

HOW TO GET MORE REFERRALS

The key to growing a thriving real estate business is referrals. Sure, you may have several clients return to buy a second or even a third home, but you can't sustain a real estate business on a few returning clients year after year. You need to attract new clients into your business and one of the best ways of doing that is through referrals. Here are three top ways to get more referrals for your real estate business:

1 » ASK FOR THEM

While it may seem obvious, many agents often just forget to ask for referrals. You should be asking for referrals from your friends and family as well as current and past clients. On the other side of the coin, many home sellers and buyers forget to ask people in their network to refer them to someone once they are ready to work with an agent.

Ask your family and friends to spread the word about you and your business. They probably know, or are likely to come across, someone looking to buy or sell a home.

Also, consider asking your past clients for referrals. You had a successful business with them, meaning they have something good to say about you. There's no harm in asking them to put in a good word for you when someone they know needs your services. This is why you need to treat all your customers well - you'll need their referrals.

Keeping your business top of mind among everyone in your sphere of influence will help ensure that your name will be passed along once the stars align for someone in your network.



2 » REQUEST REVIEWS FROM PAST CLIENTS

Past clients are a valuable resource for getting more referrals. Since they have firsthand experience doing business with you, people will believe them when they say something about you. Ask them to leave reviews after successfully closing deals with them. You can also request them to share their thoughts or testimonies on their social media platforms. This will expose your business to a wider audience and increase chances of reaching people who may need your services now or in the near future.

3 » BE A RESOURCE FOR OWNERS AND POTENTIAL BUYERS

The modern customer looks for information before buying or selling things. Also, prospective clients will be more willing to do business with you if they know you're knowledgeable in your area of specialization. You can reach out to them by providing free educational content to them. Find ways of creating informational content for the public, such as blogs or newsletters. This can spur conversations with your potential clients, who may want to know more about a particular subject. Be sure to answer any queries they may have to create trust. Once you have their trust and attention, you can ask them for referrals to their friends and family.

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