

Clients Get Clients!

Ultimate Referral Marketing Strategy!

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What is a RMS?

Leveraging your existing relationships to
drive in more business:

Know > Like > Trust

- 1.) Ask Satisfied Clients to Recommend You
- 2.) Build Strong Vendor Partnerships
- 3.) Staying Top of Mind
- 4.) Value Driven Communication
- 5.) Referrals on Autopilot

The Core "5"

Send a Personalized "Thank You" video immediately!

- 1.) Make Referrals an integral component of your business - conditioned behaviour.
- 2.) Must be done immediately.
- 3.) Instant recognition
- 4.) Perhaps send them a gift as a thank you regardless of the outcome of the referral.

Simon, you're the man!

The Core "5"

Your "Dream 50" Referral List!

- 1.) Identify your Top 25 Clients (AAA Clients)
- 2.) Identify your Top 25 Referral Agents
- 3.) *Bonus: Identify your Top 5 Vendors
- 4.) Exclusive Appreciation Events (Paint Nights, Private Dining, Speaker Seminars, Charity Events etc.) - Market & Mulled Wine
- 5.) "Just because" pop bys and gifts

The Core "5"

Strategic Vendor Partnerships

- 1.) Who are your lawyers, mortgage reps, insurance reps, home inspectors, stagers, contractors, landscapers, plumbers, electricians etc.?
- 2.) Ask for sponsorship dollars from your Vendors - be sure to meet with your vendors at least once a quarter
- 3.) Co-host events (Holiday parties, client appreciation events etc.
- 4.) Create social media content together - leverage each other's brand.
- 5.) Create a specific folder in your CRM and send monthly drip emails to your vendors

The Core "5"

Gifts to end all Gifts!

- 1.) Make your gifts memorable (Race track experience, Sky Walk experience, reservations at an exclusive restaurant, sports/concert tickets).
- 2.) Clients receive a gift for the referral and then another gift if the referral closes
- 3.) Send gifts to client's office instead of their home..
- 4.) Ask client's to take a picture, post it on their socials and be sure to tag you in the post (We call it PPT - Picture/Post/Tag)

The Core "5"

Expand always in...all ways...

- 1.) Weekly meet-ups with your Top 50 for lunch/dinner and ask them to invite 1 friend.
- 2.) Throw your new buyer a "Welcome to the Neighbourhood" event inviting all the neighbours to come and meet/celebrate with your buyer.
- 3.) Congratulations and Welcome to the neighbourhood card signed by 10-15 of the closest neighbours to your buyers new home.
- 4.) Ask Vendor partners if you can host seminars with their teams!

The "Ask"

Timelines on when we "Ask":

- 1.) January: Home Health Check + Favour
- 2.) March/April: Spring Client Event + Ask
- 3.) July: State of the Market + Ask
- 4.) October: Holiday Client Event + Ask

**Spring Clean Events/Pickup in our farms and around Just Solds*

**Back to School Ice Cream Truck Event*

**Pumpkin Pie Drop offs*

**Garage Sales For our Just Listed*

Homework

Commit to Asking 5 of your past clients these 3 questions:

- 1.) Have you had any thoughts about selling?
- 2.) Who do you know that's thinking of selling?
- 3.) Who do you know that tried to move, but it didn't work out?

Bonus (to do's today):

- *Record 1 Thank You video
- *List your Dream 10
- *Text 1 Vendor
- *Book 1 Lunch appointment