

MISSOURI EDITION

# TOP AGENT

MAGAZINE

Are Your  
Presentation  
Skills Costing  
You **MONEY?**

10 Seconds  
to **CHANGE**  
**A HABIT**

**CONNECT  
BEYOND  
REAL ESTATE**  
to Attract  
Future Clients

**FEATURED AGENT**

**BILLIE BARNES**

5 Sure-Fire  
Ways to

**GET MORE  
REFERRALS**

**COVER STORY**

**PEGGY  
ALBERS**

# TOP AGENT MAGAZINE



PEGGY ALBERS



BILLIE BARNES

## CONTENTS

**4) CONNECT BEYOND  
REAL ESTATE TO ATTRACT  
FUTURE CLIENTS**

**13) 10 SECONDS TO  
CHANGE A HABIT**

**18) ARE YOUR  
PRESENTATION SKILLS  
COSTING YOU MONEY?**

**22) 5 SURE-FIRE WAYS  
TO GET MORE REFERRALS**

Phone 888-461-3930 | Fax 310-751-7068

[mag@topagentmagazine.com](mailto:mag@topagentmagazine.com) | [www.topagentmagazine.com](http://www.topagentmagazine.com)

No portion of this issue may be reproduced in any manner whatsoever without prior consent of the publisher. Top Agent Magazine is published by Feature Publications GA, Inc. Although precautions are taken to ensure the accuracy of published materials, Top Agent Magazine cannot be held responsible for opinions expressed or facts supplied by its authors.

To subscribe or change address, send inquiry to [mag@topagentmagazine.com](mailto:mag@topagentmagazine.com).

Published in the U.S.



# TOP AGENT MAGAZINE

**Realtor® Vendors, Real Estate,  
Mortgage, and Insurance Companies  
– GET INTERNATIONAL EXPOSURE!**

*Top Agent Magazine is seen by Real Estate Agents,  
Mortgage Professionals, Insurance Agents, and Home Buyers  
and Sellers in every U.S. city and internationally.*



**CONTACT:**

**[mag@TopAgentMagazine.com](mailto:mag@TopAgentMagazine.com)**

**888-461-3930**

**FOR AD RATES AND INFORMATION**

*Top Agent Magazine is the premier real estate magazine featuring the  
best real estate agents, mortgage professionals, and insurance agents in  
the USA, Europe, Canada, Australia, and New Zealand.*



# CONNECT BEYOND **REAL ESTATE** to Attract Future Clients

What kind of content are you sharing on your blog, website, and social media? Does most of it have something to do with buying or selling a home? While sharing the latest market information or tips on how to qualify for a mortgage, or when someone should buy or sell is important and demonstrates your value as a REALTOR<sup>®</sup>, it shouldn't be the only subject you cover. If you only focus on real estate, you'll be missing the chance to connect with future clients that might not be ready to move just yet. By sharing a lot

of industry-heavy content, you are only going to appeal to those who are currently in the market rather than a broad base of potential clients.

To pull in those other future clients you want to provide fresh, interesting content that will appeal to those possible future clients that aren't quite ready to move yet. However, you also want to still tie this content back into your business goals. So, how do you share content that will speak to a wider audience, but also still be relevant to your business?

## ■ **Talk About Your Philanthropic Activities**

---

The philanthropic work you do to support your community says a great deal about who you are as a person. Many people will be attracted to working with you because of the charitable works you are involved with. While you may be hesitant to share these efforts because you feel it may come across as bragging, you also need to remember that sharing information about the charitable organizations you support will actually help those organizations. Many of them have small marketing budgets, so any free exposure you can give them helps to promote their cause. In fact, they want and need you to promote them.

And you can promote them without coming across as a braggart. Focus your content entirely on the organization. Talk about why you support them, how they help the community, and how others can also get involved. This turns what could have been bragging into something that benefits everyone.

## ■ **Your Local Community**

---

We humans are connected to each other through our community – our local sports teams, parks, churches, schools, and much more. What better way is there to connect with people in your community than to talk about your community? Demonstrate that you are an expert on your community, and bring that community to your followers. Share information about a local event; perhaps even share the actual event through live-stream video. Interview city officials to get the low-down on the latest development project. Share information with your followers about things they didn't know about their community. Consult with local historians or the historical society to share interesting information about your community that your followers will want to read. You could even turn it into a series of podcasts or videos.

