

## Marketing Strategy 33: How To Make Even MORE Money From Real Estate Referrals

In the previous lesson we talked about partnering with real estate agents to get extra work into your business.

Not only is this a great way to put extra cash in your pocket now, it can also help you win extra clients who will give you extra work and send you referrals in the future.

You see, regardless of who hired you to clean the carpets for the property, the fact is, they've seen your work. They now know how good you are and what a pleasant experience it was for them. You should be able to keep them as a client.

If it was the buyer who hired you... then this is easy. Simply convert them to a regular repeat customer by setting up the next carpet cleaning appointment.

If it was the seller who hired you to clean before putting the house on the market, often times they are only moving a short distance. If this is the case, you should have no problem having the seller use you to clean the carpets in their new home and keeping them as a regular customer.

There is also an opportunity here send a letter to the new homeowner, introducing yourself as the one who cleaned the carpets. The letter on the following page can help you do that.

This means with just one referral from your agent partnership, many jobs can ripple from that one contact. And don't forget there may be one other real estate agent in this picture who represented the other party of the sale.

### **TODAY'S TASK: How To Make More Money From Real Estate Partnerships**

1. Print up some stickers with your business name and contact details. Place them on a bottle of cleaning fluid or spotter.
2. Use the following letter templates.

## **New Home Owner Here's A FREE Gift For You!**

Dear Homeowner,

Congratulations on buying your new home. As you probably noticed...

### **Your Carpet Is Fabulously Clean!**

I hope you are thrilled with how lush, clean and healthy your carpet is now... since I was the one who cleaned it.

My name is (insert your name) and I own (company name).

As a housewarming gift, I'd like to give you a bottle of spotter. This spotter is great for everyday stains, like ketchup, animal accidents and common food and drink spills.

I have one more Free Gift for you too...

### **A FREE Room of Carpet Cleaning To Be Used 6 Months From Now**

Six months from now, when your carpets are showing signs of life in the home, i.e. spills, spots, and other daily activities... just give me a call and I will happily come and clean one room in your home absolutely free.

Maybe at that time, if you like, you may also need me to clean some other areas too. But, if not, that's okay. I just want you to be able to sample my service from start to finish.

Simply call me at (insert your phone number) or visit our website (insert your website URL).

I look forward to hearing from you.

Warm regards,

(Your name)

P.S. If you lose this letter in the next 6 months... not to worry. My name and phone number are on the Free bottle of spotter I left for you. When you call, just mention you had a letter to get your FREE room of carpet cleaning.