



How to

Build Your Business Network

A strong business network is a powerful tool developed by establishing and cultivating relationships with top-quality business owners. A robust business network generates consistent leads by connecting you with like-minded professionals.

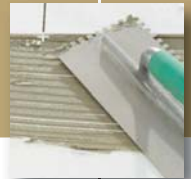
Business-to-business referrals are a valuable resource and are produced through a well-cultivated business network. These referrals typically result in higher quality transactions, with a higher average sales price and commission. They are an endorsement of your business because someone is staking their professional reputation on you.

Connecting with business owners is easy when it is clear that you have the right motives. Be friendly and confident, seek out their personal interests and identify what you have in common. Show them that you can provide value in return. Finally, nurture your relationships by staying in contact through personal notes, phone calls and an occasional business lunch with your A and A+ business owners.



Seven Places to Meet Business Owners:

1. Networking events
2. Business mixers
3. Social gatherings
4. Seminars
5. Hosting a value-added seminar
6. Internet network
7. Business lunches



How to Create a Business Directory to Help Ensure Your Professional Success

Your business directory allows you to become an important resource to your clients. Your ultimate goal is to become a “trusted advisor”—the person your clients look to when they are in need. **Because a real estate transaction typically involves more than 25 professional services, you are in a position to become the hub of your client database.** If your clients think of you when they need a referral for a plumber, for example, they will remember you when someone they know needs a referral for an agent or lender. Be intentional with your clients—tell them you want to become their trusted advisor.

Building Your Business Directory

First, create a list of your existing business database. Sort and qualify your relationships based on the criteria presented on the back side of this sheet. Call and tell them you are building a

business directory and would like to include their services. Indicate that your goal is to generate more business for their high-quality services, and mention that you also work by referral and are never too busy to assist their clients with their real estate needs.

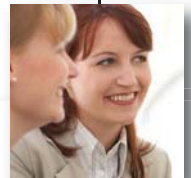
Next, generate a list of your previous clients. Send each a letter asking them to refer great services for inclusion in your business directory. Follow up with a phone call and remind them that you also work by referral.

Finally, produce a list of your current clients. Because they are in the middle of a transaction with you, they will appreciate your valuable business directory and are the most likely to refer you to their friends and family. Asking them for referrals to services they recommend is also a great way to give them a sense of contribution.

Using Your Business Directory

Your business directory is a great way to add businesses to your network. Explain to them that you work by referral, so your time and energy is spent helping them, not prospecting for new leads with cold calls and promotional materials. Show them your business directory. Business owners will be enthused by your commitment to refer service providers that you trust. Potential clients will be impressed by the many services you provide and that you don't just view them as a commission check.

Become a trusted advisor to your clients.



How to **connect**

Organize Your Database.

- A+** Business owners who endorse and refer you.
- A** Business owners you refer who do a great job for your clients.
- B** Business owners you know and are connected to.
- C** Business owners you know of, but don't yet do business with.

Hidden Sources of Wealth—There Are More Than 25 Professional Services in a Real Estate Transaction.

Service or Industry	Name	Phone/Address	Relationship Quality
Transaction			
Lender/Realtor®			
Title Rep./Escrow/Notary Public			
Home Inspector/Appraiser			
Lawyer/Closing Agent			
Pest/Insect Control			
Financial Advisor			
Insurance—Auto/Health/Home			
Home Repair/Improvement			
Handyman/Carpenter			
Plumber/Electrician/A/C			
Heating			
Drywall			
Tile/Roof			
Window Installation/Cleaning			
Flooring Installation/Cleaning			
Landscape/Exterior			
Landscape			
Design/Maintenance			
Arborist/Tree			
Trimmer/Gardener			
Cement/Mason			
Foundation Repair			
Deck Services			
Pool Services			
Irrigation Services			
Snow Removal			
Garage Door			
Moving			
Moving Company			
Security Systems			
Locksmith			
Housewarming Services			
Housekeeper			
Florist			
Caterer			
Photographer			
Appliance Repair/Rental			
Furniture Sales/Rental			
Furniture Cleaning/Repair			
Draperies Cleaning			
Window Covering/Cleaning			