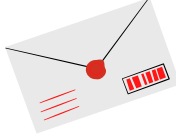


The Referral Report: Your Insider to Additional Income December 2022



Know Your Value Proposition

Dear Referral Associates,

We always suggest that you stay refreshed on how to articulate your value. Here are a few simple dialogues for you to make your own.

"As a referral associate I concentrate on pairing people with top-notch real estate agents to address their very specific real estate needs. I can do this both locally, throughout the country and even internationally through our powerful network Leading Real Estate Companies of the World. You are not charged anything for my referral services. If you or anyone you know is seeking exceptional real estate services, let's talk over lunch."

"I am a real estate match maker. I listen carefully to people's needs and have them interview the agent that I think they would work well with, who has expertise in their area of interest. Buying or selling Real estate is a big process and you want to choose the best agent to guide you. What I'd like to do is go back to my office, do some research and then let you know who I suggest you interview. Sound good?"

Keep your value top of mind, wear your Long Referral Associate name tag, reach out on social media, remind your people of what you do. Don't be a secret agent!



Debbie Goodman Butler
Designated Broker
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DebbieG@LongRealty.com

Inside Our Newsletter:

Top Referral Fee Stats
Free CE Upcoming Classes
Refer to Nancy Hennessey
Transaction Fee Structure
Hear from a Peer! Jerome King
Message from Senior Vice President
of Long Franchises
Feed the Need-Community Food Bank

Marketing Your Referral Business:

Email Campaigns
Cinnamon Roll French Toast Recipe
Social Media
Become a Member of Long Cares

Success to Date Biggest Referral Checks:



January: \$4,313
February: \$4,950
March: \$5,235
April: \$5,963
May: \$8,750
June: \$7,343
July: \$5,625
August: \$4,200
September: \$4,646
October: \$4,275

FREE CE Classes!



Disclosure (Zoom) - Diving into Discovery
12/12/2022 1:00pm to 4:00pm

For more classes, visit
www.LongNet.net and click on
Education News & Events.

CE Special Discount at
www.theceshop.com

Use promo code **GETCOZY** to get a
discount!



LONG REALTY REFERRAL
ASSOCIATES | ISSUE 12

Happy Holidays!

Have you logged into our Long Realty Referral Intranet Site?

The site is a single source to: send referrals, sign up for CE classes, get inspiration to reach out for referrals. Access the site with your username and password.



Can't find your login? Contact me!
Liz Rubano
520-918-3859
LizR@LongRealty.com



A referral is sending someone you care about to someone you trust.

DECEMBER 2022

Do you worry about who will be taking care of your clients and will they take good care of them? We all have that fear when we refer our favorite client.

To put your mind at ease, 98% of my business comes from referrals. I wouldn't be at that percentage if I didn't go to great lengths to take care of every referral.

I look at it this way... with every agent referral, I have two clients:

1. The client who is looking to buy or sell, and
2. You, the referring agent

Both you and the client mean a great deal to me, so I go to great lengths to communicate with everyone. Did I say that I pay a referral fee on second and third generation referrals? When a referral can be traced back to your original referral, I'm happy to continue paying you referral fees. So, go have fun and I will take care of your business. Everyone wins!



Nancy Hennessey
520-820-5948

NHennessey@LongRealty.com
1926 Circle of Excellence

Reminder About Our Fee Structure:

\$99 per closing within our network of companies

\$299 per closing outside of our network of companies

Our network of companies includes, Long Realty, Long Realty Affiliates, Leading Real Estate Companies of the World



Want to make sure you're staying in our network?
Contact me and I'll guide you through your selection.



Julie Lewer

Relocation Coordinator
520-918-2437
JulieL@LongRealty.com

Hear from a Peer!

"Arizona Association of REALTORS presented me with its Distinguished Service Award for 2022 for my many years supporting Realtor goals and objectives, including serving 12 years in its Broker Risk Committee and contract task force, and 8 years as a NAR appointed Federal Political Coordinator."

