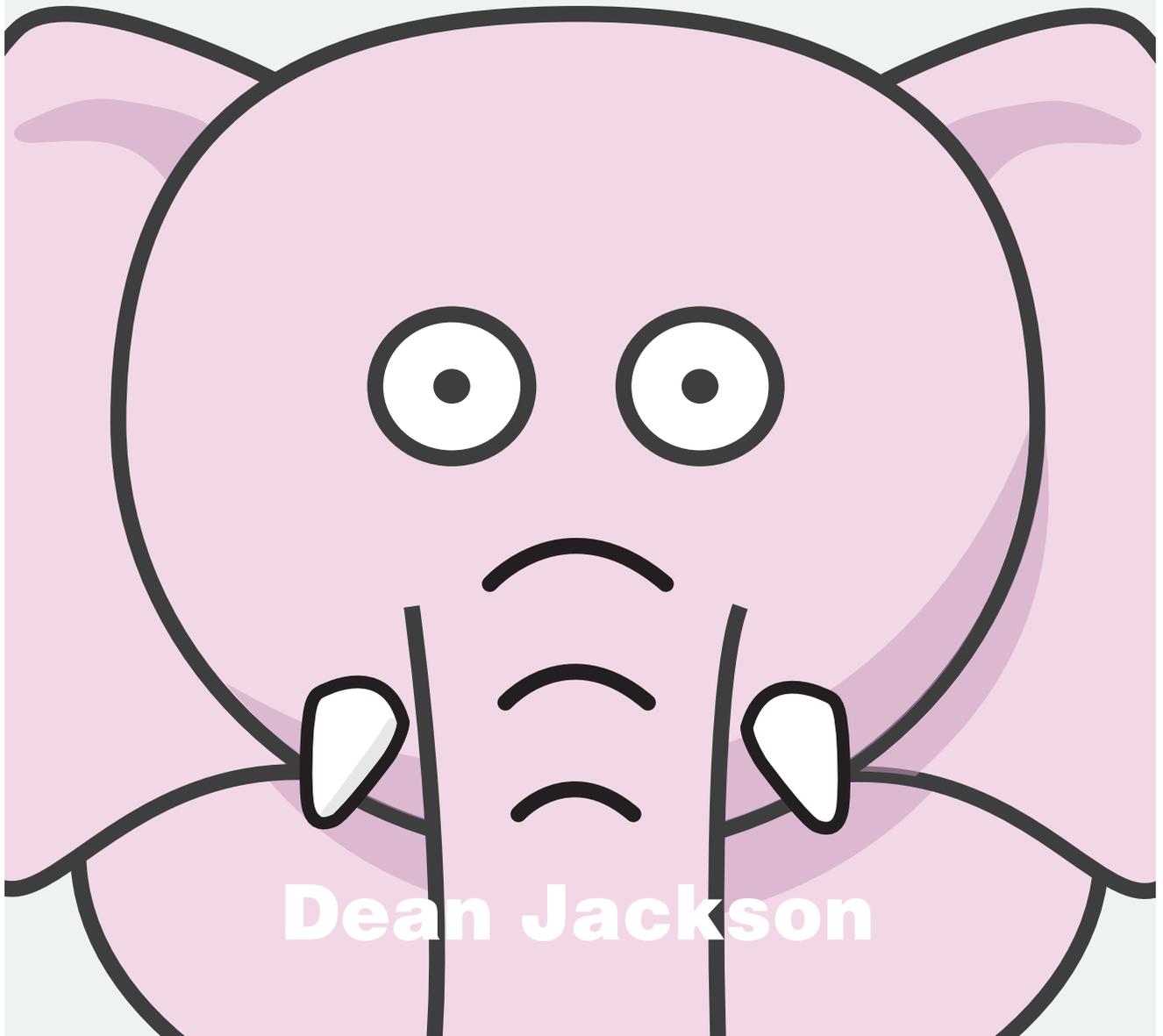


Getting Referrals

The Secret Psychology
of Why People Refer

Real Estate Agents



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BROKER BREAKTHROUGH REPORT

The Secret Psychology of Why People Refer Real Estate Agents... and How To Be The ONLY One They Refer

What you are about to read is the result of a two-decade long study of why and how real estate referrals take place, and how you can use this information to literally “create” referrals on demand.

