

THE *CLOSE*

61 REAL ESTATE

**LEAD
GENERATION**

IDEAS

The state of real estate lead generation is constantly evolving. What brought in great leads at an affordable rate a few months ago might not work today.

Since Zillow introduced its iBuyer program, Facebook advertising, and more, many real estate agents are looking for new and innovative lead generation strategies.

Here are 61 innovative real estate lead generation ideas to keep your phone ringing off the hook.



1. Increase Response Rates With Facebook Messenger Ads

NATHAN DADOSKY, DIRECTOR OF
MARKETING, GAME PLAN

“There’s a problem with traditional forms of lead generation—there are too many steps.

Each step in the process is an opportunity for a lead to lose interest or otherwise drop out of the lead generation process. Contrast that with Facebook Messenger ads, where an individual has the option of starting a live conversation when they click an ad as opposed to filling out a form—eliminating several steps in the conversion process.

What’s really cool about this type of ad is you’re giving a lead the opportunity to start a conversation with you without coughing up their precious contact information, which can mean more leads at a lower cost and better response rates.”

2. Use BoldLeads' New Platform to Generate Exclusive Buyer & Seller Leads

THE CLOSE EDITORIAL TEAM

As far as underrated lead generation goes, [BoldLeads](#) advanced new platform is hiding in plain sight. Gone are the days of merely handing out leads. Today, BoldLeads offers a cutting edge platform that generates exclusive buyer and seller leads, advanced targeting, marketing, and nurturing tools, and great training to help you close more of the leads you get.

BoldLeads' platform is so powerful that they now offer agents *5x the return on investment (ROI) of direct mail*. Click below for a free tour of BoldLeads' game-changing new platform.

[Visit BoldLeads](#)

3. Work Divorce Leads

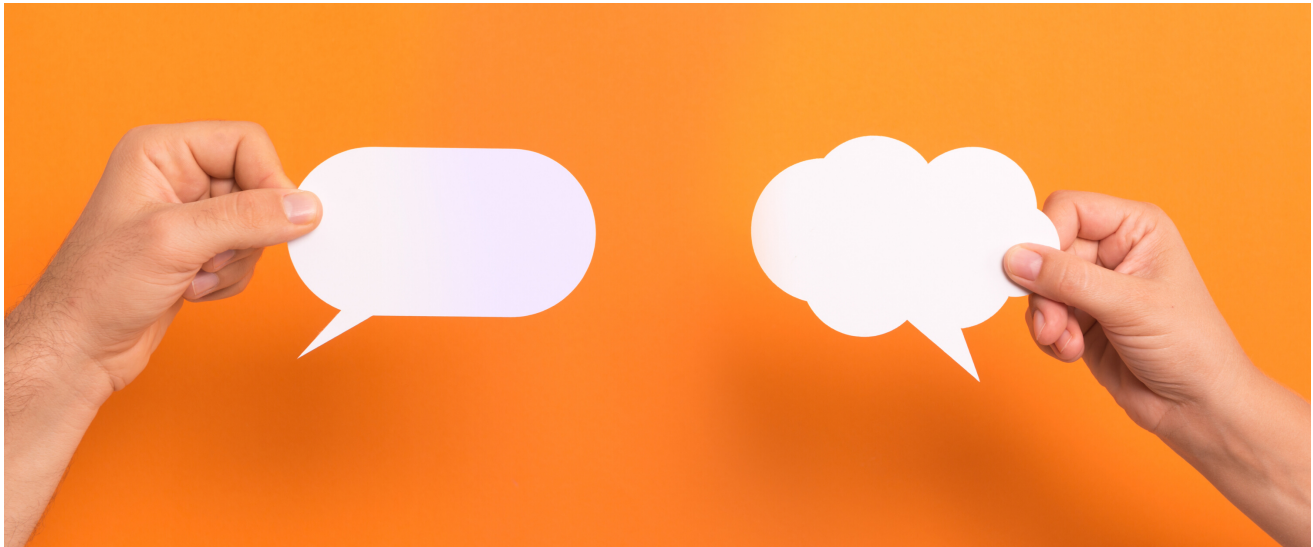
KELLY LISE MURRAY, J.D. CO-FOUNDER & CEO,
DIVORCETHISHOUSE.COM



“OK, let’s stop beating around the bush here. Competition for the low-hanging fruit leads in pretty much any farm area is usually fierce.

If you want to get and close more leads, sometimes it can help to think outside the box. Do you want genuinely motivated leads? How about leads that have a court order to sell their home? How about leads who really, really, really want to move?

If you've got reserves of patience and empathy, then working divorce leads might be the perfect lead-generation strategy to close a few more deals this year. There's even a designation—RCS-D (Real Estate Collaboration Specialist – Divorce)—that you can get to show potential divorce clients that you know your stuff and mean business.”



4. Get 97% Open Rates Using Automated Text Marketing

JEFF MANSON, FOUNDING PARTNER & CEO,
REAL GEEKS

“Did you know that text messages have a whopping 97% open rate compared to 20% for emails? The only problem is that tapping out individual texts to your leads takes up way too much time you could be spending cold calling.

