



*Skills to Spark a Great Career*



# Lead Generation

## **SESSION 9**

# Capture More Leads



# Today's Agenda

  
**Real Estate  
Expert**



  
**Lead  
Generation**



  
**Lead  
Follow-up**



  
**Transaction**

Notes:

---

---

---

---

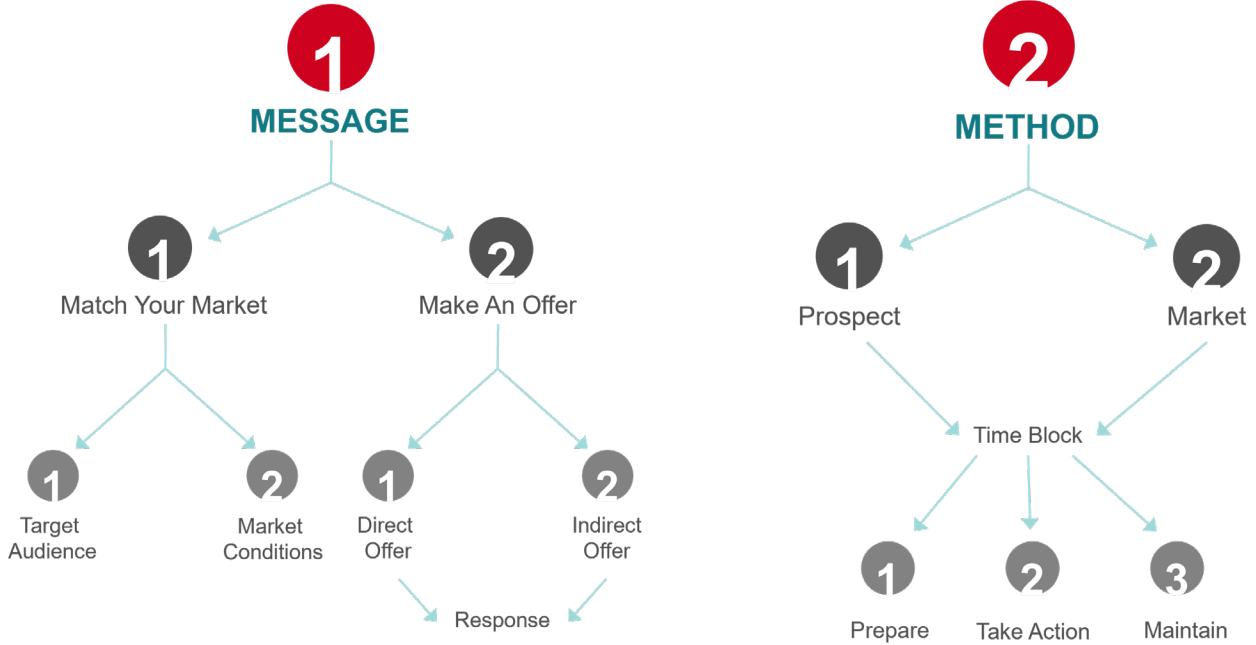
---

---

---

---

# Systems That Work



Notes:

---

---

---

---

---



You love people but at the same time you haven't yet learned to love hunting for them.

**Gary Keller**  
*SHIFT*

# Leads are Everywhere

1. Approach

---

---

2. Connect

---

---

3. Ask

---

---



Your number one job ... is to find ways to get in the path of motivated buyers and sellers.

**Gary Keller**

*SHIFT*



**Aha's**

---

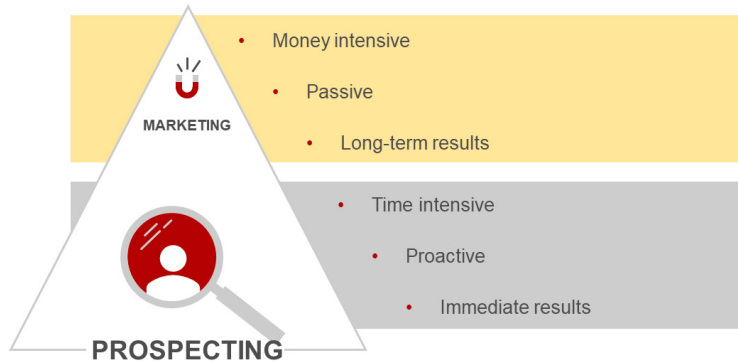
---

---

---

---

# Prospecting vs. Marketing



## Prospecting

1. Phone or Face to Face
  1. Listings without agency
    1. FSBOs (For Sale By Owners)
    2. Expired Listings
  2. Circle Prospecting
    1. Neighborhoods
    2. Apartment Complexes
    3. Recently Sold Listings
    4. Recently Listed Properties
  3. Community Outreach
    1. Charity
    2. Volunteer Work
  4. Key Relationships
    1. Corporations
    2. Builders
    3. Banks
    4. Third-Party Data Companies
    5. Investors
  5. Teaching and Speaking Opportunities
  6. Meals
  7. Door-to-Door Canvassing
  8. Networking Events
  9. Booths and Kiosks
  10. Walk-ins



Lead generation is a contact sport with simple rules. It means making contact with people through prospecting and marketing.

