

**locorum**<sup>®</sup>

# Ongoing Builder Referral Promotion Strategies



**Earn first, ask second**

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**Ask customers who you trust  
and have had a positive  
experience with your  
business.**

# Email campaigns to add to your strategy

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- General referral promotion

# Email campaigns to add to your strategy

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- General referral promotion
- New site launch campaign

# Email campaigns to add to your strategy

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- General referral promotion
- New site launch campaign
- New phase campaign

# Email campaigns to add to your strategy

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- General referral promotion
- New site launch campaign
- New phase campaign
- Warranty reminder

# Email campaigns to add to your strategy

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- General referral promotion
- Home buyer tips
- New site launch campaign
- New phase campaign
- Warranty reminder

# Email campaigns to add to your strategy

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- General referral promotion
- Home buyer tips
- New site launch campaign
- Periodic check-ins
- New phase campaign
- Warranty reminder



## **The art of gift-giving**

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**Gifts not only express gratitude to clients but also provide an opportunity to get referrals.**

**68% of people say they would prefer to receive cash over physical gifts.**

# When to send gift rewards

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- Closing gifts

# When to send gift rewards

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- Closing gifts
- Home anniversaries

# When to send gift rewards

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- Closing gifts
- Home anniversaries
- Holidays

# When to send gift rewards

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- Closing gifts
- Home anniversaries
- Holidays
- Birthday gifts

# When to send gift rewards

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- Closing gifts
- Home anniversaries
- Holidays
- Birthday gifts
- Special occasions

# When to send gift rewards

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- Closing gifts
- Home anniversaries
- Holidays
- Birthday gifts
- Special occasions
- Regular appreciation



# Reward the action and the outcome

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**Action:** Send a small reward right when you get a referral to incentivize more

**Outcome:** Send the full reward when the desired outcome is achieved (i.e. deal closed)

