

Where to Find or Create an Outgoing Referral



- Listing Presentations:** The seller is moving somewhere. Result; a local move, intra-office referral or an out-going referral. When you explain the referral system as an additional service, even though the seller may not need our services at the time, he may have a friend or neighbor who is planning to relocate.
- For Sale By Owner:** “Foot in the Door” - - Offer the service before you ask about the possibility of listing their property. If you are visiting in person, have an information form handy. If you are phoning, use the referral service as an offer of free services.
- Past Buyers and Sellers:** Although they may not be planning another move, they may know someone who needs referral information service. Keep in constant contact with this excellent source of referral business as well as your normal real estate business contacts.
- Garage Sale:** Sometimes are held in anticipation of a move. When you visit, be sure to ask if they are moving, and then offer referral services.
- Sphere of Influence:** Friends, professional contacts, past customers. When you send a mailing, be sure to offer free referral services.
- Spouse or Significant Others:** Let them know of the success of referrals. Provide them with information and perhaps materials that they can offer to business associates. DON'T FORGET to call the Relocation Department with the prospect's information as soon as you determine they are ready to be contacted. It is easy - - call (248) 208-2973.
- Your Own Family Members:** Provide brothers, sisters, parents, etc. with information so you may offer assistance to their contacts.
- Youngsters in Schools:** Often the first to know about a pending relocation. The kids relate their fears or joys at the prospect of a move to their friends. School, sports, scouts, church, choir, are all sources to prospect for business.
- Tradespeople:** Dry cleaners, service station, Avon lady, meter readers, waitresses, painters, decorators, repairmen, moving companies, apartment rental agencies.
- Where People Talk:** Barbershop, beauty shop, Laundromat, bowling alley.
- Meetings:** Country Clubs, Planning Board, Council meetings, Bridge clubs, Homeowner's Associations, PTA meetings, Banquets, Block parties, Training Seminars, College Classes.
- Professional Contacts:** Attorneys, Accountants, Teachers, Principals, Religious Leaders, Bankers, Doctors, Dentists, Nurses, Secretaries.
- Sporting Contacts:** Whenever you meet with friends or competitors; Golfing, Bowling, Tennis, Racquetball, Volleyball, Soccer.
- Local Officials:** Police Chief, Fire Chief, State Officers. They, too, will often have advance notice of upcoming moves either in or out of the area.
- Corporation:** Through business contacts, offer relocation assistance.