

RICHARD ROBBINS LIFETIME REFERRAL SYSTEM®

GENERATE A 20% RETURN ON YOUR DATABASE



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GENERATING A 20% RETURN ON YOUR DATABASE

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LIFETIME REFERRAL SYSTEM 2.0

You already know how critically important lead generation is to success. You also know that there are dozens of ways to generate new leads. Whether it's picking up the phone, knocking on doors, sending direct or indirect mail or investing in online marketing; there are more ways to generate leads than there are hours in the day.

So the real question is where do you begin? *Right here.*

Why? Because...

THE FOUNDATION OF ANY GREAT BUSINESS MUST BE BUILT ON REPEAT AND REFERRAL BUSINESS.

Research shows that up to 64% of consumers are choosing to either work with their previous agent or find an agent through a referral. Think about it – that's almost 7 out of every 10 transactions being done by previous agents or agents who are being referred. This also means that only 3 out of every 10 transactions are up for grabs – that is, if you are not an agent who is getting referred.

Also, no doubt you'd agree that it's easier and more fun to work with someone you know, a previous client or someone who has been referred to you. It takes FIVE TIMES the amount of time, money and energy to find and develop a new relationship then it does to maintain one you already have. Not to mention that in most cases referrals are pre-qualified and come with built-in social proof – **someone else said you were awesome and they needed to call you!**

UNDERSTANDING THE CONCEPT OF **S.L.A.**

Satisfaction

Loyalty

Advocacy

- **Satisfied Customers** may or may not do business with you again, and are not likely to refer your business.
- **Loyal Customers** will most likely do business with you again, but may or may not refer you.
- **Advocates** will always do business with you and will rave about you to their friends/family.

HOW REFERRAL WORTHY ARE YOU?

First, on a scale of 1 to 10, rate yourself on how well you feel you are doing today with respect to repeat and referral business.

LOW ← 1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10 → HIGH

QUESTION? If you stopped actively marketing and prospecting for new business today, how long would it take for you to run out of business? **1 day, 1 week, 1 month, 1 year, 5 years?**

YOUR ANSWER: _____

UNDERSTAND TOP 3 MOST VALUABLE ASSETS OF ANY BUSINESS

1. Your Knowledge
2. Your Reputation
3. Your Contact Database



LIFETIME REFERRAL SYSTEM

LRS STEP 1 BUILD YOUR DATABASE LIST.

- First, identify everyone you know by first name (use the Memory Jogger on the next page to help you)
- Then, gather as much contact information as you can on each person and add them to a user-friendly CRM (Customer Relationship Manager)

THE TOP 10 FEATURES OF A GREAT CRM

1. Easy to Use

2. Flexible Grouping of Your Contacts

Past Clients
Personal Referral Sources
Business Referral Sources
Agent Referral Sources
Family/Friends
Active Buyers
Active Sellers
Prospects or Leads (A, B, C)

3. Captures Personal Profile Data

Spouse's Name
Family Members
Business Referral Sources
Birth Dates, Anniversaries, etc.

4. Mobile-Friendly

5. Automated Stay-in-Touch Systems

6. Business Source Tracking

7. Marketing Plans and Done-for-You Templates

8. Email Broadcasting and Print Mail Merges

9. Trades and Services Directory

10. Outstanding Customer Support



MEMORY JOGGER

CREATING YOUR DATABASE

Your list of potential advocates will be your most powerful tool on the road to success and financial freedom. Below is a list of types of people and trigger words to help jog your memory to building your database.