Using the advanced text messaging platform you get with Real Geeks CRM that comes bundled with its IDX [internet data exchange] websites, you can automate your text marketing and start filling your calendar with showings tomorrow.

Of course, text message automation only scratches the surface of the lead gen and marketing features Real Geeks offers agents. [Click to learn how you can use Real Geeks to use bulk text marketing and more.](#)”



5. Use Slydial Broadcast to Circle Prospect Just Sold & Open Houses

CHRISTINA GRIFFIN, TAMPA BAY REALTOR & TEAM LEADER

Circle prospecting is one of the best ways to stake out your claim in your farm area. If you want to become the real estate agent in a neighborhood, you're going to have to get in front of the neighbors as often as possible.

The only problem is that some neighborhoods are already blanketed with door hangers, flyers, and postcards from your competition. With a little creativity, you can beat the competition to the chase before they get their flyers printed.

Working with real estate coach Tom Ferry, Tampa Bay Realtor Christina Griffin came up with an ingenious strategy to reach homeowners in her farm area.

She bought lists of homeowners' cell numbers, then, after cross-checking with the DNC, used a clever new app called Slydial Broadcast to leave them all voicemails advertising her next open house automatically.

The response was immediate and massive. She got 200 leads on her first day. To learn more about how she did it and her inspiring personal journey, check out our case study on Griffin's [real estate lead generation strategy here](#).

6. Use Deep Insight From Zillow My Agent to Convert More Leads

LILY STERN, DIGITAL MARKETING ANALYST, THE CLOSE



“Did you know that even after a buyer contacts an agent, they go back to Zillow an average of 27 times and look at 77 more listing pages in 30 days? That means that even if you answered your phone right away and wowed them, there’s still a huge chance they’ll wind up working with someone else. Even worse, you’ll never even know it. They’ll just stop returning your calls.

If you want to triple your lead conversion, then [Zillow Premier Agent’s new feature, My Agent](#) is for you. It puts only your contact information on every single listing your lead looks at after they contact you.

Even better, My Agent provides agents with deep insight on which properties they’re viewing, saving, and searching for on Zillow.”



7. Master Cold Calling

KEVIN WARD, YESMASTERS

While your competition is sitting back waiting for leads to roll in from Instagram or Pinterest, take the bold route, and pick up the phone.

Sure, it’s a little intimidating to get hung up on, but there is no better way to build the thick skin you’ll need to become a top-producing real estate agent.

To become a cold-calling ninja, you’re going to need three things: a great for sale by owner (FSBO) script, FSBO leads, and a growth mindset & a good sense of humor.

A Great FSBO Script

Even the pros memorize and use scripts when they're pitching FSBOs. We recommend Kevin Ward's excellent FSBO scripts. [Here's a great archive of FSBO scripts, including Ward's](#) from Keller Williams Moving Careers.

FSBO Leads

Even the best script in the world won't help if you don't have leads. There are plenty of places to get local FSBO leads. [REDX](#) offers great FSBO leads all over the country at great prices. Click below to check your ZIP code.

Visit REDX

A Growth Mindset & a Good Sense of Humor

If you ever want to get leads from cold calling, you're going to have to get used to the idea you're going to get rejected 99% of the time. Of course, that 1% might be enough to launch a new career as a listing agent, so the odds are actually in your favor.

To help deal with the rejection and stay positive, you need to develop what's called a growth mindset. Luckily, we have an article on how you can work to develop a growth mindset [here](#).

8. Buy Exclusive Seller Leads From Market Leader

JULIE GURNER, SENIOR EDITOR, THE CLOSE



Market Leader owns one of the largest and best home valuation sites online: housevalues.com. Homeowners use the site to check the value of properties they're interested in selling. Market Leader then sends those exclusive leads out to agents who claim their ZIP code. This is one of the best ways to generate seller leads at the beginning of their decision process before other agents pitch them.

If you want to check if Market Leader has exclusive seller leads for you, [check availability in your ZIP code here](#).



9. Pick Up the Phone & Make Outbound Phone Calls Without Even Using Slydial

LEIGH BROWN, REALTOR, CEO, AUTHOR, COACH & SPEAKER, LEIGH BROWN

“Calls to whom? The contacts in your phone. The people you actually know. Statistics show that an estimated one-third of the public does something related to real estate annually—renovations, updates, repairs, refinancing, buying, and selling—and savvy Realtors are there for all of those steps in the work of being the trusted Realtor adviser over time.

Costs nothing. How to make it happen? Set a doable goal of one call per day. It will get done—and once you do one, you're likely to make two.”

10. Create a Lead-optimized IDX Website



CHRIS LINSELL, STAFF WRITER, THE CLOSE

A well-optimized IDX website is one of the easiest ways to bring in leads on an ongoing basis.

Are you looking for a lead capture-focused IDX website and CRM without breaking the bank? You should check out [INCOM](#). They offer mapping IDX search, customer relationship management (CRM), and landing pages optimized for lead capture—they will even run your paid social campaigns for you. Best of all, INCOM is offering The Close readers an exclusive discount with website plans starting at just \$44 per month.

