

MARKETING YOUR SERVICES, MARKETING YOURSELF

Are You Helping Your Referral Sources?



By Mark Boersma

Most likely, everyone reading this article already knows how important it is to follow up on past clients, thereby widening the field of your referral sources. However, while you may have done a fine job of keeping in touch with former clients in the hope that they will come back to you, there is always more you can do to help referral sources that you may not have considered.

There is nothing like word of mouth to get your name out. Potential customers would much rather patronize a business based on the word of a trusted friend or family member, rather than respond to an ad in a phone book or on a billboard. So what can you do to help your referral sources?

A great way to ensure referrals is to share your advertising and marketing expertise. As successful Mortgage Brokers, you undoubtedly have a wealth of experience to draw from, and you can guide your clients past possible pitfalls. By working together, you can assist the growth of both your and your client's business.

Another way is to physically show that you care. Remember the little things—like when a husband brings flowers to his wife for no particular reason, or when she calls him at the office just to say hello. When some time passes between meetings with your key referral sources, send them a birthday, anniversary or holiday card to remind them of your relationship. If you speak on the phone, remember to follow-up—call, write, or arrange a meeting. Don't just tell your past clients that you care, back up your words with sincere action, and watch the results flood in.

Mark Boersma is president of Synergy Solutions, Inc., and is known nationally for his sales and marketing expertise in the mortgage industry. For more information, call (888) 230-2300 and ask for Karen Palchick, or visit Synergy Solution's Web site, at www.synergysolutions.net.