## ■ **Use Your Creativity to Connect**

---

Find creative ways to engage your followers on the topic of real estate. Try engaging your followers in an interactive project such as posting photos of interesting front doors. Doors are the entry point into our homes as well as our private lives. The way we adorn our front door can give someone a sense of our style and personality. Ask followers to submit photos and choose one to post each Friday. Make sure to watermark each photo with your logo at the bottom and include an inspirational quote that ties back to the importance of home. You could also ask your followers to provide a little story or caption to go along with the photo that tells something about them and their home. These kinds of projects are interesting and unique, and clearly connect back to your business.

## ■ **Share Your Hobbies**

---

Are you an adrenaline junkie who has bungee jumped from some of the tallest bridges in the world? Are you a foodie that grows your own organic vegetables and fruit? Do you have a



secret passion for photography? Everyone has hobbies that they enjoy outside of work. When you look past the surface people become quite interesting. People also happen to find interesting people interesting, and tend to remember people based on their distinctive traits. We humans love discovering a person's behind the scenes story, the mind behind the face. While you don't want to talk too much about yourself, sharing pieces of your personal life and things that interest you can be a great way to connect with followers. By sharing interesting facts about your life, you will find that many followers will feel a strong, personal connection to you based on your hobbies and personal interests.

### ■ **Divulge Interesting Experiences**

---

This is somewhat similar to the idea of sharing your hobbies. Sharing some of your more interesting personal experiences such as a fateful conversation with a stranger or an exciting adventure you had while in another country can be a great way to connect with followers as long as it also relates to some kind of life or business lesson. Talk about experiences you've had with clients or purchasing your own home. Experiences that relate to your business are great ways to connect with future clients in a manner that goes beyond the world of business.

### ■ **What and Who Inspires You**

---

No matter what you've chosen to spend your life doing, you didn't get there alone. You may have had a mentor that made a special impact on your life or someone already in the business that you looked up to and who perhaps inspired you to get into real estate. You may have found inspiration through a love of architecture or design. People want to know why others do the things they do. Sharing who or what influences you in your personal and business life is a great way to connect with followers. Recognizing that you didn't get to where you are now by yourself shows humility, and talking about those people that had an influence on you shows others that you stay connected to the world and people around you.

Connecting with potential clients is something that is essential to any REALTOR'S® business. If you're doing the work to create interesting blog posts and make those connections, you want to make sure that you're sharing the right kind of content to draw in those future clients. It takes a lot more than simply providing the latest market news. To get the most out of what you share, you need to provide a wide array of interesting content

that will draw in a broad range of followers. Providing the right kind of content can make all the difference when it comes to connecting with future clients and building the right kind of relationship with them right from the start. Connecting through your website or social media and sharing more than just real estate advice will help you build confidence and trust with future clients before you even meet them.

# TOP AGENT

MAGAZINE



**PEGGY  
ALBERS**





---

## PEGGY ALBERS

---

*Less than 20 months since her first sale, Peggy Albers is on track to close \$20 million in sales for her second full year.*

With lessons learned, big dreams and a spirit for living, REALTOR® Peggy Albers of Four Seasons Realty in Lake of the Ozarks, Missouri, is living proof that with tireless grit, a service-minded attitude and the desire to be a better person, a person can succeed while

spreading joy to others. Peggy's career as a REALTOR® since 2015 was inspired by her father, Jim Albers, who is known as one of the Lake's greatest REALTORS®, and her sister, who is also in the business. "It runs in the family!" she says.





At the time, Peggy was experiencing the seemingly endless struggles that most single mothers do. She began her career on a commission basis, knowing that extra due diligence and time served were mandatory. Inspired by the work ethic her father instilled in her since birth, Peggy soon became Rookie of the Year at Four Seasons Realty, and by her second year was the top producing Real Estate Agent in the history of Four Seasons, one of the most established real estate companies in the area. In a business that is saturated by teams, Peggy is making history on her own and firmly believes “God is riding in her front seat.” Less than 20 months since her first sale, she

is on track to close \$20 million in sales for her second full year.

