

## HOW TO GET REALTORS TO REFER YOU PROPERLY

Today most agents go through their process and then ask their clients, "Are you pre-approved?". (Head slap). That's how NOT to do it! When you give away control you lose your deal and all expectations of a possible sale.

When you teach your referral partners how to refer their clients the RIGHT WAY, you are in COMPLETE CONTROL because your expectations are clearly laid out for all parties involved.

Here are a few questions for your Realtor...

Would you want a client going with a random bank call center in California if the client lived in Boston?

How did you write in dates for your offer and/or contract, if you didn't know the lender who's is being relied upon to fund the deal... let alone having a conversation with them?

Is this sinking in?

Did you just realize you wrote a contract for a \$1M home and you have no idea the next step for your clients or what to expect because you don't know Billy from California, the loan officer from bestrate.com?

Come on folks! Our partners need to step up and give a proper referral, if they can't run their business with a proper referral, they are probably going to be out of business soon or never do more than a few deals a year.

So how do we teach them?

Simple answer - Take control!!!! Refer a confident and qualified partner for the deal!!

Here's how you do it....

SCRIPT FOR THE AGENT: "It was great to meet with you. Now that I understand your home buying needs, we need to get you pre-approved. I work with \_\_\_\_\_, a local lender we can count on every time. He's great! I do a lot of business with \_\_\_\_\_ because he's accountable, consistent and has lots of experience. I'll email an introduction so you can talk and get a preapproval. Sounds good?"

Think about the CLARITY and CERTAINTY you just gave that buyer. Now they KNOW the next step to take, instead of aimlessly searching for "low cost lender" and settling for a sub-standard solution. If your agent doesn't refer properly, they also may lose the buyer and/or a deal!

**NOTE:** if they already have a pre-approval, get the Realtor to send them to you for a “second look” and train your agent to always refer, preapproval or not. I mean who would want to finance their greatest asset without a winning team behind them? Exactly!

Here's the EMAIL TEMPLATE you can swipe and deploy when getting your Realtors to refer you...

SUBJECT: Referral

Hi [Name],

As promised, I'd like to introduce you to my trusted mortgage lender - [YOUR NAME]. He's the one we can count on, not only to secure the best mortgage, but more importantly, to ensure you have a 1st class homebuying experience.

[YOUR NAME], I'd like to introduce you to my client - [CLIENT NAME]. They now have total clarity on what they're wanting to buy, and, with our help, they're ready to make it happen! You're going to love working with them! [Add any other pertinent info about the client here].

Here's the contact info....

[CLIENT NAME]

[CLIENT PHONE]

[CLIENT EMAIL]

Enjoy the connection... and happy financing! :-)