

Business Acquaintances

Scenario 2: Explaining To A Business Acquaintance

Referral Agent: “Hi Pat, I wanted to let you know about an exciting new program I’m involved in.”

Pat: “I didn’t know you had free time for another business!”

Referral Agent: “This is a new part-time business I’m involved in. As you know, Pat, I have my real estate license and I joined **Referral Center**.”

Pat: “I already have a Realtor®. Besides, I don’t want to work with someone part-time.”

Referral Agent: “I agree with you completely, Pat. That’s why I have chosen to work with **Referral Center** instead of trying to handle real estate on a part-time basis. Through my affiliation with them, we can work with any real estate company in the country. Better than that, because of their experience and the huge amount of business they handle, they are normally able to provide a higher quality of service to the buyers and sellers all at no additional cost to you. It is truly a ‘win/win’ program, Pat.”

Pat: “But I’m not going to be moving any time soon.”

Referral Agent: “That’s fine, but I still need your help. Will you please keep a few of my business cards. When you hear of someone needing real estate assistance anywhere, will you please give me a call?”

Pat: “I’ll be happy to.”

Referral Agent: “I’ll stay in touch with you and let you know how my new business is coming along. See you again soon!”