Things were not always smooth for Peggy, who paid a high price for poor decisions as a teen. Growing up in a fast-paced resort community with 1,500 miles of shoreline (more than the California coast), people came from all over the country to enjoy their second homes, drive fast boats and enjoy dining and concerts by water. It was easy for a young person to get caught up in the lifestyle’s allure; she quickly found herself on the wrong side of the law. But during 15 long years of hardships, Peggy became stronger, more goal-oriented and





passionate about building a better lifestyle. With determination and the will to accept help from others, she positioned herself to become a highly respected community member and an outspoken example for young people and adults.

Peggy's clients are both accepting of her past and inspired by her. "I tell everyone my story and people are very understanding." As a professional and as a person, she makes herself available far beyond real estate for her clients. Her buyers, sellers and investors become her friends and value her work ethic and tenacity. "Most people need a lot of time to buy a house. I use that

time to get to know their stories in order to help them," she says.

With listings, for instance, Peggy uses the best professional photography and online advertising, which comprises 85% of her marketing. "I stage houses to look presentable in professional photos. Good pictures sell homes!" Because Lake of the Ozarks is a travel destination, she also buys magazine advertising. And pricing is key. "You have to understand market value." Peggy welcomes seemingly endless opportunities to help her clients. "Every day is different; you never know who you're going to meet." She works so hard that, when explaining





*“Most people need to take a lot of time to buy a house. I use that time to get to know their stories in order to help them.”*

how she spends her free time, she laughs and says, “I sleep!” Peggy also enjoys spending time with her friends and her son, whose college aspirations she is proud to support. In addition, she is co-owner of the lake’s newest resort, Ozark Village Resort and Marina; she enjoys being on the water as much as possible.

Peggy plans to add leasing to her business. “Many people need to rent their second home in order to afford it,” she says. Strong local knowledge and passion for making people’s dreams come true give her the tools to serve. “I also want to do more speaking engagements. I want to speak to women about overcoming obstacles in the





face of adversity and not letting your history define you.” Already, she speaks to people in prisons, inspiring and encouraging them to improve their situations by learning how to stay open to opportunities and remaining true to themselves. Peggy is grateful for a

community that encouraged her own personal transformation. “Communities have to come together to help each of us be the best we can be. I love it when we work together to make great things happen for people and our neighborhoods!”

**To learn more about Peggy Albers,  
visit [AlbersandAlbers.com](http://AlbersandAlbers.com),  
email [Peggy@AlbersAndAlbers.com](mailto:Peggy@AlbersAndAlbers.com)  
or call 573.569.8792**



# 10 Seconds to Change a Habit

**By Barry Eisen**

I'll bet that most of the speakers you've heard and books you've read on the subject of personal development, tell you that it takes 21-30 days to change a habit. Like a wives' tale passed on generation to generation, sometimes the story is better than the information.

Clichés like, “habits are hard dying,” and “you can't teach an old dog new tricks,” etc., are primarily about protecting your ego from possible failure (psychological) and upsetting your brain in its quest to stay unchallenged and comfortable (physiological).

**If purpose is strong enough, shifts can happen immediately.** A near death experience while driving on the freeway can make the driver quit tailgating forever. A drug overdose can have a sobering effect. Having a new baby in the family can make a smoker stop smoking right now. Having enough financial pressure, like a child in the family needing college tuition money, can cause an inconsistent salesperson to prospect consistently like their hair is on fire. There are lots of positive and negative motivations that can cause change instantly. When the perception of achieved pleasure is strong enough, the behavior will change. Purpose can take the form of the carrot or the stick.

**The choice as to whether you make it easy or hard, fast or slow are choices you get to make.**

Some habits will never change if you perceive the end result not being worth the efforts necessary to get there. Over thinking is just another way of saying... self-sabotage.

So, is there a real answer to the question, “How long does it take to change a habit or attitude?” Here’s my answer. See if it works for you.

**Immediately, NOW.** The only time you spend on this earth is called NOW. What’s done is history. What hasn’t happened yet is the FUTURE. The only time you have to think or act is in the NOW. If you focus on the best decision in your NOW, for that moment you made a change. Make that same change again in the next NOW time, and you will have reinforced and made more comfortable the habit or attitude you are addressing.

