

our simple

3-STEP SYSTEM

for consistently generating referrals



BY LUKE ACREE

I want to show you

just how easy it can be to get consistent referrals and repeat business.

I have worked closely with thousands of business professionals (most of them real estate agents!) over the last 10+ years to find out what works and what doesn't.

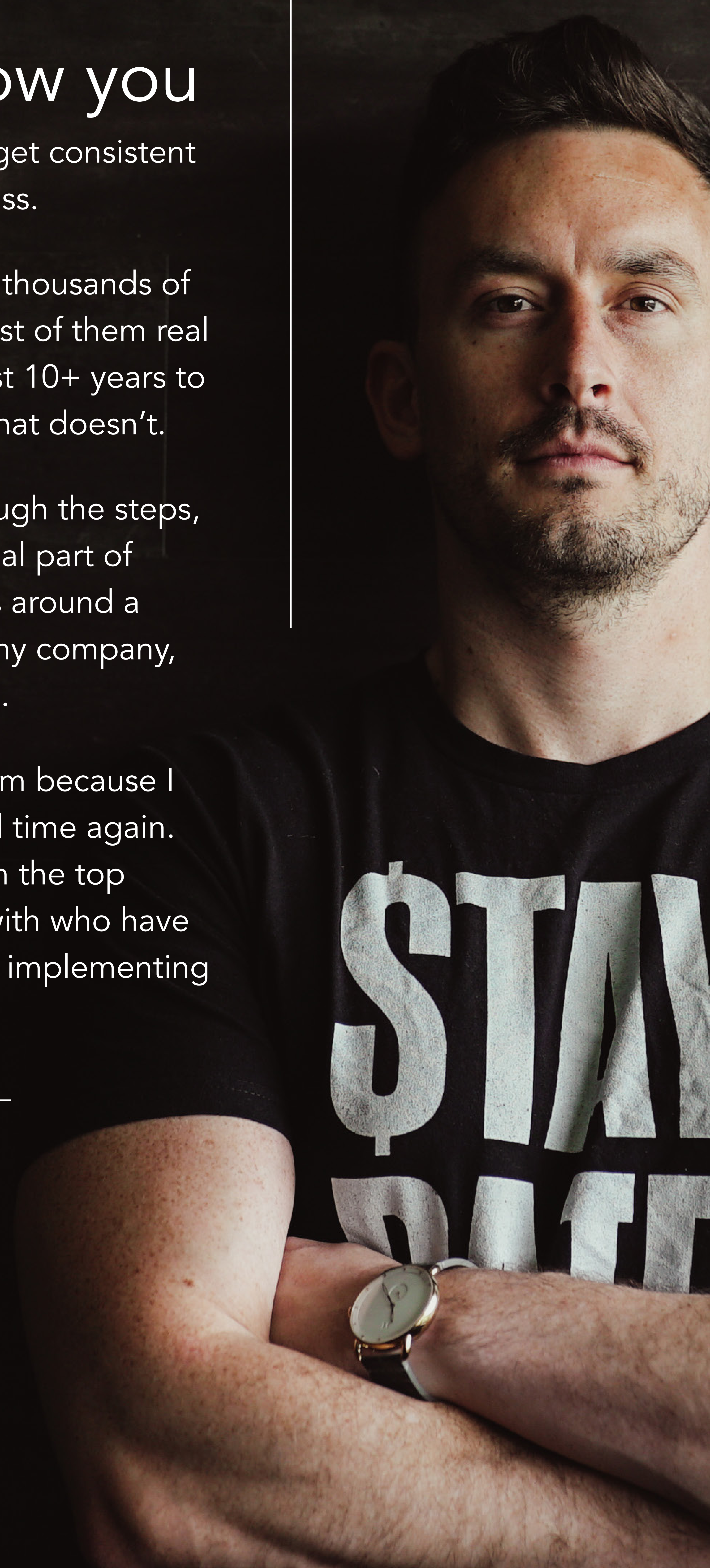
And, yes, as you read through the steps, you will see that an essential part of this 3-step system revolves around a branded publication that my company, ReminderMedia, publishes.

I am confident in this system because I have seen it work time and time again. I recommend learning from the top producers I have worked with who have used this system, and start implementing it for your business today.



LUKE ACREE

**President of ReminderMedia,
Host of Stay Paid Podcast**



why should you focus on referrals as a real estate agent?