Visit [INCOM](#)



11. Become the Digital Mayor of Your Farm Area

If you want to double your gross commission income (GCI) this year, you need to become a hyper-local expert online. The only problem is that it's getting harder to break through on social media, even with paid ads.

Luckily, there is a much better way to show off your hyper-local expertise and build lasting relationships with local business leaders and influencers that lead to referrals. [Parkbench](#) hands you the keys to a sticky, hyper-local website that centers you as the expert in your farm area.

Of course, like anything new, spaces are filling up fast. Parkbench only allows one agent per local area. Click below to find out if your farm area is still available.

[See if Your Farm Area is Available](#)



12. Sign Up to Do BPOs, Then Market to the Owners of Distressed Homes

SEBASTIAN FREY, BROKER & OWNER, REALTY
WORLD VIRTUOSO

“When a borrower starts to miss payments on a mortgage, a lender or loan servicer will often order a ‘broker price opinion’ (BPO) on a property in case they end up having to foreclose, do a loan modification, or short sale. They may do this before it is reported as a late payment to a credit agency, and well before they file a notice of default. This is an early indicator of a homeowner who may need to sell sooner rather than later.”



13. Beat Facebook & Target Confirmed or Absentee Homeowners With Direct Mail



JIM MORTON, FOUNDER PROSPECTSPUS!

“Since Facebook recently changed its advertising policies to address fair housing concerns, real estate marketers have been scrambling to find ways to target their message to homeowners only. Instead of beating your head against a wall, why not just get tax assessor data and start a targeted direct mail campaign?”

Using a service like ProspectsPLUS!’s [MapMyMail](#), Realtors can buy homeowner data to target confirmed homeowners only, or even find absentee owners. They also have done-for-you direct mail campaigns and tons of customizable templates for flyers, postcards, and door hangers.”

Visit [ProspectsPLUS!](#)



14. Pitch Your Listing (or Expertise) to News Outlets

CHRISTIAN PETTERSON, VICE PRESIDENT OF
MARKETING & BUSINESS DEVELOPMENT &
REALTOR, ISELLA.COM

“Most people do not think about pitching their listings to news outlets, but it has surprisingly proven to be one of the best strategies for getting a lot of leads extremely quickly. One of my listings was featured in a New York Times article last week, and I have been receiving at least five calls a day since publication—I had three showings just today. It’s amazing to see the response you get when backed by a reputable publication. Not only can I sell a property extremely quickly through the publicity, but I gain a lot of new clients for other listings as well. The response from media coverage has blown me away every time.”

Don’t have New York Times-worthy listings? You can still pitch journalists your expertise on sites like HARO or by following the #journorequest hashtag on Twitter.



15. Build & Advertise a Real Estate Brand Instead of Your Personal Brand

KRISTINA MCCANN, FOUNDER, OFF MARKET HOMES

One of the most common misconceptions with online advertising is that you need to push your “personal” brand constantly. In reality, of course, most people are not looking for you. Many of them might not want an agent at all.

Instead, build a brand that offers buyers and sellers in your area something they want. That might mean IDX listings or, in East Bay San Francisco Realtor and entrepreneur Kristina McCann's case, discovering that what buyers in her area wanted most was off-market homes.

After building and launching her site, she generated \$40 million in buyer leads in her first month.

16. Shoot Local Videos & Share Them With Your Sphere

SUE PINKY BENSON, NAPLES, FLORIDA, REALTOR & NATIONALLY RECOGNIZED SPEAKER



The key to generating leads with local videos, according to Naples, Florida, top-producing Realtor Sue Pinky Benson? Consistency.

"Shooting one video and expecting to get leads is never going to work. Instead, produce and post videos consistently to your social media channels and email list with [BombBomb](#). It may take time, but eventually the local community will begin to associate your brand with the area."

[Visit BombBomb](#)





17. Connect With Pet-loving Leads by Sponsoring a Local Adoption Event

ALISA CUNNINGHAM, REALTOR, DOUGLAS ELLIMAN

“A great opportunity is to approach local animal shelters or rescue groups and offer to sponsor an adoption event. You give them money to pay for renting a space, tables, and canopy shelters, maybe hire food trucks to be there, do advertising for them, and then show up and work the event. People love their pets—most people consider them members of the family.

Being of service and finding a home for those abandoned pets is critical work and usually appreciated, plus you get to talk to people. Pet lovers bond with other pet lovers. ‘Creating home for you and your pets’ or ‘Finding homes for you and your pets’ or something like that. But you have to be a pet lover yourself.”





18. Send Sales Letters to Absentee Owners

JASON PANTANA, TOM FERRY MASTER COACH,
SPEAKER

“Good old-fashioned sales letters. There’s a difference between direct mail and drip mail. Most of the time in real estate, we call drip mail ‘direct mail.’ For instance, sending postcards twice a month to a geographic farm isn’t direct mail—despite calling it that—because it usually isn’t angling for a ‘direct response.’ To the contrary, it’s more about creating top-of-mind awareness and branding. Direct mail has more to do with organizing a vetted and scrubbed list of ideal recipients and then delivering a calibrated letter—or a few letters in a row—that are designed to get the recipients to take action within a relatively short time frame.

