

# Contact Your Number One Source Of Business Today

by

Rich Casto

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There are plenty of trainers out there teaching the referral based business now. Agents can now invest in elaborate systems to drive this referral business. Overall, I believe this to be by far the best way for an agent to prospect. Unfortunately, most agents start their system with past customers after the closing.

Would you like to get some listing leads today...right this minute? How about some buyer leads? What is the number one source of these leads? It is your current clients!

Why your current clients? Simple. Your current clients are discussing their buying or selling situation with all they know. Example: Your new seller (you took the listing last night) goes to work and what does she discuss with her workmates? She tells them her house is on the market and hopes it sells soon. What would be a typical response from her workmates? How about, "You know, we are thinking about selling too". That is the lead you are looking for.

**Here is the issue.** They have not been trained to send you those referrals. It is your job to train them. At the listing presentation and before you leave their house don't forget to say, "by the way, I am always looking for new business. Here are ten of my cards. If you run across anyone that is thinking about moving would you have them give me a call?"

Every time you call or visit your clients end the conversation with, "by the way, have you run across anyone thinking about moving?" This IS your best chance to get the referrals. Remember, after closing they are not talking about their real estate experience anymore.

So, pick up the phone now and call your current buyers or sellers. They have the best leads for you.

Remember, it is your job to train them.

Rich Casto is Founder of Rich Casto & Company, The Real Estate Coaches,  
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