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RRi
RICHARD ROBBINS
INTERNATIONAL INC.

precision™

LIFETIME REFERRAL SYSTEM

10 Steps to Building a Thriving Real Estate Sales Practice

ACHIEVEMENT TRAINING TOOLS

LIFETIME REFERRAL SYSTEM:

10 Steps to Building a Thriving Real Estate Sales Practice

Step 1 Create Your WINNING TEAM [Referral Database]

Past Clients	Advertising	Aerobics	Airline
Close Friends	Architect	Athletics	Attorney
Business Associate	Audit	Automobile	Band/Orchestra
Club Members	Babysitters	Baseball	Basketball
Family	Copying	Dermatologist	Crafts
Suppliers	Computers	Designers	Colleges
Mortgage Broker	Consulting	Electrician	Cosmetics
Banker	Contractors	Fireman	Antiques
Attorney	Couriers	Hardware	Apartments
Title Company	Credit Unions	Health Clubs	Auctioneer
Printer	Cruises	Horses	Barber
Teacher	Day Care	Hospitals	Food Service
Trainers	Entertainment	Hunting	Gift Shops
Surveyors	Fax Equipment	Jewelry	Eye Care
Security Systems	Florists	Ice Skating	Busing
Movers	Fund Raising	Judo/Karate	Personnel
Doctor	Furniture	Management	Mechanics
Dentist	Gardens	Mobile Homes	Labor Union
Dry Cleaners	Golfing	Publishers	Handyman
Butchers	Government	Security	Cemeteries
Bookkeeping	Graphic Arts	Social Clubs	Cell Phones
Boys/Girls Club	Grocery Stores	Tennis	Bowling
Broadcasting	Gymnastics	Stocks/Bonds	Sheriffs
Builders	Hiking	Financial Advisor	Secretaries
Insurance	Hair/Nails	Church	Administration

a. Using this “memory jogger” to assist you, first create and identify a high quality list of potential WINNING TEAM Members. Write a list of everyone you know by first name!

b. Next, you need to identify your supporters who will then make up your WINNING TEAM Database.

Refer to RRi’s LIFETIME REFERRAL SYSTEM SCRIPT #1 [Prospect - First Call] or Script #2 [Apology] if you have not been in touch for a long time.

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LIFETIME REFERRAL: Script #1

Winning Team Prospect – First Call

[THESE SCRIPTS SHOULD ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND PROVINCIAL LEGISLATION - COMPANY POLICIES]

- Hello, it's _____ calling from _____.

EDUCATE

- I'm calling to remind you that I'm still in the Real Estate Business and I was wondering if you have any real estate needs I can help you with within the next 4 to 6 months?

- There is something else I would like to discuss with you. As I'm sure you know, a large percentage of my business comes from referrals from people such as yourself and these referrals are greatly appreciated.

QUALIFY

- I am looking for a little help to increase my referral business. I was wondering, if you knew anyone considering buying or selling real estate, would you be comfortable referring them to me?

- Who can you think of right now who might be considering a move? Maybe a friend, relative, neighbor, or someone from work?

GET PERMISSION TO COMMUNICATE

- I am sending out a monthly newsletter with informative homeowner articles along with some value-added services. Is this something you would be interested in receiving?

- Also would it be okay if I stay in touch with you every few months?

PROFILE

- One last thing, I just wanted to confirm my records...
  [Confirm all contact info: address, best phone, cell phone, email]

- Great, thank you! I look forward to speaking with you again soon.
  In the meantime, if you should hear of anyone planning to move, please let me know. Have a fantastic day.

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LIFETIME REFERRAL: Script #2

Winning Team – Apology

[THESE SCRIPTS SHOULD ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND PROVINCIAL LEGISLATION - COMPANY POLICIES]

- Hello _____, this is _____ calling from _____.
  How are you? Excellent.

- It's been a while since we last spoke and the reason for my call is that I owe you an apology. I haven't been very diligent at keeping in touch with you and I'd like to make a fresh start.

