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# 100 Ways to Generate Buyers

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100 proven strategies to help Realtors attract qualified buyers, grow their network, and build a consistent pipeline of new business.



PROFESSIONAL BUSINESS GUIDE

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**United Mortgage**  
NMLS #2591834

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# Introduction

Building a consistent pipeline of buyers doesn't happen by chance—it happens through intentional marketing, relationship building, and consistent action.

## Every Conversation Can Lead to Your Next Buyer

Successful Realtors understand that generating buyers is about more than advertising. It's about creating meaningful relationships, staying visible in your community, and consistently providing value to potential clients throughout their homebuying journey.

This guide was created to give you 100 practical, proven strategies that can help you attract more qualified buyers, strengthen your personal brand, and build a steady pipeline of future clients.


Whether you're a new Realtor or an experienced professional, these ideas can be implemented immediately to support long-term business growth.




**PRO TIP**

Consistency beats intensity. Implementing one or two strategies every week will produce far better long-term results than trying to do everything at once.


## What You'll Learn

-  Proven buyer generation strategies

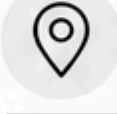
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-  Social media techniques that attract clients


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-  Networking ideas that create opportunities


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-  Community marketing strategies

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-  Digital marketing best practices

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-  Follow-up methods that convert leads into clients
















**SOCIAL MEDIA INSIGHT**

People work with Realtors they know, like, and trust. Showing up consistently online helps build those relationships before the first conversation even happens.

# Social Media Strategies (1–10)

Your online presence is often the first impression potential buyers have of your business. Consistent, valuable content helps build trust and keeps you top of mind.

- |  |  |
|--|--|
| <p><b>1</b>  <b>1. Post Local Market Updates</b><br/>Share weekly insights about your local real estate market to position yourself as a trusted expert.</p> <hr/> <p><b>2</b>  <b>2. Create Property Tour Reels</b><br/>Short-form videos showcasing listings generate engagement and increase visibility.</p> <hr/> <p><b>3</b>  <b>3. Share Client Success Stories</b><br/>Celebrate happy buyers (with permission) to build credibility and social proof.</p> <hr/> <p><b>4</b>  <b>4. Educate First-Time Homebuyers</b><br/>Post simple tips that answer common questions and reduce buyer uncertainty.</p> <hr/> <p><b>5</b>  <b>5. Showcase Your Community</b><br/>Highlight restaurants, parks, schools, and local events to connect with potential buyers.</p> | <p><b>6</b>  <b>6. Go Behind the Scenes</b><br/>Share your daily life as a Realtor to create authentic connections.</p> <hr/> <p><b>7</b>  <b>7. Use Instagram Stories Daily</b><br/>Keep your audience engaged with quick updates, polls, and property highlights.</p> <hr/> <p><b>8</b>  <b>8. Record Short Video Tips</b><br/>Create 30–60 second videos answering common real estate questions.</p> <hr/> <p><b>9</b>  <b>9. Celebrate Client Milestones</b><br/>Congratulate buyers on closing day and share their success (with permission).</p> <hr/> <p><b>10</b>  <b>10. Stay Consistent</b><br/>A consistent posting schedule builds recognition and long-term trust.</p> |
|--|--|



**PRO TIP**  
You don't need to go viral—you need to stay visible. Consistency and authenticity will outperform perfection every time.





**SOCIAL MEDIA SUCCESS**

Your social media channels should educate, inspire, and build trust—not just promote listings. Consistently providing value helps establish your reputation as a knowledgeable and reliable real estate professional.

# Social Media Strategies (11–20)

Expand your online reach by creating engaging content, building trust, and staying connected with your audience through consistent social media activity.

- 11

**11. Share Buyer Testimonials**  
Feature happy clients to build credibility and inspire confidence in future buyers.

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- 12

**12. Answer Frequently Asked Questions**  
Create posts that answer common questions about buying a home.

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- 13

**13. Showcase New Listings**  
Generate excitement by highlighting new properties with professional photos and videos.

---

- 14

**14. Create Educational Carousels**  
Break down complex real estate topics into simple, swipeable graphics.

---

- 15

**15. Use Polls and Q&A Features**  
Encourage engagement through Instagram Stories and Facebook interactive tools.

---

- 16

**16. Celebrate Local Businesses**  
Partner with and promote businesses in your community to expand your network.

---

- 17

**17. Share Market Statistics**  
Present local housing data in an easy-to-understand visual format.

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- 18

**18. Repurpose Your Best Content**  
Turn blogs into videos, videos into posts, and posts into newsletters to maximize your efforts.

