

The Ultimate Referral Program Checklist

START HERE

Start by mentioning your program in your existing marketing collateral.

- Website
- Email signatures
- Business cards
- Phone contact
- Social bios
- Emails and newsletter
- Launch announcement
 - Email blast
 - Social post

PHYSICAL MATERIALS

Add to all physical collateral that clients will see.

- Posters in showrooms
- Signs in open houses
- Banners at trade shows
- In front of modules on boards
- Brochures and other marketing materials
- Spec sheets
- Postcards with swag
- Apartment door hangers
- Company vehicle magnets
- Neighbourhood signage

EMAIL CAMPAIGNS

Consider these email campaigns on top of your monthly newsletter.

- New site launch campaigns
- New phase campaigns
- Warranty reminder
- Home buyer tips
- Periodic check-ins

IN-PERSON

Talk about the program in-person or on the phone for a personal touch.

- Milestones
 - Contract signing
 - Post deposit
 - Inspection date
 - Possession date
 - One week after move-in)
- Referred clients
- Clients who aren't interested

ADDITIONAL PROMOTIONS

Consider a promotion on your referral program, such as "Get an extra \$500 on referrals made this week."