- Since we last spoke I've made a lot of improvements to my business. The biggest changes were made in customer service and follow-up.

- My job as your real estate advisor is more than just helping you buy or sell your home. It's to make sure you are kept informed of what's happening with your investment. In fact what I do now is schedule an (annual, monthly, quarterly etc.) real estate check-up with my clients.

- Also, I want you to know that if you ever need information on anything relating to real estate or your home, I'm the one you should call.

- You hired me to sell your home and I want to make sure that you are getting the best service that I can provide - you invested in me and I want to make sure you're getting everything you need.

- It was great speaking with you again. I'll be in touch more often.

[Move on to Script #1 to qualify/get permission to communicate.]

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STEP 2 Maintain consistent verbal communication with your Winning Team Database a minimum of four times per year.

- Schedule your day around your calls
- Make these calls first thing in the morning
- With every discipline will arrive multiple rewards
- LEAVE SPONTANEOUS MESSAGES

Refer to RRi's Lifetime Referral Script #3 [Ongoing Communication]

1 Year Anniversary Voicemail Script

SAMPLE

- Hello _____, this is _____ with _____.
- I wanted to give you a quick call and wish you a happy one year anniversary on the purchase of your home.
- Just remember, I am your real estate professional for life so if you ever have any questions about your home or the real estate market, please be sure to give me a call. I'd be glad to help.
- Again, happy anniversary and I look forward to touching base again in a few months.

LIFETIME REFERRAL: Script #3

Winning Team – Ongoing Communication

[THESE SCRIPTS SHOULD ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND PROVINCIAL LEGISLATION - COMPANY POLICIES]

- Hello, this is _____ with _____.

To open the conversation you might want to start with some interesting news:

- Sales are up or down
- Average sales prices up or down
- Average number of days on the market
- Interest rate news
- About a great investment property you have for sale
- Value added idea you have to offer
- Upcoming customer appreciation event

- Have you been receiving our newsletter?

- Are there any questions you have regarding the real estate market, or any real estate needs we could help you with?

- I just wanted to say hello and let you know that we're having a terrific year thanks to all the referrals we have received from friends and clients like you.

- As I've mentioned, most of our business comes from people I already know. I was wondering, who do you know who might be considering a move over the next few months? Maybe a friend, relative, neighbor or someone from work?

- Thank you for your time, and as I said before, I will keep in touch every few months. In the meantime, should you hear of someone planning to move please keep us in mind.

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STEP 3 Implement a regular mail, value-added "Winning Team Newsletter" Program.

KEY THOUGHTS

- If you are not communicating with your past clients on a regular basis, they will become someone else's client.

- 80% of potential buyers and sellers who do not have an agent will find one through a personal referral. Be 'TOP OF MIND' in your clients mind through consistent communication.

- Include something of value for HOME OWNERS in the newsletter such as seasonal home maintenance, or 'HOW TO' information.

- Source a newsletter company that allows you to customize sections of the newsletter. Use these sections to promote your client events, showcase or thank your Winning Team for referrals, or allow your Winning Team Members to advertise.

- Include value added coupons or discounts such as:
  - Restaurant discounts [2 for 1 entrée or free dessert]
  - Dry cleaning discounts
  - 2 for 1 golf or driving range fees
  - 2 month trial health club membership
  - Window cleaning discount
  - 2 month discount on home security
  - Handyman discounts

STEP 4 Host "In-Person" events /celebrations for your Winning Team.

We can set a goal to build a business to become rich, or we can set a goal to deliver the best service to the marketplace and touch people in ways that others don't.

CLIENT APPRECIATION IDEAS

1. Movie morning – Rent a movie theatre for an exclusive preview
2. Home sellers seminar
3. Home buyers seminar
4. Real estate investment seminar
5. Cocktail party
6. Dinner cruise
7. Charity auction

8. Pumpkin give-a-way
9. Christmas tree give-a-way
10. Wine tasting seminar
11. Family fun day
12. Networking functions
13. Mystery Dinner Theatre evening
14. Mardi Gras party
15. Hot chocolate social at Santa Clause Parade
16. Amusement park family day

STEP 5 Implement a Post-Sale Service System.

