

THE ULTIMATE REAL ESTATE PLAYBOOK: THE REFERRAL PIPELINE

# Event Networking for Agent-to-Agent Referrals

How Referrals Make Coaching Pay for Itself 11X Over

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# At a GLANCE

Miami agent Luz Abreu has turned events networking into an art form. With her radiant energy and bold personality, Luz has managed to leverage the Tom Ferry ecosystem itself into her greatest source of revenue – by systematizing Agent-to-Agent Referrals.



**Miami,  
Florida**

PRIMARY MARKET



**\$500k**

AVERAGE PRICE POINT



**17**

YEARS IN REAL ESTATE

## 2022 PRODUCTION STATS

**130**

TRANSACTIONS

**\$36,292,841**

SALES VOLUME

**\$1,317,732**

GCI

### CORE CLIENTELE

- ✓ Investment
- ✓ Downsizing

### PRODUCTION

**60% | 40%**

Buyers | Sellers

### TEAM STRUCTURE

- ✓ 11 agents
- ✓ 4 staff members

# Luz ON COACHING



Anytime I'm in a situation where I need support, I have my Tom Ferry family. It is a beautiful ecosystem. People ask me sometimes, 'Would you ever leave Tom Ferry?' And I say, 'That would be very stupid on my end.' For one, I am with my friends and family. Secondly, my coaching is effectively free. And every day I have the opportunity to meet so many new people and create deeper and more meaningful relationships – and at the same time, be able to help others throughout their journey.



## BY THE NUMBERS

**45%**

Of 2022 business attributable to A2A referrals

**100%**

% A2A referrals from Tom Ferry ecosystem

**\$72,000**

Coaching investment in the past 5 years

**\$875,319**

GCI from A2A referrals past 5 years

**11X**

ROI on access to Tom Ferry ecosystem

**3,000**

Agents in referral database

Luz's closed transactions from this referral sources have grown considerably year-over-year -

PRODUCTION YEAR	CLOSED REFERRALS
2018	3
2019	8
2020	9
2021	19
2022	18





## THE STORY

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After the 2018 Success Summit, Luz's coach challenged her to choose a new lead gen source – one that she knew she should be taking advantage of but wasn't. Impressed with one of the speakers who spoke about A2A referrals, Luz recognized the revenue-generating potential she couldn't afford to be missing out on any longer.

Since then, she has built a thorough process for meeting agents from all over North America, building lasting relationships with them, and when they do refer, keeping them fully informed on every stage of the transaction. She didn't know it then, but A2A would become Luz's most profitable lead source by 2022 – and the one she most enjoys cultivating.

It's very important to Luz to let her network know how much they're valued. One of her favorite ways to do this is by hosting – in partnership with a few other Tom Ferry clients – a cocktail hour the day before Summit. It's quite a party!

Participation has been remarkable. For her first event in 2019, only eight people attended. But right before the 2022 Summit, that number had grown to over 700 agents! And best of all, beyond her coaching and the events she attends, this party is her only real expense for receiving so many A2A referrals!



## THE STRATEGY

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### NETWORKING

Like any other lead source, you have to know where your prospects gather and where they focus their attention. Since Luz seeks A2A referrals within the Tom Ferry ecosystem, she never misses a Tom Ferry event, and virtual attendance isn't even a consideration.