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- 19

**19. Use Calls-to-Action**  
Invite your audience to schedule consultations, ask questions, or download free resources.

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- 20

**20. Monitor Your Analytics**  
Review your social media insights regularly to understand what content performs best and adjust your strategy accordingly.

**PRO TIP**  
Focus on creating content that answers your clients' questions. Educational content builds trust and positions you as the Realtor people turn to when they're ready to buy.





**NETWORKING INSIGHT**

People do business with professionals they know and trust. Every conversation is an opportunity to build a lasting relationship that could lead to future referrals.

# Networking & Referral Strategies (21–30)

Strong relationships are one of the most valuable assets in real estate. Build meaningful connections that consistently generate buyer opportunities.

- 21

**21. Attend Local Networking Events**

Connect with professionals and potential clients by participating in community and business events.
- 22

**22. Build Relationships with Mortgage Professionals**

Partner with trusted loan officers to better serve buyers and receive qualified referrals.
- 23

**23. Stay Connected with Past Clients**

Maintain regular communication through emails, phone calls, or personalized messages.
- 24

**24. Ask for Referrals**

Don't be afraid to ask satisfied clients if they know someone planning to buy a home.
- 25

**25. Join Local Business Organizations**

Become active in your Chamber of Commerce or networking groups to expand your visibility.
- 26

**26. Host Educational Buyer Seminars**

Provide valuable information about the homebuying process while meeting potential buyers.
- 27

**27. Partner with Local Businesses**

Collaborate with coffee shops, gyms, or local retailers for cross-promotional opportunities.
- 28

**28. Volunteer in Your Community**

Community involvement increases visibility and builds authentic relationships.
- 29

**29. Celebrate Client Anniversaries**

Send personalized messages on home purchase anniversaries to stay connected.
- 30

**30. Create a Referral Appreciation Program**

Show appreciation to clients who refer friends and family by recognizing their support in meaningful, compliant ways.

**PRO TIP**

Focus on building genuine relationships—not just collecting business cards. Long-term success comes from consistently providing value and staying connected.






**RELATIONSHIP SUCCESS**

The strongest referral businesses are built on trust, consistency, and memorable client experiences—not sales pressure.


# Networking & Referral Strategies (31–40)

Expand your influence by nurturing professional relationships, delivering exceptional service, and creating opportunities for long-term referrals.


- 31




**31. Host Client Appreciation Events**  
Organize annual events to thank past clients and strengthen long-term relationships.
- 32




**32. Stay Active on LinkedIn**  
Share industry insights, success stories, and market updates to expand your professional network.
- 33




**33. Partner with Financial Advisors**  
Build relationships with financial professionals who can refer potential homebuyers.
- 34




**34. Connect with HR Departments**  
Offer homebuying resources to companies that are hiring employees relocating to your area.
- 35




**35. Build Relationships with Builders**  
Develop partnerships with local home builders to connect with buyers looking for new construction.
- 36




**36. Attend Community Festivals**  
Increase your visibility by participating in local events and supporting your community.
- 37




**37. Follow Up After Every Referral**  
Always thank referral partners and keep them informed throughout the transaction.
- 38




**38. Create a Monthly Client Newsletter**  
Stay connected by sharing market updates, homeowner tips, and local events.
- 39



**39. Become a Local Resource**  
Be known for recommending trusted contractors, lenders, inspectors, and service providers.
- 40



**40. Deliver an Exceptional Experience**  
Outstanding service creates loyal clients who naturally recommend you to friends and family.



**PRO TIP**  
Every satisfied client has the potential to become your best marketing partner. Stay connected long after closing day and continue providing value.





**COMMUNITY INSIGHT**

Successful Realtors don't just sell homes—they become active, trusted members of the communities they serve. Strong local relationships naturally lead to more buyer opportunities.

# Open House & Community Marketing (41-50)

Open houses and community involvement create valuable opportunities to connect with potential buyers, build your reputation, and expand your local presence.