To start, the psychology of what makes people refer is simple and surprising.

Think about the last time you “referred” something to someone...or someone referred something or someone to you.

I bet there are at least 3 things that are true about that situation.

But, before we get to those 3 things, I’ll bet that above everything else, when the referral happened you were involved in a CONVERSATION.

Every time we refer something to someone, whether it’s a book, a movie, a restaurant, a service provider...it’s almost ALWAYS because we are in a conversation about books, movies, restaurants or service providers when the referral takes place.

One day I was at lunch with my friend Josh, and he was mentioning how his back was sore because he somehow twisted it the day before.

I had just come from a massage appointment, and I immediately took out my cell phone and called my massage therapist to see if she could fit Josh in right after lunch, and I set up the appointment for him right there on the spot.

Josh went to see Jana and the next time I saw him, he thanked me for introducing him and told me how much better his back felt after seeing her.

That situation is instructive for a couple of reasons...

First, I got nothing out of referring Jana. I didn't get a toaster. I didn't get "referral bucks". I didn't get my name in a hat for a drawing to win a prize for referring her.

I like Jana. She's a GREAT massage therapist. She makes me feel good, and when I get regular massages, she keeps my back from hurting. I have CONFIDENCE in her.

I also like Josh.

I hate to see my friends in pain, and I like to help out whenever I can.

So, when I had the opportunity to introduce Josh to the SOLUTION for his back-pain problem, I didn't hesitate for a minute to make it happen.

It's exactly the same for almost every referral situation you can imagine, and it all starts when we are involved in a conversation.

Now, the amazing psychology of why we do this is really pretty deeply rooted in our desire to raise our status in the herd. That sounds crazy, but it's absolutely true, and deep down in our DNA we're wired to seek the approval of others in our herd, and when we do something to help

someone, we're LOOKING for that acknowledgement and elevated status.

Think about it for a second, because it's fascinating...and it's happening completely below the surface of our conscious awareness. We don't even realize it's happening.

When you refer something to someone as simple as a book, or a movie, or a restaurant...the next time you see them, you're actually looking for that acknowledgement - "Hey we went over to that new restaurant you told me about and it was awesome! My wife really loved it".

If it doesn't come immediately...you may even prompt them for it: "Did you try out that restaurant?"

This is an important piece of the puzzle of why people refer...

When your friend has a great experience, enjoys them self, or solves the problem they had because of something YOU introduced to them... it makes YOU feel good. You get a squirt of dopamine in your frontal cortex and you sort of beam with pride, knowing YOU brought that good thing to them.

For that moment... your status is raised in their eyes.

This feeling is the primary driver behind why we refer. It's not as a favor to the person you're referring, because you'll get the same feeling from THEM the next time you see them and they THANK you for introducing them to your friend. That's exactly what happened the next time I saw my massage therapist. Knowing this is a big move in the right direction toward creating referrals on demand.

The most important step is getting YOUR mindset right... and getting over the thought that you're asking people to

do YOU a favor by introducing you to their friends. They're not doing it for you. They do it because it makes

THEM feel good. They WANT to do it. They do it all the time with other things... especially when the conditions are all lined up.

I mentioned that there were at least 3 things true about the last referral scenario you can remember... and every referral scenario you can imagine... but let's focus on real estate referrals.

There are 3 things have to be present for someone to refer you:

1. They have to **NOTICE** that the conversation is about Real Estate;
2. They have to **THINK** of you;
3. They have to **INTRODUCE** you into the conversation.

In order for a referral to take place all three have to be true.

Right now, today, someone you know is going to be involved in a conversation about real estate.

These conversations happen all the time. People talk about real estate DIRECTLY when they're talking about prices, new home developments, getting their house ready to sell, being sick of renting, getting a job transfer... but they also talk about real estate INDIRECTLY when they talk about having another baby, getting married, kids going to college, lots of conversations that YOU would recognize as opportunity.

Now, these conversations are happening all the time... and most of the time your clients don't NOTICE that the conversation is about real estate... and they don't THINK about you.