#### **Here's a breakdown of how Luz approaches networking:**

1. Keep the goal in mind: "If anyone thinks of Miami, they think of Luz."
2. Follow Tom's advice: At events, never have a meal by yourself.
3. Come to each event with a goal to meet a certain number of people.  
Luz doesn't have a qualifying criteria for whom she reaches out to. She doesn't focus on the color of someone's lanyard and she doesn't come with a list of people she intends to meet. That said, people with positive energy gravitate to others with positive energy, so Luz's networking isn't exactly random.
4. Be authentic. You are who you are, so be who you are. Of course it helps if, like Luz, you are cheery and outgoing.
5. Don't underestimate a handshake. It has the ability to convey that you are sincere, personable, and confident.
6. Let curiosity drive the conversation. "Are you on a team?" "What's your marketing focus?" "What's your biggest takeaway from the event so far?" "Have you ever been to Miami?"
7. Fully embrace networking: "Every encounter is an opportunity. I put my heart and intention into getting to know that person."
8. Always have a physical business card. Don't just have someone scan a QR code. That said, "People do not connect with cards. People connect with who you are and what you bring to the table. Focus on creating relationships instead of distributing marketing materials."
9. Don't just try to make quick connections. The goal is to connect with as many people as possible at a quality level.



## THE STRATEGY

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### NURTURING

When seeking A2A referrals, agents are your leads. And as with any other lead, follow-up is key. This means you need a nurturing plan. As Luz says, "Treat your network the same way you treat your sphere."

- After an event, Luz gives her assistant all the business cards she collected and her assistant inputs them into their CRM. Luz also provides her assistant with a list of all those who attended her pre-Summit event. (See Luz's Special Sauce.) The initial follow-up is through Instagram and Facebook. Each person receives a direct message from Luz. These aren't customized to each individual but are a BombBomb video from Luz. (See Luz's tools.)
- She uses videos, text messages, cards for special days, and biweekly email newsletters.
- The newsletters aren't just about real estate. They always include information about real estate, but she leads with information about Miami, keeping them a lot more interesting. (See Luz's tools.)
- Every month she creates a few generic videos that can be used with any number of agents, such as "happy birthday" videos.
- If someone is really close to her heart, she'll do a personal BombBomb.

### BUSINESS STANDARDS

Just as you need standardized processes for working with home buyers and sellers, you need processes for working with other agents.

- Communication
  - Find out from the agent you are working with how they like to communicate. What are the key events and how often?
  - With a buyer, there are a maximum of three communication touchpoints:
    - Initial buyer consultation
    - Under contract
    - Closing



## THE STRATEGY

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- For sellers, the maximum number of touchpoints is six:
  - Listing presentation and listing agreement signed
  - Going active
  - Under contract
  - Price reductions
  - Appraisal
  - Closing
- Compensation
  - Just as you should have standards regarding your baseline commission with your clients, you should also have referral fee standards.



# Luz's 3 Action Items **FOR SUCCESS**

1

Be intentional about every encounter. Getting to know so many new people can be overwhelming at first, but everyone feels that anxiety when they first start.

2

Be organized and follow up. Conferences are the best place to meet agents. You must see them as prospective referral partners and follow up with them. Luz always says, "People do not connect with cards, people connect with people and what we bring to the table."

3

Be ready, willing, and grateful to welcome your TF ecosystem friends to your town. Be the mayor of your town; no one can show your town the way you do. When people connect with Luz about coming to visit Miami, she replies: "Let me show you my Miami."

# 6 Things Luz Will Do

## **MOVING FORWARD**



**1**

Systematize the process so the follow-up becomes more automatic without losing personal touch.

**2**

Develop a way of turning that initial referral contact over to her assistant to follow up.

**3**

Add a specific link on her website for other agents to join her network.

**4**

After sending an initial video after an event, she needs to make sure she follows up with everyone at least twice a year. (Call, text, or personalized video)

**5**

Review open rates on emails more consistently so she can make sure she is connecting with as many people as possible.

**6**

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

# Luz's TOOLKIT



[SEE SUMMIT RESOURCES FOR LUZ'S TOOLKIT](#)

## The Agent-to-Agent Referral SOP

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Luz's standard process for working a referral from her network.

## "Welcome To My City" Welcome Card

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Luz's welcome card she shares with new connections.

## "Luz Takes Over Miami" Brochure

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The information card Luz shared with new connections.

## A2A Greeting Video

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The video Luz sends to new referral connections.

## Networking Card

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Luz's referral contact card.