- 41

**41. Host Memorable Open Houses**  
Create a welcoming experience with professional signage, refreshments, and personalized conversations.
- 42

**42. Promote Every Open House Online**  
Advertise your event through social media, email campaigns, local community groups, and your website.
- 43

**43. Invite the Neighbors**  
Neighbors often know someone looking to move into the area and can become valuable referral sources.
- 44

**44. Collect Visitor Information**  
Use a digital sign-in system to capture contact information for future follow-up.
- 45

**45. Follow Up Within 24 Hours**  
Reach out to every visitor with a personalized thank-you message and additional property information.
- 46

**46. Partner with Local Businesses**  
Collaborate with coffee shops, bakeries, or local vendors to enhance the open house experience.
- 47

**47. Participate in Community Events**  
Sponsor neighborhood activities, charity events, or local festivals to increase visibility.
- 48

**48. Share Local Expertise**  
Create content highlighting schools, parks, restaurants, and community amenities that buyers value.
- 49

**49. Organize Neighborhood Tours**  
Offer guided tours showcasing the lifestyle and unique features of different communities.
- 50

**50. Build Relationships Before You Sell**  
Focus on becoming a trusted local resource rather than simply promoting listings.

**PRO TIP**  
Every open house is more than a chance to sell one property—it's an opportunity to meet future buyers, build relationships, and grow your business.





**COMMUNITY CONNECTION**

Buyers aren't just purchasing a home—they're investing in a lifestyle. Realtors who showcase the community create stronger emotional connections and build greater trust.

# Open House & Community Marketing (51-60)

Strengthen your local presence by creating memorable experiences, building relationships, and becoming the trusted real estate expert in your community.

51



**51. Offer a Neighborhood Market Report**

Provide visitors with a printed or digital report highlighting local market trends and recent home sales.

52



**52. Create a Family-Friendly Open House**

Offer refreshments, children's activities, or giveaways to make families feel welcome.

53



**53. Use Directional Signage**

Place clear, professional signs throughout the neighborhood to increase visibility and drive more traffic.

54



**54. Feature Local Businesses**

Include information about nearby restaurants, coffee shops, schools, parks, and attractions to showcase the community.

55



**55. Record a Virtual Open House**

Create a professional video tour that buyers can watch online before scheduling a showing.

56



**56. Collect Buyer Feedback**

Ask visitors what they liked most and what they're looking for in their next home.

57



**57. Create a Neighborhood Guide**

Develop a simple guide featuring schools, amenities, transportation, and lifestyle highlights.

58



**58. Host Educational Events**

Organize workshops about the homebuying process, financing, or local market trends.

59



**59. Sponsor Community Activities**

Support neighborhood events, charity initiatives, or local organizations to increase brand recognition.

60



**60. Become the Local Expert**

Consistently share valuable information about your community so buyers naturally think of you when they're ready to purchase.



**PRO TIP**

Every interaction is an opportunity to build a relationship. Focus on creating memorable experiences that leave a lasting impression long after the open house ends.







**DIGITAL SUCCESS**

Today's buyers often research Realtors online before making contact. A professional digital presence builds credibility and creates trust before the first meeting.


# Digital Marketing & Online Presence (61-70)

A strong digital presence helps buyers discover your business, build trust before the first conversation, and positions you as the go-to Realtor in your market.


- 61




**61. Optimize Your Website**  
Ensure your website is mobile-friendly, easy to navigate, and includes clear calls to action.
- 62




**62. Improve Your Google Business Profile**  
Keep your business profile updated with photos, reviews, contact information, and business hours.
- 63




**63. Start an Email Newsletter**  
Share market updates, new listings, homeowner tips, and local events with your audience.
- 64




**64. Invest in Search Engine Optimization (SEO)**  
Create valuable content that helps buyers find your website through Google searches.
- 65




**65. Use Professional Photography**  
High-quality listing photos improve engagement and create a stronger first impression.
- 66




**66. Create Virtual Home Tours**  
Offer immersive property tours for buyers who cannot visit in person.
- 67




**67. Publish Blog Articles**  
Answer common homebuying questions and establish yourself as a trusted local expert.
- 68




**68. Build a Google Review Strategy**  
Encourage satisfied clients to leave honest reviews that strengthen your online reputation.
- 69



**69. Keep Your Branding Consistent**  
Use the same logo, colors, messaging, and professional style across every platform.
- 70



**70. Track Your Marketing Results**  
Regularly review website traffic, email performance, and lead sources to improve your marketing strategy.



