

STOP ASKING FOR REFERRALS

August 5, 2026

PRESENTER: FLOR DE MARIA MCNALLY

Pre Order the Book: Stop Asking for Referrals

Send DM: Blueprint

Your database is your business

THE 5 PHASES

Database Audit: give a hard look at where your database is right now

Get real with yourself: is it slop or is it going to make you a million dollars in a year?

Are you working hard every day so that you can sell the database in the future.

The Non-Negotiable 5	
✓ First & Last Name	✓ Current Home Address
✓ Personal Email Address	✓ Birthday
✓ Mobile Phone Number	The Bonus Piece
	✓ Social Media Link

In phase one, create the habit of collecting this information upfront.

You want to be obsessed with your database

It's all about the level of detail that you are giving to your database.

All of my contacts need to come in the right way - you have to build the habit of the database.

Dormant Touch Program: Reaching back out to people who have fallen off the pipeline

Every type of client has a carrot Give them something to make them move forward.

What is the carrot that we are hanging in front of them. Give them a gift (a home search) they are interested in.

Database Cleanup: This takes time to get the missing pieces of information.

Text the person - "I want to send you a birthday card. Can you send me your birthday and current address so that I can send that to you?"

What does ISA mean to Flor? Someone who is calling a person who has been brought into the ecosystem/funnel.

Email Campaign: Neighborhood Nurture - Carrot for Buyers

Homebot/Fello: Home Value - Carrot for Sellers

Framed photo of the homeowners on closing day

THE ULTIMATE HOUSEWARMING Average: 2 deals per party.

Be a whole human - have a true connection with people. Make people see you that you are more than a person who just shows them homes.

It is used as a party to celebrate. Not as a lead generation event.

The people who are at the housewarming party - when they RSVP you collect the non negotiables.

They then go on the monthly neighborhood nurture and then they also get an email with the video at the end. Video is the guests to the home buyers.

The buyer/homeowner is the one who is sending it out.

MAKE PEOPLE FEEL IMPORTANT!