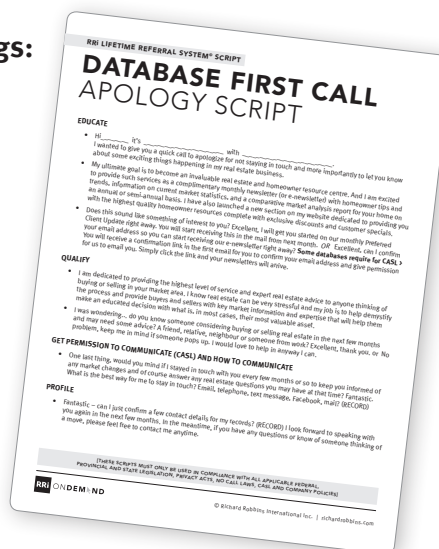
Accountant	Buses	Dry Cleaners	Hunting
Advertising	Butchers	Dry Wall	Jewellery
Aerobics	Camping	Electrician	Judo/Karate
Airlines	Caretakers	Engineering	Ice Skating
Antiques	Chiropractors	Entertainment	Labour Unions
Apartments	Crafts	Eye Care	Leasing
Architect	Church	Family Members	Libraries
Athletics	Clubs	Farming	Mail Order
Attorney	Cleaners	Firemen	Management
Auctioneer	Collection	Florists	Manufacturing
Auditor	Colleges	Food Service	Military Personnel
Automobile	Computers	Fund Raising	Mobile Services
Band/Orchestra	Consulting	Furniture	Mobile Homes
Banking	Contractors	Gardens	Publishers
Banquets	Cosmetics	Gift Shops	Real Estate
Babysitters	Copying	Golfing	Security Systems
Baseball	Couriers	Government	Sheriffs
Barber	Credit Union	Graphic Arts	Social Services
Basketball	Cruises	Grocery Store	Stocks and Bonds
Beepers	Day Care	Gymnastics	Surveyors
Bible School	Deliveries	Hiking	Teachers
Bicycles	Dentists	Hair/Nail Salon	Title Companies
Billiards	Dermatologists	Handyman	Training
Boats	Diaper Service	Hardware	Vendors
Bookkeeping	Designers	Health Clubs	Volunteers
Bowling	Disk Jockey	Health Insurance	Mortgage Brokers
Boys'/Girls' Clubs	Detectives	Horses	Past Associates
Broadcasting	Doctors	Hospitals	Close Friends
Builders	Driving Ranges	Hotels	Associates

LRS STEP 2

CONNECT WITH YOUR CONTACTS TO IDENTIFY YOUR ADVOCATES.

- Depending on your list size, I recommend doing this in bite-size chunks of time (10 calls a day for example)
- Your goal is find out where they are on the referral scale: Satisfied, Loyal or are they an Advocate?
- When making these calls, focus on these **3 things**:

- 1 Educate** (why you are calling)
- 2 Qualify** (asking questions)
- 3 Get Permission to Communicate** (to stay in touch)



LRS STEP 3

GROUP YOUR CONTACTS.

- Grouping is sometimes called segmenting, tagging or list building.
- It is simply a means of being able to pull a list of a key group of people based on similar criteria.
- Why is grouping important?

2 Reasons Grouping Contacts is Necessary

- 1** Marketing becomes much more effective when you can communicate to a group of people with similar attributes, interests or goals.
 - Condo-Owners
 - Geographical Area
 - Past Clients
 - Strategic Alliance
 - Advocate (A-List)
 - Agent
- 2** Grouping also allows you to track your primary sources of business. Knowing exactly where your business is coming is key to knowing what decisions to make next.

TRACK YOUR BUSINESS

The key to tracking your business is to identify the originating source of your lead in each transaction. How did you first come in contact with your buyer or seller?

Was he or she a referral? If yes, from which referral source?

- Referral from a past client
- Referral from a friend or family member
- Referral from an agent
- Referral from a strategic alliance or business associate

Did your client originally come in contact with you via one of these sources:

- Open house
- Door knocking
- Cold calling
- Website lead
- Third party lead site (paid leads)
- Social media connection
- Farming or mail campaign

It's also important to know how many repeat clients you are getting to ensure you are staying in touch and delivering value.

Tracking and reviewing your business sources will help you make better decisions going forward.

DATABASE TOUCH IDEAS



CREATE YOUR 27 POINT DATABASE TOUCH SYSTEM

RRi recommends 27-33 touches each year.



Send personalized, value-added, regular mail **Preferred Client Update Newsletter** to your best supporters.

of Touches: 12



Provide a complimentary **CMA** by email or mail once or twice per year. Follow up by phone within one week of delivery.

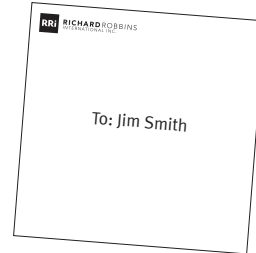
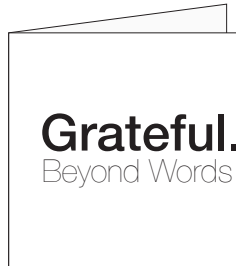
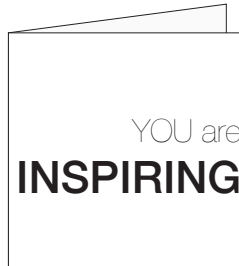
of Touches: 2





Send a **card** and/or small **gift** on the anniversary date of your customer's home purchase, birthday, special occasion or personal milestone event.

of Touches: 1



Provide a "My Clients Recommend" **Homeowner Trade & Services Directory** yearly (by email or mail).

of Touches: 1

HOMEOWNER TRADES AND SERVICES DIRECTORY



Our Clients Recommend...

