Allied Resource Referral Generating Program

1. Educate
2. Ask for Help
3. Reward

Repeat these three simple steps over and over.
Treat the referral source better than the referral. Always show appreciation at every point—when you take the referral call, when you meet with the referral, when you do business with the referral, and when the transaction is complete.

1. The Three Principles of Referrals

1. Establish a Database of Your Allied Resources (Get a List)

2. Make Systematic Personal Contact (Stay Close—33 Touch)

3. Systematic Follow-Up with Special Communications (Cultivate the Relationship)

4. Provide Exceptional Customer Service (Develop Their Loyalty)

5. Implement a Client Appreciation Program (Go the Extra Mile Every Month)

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<th>types</th>
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| 1. Public
2. Partners and Vendors
3. Peers (Realtors)
   * In City
   * Outside City
| 1. Direct Mail and Newsletters
2. Dial
3. Drop By
4. Do Lunch
5. Throw a Party |
| 1. Handwritten Notes
2. Items of Value
3. Endorsement Letters |
| 1. Caring Attitude
2. Communicate
3. Consistency Through Systems |
| Do Something Special Systematically! |

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