41% of sellers found their real estate agent through a referral*

WHY IT'S IMPORTANT:

Almost half of all people looking to sell their home will ask friends and family for recommendations. As an agent, it's important to make sure your clients know to refer you.



82% of all real estate transactions come from referrals**

WHY IT'S IMPORTANT:

If the majority of your transactions are not coming from referrals, then according to the national average, you are missing out.



The average person knows 3–5 people looking to buy or sell a home in the next 12 months

WHY IT'S IMPORTANT:

There will be several opportunities for your clients to refer your business. A handful of referrals from each of your clients will add up quickly!

*Source: 2020 National Association of REALTORS® Profile of Home Buyers and Sellers,

**Source: <https://www.becomealocalleader.com/lead-generation/how-to-get-referrals-without-asking-for-referrals>



the bottom line

is that anyone can create a thriving business based mostly off off referrals from their network of relationships.

so, how do you do it?

step 1

GIVE A GIFT

Give your clients a bimonthly subscription to your own personally branded publication.

Why is a magazine subscription the perfect gift for generating referrals?

- ✓ it's appreciated as a gift not seen as solicitation
- ✓ a new gift is sent bimonthly, not just once so you stay top of mind consistently
- ✓ every time your newest issue hits it gives you a perfect opening to a conversation
- ✓ highlights your business and makes you look impressive and trustworthy



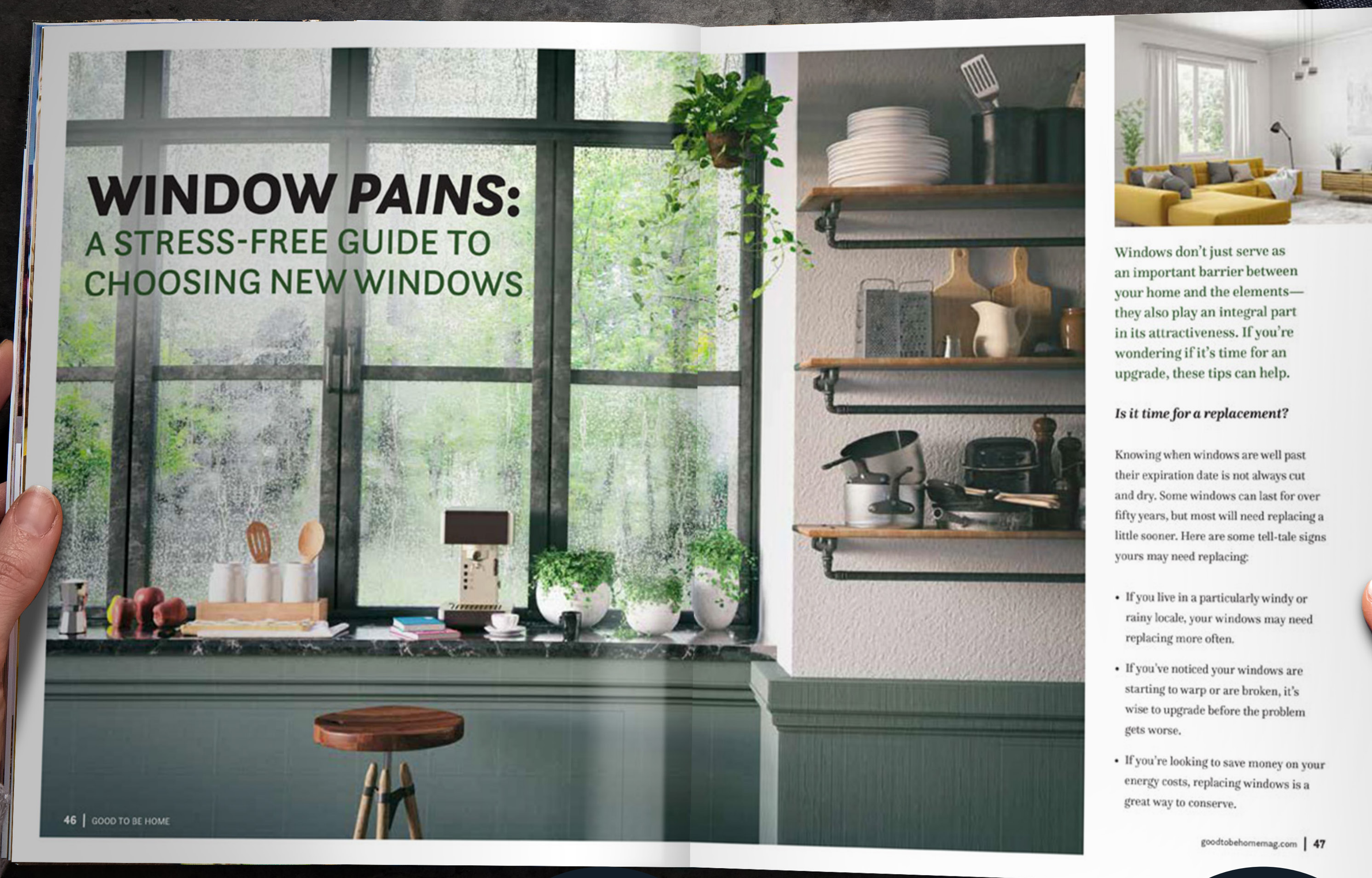
branded to you!

