



# AMPLIFY YOUR INCOME THROUGH **AGENT TO AGENT ECOSYSTEM**



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# 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



Governor, YPN Board



ABR designation

- ✓ Full-Time agent 8 years
- ✓ SRS designation
- ✓ PSA designation
- ✓ Miami YPN Advocate of the year 2023

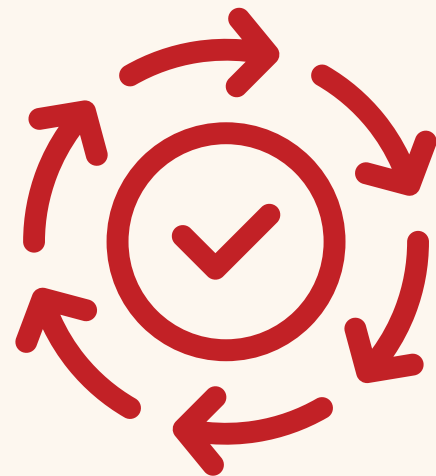
- ✓ #1 Team 2022
- ✓ #1 Single Agent Closed Units
- ✓ #2 Single agent GCI



# 3

## KEYS TO BUILDING A REFERRAL BUSINESS:

**CONSISTENCY**



**SERVICING AT A HIGH LEVEL**



**DEPENDABILITY**







## 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.



# THE LAW OF VALUE:

*You give more in value than you receive in payment.*





# HOW DO WE GIVE MORE VALUE?





# WHERE?

- ✓ Facebook is the largest platform for A2A
- ✓ Conferences
- ✓ Events





# PROVIDE VALUE

- ✓ Introducing/connecting agents with other agents even when you have nothing to gain directly
- ✓ Hosting mastermind
- ✓ Dinners/Lunches/Events
- ✓ Treat agents like everyone in our CRM
- ✓ Add them to a segmented email list
- ✓ Send items of value, like what you recently learned and how it helped your business, book you're reading, etc.
- ✓ Do not send them invites to your open houses



# | CONTACT ME



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