

No Ads Needed—Grow by Word of Mouth

From Jay Baer

Jay Baer is a renowned marketing and customer experience expert, keynote speaker, and author of many best-selling books, including *Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth*. Jay reminds us that the best marketing is word-of-mouth marketing because it's the one (and possibly only thing) that AI cannot fake. By strategically implementing "Talk Triggers," real estate professionals can encourage referrals, making clients their most valuable marketing asset.

Step 1: Brainstorm Your Talk Trigger

What are you already doing that's different? Think about how to make it even better. If you're unsure what stands out to your clients, Jay says—ask them! Interview your clients and ask what they tell people about you.

Step 2: Create Your Talk Trigger With the 4 R's

Repeatable

Something everyone in your orbit can access. Not new, old, big, or small clients - all of them! For example, Jay says it could be something you do at all showing and listing appointments.

Remarkable

Simply put, it needs to be worthy of a remark. Jay warns that it's not a free pen!

Reasonable

It can't be so outrageous that your clients think it's fake (or can't be repeatable—see before).

Relatable

Needs to make sense in the context of your real estate business. Jay tells a great story about a locksmith who provided free safety checks with each appointment. When it comes to things related to real estate, your options are vast—home maintenance, home design, vendor gifts, in-home events, etc.

Step 3: Test Your Talk Trigger

1. **Observe Talkability.** When following up with a client who experienced your Talk Trigger, Jay says you'll know it's effective if they mention it unprompted.
2. **Ascertain Talkability.** If the story isn't coming back to you organically, Jay recommends you ask these questions:
 1. Have you told anyone about our time together?
 2. What did you tell them?
 3. Did you ask them about 1, 2, Talk Trigger, 4, or 5? (Hide the Talk Trigger in a list of 5 things you have done with the client.)

Step 4: Implement Your Talk Trigger

When 15% or more of your test customers tell your story to another person, Jay emphasizes, you've got yourself a winner! Roll it out to everyone!



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