



10 FREE WAYS *to Generate Leads*

Generating leads doesn't have to mean spending money. Check out these great ways to drive business without spending a dime!

OPEN HOUSES

- Advertise with a sign in the yard for at least a week
- Invite the neighbors over for an exclusive time before the actual open house
- Get contact info on feedback sheets or with a cool Open House Pro app
- Follow up!

DOOR KNOCKING – CONSISTENTLY.

- Door knock for at least 1 hour each time out
- Make a commitment to at least 25 doors at a time
- Books appointments for later times
- Typical results are 1 appointment for every 50 doors knocked.

CALL YOUR SPHERE OF INFLUENCE

- Send out introduction letter /email first then follow up with call.
- List 100 people who would say HI if they saw you at HEB
- Call 5 per day
- Typical results are 1 lead for every 50 calls

CALL YOUR PAST CLIENTS

- Easy to call someone you already did business with and ask for the referral
- Follow up with a personal thank you not for taking time to talk to them.

CALL DUTY!

- FREE incoming calls – they want information.
- FOLLOW UP!
- Put them in your database

COLD CALLING: FSBO/Expired Listings

- Do not leave a message if the person isn't home.
- Follow up if they are interested

USE FACEBOOK

- Comment on your clients activities.
- Offer advice
- Ask a lot of stimulating questions.
- Keep at it! It doesn't happen over night
- Mix it up and DO NOT TALK ABOUT REAL ESTATE ALL THE TIME!!!
- Never brag on yourself. It's all about THEM not YOU!
- 80% personal and 20% business
- Set up a neighborhood FB page/group exclusively for the neighbors to engage with each other.
- Harness the Power of a Picture

USE CRAIGSLIST

- Post ads for target markets: Foreclosures, types of properties, neighborhoods, ethnic groups, etc.
- Post in Spanish to capture target market
- The headline must be short, related to the target audience and attention-grabbing.
- Don't have listings? Ask another agent to market their listing. Or ask a builder permission to marketing their community and homes.

GET ACTIVE IN SOMETHING YOU ALREADY LOVE TO DO:

- Skydiving, Art, Sign Language, Wine tasting, book club, etc.
- People do business with others who have a common interest .

NETWORK!

- Attend weekly or monthly networking groups and ASK for the referral
- Refer business to others – and they will be included to refer business to you.