Given that the market is adjusting pretty much everywhere, we’re having some clients who are sending out kindhearted and well-reasoned letters to absentee owners in communities and areas where appreciation has been favorable and where it looks like selling now may be the best play in the foreseeable future.”

19. Hand Out Free Seasonal Treats With Your Business Card

NELENE GIBBS, BROKER & OWNER, NELENE GIBBS
REAL ESTATE



“One suggestion I offered my newer agents was to go to the mall or shopping center during the holiday shopping season and hand out business cards attached to a candy cane to everyone walking by. No need to wait in line to see Santa to get a candy cane. Spread a little Christmas cheer with the candy canes and, hopefully, pick up a new client or two for the new year. Everyone loves a candy cane at Christmas.

One other suggestion I had was to print water bottle labels, go to the shopping areas where the crowds line up waiting for the big Black Friday sales events, and pass out water bottles with your brand—business card—on them to the crowds waiting in line.”



20. Pitch Older Expired Listings

DAN PRUD'HOMME, OWNER, CAROLINA REALTY
GROUP

“I don't just reach out to listings that are newly expired like everyone does, but I dig deeper and pay special attention to the ones that expired a year or more ago, that never relisted. I figure that at some point these potential clients wanted to sell, so why not reach out to them to see what their plans are, how they may have changed, and how I could help them meet their objective. If their plan is to sell sometime in the future, I offer to assist them with a strategy so they're ready to hit the ground running when the timing is perfect.”

21. Make a Plan & Work the Holidays

COURTNEY POULOS, BROKER & OWNER



Since most of your fellow agents will head for the hills during the holidays, staying in the office can mean easy lead generation. Here are a few tips from Los Angeles' Acme Realty Founder, Courtney Poulos, on generating leads during the holidays.

"My advice to newer agents who are looking to work through the holidays would be to use the fact that you are present and available during the holiday season as the dominant messaging in your marketing. If you have listings that you are going to be showing during the holidays, have holiday-themed events, such as a holiday-themed broker's open with spiced cider or at your Sunday open house, have a jazz musician playing holiday music. You can also take new pictures of the property with some holiday decorations to use in your social media posts."



22. Become a 'Coffee House Consultant'

JUSTIN POTIER, BROKER, CARRINGTON REAL ESTATE SERVICES

Since you're going to spend a ton of time in coffee shops anyway, why not advertise your services for free?

Justin Potier of Carrington Real Estate Services had an agent who set up their laptop to work, then put up a little sign, saying, "Free real estate advice."



23. Network at More Non-real Estate-related Events

ESEOSA "SOSA" EKE, FOUNDER, SOSA REAL ESTATE DESIGN & BRANDING

"If you're going to events where everyone else is just like you, your odds of meeting quality leads are slim to none.

Instead of going to the same old real estate mixers or networking events, think outside the box and join some non-real estate-related local events. Your next client can be found at a community yoga workshop, a sip and paint night, a book reading, or even at a concert.

Just be careful of trying to 'sell' to people you meet. Instead, go to an event you'll truly enjoy, engage in the flow of conversation, and when you get the 'what do you do?' question, give them an answer that truly makes your real estate services shine. Even if you don't get any new leads, you'll spend time doing things you love. How can you go wrong?"



24. Meet Your Top 50 Contacts in Person Once per Quarter

NATE MARTINEZ, OWNER, RE/MAX PROFESSIONALS

"Lead generation is about personal connection. At our office, we have created our 'Top 50 program,' where we designate the top people in our network who have the greatest potential to bring in one piece of business. From there, we look to meet with our contacts once a quarter face-to-face to learn more about their lives and develop a deeper relationship with them. We also host exclusive parties and events, which we invite our 'Top 50' to, including movie nights, parties, and so on. Leveraging your network is a great way to generate leads and in order to get those, you need to build strong personal relationships with them."



25. Try Ranking Articles on Google for Luxury or Historic Listings



TRISTAN ROBERTS, LAKE TAHOE REALTOR

“Too many people believe that the time has passed to rank organically on Google successfully—specifically targeting ranking opinion articles for individual property addresses and then providing ‘the rest of the story’ so the potential buyers can read your opinions of the property’s strengths and weaknesses. This works extremely well with very high-end or historic properties. The buyer gets to hear your tone and gets a feel for your personality as well as some honest insight about the property they’re considering buying.”



26. Join Your Local Chamber of Commerce

CYNTHIA EMERLING, ASSOCIATE BROKER, FINGER LAKES PREMIER PROPERTIES

If you join your local chamber of commerce, you can get your name and business listed in newsletters and websites and get referrals and make valuable connections who are well established in your area.

