

8 Ways to Get More Real Estate Referrals

The real estate industry covers various demographics in the competitive market. That said, there are plenty of opportunities in [networking](#) or marketing your own real estate business. We all know that marketing is an important movement to earn clients, and ultimately, business growth and profit. So as much as possible, you have to make the most of it. Among the best approaches to achieve that is by getting referrals. So without further ado, we'll share with you several methods we know to get more referrals for your real estate business.

Provide Excellent Customer Service

Countless blogs and articles about business have emphasized the [value of excellent customer service](#). For the case of getting more referrals, good customer service can help in that matter as well. If your clients are satisfied with the way you serve and provide their demands, they will develop trust for your company. Once that happens, many of them might refer your business to other people. Excellent customer service indeed can bring a company to a lot of good places.

Request Referrals

"Ask and you shall receive" is a passage derived from the Bible that you've probably heard at least once. Sometimes, asking is all it takes to get what we want. That approach can work in getting more referrals for your real estate company. You can simply request clients to refer some people to your business. However, it would be advisable to request referrals to long-time clients who already trust your services.

Build Relationships with Industry Leaders and Clients

Building relationships is an excellent means to expand the grasp of your real estate business. To do that, the people you must approach are industry leaders and your clients.

Industry Leaders

There's no doubt that industry leaders are influential people. If you establish good relationships with them, they could become potential partners who can help grow your real estate business. Among the things they might contribute effectively is referring your services to potential clients. For sure, industry leaders have many connections to wealthy and powerful people who might be interested to purchase or invest your offers.

Clients

Again, we talk about clients; that's because they're the most direct means to get more referrals. For that reason, it's important to build a lasting relationship with them. To achieve that, you have to provide them good service, notify them about some updates, and keep in touch with them regularly. According to a blog from Contactually.com, 74% of clients will refer your services to other people if you communicate with them constantly. In general, having a strong relationship with your clientele will cause a domino effect of good things for your real estate company.

Reward Referrals

Admittedly, each and every one of us wants to get a reward for doing something significant. It's a psychological factor that's embedded in our minds as humans. With that fact, your clients will be more encouraged to provide you with referrals if there are rewards afterward. Identify what sort of rewards to implement through careful market and [customer behavior analysis](#).

Here's a brief checklist of rewards you can implement for client referrals:

- [Buyer's list](#) discount
- Gift cards
- Cash incentives
- Merchandise
- Freebies

Host and Attend Events

Being a participant in major business events is one good way to put your real estate company on the map. And if your company is on the map, that means more people know about it, which subsequently means more referrals will potentially be coming in. That said, you should consider showcasing your real estate business in expos and

conferences. And if there's room in the [budget](#), you can even host a business event under your company's name.

Distribute Brand Materials

Your brand materials are the things that'll separate your real estate company from the competition. Without them, your target market won't recognize your business in the first place, and that means no new referrals. That said, you have to invest in producing brand materials and reporting them to your prospective clientele.

Here are several types of brand materials you can distribute to the market:

- [Flyers](#)
- [Brochures](#)
- [Posters](#)
- [Billboards](#)
- [Business cards](#)
- Merchandise items

Cross-Promote in the Industry

Cross-promotion is the process of promoting related products or services alongside other products or services with a specific target market. Promoting your real estate offers through this manner can aid in expanding your clientele and, of course, your referrals. To cross-promote, you need to forge partnerships with other companies from other industries.

Use the Internet

In today's age, everything is on the internet. The internet made our world a smaller place because of easy access to information and long-distance communication. Businesses, both big and small, utilize it as a means of promoting their brand. People around the globe spend hours browsing the internet daily. With those said, advertising your real estate business on the internet will surely earn you more referrals. Below are effective methods to promote your company using the internet.

Establish an Official Website

All companies have an official website that serves as their flagship in treading the vastness of the digital market. So if you're going to use the internet, make sure to establish a website for your real estate business. Having a website can also help in globalizing your company.

Provide Helpful Content

Once your website is complete, you must input content on it, such as blogs, articles, and landing pages that'll help boost its ranking on search engines. In that way, your website will gain visitors who might become your clients. The contents of your website must be relevant to the real estate industry and helpful to your target audience.

Stay in Contact with Social Media

[Social media](#) is designed to bring us all together despite our geological distances. Because of that, 60% of the global population is on social media, according to a study by WeAreSocial.com. For certain, a large portion of that 60% is your target clients and referrals. So if you want to attract them, create a social media page for your real estate business and keep it active.

Implement Email Marketing Automation

If you want to gain referrals as quickly as possible, consider implementing [email marketing](#) automation. Through that method, sending emails to your clients announcing your referral incentive schemes can be done in no time. You can even link the email automation tools with your official website. It'll automatically send vast volumes of emails to your target audience based on several patterns, such as sales patterns, buying patterns, and consumer behavior patterns.

One advantage of a referral scheme is that it regulates your marketing and sales cost. In that method, you're mostly letting your clients do the talking of how good your services are to other people. However, from time to time, you need to spend further to obtain more referrals. But, think of it as an investment rather than an expenditure. So go ahead and make plans to get more referrals and secure the success of your real estate company.