ABC Plumbing
123 Main Street
Toronto, ON
Telephone: (555) 555-5555
Website: www.abcplumbing.com
Contact Person: Joe Smith

RRi

Hi Jim and Nancy,

Hot off the press! I am excited to enclose/
attach our Homeowner Directory of
Services for your easy reference.

If you know of anyone who may want to
receive this or perhaps needs some real
estate info, please give me a call anytime.
I am happy to help.

All the best,

Joe



Deliver a holiday-related, **thoughtful gift** annually. Consider hand-delivering special gifts for your A list.

of Touches: 2



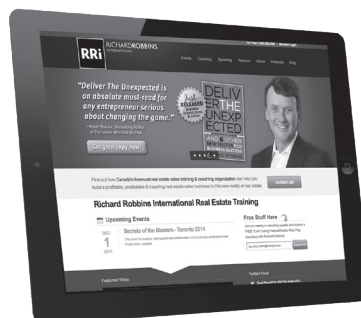
Comment and respond to your supporter's **social media postings** or status updates.

of Touches: 2



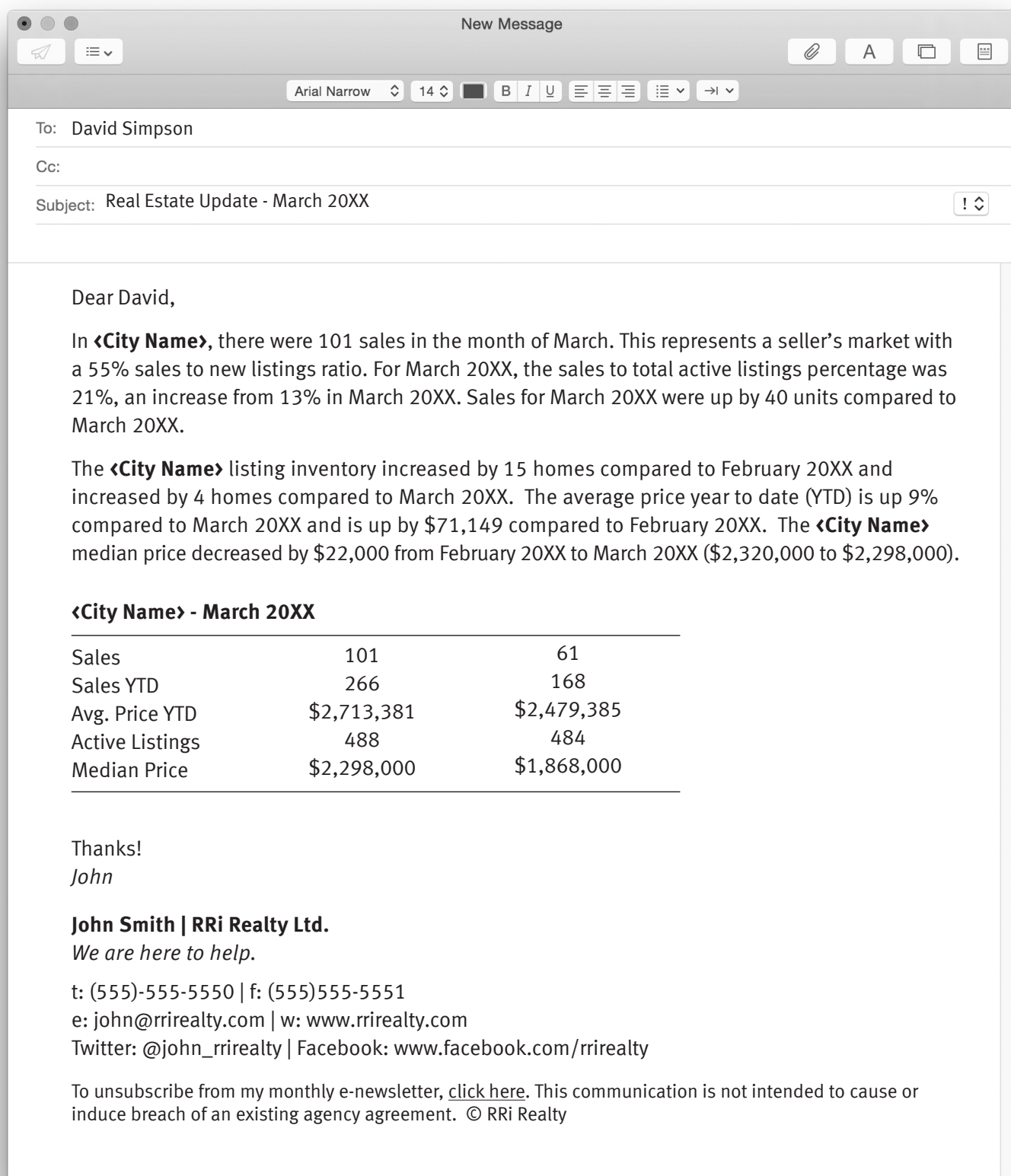
Send monthly, permission-based **CUEs** (Communication Updates Electronically) with information that is timely and relevant to your database.