“You can become members of the town and county chambers that your office is in, as well as nearby areas or counties that you serve or have offices in. Similarly, you can look into becoming a member of a destination marketing organization (DMO) or convention & visitors bureau (CVB). Sometimes these are the same as the Chamber and other times they are a separate entity.”



27. Use Seasonal Leave-behinds

NICK SLOCUM, PARTNER, REALTOR,
THE NICK SLOCUM TEAM

“Far and away, our two best unique leave-behinds are when we had placed an American flag on each lawn just prior to the Fourth of July, and when we had placed a pumpkin on each doorstep around Halloween. The response is incredible and the connection to the community is even better. In fact, over the years, the neighbors have come to expect it and often refer to us as ‘The Pumpkin Guys’ or ‘The Flag Guys.’”



28. Learn to Rank Your Website on Google by Building Quality Backlinks

SHAWN BREYER, OWNER, BREYER HOME BUYERS

When doing search engine optimization (SEO), focus on building links back to your site from sites that are relevant to your business. If you're selling houses, then getting a link to your website from a blog on Realtor.com is going to drive your site up in the Google search rankings. Whatever you do, don't perform shady backlink building practices, such as buying 500 backlinks for \$20 on Fiverr. SEO won't produce leads for your business immediately but, over time, your organic lead flow will increase, which will improve your ROI on your business drastically.



29. Help Your Buyers Find an Investment, Not Just a Home

REBECCA SAENZ, REALTOR, RE/MAX ESTATE PROPERTIES LOS ANGELES

"I have found through the years that agents do not have enough knowledge of how to guide their clients through real estate investing from their primary residence. I work with business managers and accountants to share business and guide our clients together to gain wealth through real estate. Most people think you buy a house and live in it, sell it, and buy another one but what if they kept that first house and bought another one, and gained passive income from the first? I have clients for life because they trust I'm guiding them on the right path of when and what to sell based on their needs and income desires in the future."



30. Schedule Outreach to Your Statement of Intent Every Day

AKOS STRAUB, TOP-PRODUCING CHICAGO REALTOR

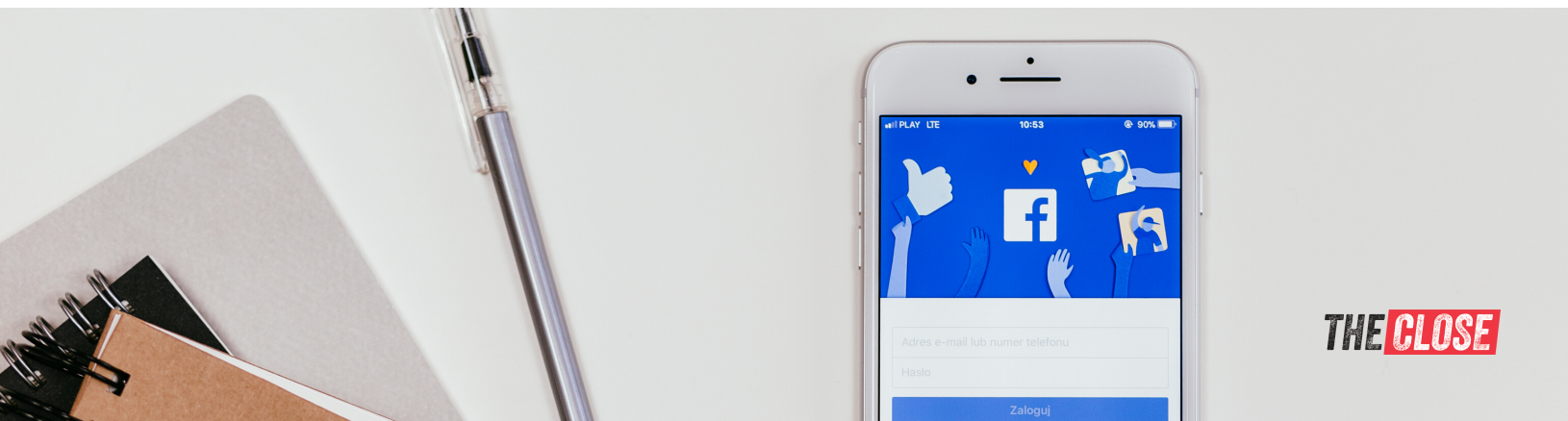
“In my opinion, the best underrated lead-generating technique is accessing and utilizing your current network. After all, unlike cold internet leads, these are people who probably already know and trust you. So, carve out time every day to reach out to your sphere and just ask for business. Lead generation doesn’t get much simpler or more effective than this.”



31. Become a Reliable Source of Real Estate Expertise in Facebook Groups

BRYAN BOWLES, FOUNDER & CEO, TRANSACTLY

“You don’t need to create one, but get involved. For example, create a survey to find out ‘What’s stopping you from buying a home?,’ and then engage people individually in a very casual manner. The key is coming up with creative content that makes people want to participate, remaining consistent, and measuring the results. I see too many agents who let these things go if they don’t see immediate results or start getting busy.”



