

# 5 People You Need to Know for Referrals

Have you been overlooking these people in your community? They can be a great resource for referrals.

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It's great if you're keeping your business pipeline full, but it's even better if members of your community are doing it for you.

Of course, it's good to know the local mortgage brokers, divorce lawyers, and hair stylists, but here are some other active community members that could help you grow your client list, says prospecting master Anna "Banana" Kruchten, CRB, GRI®, broker-owner of Phoenix Property Shoppe.

**1. The florist.** These green thumbs are in the know about people making life transitions. They assist with weddings and funerals and send bouquets that celebrate new arrivals. Unlike lawyers, they aren't legally bound to client confidentiality contracts.

**2. The Chamber of Commerce board.** By becoming involved with my local board, I've met business owners who send leads my way. I don't think enough practitioners get involved with their local board and build relationships with business owners.

**3. The PTA president.** Over the years, I've received a lot of business through contacts I've made at my children's schools, but I've found that most of my relocating buyers came from referrals from the Parent Teacher Association. When the parents of new students came to look at the school, PTA members recommended me as a practitioner.

**4. The nail technician.** I get my nails done every week with the same woman, and no one has sent more business my way. It's important to be a loyal patron to good business people; they'll be loyal to you.

**5. The wedding planner.** Last year I connected with one of the local wedding planners who suggested I showcase at a bridal expo. It was ideal for finding first-time buyers and connecting with other business owners who eventually sent business to me.