

Referral Building



Legal referrals are the life blood to any successful law practice. Where does your business come from? Do you know? Do you track it? If not, start immediately. A strong network of referral sources can create an endless line of new business. It is essential that you know who can send you business. Build your network around these people. Our experience tells us that a legal referral network of 600-1200 people will give you a \$1 million book of business. The people in your network need to know what you do and how to find you. Be strategic in your networking. The estate planner should know accountants and financial planners, the environmental lawyer needs to know engineers, and the litigator needs to know a whole bunch of other lawyers. Make sense?

Your ESQquisite team can analyze your current referral network, help you build a referral network, work with you get the most out of your referral network and create effective strategies around your referral network.

A powerful referral network will be your personal sales team. Do not underestimate this power. Call us immediately, smile, to get going.