you to make sure you planned to aerate and over-seed your lawn this fall, so next spring it will look great. And when I sell your house in three years, I want to make sure it looks 100%. The other reason for my call is to say I really enjoyed working with you and to ask who's the next person you know who'll be buying or selling a home. Perhaps in your neighborhood, scrap-book club, or softball team.

Service providers such as lenders, inspectors, etc.:

"I'd like to earn the right to be the agent you refer people to. Would you be willing to refer people to me? And would it be okay with you if I were to refer people to you?"

Buyer Clients:

What I'm going to ask you to do when we are all done finding the home of your dreams, is to give me 3 names of other people who you know that would like to buy or sell property. Then I am going to approach those people. I'm not going to ask for those names right now. First I've got to earn your trust and your confidence in me and my ability to do my job well. Do you think that's fair?

You know, I don't make my living off of any one transaction. I make my living off your referral business. I'm not going to get it unless you're happy. So let's go find that home that's going to make you happy, and I'll make a living. Fair enough?

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