Make the same decision many times and you have the expression used by many neuroscientists that, “When brain cells fire together, they wire together.” At a certain point of critical mass (tipping point) the new behavior becomes a no-brainer... automatic. This can take a one time shift or days or weeks or...? The choice as to whether you make it easy or hard, fast or slow



are choices you get to make. So why make things hard when you always have choice? You always have NOW.

### 3 Keys to Change Habits and Attitudes

**1** When confronted with a “tough” decision (e.g.) Prospect for business or check out Facebook? - Eat this serious piece of cake or go for the fruit? - Go to the gym or turn on the TV? - Return the phone call or put it off for tomorrow? **Take a deep breath and picture yourself doing what’s right, not what’s easy.** Surrender the self-imposed stress you associate with the change. Let go of the history of excuses and make a better choice NOW.

**2** **Follow through with that thought (NOW)**, not just to make this better decision, but also to set a pattern of realizing the power you have in controlling your life. This is a simple, but valuable lesson about helping to develop confidence and a positive self-esteem. Most who go to the many varieties of therapy, usually go because of lack of control issues or self imposed victimization. Show yourself what you CAN DO.

**3** **Learn and use self-hypnosis and hypnosis** to reinforce the habits you choose. In “speaking” to your subconscious mind with words, pictures and emotion, in a relaxed state of mind, you are encoding brain cells with instructions (cause). You become what you think about (effect). Hypnosis will speed up learning, whether it be specific subject matter or whether it be learning an improved habit, 2-5 times faster.

Habit change doesn’t have to be difficult, but it does usually entail being Mindful. Exercise your good decision making abilities and you’ll develop a do it now attitude, improve physical health and energy, develop consistency in your business, more fully enjoy your relationships and so much more.

Copyright©, 2016 Barry Eisen. All rights reserved.



Barry Eisen teaches personal development seminars and coaches Southern California top producing REALTORS®. “Your business will never grow more than you do” is the theme; self hypnosis and behavior modification are the tools for playing a bigger game. [barryeisen.com](http://barryeisen.com), [barryeisen@LA.twcbc.com](mailto:barryeisen@LA.twcbc.com) 818-769-4300

# TOP AGENT

MAGAZINE

## NOMINATE A COLLEAGUE TO BE PROFILED IN ONE OF OUR EDITIONS

Candidates are evaluated based upon uniqueness of story,  
production as well as industry and community involvement.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Submitted by

Name \_\_\_\_\_

Fax to: 310-751-7068

Email to: [mag@TopAgentMagazine.com](mailto:mag@TopAgentMagazine.com)

You can also submit your nominations online at:

[www.TopAgentMagazine.com](http://www.TopAgentMagazine.com)



# TOP AGENT MAGAZINE

## BILLIE BARNES

Situated in Central Missouri, the City of Sedalia offers the best of many worlds – small-town values in a progressive environment where businesses grow, educational opportunities abound and people enjoy a very nice quality of life. It is there, in that community-centric city, that REALTOR® Billie Barnes was born and raised and where she has the pleasure of representing buyers and sellers across the region in which Sedalia sits. Her lifelong knowledge of Sedalia provides both her buyers and sellers with a unique advantage when navigating their real estate decisions.



Billie entered real estate well over a decade ago after eight years in another industry. While witnessing the area's economic growth, she experienced firsthand the development of new residential communities and businesses, giving her a unique perspective when representing clients across her region. Now a part owner of RE/MAX of Sedalia, she employs a full-time, licensed assistant. Together, they're ready for any challenge that may come their way. "I really enjoy helping my clients through the process of buying or selling," says Billie. "I especially like working with first-time home buyers." In addition, she has a gift for instilling a sense of calm to the real estate process for her buyers and sellers. "Selling can be a very emotional process; I want to make things as stress-free as possible."

Billie's clients notice how hard she works for them. "I've been known to line a crawl space with plastic, to paint a deck before listing, or whatever it takes to get the job done!" She also communicates extremely well. Her clients praise her resourcefulness and ability to find solutions to complex situations. One client explains that, during what could have been a difficult sale, Billie was not only helpful, knowledgeable and reassuring, but delightful to work with and an excellent communicator. Billie also markets her listings tirelessly, taking advantage of Facebook, MLS distributions, newspaper advertising and radio.

