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A POSITIVE REAL ESTATE  
EXPERIENCE

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## Workbook: Referral Army Guide

Building a referral network is one of the most effective ways to grow your business. This workbook will help you identify, nurture, and expand your referral relationships.

### Step 1: Identifying Key Relationships

**1) Top Referrers:** List 5-10 individuals or businesses that currently send you referrals.

- What makes these relationships strong?
- How can you express gratitude for their support?

**2) Potential Referrers:** Identify 5-10 potential referral sources (e.g., mortgage brokers, community leaders).

- How can you build trust with these individuals?

### Step 2: Adding Value

**1) Community Engagement:** How can you show up for your community? Examples:

- Host a workshop or event.
- Volunteer or sponsor a local cause.

**2) Content Sharing:** Share valuable information, such as market updates or tips, to demonstrate your expertise.

- How often will you send updates to your network?

### Step 3: Systematizing Referrals

**1) Follow-Up Plan:** Develop a system for regular communication with your referral sources.

- How often will you check in (e.g., monthly, quarterly)?

**2) Referral Incentives:** Create a reward system for referrals. Examples:

- Gift cards, handwritten thank-you notes, or recognition on social media.

**3) Tracking Referrals:** Use a spreadsheet or CRM to track your referrals.

- What metrics will you track to measure success?

**Action Plan:**

1. Reach out to three potential referral sources this week.
2. Send thank-you notes to your top referrers.
3. Host a referral appreciation event within the next quarter.

Let's Make Your Next Move a *Positive* One!

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