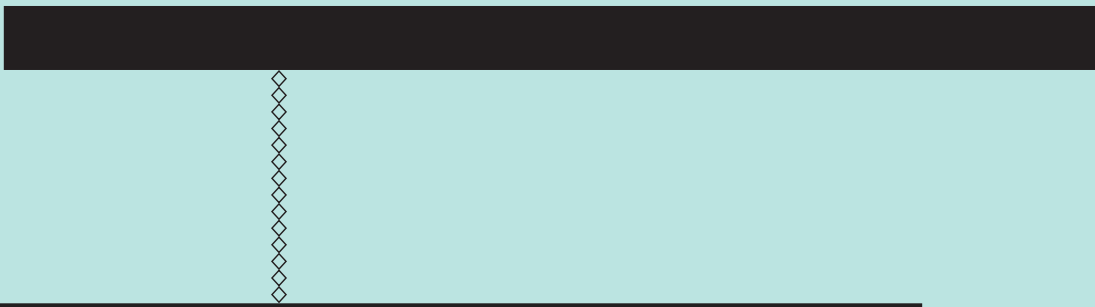




# LEAD GENERATION

*for*

# REAL ESTATE AGENTS

*Your guide to attracting new clients*

# INTRODUCTION

If you don't close deals, you don't get paid. To close deals, you first need leads. That alone makes lead generation a vital part of any real estate business.

But getting those leads can be easier said than done. You face stiff competition for every potential lead. To succeed, you need to stand out from your competitors, understand which methods produce the best results, and learn how to implement them.

That's where this e-book comes in. In the pages ahead you'll discover strategies and best practices to build a steady stream of leads throughout the year.

While this e-book focuses specifically on generating leads, you do want to figure out how you are going to nurture and close those leads. After all, leads don't pay off until they convert to clients. And they can cool off quickly if you don't keep them engaged.

Ready to start?

## WHAT'S INSIDE:

### CHAPTER 1

*Common real estate lead generation methods*

### CHAPTER 2

*How to attract more business with lead magnets*

### CHAPTER 3

*The basic elements of an effective lead generation campaign*

### CHAPTER 4

*The biggest mistake real estate agents make with their lead gen efforts*

## CHAPTER 1

# *Common real estate lead generation methods*

One of the best ways to get started with lead generation is to look at what other agents are doing to get new business, copy what works, and ignore what doesn't.

So what are they doing?

### *Farming*

You hear time and again how you need to consistently farm your territory. Most successful agents have put significant time and effort into their farming efforts. But it does take time. Just like with agricultural farming, you can't plant your seeds today and expect to harvest tomorrow.

“

*You can't*

**PLANT**

*your seeds today  
and expect to*

**HARVEST**

*tomorrow.*

”

There are several farming tactics agents use, from sending Just Sold postcards to walking

the neighborhoods to throwing block parties. Whatever tactics you use, the key is repetition. The more people in your neighborhood see your name and get to know you, the more likely they'll be to think of you when the time comes for them to move.

### *Online marketing*

This is actually made up of several different methods and channels, but for the sake of simplicity, we've combined them into one category. At the minimum, most real estate agents have a website with contact information and some sort of contact form. People who bother to contact you from your website are usually pretty good leads, depending on how they got to your site.

The trickiest part of this method for most agents is driving people to the website and enticing them to express interest. Here are just a few of the ways to do that.

If you can get traction, SEO can provide a great ROI. What could be better than people coming to you rather than the other way around?

The drawback is that SEO takes time and can be a little complex for the average person. Often, you don't see the return on your investment for several months.

Content marketing plays a big part in SEO, but can also be considered a strategy on its own.

With this method, you utilize your knowledge to attract and convert leads. Blogging (especially if you get people to subscribe via e-mail), podcasts, videos, tutorials, e-books, and presentations are all forms of content marketing.

This also requires a significant time investment before it starts to pay off, not just to create the content, but also to promote it. That's why SEO and social media are an important part of any content marketing plan.