***If they don't THINK about you...
they're not going to INTRODUCE you!***

So, how do we raise the odds that they'll notice the conversation is about real estate, think of you, and introduce you into the conversation?

Imagine you could plant a secret chip in the ear of your friends, family, clients and sphere of influence that monitors the conversations they have... and every time it picks up a conversation that contains "trigger words" related to real estate you got a Red-Alert and could somehow take over the conversation by whispering to your clients what to say to introduce you into the conversation.

Do you think you would get more referrals that way?

The reality is that for every referral you actually get, there are probably FIVE TIMES as many that you COULD get if everyone you know was paying attention... and if they knew what to say when the opportunity came up.

Before we talk about how to actually orchestrate this... let's take a good look at what's happening when you DO get referrals.

I've been paying attention to this dynamic for years, and have gone through an exercise with large audiences where I ask 10 people from the audience to tell me the story of the most recent referral they can remember getting. (This is a great exercise to try at an office meeting.)

I tell them I just want to hear the name of the person that was referred to you... and the brief story of how it presented itself.

Do this yourself right now. Think of the most recent referral you got. Think about how it actually happened, and see if it

fits into the pattern you're about to read.

Without fail, I would hear one of two stories.

First, I would hear stories that went like this: "I got a call from Sandy, who said she was a friend of my clients Bobby and Annette. She said she was looking to buy her first home, and Annette told her that she should give me a call".

That is what I call a PASSIVE referral.

It comes out of the blue, like a gift, and brightens your day. It makes you feel good to know that your clients care enough to recommend you to their friends.

Passive referral stories made up 7 or 8 of the 10 stories and it's probably true of the last referral YOU got.

Second, I would hear stories that went like this: "I got a call from my client Annette... and she told me that her friend Sandy was looking to buy a home and I should give her a call."

These, I call REACTIVE referrals.

They're nice. But now YOU have to do something to make it happen. You have to call them, and turn that conversation into a next step.

The more skilled you are at this, the better you'll be at converting them. I call them "reactive" because you have to react to the call. It's not the same as someone showing up on your doorstep ready to buy.

Reactive referrals made up the remaining 2 or 3 of the referral stories. It was this way after doing this exercise and hearing hundreds of referral stories. The pattern never varied.

But you know the absolute Best kind of referral?

The BIG opportunity is in a third type of referral I call an ORCHESTRATED Referral.

An Orchestrated Referral is when you do something to “trigger” a referral. You ask for a certain type of referral, and you get it. You are in complete control of this type of referral... yet almost nobody does anything to predictably CREATE referrals.

When you have a specific type of referral that you could use right now, and you let everyone you know in on the need... they’ll line up to help.

So, how do you actually ORCHESTRATE referrals?

It starts with understanding the power of suggestion... and a small group of people who know you, like you, and trust you.

Most of the time, real estate agents are making some common mindset mistakes in their approach to communicating with their sphere of influence...

Mistake #1: Confusing a “mailing list” with relationships

In many situations the idea that MORE is better may be a good thought... but in the world of orchestrating referrals, more is not necessarily better.

In order for people to feel comfortable and confident introducing their friends and family to you... they have to be CONFIDENT in your ability to deliver a great experience that’s going to make THEM look good, and get them that status-raising positive acknowledgement.

The highest probability group to communicate with and launch an orchestrated referral program is the group of people who already know you, like you, and trust you. These are people you really KNOW.

You don't get this level of trust with a mailing list.

I was with a top-producing agent near Toronto, and he had a list of 1800 people in his database. He was sending a quarterly newsletter to the entire list... and wondering how to improve his results... and his Return on Investment.

He had the entire mailing list printed out in a binder, with 30 or 40 names and addresses on a page. We went in to a conference room, I handed him a pink hi-lighter and said, "I want you to go down the names on this first page, and I want you to hi-light the people you would recognize by name if you ran into them at the grocery store this afternoon."

He started down the list and was laughing about half-way down because he had only highlighted 2 names. There were 4 on that page... and ultimately about 200 on the entire list. THOSE are the people who you have a RELATIONSHIP with.