of Touches: 2



REAL ESTATE UPDATE

SAMPLE EMAIL





Send personal invitations for **special events** sponsored by your community, you and/or your company.

of Touches: 2

SPECIAL EVENT IDEAS



1. Movie Morning
2. Baseball Game/Sports Event
3. Home Show Tickets
4. Family Skate
5. Home Buyer/Seller Workshop



Contact your database in person or by phone **four times** per year.

of Touches: 4

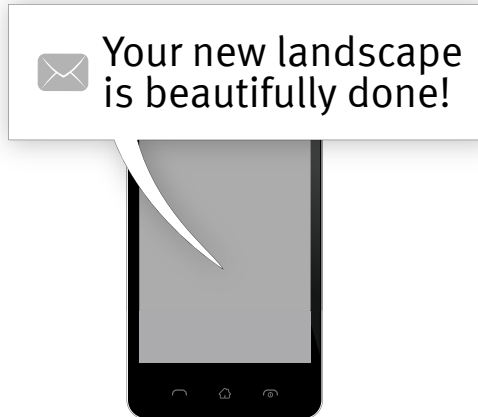
**OPEN ALL
CONVERSATIONS
WITH SOMETHING
OF VALUE OR
INTEREST TO
YOUR CLIENT.**

- Recent sales activity in the area
- Interest rate or mortgage news
- Prices rising or falling
- Trades list update
- Invitation to a client event
- Congratulations call
 - birthday, home anniversary
 - or any other milestone
- Personal invite to an event
- New store opening
- Upcoming community events



Leave **spontaneous messages** by text, voice, note or email about something real time and personal to them. (i.e. *Was just driving past your home and noticed the new landscape --- beautifully done!*)

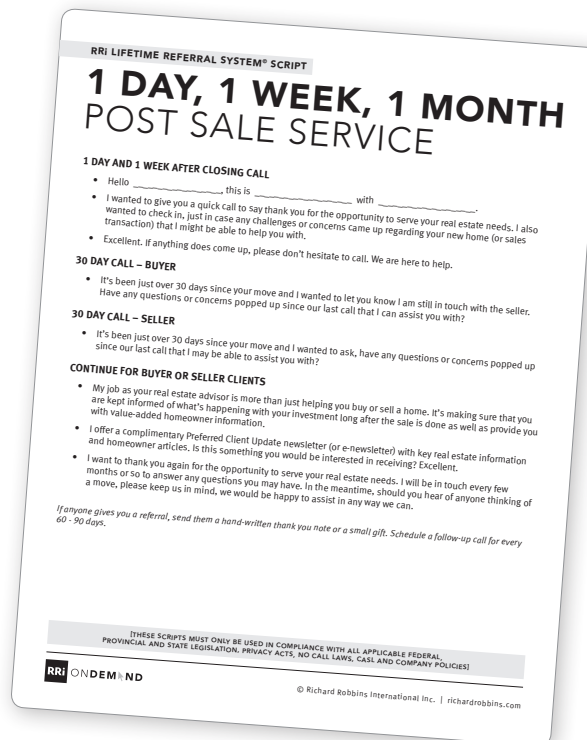
of Touches: 1



Implement an effective **post sale service system**.

