



AMPLIFY YOUR INCOME THROUGH AGENT TO AGENT ECOSYSTEM



DARNELL APONTE

(305) 697-6793

darnell@theapontegroup.com



OBJECTIVE

My goal today is to help you build a sustainable and long term business using a system to generate more agent to agent referrals.



ABOUT ME



Top 40 Under 40



Top 20 Under 40



State Director



President, YPN Board



ABR designation



- ✓ Full-Time agent 10 years
- ✓ SRS designation
- ✓ PSA designation
- ✓ National Association of Realtors (NAR) YPN Advisory Board Member
- ✓ Miami YPN Advocate of the year 2023
- ✓ 2026 President – Miami Association of Realtors, YPN Board
- ✓ National Association of Realtors (NAR) Director

AGENT TO AGENT REFERRALS

▪ Conversion Ratios (Source: National Association of Realtors)

Cold direct mail	2,000:1
Cold internet lead generation	1,600:1
Cold phone solicitation (illegal).....	500:1
Door knocking.....	100:1
Personal contact with friends.....	50:1
Ad calls.....	25:1
Sign calls.....	20:1
Open houses.....	15:1
Walk-ins.....	10:1
Past buyers.....	9:1
Past sellers.....	4:1
Referrals.....	3:2

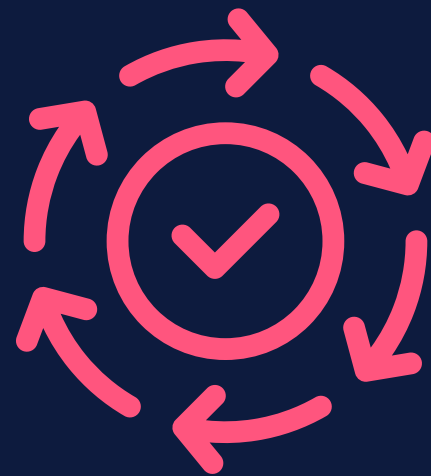
Referral Index: Each U.S. household knows 4.2 people who moved last year. 200 names x 4.2 = 840 potential referrals!



3

KEYS TO BUILDING A REFERRAL BUSINESS:

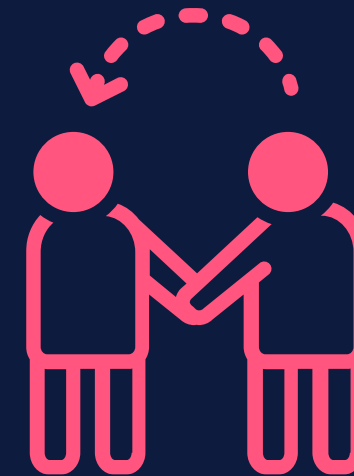
CONSISTENCY



SERVICING AT A HIGH LEVEL



DEPENDABILITY





WHY WOULD AN AGENT SEND YOU A REFERRAL?





WHY WOULD AN AGENT SEND YOU A REFERRAL?

There is more perceived risk (not looking good) in referring a REALTOR® than in using them. As a result, higher performance is required to earn referrals.

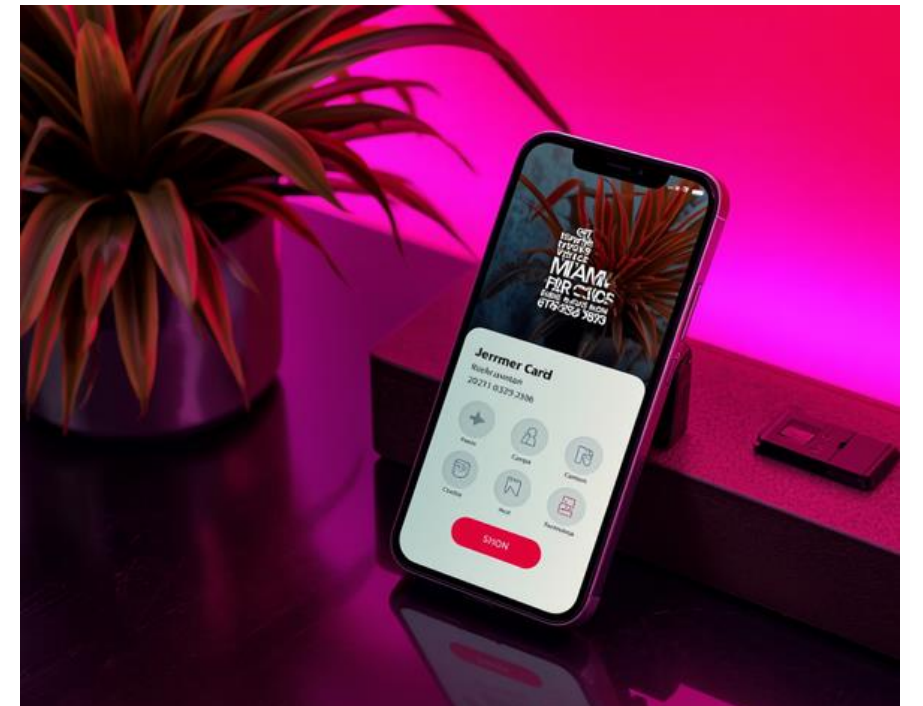


DO YOU KNOW THE DIFFERENCE?

