

THE ULTIMATE REAL ESTATE PLAYBOOK: THE REFERRAL PIPELINE

Earning Business from Attorneys

Tap the Goldmine of Divorce and Probate Attorneys

**Lourdes
Maestres**



Compass



@lourdesmaestres



At a GLANCE

Real estate agents and divorce/probate attorneys actually have a lot in common – specifically, clientele who need to sell their homes. When Lourdes Maestres discovered the goldmine of specialized attorneys as a referral source and developed systems for working them, it completely transformed her business.



**Fort Lauderdale,
Florida**

PRIMARY MARKET



\$895k

AVERAGE PRICE POINT



14

YEARS IN REAL ESTATE

2022 PRODUCTION STATS

181

TRANSACTIONS

\$113,000,000

SALES VOLUME

\$3,283,000

GCI

CORE CLIENTELE

- ✓ Investment
- ✓ Rightsizing

PRODUCTION

70% | 30%

Buyers | Sellers

TEAM STRUCTURE

- ✓ 18 agents
- ✓ 8 staff members

Lourdes **ON COACHING**



When I joined Tom Ferry in 2019, I went all in with team coaching. The first team event I went to was in New York. When I left, I literally went back to my office and thought, 'This is the solution to every single thing I want to do with a team.' And I implemented everything and obviously kept working towards it. It's never ending. I love it. Every week I get to mastermind and hear what other people like me are doing, what's working, and what's not. So I don't have to reinvent the wheel.



BY THE NUMBERS

90%

Conversion rate of attorney leads

2-3

Average transactions per attorney relationship per year

100+

Attorneys in database

17

Total number of attorneys who have repeatedly referred business to her

16

Most referrals from a single attorney

8/6/3

Attorney distribution:
bankruptcy/probate/divorce

| Lourdes' team activity goals to maintain the pipeline -

52

New attorney partners per year

2

New attorney appointments per week

5

Number of calls to get an appointment with a new attorney



THE STORY

In 2012, after three years of struggling to get enough business from door knocking and circle prospecting, Lourdes Maestres had an epiphany. Attorneys would make great referral partners... ESPECIALLY divorce, probate, and bankruptcy attorneys – you know, the ones whose clients often need to sell homes. These people trust their attorneys with issues where there's no room for mistakes, so they'll likely trust their attorney's recommendation for other services. And it didn't take her long to realize that not only could they be a potential lead source, but very few agents focus on this market.

She wasn't shy on the phone, having developed discipline from circle prospecting. It's not hard to find attorneys listed online, so she was quickly on the phone every day reaching out, modifying and refining what she said as she gained experience.

As for the referrals themselves, they proved easy to convert and work with. After all, since they trusted their attorneys, they trusted her.

A few years ago, she did a pop-buy at an attorney's office to follow-up on a call she'd made a few days earlier. It couldn't have been at a better time. The attorney introduced her to a client he had just been working with – and she got a signed listing agreement the very next day! This initial transaction subsequently led to two more, resulting in a total of three transactions stemming from a single visit.



THE STRATEGY

BUILD A PROSPECTING LIST

- Set weekly appointment-setting goals. Lourdes aims for two appointments per week.
- Aim for the low-hanging fruit. Identify those who are actively seeking or in need of more business (they have more of an online and advertising presence). Established attorneys likely already have agents they work with.
- She also uses purchased lists of attorneys in her research.

TAILOR SCRIPTS

- Develop scripts that align with the specific niches of each attorney. Lourdes primarily focuses on bankruptcy, divorce, and probate attorneys.
- For instance, when reaching out to divorce attorneys, Lourdes emphasizes her experience with people going through divorce and her ability to help them sell their homes quickly.
- Use attorney language as appropriate to show you understand the relevant aspects of their business.

ADD VALUE

- Lourdes offers a unique value proposition to attorneys: the opportunity to create a video together.
- By collaborating on videos, Lourdes not only showcases her marketing expertise (relevant to selling homes) and her knowledge of the attorney's niche (relevant to understanding the legal process and client needs), but she also provides attorneys with a valuable marketing resource to help build their businesses.



THE STRATEGY

GET DOWN TO BUSINESS AT APPOINTMENTS

- Attorney time is valuable. Lourdes averages a succinct 10 minute appointment.
- Her primary goal during these meetings is to build trust in her ability to deliver.
- Research attorneys before meeting them. Learn their educational background and specialization. It's important to ask relevant and insightful questions.
- Know social styles to communicate effectively and build rapport.

FOLLOW UP

- Send a thank you email. It shows appreciation for their time and sets the foundation for continued communication.
- Extend again an invitation to collaborate on a video.
- Maintain the relationship with quarterly touchpoints.
- Keep them informed about relevant upcoming events and extend invitations to participate.
- Suggest other referral partners for them to consider, such as CPAs, financial advisors, counselors.

Lourdes' 3 Action Items **FOR SUCCESS**

1

Identify who your ideal client is (people going through divorce, the death of a loved one, bankruptcy, etc.), and then identify the professionals (Lourdes' focus is on attorneys, but there are others) that work with them.

2

Research the profession and the professional. Determine who they serve. Figure out their specialty within their profession.

3

Prepare what you'll do when you meet. The key is to show your competence and build trust.

6 Things Lourdes Will Do **MOVING FORWARD**



1

Innovate the process of maintaining relationships with attorneys.

2

Continue to adapt scripts for prospecting.

3

Meet 52 new attorney referral partners this year.

4

Work to get the agents on her team trained so they can replicate this process with other professionals as well as attorneys.

5

Start a 12-week bootcamp with her agents to build confidence in their prospecting process.

6

Work with her Tom Ferry coach to help keep her accountable and to help her implement these ideas!

Lourdes' TOOLKIT



[SEE SUMMIT RESOURCES FOR LOURDES' TOOLKIT](#)

Prospecting Attorneys Process Overview

Lourdes' full approach to getting referrals from attorneys.

"The MPH Team" Attorney Flyer

Overview flyer Lourdes sends to attorney prospects.

Questions for Attorneys

A list of questions for attorneys to answer so Lourdes can get to know how to work with them.

Working With Lourdes Listing Book

Example of the listing book Lourdes leaves with new attorney connections.