

ILLINOIS REALTOR®

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Something Old, Something New
Building Referral Networks In Person and Online

By Stephanie Sievers, Associate Editor

(Excerpted from a longer article)

Networking and building those solid referral relationships are what will help people get through a touch economy, says Lillian Bjorseth, a networking coach and president of Duoforce Enterprises, Inc. in Lisle.

Bjorseth offers some basic tenets of good networking:

- **Networking is more about giving than getting.** Figure out what you can offer someone not what [they] can do for you.
- **Listen more than you talk.**
- **Always carry business cards.** Also come up with a verbal “business card,” a short sound bite that encapsulates what you do.
- **Be strategic.** Determine what your target market is and focus networking efforts there.

Networking isn't a Band-Aid® that you just slap on when times get tough, Bjorseth <http://www.duoforce.com/GC2009/network.htm>says. Rather, it takes effort and is more like an Ace® bandage that must be applied layer by layer. How REALTORS® actually go about building that networking base can include everything from in-person contacts to branching out with the newest social media tools.