

ACTION LETTER- MAY FRIENDS, FAMILY AND THEIR CO-WORKERS:



Back in our February Action Letter we discussed, in detail, adding *EVERYONE* to your Database. We also discussed the fact that sometimes (okay, *often*) your Sphere of Influence aka Friends and family *may not* be your best direct resource for real estate business.

I started my career in Real Estate after my Friends and Family had already bought and sold 2 or 3 houses, so they already had an established working relationship with a local agent. Naturally, I chose to be respectful of these relationships based on integrity and not wishing to compromise my long-term friendships. Yet my question was, *HOW can I get my "circle" to rally behind me*. I certainly don't want to dismiss them completely, even though I'm not going to be depending on them, solely, to grow my business. I needed a nice yet productive balance.

Here's what I did, hopefully you will implement this for your business too.

At every gathering it seems, no matter what the occasion, the subject eventually turns to real estate and who's moving and why. Sometimes while relaxing and hanging out with F&F, I wanted to do just that...RELAX. But that didn't stop the conversations. I decided to turn things around, if the conversations were going to turn to real estate anyway, I may as well make the best of them.

No matter what they asked me, what they said...I *ALWAYS* stayed positive about my business. I *ALWAYS* said that business was *GREAT*. I emphasized whatever positive things were happening in the market.

Sellers' Market: "Business is **GREAT!** I am getting top dollar for my clients and when they listen to me and we work together, I am selling their properties in record time. *I am collecting some of the BEST sellers!*"

Buyers' Market: "Business is **GREAT!** I am having so much fun negotiating great deals for my buyers right now. They trust me and I am saving them as much money as they can on each deal. *I am working with some GREAT buyers right now!*"

Then I would add...(*I picked this up in one of my classes I attended along the way) I am looking to help at least 10 more families over the next 10 months, so let me know if you hear of anyone that I can help.

What happened? Before I knew it, my friends were calling me with referrals from their work or their neighbors etc.

What I did next is VERY important!

My friend would call me and say that their work colleague was looking to move and proceed to tell me the *why* behind the move. I would listen patiently and be empathetic to the situation. Then I would ask my friend to *give me the persons information* (either phone # or email) and to tell this person that I will take great care of them and will be reaching out then to talk about how to proceed. Tell them I will reach out over the next day or two.

Getting the potential client's information is critical because it puts *YOU* in control. You are not hanging by your phone and constantly checking your email WAITING for them to reach out to you. Because, 9 times out of 10, something comes up and the person never reaches out to you. People will follow your lead; they usually will work with those that are in front of them or those that have influenced them the most. **BE THAT PERSON!**

When I did get into conversation with the co-worker or neighbor, I made sure that I told them, "my friend speaks very highly of you." Then I suggested we select a time to get together to make sure that we are all on the same page (aka, like each other) and I will review with them what they might need to do to get ready for the Market (similar conversation as the OH listing appt conversation).

I looked at my sphere of friends and family the way I looked at FSBO's and Expireds...they take a bit of extra work and they are an important piece to my business foundation and when they *DO* come to fruition, it was like a nugget of gold! So, don't be hesitant in asking for the business. Your friends will appreciate that you are not interfering with their established realtor relationship and will be more than willing to recommend you to their co-workers, etc.

One more important factor: You DO NOT want to let your friends/family down in any way! They are trusting you with this gift and you are appreciating them for it. So, go out of your way, if necessary, and take extra special care of this referral. Believe me when I tell you, *THAT is sometimes a tall order!*

In closing, I always had a special event for the friends and family that trusted me with their co-workers and supported my business.

I called it a Gratitude Dinner. I would have a private dinner party in my home where I cooked something special or even hire a chef, depending on the time of year. I made it an elegant event, had bartenders and servers on hand. Friends loved it. It made me feel good to give back to them too. Over the years my circle of referrals grew, so my events grew, people looked forward to them every year! And guess what? Eventually my friends came around and I helped them purchase their secondary vacation homes.

Always looking for Listing opportunities. Stay genuine and stay focused!

Fondly,
Your Team at Listing Language

