

OUTGOING REFERRAL SOURCES



USE VARIOUS FORMS OF SOCIAL MEDIA TO LET PEOPLE KNOW YOU ARE CAPABLE OF HELPING
ANYONE
WITH THEIR REAL ESTATE NECESSITIES IN
ANY LOCATION

OUTGOING REFERRAL SOURCES

SERVICE PROVIDERS

Service providers in your own local area can certainly help you generate some outgoing referrals, but don't forget about friends and family who are service providers in other areas (not local to you). They can certainly keep their ear to the ground for you and might be even more willing to do so. If the client is in an area that you can't service, that's a referral!

PERSONAL CONTACTS

Everyone has these...don't be scared to use them!

ORGANIZATIONS

Organizations are a great way to build your business, whether local or global. Obviously you can't join them all, so pick and choose based upon your own interests and your ability to contribute to that organization.

- Catering Companies
- Senior Living / Assisted Living Communities
- Babysitters / Day Care providers
- Estate Sale Companies / Auction Houses
- Golf and Ski Equipment Retailers
- Home Inspectors
- House Cleaning Companies
- Hotels
- Hair stylist / Barber / Aesthetician / Manicurist / Masseuse / Spa /
- Banker / Financial Advisor / Accountant
- Auto Repair Shop
- Employment Agencies / Temporary Staffing Companies / Head Hunters or Recruiters
- Corporate / Short Term Housing Providers
- Personal Trainer / Gym / Fitness Instructor
- Travel Agents
- Veterinarian / Kennels / Pet Sitters
- Attorney / Divorce Attorney
- People "In the Know"
- Moving Companies / Van Lines / Auto Transport
- Landscapers / Gardeners
- Mortgage Brokers
- Handyman / Carpet Cleaners / Painters
- Car Rental Agencies
- Personal / Executive Assistants
- Health care provider - Dentist / Doctor / Chiropractor / Optometrist/Optician
- Favorite Restaurant Server
- Builders
- Self-Storage Facilities
- Boat Dealers
- Professional Organizers
- Insurance Agents

- Immediate and Extended Family
- Holiday Card, Birth, Graduation Announcement Lists
- Neighbors
- Past clients
- Friends (from anywhere!)
- Children's teachers, coaches
- Parents of your kids friends, playmates, teammates
- Spouse / significant other connections
- Your next listing presentation / current clients
- Exercise buddies
- Fellow colleagues on committees / boards / volunteer groups
- Co-workers from prior employment
- Former classmates – K-12, college, and beyond – alumni groups, school reunions
- Places of worship, prayer and spiritual groups
- Local yard and garage sales
- Friends from clubs – book clubs, investment clubs, exercise groups

- PTO / PTA and School Committees
- Children's Sport Organizations/Clubs
- Recreational Centers
- Economic Development Councils
- Veterans Organizations – VFW, American Legion, etc...
- Country Clubs / Golf Courses
- Fraternal Organizations
- Historical Society
- Schools / Teachers / Tutors
- Town / City Hall
- Local Colleges / Universities
- Charitable Organizations
- Area Tourism Center / Visitor Center
- Business Networking Groups
- Adult Sports and Rec Leagues
- Senior Centers
- Chamber of Commerce
- YMCA / Health Club / Gym
- Local businesses - Get to know people in HR

OUTGOING REFERRAL SOURCES

SERVICE PROVIDERS

Service providers in your own local area can certainly help you generate some outgoing referrals. But friends and family who are service providers in other areas (not local to you) can certainly keep their ear to the ground for you and might be even more willing to do so. If the client is in an area that you can't service, that's a referral!

