

A Team Approach to Staging: Getting Referred Business from Organizers and Realtors®

How do I find a Realtor?

- Do I already know a Realtor?
- Walk into a local real estate office and find a Realtor
- Do I know someone who recently sold a home who can recommend their Realtor?
- Go on the Internet and see who is selling houses in the area
- Local Board of Realtors
- Visit Open Houses
- Network, Network, Network

IMPORTANT: Offer to do a presentation at a local real estate office or at Board of Realtors. Stay in touch with your database by calling through and asking for their referral to a Realtor. **Do you see how networking might help your business in more ways than one?**

How do I find a Organizer?

- Do I already know a organizer?
- Do I know a designer (who might also be an organizer or may know an organizer)?
- Research association websites like NAPO, ICD or any organizing blogs, websites, etc.
- Search Facebook, Twitter, LinkedIn
- Google
- Network, Network, Network

How Do You Take It To The Next Level?

- Collaborate
- Co-sponsor an event
- Guest writer or blogger
- Do a cross-endorsement for each other
- Partner on an offering

- Start a Mastermind
- Perfect your resource list
- Show examples of your collaborative work through the use of before and after pictures (books, slide shows, etc.)
- Does somebody sell something you believe in? – then help them sell it.
- Did someone write something interesting?
- *Pay it Forward* – do nice things for your resource and referral relationships.

Key Ingredients to Develop Strategic Partnerships

- **Develop an Effective Strategy to Work by Referral** (high-quality leads with less effort)
- **Build, Sort and Qualify your Database** (sphere of influence, friends/family, social circles, business relationships, online networks)
- **Decide to be “Relational”** (trust, value, top-of-mind)
- **Surround Yourself with a Team of Productive People**

