

When Someone Asks, "What Does BRO Offer?"

You already know the value of By Referral Only. This handout gives you simple language to share that value when a friend in real estate asks what BRO is all about.

DON'T OVER-EXPLAIN IT.

Start with the transformation: relationships -> referrals -> trusted authority -> a business you enjoy.

THE 10-SECOND VERSION

QUICK INTRO

"BRO helps real estate agents and lenders build a referral-based business around the relationships they already have. They combine coaching, proven systems, marketing, AI, and an incredible community to help you stay relevant, generate more referrals, and build a business you actually enjoy."

THE 30-SECOND VERSION

WHEN THEY WANT MORE

"I'm part of a real estate coaching community called By Referral Only, and I think you'd really like what they're doing.

They help agents and lenders stop constantly chasing the next lead and build their business around relationships, referrals, and becoming the trusted authority in their market.

What I really like is they don't just give you ideas. They give you the systems, coaching, marketing, AI tools, and support to actually put those ideas into action.

I'd love to introduce you to them."

1. START WITH WHY

BRO helps you build around the people and relationships you already have.

2. SHARE THE DIFFERENCE

It isn't just ideas. It's coaching, systems, marketing, AI and support that help you execute.

3. MAKE THE INTRO

Keep it personal and simple: "I'd love to introduce you to them."

YOUR JOB ISN'T TO EXPLAIN EVERYTHING ABOUT BRO.

Your job is to create enough curiosity for an introduction.