"Communication is key," says Billie. "I am in touch regularly with all my clients." Her sellers receive status reports

every Monday, detailed feedback on Tuesdays and market updates every other week. She then remains in touch after every transaction. Not surprisingly, many people choose to work with Billie for multiple transactions over the years. She adds a personal touch to each relationship, giving special gifts at the holidays and touching base with her past clients from time to time.

"We also host customer appreciation events," she says. Given her love of working with first-time homebuyers, she is also currently planning for a series of first-time homebuyers' seminars in conjunction with a local lender. "I like to be involved," she says, noting her seat on the board of the Sedalia Area Chamber of Commerce as well as with the Sedalia School District Foundation. "I've sat on the United Way board and the Red Cross board in the past, but I try to maintain balance by limiting it to two." Community involvement is extremely important to her, but giving meaningfully to select organizations at a given time is better than spreading herself too thin. She wouldn't want to lose focus on her real estate clients or, of course, her family.

"I have a Brady Bunch family!" she explains. "My husband and I have five kids between us," she says, describing her kids, ages 16, 18, 19, 19 and 21. "The twins are both in the Navy and our youngest is active in soccer; I'm usually at soccer games!" She also donates \$25 per closing to the Heart of Sedalia Foundation, which supports different local nonprofits on a monthly, rotating basis. Adding in the fun factor, she periodically donates RE/MAX hot air balloon rides for charity auctions. Clearly, Billie has found the perfect balance between community involvement, service to her clients and focus on family in her cherished hometown.

To meet the growing need for her personalized brand of service, Billie is considering building a team of agents in the future, hopefully adding buyer's agent. And while certainly enjoying the increasing demand for clients to hire them, Billie pledges never to lose sight of the importance of service and of family.

To learn more about Billie Barnes,  
visit [billiebarnes.com](http://billiebarnes.com), email [billie@billiebarnes.com](mailto:billie@billiebarnes.com),  
call 660-287-6167 (cell) or 660-826-9911 (office).



# Are Your Presentation Skills Costing You Money?

By Carla Cross

Sometimes we're so focused on technology and education that we forget this is a "people business". And, a great deal of the money you make comes from your 'point of contact' skills. What do I mean by that? Lead generating dialogues and presentation dialogues. Yet, how much do we work on those verbal skills? Unfortunately, communication sales skills have gotten short shrift in the last decade. Why? I think it's because many of us are so challenged by technological changes. But, slow down. Think about how you actually make money. It's at point of contact. Getting better at point of contact skills translates into more money in less time.

## We're All Presenters

Everyone in the real estate business presents: Agents present, when they are doing listing or buyer presentations. Managers present when they are recruiting, or doing their office meetings. Mortgage and title

When you're doing a listing presentation, what do you want to happen? You want them to sign the listing agreement when you're done.

reps present when they are in front of a group of agents in an office, talking about their services. So, doesn't it make sense to become 'killer' at those presentations? You'll double your money and halve your time.

## Bug Off: I Do Okay Just Like I Am

Yeah. I know. As a musician, I've worked with literally hundreds of people who thought they 'played good enough.' Some people just get to a certain performance level and leave it there. Have you ever thought that, often, our presentation strategies (or lack of) *work in spite of us, not because of us?*

As a musician, I know the thrill of performing at high levels. So, open your mind and consider

stepping up to a higher presentation level. Not only will you have personal satisfaction, you'll make more money!

Now, let's tackle one set of presentation skills: Organizing that presentation effectively. Having heard listing presentations that wander all around the world, I know the importance of effective presentation organization.

## Three Steps to Organize Your Presentation to Knock Their Socks Off

Most of the time, we just get in front of people and say whatever we think of first. That leads to some big presentation mistakes, and costs us 'sales.' Instead of stumbling through a presentation, why not organize it to

grab their attention, persuade them to your way of thinking, and motivate them to action? You can. In my new resource, *Knock Their Socks Off: Tips to Make Your Best Presentation Ever*, I show a simple three-step format to create your persuasive presentation. No matter why you're in front of people, we need to be persuasive

Think about it. When you're doing a listing presentation, what do you want to happen? You want them to sign the listing agreement when you're done. So, it's extremely important that you organize your listing presentation using a persuasive format, not just an information-heavy dialogue flow.

