

REFERRAL REQUEST EMAIL TEMPLATE

Draft your referral request using the following building blocks.

1. Address them by name.

Hi {first name}, I hope you're doing well!

2. Mention a personal anecdote related to the transaction or their original goal.

How is {personal detail or situation} going?

3. Mention that you helped them achieve aforementioned goal.

I'm so glad I was able to help you {achieve xyz outcome}.

4. Highlight some of your recent activity, but only if appropriate and relevant. (optional)

I actually just sold a home in your neighborhood last month. It appears to be a highly sought after area right now.

5. Ask for the referral. Be specific about who and how you're wanting to help.

Do you have any friends or family who are looking for {your services}? I'd love to help them the way I was able to help you.

6. Include a call to action and a referral template.

If you have someone in mind, please let me know! I want to make this super easy for you, so I've attached a sample email that you can use to make a quick introduction.

7. Close out with a thank you.

Thanks in advance for your time. I look forward to hearing from you.

Example email:

Hi Tom,

I hope you're doing well! How is the house renovation coming along? I can't wait to see the end result! I'm so glad I was able to help you find your dream fixer-upper. **[optional]** *I actually just sold a home in your neighborhood last month. It appears to be a highly sought after area right now.*

Do you have any friends or family who are looking for a new home in Sunny Groves? I'd love to help them the way I was able to help you.

If you have someone in mind, please let me know! I want to make this super easy for you, so I've attached a sample email that you can use to make a quick introduction.

Thanks in advance for your time. I look forward to hearing from you.

Best,
Susan