

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 my presentation — the proven path to unlock **exponential, referral-based growth** and **generate testimonials at scale starting tomorrow**.

**Remember, your clients
are strategic partners, not
just your customers!**



Fix Problem 1. If we want our clients to benefit our business, we need to make sure we are benefiting their business!

Once you've utilized all of your tools to provide more value and a better experience, 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 Monday**, 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, I can help.”
- Every conversation, meeting, or follow-up: plant a referral seed. Be a resource for EVERYONE and never stop!

"Give, and give, and give — help others succeed in their own business, and they will see you as a vital part of their business. You don't have to ask for referrals — they will automatically come to you."

✅ Step 2: Make the Client the Hero

- Shift your priority to whose image you want to benefit in every transaction. We don't always get the opportunity to make our agents the hero, but when we do, capitalize on it!!
- **Why?** Agents come back to and refer those who make them the hero. Their main focus is getting more deals. How can we benefit their reputation on every transaction?

✅ Step 3: Help Clients Get More Business

- **Tomorrow morning**, brainstorm 3 ways to help your top agents grow:
 - YOU ARE THE HUB, you have the power to connect your agents with experts that can help them improve their business!
 - Offer a lunch & learn
 - Bring in an expert (social media or lead-gen, 1031 exchange, etc.)

- "If you help your clients grow, they'll bring you along with them."
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PROBLEM 2: You Don't Have Referral Systems in Place

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

✓ Step 1: Set Referral Expectations Early, Set Up Proper Boundaries

- Think about the first date example! If we don't put a price on ourselves, no one will!
- 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.**
- 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

✓ Step 2: 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 THEY WILL NEVER REFER YOU!

"Until someone refers you 3+ times, treat them like a prospect — **keep nurturing**"

✓ 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 IS.
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🌟 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, do it.**
 - 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!
