

THE ULTIMATE REFERRAL TOOL

Generating New Business through SavvyCard® Referrals

Graystone Real Estate CEO Jorge Vazquez increased referrals 100% in just 30 days using SavvyCard for Real Estate.



WHAT JORGE DID

1 DEPLOYED SAVVYCARDS FOR EACH STAFF MEMBER



2 ANNOUNCED EVERY SAVVYCARD REFERRAL WOULD BE REWARDED WITH A PAID REFERRAL FEE



3 USED SAVVYCARD TO ACCURATELY TRACK REFERRAL ORIGINATIONS & PAY REFERRAL FEES QUICKLY



Total time spent:

< a few hours!



JORGE'S KEY TAKEAWAY: "THIS WORKS!"

"SavvyCard has been an exceptional tool for the growth of our company. One of the biggest issues we had was being able to attribute a referral that was passed and making sure that person was paid as a result. Motivating people to pass referrals is hard when they are not 100% sure they will get paid for it. SavvyCard not only solved this problem, but it made it super easy to pass referrals, too. Our staff is really motivated now to refer business to one another, which has grown and greatly benefited our entire business."

Jorge Vazquez
CEO, Graystone Real Estate

Want To Do the Same?
Contact us to get started!

(727) 502-6012
<http://SavvySchool.SavvyCard.com>

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SavvyCard® User Success Story: Graystone Real Estate



Jorge Vazquez
CEO, Graystone Real Estate

GREW REFERRALS 100% IN 30 DAYS USING SAVVYCARD

“Within three months of deploying SavvyCard, we saw referral activity between our staff members increase by over 100%. Within six months, 100% of our staff were regularly using SavvyCard to refer leads between our different business units.”

Graystone Real Estate

Graystone Real Estate is a Tampa based real estate brokerage and investment firm that pays their employees \$500 - \$1000 for each qualified referral they initiate between their four different business units (Brokerage, Property Management, Investment Management, Financing). Graystone found that SavvyCard was the perfect solution to overcome three critical pain points:

- 1. Attribution** – Graystone uses SavvyCard to attribute leads back to the source so that agents get paid quickly for successful referrals.
- 2. Follow up** – Savvycard enables Graystone to follow up with prospects in real-time, so they are more likely to convert than if a few hours or days had gone by.
- 3. Tracking** – SavvyCard gives Graystone visibility into which employees are not actively passing referrals so that they can encourage and reinforce desirable behavior.

The Results Speak for Themselves

Within three months of deploying SavvyCard in their organization, Graystone saw referral activity between their staff members increase by over 100%. Within six months, 100% of Jorge's staff was regularly using SavvyCard to refer leads between Graystone's different business units.

"This has been an exceptional tool for the growth of our company," [CEO Jorge Vazquez](#) stated. "SavvyCard not only solved out biggest paint points, it made it super easy to pass referrals, too. Our staff is really motivated now to refer business to one another, which has grown and greatly benefited our entire business."

Learn More About SavvyCard's Innovative Solutions

To learn more about how the SavvyCard platform will grow your business, contact [Ruth O'Leary](#) or [Warren Dow](#).