REFERRAL



RECOMMENDATION



DO YOU KNOW THE DIFFERENCE?

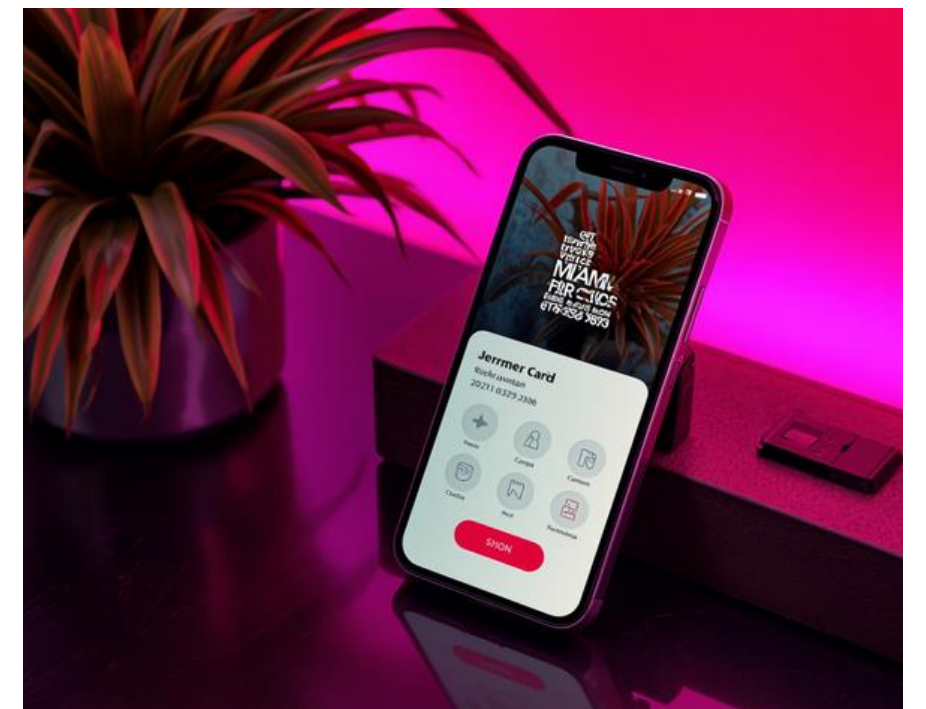
REFERRAL

You make connections
and bridge gaps.



