



# Real Estate Referral Manifesto

*Frances Flynn Thorsen*

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## **Real Estate Referral Manifesto** Frances Flynn Thorsen

Discover the secrets about referrals lead generation companies don't want you to know. Real estate agents do not leverage their past clients and spheres of influence.

"“Forty-one percent of buyers found their agent through a referral from a friend or family member and nine percent used an agent they had used before to buy or sell a home," according to the National Assn. of Realtors.

Frances Flynn Thorsen is a leading real estate pundit and educator. She pulls back the curtain on the latest shift in residential housing sales: "There is a new referral paradigm. Lead generators are starting to collect some pretty hefty commissions because now they are selling REFERRALS instead of just LEADS."

They can sell LEADS in batches of 10 for about \$250. A single REFERRAL can bring in thousands!

If they can do it, you can, too! It starts with a mindset, a plan, and setting goals. This Manifesto is about the mindset. It examines the paradigm and shines a light on the single biggest missed opportunity in real estate today - Orchestrated Referrals.

Here are some of the topics covered in this Manifesto:

\* Learn the best way to get testimonials and referrals from past clients, even if you haven't seen them in years!

Secrets About Referrals Lead Generation Companies Don't Want You Know!

\* What They Don't Teach You in Real Estate School

\* Let's Put Real Estate Referrals Into Perspective

\* What's The Difference Between Leads & Referrals?

\* What You Need To 'CRUSH It!' With Referrals

\* The Market Leader in Real Estate Lead Generation

\* Where Do Your Inbound Referrals Originate?

\* How's Your Outbound Referral Mojo?

\* 3 Profitable Referral Profiles

\* What are real estate agents doing wrong about top of mind marketing?

\* Top-of-mind marketing doesn't have to be silly.

\* 30+ training video links and referral tracking resources added January 1, 2012!

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