



## **Portelli of Highcap Group discusses most successful way to increase referrals**

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Name : Christen Portelli

Title : Managing Principal

Company/firm : Highcap Group

Years with Company/firm : 5

Years in field : 11

Years in real estate industry : 11

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What do you consider to be the most successful way to increase referrals?

Referrals are a key to success and also the best compliment. In addition to client referrals, over the years I have built a community of real estate professionals (attorneys, lenders, mortgage brokers etc.) which provide a constant source of referrals. Being trustworthy, credible and creative along with the ability to deliver continues to lead to referrals. And, every client receives priority.

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