- 1 Day, 1 Week, 1 Month Follow Up.

of Touches: 3



CREATE YOUR PERSONAL DATABASE TOUCH SYSTEM

(GOAL = 27-33 TOUCHES)

IDEA / STRATEGY	# OF TOUCHES	ANNUALLY
	RECOMMENDED OPTIONS	YOUR PLAN
a. Monthly Preferred Client Update Newsletter	12	
b. Send Comparable Market Analysis	2	
c. Card or small gift for new home anniversary, birthday, special occasion or milestone	1	
d. Homeowner Trades & Services Directory	1	
e. Holiday-related, thoughtful gift	2	
f. Comment on your supporters' social media	2	
g. Permission-based CUEs (e-Newsletters)	12	
h. Personal invitations to hosted special events	2	
i. Contact your database in person or by phone	4	
j. Leave spontaneous messages	1	
k. Post-sale follow up (for sellers/buyers)	3	
TOTALS	42	

SAMPLE DATABASE TOUCH SYSTEM

	ACTIVITY
January	Tax Assessment Letter
February	Home Show Tickets
March	Family Ice Skating Event
April	CMA and Calls
May	Mother's Day Card with Donation
June	Father's Day Card with Donation
June	Client Appreciation Invitations
July	Client Appreciation Party (Baseball)
August	Client Appreciation Party (Sailing)
September	Annual Pig Roast
October	Home Show Tickets and Referral Request Letter
November	CMA and Calls
December	Calendar
Every Month	Morris Newsletter
Every Month	Stats Update Email
Every Month	Facebook Business Page Update
Annually	Birthday Cards
Annually	Home Anniversary Cards
Annually	New Baby Gifts
Annually	Pop-By or Personal Outing

LRS STEP 4 ACKNOWLEDGE ALL REFERRALS.

- When? Immediately; the faster the better.
- “Thank you,” are two of the most powerful words you can use in your business.
- If business transacts, consider stepping up your thank you.



LRS STEP 5 CALCULATE THE ROI OF YOUR DATABASE.

“What we measure, gets improved.”

- Peter Drucker

- As a benchmark, a productive database of 100 people should result in roughly 15 to 22 transactions each year or yield a 15 - 22% return

HOW TO CALCULATE YOUR RETURN ON YOUR DATABASE

TOTAL QUALIFIED CONTACTS IN DATABASE	=	100
# Transactions from Repeat/Referral	=	20
ROI	=	20%

CALCULATING THE VALUE OF ONE ADVOCATE

Total Customers/
Supporters in Your Database

100

Average Return
(ROI)

15 %

Transactions/Year

15

Average Commission

\$ 10,000

Yearly Revenue Generated From Your
Database

\$ 150,000

Yearly Revenue Generated per Customer/
Supporter in Your Database

\$ 1,500

THE LIFETIME VALUE OF A PRODUCTIVE DATABASE



Total Customers/
Supporters in Your Database

100

Transactions/Year

15

Average Commission

\$10,000

Yearly Revenue Generated
by the Database

\$150,000

Multiply by 10 Years (the average length of a client)
to determine the lifetime value of your database.

\$ 1,500,000

HOW MUCH SHOULD YOU SPEND?

The ROI on your investment in your database is a slightly different calculation. See below.

RETURN ON INVESTMENT CALCULATION *(EXAMPLE)*

Total Transactions: 20

Total People in Database: 100

$$20 / 100 = 20\%$$

20% RETURN ON
YOUR DATABASE

Total Annual Budget Per Person: \$200

Total Annual Budget: \$20,000 (\$200 x 100 ppl)

Total Income from Database: \$150,000

\$150,000 - \$20,000 = \$170,000 Profit

85% RETURN ON
INVESTED DOLLARS

DATABASE FIRST CALL APOLOGY SCRIPT

EDUCATE

- Hi _____ it's _____ with _____.
I wanted to give you a quick call to apologize for not staying in touch and more importantly to let you know about some exciting things happening in my real estate business.
- My ultimate goal is to become an invaluable real estate and homeowner resource centre. I am excited to provide such services as a complimentary monthly newsletter (or e-newsletter) with homeowner tips and trends, information on current market statistics, and a comparative market analysis report for your home on an annual or semi-annual basis. I have also launched a new section on my website dedicated to providing you with the highest quality homeowner resources complete with exclusive discounts and customer specials.
- Does this sound like something of interest to you? Excellent, I will get you started on our monthly Preferred Client Update right away. You will start receiving this in the mail from next month. *OR* Excellent, can I confirm your email address so you can start receiving our e-newsletter right away? **Some databases require for CASL** › You will receive a confirmation link in the first email for you to confirm your email address and give permission for us to email you. Simply click the link and your newsletters will arrive.