**PRO TIP**  
Your online presence works for you 24/7. Invest in professional branding, valuable content, and consistent communication to attract more qualified buyers over time.





**DIGITAL ADVANTAGE**

Successful digital marketing isn't about being everywhere—it's about showing up consistently, providing value, and building trust through every online interaction.

# Digital Marketing & Online Presence (71–80)

Strengthen your digital brand by creating meaningful online experiences that attract buyers, build trust, and generate long-term business opportunities.

- 71

**71. Build a Personal Brand**  
Create a recognizable brand by consistently sharing your expertise, personality, and values across every platform.
- 72

**72. Create Downloadable Resources**  
Offer free buyer guides, neighborhood guides, or checklists in exchange for contact information.
- 73

**73. Optimize Your Contact Forms**  
Keep inquiry forms simple and easy to complete to encourage more potential buyers to reach out.
- 74

**74. Share Video Testimonials**  
Feature satisfied clients sharing their homebuying experience to strengthen credibility.
- 75

**75. Use Retargeting Ads**  
Reconnect with website visitors through digital advertising to stay top of mind.
- 76

**76. Create a Monthly Market Report**  
Provide valuable insights about local market trends to establish yourself as a trusted expert.
- 77

**77. Stay Active on Multiple Platforms**  
Maintain a professional presence on Instagram, Facebook, LinkedIn, YouTube, and Google Business Profile.
- 78

**78. Automate Lead Follow-Up**  
Use CRM systems and email automation to consistently nurture buyer leads.
- 79

**79. Refresh Your Website Regularly**  
Update listings, blog articles, testimonials, and community information to keep your website current.
- 80

**80. Measure, Learn, and Improve**  
Review your marketing performance regularly and adjust your strategy based on real results and audience engagement.

**PRO TIP**

Your digital presence is often your first listing presentation. Make sure every website visit, social media post, and email reflects your professionalism and commitment to serving your clients.



**RELATIONSHIP SUCCESS**

The strongest real estate businesses are built through consistent communication, exceptional service, and genuine relationships—not one-time transactions.

# Follow-Up & Relationship Building (81-90)

The relationship doesn't end after the first conversation. Consistent follow-up and genuine client care are what transform one-time buyers into lifelong clients and referral sources.

81



**81. Respond Quickly to Every Inquiry**

Fast responses demonstrate professionalism and significantly increase your chances of converting leads into clients.

82



**82. Create a Personalized Follow-Up Schedule**

Develop a consistent system for checking in with buyers throughout every stage of their homebuying journey.

83



**83. Send a Thank-You Message**

Always thank prospective buyers for their time after meetings, property showings, or consultations.

84



**84. Stay Top of Mind**

Share valuable market updates, homeowner tips, and community news regularly without being overly promotional.

85



**85. Celebrate Client Milestones**

Recognize birthdays, home purchase anniversaries, and other meaningful milestones to strengthen relationships.

86



**86. Ask for Honest Feedback**

Invite clients to share their experience so you can continue improving your service.

87



**87. Request Online Reviews**

Encourage satisfied buyers to leave reviews on Google, Facebook, Zillow, or other trusted platforms.

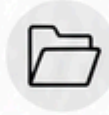
88



**88. Continue Providing Value After Closing**

Stay connected by sharing homeowner resources, maintenance tips, and local market insights.

89



**89. Organize Your CRM**

Keep detailed notes and reminders so every client receives personalized communication.

90



**90. Build Relationships, Not Transactions**

Focus on creating lifelong clients rather than one-time sales.



**PRO TIP**

People remember how you make them feel long after the transaction is complete. Every follow-up is an opportunity to reinforce trust, provide value, and earn future referrals.






**LASTING SUCCESS**


The Realtors who experience the greatest long-term success aren't necessarily the ones with the biggest marketing budgets—they're the ones who consistently nurture relationships, provide value, and earn trust year after year.

# Follow-Up & Relationship Building (91-100)

The most successful Realtors understand that every closing is the beginning of a lifelong relationship. Continue providing value, stay connected, and become the trusted real estate advisor your clients recommend for years to come.