## Grab Their Attention in the Opening

Have you thought about your opening? Or, are you nervously standing at the sellers' door, worried about what you're going to say? Are you hiding in your office because you dread doing that sales meeting? When we haven't organized our presentation, we come up with some really boring, off-putting openings, like:

*I won't take much of your time, but...*



*We have a lot to cover today*

*We won't get through the outline*

*I know you don't want to listen, but...*

*I'm not really prepared*

You just open your presentation book, point to the pretty pages, and say, "here's a keybox" (I'm not kidding. I've seen it....)

Great openings, yes? Yet, we've heard them dozens of times. You don't have to settle for whatever

If you're doing a presentation to sellers, one of the major objectives of your presentation is to persuade them to your listing price point of view.

comes 'naturally.' Instead, make your openings:

*Provocative*  
*Interesting*  
*Different*  
*Engaging*

I just attended a 'Train the Trainer' session (yes, I still learn great stuff every day!), where the trainer said it was important to engage the audience in a meaningful way in the first two minutes of your presentation. I think that's a great rule to follow today, because people's attention spans are the length of a gnat's eyebrow. So, the next time you attend a presentation, see how much time elapses before the speaker/presenter/trainer gets the audience into meaningful action. I don't mean to ask a rhetorical question, either!

### A Middle That Educates Your 'Audience' to Your Point of View

In the middle of your pres-

entation, add those stories, statistics, and visuals that support your point of view. By the way, as you create that presentation, jot down your point of view. If you're doing a presentation to sellers, one of the major objectives of your presentation is to persuade them to your listing price point of view.

### Why Use Visuals?

There are two reasons to use visuals in your presentation:

*We believe what we see*

*We retain the information much longer*

As you organize your presentation, ask yourself:

What are the main, and frequently, unspoken objections my 'audience' will have? How do I educate them to show them the reasoning behind my point of view?

### Retention is Key

Have you ever met with sellers or buyers, given them lots of information—and then had them question you about it a few days later—as if they never heard you—or heard you backwards? That's because people don't hear and retain very well. Look at the statistics:

Three days later:

We retain 10% of the information when we hear it

We retain 65% of the information when we hear and see it

So, use visuals to prove your points, not to merely show pretty pictures of houses.

### The Ending: Back to the Beginning

Have you thought about your wrap-up? Or, like many presenters, does your ending sound like this?



*Well, that's all. What do you think?*

*We're out of time. Thank you. I hope you'll list with me*

*I don't have time to close.*

*I couldn't get to much of the material, but you can read it*

In fact, even the most professional presenters frequently have trouble with their endings. One of the main reasons is that they run out of time. Another is that they haven't thought the ending through.

## How to Do a Stunning Ending

Crafting an effecting ending is the second most important part of your presentation. (The first is the opening). To craft a great ending,

*Go back to your beginning opening theme*

*Summarize the benefits of going ahead with you/take action*

*Motivate your 'audience' to take action*

## A Great Presentation is Crafted Like a Pop Song

As a musician, I know that all

pop tunes are constructed with this format:

*theme—variation—theme*

This is known in the music business as the ABA format. Think of your favorite pop tune: Hum the beginning. Think of the end. They're alike, right? It's the middle—known as the 'bridge'—that is the humdinger. It wanders all around. Your persuasive presentation should be crafted like that pop tune:

A. A compelling start (think Billy Joel, Neil Diamond, etc.)

B. An interesting, developed middle, with stories, statistics

A. Back to that theme, with a motivating ending

Now, you're all set to craft a great listing or buyer presentation, great recruiting meeting or sales meeting, or awesome product/service presentation to any audience.

## P. S. Practice!

Many more tips on presentations and presentation skills are in my new resource, Knock Their Socks Off: Tips to Make your Best Presentation Ever.



Carla Cross, CRB, MA, President of Carla Cross & Co., is an international speaker, coach, and resource provider specializing in real estate management. A former master level CRB instructor, and National REALTOR® Educator winner, Carla was recently named one of the 50 most influential women in real estate. For a free document on standards to establish, email Carla at [Carla@carlacross.com](mailto:Carla@carlacross.com) and ask for *standards document*. Carla has written six internationally published books, and provides coaching programs for management, including her affordable in-office coaching programs *Up and Running in 30 Days* and *On Track to Success in 30 Days for Experienced Agents*, which provide standards, focus, and accountability. Reach Carla at 425-392-6914 or [www.carlacross.com](http://www.carlacross.com).