***If you wouldn't recognize someone by name
at the grocery store... how much do you
think they're thinking or YOU?***

This is not an inconsequential thought. It's a critical factor in the 3-step referral chain that has to take place for a referral to occur. After people NOTICE that a conversation is about real estate... they have to THINK of you before they can INTRODUCE you. If you're just somebody they kind of know, or know of... you're not going to be on the forefront of their mind.

The people who really KNOW you are the gold mine when it comes to orchestrating referrals.

Ultimately, a list of 100 to 200 people is what you're looking for.

These can be friends, family, clients, neighbors... the people you would recognize by name and stop to have a conversation with at the grocery store. Even if you've never done business with them. It's more important that you have a relationship with them than that you've done business with them.

These are people that you would HOPE would consider you their real estate agent if they ever had a need themselves.

For most people, this means either narrowing down their mailing list to the top 100 to 200 relationships, or building UP their list by adding people they may not currently be communicating with.

The trick is to avoid...

Mistake #2: Underestimating the value of a small group of relationships

As soon as someone narrows down their list of hundreds of names to a small group of relationships, sometimes that leads to a thought that a small group of people can't possibly be worth as much money as a bigger group of people.

What if you knew that you could generate an extra \$100,000 in the next 12 months from a small group of 100 relationships? Would you be a little more excited about it? It's actually not that hard to imagine it now.

A great mindset is to think of this group as a “Relationship Portfolio” that you’re managing for a 20% annual yield. Just like you would think about a financial portfolio. The mindset really works because these relationships are a valuable ASSET. Probably your most valuable, profitable, competition-proof asset. A blue chip investment if managed properly.

So, how do you manage this Relationship Portfolio for a 20% annual yield?

Think of ONE person who would be in this group of relationships.

Do you think that if you made a conscious effort to develop your relationship with this person that you could either do ONE transaction with them, or get ONE referral in the next 5 years?

That’s what a 20% annual yield looks like. 1 time in 5 years = 20%

Now multiply that by 100 people, and your goal is to manage that relationship portfolio for 20 transactions per year. These can be repeat business, transactions they do on their own, AND passive, reactive and orchestrated referrals.

If you make \$5000 per transaction, that’s easily \$100,000 in the next 12 months.

How much money are you currently making from YOUR group of 100 people?

Not everybody is going to refer you every year. Not everybody is going to do a transaction with you every year... but 20% is an easily manageable goal.

Now the question becomes, how do you communicate with this group of people to get that result?

The number one obstacle to getting a 20% yield on your relationship portfolio is...

Mistake #3: Confusing being “nice” to people with an ORCHESTRATED referral process

There is an important distinction between being nice to people and orchestrating referrals.

Most people I talk to are very good at being nice to people. They say, “I’m sending a newsletter every month, I send flower seeds in the spring, a pumpkin in the fall... and my business card says “I love referrals”... but people are not referring me.”

It’s because sending a newsletter, flower seeds, pumpkins and holiday cards are a nice way to keep your name in front of people... but the REAL multiplier is when you can skillfully create situations that result in people referring you EXACTLY the type of clients you’re looking for.

It’s the difference between just being happy to not lose out on repeat business... and turning your small group of relationships into a highly profitable referral machine delivering a constant stream of new clients who are already sold on you.

Most real estate agents are not even doing anything to keep in touch with the people they’ve already done business with. NAR studies show again and again that the overwhelming majority of people say they would do business with, and refer, the agent they worked with... but less than half of them actually do.

The number one reason they don’t do business again... let

alone refer anyone... is because the agent doesn't stay in touch with them, and they forget about them. Even if they do stay in touch... they're often making this next mistake.

Mistake #4: Asking for “referrals” instead of SPECIFIC help

Close your eyes for a minute and visualize a “referral”.

You can't do it can you? It's because “referral” is a fluffy word. It doesn't translate into anything you can wrap your mind around visually.

This is important because a lot of people use the word when they're talking to their clients and sphere of influence. They say things like, “We sure appreciate your referrals” or “Your referrals are important to us, so please feel comfortable referring your family and friends”.

