

# Referrals 101: There's more than one approach to a referral



## The Helpful Approach

*Works best:* for people who don't want to be viewed as a salesperson

"Please keep me in mind if you or someone you know needs space. I'll happily connect you with our helpful leasing team."



## The Direct Approach

*Works best:* with family members and close friends

Who do you know who owns a business or is in a position to influence real estate decisions?



## The Curious Approach

*Works best:* when visiting your doctor, florist, gym, barber, favorite eatery, etc.

"Have you ever thought about opening another location? My co-workers at Cummings could help you find a great new spot."



## The Social Media Approach

*Works best:* for avid Facebook users

Keep an eye out for postings on your news feed about businesses that are expanding or looking for space. Occasionally share Cummings Properties' Facebook posts with a note reminding friends that you're available as a resource for space needs.

**Cash Rewards**  
for **Referrals**

submit referrals at [Cummings.com/referrals](https://www.cummings.com/referrals)