



2024



THE REAL ESTATE
MARKETING MASTERS

Referral Requests

When asking clients for referrals, agents may use scripts to make the request in a polite and strategic manner.

Hello [Client's Name],

I hope this message finds you well. It's been a pleasure working with you on [mention the transaction or property]. Your trust and support mean the world to me, and I'm thrilled that we were able to achieve your real estate goals together.

I wanted to reach out and ask if you might be willing to help me continue to grow my business. Word-of-mouth referrals are incredibly valuable to me, and I believe that your positive experience could benefit others who are looking for a dedicated and knowledgeable real estate agent like yourself.

If you know of any friends, family members, or colleagues who are thinking about buying or selling a home, I would be honored if you could recommend my services to them. Rest assured, I will provide the same level of professionalism, expertise, and commitment that you experienced firsthand.

Your referral means a lot, and to express my gratitude, I'd like to offer a token of my appreciation once your referral results in a successful transaction. It's a small gesture, but it's one way for me to say thank you for your support.

Please feel free to reach out to me if you have any questions or if you'd like to discuss this further. Your recommendation would be invaluable to me, and I'm excited to continue helping more clients achieve their real estate dreams.

Thank you once again for your trust and partnership. I look forward to the possibility of working with your friends and acquaintances in the future.

Warm regards,

[Your Name]

[Your Contact Information]

*****Remember to personalize the script with your client's name, transaction details, and your contact information. Additionally, be sure to follow up with your client if they express willingness to provide a referral, and fulfill any promises regarding incentives or tokens of appreciation.*****