Jerome King

Long Realty Referral Associate

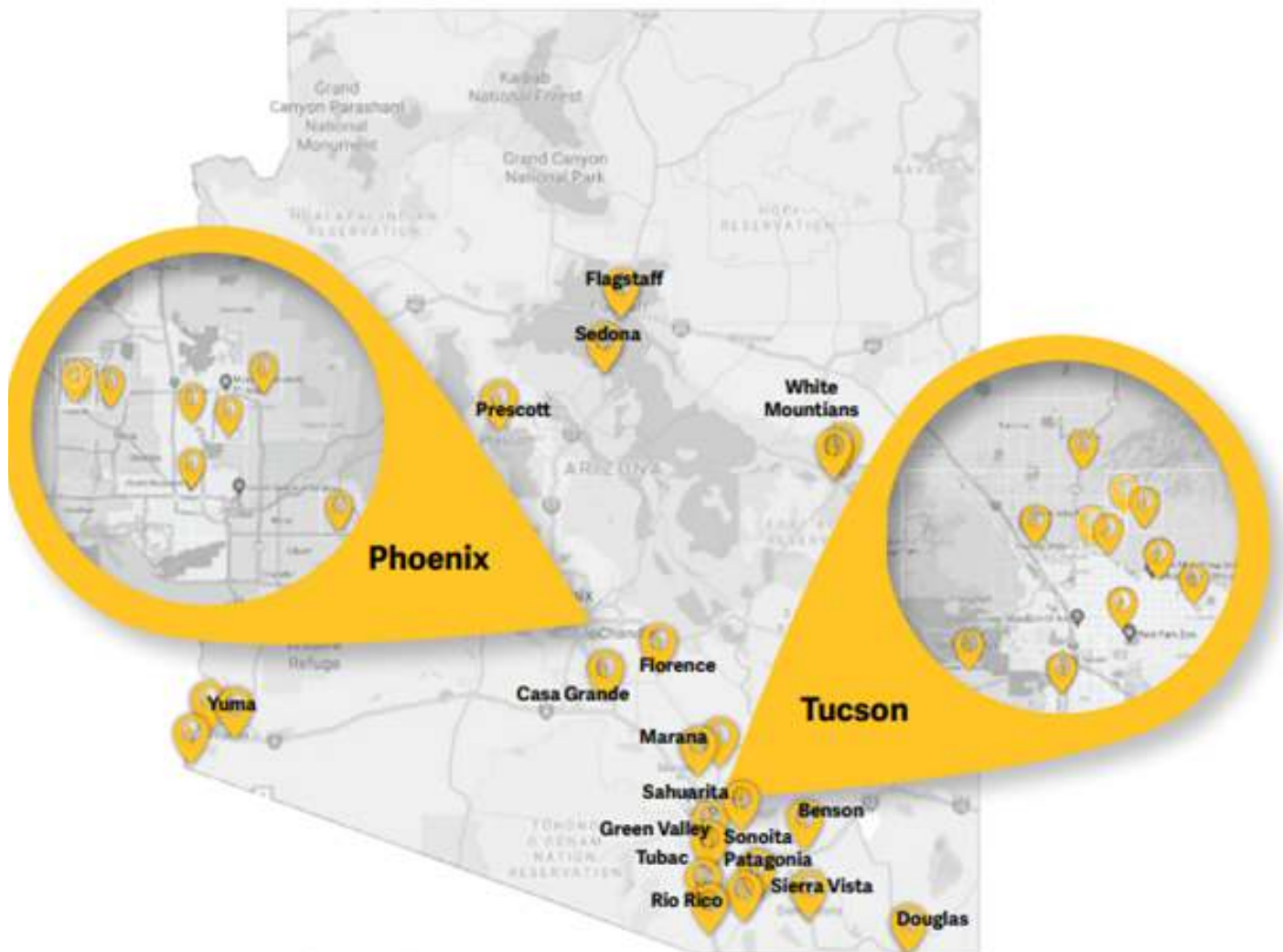


Do you have a referral in the state of Arizona?

We now have 28 Long Realty franchise offices throughout the state of Arizona. YES! You can refer to another Long Agent when you have these needs for your clients. All our franchise agents share in the same values and commitment of service second to none. Next month we will open our 29th office in Cottonwood, Arizona. Cottonwood is a gorgeous secret and so very charming. Our Long Realty In The Pines office will open a branch in Cottonwood and will have a new home division with 275 lots build to suit options for new homes. Look for more to come on this. We do cover the whole state from Flagstaff all the way down to Douglas, White Mountains to Yuma – check out the map below. If I can help assist you in placing a referral, just give me a call.



Ann Sullivan
Senior Vice President of
Franchise and Business Growth
520-906-9900
AnnSullivan@LongRealty.com



Active in the community during the holiday season

DECEMBER 2022



FEED *the* NEED

In support of



COMMUNITY
FOOD BANK
OF SOUTHERN ARIZONA

To help fight the problem of food insecurity in our community, Long Companies is sponsoring and hosting collection boxes for the Community Food Bank of Southern Arizona. "Feed the Need" collection boxes are being placed at all company-owned Long Realty offices throughout the greater Tucson area, including those in Green Valley, Sahuarita and Sierra Vista.

Please donate! Collection boxes in our offices will be available Monday through Friday, 9 am to 4 pm, through the month of December. A complete list of Long Realty offices is online at LongRealty.com.

