

# REFERRAL PROGRAM CAMPAIGN

*A Client Referral Campaign is an intentional strategy designed to encourage and reward past clients, friends, and family for referring potential clients to you. This campaign builds on the trust and satisfaction your past clients already have by motivating them to spread the word about your services.*

**Here's a complete breakdown of how to execute this campaign successfully:**

---

## 1. Define the Campaign Goal

- **Objective:** Increase new client leads through referrals.
  - **Target Audience:** Past clients, friends, family, and professional connections.
  - **Incentives:** Offer rewards (e.g., gift cards, home services, or a personal thank-you gift) for successful referrals.
- 

## 2. Plan Your Referral Program Structure

- **Who Can Refer:** Anyone who knows your work — past clients, family, friends, local business partners.
- **What Counts as a Referral:** A potential buyer, seller, or investor who sets up a consultation or meeting with you.
- **Referral Reward:** Clearly define what you'll offer for each successful referral. Popular options include:
  - \$50 gift card for a closed deal.
  - A luxury gift basket for each successful referral.
  - A donation to a charity of the client's choice.

 **Pro Tip:** Ensure your reward is appealing but not overwhelming. Clients should feel motivated to refer you out of satisfaction, not just for the reward.

---

## 3. Communicate the Program

- **Delivery Method:** Email & Social Media
- **Message/Script:**

## Email Script

**Subject Line: "Thank You for Your Trust! Refer a Friend and Earn a Reward 🎁"**

**Email Body:** Hi [Client's First Name],

I hope you're doing well! I wanted to take a moment to thank you again for trusting me with your real estate needs. It was such a pleasure working with you to [buy/sell] your home!

I'm excited to let you know that I've just launched a referral program as a way to say "thank you" for spreading the word about my services.

Here's how it works:

- If you know anyone looking to buy, sell, or invest in real estate, simply refer them to me.
- If they close on a property, you'll receive a [mention your incentive].

It's that simple!

If someone comes to mind, feel free to share my contact information or fill out this quick referral form: [Insert link to referral form].

Thank you so much for your continued trust and support!

Best regards,

[Your Name]

[Your Contact Info]

[Your Social Links]

## Social Media Announcement Post Script

### Instagram/Facebook Caption:

💬 Referrals are the highest compliment you can give! I'm excited to announce my new Client Referral Program! If you or someone you know is thinking about buying or selling a home, send them my way. Not only will they get expert guidance, but you'll get [insert reward] as a thank you for your referral once the deal closes. Who's ready to get started?"

---

## 4. Encourage Referrals in Conversations

- **Delivery Method:** In Person/Phone - Whenever you have conversations with past clients, slip in the referral program casually and warmly.
- **Message/Script:**

### In-Person Script

Example:

After wrapping up a client meeting or check-in, say something like:

“By the way, if you know anyone who’s thinking about buying or selling, I’d be happy to help! I always appreciate referrals, and as a thank you, I’m offering a small gift for every referral that turns into a closed deal.”

### **Phone Script**

Example:

On a check-in call with a past client:

“I’m launching a new referral program as a way to say thank you. If you refer someone to me who’s buying or selling a home, I’ll send you a [insert reward] once they close. I’d really appreciate it if you kept me in mind!”

---

## **5. Use Automated Follow-Up Tools - ONE MONTH LATER**

- **Delivery Method:** Email -Utilize your CRM or email marketing tools to send out periodic reminders about the referral program.
- **Message/Script:**

### **Email Script**

**Subject Line: "Don't Forget About Our Referral Program!"**

**Email Body:**

Hi [Client's First Name],

Just a friendly reminder about my referral program! If you know anyone who’s considering buying or selling a home, you could receive a [insert reward] just for sending them my way.

Feel free to share my contact info or this referral form: [Insert link to referral form].

Thank you again for your continued trust in me as your real estate resource!

Best regards,

[Your Name]

[Your Contact Info]

---

## **6. Show Appreciation for Referrals - AFTER YOU GET A REFERRAL**

When you receive a referral, acknowledge it immediately!

- **Delivery Method:** Thank you Text/Email - even if the referral doesn’t lead to a closed deal.
- **Message/Script:**

### **Email Script**

**Subject Line: "Thank You for the Referral, [Client's First Name]!"**

**Email Body:**

Hi [Client's First Name],

I just wanted to take a moment to thank you so much for referring [Referral's Name]. It means the world to me that you trust me enough to recommend my services.

I'll be sure to keep you updated as I help [Referral's Name] through the process!

Best regards,

[Your Name]

** Thank You Text Script**

Hi [Client's First Name],

I just wanted to take a moment to thank you so much for referring [Referral's Name]. It means the world to me that you trust me enough to recommend my services.

I'll be sure to keep you updated as I help [Referral's Name] through the process!

Best regards,

[Your Name]

---

**7. Reward Your Referrers - SUCCESSFUL TRANSACTION**

When the referral results in a successful transaction, immediately send out the promised reward along with a heartfelt thank-you note.

- **Delivery Method:** Thank you gift card
- **Message/Script:**

** Gift Thank You Card Script****Example:**

Dear [Client's First Name],

I'm so grateful for your referral of [Referral's Name]. I'm excited to share that we successfully closed on their home! As a small token of my appreciation, here's a [gift card/home service/charitable donation, etc.].

Thank you again for your trust and support. I'm so lucky to have amazing clients like you!

Best regards,

[Your Name]

[Your Contact Info]

---

## **8. Keep the Program Ongoing**

Consistency is key! Make the referral program part of your regular marketing efforts by:

- Include it in your monthly newsletters.
- Posting occasional reminders on social media.
- Bringing it up in client check-ins and meetings.

### **Monthly Newsletter Script – Referral Program Reminder**

**Subject Line: "Earn Rewards with Our Client Referral Program!"**

**Email Body:**

Hi [Client's First Name],

I hope you're doing great! Just a quick reminder about our referral program. If you refer someone to me who ends up buying or selling a home, you'll receive a [insert reward] as a thank-you gift.

I always appreciate your trust and support in helping me grow my business! Feel free to share my contact information with anyone you know who's thinking about a move.

Best regards,

[Your Name]

---

## **9. Measure Results and Make Adjustments**

Track the success of your referral program through:

- Referral form submissions
- Lead-to-close conversion rates
- Rewards distributed

After three to six months, assess how well the program is working and make any necessary adjustments to incentives or communication.