Usually, when real estate agents are communicating to their clients and sphere of influence, they talk to them like they are a GROUP of people, and they're addressing them as an audience.

“We just want ALL of you to know how important your referrals are to our business, and if ANY of you know anyone who is going to buy or sell a home... we sure do appreciate your referrals.”

When you speak to a group like this, you end up having to face something called **Bystander Apathy**.

This bystander effect is a well-documented psychological phenomenon where the presence of other people dramatically REDUCES the likelihood that someone will help. When people realize there are other people present, they feel less compelled to do something than if they were

the only one.

If you have ever taken a first aid class, you know the first thing they instruct you to do is never just call out, “Somebody call an ambulance!” and “Somebody call 911” to the gathering crowd. You need to make direct eye contact, point, and say, “YOU call an ambulance” and “YOU get a blanket”... otherwise everyone will be thinking somebody ELSE is going to do it.

Same thing is true when you’re talking to your clients and sphere of influence.

When you address them as a group... even with a specific request... it gets lost because it doesn’t feel like you’re talking to THEM.

The thing is they don’t know they’re part of a big group. They don’t know the other people in the group. They have a one-to-one relationship with YOU... so when you communicate with them you want to address them like they’re the ONLY one reading the message you’re sending.

Whenever you’re communicating with the intention of getting referrals, it’s important that you are crystal clear in creating a specific description of what you’re looking for so their “search engine” mind can get to work scanning their mental rolodex to see if they can find a match.

Close your eyes and visualize someone who is going to buy their first home this year.

It’s easy to create that visual in your mind isn’t it?

You probably immediately got a vision of someone you may know who is going to buy their first home... or someone who recently bought their first home.

Our mind works like an incredible search engine. It searches for whatever we tell it to look for... and it likes to think in images.

It happens even if we don't want it to.

Even if I tell you, "Don't think about a pink elephant" - your mind immediately creates an image of a pink elephant for you. It can't help it.

It works for pink elephants, and it works for first time buyers, someone who is about to retire and downsize, someone who just had a baby... whatever you SUGGEST, the mind is happy (and forced) to imagine.

Asking for SPECIFIC help one person at a time is a multiplier for your referral-getting efforts.

So, now the question is how do you activate this power of suggestion in the people who know you, like you, and trust you... so they can't help but NOTICE when a conversation is about Real Estate?

Here's how it works...

Imagine you were having a conversation at work with someone who mentioned that they are planning a big trip to Disney World with their kids.

You were only talking to them for a few minutes... but when you got home that night, you open the newspaper and there's a full page article that says:

"Secret Disney World Travel Tips To Get Insider Treatment and Save Money at Every Disney Park"

The article is full of ways to save money, the best time to ride the most popular rides with the least amount of time

spent in line. It lists websites to print discounts and gift cards for area restaurants and other attractions. It's a gold mine of information for anyone travelling to Disney World.

As soon as you see the article, you NOTICE that it's about Disney World.

You THINK about your friend, because it's fresh on your mind that you were just talking about Disney World that afternoon.

You clip the article, and you bring it in to work the next day to INTRODUCE it to your friend. That seems like a very likely scenario, and just a simple way to illustrate how our minds work.

The same thing is true for everyone you know.

When you make a suggestion, and plant a seed of a specific type of person you would like them to be aware of, they're going to NOTICE the next time someone is talking about buying their first home.

Here's how to orchestrate referrals every month...

If our goal is to increase the number of referrals you get... and all referrals happen as a result of conversations... we need to increase the number of times the people you know NOTICE when a conversation is about real estate.

We can do this by using the power of suggestion to plant seeds of awareness in their subconscious mind.

When we know the types of "high probability conversations" they are likely to be in, we can suggest exactly what to do when they hear a conversation about a specific topic.

Also, using the time of year, the likelihood of someone talking about a specific topic might be higher. For instance, in the new year, someone might be talking about their resolution to buy a house this year.

Or, someone might be talking about getting their house ready to sell in the spring.

If we know those conversations are likely, we can show the people we know exactly what to do when they hear someone talking about buying a home, or getting ready to sell their home.

Every month we create a new Postcard Newsletter called “The World’s Most Interesting Postcard” – with all kinds of fun and informative facts and tips on one side, and a targeted Referral-Getting message on a post-it.

