

locorum[®]

Ongoing Realtor Referral Promotion Strategies



Earn first, ask second

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

Email campaigns to add to your strategy

- General referral promotion

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- General referral promotion
- Question of the month

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- General referral promotion
- Question of the month
- Home buyer tips

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- General referral promotion
- Question of the month
- Home buyer tips
- Home seller tips

Email campaigns to add to your strategy

- General referral promotion
- Home maintenance checklist
- Question of the month
- Home buyer tips
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- Holidays

The art of gift-giving

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

- Closing gifts

When to send gift rewards

- Closing gifts
- Home anniversaries

When to send gift rewards

- Closing gifts
- Home anniversaries
- Home inspections

When to send gift rewards

- Closing gifts
- Home anniversaries
- Home inspections
- Holidays

When to send gift rewards

- Closing gifts
- Home anniversaries
- Home inspections
- Holidays
- Birthday gifts

When to send gift rewards

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

When to send gift rewards

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

Reward the action and the outcome

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)

