

Everyone has a group of people in their lives that knows, likes, and trusts them. The big question for real estate professionals is this - Are those people sending you referrals?

If the answer is no, or yes-but not enough, then you have a challenge. The challenge is to begin conditioning or training your sphere of influence to think of you when the words "real estate" are spoken and more importantly to actively refer you to their friends and family.

Here are 10 Scripts to Ask for Real Estate Referrals:

10 Scripts to Ask for Real Estate Referrals

1. *Most agent's time is spent looking for new business. I'd rather invest that time finding a buyer for your home....That's why I work primarily by referral. If you hear of anyone thinking about doing some real estate business would you send them my way?*
2. *Now that you are shopping for a home you will probably be talking real estate with family and friends – I would love to help anyone you know with their real estate needs. In fact I primarily work by referral.*
3. *Now that we are in escrow you are going to have a ton of jealous friends. I created a link you can share with them that shows off your amazing new home. Listen if anyone in your circle wants to follow your lead and purchase a home let me know I would love to help!*
4. *I would love to be on your short list of people that you send real estate referrals to and I will do the same when I come into contact with someone who can use your services.*
5. *As we start to market your home I will provide links to all the places you can find your home online and on social media. If you can share these links with your friends and family that would be great. Also if anyone in your circle decides to follow your lead I would love to help.*

6. *I have really enjoyed working with you and I find that nice people generally have nice friends and family - so if you have any friends or family that need a REALTOR I would love to help.*
7. *When it comes to finding new clients to work with I find that the best marketing is always word of mouth....if you hear of someone considering a real estate change would you send them my way?*
8. *By the way I work almost exclusively by referral if you hear of anyone considering a real estate change would you send them my way?*
9. *I do business differently than most real estate agents. I work almost exclusively by referral. I find that gives me more time to spend helping buyers and sellers instead of chasing business. So if I do good job for you I would love your referrals if you of hear of anyone considering a real estate change.*
10. *Now that you are (buying/selling) who else do you know that might also be considering a housing change?*

Mantra

I receive what I ask for daily.

Pro Tip

All of these scripts can be used as a text or private message. Print them, pick one, and try asking for referrals as a part of your daily conversation strategy.

Quote

A customer talking about their experience with you is worth ten times that which you write or say about yourself.

-David J. Greer, *Wind In Your Sails*