



Tip 29: Buy Breakfast

(Premeditated, random acts of kindness)

The idea here is to doing a *good deed* like buying a bag of bagels, or a box of donuts and coffee to drop off at your local fire department, police station, a school, etc.

The breakfast is your **vehicle for kindness**. But in the backseat is the handful of business cards or flyers that you left to go along with it. And like tire marks on the road, leading back to you for some potential business!

But first you gotta get out of the garage....

Lol #Metaphors

Tip 28: Meetups

Ah the old fashioned "meetup"! Yes, simply linking up with an acquaintance or meeting news ones at a networking event, for example, is a great way to stretch your business a little bit farther.

Even if it's just having lunch or meeting at the gym (sauna/jacuzzi questionable locations) this gets you out of the typical house/office routine.

That little journey should provide you with at least one of the following: **Learn** something new, make a **new contact/client**, opportunity to **promote** what you are doing, or just **nurture** an existing relationship.

Tip 27: Sponsor an Event

Not to be confused with becoming someone's sponsor lol.

Helping kids, golf or sporting tournaments, breast cancer awareness, etc. are some of the many charity options out there.

While the gold you seek lies in the *return on investment* for your business, the silver lining is that you get *experience* in whichever event/field you donate to. Example: A Breast Cancer event gives you a chance to **learn** more about what some families are going through - which may very well be what your clients are dealing with. This also great material to **share** with your social media!

Big or small, being a sponsor for an event is yet another way to **advertise** your business - even if it's just for a day.

Tip 26: Volunteering

Kind of an elaboration of the previous tip - of **servicing your community** and allowing it to open up new channels to your business.

Volunteering can be a one-time thing though as opposed to an ongoing weekly thing, for example. There are events and holidays that could always use voluntary help. Like feeding the homeless, large community races, or even volunteering on the next election day.

Whatever works for you, the idea is to leave an *impression* on your city while giving you the chance to *introduce* your business to more people.

Tip 25: Board Memberships

They say "if you're board, then join a board" lol

This one does require a little more **commitment** but can also be rewarding. Aside of the notion that you are *servicing* your community by joining an organization for your neighborhood, a cause, etc., this can bolster your **credibility** as a realtor.

Being on the board of your HOA for example, gives you a more noticeable reputation within your subdivision that can very well lead to more business in your own backyard. Homeowners are usually always interested in status of their house's value - and being on a particular board gives you a small *platform* to a constant, local audience.

Tip 24: Block Party

Not quite like teenagers and cops-showing-up block parties, but more like a little neighborhood event, **hosted by you!**

Perhaps at your home, or at your community's clubhouse. Kinda like holding an open house without the "for sale" sign.

Common conversations are usually about family, careers, etc. so the idea is getting a chance to meet more of your neighbors who become your contacts. They may become *immediate clients* themselves or a source of *referrals*. And remember, the fact that you're hosting almost gives you an automatic position of having every attendee come up to you.

Then they might even brag, yeah my realtor is a grill master. Or my realtor can do a keg stand...

Tip 23: Donating to Non-Profits

In a word **charity**. In another, **community**.

There's a number of causes out there led by their respective organizations. The idea is to not necessarily donate your money (which you could) but donate *yourself*, or your *time*. **Getting involved** in their meetings or events puts you in front of more people....

And shows them what kind of *good citizen* you are. The fact that you're out there fighting for that cause can only mean you're the type of realtor that would fight for theirs.

Tip 22: School Events

Stemming off of Tip #21.... now that you have contacted or visited a campus, take things to the next level and inquire about any events you can use as a marketing opportunity!

There's two ways to play:

In-person, where you are attending said event, maybe a bake-sale, charity, sporting event, etc. This gets you face-time with parents and other school staff.

Promotional advertising, where you are sponsoring the event or putting your business info in the little league program, or on a banner in the outfield, etc.

Remember, schools aren't just for grades *K-12*. There's *preschools*, and all the way to the top, *colleges* and *universities*.

Tip 21: Schools

Some homebuyers put more weight on schooling for their children than others. And yes, nowadays information is a bit easier to obtain with rating systems for schools in their respective zones. So the idea here is to have a head start on **knowing/sharing** that data...

Some realtors make this category their niche, simply by choice or because they may already be parents. Whether you want to rely on the internet for information-to-share or better yet, **visit the campus** of certain schools, just knowing a little bit more about them can only benefit you - and your potential clients. Not to mention if you go in person you will have the opportunity to potentially speak to staff. Which gets you in touch with more people and leads into Tip 22.....

Tip 20: Local Resident Interviews

The idea is to get a simple **testimonial** from a neighbor living inside of your target community/subdivision and then to **share** it...

Sometimes hearing straight from a resident-of-experience living in the area regarding the schools, the pride of ownership, etc. is convincing for potential clients.

To get these recordings will normally require some *door knocking*. But if all else fails, use that as your reason for knocking.

"Hey I'm Russ with SG Realty, I'm looking to list the property down the street - but we are looking for a quick 30 second testimonial from any of the neighbors for our marketing efforts. Interested in helping us out?"

If they say **yes**, then boom.

If they say **no**, "C'mon, I'll make ya famous." Just kidding lol

But before you leave just mention **"Well thank you for your time anyhow, by the way, if you or anyone you know is in the real estate market, here's my card."**