



## What if every closing brought you 4 new referrals?

Here's a simple 4-step strategy top agents are using to turn 1 happy client into 4+ new ones—without sounding salesy or begging for referrals 📌

### 1 The “Gratitude + Light Ask” Message (Right After Closing)

Right after handing over the keys, send them this:

“I’m so grateful I got to help with your home journey. If you ever have friends or family looking to buy or sell, I’d love to help them too—just send them my way. I’ll take care of them like I did for you.”

✅ It’s genuine, not pushy—and easy to forward.

### 2 The “Client Shoutout” Social Strategy

Encourage your client to share their excitement and tag you.

Give them a caption they can use like:

“Huge thank you to [Your Name] for making this process smooth and stress-free! If you’re looking for a great agent, this is the one 🙌”

You get visibility. They feel proud. Everyone wins.

### 3 The “Follow-Up With Value” Move

A couple of weeks after closing, send them something helpful like:

“Hey! Just checking in. Here’s a quick checklist for new homeowners — feel free to share with any friends who might be house hunting too!”

🎯 It’s useful, not pushy — and keeps you top of mind.

#### 4 The “1-Year Anniversary Touchpoint”

Set a reminder to reach out one year after closing:

“Can you believe it’s been a year since you moved in? 🎉 I hope the home’s brought you nothing but joy — and if you know anyone hoping to make a move this year, I’d love to help them too!”

🕒 This makes you unforgettable and reignites the referral engine when they least expect it (in a good way).

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## Want Done-for-You Social Media Content That Attracts Clients?

- ✅ Hyper-local Reels, Posts, Stories & Captions — curated monthly
- ✅ Built-in content strategy
- ✅ Simple prompts & swap instructions (photo, video, done!)
- ✅ Designed to grow your brand where it matters: your community



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