

7 unexpected referral sources

Embrace cutting-edge referral strategies to reach new partners and clients.



1. Digital real estate platforms: Partner with popular real estate websites to create content about mortgage options for their blogs or contribute to their Q&A sections, positioning you as an expert and helping you reach a wider audience of potential homebuyers.



2. Human Resources departments: Forge relationships with HR departments to promote financial stability for their employees. Offer mortgage readiness workshops and homeownership resources as part of their employee wellness programs.



3. Social media influencers: Connect with local lifestyle and real estate influencers. Provide mortgage expertise through Q&A sessions and posts, reaching a broader, engaged audience.



4. Remote work communities: Contact remote work platforms, online networks and co-working spaces. Offer specialized advice for individuals with flexible work arrangements or non-traditional income sources and for location-independent professionals seeking property investments.



5. Green home builders: Specialize in eco-friendly home financing options. Partner with sustainable builders and offer expertise on green mortgages or energy-efficient home loans, differentiating yourself in the growing sustainable housing sector.



6. Virtual reality home tours: Team up with real estate agents using VR technology for home tours. Be present (virtually) during these tours to answer financing questions immediately, making the experience more comprehensive for potential buyers.



7. Fintech startups: Collaborate with fintech startups focused on real estate or personal finance. Help develop new tools or features related to mortgage pre-approval or loan comparison, expanding your reach in the tech-savvy market.

Ready to supercharge your referral network?

Boost your business with comprehensive referral building resources and information at mgic.com/referral-building.