

The 1% Referral and Testimonial Growth Model: Quick-Start Cheat Sheet

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What This Is:

A tactical guide to apply the two core fixes from the presentation — the proven path to unlock **exponential, referral-based growth** and **generate testimonials at scale** starting tomorrow.



Fix Problem 1 first, to make it a FAIR TRADE to ask your clients to help their business. Once you've provided the correct value, move to Problem 2 to set up referral systems!

PROBLEM 1: Your Service Is Not As Good As You Think

(Fix: Engineer a “Referral-Worthy” Experience)

✅ Step 1: Be a Resource, Not a Vendor

- **Starting tomorrow**, call or email 3 current/past clients and say:
“If you ever need anything — even if it’s not my file — I’m happy to be a resource. I know people in title, lending, notary, legal — you name it.”
- Your new mantra: *“Escrow is the hub, not a spoke.”*

✅ Step 2: Make the Client the Hero

- Drop the ego. Don't save the day and expect credit.
- Do everything you can to **make your agent look like a superstar** to their client.
- **Why?** People refer to those who make *them* look good — not those who steal the spotlight.

✅ Step 3: Keep Planting Seeds

- Every conversation, meeting, or follow-up: plant a referral seed.
- Say: _“If you ever need a connection to _, *I'd love to help.*”
- Don't stop. Think long-term. Not every seed bears fruit — but your orchard depends on it.

✅ Step 4: Help Clients Get More Business

- **Tomorrow morning**, brainstorm 3 ways to help your top agents grow:
 - Introduce them to a speaker or coach
 - Offer a lunch & learn
 - Bring in a social media or lead-gen expert
- Being a **business builder**, not just a deal closer, gets you referrals without asking.

PROBLEM 2: You Don't Have Referral Systems in Place

(Fix: Redefine “Client” and Plant the Referral Expectation Up Front)

✅ Step 1: Redefine “Client”

- Client is a relationship based term, not transactional.
- A client is someone who has proven themselves by referring you three times.
- Move Clients to Prospects, who don't meet this criteria.

- Prospects may need more attention! They either need more problem 1, problem 2, or **WILL NEVER REFER YOU!**
- Until someone refers you 3+ times, treat them like a prospect — **keep nurturing.**

✓ **Step 2: Set Referral Expectations Early, Set Up Proper Boundaries**

- During onboarding or right before the first file:
- We can apply this same technique to our current clients, it just takes longer to **CHANGE** an older relationship than setting up boundaries in a **NEW** relationship
 - Say:

“If I give you exactly the experience you described as ideal, would you mind referring me to a colleague, when the closing is complete? I’ll make sure to send an email, and you can copy and paste my template in the introduction.”
 - Provide the template. Make it effortless. Don’t just “ask” — **trigger the promise.**

✓ **Step 3: Consider Clients Who Don’t Share Your Values**

- If someone says “no” when asked this, they won’t refer you **even after a perfect experience.** Do you want someone that doesn’t see your value, and won’t refer you under any circumstance?
- Focus your energy where it grows.

✓ **Step 4: Get out of MORE = Better**

- It is much harder to solve this problem the longer you wait
- Ultimately we want to get our clients referring us as soon as possible, because **THIS IS WHERE THE GROWTH IT.**

☀ **BONUS SYSTEM: The Google Review Goldmine**

✓ **Step 1: Establish a follow up Expert**

-This can be anyone who is available to call at the right time

✓ **Step 2: Call at the right time**

- **Have someone call/text/email the client immediately after closing. Consult with your agents if you can be the first person to call.**

- Congratulate them, then Ask: *“How was your experience working with us?”*
- If they say positive things, reply with:

“Would you be willing to say that in a quick Google review? I’ll text you the link right now — can you check if it works?”

- If they say negative things, address the issue, then potentially ask after it’s resolved!

✓ **Step 3: Text the Link, and Make it easy**

- People are less likely to open their emails when they are on the phone, but this can work too.
- Tell them *“I just texted you the link, could you confirm you got it and click on it to make sure it works?”*

Follow up with *“could you click the ‘write a review button so I can make sure that works too?”*

If you’ve gotten this far, congratulations, you’ve just made your chances an 80-90% success that you’ll get the review!