Our success in sales will be in direct proportion to what we do after we've done what we were expected to do. Incorporate a philosophy of under promise and over deliver – never make promises you cannot keep or offer services you cannot deliver.

a. Incorporate the 1 Day, 1 Week, 1 Month follow- up system using RRi's Lifetime Referral Script #3.

b. Send a written Customer Satisfaction Survey within 7 days of closing [include a stamped, return envelope]. 98% of customers never complain, they just switch to a competitor.

c. WOW your clients on Closing Day.

CLOSING DAY IDEAS:

1. Have lunch and bottled water delivered on closing day
2. Provide packing stickers/box labels and hints for a well organized move
3. Provide information about the new area
4. Send a closing gift to your client's office
5. Have a photographer take a picture of your client and their family in front of their new home
6. Provide a cleaning service for the new and/or old home
7. Provide decorative new return address stickers or "we've moved" mailer cards for their friends/family

LIFETIME REFERRAL: Script #4

Winning Team – 1 Day/1 Week/1Month

[THESE SCRIPTS SHOULD ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND PROVINCIAL LEGISLATION - COMPANY POLICIES]

Day After Closing [Buyer or Seller]

- Hello Mr./Mrs _____ this is _____ with _____.
- I wanted to give you a quick call and thank you very much for your business and to see if you have any questions, problems or concerns regarding your new home (or sale transaction).
- If anything comes up please don't hesitate to call, we are here to help.
- By the way, if you have any family or friends we can help please keep us in mind.

30 Day Call – Buyer Client

- It's been a month since you moved and I am still in touch with the previous owner of your home. Do you have any questions, problems or concerns regarding your new home?
- Are there questions or concerns I might be able to help you with?

30 Day Call – Seller Client

- It's already been a month since your move.
- I was just calling to see if you had any questions or concerns regarding the sale of your previous home.

Continue for Buyer or Vendor Clients

- There is something else I would like to discuss with you. As I'm sure you know, a large percentage of my business comes from referrals from people I know and this business is greatly appreciated.
- I am looking for a little help to increase my referral business. I was wondering if you knew of anyone considering to buy or sell real estate and if you would you be comfortable referring them to me?
- Is there anyone you can think of right now that might be considering moving? Maybe a friend, relative, neighbour or someone from work?
- One other thing I should mention, I send out a newsletter 10 times a year to all my preferred clients to keep them up to date on the real estate market. Is this something you would be interested in receiving?
- Thank you for your time. I will keep in touch every few months. In the meantime, should you hear of anyone moving, please let us know.

If anyone gives you a referral send them a hand-written thank you note or a small gift.
Schedule a follow-up call for every 60 – 90 days.

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STEP 6 Implement a Communication Update Email (C.U.E.) System

- Email communication should compliment your newsletter campaign not replace it
- Emails are very easy to delete and so they must provide a tremendous amount of value in order to stand out in your clients' INBOX
- CUE's must clearly state that the email is from you so that your client doesn't delete it accidentally
- Consider using an Outbound Email Service or online newsletter service instead of taking the time and effort to create and edit your own copy and graphics
- Some topics to include are:
    - Market analysis
    - Mortgage rate information
    - Recent listings/solds in the area
    - Real estate investing trends
    - Offer for a complimentary CMA [Competitive Market Analysis]
    - Information about upcoming client parties
    - Renovation information – how to increase the value of your home

STEP 7 Acknowledge all Referrals immediately.