32. Host a First-time Buyer's Workshop

CINDY BOWMAN, LISTING & MARKETING
MANAGER, THE RAMSEY GROUP



"A great, underrated lead generation technique for real estate agents? One word: Altruism. Do good for others without expecting anything in return. Get involved with charity or civic organizations and do so with the sole intention of helping. A side effect of doing good is that it gets your name in front of others and, more importantly, it gives those people an opportunity to learn something about you outside of real estate. When a real estate need finally arises, you'll be top of mind and thought of more as a 'real person' as opposed to 'just another agent.' Also? It feels nice to help others."



33. Create an Avatar of Your Ideal Client & Then Target Them on Social Media

KYLE ALFRIEND, REMAX HALL OF FAME AGENT

"Create an 'avatar' of your ideal client—their income, interests, personality, age, family size, and hobbies. Then, post a steady stream of videos and blogs on all social media outlets—all about those things. If they are active, start running and biking, and posting updates on your activities. If they have school-age children, attend school sporting events, concerts, and plays, and post about them. Restaurants, wine enthusiasts, religious events, sporting events, hiking, swimming, and charitable causes—identify your ideal client, then post yourself being involved in the things they do."



34. Pitch Local Real Estate Investors



ALISON BETHELL, REAL ESTATE INVESTOR & EDITOR, THE CLOSE

If you're working in an area with a lot of investor activity, then seeking out investors to work with may help you close more deals this year. Sure, you may not be working with glamorous properties, but if you get in good with a busy investor, you'll never need to worry about lead generation again.

What does it take to become the go-to real estate agent for your local investors? Here's Bethell on what she looks for in a real estate agent.

"As an investor, I look for certain things in a Realtor that a first time homebuyer doesn't necessarily need. I want a Realtor who is either an investor themselves or has at least two years of experience working with investors. The Realtor needs to be a strong negotiator, know the market, and not be timid about submitting conventionally low offers. I look for a Realtor who thinks outside of the box, has access to off-market listings, and has a strong network including lenders and title companies."



35. Reward Your Referral Sources With a Handwritten Note & Gift Card

HEIDI SUTTER, SUTTER-SMITH GROUP, COLDWELL BANKER

Even if they already love you, everyone loves getting presents, even small ones. That's why Coldwell Banker agent Heidi Sutter's system of rewarding referral sources helps keep a steady stream of referrals in her inbox.

"For me, one of the best lead generating tools has been to reward my referrals with a handwritten note and gift card. Doing so has been key for my business and proven to be one of the best ways to connect with clients, friends, and family who are kind enough to refer my services. Here's my formula:

- \$5 gift card and thank you note at introduction to the referral
- \$10 gift card for gas, along with a handwritten note thanking them for the referral again and providing a quick update on the progress, once buyer or seller signs a contract or lists
- Hand-delivered \$50 gift card to a local restaurant once the client closes

This helps make and maintain a personal connection."





36. Help Clients Work Through Non-real Estate Financial Needs

DANE GALDEN, COLDWELL BANKER

As long as you have the expertise and steer clear of violating fiduciary laws, offering to help your clients with other financial needs can be a great way to stay top of mind and increase referrals. Here's Coldwell Banker agent Dane Galden on how he offers other financial services to his clients.

"In addition to working with buyers and sellers, I have a background in helping clients work through their financial needs—anything from showing them how to save for a child's college education, to planning for retirement tax-free. This gives me a reason to talk to my clients every year to check in and update their goals as needed while building lasting relationships. The value that I bring to my clients allows me to be top of mind when they're ready to buy or sell, and it works great for referrals as well."



37. Call People in Your Sphere to Mark Milestones & Birthdays

GINA GUAJARDO, STERLING JOHNSON & ASSOCIATES

"I do not cold call—ever—but I do call people in my sphere to congratulate them about their milestones and that brings results, guaranteed. It's a great way to stay connected and top of mind. Take birthdays, for example—every day, Facebook will tell you whose birthday it is, so you just have to pick up the phone and call them. [Almost all] of the people you call will appreciate it, and guess who will they recommend or work with when the time is right? Same goes for milestones like a new job or pregnancy news. How awesome to get a call from your friend that happens to be Realtor?"

More Ideas From The Close Editorial Team

38. Share Your Giving Side

Giveback Homes is a non-profit for real estate professionals that builds homes for families in need around the world.



Once you join, you can feature your donation on your website in order to show potential clients that you're actively helping to make the world a better place. You'll also have a profile page on their site. This can go a long way toward building trust with your leads.



39. Work Probate Leads

If you're curious about working with investors, wholesaling, or investing on your own, there's no better time than the present. Inventory is tightening, but due to the popularity of flipping houses and investing in rentals, there are tons of investors looking for good agents to work with.

Probate leads, aka people who inherit property after the death of a loved one, can be a good place to start looking for off market listings.



40. Send Handwritten Notes to Potential Leads in Your Sphere

GINA CASTORAO, RENTAL MANAGER, REAL NEW YORK

"Handwritten notes are a way of continued communication targeted to people in your network who are going through life changes: relationship status changes, children, promotions, career changes, relocation, etc. These are all reasons to change your living situation and easy to find out about because they can be seen via Facebook, LinkedIn, and Instagram, among others. In the handwritten notes, I often ask people to get a cup of coffee or chat on the phone because I want to catch up and chat about their life, but it is also an avenue to mention real estate and generate leads."