# 5 Sure-Fire Ways to Get More Referrals

---

by Bubba Mills

Wouldn't it be great if you didn't have to market your services? Just serve and help clients all day—it's why you chose real estate in the first place, right? To help people. But if you're like most REALTORS®, you're likely working your butt off just to get those clients.

So what's the answer? Referrals—from your current and past clients, family, friends and acquaintances. Imagine what your business would look like if everyone you knew gave you just one good buying or selling referral. Yeah, savor that feeling for a minute.

Run the numbers. Your average client who sticks with you is worth \$25,000 if they move three times (first average commission is \$5,000; they move in five years, that's another \$10,000 for the buy and sell. Same with the third move, another \$10,000.) Then if the client refers two people, suddenly you're talking \$75,000. And that's without marketing, so add in that

savings. Remember this: when you take exceptional care of your clients, they'll do your marketing for free.

Referrals are where the money is and here are five tips you can start using today to get more:

1. Make your service downright unforgettable. Past clients can't refer you if they don't remember you. Help them remember you by giving them memorable service. Take time to brainstorm ways to increase your service. Remember that referrals are earned, not paid for. By the way, I teach a seminar called Marry Me! Getting Your Clients to Say 'I Do!' that gives tips on how to offer service that yields referrals. Visit <http://getbubbasnotes.com/marryme> and get them free.

2. Cross promote and partner with other businesses. Think about all the local businesses in your city and then ask this question: What can I do to help those local businesses

while promoting my business? Think coupons for your clients and leaving your business cards in their stores.

3. Think A.B.A.—Always Be Asking. If you don't ask, you don't get referrals. Add a P.S. to your email signature. Something like this: “P.S. If you know anyone thinking of buying or selling real estate, please tell them about ABC Real Estate and hit the reply button and tell us how we can help them!” Also, put some serious thought into your closing gifts. I've given Cutco Knives with my name engraved on the blades. Every time they use the knives, they think of me. Give gifts that have a shelf life.

4. Get involved in your community. People are more likely to refer to someone they believe is a good person – someone that gives back to the community. And remember, it's not your signs all over town that make you a community icon; it's what you do for your community. Volunteer at retirement centers, help rebuild and paint local parks, serve food at the local soup kitchen, take part in fundraisers and be seen at block parties and street picnics.

5. Show your gratitude when you do

get referrals. Thank your referrers for their help, and keep them updated on how the new relationship is going. The referral system is built on strong relationships and shared value.

Share what's on your mind. How much time are you spending to get referrals? Can you improve your referral numbers? If not, why not? What's preventing you from getting more referrals? What successes or failures have you had with asking for referrals in the past? Please send any comments or questions you have to [Article@CorcoranCoaching.com](mailto:Article@CorcoranCoaching.com) or <http://www.facebook.com/CorcoranCoaching>.

Bubba Mills is co-owner and executive vice president of Corcoran Consulting and Coaching Inc. ([www.corcorancoaching.com/programs](http://www.corcorancoaching.com/programs), 800-957-8353), an international consulting and coaching company that specializes in performance coaching and the implementation of sound business systems into Real Estate Companies, Mortgage Companies and Small Businesses. Bubba Mills is a nationally recognized inspirational and education speaker, coach and mentor to the top real estate agents and mortgage companies. To find out more about Corcoran Consulting & Coaching, call 1-800-957-8353 or visit us at [www.CorcoranCoaching.com](http://www.CorcoranCoaching.com).



# TOP AGENT MAGAZINE

**Realtor® Vendors, Real Estate,  
Mortgage, and Insurance Companies  
– GET INTERNATIONAL EXPOSURE!**

*Top Agent Magazine is seen by Real Estate Agents,  
Mortgage Professionals, Insurance Agents, and Home Buyers  
and Sellers in every U.S. city and internationally.*



**CONTACT:**

**[mag@TopAgentMagazine.com](mailto:mag@TopAgentMagazine.com)**

**888-461-3930**

**FOR AD RATES AND INFORMATION**

*Top Agent Magazine is the premier real estate magazine featuring the  
best real estate agents, mortgage professionals, and insurance agents in  
the USA, Europe, Canada, Australia, and New Zealand.*