Please consider donating non-perishable, nutritious items—especially those labeled as low sugar, low or no sodium, or whole grain. No glass containers or pre-opened items. Due to food safety standards, the food bank cannot receive baby food other than cereals through food drives.

If you prefer to make a monetary donation, you can contribute by visiting Donate.CommunityFoodBank.org/LongRealty today.

Thank you for your support and generosity!

Most needed items include:

- Peanut Butter
- Oatmeal, Cereal, and Granola Bars
- Canned Fruit
- Condiments
- Cereal
- Canned Meats like Tuna or Chicken
- Canned Vegetables
- Canned Soup
- Canned Tomato Products
- Packaged Nuts and Seeds
- Rice and Pasta



REALTY
MORTGAGE
TITLE &
INSURANCE

A BERKSHIRE HATHAWAY AFFILIATE

Marketing your Referral Business through Email Campaigns

ProKIT is a system for you to stay in touch with your data base by email with items of value. Consider signing up by contacting me!

Here are the email campaign's available to you:

- Holiday series
- Local Referrals
- Monthly calendar of events
- National/International Referrals
- Scenic series
- Seasonal/Holiday Series
- Tucson Housing Report



Liz Rubano
Relocation Administrator
520-918-3859
LizR@LongRealty.com

Here's a recipe you can share with your sphere for the holidays!

Cinnamon Roll French Toast



Ingredients:

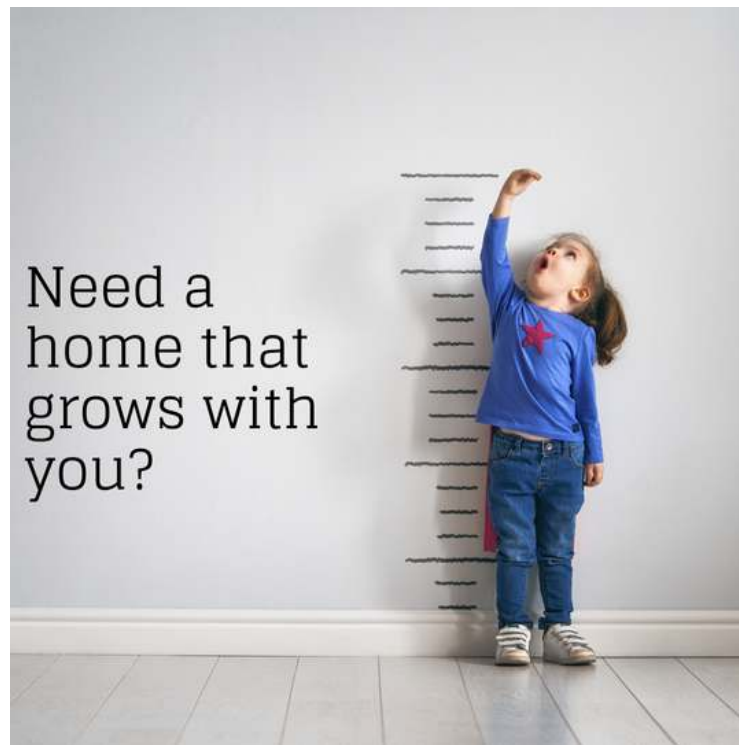
- 4 cinnamon rolls sliced approx. 1-inch thick
- butter or oil
- powdered sugar
- For dipping sauce:
 - 1 cup well-whipped eggs
 - 1/4 cup milk
 - 1/2 teaspoon vanilla
 - 1/2 teaspoon cinnamon

Directions:

1. Blend all together well
2. Dip slices of cinnamon rolls into batter until well soaked but not soggy
3. Cook in skillet with butter or oil on medium heat until browned
4. Sprinkle powdered sugar and serve immediately

Marketing your Referral Business through Social Media

You should be receiving daily emails from Agent Icon with photos such as this one. You can share them with your sphere by posting them to your social media platform. Be sure to include a message such as "I can help refer you to a top-notch real estate agent to help with any of your real estate needs." Not receiving these? Contact Liz Rubano at LizR@LongRealty.com



Make a Difference and Become a Member of Long Cares Foundation

Long Realty Cares Foundation is celebrating 20 years of giving in our community, and over \$3.5 million in grants to more than 200 local charities! View the current list of recipients here:
<https://longrealtycares.com/recipients/>

As a Long Referral Associate, you're able to be part of the Foundation too! You have the opportunity to participate as an annual donor or as an automatic donor, pledging a portion from each of your referral checks. Not only will you be part of the positive changes we are making in our local community, you'll also be able to request a grant on behalf of a charity that you are involved in. If you're interested in becoming a member of Long Cares, check out our membership form below or contact

Michelle Salvagio at
520-918-3757, or
MSalvagio@LongRealty.com

