REALTOR RESOURCES

10 Things a Realtor Should Do When Referring Clients to Builders

A good referral is more than a name and a phone number. Here's how to set up an introduction so it lands well for your client, for us, and for your commission.

1. Confirm the client's rough budget and timeline, if you can, before making the introduction.
2. Let us know whether they already own land or are still searching for the right lot.
3. Share anything you know about their must-haves — waterfront, single level, a guest suite, whatever matters most to them.
4. Mention if they've already spoken with other builders, so we understand where they are in the process.
5. Give us an honest read on how ready they are to move forward.
6. Introduce both sides properly. A warm handoff works far better than passing along a phone number.
7. Stay in the loop after the introduction — a quick check-in with us goes a long way.
8. Set expectations with your client early about your role as the referring realtor.
9. Keep communication prompt and professional. It reflects well on both of us.
10. Once a contract is signed, we'll confirm your referral and keep you posted from there.

Ready to send one over? Fill out our Realtor Referral Form and we'll take it from there.