41. Get Referrals From Other Agents

BRUCE AILION, BROKER & ATTORNEY, RE/MAX TOWN AND COUNTRY

"My favorite lead source is a referral from another agent. Most Realtors come upon several people a year relocating out of the area. I attend the state and national Realtor conference and my national RE/MAX conference. There I meet a large number of the top agents in the country. Only 2-3% of agents attend these events and they represent the most professional and productive in the industry. The other place I advertise for referrals is on the Certified Residential Specialist CRS web site. This group represents the top 2% of agents nationwide."

42. Engage Visitors with Live Chat on Your Website

ERIN MCCORMICK, CHIEF OPERATING OFFICER,
HERGENROTHER REALTY GROUP



Let's face it. There will always be leads who visit your website but never fill out your lead capture forms, call, text, or email. They will, however, often have questions they want answered.

Erin McCormick suggests trying a live chat feature on your site to increase your likelihood of engagement. Tawk.to or LiveChat are both great options that can be added to your WordPress website.

The only caveat here is that like all lead engagement, you need to respond ASAP. Monitoring and answering live chat queries is the perfect job for your ISA (Inbound Sales Associate) or Virtual Assistant.



43. Use Predictive Analytics to Micro Target Homes in Your Farm Area

JONATHAN KOBLER, KELLER WILLIAMS REALTY

"Even though the direct mail channel response rates have been decreasing for years, targeting specific homes in your farm area can increase response and generate leads. If you are willing to put in the effort to research, you can target specific homeowners by length of time at residence and estimated equity. It's time consuming and labor intensive if you don't use predictive analytics software, but more effective than blindly blanketing a neighborhood and hoping something works out. It also saves money because now you are not targeting whole neighborhoods, just certain homeowners within the neighborhood that are more likely to sell."



44. Make Sure You Have a Strategic Social Media Schedule

Deciding where to spend your valuable time generating leads on social media can be a challenge. You need to send the right message, on the right platform at the right time. No easy feat when you're juggling calls, open houses, and showings.

[This guide](#) covers social media tools, including some free options, to help real estate agents post on every platform, on a schedule that works.

45. Offer Free Advice on Internet Forums

EMILE L'PLATTENIER, MANAGING EDITOR,
THECLOSE.COM



"Everyday home buyers and sellers turn to internet forums like Reddit, City Data, and StreetEasy for advice. If you can help solve their problem, they'll see you as an honest expert and might inquire about your services. Worst case scenario? You expand your sphere of influence and sharpen your problem solving skills."

46. Try Live Streaming

Let's face it, when scrolling through a social media feed, a "Live Now" tag is pretty much irresistibly clickable. People are just naturally curious.

Seeing a new listing for the first time? Why not show your audience via livestream? They'll feel like they're getting the inside scoop, and you'll be able to build your audience and get more leads. That's a win/win.

47. Use Instagram Stories to Market Your Listings

The key is to use Instagram Stories to give your audience a look at your day to day life as an agent as well as focusing on your listings. Believe it or not, lots of people are curious about what the heck real estate agents do all day!



48. Design a Great Logo

While many Realtors on teams obsess over their headshots, websites, and business cards, most never bother to get a great logo. This can be a huge mistake as no logo, or worse, a bad logo is saying a lot about your business.



49. Use Predictive Analytics to Micro Target Homes in Your Farm Area

CHRIS FELTUS, REAL ESTATE INVESTOR & REALTOR

“When it comes to landing more deals than my competition, one of the aces up my sleeve is effectively using testimonials to help earn the trust of my potential clients. Nothing is more positive than a third party account of your performance from someone who has done business with you previously. Sometimes this is all it takes to push someone over the edge to work with you and sign the contract.”

50. Create Viral Infographics to Share on Social Media

Infographics take useful data and present them in an attractive and easy to read format. If you're on any Pinterest or Facebook real estate groups, you've likely seen (and shared) dozens of infographics already. We recommend using software like Canva to make your infographics. They have tons of free templates you can choose from to make an image that will grab your audience's attention.



51. Invest in Your Community to Generate Strong, Top-of-Mind Referrals

ANNEAMARIE DU LEBOHN, CEO AT TRI
MANAGMENT GROUP



"My favorite marketing advice is to embrace community engagement. For example, in May and June we'll host two free community paper shred events. One will be in Los Alamitos, CA and the other in Brea, CA. The event reduces paper in the landfill and it helps people reduce identity theft. To help spread the word, our agents farm various neighborhoods with flyers and door hangers. People can shred up to five boxes of paper for free (it's about a \$100 savings)!"



52. Build Hype for Your Listing Before it Hits the Market

NICHOLLE GULCUR, COPYWRITER

"To enterprise on the market trends, we're putting out coming soon signs and brochures about the properties weeks before they hit the market. This builds anticipation and interest because Buyers are out looking for any new home they can find in key areas. Once we list the home, we hold off of allowing showings for a few more days, to continue to build excitement."



