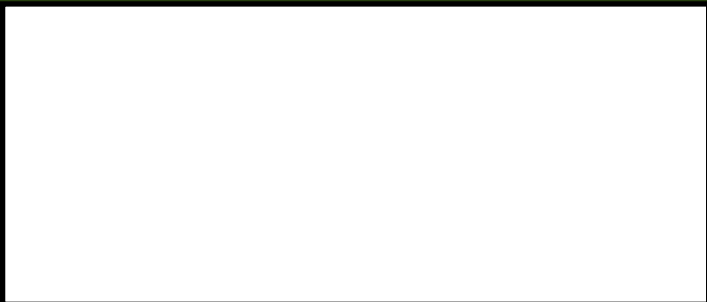


# Lender/Realtor Referral Program



Good Will  
Touch Points  
Relationship  
Referrals

KEEP IN TOUCH WITH YOUR MOST VALUABLE CLIENTS



## Your Local Agent

- Fast Turnaround for Quotes
- Straight Forward Honest Services
- Discounts for Bundling Auto
- Express Issue of Evidence of Insurance
- Custom Tailored Policies
- Service for Tough to Place

### Policies:

- Multi-Families
- Coastal
- Mixed Use



## A Referral Partner You Can Trust

***We know how much work goes into acquiring good clients. We're right there with you!***

Let's face it, every insurance agent is going to promise quick and competitive quotes and issue to binder turnaround times. Few will consistently deliver. Some will even cut corners and coverages.

You need to know that whoever you refer your clients to will be responsive and communicate, provide appropriate coverage and be there when your client needs them. The last thing you want is a bad experience that reflects poorly on you!

## LET'S GET YOU SOME REFERRALS

Following up CONSISTENTLY and ASKING for referrals are probably the 2 biggest disciplines most sales people struggle with. We take a large part off of your shoulders and automate BOTH. We'll send custom branded postcards 10 to 12 times that are specifically designed to ask for and ***generate referrals and positive reviews!***

We'll keep you top of mind immediately after the purchase with a full year of branded greeting cards delivered right to their mailbox. When someone asks who they used, or who helped them in the purchase process, YOUR name will always be first on their list!

## WHY IS IT IMPORTANT?

We all know that fortune is in the follow up, however a lot of times that's easier said than done. We take much of the process off of your plate and make sure the new homebuyer never forgets your name.

***"90% of buyers would use their agent or loan officer again, or recommend them to others."***

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## MAINTAINING TOUCH POINTS

Keep in touch multiple times a year with custom branded greeting cards,

- Closing Congratulations
- Birthdays
- Groundhog Day
- Spring
- Summer
- Independence Day
- Fall
- Thanksgiving
- New Year
- Housiversary

Each greeting card has a custom QR code on back with a CALL TO ACTION for them to write a positive review on your Google Business Page.



## WE MAKE IT AS EASY AS 1 - 2 - 3

- Send us your business headshot, logo, etc. along with information for your Google Business Page.
- Use the customized flyer to introduce our agency immediately after they prequalify
- Enter property and closing information at [www.HOQuote.com](http://www.HOQuote.com)
- We keep you top of mind for 1 full year with branded greeting cards in their mailbox.

## COMPLIMENTARY SERVICE FOR OUR REFERRAL PARTNERS

As a Property & Casualty agency, we realize that we're typically introduced at the "back end" of a real estate transaction. This makes it difficult to carry our weight in a referral partnership. Through a lot of trial and error, we've developed this program as a way to add value, and show appreciation to our valued referral partners .



KEEP IN TOUCH WITH YOUR MOST VALUABLE CLIENTS

## THE FLYER PROCESS

Referring business to another professional can actually be a simple task. We help to make it easy by providing you with customized flyers that you can include in your packets. Simply say . . .

*“This is Craig, he is part of our team and usually handles the insurance side of things, he is going to be giving you a call in the next couple days to get the process started”*

### That’s it!

No obligation, no pressure. We’re just a trusted professional in your arsenal.

If they decide to go with us, the policy is quoted, bound, and issued, the process begins with the first greeting cards mailed on closing day.

**We will provide you as many  
flyers as you need.**

**Simply fill out the form at  
WWW.HOQUOTE.COM**

**Top get started**



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C. Pina Insurance Agency, Inc.

323 Manley St., Suite 2  
West Bridgewater, MA 02379

Phone: (508) 217-4440

Fax: (508) 638-6464

www.cpinainsure.com