QUALIFY

- I am dedicated to providing the highest level of service and expert real estate advice to anyone thinking of buying or selling in your market area. I know real estate can be very stressful and my job is to help demystify the process and provide buyers and sellers with key market information and expertise that will help them make an educated decision with what is, in most cases, their most valuable asset.
- I was wondering... do you know someone considering buying or selling real estate in the next few months and may need some advice? A friend, relative, neighbour or someone from work? Excellent, thank you. *OR* No problem, keep me in mind if someone pops up. I would love to help in anyway I can.

GET PERMISSION TO COMMUNICATE (CASL) AND HOW TO COMMUNICATE

- One last thing, would you mind if I stayed in touch with you every few months or so to keep you informed of any market changes and of course answer any real estate questions you may have at that time? Fantastic. What is the best way for me to stay in touch? Email, telephone, text message, Facebook, mail? (RECORD)

PROFILE

- Fantastic – can I just confirm a few contact details for my records? (RECORD) I look forward to speaking with you again in the next few months. In the meantime, if you have any questions or know of someone thinking of a move, please feel free to contact me anytime.

[THESE SCRIPTS MUST ONLY BE USED IN COMPLIANCE WITH ALL APPLICABLE FEDERAL, PROVINCIAL AND STATE LEGISLATION, PRIVACY ACTS, NO CALL LAWS, CASL AND COMPANY POLICIES]

DATABASE ONGOING COMMUNICATION

- Hello, this is _____ with _____.

Open every conversation with something of value and/or real-time information about changes in the real estate market that is relevant to them:

- There have been a number of homes selling in your neighbourhood recently.
Are you curious to know what they sold for?
- Would you like me to email you copies of the listings?

Other examples of reasons to call:

- To provide key real estate information - average sales price up or down
 - Average number of days on the market
 - Interest rate news
 - Value added ideas or opportunities
 - Invite to an upcoming Customer Appreciation event
 - Birthday, anniversary (of the purchase of their new home) or congratulating a milestone
 - New store opening or upcoming community event
- Have you been receiving our Preferred Client Update newsletter or e-newsletter? Excellent.
 - Are there any questions you have regarding the real estate market, or any real estate needs we can help you with right now?
 - I also thought I would check in to see if you know of anyone who might be considering a move over the next few months.
 - It was a pleasure speaking with you today, please keep us in mind for any real estate needs you or someone you know may have. It is our pleasure to help.

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1 DAY, 1 WEEK, 1 MONTH POST SALE SERVICE

1 DAY AND 1 WEEK AFTER CLOSING CALL

- Hello _____, this is _____ with _____.
- I wanted to give you a quick call to say thank you for the opportunity to serve your real estate needs. I also wanted to check in, just in case any challenges or concerns came up regarding your new home (or sales transaction) that I might be able to help you with.
- Excellent. If anything does come up, please don't hesitate to call. We are here to help.

30 DAY CALL – BUYER

- It's been just over 30 days since your move and I wanted to let you know I am still in touch with the seller. Have any questions or concerns popped up since our last call that I can assist you with?

30 DAY CALL – SELLER

- It's been just over 30 days since your move and I wanted to ask, have any questions or concerns popped up since our last call that I may be able to assist you with?

CONTINUE FOR BUYER OR SELLER CLIENTS

- My job as your real estate advisor is more than just helping you buy or sell a home. It's making sure that you are kept informed of what's happening with your investment long after the sale is done as well as provide you with value-added homeowner information.
- I offer a complimentary Preferred Client Update newsletter (or e-newsletter) with key real estate information and homeowner articles. Is this something you would be interested in receiving? Excellent.
- I want to thank you again for the opportunity to serve your real estate needs. I will be in touch every few months or so to answer any questions you may have. In the meantime, should you hear of anyone thinking of a move, please keep us in mind, we would be happy to assist in any way we can.

If anyone gives you a referral, send them a hand-written thank you note or a small gift. Schedule a follow-up call for every 60 - 90 days.

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STRATEGIC ALLIANCE INTRODUCTION CALL

- Hello _____ my name is _____ and I'm a real estate sales professional with _____.
- Your name was given to me by _____ and your services came highly recommended.
- I believe you had done some work for them this past year and they were extremely happy.
- I was wondering if you'd be interested in growing your business with more referrals?
I'm putting together a local Recommended Trades & Services Directory to provide my buyers, sellers and past clients with information and links to exceptional local businesses.
- My goal is to become a homeowner's one-stop resource for the highest quality services for their home and real estate needs.
- Would you be interested in meeting with me to talk about this relationship?

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