



Why I Work By Referral

At times, the real estate industry has taken a transactional approach to sales. Agents have been encouraged to identify clients, serve them, close the deal and then go on to find the next. Cold calling and door-knocking have been the dominant methods of prospecting in the industry. However, these practices do not fit my personal philosophy of how to treat people. I believe that in today's marketplace people expect and deserve a higher level of contact and connection with their real estate professional, which is why I work by referral.

Working by referral is about strengthening relationships over the long term. When in need of a service, we look for someone to trust and rely on—someone who comes highly recommended and is willing to go the extra mile to help us achieve our goals.

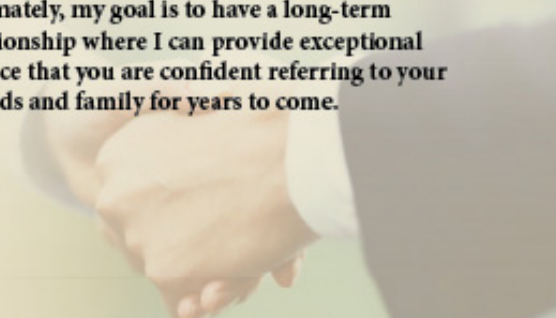
I have a vested interest in making sure everyone I serve is completely satisfied at the end of our transaction together. All I ask is that while I'm working for you, I would like you to refer me to great people like yourself, who would appreciate the level of service I provide. As long as you and my other clients continue referring me, I don't have to go out prospecting like everyone else, and I can do an even better job working for you.

I know that if you are not happy, you won't refer me to your friends and family who are in need of my services. Since referrals from people like you are my primary source of new business, I don't just want to meet expectations; I want to exceed them. I know that's the kind of service I appreciate myself, and that's the service I am proud to deliver.

I want to build a community of relationships, not just a list of past clients. That is why I devote myself to serving the needs of my clients before, during and after each transaction.

Many peoples' biggest fear is that communication with their service professional will end once the deal has closed. After your transaction is complete, you can expect to hear from me each month as I continue to provide relevant items of value to you and your family. Also, should you have a need for a particular trade or service, I have a list of excellent providers that I can recommend.

I want you to know how much I appreciate you. Ultimately, my goal is to have a long-term relationship where I can provide exceptional service that you are confident referring to your friends and family for years to come.



Oh, by the way*...I'm never too busy for your referrals.

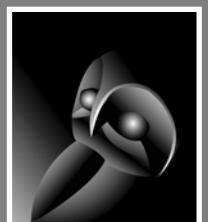
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Peter Howell

Broker

direct: 905-569-5443
office: 905-828-1122
peter@peterhowell.com
www.peterhowell.com



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