**Gary Keller**  
*SHIFT*

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

# Prospecting vs. Marketing

## Marketing

1. Offline Advertising
  1. Radio
  2. TV
  3. Newspapers
  4. Personal Vehicles
  5. Bus Stop/Benches
  6. Magazines
  7. Billboards
  8. Yellow Pages
  9. Grocery Carts
  10. Moving Vans
2. Online Advertising
  1. Pay Per Click Advertising
  2. SEO
  3. Social Media
  4. Portals
3. Broadcast/Content Creation
  1. Radio Segments
  2. TV Shows
  3. Live Social Media
  4. Blogs

4. Direct Mail
  1. Postcard Campaigns
  2. Special Events Cards
  3. Just Sold/Just Listed Cards
  4. Quarterly Market Updates
5. Promotional Items/Swag
6. Public Relations/Press
  1. News Releases
  2. Advice Columns
7. Sponsorship

## Both

1. Farming
  1. Geographic
  2. Demographic
2. Events
  1. Open Houses
  2. Seminars
  3. Contests
  4. Client Appreciation Events
3. Networking
  1. Sphere
  2. Past Clients
  3. Allied Resources
  4. Agents
4. Purchased
  1. Referral Networks
  2. Advertising Networks
  3. Clientele

Notes:

---

---

---

---

---

---

---

---

---

---

# Goldmine of Referrals

## Client Referrals

1. Always provide value
2. Ask for referrals
3. Reward for referrals
4. Thank with handwritten note

Learn more from Fill Your Funnel with Client Referrals in the series No Ceilings - Level Up Your Lead Generation on Connect.

## Referral Conversations

- My goal by the end of the transaction is for you to be so thrilled you will tell everyone about me.
- Who do you know that would like an experience as you've had?
- If I have provided a stellar experience, it would be the greatest gift if you refer me to friends, family, and coworkers so I may provide them the same experience.

Notes:

---

---

---

---

---

---

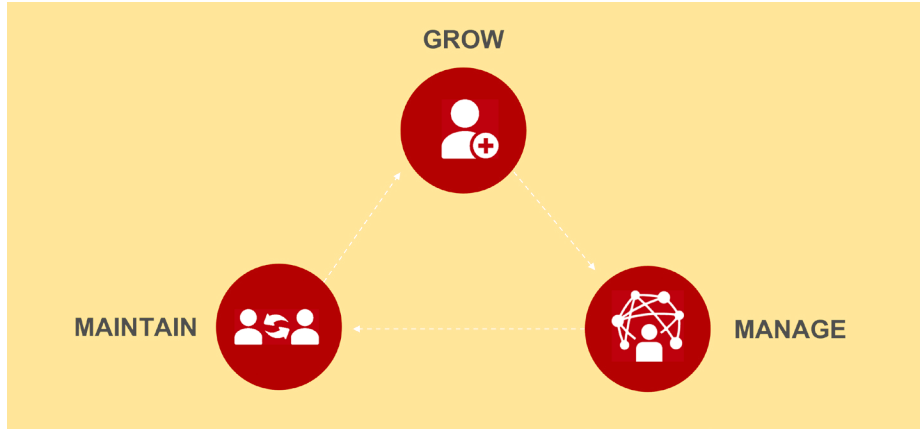
---

---

---

---

## Agent-to-Agent Referrals



Learn more from Anchor Your Business with Agent Referrals in the series No Ceilings - Level Up Your Lead Generation on Connect.

Notes:

---

---

---

---

---

Access the KW Agent-to-Agent Referral Network in Command.

## Worldwide Referrals

Notes:

---

---

---

---

---





# Business to Business Referrals



## List of Businesses to Contact

Write down as many businesses you would like to connect with to let them know you are in real estate and would like to help their business.

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---




---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



# More Lead Sources

## Geographic Farming

Maximize your prospecting and marketing efforts within a geographical farm area. Consider open houses, social media, and your Daily Success System.

---

---

---

---

---

---

---

---

---

---

## Door Knocking Ideas

- Share, “Did you know homes in our neighborhood are selling in less than 30 days?”
- Share, “The home over on Mayberry just sold for \$350K! That means home values are going up.”
- Vendor referrals: “My clients seem to like ABC Company.”
- General info on the area: New construction, future construction, road changes, changes in building code or permits, etc.
- Set up a discount with a local vendor for a neighborhood tree trimming, dryer vent or chimney cleaning. Individuals pay for their own service and you get everyone’s contact information to coordinate with the vendor!
- Set up a neighborhood food drive where you go around and pick everything up for delivery.

Notes:

---

---

---

---



# Events and Seminars

Notes:

---

---

---

---

---

---

---

---

---

---



## Aha's

---

---

---

---

---

---

---

---

---

---

# Lead Generation Plan



Source	✓	Strategy	By When
Sphere			
Database			
Open House			
Social Media			
Referrals			
Geographic Farm			
Events			
Seminars			
Other:			

# Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

# Daily Success System

















## Success Activities

These are suggested activities for the second half of your session.



### DAILY SUCCESS SYSTEM

- \_\_\_ of 10 CONVERSATIONS
- \_\_\_ of 10 CONTACTS ADDED
- \_\_\_ of 10 HANDWRITTEN NOTES
- 10-5-1 SOCIAL MEDIA ENGAGEMENT
- ENRICHMENTS
- APPOINTMENTS
- AGREEMENTS
- CLOSINGS

10					
					
5					
1	 <b>Social Media Engagement</b>				

**WARNING!** You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

# Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

**WARNING!** You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.