

101 WAYS TO GENERATE LEADS!

- 1 Open houses
- 2 Floor duty
- 3 Door knocking
- 4 Pop by's (individual & business)
- 5 Direct mail
- 6 Newsletters
- 7 E-Newsletter
- 8 Phone calls
- 9 Face-to-face meetings & appointments
- 10 Hand written notes
- 11 FSBO's
- 12 Expired listings & Withdrawn listings
- 13 Client Appreciation Party
- 14 Volunteer
- 15 Networking Events
- 16 Coach your kid's sports team
- 17 Annual updates (CMA's)
- 18 Circle prospecting (5x5's)
- 19 Meetings w/Human Resource Directors
- 20 Relocation opportunities/tours
- 21 Print advertising (newspaper or magazines)
- 22 Social media—pulling & pushing info
- 23 Blogging
- 24 Hand out business cards
- 25 Email drip campaigns
- 26 8x8 campaigns
- 27 REO/HUD/bank listings
- 28 Attend the public trustee sale
- 29 Contact HOA management companies for leads
- 30 Trade shows/homes shows
- 31 Host an informational seminar/talk
- 32 Network with affiliate providers (CPA's, attorneys, insurance agent)
- 33 Put your nametag on or logo wear and go somewhere where there are people to talk to!
- 34 Preview properties (know the inventory) — leave your business card
- 35 Work short sales and pre-foreclosures
- 36 Enroll in a new class or hobby to meet people
- 37 Join a book club
- 38 Target renters (non-owner occupied)
- 39 Mail home anniversary cards
- 40 Send letters to out of town rental owners to check up on their property & do a CMA
- 41 Write an informational article for the paper
- 43 Advertise on bus benches, grocery carts, and billboards (can be expensive)
- 44 Create and hand out a personal brochures