

Rounding Up Referrals... Scripts & Tips

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Add referral requests to all your marketing:

- At the end of your email signature
- On your business cards
- On your website
- In your advertising



Ask for referrals:

- **At application** - Thank them for their business, and let them know you will be sending a thank you card to the person that referred them, explaining that your business is built on referrals and emphasizing how much you appreciate them. Leave them with a few extra cards in case “someone you know is looking for home financing.”
- **At approval** - This is an exciting and emotional moment for many. Send a “Congratulations on Your Approval” card

or letter with more business cards and a note letting them know you'd love the opportunity to work with other clients like them.

- **At closing** - What a better time to let clients know how much you loved working with them, and how much you would appreciate working with others like them.
- **At follow-up after closing** - Reminding past clients that you appreciate their recommending you is a never-ending job. Don't ask for referrals in holiday or birthday cards. Do ask for them elsewhere.

Some low-key but effective ways to ask in writing:

“If you think that we are doing a great job, will you do us a favor? Don't keep us a secret! Our business is built on our happy client's referrals to friends and family members.”

Just be consistent in whatever you do. I send out the newsletter on a monthly basis. In my newsletter I recognize the people who have given me referrals. I've had several people tell me that they're still trying to get me a referral because they want to see their name in that newsletter.”

~Sandra Wortham, REMAX Wichita Falls

“The highest compliment I can receive is a referral from a satisfied client.”

“If you know of anyone who may be in need of my services, I'd love you to pass on my name. Your friends and family members will receive the highest level of service I can provide.”

Further ways to increase referrals:

- **Make sure to thank them.** Do not wait until the refer-ee closes. Thank them as soon as you hear that they referred someone. Send a gift. It doesn't have to be much, but send something as appreciation. Line up different gifts for each referral. Keep track of it all in your database.

- **Write a note from the heart.** If referrals are truly important to you, spend a few minutes writing a heart-felt note. Your staff

can substitute names and duplicate it, but the sentiment can speak volumes.