step 2

CALL YOUR CLIENTS

Using your magazine as an icebreaker, give your clients a call as a way to stay top of mind and strengthen your business relationships.

TIP: Use the article content as talking points!



"Did you receive the magazine I sent you? I hope you took some time to relax and read it!"



"I know you love seafood, so did you try the recipe in the magazine I sent you?"



"There are a few great interior design tips in the magazine I sent you. How is your home renovation going?"

step 3

ASK FOR A REFERRAL!

While on the phone, ask your clients if they can introduce you to someone who may be looking to buy or sell a home in the next year.



TIPS:

Avoid using the word "referral" with clients. It'll put you and them at ease if you ask them to "connect" or "introduce" you instead.

Don't make every call about business. Be consistent with your calls, but only occasionally ask for a connection or introduction.

Find the form of communication that works best for each client, whether it's texting, in person, or email.

how many referrals
come from the
magazine?



58
percent

**OF RECIPIENTS
HAVE REFERRED
FRIENDS AND
FAMILY to the
professional who
sent them the
magazine in the
last 12 months.**



86
percent

**OF RECIPIENTS
HAVE TAKEN
AN ACTION as a
result of reading
the magazine
that benefits
the sender's
business.**

80
percent

**OF READERS
ARE MORE
LIKELY TO DO
BUSINESS
with a
professional who
sends them the
magazine.**

These are some of the top producers I have worked with who have utilized this system for their business:

 **Bryan Jones**  recommends **ReminderMedia**. ...
June 7 · 

Luke,




I just wanted to tell you this.

I have tried a lot of marketing techniques in my three years of being an agent, your magazines, have by far gotten, the best response out of anything I have tried.

After my first round went out a few weeks ago, more than 75% of people I sent them to, actually called me or tagged me on Facebook thanking me for the magazine.

I can't get 75% of my clients to do anything, this really amazed me. Anyway, I have followed up with the other 25% and also received great responses.

I just wanted to let you know, I am a thoroughly happy new client.


 **Richard Neilan**  recommends **ReminderMedia**. ...
May 26 · 

I've been very pleased with the impact 'American Lifestyle' has had on my real estate business. It has proven to be a great way to stay in touch with clients, and presents the polished, professional image I wish to convey. I receive more positive feedback from the magazine than from any other marketing tool, making it a great use of my advertising dollars. Reminder Media provides great customer service, too. I highly recommend them to my fellow professionals.

 **Amber Renaud** reviewed **ReminderMedia** —  ...

Absolutely amazing!! We signed up a few months ago to start sending the American Lifestyle Magazine to our real estate clients as a way to keep in touch and it is hands down the best business decision we've made in a long time. Our clients absolutely LOVE getting these magazines from us! After the first magazine was delivered, our phones were blown up with calls and texts thanking us. Many of our clients actually took photos of the front cover and posted them on Facebook, tagging us to thank us and share with their friends. We will be lifetime customers. Thank you for offering this great service!

  3

 **Karlton Kilby** reviewed **ReminderMedia** —  ...

As a Realtor hands down, Reminder Media's "American Lifestyle" magazine is currently responsible for the majority of my qualified leads. While I have not been a Realtor but for only a year my records show that referrals from those receiving the magazine are responsible for approximately two thirds of my sales.



your referrals are waiting!

Interested in giving this a try?
Get started by clicking the link below!

[CLICK TO GET STARTED!](#)