- 91**  **91. Create a VIP Client Program**  
Reward past clients with exclusive homeowner resources, invitations to events, and ongoing support.
- 92**  **92. Stay Connected on Social Media**  
Continue engaging with clients by celebrating milestones and interacting with their posts.
- 93**  **93. Host Annual Client Appreciation Events**  
Organize events that strengthen relationships and keep your business top of mind.
- 94**  **94. Send Holiday Greetings**  
Mail personalized holiday cards or thoughtful messages throughout the year.
- 95**  **95. Share Home Maintenance Tips**  
Provide seasonal homeowner checklists and maintenance reminders that continue adding value after closing.

- 96**  **96. Become Their Trusted Real Estate Resource**  
Be the first person clients think of for questions about buying, selling, investing, or local market trends.
- 97**  **97. Reconnect with Past Clients Regularly**  
Schedule periodic check-ins to ask how they're doing and offer assistance whenever needed.
- 98**  **98. Ask for Introductions, Not Just Referrals**  
Encourage satisfied clients to introduce you to friends, family members, or coworkers who may need real estate guidance.
- 99**  **99. Continue Learning and Improving**  
Invest in your education, market knowledge, and communication skills to better serve future clients.
- 100**  **100. Build a Business Based on Relationships**  
Focus on creating trust, delivering exceptional service, and building lifelong partnerships instead of chasing one-time transactions.

 **PRO TIP**  
Every happy client represents more than one successful transaction—they represent future referrals, repeat business, and lasting relationships. Invest in people, not just prospects.





# 30-Day Buyer Generation Action Plan

Turn the strategies from this guide into measurable weekly actions. Consistent execution—not perfection—is what builds a sustainable pipeline of qualified buyers.



## WEEK 1 – Build Your Foundation

### GOALS

- Update my website or online profiles
- Create a weekly social media posting schedule
- Reach out to five past clients
- Review my buyer follow-up process



## WEEK 2 – Increase Visibility

### GOALS

- Attend one networking event
- Host or promote an open house
- Publish educational content
- Connect with three new referral partners



## WEEK 3 – Generate New Opportunities

### GOALS

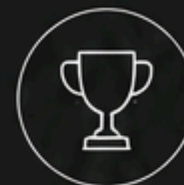
- Contact new buyer leads
- Publish a market update
- Ask past clients for reviews or introductions
- Strengthen my CRM database



## WEEK 4 – Measure & Improve

### GOALS

- Review marketing performance
- Evaluate completed strategies
- Identify what generated the best results
- Set goals for the next 30 days



## SUCCESS HABIT

Small, consistent actions performed every week create long-term business growth. Focus on progress rather than perfection.



### PRO TIP

Choose a few strategies, execute them consistently, measure your results, and refine your approach each month. Sustainable success is built through disciplined habits.





# Your Trusted Mortgage Partner

Helping Realtors provide exceptional financing solutions for their buyers through trusted partnerships, responsive communication, and personalized mortgage support.



## Why Partner with United Mortgage?

At United Mortgage, we believe every successful real estate transaction begins with a strong partnership. We work alongside Realtors to help their buyers navigate the mortgage process with confidence by providing responsive communication, personalized financing solutions, and dedicated support from pre-approval through closing.

Whether your buyers are first-time homebuyers, self-employed borrowers, investors, or purchasing luxury homes, our experienced mortgage professionals are committed to helping them achieve their homeownership goals.



## Why Realtors Choose United Mortgage

- ✓ Fast Pre-Approvals
- ✓ Wide Variety of Loan Programs
- ✓ Dedicated Mortgage Experts
- ✓ Responsive Communication
- ✓ Reliable Closing Support
- ✓ Personalized Financing Solutions
- ✓ Trusted Realtor Partnerships



## Help Your Buyers Get Started Today

Make the mortgage process simple and convenient.

Invite your buyers to complete a secure online mortgage application and connect with one of our experienced mortgage professionals.



## Benefits of Applying Online

- ✓ Secure online application
- ✓ Fast pre-approval process
- ✓ Personalized loan recommendations
- ✓ Dedicated mortgage guidance
- ✓ Simple and convenient experience

## APPLY NOW



It's fast, easy, and secure. Submit your application online using the link below.

**Apply Now**

[Apply.UnitedMtg.net](https://Apply.UnitedMtg.net)



**Questions? We're Here to Help.**  
Our team is ready to support you and your buyers every step of the way.



**Contact Information**  
(800) 579-1622 - [Info@UnitedMtg.net](mailto:Info@UnitedMtg.net)



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