

*our simple*

# 3-STEP SYSTEM

for **consistently generating referrals**  
using your own personally branded magazine



BY LUKE ACREE



# I want to show you

just how easy it can be to get consistent referrals from your current clients.

I have worked closely with thousands of business professionals over the last 10+ years at my Inc. 5000 company, ReminderMedia, where we are a leader in producing high quality marketing materials.

The marketing materials we produce include a custom, branded magazine that is the key to successfully executing this 3-step referral system that you are about to learn. I am even giving you an exclusive discount because I want you to start getting referrals ASAP!

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 if you want success  
as a real estate agent, you  
need to be good at gaining  
referrals for your business.

*so, how do you do it?*





# THE

# 3-STEP

# SYSTEM

for consistently generating  
**referrals** using your  
branded magazine



*step 1*

# GIVE A GIFT

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

Why is a magazine subscription the perfect tool 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!***

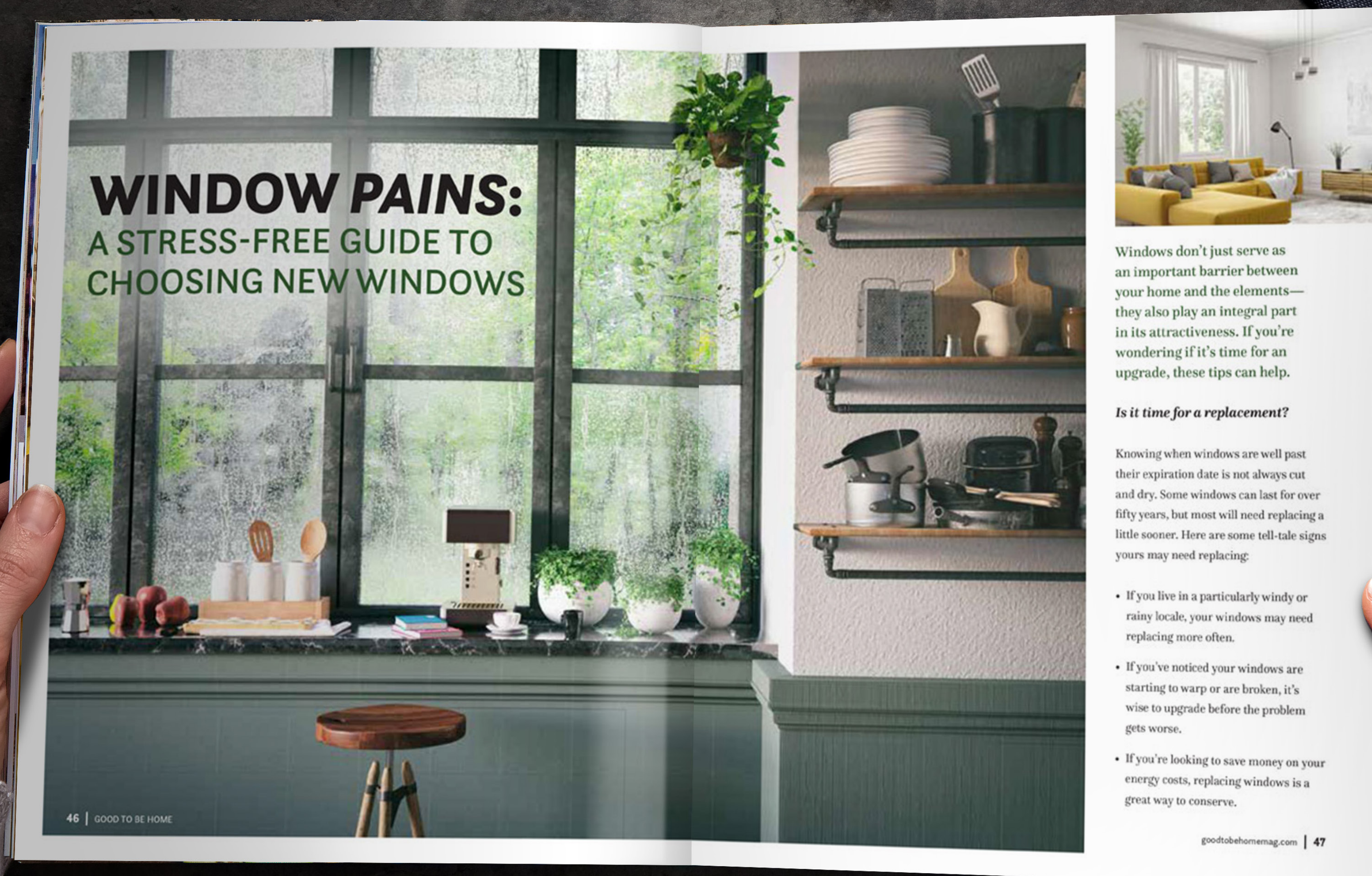


*step 2*

# 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!**



Use the script below to start that important, relationship-building conversation on the phone:

*"Hello [insert name here]! I sent you a copy of the latest issue of my magazine, I just wanted to check-in and make sure you got it. Did you enjoy it?"*



*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 in the last  
12 months to the  
professional who  
sent them the  
magazine.**



86  
percent

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



80  
percent

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

Source: 2019 GfK survey of American Lifestyle and Start Healthy readers.



# 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 — 5★

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 — 5★

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 your magazine a try? Your next step is to click the button below to view a pdf sample of our current issue to see all the places in your magazine that you can customize, and to make sure you like the content inside!

REQUEST MORE INFO &  
GET DISCOUNT HERE!