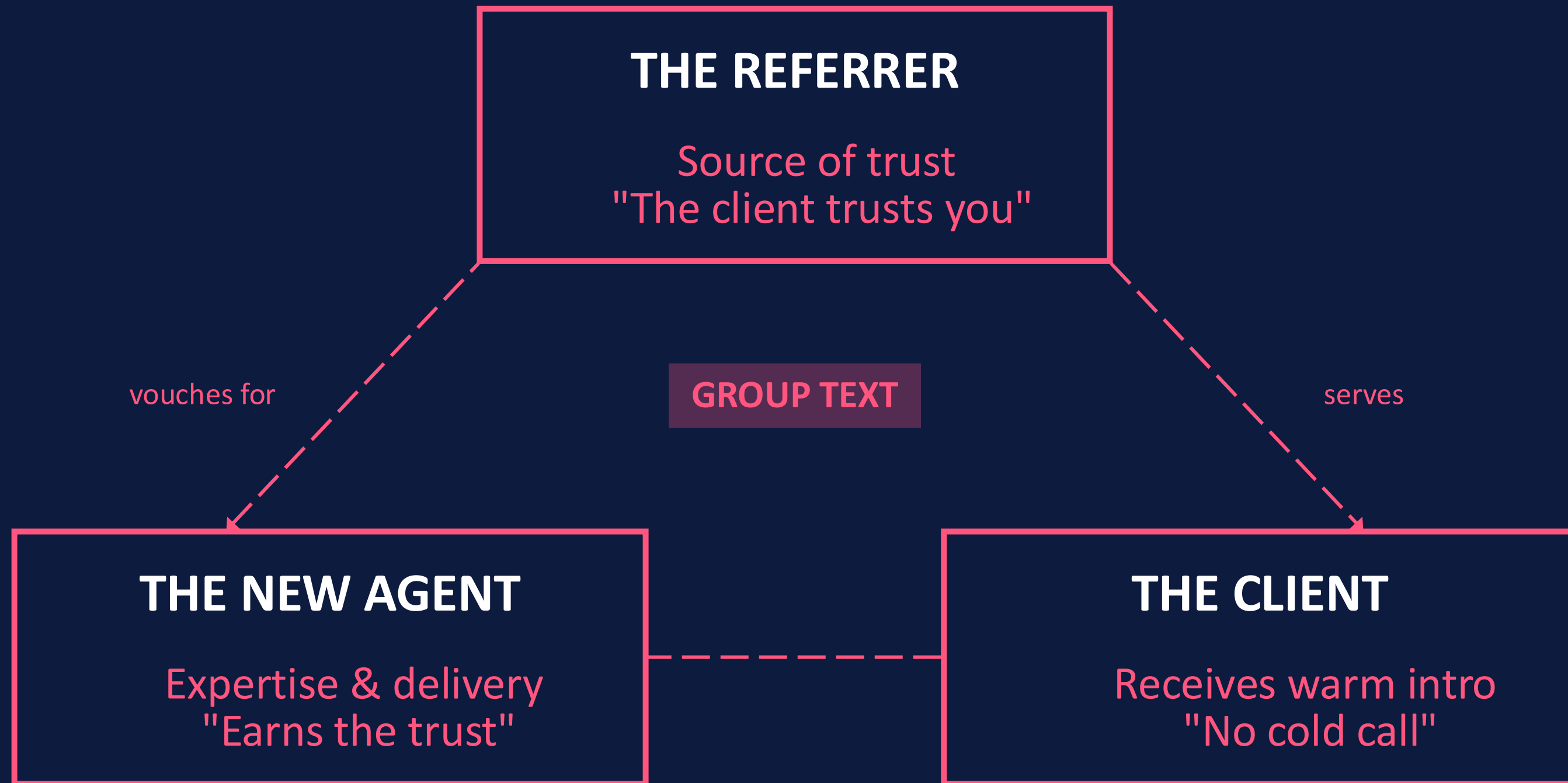
RECOMMENDATION

You pass along names
and endorse agents.



THE GOLDEN TRIANGLE OF TRUST

How credibility transfers in a referral



The group text activates the triangle. You transfer trust in real time.

THE WARM HANDOFF IN ACTION

FROM THE REFERRING AGENT

Hi [Client]! As promised, I'm putting you in a group text with [New Agent]. I've known them for years – they are incredibly knowledgeable and true experts in [City] real estate.

FROM THE NEW AGENT

Hi [Client]! So great to be connected. Thank you for the wonderful introduction, [Referring Agent]. I can't wait to help you with your buying/selling goals!

THE LAW OF VALUE:

You give more in value than you receive in payment.



MY **7** STRATEGIES

1

SOCIAL MEDIA



Facebook, Instagram, TikTok, YouTube, LinkedIn

- ✓ Content and conversations.
- ✓ Make valuable content.
- ✓ Consumer facing mostly and some agent facing.
- ✓ Double down on content. Just rip off and duplicate
- ✓ Show you know what you're doing
- ✓ Show your competence and capabilities

2

CONFERENCES



- ✓ Your brokerage/Brand
- ✓ Local, Regional, State, National Association of Realtors, International
- ✓ Glover U
- ✓ Your CRM
- ✓ Tom Ferry
- ✓ Tony Robbins
- ✓ Inman

Etc. Focus on one that are recurring with repeat attendees to keep on building stronger relationships. Think in advance about who you want to meet and eat with. Organize gatherings. Be the one to set up things to discuss what's going on. Be the connector, be the thought leader.

3

TEACHING IS A REFERRAL STRATEGY



4 MASTERMINDS



✓ Build masterminds and groups and join them.

5

ARE YOU MEMORABLE?



- ✓ Stay top-of-mind
- ✓ Treat them like a client in your CRM
- ✓ Monthly email
- ✓ Social
- ✓ Facebook Retargeting
- ✓ Holiday Cards
- ✓ Gifts
- ✓ Handwritten Notes
- ✓ BombBomb
- ✓ Etc.

6 FEEDER MARKETS



- ✓ Figure out top feeder markets.
- ✓ HowMoneyWalks.com
- ✓ flowsmapper.geo.census.gov

7

LOVE ON THEM



- ✓ Comment their posts
- ✓ Send gifts
- ✓ Be a real friend
- ✓ Call them, text them, see how they're doing.

CONTACT ME



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SCAN ME



@DARNIZZLE