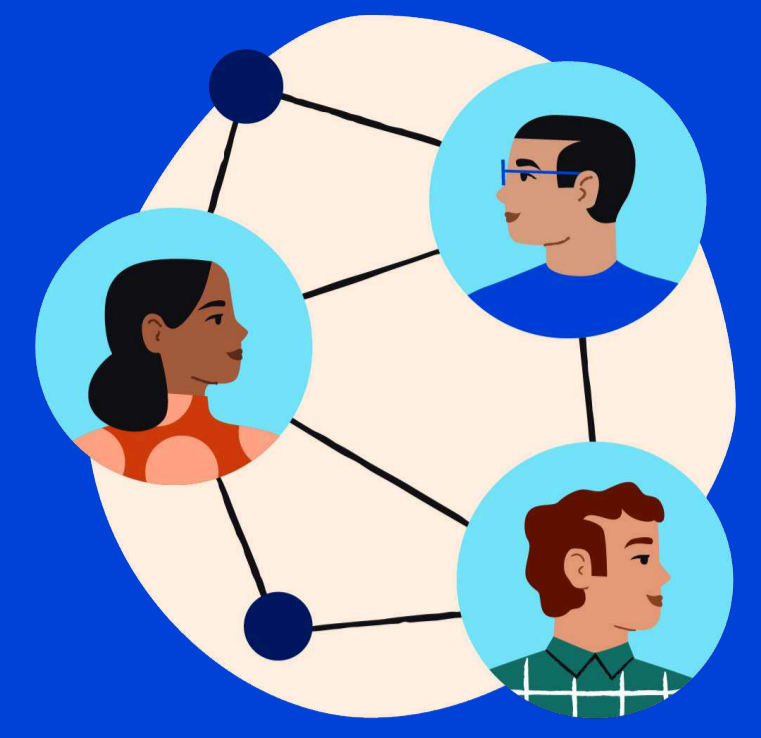


# 5 Steps For Getting More Reviews & Referrals



## 1 Set expectations early and often

- During the first client meeting, explain how your business relies on referrals and great reviews.
- Position the sale as a long-term relationship. Team leader Sean McConnell tells clients he'll help them when they're ready to upgrade in five years.
- Discuss upfront how you'll help a client so later in the transaction you can reinforce how you delivered on the original plan.

## 2 Celebrate wins throughout the journey

- Capitalize on smaller wins throughout the transaction, like negotiating a credit, fixing inspection issues, or securing financing.
- Don't wait till the end of the journey to ask. Request a review or referral after a key win based on emotional cues from clients such as relief or gratitude.
- Reframe these requests as a celebration of shared success, not just a transactional moment.

## 3 Make the request simple and personal

- Automate the review request via text or email. And don't be afraid to send to prospects not ready to move if you still provide value.
- If you don't hear back right away after a transaction ends, follow up consistently every week or so for a month.
- Address negative reviews with vulnerability. Team leader Winston Murray turned a 1-star review into a 5-star review by calling the client to learn more.

## 4 Embed yourself in the community

- Build your referral network by finding a niche that fits your personality—whether that's coaching a team, volunteering, or hosting fun events.
- Treat moments outside of work as a way to show character. Team leader Brian Alfi considers his interactions in the community as “the best job interview.”
- Check in with past clients to talk about topics other than real estate. Alfi uses his time in the car between meetings to stay in touch with people.

## 5 Coach for a culture of referrals

- Share a referral goal with your team to get them thinking about how to balance their business.
  - Zillow has found that **40% referrals, 35% online leads, and 25% for other activities** like open houses and cold calling can help teams grow consistently.
- Roleplay referral requests in team meetings so everyone builds muscle memory and confidence during what can be an awkward interaction.
- Reinforce that all relationships matter. It's not the price point, it's the person, so treat clients with the same respect and high-quality service.

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