

Powerful Prospective Activities 100+ Ways to Generate Leads

Pick out your top 5 ways to lead generate

1. Reverse prospecting 2. Realist property prospecting 3. Remine property prospecting 4. Open houses 5. Garage sales 6. New home builder reps 7. FSBO / Expired 8. Open houses 9. Floor duty 10. Door knocking 11. Pop by's (individual & business) 12. Direct mail 13. Newsletters 14. E-Newsletter 15. Phone calls 16. Face-to-face meetings & appointments 17. Handwritten notes 18. FSBO's 19. Expireds & Withdrawns 20. Client Appreciation Party 21. Volunteer 22. Networking Events 23. Coach your kid's soccer team, etc. 24. Annual updates (CMA's) 25. Circle prospecting (5x5's) 26. Meetings w/Human Resource Directors 27. Relocation opportunities/tours 28. Print advertising (newspaper or magazines) 29. Social media—pulling & pushing info 30. Blogging 31. Hand out business cards 32. Email drip campaigns 33. 8x8 campaigns 34. REO/HUD/bank listings 35. Attend the public trustee sale	57. Send letters to out of town rental owners to check up on their property (take photos) 58. Write an informational article for the newspaper 59. Bus benches, grocery carts, and billboards (can be expensive) 60. Create and hand out a personal brochure 61. Radio campaigns—see if you can be a guest on a talk show 62. Attend a “meet-up” (meetup.com) 63. Give your vendors your business cards to hand out (hair dresser, nail salon) 64. Learn a new part of this business (commercial, vacant land, new construction) 65. look for referral opportunities with other agents in attendance & share business leads 66. Interview people you want to meet to broaden your sphere of influence 67. Go to charity events and meet new people 68. Mail sports cards/calendars 69. Do a drawing to capture names 70. Create and maintain your website profile; create a customized website 71. Capture and follow up with internet leads (follow-up is the key!) 72. Host a networking group yourself (lunch for eight concept) 73. Maintain your mailing list — always look for who you can legitimately add to your list! 74. Farm a neighborhood 75. Work out of state referrals
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| <ul style="list-style-type: none"> 36. Send notes to homes “for rent” as possible listings 37. Trade shows/homes shows 38. Host an informational seminar/talk 39. Build a VIP vendor, other business owners referral network. Lead with value 40. Network with affiliate providers--(CPA's, attorneys, insurance agent) 41. Put your nametag on or logo wear and go somewhere where there are people to talk to! 42. Preview properties (know the inventory) — leave your business card for the Seller 43. Work short sales and pre-foreclosure properties 44. Enroll in a class or a new hobby to meet people 45. Join a book club 46. Target renters (non-owner occupied) 47. Mail home anniversary cards 48. Visit with marriage counselors—perhaps they have clients who can't reconcile and need to sell? 49. Make a float and participate in the 4th of July or Christmas parade 50. Host an educational/information session (i.e. redecorating tips, landscaping ideas, etc.) 51. Walk a neighborhood and put up door hangers 52. Send out a time change postcard 53. Send a Just Listed postcard to a move up neighborhood 54. Facebook ads 55. Target a niche — condo buyers, horse property, veterans, 1st time home buyers, etc. 56. Hand out notepads or other “schwag” at a large open air event | <ul style="list-style-type: none"> 76. Take care of your current clients—ask them for referrals 77. MySite (automated search program through MLS) for everyone! 78. Schedule a public speaking opportunity at a service club 79. Adopt a school—take them treats and pop by's, volunteer 80. Prospect in laundromats—usually tenants are “hanging out” there! 81. Wedding announcements — are they interested in buying a home? 82. Baby announcements—do they need more room? 83. Work with attorneys to prospect for divorce and estate transactions 84. Send holiday cards (not just the “usual” ones — do “odd” ones) 85. Get a wrap or magnetic sign for your car (mobile advertisement) 86. Create videos — use to highlight the area or yourself (link to internet) 87. Host a “housewarming” party for your client after closing 88. Give your business card to your waitress when you eat out (tip well) 89. Work with people who are retiring or downsizing 90. Pay for the person behind you at the drive through—give them your card 91. Sponsor something and ask if you can attend or have a table at the event! 92. CPA's 93. Ask for referrals! 94. Gather testimonials & send to your clients 95. Financial Advisors 96. HOA Associations |
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