

# GENERATE LEADS! (PAGE 3)

72 Give your business card to your waitress when you eat out (tip well)

73 Work with people who are retiring or downsizing (investment advisor or assisted living facility)

74 Pay for the person behind you at the drive through—give them your card

75 Sponsor something and ask if you can attend or have a table at the event!

76 Visit with marriage counselors— perhaps they have clients who can't reconcile and need to sell?

77 Participate in the 4th of July or Christmas parade

78 Host an educational/information session (i.e. redecorating tips, landscaping ideas, etc.)

79 Walk a neighborhood and put up door hangers

80 Send out a time change postcard

81 Send a Just Listed postcard to a move up neighborhood

82 Meet other realtors and ask for their referrals

83 Target a niche — condo buyers, horse property, veterans, 1st time home buyers, etc.

84 Hand out notepads or other “schwag” at a large open air event like the Arts, Picnic or Farmer's Market

85 Buyer “needs” — send postcard to the area asking for listings

86 Gather testimonials & send

87 Craigslist leads

88 Ask for referrals!

89 Call out-of-area listing agents and see if they would like some showing help for a referral fee

90 Send “Just Sold!” postcard (multiple homes) to an area to solicit listings

91 Get names from the Chamber and send an e-relocation guide

92 Work garage sales (they're cleaning up, do they want to move?)

93 Purchase tickets to an event & offer to your clients

94 Host a tour of homes (multiple open houses)

95 Teach a class on buying rental property with a property management company

96 Target kiddie-condo investors @ UH/Chaminade

97 Call capture programs (800 numbers)

98 Ask a “busy” agent if you can put your rider on one of their signs or advertising some of their listings

99 Talk to car dealers—people qualifying to buy a car may also qualify to buy a home!

100 Contact HOA management companies for potential leads

101 Facebook ads