Hair stylist / Barber / Aesthetician / Manicurist / Masseuse / Spa	People tell all sorts of things to their stylist. Keep your ears open and ask if he/she has any clients moving out of the area, or any new clients recent to your area.
Veterinarian / Kennels / Pet Sitters	People's pets need care before, during and after a move.
Health care provider - Dentist / Doctor / Chiropractor / Optometrist / Optician	Many folks like to line up a health care provider before they move to a new area so they may have asked their current one for a referral.
Babysitters / Day Care providers	A babysitter might get called to help watch the kids while mom and dad are packing, de-cluttering or showing the house.
Personal Trainer / Gym / Fitness Instructor	Like a stylist or manicurist, these folks hear everything!
Favorite Restaurant Server	People new to an area may ask a server for some basic community information. Make sure you are the person that server will recommend. They also might know if companies are booking parties at their restaurant.
Banker / Financial Advisor / Accountant	Many folks arrange for a new bank before they move to a new area, or check with their financial advisor or accountant for advice on what they can/can't purchase in their new location so they may have asked their financial expert for a referral.
Attorney / Divorce Attorney	Depending on the state, attorneys can be involved when families sell property. See if any of the attorneys you know are working with folks buying or selling family property. Property is almost always bought and sold in divorces so an attorney that specializes in divorce work is a great source of referrals.

OUTGOING REFERRAL SOURCES

Insurance Agents	Buyers always call their insurance broker to get a quote on insurance for a home they are thinking about purchasing, and they might have one to sell in another area too.
Mortgage Brokers	For many reasons it's a good idea to get to know a few good mortgage brokers in your area who you can refer clients to and will do the same in return. Get the buyers, listings and the outgoing referrals.
Moving Companies / Van Lines / Auto Transport	Develop relationships and referral agreements with local moving companies. Ask if they would be willing to provide a discount or coupon for your clients. People will often rent a POD to de-clutter their house before it goes on the market – get the referral early in their moving process.
Professional Organizers	These folks are called in to help people de-clutter and organize before and after a move. Have them give you an early heads up before they go in for consultations.
Self-Storage Facilities	It's common for people to rent a storage facility before they put their home on the market as they are de-cluttering.
Estate Sale Companies / Auction Houses	These companies are often contacted before a home goes on the market for help with de-cluttering and disposing of family property.
House Cleaning Companies	House cleaners are always in demand when someone puts their home on the market. Get to know some cleaners in your area who will refer their clients to you – get the listing and the outgoing referral.
Handyman / Carpet Cleaners / Painters	There is always a list of to-do items that require help when someone is getting ready to put a house on the market. Have your handyman, carpet cleaner, painter, etc... alert you when he/she gets those calls.
Landscapers / Gardeners	Homeowners looking to spruce up their curb appeal for sale will call their landscaper or gardener, usually well before they put their home on the market.

OUTGOING REFERRAL SOURCES

Auto Repair Shop	People often bring their car in for service before and/or after a big road trip. Have them tell you if any of their clients have been on the road checking out a new place to live.
Home Inspectors	Develop relationships with local home inspectors and ask if they will let you know if anyone is doing a pre-inspection in anticipation of putting their home on the market. Find out where they are moving to.
Builders	Local builders may be able to refer you to their new home buyers who have listings in other cities.
Corporate / Short Term Housing Providers	Develop relationships and referral agreements with local providers of short term furnished rentals or extended stay hotels. Have them alert you when they book stays for corporate new hire and transferees.
Employment Agencies / Temporary Staffing Companies / Head Hunters or Recruiters	People from out of town looking for a local position may contact one of these types of companies, or these companies may have corporations they provide services to who are moving people in or out of the area. Head hunters typically have good advance notice of new and changing positions.
Personal / Executive Assistants	People that work as personal/executive assistants often hear about corporate moves, office openings, etc...
Hotels	The front desk and sales personnel at local hotels will know companies that are having their candidates, new hires and transferees stay, for visits to the area and/or temporary lodging during a relocation.
Travel Agents	Corporate travel agents who book air travel and hotel stays may receive notice or figure out that a company is moving employees in or out of an area.
Car Rental Agencies	Frequent or long term renters may be people moving, or considering moving, to your area.

OUTGOING REFERRAL SOURCES

Senior Living / Assisted Living Communities	Staff fielding inquiries for seniors looking to move may be willing to share their lists of these contacts.
Golf and Ski Equipment Retailers	The local ski or golf shop might know who is shopping for vacation property.
Boat Dealers	People buying a boat typically need somewhere to put it if their home isn't in an area near water. Ask the dealer to give you a heads up.
Catering Companies	If a company has a launch party or going away party for a new office opening or employees relocating out of the area they might call a caterer.
People "In the Know"	Local businesses like the dry cleaners, retail shops, coffee shops, drug store, etc...

