

Referral MARKETING PLAN of Top Agent Kendra Cooke

Kendra Cooke sold 124 homes worth \$19 million in 1 year. Referrals are 60% of her business (74 closings). Kendra keeps her database small, only 450 people. So 1-in-6 people on her list sent a referral that closed (16.4%). Kendra's referral plan is listed below.

3-Part Referral Plan: Mail, Call, and Visit

Part 1: Mail & Email

- Mail 2 pieces per month
 - o Letter of the Heart (2nd week of the month)
 - Personal note: vacation, team expansion.
 - o Evidence of Success (4th week of the month)
 - Client testimonial or quotes (surveys)
 - Stats Card: team listed and sold this many homes, average DOM
 - Just Listed or Just Sold postcard
- Email 1 time per month
 - o Economic Update (3rd week of the month)
 - o My Emma (MyEmma.com) email service
 - o Invite to community events or business purpose
 - o Tax credit, new construction, job growth, or schools

Part 2: Call

- Phone call 2 times per year
- Schedule by Letter of the Week (first letter of last name each week)
- SCRIPT Voice Mail: "Hi. This is Kendra. Sorry I missed you. Just wanted to catch up. Hope you had a great summer (fall, winter, spring). Our team always enjoys catching up with you. If you have a minute, call us back. If not, we understand. But we do ask that you keep us in mind for future referrals. Or if you need any real estate services, give us a call at 555-555-5555."
- SCRIPT Talk: Building rapport. "How's your summer (fall, winter, spring) been? Are the kids back in (enjoying) school? Everything good in the house? Anything going on? Where did you go on vacation?" End with: "Hey, who do you know that needs to buy or sell? Have you come across anyone who needs our services? Is there anything I could do for you?"
- Make notes (baby, job transfer,...)

Part 3: Visit

- Bring clients to you by hosting client parties quarterly
 - o Good Will Drive (truck in parking lot – clients bring their items)
 - o Back To School Bash (Monday night baseball minor league game, back pack supplies)
 - o Movie Day (rent theater pre-noon on Saturday, new release, \$8 each, vendor support)
 - o Environmental Day (shred truck, old paint cans and medications disposal)
- Invite through monthly email blast