



50 Real Estate Lead Generation Ideas

1. Handout 5 business cards a day/ 5 days a week
2. Start a blog - post valuable, compelling content 2-3 times per week
3. Become a content provider – write articles, blogs for local newspapers, real estate sites
4. Neighborhood garage sales and other events in your farm area
5. Host a seminar - try first-time home buyer seminars to information-sharing for investors, retirees or any other demographic you want to work with. You can partner up with a lender, lawyer or other professionals.
6. Conduct Webinars (First time home buyer - Real estate investor seminars)
7. Build Landing Pages with a great call-to-action and provide something of value (Home search, free reports, Relo guide, downloads)
8. Advertise other agent's listings (get permission first, in an email or in writing)
9. House warming parties for your buyers
10. Handwritten notes to you database
11. Leverage the power of LinkedIn to build your network
12. Personalized Yard & Open House Signs
13. Wear your name badge
14. Magnetic car signs or wrap
15. Join the Chamber of Commerce
16. Join networking / social clubs (Meetup.com)
17. Client parties for your best referral sources
18. "Popping by" your A clients (face-to-face is the most effective way to get a referral)
19. Set up a "reciprocal referral database" (a list of home-related service providers who you refer and they also refer you)
20. Referrals from other agents
21. Volunteer
22. Neighborhood "sneak peeks" for new listings ("private event" for the neighbors to preview the home before public open house)
23. Always Be Connecting (ABC)... Talk to everyone – grocery store, standing in lines anywhere, filling up your gas tank
24. Prospect HR directors, look for companies relocating
25. Accountants and CPA Firms
26. Attorneys: Not just probate but divorce, family law and real estate attorneys.
27. Apparel with Logos: Hats, T-Shirts, Golf Shirts, Hand Bags
28. Classified Ads: For Sale: Look for Key Words – transferred, motivated, divorce, owner

financing; Want to Buy

www.RealEstateTeamBuilder.com

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29. Courts/Legal News: Eviction Filings, Probate Court, Divorce Cases, Tax Liens, Code Violations
30. Credit Repair Agencies & Counselors: Many times the only way someone can get their spending under control is to sell a house they can no longer afford.
31. Direct Mail: Pre-Foreclosure Letters, Probate Letters, Out of Town Owners, Post Cards, Bankruptcies, Divorce, Delinquent Taxes, Military Owners
32. Door Hangers: You can also use pre-printed post-it notes to leave messages at target properties. Be sure to advertise on both sides, you can even sell the back side and recover your advertising cost!
33. Door Knocking: Distribute flyers and go door-to-door asking residents if they know of anyone planning to move because you'd like to buy a house in their neighborhood!
34. Drive or walk Neighborhoods: Get to know them well and take notice of changes.
35. Get a booth at home shows
36. Garage, Yard, Moving Sales
37. Hair Salons: Lots of talking going on during haircuts and color!
38. Insurance Brokers: Policy changes from owner occupant to landlord or vacant house coverage
38. Lists: You can buy lists for anything you want to market to: pre-foreclosures, neighborhoods, properties with no mortgage, etc.
39. Market Bulletin Boards: Grocery stores, coffee shops, restaurants
40. Military Transfers: Military bases provide an excellent transient market for those needing to sell and buy off base housing
41. Public Speaking: Rotary, Lions and Kiwanis Clubs, Realtor meetings and other associations
42. Periscope, Meerkat or Blab.im (Live stream using your smart phone or PC)
43. Retirees: A growing population with free and clear homes. Excellent prospects for seller financing.
44. TV and Radio: Cable companies may have community service spots for free.
45. Target market out of state owners
46. Target market out of state owners
47. Advertise or get a booth at Bridal expos
48. Target Renters: Non-owner occupant properties
49. Surname farm: Get a list of all property owners who share your last name
50. Leverage the power of Video! Create a YouTube channel and create videos with evergreen content (tips on buying/selling, market trends, community info)



WBNL COACHING

At WBNL Coaching, we specialize in providing training and coaching for real estate professionals, agent team leaders, managers, and brokers. Our training focuses on the principle of "running your real estate business as a true business."

Wanderers' Club

Our Wanderers' Club was developed with you in mind. We know how busy you are so we have put together a training, coaching, and marketing platform that can fit into your schedule.

Our goal is to provide you with tools and systems that will enable you to grow your business.

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- Connecting Your Real Estate Business (Online training course)
- 2 Live training webinars monthly
- Monthly Group Coaching call
- Monthly Marketing Kit
- Weekly Business Coaching Tip

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Real Estate Team Builder

Designed as a turn-key solution to get your Team up and running smoothly and efficiently. Through a combination of our online library, one-on-one coaching, and actual written systems (including a complete operations manual) we are confident that you will be on the right path.

Here is what you'll receive:

- Live, Online Training Workshops
- Lifetime Access to the Recorded Videos and Documents
- Complete Package of Documents, Admin Forms, Templates
- Real Estate Team Builder Procedures Manual
- 90 Day Onboarding & Agent Training
- Team Project management, accountability, communication system

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