PERSONAL CONTACTS

Everyone has these...don't be scared to use them!

Immediate and Extended Family	Holiday Card, Birth, Graduation Announcement Lists
Neighbors	Parents of your kids friends, playmates, teammates
Friends (from anywhere!)	Children's teachers, coaches
Former classmates – K-12, college, and beyond – alumni groups, school reunions	Places of worship, prayer and spiritual groups
People you are with on committees / boards / volunteer groups	Exercise buddies
Friends from clubs – book clubs, investment clubs, exercise groups	Your next listing presentation / current clients

OUTGOING REFERRAL SOURCES

Spouse / significant other connections

Past clients

Co-workers from prior employment

Local yard and garage sales

ORGANIZATIONS

Clubs, Committees, and other Groups are a great way to build your business, whether local or global. Obviously you can't join them all, so pick and choose based upon your own interests and your ability to contribute to that organization – you'll be glad you did. Spread the word, real estate is what you do. Be local, be global.

Schools / Teachers / Tutors

Is there a new child in the classroom, or one that is getting ready to say goodbye?

Local Colleges / Universities

Introduce yourself at the Admissions Office of a local college. Students moving into the area may have parents that will follow, which will mean selling the family home. They may also have parents who will purchase a condo for them in your area. Either way it's a win/win.

Area Tourism Center / Visitor Center

Ask to leave your business cards at the local visitors center. If travelers love the area they may be back to purchase, which means they may have a home to sell in another area.

Chamber of Commerce

Joining a local Chamber is a great way to find out what's going on in an around your town/city and also get to know other local businesses. Come up with ways to assist each other in bringing in new business.

Town / City Hall

Get to know the people who work at town/city hall. They know lots of town gossip, including who's coming and going.

Economic Development Councils

Being in the know about what's happening in your area will not only make you the expert in your area but could bring you future business down the road.

OUTGOING REFERRAL SOURCES

PTO / PTA and School Committees	Members are always in the know and have great connections to others in the school district. Participating in school events is a great way to spread the word of what you do.
Children's Sport Organizations/Clubs	Children these days are very involved in all kinds of sports. Attending practices & games can be a great way to network and find out who is moving in and out of the area.
Veterans Organizations – VFW, American Legion, etc...	Veteran's organizations such as American Legion Posts and VFW's are a great way to receive referrals. Offering the Military on the Move program is a great way to give back and say thank you to those who protect our country.
Business Networking Groups	NAPW, EWI, Leads groups, etc.....
Local businesses - Get to know people in HR	Reach out to the head of HR at local businesses. Let HR know you can assist with an area tour for a possible new transferee to help them to get to know the area better. Chances are if they have someone moving OUT of the area they will reach out to you for assistance.
Country Clubs	Are you a golfer? Join your local country club. Golfing has always been a great way to network. As they say, most business transactions happen on the golf course.
YMCA / Health Club	While you're on the treadmill or taking a spinning class chatting with others can bring you a healthy referral that could pay for the next year's membership.
Adult Sports and Rec Leagues	Whether you like to Bowl, play Softball, Bingo, Poker, or Bunko - there is a club/league for it. People are very relaxed and chatty when they are doing something they love. Strike up a conversation and you could hit a home run.
Charitable Organizations	Join a committee for a local non-profit. You will feel good about helping out and at the same time may possibly get a referral for your charitable contribution.

OUTGOING REFERRAL SOURCES

Historical Society

It's all about real estate after all. Not only can you learn some great, interesting facts about your home town but being the local real estate expert can bring you some great leads as well.

Fraternal Organizations

College/university fraternities & sororities and their alumni networks, The Knights of Columbus, Elks, Sons of Italy, Masonic Lodge, Shriners, Moose Lodge, etc... are ways to connect and build strong, supportive relationships that will last a life time.

Senior Centers

Do you have your SRES designation? Volunteering at a local senior center can bring you inside information about who is thinking of moving to a warmer climate.