

The How to Refer Me Guide

Make it effortless for the people who already trust you to send the right person your way — in words they'll actually use. This isn't about asking more often. It's about being specific enough that a referral becomes obvious to them.

THE ONE THING TO UNDERSTAND

“Send me anyone” is why you get no one.

When you're an agent who helps everybody with everything, there's nothing for a past client's brain to catch on. They like you, they'd recommend you, and the moment passes anyway — because nothing in the conversation reminded them of you. A niche isn't a smaller net. It's a trigger. The narrower and more local you are, the more often something specific happens that makes someone think of your name.

PART 01 Why vague costs you referrals

Two agents, same skill, same goodwill. Only one gets mentioned.

WHAT MOST AGENTS SAY

“If you know anyone buying or selling, send them my way.”

Nothing to hold onto. It asks the other person to do the recognizing, the filtering, and the deciding — so nothing happens, and neither of you ever knows why.

WHAT GETS REPEATED

“Most of what I do is helping people sell older homes near downtown.”

Now there's a hook. When a neighbor mentions their 1940s bungalow, your name arrives on its own — no effort, no remembering to remember.

The fear is that narrowing shrinks your business. What actually happens is the opposite. Being for everyone means being recognizable to no one, so referrals depend on someone happening to think of you at the right second. Being known for something specific means the market does the recognizing for you — repeatedly, and without you being in the room.

THIS DOESN'T LIMIT WHAT YOU'LL TAKE

Being known for one thing doesn't mean turning away anything else. You'll still help the buyer down the street and your cousin's coworker. It only changes what people say about you when you're not there — and that's the only sentence that generates referrals.

PART 02 Build the sentence they'll repeat

One sentence, three parts. Plain enough that a neighbor could say it back to you.

YOUR REFERRAL SENTENCE

I help **who** **in**

WHO The kind of person, in ordinary words. Not “clients.” Try: downsizers, first-time buyers, families outgrowing their house, people inheriting a property.

WHAT The moment they're in — the thing that's actually happening in their life. Selling a home they've been in twenty years. Buying their first place. Sorting out a parent's house.

WHERE A real place, as specific as you can honestly claim. A town, a side of town, a neighborhood. “The area” is not a place.

EXAMPLE

“I help people selling homes they've lived in for decades on the north side of town.”

EXAMPLE

“I help families buying their first house in the county school district.”

EXAMPLE

“I help people who've inherited a property and aren't sure what to do with it.”

Say it the same way every time. Recognition is built by repetition, not by variety. The version you use at a closing should match the version in your bio, which should match what you say when someone asks how business is. Consistency is what turns a sentence into a reputation.

PART 03 Teach the trigger, not the ask

People don't withhold referrals. They miss them.

Your past client isn't deciding whether to refer you. They're standing in a kitchen having a conversation, and the opportunity walks past unrecognized. If you teach one thing, teach them what a referral *sounds like* — because nobody announces that they're moving.

- “This place is starting to feel like too much house.”
- “We've been talking about selling, but I don't know if it's the right time.”
- “My mom's house has been sitting empty since last spring.”
- “I got a new job — it's a longer drive than I'd like.”
- “We're running out of room.”

Then give them the easy line. Not a script — one natural sentence they'd actually be willing to say: “You should talk to my Realtor. They're straight with people and there's no pressure — want me to pass your name along?”

PART 04 Your market knowledge is the proof

Being known for something only works if you're visibly good at it.

There's a reason people hesitate to refer even agents they like: a referral puts their own judgment on the line. If it goes badly, that's on them. So the question underneath every referral isn't "is this person nice" — it's **"am I confident enough to attach my name to this?"**

Local market knowledge is what settles that question. When your sphere regularly sees you explain what's happening on specific streets, in specific price ranges, with real detail — you stop being their friend who sells houses and become the person they'd feel smart recommending. That's why visibility and referrals aren't two separate projects. The market commentary you publish isn't marketing; it's the evidence that makes a referral feel safe to give.

THE PRACTICAL VERSION

Talk publicly about your niche and your area on a rhythm — a short video, a post, a note to your sphere. Not selling, explaining. Six months of that and the people around you won't just remember what you do, they'll have proof you're good at it. Referrals follow trust and visibility, and this is how both get built at once.

PART 05 Where to actually say it

Five natural moments. None of them require a pitch.

1 When someone asks how business is

The most wasted question in real estate. "Busy" teaches nothing.

| *"Good — most of what I'm working on right now is people selling homes on the north side."*

2 At the closing table

They're happy, they're grateful, and they have no idea what to do with that feeling.

| *"If you ever hear someone say their house is feeling too big — that's exactly who I'm best for."*

3 In a past-client check-in

No ask attached. Just make sure they know what you do now, since it may have changed.

| *"Wanted to say hello — and mention I've been focused mostly on ____ lately."*

4 In every bio you have

Your profiles, your signature, your website. The same sentence, word for word.

5 On paper, in their hands

Give your Top 50 something they can keep — a one-page sheet with what to listen for and how to reach you. Spoken words fade; a page in a drawer doesn't.

What not to do

- **Don't say "send me anyone."** It feels generous and it produces nothing. Specific is what gets repeated.
- **Don't ask people who don't know your work.** A referral is a loan against someone's reputation. Earn it before you ask for it.
- **Don't make the ask about your goals.** "I'm trying to hit my numbers this quarter" turns a warm relationship into a transaction.
- **Don't change your sentence every few months.** Recognition is built by repetition. Every rewrite resets the clock.
- **Don't ask and then go quiet.** If someone sends you a name, tell them what happened. Silence after a referral is the fastest way to never get a second one.

A niche creates recognition. Recognition creates referrals.

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