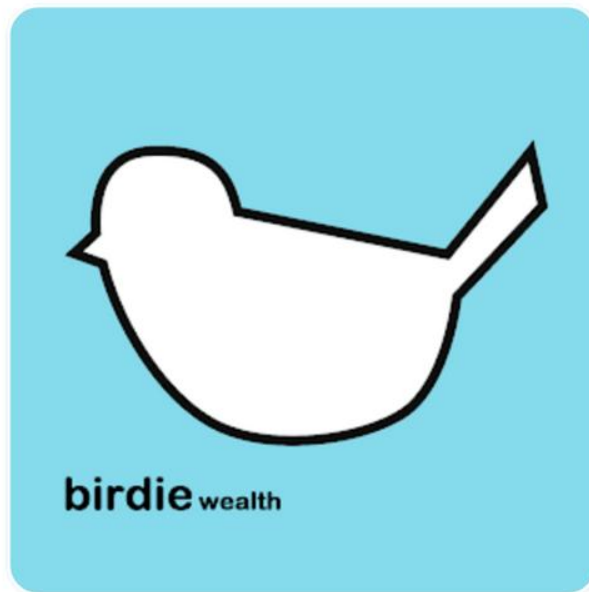


# Growth: Partnerships and referrals

Nathan Smith









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**birdie**  
— wealth —



  
**birdie**  
-conveyancing-



  
**birdie**  
— property —





# REFERRAL MODELS: BUILD THE RIGHT FIT


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	UNPAID	PAID	JOINT VENTURES
PROS	<ul style="list-style-type: none"><li>• Genuine</li><li>• Built on Trust</li><li>• No Cost</li><li>• No Conflict of Interest</li></ul>	<ul style="list-style-type: none"><li>• Quick to establish</li><li>• Clear Benefit</li></ul>	<ul style="list-style-type: none"><li>• Piggy Back of Strong Brand</li><li>• Seamless process and customer experience</li><li>• Sticker Client</li></ul>
CONS	<ul style="list-style-type: none"><li>• No incentive besides service</li></ul>	<ul style="list-style-type: none"><li>• Race to the bottom</li><li>• Transactional</li><li>• Potential for conflicted advice</li></ul>	<ul style="list-style-type: none"><li>• Brand damage / risk</li><li>• Expensive to set-up</li><li>• Expensive to close</li></ul>



A large, stylized number '6' in a light blue color with a darker blue outline. It is positioned on the left side of the image, partially overlapping a solid blue vertical bar.

# 6

A faint, light blue gear or cogwheel is visible in the background on the right side of the image.

## **LESSONS ON HOW TO BUILD & KEEP REFERRERS**



# 1.

Same Product,  
Same Price –  
**So, Why You?**





# 2.

## Nobody Likes a Sales Robot





# 3.

## Be Your Own **BDM**





# 4.

Trust is a **Two-  
Way Street**





# 5.

Referrals Are  
Earned, **Not**  
**Promised**





6.

Keeping the  
**Spark Alive**





Date night is  
non-negotiable





A good morning text  
goes a long way



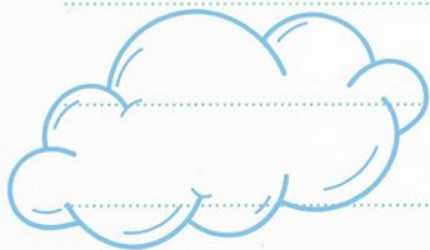


Surprise them with  
their favourite  
takeaway





Remember the  
little things





You still need to  
show up, even after  
the honeymoon





Talk it out before it  
turns into a passive-  
aggressive dishwasher  
argument





Shake up the routine

- don't always go to the same café.



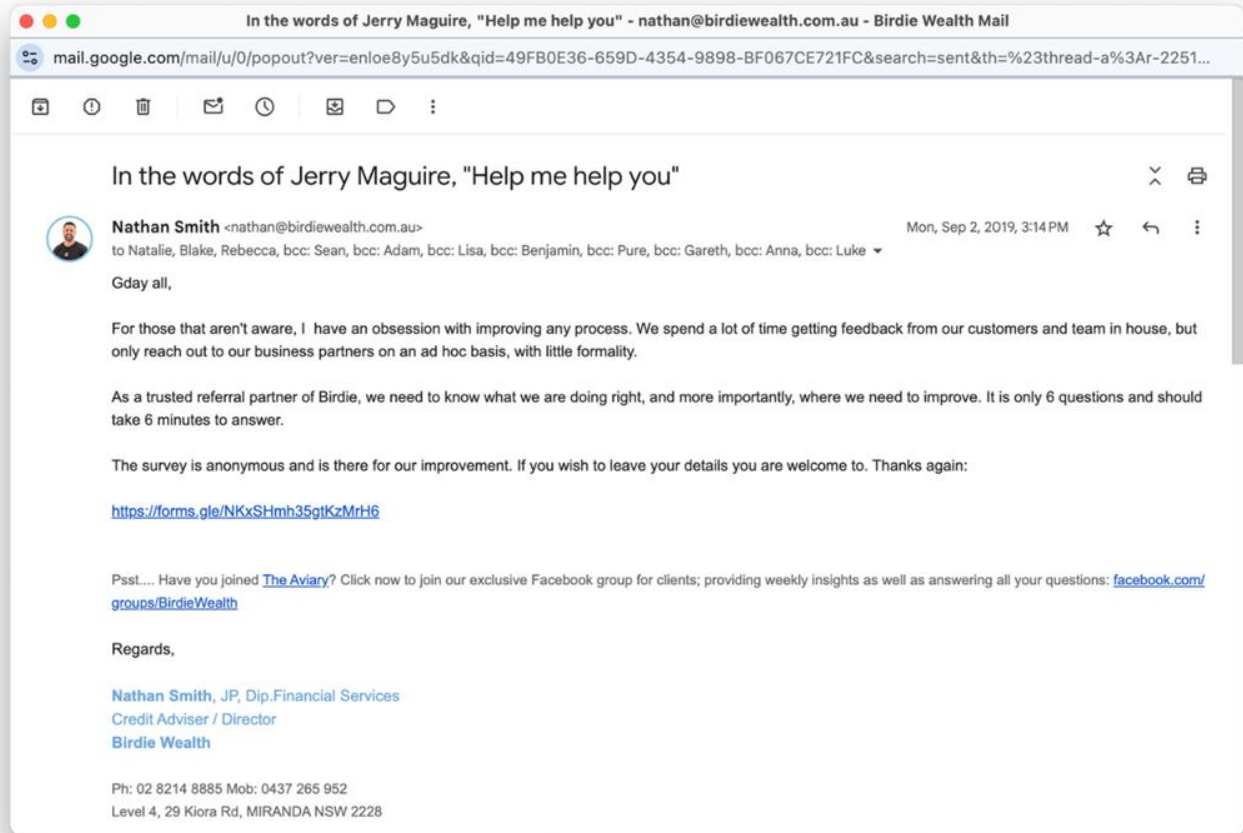


Ask how they're  
feeling — not just  
what you're getting





# Case Study







from theory to action:  
**what it actually  
looks like at birdie**



# Collaboration







# Nurturing



# Surprise & Delight





# Let's Connect!

