



*I want you to know how much I appreciate you. I strive to build positive business relationships by working exclusively with people I admire and respect, and who value the service I provide.*

# Why I Work By Referral...

## Relationships Are More Important Than Transactions

You may have noticed that many business professionals take a transactional approach to sales—identifying clients, closing the deal, and then moving on to the next one. I choose not to work that way because I believe you deserve more from the people you decide to work with. That is why I work by referral.

Since my primary source of new business is referrals from individuals who know and trust me, I don't have to spend precious time prospecting and promoting myself. Instead, I can dedicate myself fully to the activities that benefit you most and always deliver truly exceptional service.

*Working by referral is all about trust.*

*And let's face it, when we are seeking any service we are all looking for someone we can trust—someone proven who comes highly recommended and is already on our side.*



## You Control My Business

I know that I must earn your future referrals, so I aim to exceed your expectations. I have a vested interest in making sure that you are completely satisfied at the end of our transaction together. I want you to be so “fired-up” that you can't wait to tell your friends and family about me and the fantastic service you received!

When you come across an opportunity, I appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide.

## Service Above and Beyond

I devote myself to serving the needs of my clients before, during and after each individual transaction. Instead of disappearing after our immediate business is done, you can expect me to keep in touch. I will be sending valuable information to you each month, and will also be calling from time to time just to check in and see if you need anything.

I hope you will turn to me for assistance because it's such a privilege to work exclusively with people like you who I admire and respect, and who value the service I provide.





# What Can I Do for You?

There are many ways I can be of service to you, so please don't hesitate to call.

## A Professional Perspective

I'll gladly provide up-to-date information on the movements of the financial markets and economic news that could affect your family's personal situation, offering a viewpoint which can differ from what you hear in media reports that are often skewed to heighten drama.

## Just Ask

I'll answer the questions that arise as your circumstances change and you prepare for the future, such as saving or borrowing for your children's education or planning ahead for retirement.

## Establish Value

Let me know if you would like me to recommend a professional to estimate your home's current value for a potential refinance or for insurance, estate planning or property tax purposes.

## Area Insight

On a more personal level, look to me for information on community amenities such as parks, schools, recreation and trails, as well as special events in the local area.

## Headed Elsewhere

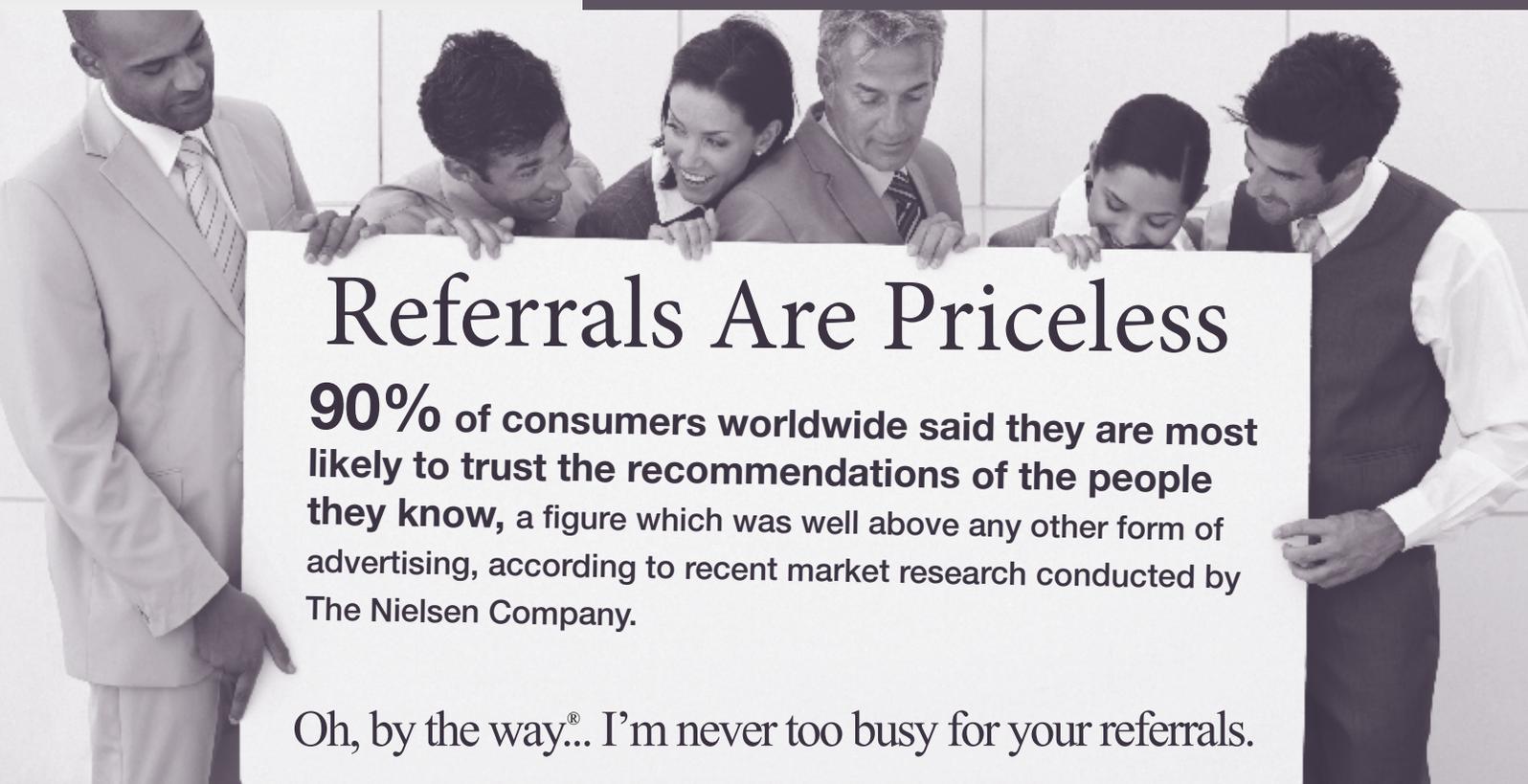
I can help you or a family member secure the services of a like-minded professional in another part of the country.

## Rely on My List of Pros

Consider me your source of referrals for all types of local businesses. I have partnered with competent professionals who would be happy to serve you:

- Real Estate Professionals
- Legal Professionals
- Financial or Tax Advisors
- Insurance Agents  
(home, auto, health or life)
- Home Maintenance Services and Contractors
- Doctors, Dentists, etc.

If you need a referral to a provider that is not mentioned here, feel free to ask; I may know just the person you are looking for!



## Referrals Are Priceless

**90%** of consumers worldwide said they are most likely to trust the recommendations of the people they know, a figure which was well above any other form of advertising, according to recent market research conducted by The Nielsen Company.

Oh, by the way<sup>®</sup>. I'm never too busy for your referrals.