

Having a vibrant database is essential to a thriving business. Every person you meet—from the barista at the local coffee shop to your past and current clients—can supply a referral to your business. The secret is to grow and nurture these relationships through consistent communication, such as monthly mailings, phone calls, personal notes and Pop-Bys.

# Building a Vibrant Database



## Benefits of a Vibrant Database

**You know where to focus your efforts.** You should serve your entire database; however, sorting and qualifying your database allows you to give extra time to the A+ and A clients that send referrals your way and help you succeed.

**You are able to focus on lead-generating activities that will build your business** (e.g., client lunches and parties, phone calls, etc.). Since you're marketing to people you already know, you are able to build upon the existing relationships that generate referrals.

**Your high level of service may create a buzz among your client base.** The value you provide to your clients makes them even more likely to tell others about the services you offer, which may increase the number of referrals that are sent your way.

## How to Sort Your Database

Whether you have an existing database or are starting from scratch, sort your clients into the following categories:

- **A+ clients** fuel your business, sending multiple referrals your way.
- **A clients** send a referral or two here and there.
- **B clients** may need to be asked to, but would refer you.
- **C clients** might refer you at some point in the future, but haven't yet.
- **D clients** won't refer you. "D" stands for "delete" from your database.

For best results, *repeat the sorting process every 3–6 months.*

# Add New People to Your Database

Although it may seem intimidating at first, the best way to bring new people into your database is to ask.

**Use the “Mayor Campaign”  
Dialogue developed by Joe Niego:**

*“Oh, by the way®... if you were buying or selling a home, or had a friend or family member who was, do you have an agent you would refer them to?”*

{ Make sure to get a home address and phone number so you can add him or her to your database. }

**If they say “Yes”**

*“That’s great, it’s important that you have a qualified professional to work with.”*

**If they say “No”**

*“I’d like to be that person. From time to time I come across valuable real estate information that everyone finds helpful. Would you like to receive that?”*

## 7 Places to Find New Clients

Many agents aren’t sure where to find new people to add to their databases. They may not realize that prospective advocates are right under their noses. Since there’s already an established connection, it may be easier to ask to be the person’s trusted professional. Here is a list to get you started.

- 1. Your activities**, including your book club, volunteer organization or co-ed sports team
- 2. Your child(ren)’s activities**, such as a local sports league, the Scouts or an after-school program
- 3. Your place of worship**
- 4. People at businesses that you frequent**, including your bank teller, dry cleaner, waiter/waitress at your favorite restaurant, etc.
- 5. Former co-workers**
- 6. Neighbors and former neighbors**
- 7. Your child(ren)’s school**, including teachers and other parents

Find it difficult to get the conversation started? Wear a name badge that lists your professional title or the name of your employer. The people who read it may be prompted to initiate the conversation with you, giving you the “in” you need to get the ball rolling.