Here’s an example of a Referral-Getting message:

Tax Time Helps First Time Buyers

Just a quick note in case you hear someone talking about buying their first home this month.

← Planting a seed to keep an ear out for conversations about someone buying their first home... so they NOTICE the conversation when they hear it.

With tax season right around the corner, many people getting refunds plan to use that money to help with their downpayment and moving.

When you hear someone talking about buying a home this spring, give me a call (or text me) at 863-318-0464 because I've got a free home loan report that shows the loan programs with the lowest interest rates and down payments from around the country this week.

← Telling them EXACTLY what to do when they hear that conversation... and offering them something THEY can give to their friend, so they look like a hero.

Dean

PS - You'll be amazed at how much picking the wrong mortgage could cost in extra interest payments

When someone reads that message, it’s just planting a seed instructing their subconscious to pay attention to the conversations they are having in case they hear someone

talking about buying a home.

It comes at the right time, and increases the likelihood that they'll NOTICE the next conversation about someone buying a home... and their subconscious will spur them to THINK of you... and they'll remember to INTRODUCE you into the conversation.

Imagine planting those seeds every month... focusing on a different "high probability" conversation.

We've been using the format of "The World's Most Interesting Postcard"... so it's something fun and informative, with all the value and benefits of a newsletter... without the expense and time-consuming preparation involved in sending a newsletter.

The World's Most Interesting Postcard will be the most exciting thing they get in the mail the day it arrives... and it's easy for them to engage with it right away, and associate it with YOU very quickly.

***Here's What You Get With
Your Subscription to
The Worlds Most Interesting Postcard...***

- Every month, you get a new issue of "The World's Most Interesting Postcard" packed with lots of fun, interesting tips and facts in a great looking postcard format.
- On the address side of the card, you a get done-for-you Referral- Getting note using the power of suggestion to build awareness in your clients about specific conversations to listen for - and EXACTLY what to do if they hear someone talking about real estate.
- You can edit the card to include YOUR contact information, picture, logo and use the dialogue box above

your picture to suggest a very specific type of referral you could use RIGHT NOW... something like “I’m looking for a 3 bedroom home with a fenced yard for a couple from Kingston... let me know if you know someone who has one”.

- You can use your custom template to print and mail cards on your own... or you can email your card to us and we’ll print, address and mail them FOR you, cheaper than you could do it yourself.
- Friendly Telephone support for customizing and getting your cards ready to print.
- You’ll also get access to “Referrals Every Month Audio Sessions” where we talk about the specific strategies and share new Referral- Getting ideas.

It doesn’t take much to make this VERY profitable.

If you’re sending to 100 people, the total cost is less than \$1200 to print, address, and deliver a powerful referral-getting message to the people who already know you, like you, and trust you for an entire year.

Plus, if you let us take care of the printing and mailing... your total time investment is just a couple of minutes each month.

How much would even ONE extra referral be worth to you?

NOTE: This isn’t a program you would use to send hundreds of cards every month to people you don’t know. It’s designed to send to a small group of people as a way to set the stage for our laser-referral strategies you’ll learn in our coaching audios.

Here's How To Start Getting Referrals TODAY!

Getting referrals has never been easier. You can choose one of two options. A monthly subscription is \$29/month... or you can save over 40% with an annual subscription for \$199.

Two Ways to Subscribe Today:

1. Subscribe online at ReferralsEveryMonth.com
2. Call us at 1-863-318-0464

I'm looking forward to working with you... and helping you get Referrals Every Month!

Dean Jackson

Dean Jackson
ReferralsEveryMonth.com

PS - The people who know you, like you, and trust you are having conversations about real estate every day.

They don't even notice.

In the time it took you to read this letter, somebody probably had a conversation that could have been turned into a referral for you if they knew what to look for... and what to say and do.

Strategically investing in your key relationships is the most profitable, competition-proof marketing activity you can do in your business.

Imagine turning everyone you know into a finely tuned referral-getting machine looking to turn every opportunity into ready-to-go clients for you.

This is going to be an exciting (and profitable) year!