

# 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's why I work by referral.

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

## You are at the heart of 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'd appreciate it if you referred me to great people like yourself, who would benefit from the excellent service and personal attention I provide.

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

**Working by referral is all about confidence.** And let's face it, when we seek a service we're looking for someone we can have confidence in, someone who comes highly recommended and is already on our side.



## Service that continues after the sale

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 send valuable information to you each month, and will also call from time to time just to check in and see if you need anything.



## What can I do for you?

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

## Establish a plan

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

## Community 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.

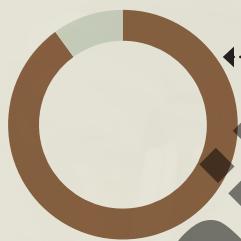
## Help where ever you need it

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



## 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 Nielson Company.



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

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