

“ I want you to know how much I appreciate you. I strive to build positive business relationships by working exclusively with people I admire and respect, and who value the service I provide.

# WHY I WORK BY REFERRAL...

## RELATIONSHIPS ARE MORE IMPORTANT THAN TRANSACTIONS

You may have noticed that many real estate agents take a transactional approach to sales -- identifying clients, closing the deal, and then moving on to the next one. I choose not to work that way because I believe you deserve more from the professional you decide to work with. That is why I work by referral.

Since my primary source of new business is referrals from people who know and trust me, I don't have to spend precious time prospecting and promoting myself. I can dedicate myself fully to the activities that benefit you most, and always deliver truly exceptional service.



## WORKING BY REFERRAL IS ALL ABOUT TRUST.

And let's face it, when we are seeking any service we are all looking for someone we can trust – someone proven who comes highly recommended and is already on our side.

## YOU CONTROL MY BUSINESS

I know that I must earn your future referrals, so I aim to exceed your expectations. I have a vested interest in making sure that you are completely satisfied at the end of our transaction together. I want you to be so "fired-up" that you can't wait to tell your friends and family about me and the fantastic service you received!

When you come across an opportunity, I appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide.

## SERVICE AFTER THE SALE

I devote myself to serving the needs of my clients before, during, and after each sale. Instead of disappearing after the closing, you can expect me to keep in touch. I will be sending valuable information to you each month, and will also be calling from time to time just to check in and see if you need anything.

I hope you will turn to me for help with any of your real-estate-related needs because it is such a privilege to work exclusively with people like you who I admire and respect, and who value the service I provide.





## RELY ON MY LIST OF PROS

Consider me your source of referrals for all types of businesses, whether related to a real estate transaction or not. I have partnered with competent professionals who would be happy to serve you:

- Transaction Related: Lenders, Legal Professionals, Closing Agents, Home Inspectors, Pest Control Services, Insurance Agents (home, auto, health), Movers
- Other Business Professionals: Financial Planners, Tax Advisors, Doctors, Dentists
- Home Repairs and Improvements: Handymen, General Contractors, Interior Designers, Roofers, Painters, Flooring Installers, Plumbing/Electrical/HVAC Specialists
- Landscape/Maintenance: Yard and Pool Services, House Cleaners, Window Washers

If you need a referral to a provider that is not mentioned here, feel free to ask; I may know just the person you're looking for!

## THE VALUE OF REFERRALS

**90% of consumers** worldwide said they are most likely to trust the recommendations of the people they know, a figure that was well above any other form of advertising, according to recent market research conducted by The Nielson Company.

# WHAT CAN I DO FOR YOU? BEFORE, DURING, AND AFTER THE SALE

### News You Can Use

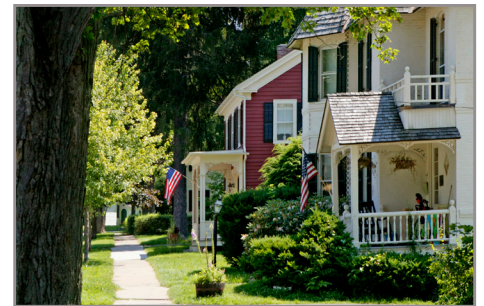
I can provide you with up-to-date information and statistics on local market conditions. These can differ substantially from what you hear in media reports, which are often skewed to heighten drama.

### Maximize Potential

Feel free to ask for specific advice on home maintenance, or suggestions for upgrades that will enhance your property's resale value.

### Local Insight

I'm always happy to provide information on community amenities such as parks, schools, and trails, or even local special events.



### Let's Talk Value

Request a market analysis when you need an estimate of your home's current value for a potential refinance or for insurance, estate planning, or property tax purposes.

I'm also available to discuss issues or new developments in the community that could affect property values.

### Across the Map

I can help you or a family member secure the services of a like-minded real estate professional in another part of the country.

There are many ways I can be of service to you outside of an active real estate transaction, so please don't hesitate to call.



“ Oh, by the way...  
I'm never too busy for  
your referrals!