Paid advertising can be an effective way to bring in traffic while you wait for those longer term efforts to start paying off. Social media, especially, has affordable options for attracting targeted traffic. You do pay for every visit though, so you need to make sure you're converting those visits into leads at a high rate, or you can burn through your budget quickly.

Don't forget about your offline sources. You can send people to your website from a business card, flyer, postcard, or just about any other piece of marketing. In order to get the most from these sources, try to send people to a specific landing page rather than just your homepage.

### *Cold calling*

It's not always easy to pick up the phone and talk to a stranger, but it is a time-honored way to get real estate leads.

Expired and For Sale By Owner listings are good candidates for cold calling because they have an immediate need for your services. You'll earn those leads, though, because every other agent in your area has the same opportunity to go after those people. It's often a numbers game. Be prepared to hear a lot of "no's" for every "yes."

### *Networking*

One of the most effective ways to get high quality leads is by working your sphere of influence for referrals. In fact, according to the National Association of Realtors, 63 percent of sellers and 54 percent of buyers found their

agent through a referral or had used the agent before.

**63% OF SELLERS**

..... *and* .....

**54% OF BUYERS**

*found their agent through  
a referral or had used  
the agent before.*

This makes sense. Buying or selling a home is a big decision, and finding someone trustworthy is important.

Your clients are a perfect source for referrals, because they can speak to the value you provide firsthand. That's why it's so important to stay in contact after the transaction.

Friends, business associates, vendors, and even relatives can also be sources of referrals. Don't be afraid to ask for referrals.

Networking groups can also provide leads, especially if you pass leads on to others. Look for events in your area or on Meetup.com, or join a group such as BNI or LeTip. ■

*Friends, business associates,  
vendors, and even relatives  
can be sources of referrals.*

**DON'T BE AFRAID**

*to ask for referrals!*

## CHAPTER 2

# *How to attract more business with lead magnets*

Nobody likes a hard sales pitch. So if you expect people to offer their contact information or open themselves up to conversations, you need to give them a good reason. That's where lead magnets come in.

A lead magnet is something compelling you offer people in exchange for their contact information. It's how some of the most successful Internet marketers in the world build their e-mail lists. And you can use them, too.

What makes a good lead magnet?

First, it has to be something that your prospects want and value enough to give their information for. The more information you ask for, the more valuable your lead magnet is going to have to be. And the more immediate the value, the better. People want instant gratification.

Second, it should be focused on your services. This will help you qualify your leads. You could probably get a bunch of e-mails raffling off an iPad, for instance, but you would likely have a hard time closing them or even moving them along the sales funnel. A guide to short sales, on the other hand, indicates an interest in purchasing a new home.

Here are some examples.

***Blog subscriptions.*** If you have a blog and publish regularly, offer to e-mail people whenever you post new content.

### ***E-books, white papers, and reports.***

People often take to the Internet to research their needs before making any purchase decisions. Take advantage of that, and connect with people early in the process by sharing your knowledge and expertise with a more in-depth resource than a blog post.

If hiring a designer isn't in the budget, HubSpot has some templates you can use to create a professional looking e-book. Another option is to partner with a related business on a co-branded piece and share the costs and leads.

***Checklists and worksheets.*** Lead magnets don't have to be long or complex. A single page checklist or worksheet can be effective as long as it provides value to your prospects.

***Toolkits.*** You don't always have to create new and original content either. Why not package a collection of resources or articles in one place?

***Assessments and quizzes.*** These types of lead magnets are not only helpful to potential clients, but they are interactive as well.

Be creative and come up with your own lead magnet. And be sure to promote it to your visitors and social media followers. ■

## CHAPTER 3

### *The basic elements of an effective lead generation campaign*

Now that we've looked at different types of lead generation campaigns and lead magnets, it's time to start planning. No matter which you decide to use, at their heart, all lead generation campaigns share a few basic elements. (See below.)

*All lead generation campaigns share a few*  
**BASIC ELEMENTS**

- ◇ *Your target audience*
- ◇ *A channel or channels*
- ◇ *A proposition*
- ◇ *A lead capture mechanism*

Understanding each part of a lead generation campaign will help you when you start implementing specific methods.

