

The Consumer Referral One-Pager

Most people who like you never refer you — not because they don't want to, but because they don't recognize the moment, don't know what to say, and quietly worry they'll set their friend up for a sales pitch. This one-pager removes all three barriers. Page two is yours to personalize and hand out.

WHY THIS WORKS

A referral doesn't fail at the point of goodwill — it fails at the point of recognition. Your past client is standing in a kitchen and someone says “this place is starting to feel too big.” If they don't connect that sentence to you, nothing happens. This sheet teaches the people who already like you what to listen for, gives them an easy way to say your name, and tells them exactly what you'll do next so they feel safe making the introduction.

STEP 01 Fill in the blanks

Page two has four things to complete in your own handwriting or before you print:

- **Your name and market** at the top.
- **Who you help best** — your niche, in plain words. Be specific. “Sellers in older homes near downtown” works far better than “buyers and sellers.”
- **Your contact details** at the bottom.

Everything else is already written for you.

STEP 02 Give it to the right people

This isn't a mass mailer. It works when it's handed to someone who already trusts you:

- At the closing table, with your thank-you.
- In a past-client check-in — “I put together how to send someone my way, in case it's ever useful.”
- To the people in your sphere who ask, “How's business?” — this is a better answer than “busy.”
- To a business partner who wants to send you clients but isn't sure who's a fit.

STEP 03 Say why you're giving it to them

Hand it over with one honest sentence. Something like: “*Most of my business comes from people like you. This just makes it easy if someone ever comes to mind.*” No pressure, no ask attached. The sheet does the rest.

ONE THING TO KEEP

Notice that page two carries your name, not ours — that's deliberate. It's your piece, given to your client. Print it single-sided on decent paper, and it works as a leave-behind, a closing-gift insert, or a page in your welcome packet.

YOUR REALTOR

SERVING

BROKERAGE & LICENSE #

Thinking of someone who's moving?

If someone you know is starting to think about buying or selling, I'd be glad to help them — the same way I helped you. Here's what to listen for, and how to send them my way.

WHO I HELP BEST

WHAT TO LISTEN FOR

Most people don't announce that they're moving. They say things like:

- *"This house is starting to feel too big."*
- *"We've been thinking about selling, but I don't know if now's the right time."*
- *"I'd love to buy something, but I don't think we can right now."*
- *"I got a new job — it's about forty minutes farther out."*
- *"My mom's place has been sitting empty since last year."*

A new job, a retirement, an inheritance, a growing family, a house that no longer fits. You don't have to know whether they're ready — that's my job.

AN EASY WAY TO SAY IT

"You should talk to my Realtor. They're straight with people and there's no pressure — want me to pass along your name?"

That's all it takes. You don't have to explain the market or sell them on anything. Just point them my way, or send me their name and I'll reach out.

WHAT HAPPENS WHEN YOU SEND SOMEONE MY WAY

MY PROMISE TO YOU AND TO THEM

- I'll reach out once, kindly, and introduce myself.
- We'll have a conversation — not a sales pitch. Questions answered, options explained.
- If the timing isn't right for them, I'll say so plainly and leave the door open.
- They will never be hounded or added to a list they didn't ask for — and I'll let you know I connected with them.

CALL OR TEXT

EMAIL

WEBSITE

Thank you for thinking of me.

A referral is the highest compliment I can receive, and I don't take it lightly.