

Referral SCRIPTS of 4 Top Agents

Rapport Building Referrals Script by Kendra Cooke who 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%)

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 ___.”

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?”

Simple Referral Script by Char MacCallum who sold 173 homes worth \$31 million in 1 year. Referrals are 80% of her business (138 closings). Char sold over 3,500 homes in her career.

SCRIPT Talk: ““Hi Joe & Mary, this is Char. Just checking up to see how everything is going. What’s happening in your world? How’s your house?” Talk about family, kids, dog,... (refer to past notes). End call with: “Hey if you know of anybody else who’s looking to buy or sell, give them my name. Or better yet, why don’t you tell me who it is and I’ll give them a call and say you referred me.”

13 Word Referral Script by Timothy Reeder who personally sold 115 homes worth \$20 million in 9 months. Referrals are 90% of his business (103 closings). Timothy keeps his database small, only 300 people. So 1-in-3 people on his list sent a referral that closed (34.3%)

SCRIPT Beginning: “Hey Mike, how you doing? How are the kids? The last time I spoke with you, you were talking about your daughter who was going off to college. How’s that going? I’m just touching base with you. Hope you’re doing really well. By the way, I have a new plumber I started using. If you need a plumber, this guy is phenomenal. His prices are great. Just let me know and I’ll give you his name and phone number.”

SCRIPT End Normal: “Oh, by the way, I’m never too busy for any of your referrals.” [13 Word Referral Script]

SCRIPT End For Immediate Business: “By the way, I could use your help. I’m not very busy right now. If you know anyone looking to buy or sell, I’d really appreciate if you would think of me.”

Re-Engage Past Client Script by Brian Maecker who sold 185 homes worth \$41 million in 1 year. Referrals are 90% of his business (166 closings).

SCRIPT Talk: ““Mike, this is Brian over at Re/Max. Long time no see. How are you?”

“I’m the agent that sold you your home. Forgive me for not calling for so long. I’ve had a **bad database**. And we are now upgrading that. I just wanted to touch back and see how everything’s going. How is everything?”

“I can understand you not quite remembering me. But we are in the process of updating our database and doing better at staying in communication. Is it ok if I keep you in our database and mail to you and touch base every now and then?”

“Well, I just wanted to let you know. First I apologize for not staying in better touch with you. And second, if there’s anything I can do to be of service to you in the future, please let me know. Ok?”