#### *Target Audience—Who are you trying to attract?*

Not everyone is going to be a good fit for your services. So don't waste time and effort on those people. Instead target the people who have the best chance of converting into clients.

For example, if you have expertise in specific neighborhoods that you're farming, concentrate on marketing to those people. Or if you specialize in high-end real estate, target people with a high net worth.

You can even target different audiences for each lead generation campaign. This way you can speak to the specific needs of each, like first-time homebuyers or people who are having trouble selling their home.

#### *Channel—How are you going to reach these people?*

Once you have a good idea of who you are trying to attract, you need to figure out how you're going to do it. Are you going to run ads in your targeted geographic areas? Create a direct mail campaign? Try to get people to find you online? Go door to door? A combination of methods?

There are many ways to get your message to potential clients, and each requires a unique approach.

### ***Proposition—Why should they engage with you?***

Remember when we said that you better give people a good reason to give their contact information or express interest in starting a conversation? Maybe it's the unique value you provide to clients. Perhaps you have information that is useful to them. Or you may have a special offer.

You'll want to make these unique to your specific channels and target audience. For example, when farming, you try to demonstrate your knowledge of the neighborhood and success you have selling homes there.

But if you're trying to attract first-time homebuyers online, that same approach won't work. You may want to try offering a resource to educate them on the home buying process instead.

### ***Lead capture—How are you going to collect their information so you can move them toward a sale?***

If you're collecting leads online, you probably receive an e-mail or some other electronic notification with all the information you need. If someone calls you, then you may have to gather this information yourself.

When planning your campaigns, decide up front how you are going to get this information and what specifics you need. It's also a good idea to develop a process for sorting and storing these leads. A CRM is the ideal tool, but at the very least, enter the information into a spreadsheet that you can sort and take notes in.

Now let's take a closer look at some of the most common types of lead generation campaigns for real estate agents. ■



## CHAPTER 4

### *The biggest mistake real estate agents make with their lead gen efforts*

Seeing everything that goes into lead generation for real estate, you can probably imagine that there is plenty that agents can do wrong. But there is one mistake that agents regularly make. And it can ruin all of the efforts they spent so much time on.

What is this common misstep?

Letting your leads go cold. Sure, you try to move them along and close them. But for how long? The truth is, sometimes leads can take months or even years to convert into clients. And that's okay.

*Sometimes leads can take*

**MONTHS**

*or even*

**YEARS**

*to convert into clients.*

**AND THAT'S OKAY.**

*The*  
**MOST IMPORTANT**  
*part of any lead nurturing program is*  
**STAYING IN TOUCH.**

In fact, connecting with people before they are ready to choose a real estate agent gives you an advantage. It gives you the opportunity to try to build a relationship with that person. So that when they are ready to buy or sell their home, you'll be the obvious choice.

The most important part of any lead nurturing program is staying in touch. If your leads don't hear from you, they'll forget you pretty quickly. It may help to develop a schedule for your touch points.

The best part is, if you're able to build rapport with these leads, they can refer you to other people even before they become clients themselves. ■

## CONCLUSION

Since developing a steady stream of leads is so important to your business, you don't want to leave it to chance or gut feelings. Track the results of your efforts and adjust your strategy to maximize the return on your investment.

Don't just look at the number of leads when deciding which methods work best. The percent of leads that convert into clients, the length of time it takes to convert those leads, and the cost per lead are all important metrics to consider.

When you know the results of your lead generation campaigns, you can do more of what works and cut back on what doesn't. ■

**SOLD**

### About



ReminderMedia has been providing unique and top-of-the-line client follow-up tools since 2003. With an established foundation in the real estate market, and products like American Lifestyle magazine, we've developed the techniques and innovations that allow clients in every industry to take advantage of referrals and repeat business like no other solution on the market.

### Contact Us

ReminderMedia  
866-458-4226  
info@remindermedia.com  
www.remindermedia.com