53. Set Up Local Community Pages

RYAN FITZGERALD, OWNER, RALEIGH REALTY



"One way we are able to generate 5+ new leads daily is with our local community pages. What makes this such an effective marketing idea is the fact you are reverse engineering attention to generate real estate leads. Once you put the work in up front, these leads are continuous."



54. Make Your House Memorable With One Stand-Out Item That Buyers Can't Forget

HEATHER W. LEIKIN, REALTOR, THE HOUSE AGENTS/PARTNERS TRUST

"Have one really quirky item in the house. So when a buyer is talking about it, they can say, 'the house with the giant buddha or the orange rug house.' Have something that stays in their mind about the style or design.

Sometimes a perfectly nice normal house can be forgotten about if it is the middle house in 6 houses seen."



55. Send Postcards That are “Fridge-Worthy”

KAREN WACHTEL, PORCHLIGHT REAL ESTATE GROUP

When you send out a batch of postcards, you never know if a recipient is interested right now or 6 months down the line. In order to give your postcards staying power, Wachtel recommends using “fridge-worthy” subjects “like best metro area hikes, a great go-to recipe for guacamole, a guide to what the NFL referee signals mean, or a table for timing your Thanksgiving meal perfectly.”

As she explains, “we regularly hear from clients—and even prospective agents—who end up calling us or their agent directly based on a postcard that had been hanging on their refrigerator or memo board for months on end.”



56. Create a Blog that Answers Client's Questions

AMEET KHABRA, SEARCH ENGINE STRATEGIST

"My advice would be to create quality content around the questions of my potential clients. Am I experienced with new home buyers? If so, what questions do they usually have that I can answer through content on my site or blog? The same goes with clients that buy homes often or are looking for a bigger home for their growing family! There will always be a question and the sooner you answer those questions, the quicker the client will trust you which will lead to a sale down the line."

57. If They Can't Come to the Open House, Bring the Open House to Them.

REBA MILLER, FOUNDER, RP MILLER REALTY GROUP



"Using a proprietary technology, I hosted a virtual open house which used proprietary technology to offer 360-degree immersive panoramic photography. The result? A person attending the open house could feel like he/she was in the apartment doing an in-person walkthrough. To make it more attractive, I also attached a contest to the virtual open house. Anyone who walked through five of the seven rooms was automatically entered into a raffle for the chance to win an iPad. The unit sold in a matter of days."

58. Grow Your Network With Regular Get Togethers

NICHOLAS LEE, LICENSED REAL ESTATE AGENT, SIERRA RESIDENTIAL

"Besides advertising exclusives on Streeteasy.com, Trulia, and Zillow, and sending out monthly newsletters, my top strategy remains the personal touch. I host a monthly happy hour open bar in NYC and invite my top clients and their friends and families. It's a great way to organically grow your network, and I've gotten some of my best sales clients this way. I highly recommend it!"

59. Use Professional Photography to Win More Listings and Sell Them Faster



JEFF CORN, CEO, VIRTUANCE

"Buyers are increasingly turning to online photography as the first step in the process of purchasing a property. It's not enough anymore to simply put a sign in the front yard or raw data into the MLS. To compete with even an average listing agent, you have to create a story that compels buyers to take the next step. That story most often begins with a picture."



60. Create Micro Neighborhood & Subdivision Pages on Your Website

ANITA CLARK, WARNERS ROBIN REAL ESTATE



"While you may not be able to compete with Zillow for search terms like 'houses for sale in _____,' you might be able to rank on Google for more niche search terms for micro neighborhoods, pretty streets, or subdivisions. With photos, video, a market snapshot, school districts, and pertinent information about the subdivision/area, they are a great way to build organic traffic to your website."

61. Use Retargeting Campaigns to Drive Traffic Back to Your Site

IRA CHOPOVSKA, MARKETING MANAGER, AGENT DRIVE

"A powerful way to enhance your marketing is to set up retargeting campaigns. The idea is to craft a great ad copy that directs people to a dedicated landing page (or a single-property website with the listing you're marketing).

The ad follows your site visitors across the web and social media helping you redirect the traffic back to your site when they're more ready to reach out."



Bonus Tip: Stop Screening Your Calls



EMILE L'EPLATTENIER, MANAGING EDITOR, THE CLOSE

Study after study shows that the faster you get in touch with your leads, the better chance you have of closing them. While most agents know this, many end up hurting their business by trying to take advantage of it. For example, we all know agents that have a separate Google voice or [Grasshopper](#) number for leads that they answer right away no matter what. That's great, but what about your clients? Shouldn't they get your immediate attention too?

Too many agents wait until they're "ready" to return that client call. Instead, why not pick up the phone with a warm hello, tell them that you're in the middle of a showing, and then schedule a time to call them back?

If you want to avoid spam calls at showings, just dump your clients, online leads, and website leads into one separate number as soon as they come in. This way, you can answer your phone and know it's either a client or a lead.



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