Get Results from Your Sphere

Generate repeat business and referrals from your sphere with a plan and a system. A system will include: knowing who your sphere is and segmenting them into categories with tags, putting them on regular touch campaigns to remind them of your appreciation for their continued support, and of course, to ask for the business. The goal is to generate loyal clients for life who think of you whenever they have a real estate related need.

Practice and Use Scripts

Remind your sphere of how they contribute to your business and ask for their help.

"I really rely on referrals. If you know anyone that is looking to buy or sell a home, I'd be so grateful if you could let me know so I can call them."

"I would love for you to allow me to help your friends and family buy or sell their home(s)."

"I hope that you trust me enough that when you think of real estate, you think of me."

"Please tag me on social media any time one of your friends posts about needing a real estate agent."

"I know you most likely know seven people who will buy or sell this year, and while I'm not expecting to help all of them, would you give me just one name?"

"Did I treat you the way you would want your family, friends, and coworkers to be treated if they were buying or selling real estate? What family, friends, or coworkers can I help the way we helped you? That would be the greatest gift you give us for the service we provided you."

Get Results from Your Sphere

Create Special Treatments for Your VIP Sphere

- Name five of your VIP sphere, those who you can count on as advocates for your business and who continually send you business. Include leaders and uber-connectors who support you.

1. _____
2. _____
3. _____
4. _____
5. _____

- Make a list of what is important or of value to your VIP and put important events in your calendar to remind you to connect with them when this event comes up.
- Consider the following options for your VIP.

☐ Exclusive parties

☐ Lunch or coffee with you

☐ Gifts on certain holidays that everyone celebrates, for example Thanksgiving, Valentines, Fourth of July, even Halloween and New Year's

☐ Support them with a mention in social media

☐ Personal handwritten notes or gifts for:

- Birthday
- Deed anniversary
- Children's birthdays
- Anything significant, personal, and meaningful to them.

☐ Touch them personally and emotionally with what you learned from FORD conversations.

For example, ask about and make note of their next dream home. When you list a home that fits their criteria, send it to them and say, "I was thinking of you."