



Connect!

REAL RELATIONSHIP MARKETING IDEAS



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Tips for Creating Trust

We talk often about the “Know, Like, Trust” requirements for generating referrals. Referring someone comes with risk to the referrer—if you don’t do a good job, they pay the price for having recommended you. To overcome that risk, potential referrers need to know, like and trust you.

Here are 11 quick tips for building trust that will lead to increased referrals:

Share Your Success

Nothing builds confidence and trust like a track record of success. Humbly share your successes with your sphere to show them you are generating results for other people in similar situations.

Share Your Connections

Trust by association is a powerful tool. If respected, reputable people trust you, others will as well. Solicit and use testimonials whenever possible.

Explain Your Experience

If you spend the time and energy to become specialized or educated in something, be sure to share that accomplishment with your sphere and explain thoroughly how it improves your service and the results you generate for clients.

Understand Emerging Trends and Increase Your Competence Every Day

The easiest way to lose trust is to have no answer or the wrong answer to a question about your area of expertise. Stay on top of the emerging trends in real estate and be prepared to discuss them. Prepare a standard response for complicated questions that allows you the opportunity to research and get back to a question at a later time. Then follow through!

Utilize Your Brokerage Benefits

If you are an associate for one of the top brokerages in your market, be sure to explain to your sphere why you have chosen that company. It’s important to build your personal brand, but don’t forget to leverage the brand equity your brokerage provides.

Give Referrals to Get Them

One of the surest ways to get trust is to first give it. Show your sphere that you trust them by referring people to their products and services.

Control Your Online Presence

Social media can be a great way to communicate with clients and to improve your “likability.” Photos of your family, your participation

in community events, and your real estate accomplishments are outstanding ways to use social media. Ranting about politics, complaining about the market, over-sharing of personal information...it takes just one mistake to undo a lot of hard trust-building.

Offer Free Advice

Providing truly free advice on your area of expertise shows people you are not simply interested in increasing your income, but instead have a commitment to educating your sphere about the real estate market. Be sure your advice comes with no strings attached.

Show Your Community Commitment

Your commitment to charity and community shows a selfless attitude of giving, which goes a long way towards engendering trust.

Over Communicate

Recent research shows that customers do not begin to feel “over communicated” until they have received 3-4 emails per quarter, 3-4 phone calls per quarter or up to 9 direct mail pieces per quarter. So long as you have a relevant message that is not focused on selling your service, and you make use of multiple communication methods, keeping customers “in the loop” will provide a level of constancy that engenders trust.

Give It Time

Obviously, we cannot trust strangers as much as we can trust people we have long-standing relationships with. Trust is built over time.

Chad Rueffert is president of Braintree Marketing, Inc. and the creator of the From Your Friends Relationship Marketing Program.

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