- Send a handwritten thank- you note every time someone sends you a referral.
- Possibly include something of value as a small token of your appreciation (Starbucks gift card, movie gift certificate, bookstore gift certificate)
- Acknowledge every referral regardless of whether or not it becomes a transaction
- If the referral becomes a transaction, raise the value of the thank-you (Dinner vouchers, weekend away, gourmet food basket)
- Incorporate Monthly Referral Recognition Program
    - Recognize referrals in your newsletter
    - Have names of referees on a board in your office
    - Thank referees in your print advertising
    - Conduct a monthly or annual draw for all contacts that have sent you a referral

Step 8 Get involved in your Community/Charitable Contributions on behalf of your clients.

a. Each year, possibly during the holiday season, you might want to make a donation to a charity in honor of your client

b. Consider donating a % of annual profits to a charity and promoting this in your marketing

c. Consider donating a % of each transaction to the charity of your client's choice

d. Align yourself with a specific charitable event to sponsor and support with volunteers and marketing

e. Sponsor children's sports teams

Step 9 Develop a Brand-Demand Marketing Campaign

a. Your marketing plan should be planned one year in advance

b. Write articles for the local newspaper, and become perceived as an Expert in your field
   - Put articles in lifestyle or business section
   - Offer/conduct free lectures at schools

c. Spend 5-10% of your gross income on "name recognition/branding" marketing through:
   - Advertising
   - Direct mail – post cards/mailers
   - Branded moving truck
   - Note pads
   - Testimonials
   - Promotional branded gifts [mugs, pens]
   - Emphasize Testimonials in all marketing materials

d. Given failures are obvious, and most successes are invisible, promote your successes preferably through THIRD PARTY TESTIMONIALS.

5 STEP TESTIMONIAL RETRIEVAL SYSTEM

People love to help people who have helped them and often feel grateful for the opportunity to give back. Testimonials are the lifeblood of any marketing campaign. You simply must make this part of what you do.

Here is a simple 5-Step Testimonial Retrieval System to help make this process smooth and easy!

Step 1
ASK your client if he/she would provide you with a testimonial of your services for you to use in your marketing campaign.

Step 2
MAKE IT EASY for them by asking pointed questions and then offering to write something for them to edit and approve.

Step 3
FAX OR EMAIL your customer a draft of the testimonial asking them to edit it as they would like, and then print it on letterhead, sign and return it by a specified date.

Step 4
PHOTOS ADD LIFE TO YOUR TESTIMONIAL. Wherever possible, take a photo of your clients in their home, or just outside their home next to the SOLD sign!

Step 5
CREATE THE HABIT of collecting and creating a bank of great testimonials.

Step 10 Continually grow your WINNING TEAM Database.

a. To increase your business by 26% each year, simply increase your WINNING TEAM database by 1 new person each week. Refer to the growth chart below.

b. Purge your database on a regular basis to eliminate non-supporters and maintain a highly productive database.

Growing Your Business By 26% Through Your WINNING TEAM Database.					
Year	**Income Goal 26% Increase**	**Winning Team Database #**	**Return on Winning Team Database**	**# of Transactions from Database**	**How Many New Winning Team Additions Monthly**
Start	$50,000	83	15%	12.5	2
1	$63,000	105	15%	16	2.5
2	$80,000	134	15%	20	3
3	$100,000	168	15%	25	3.5
4	$126,000	210	15%	31	4.5
5	$160,000	266	15%	40	6
6	$200,000	336	15%	51	7
7	$255,000	424	15%	64	9
8	$322,000	534	15%	81	11.5
9	$400,000	673	15%	100	----------

* Assume $4,000 average commission per transaction.

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c. Know your Numbers – calculate your LRS Return [LIFETIME REFERRAL SYSTEM RETURN] each year to identify how many Winning Team Members you need to achieve your annual income goal.

Calculating your Lifetime Referral System Return %

A	25	Identify/source the # of transactions that were generated from your Winning Team Database
B	150	Total Winning Team Members in Database

A — Winning Team Transactions divided by

B — Total Winning Team Multiplied by 100 for percentage return

= **16.66%** **% LRS Return**