

LISTING LEADS MADE SIMPLE

Topics and Ideas



REAL ESTATE LISTING MASTERS

Listing Leads Made Simple

Print and Mail

- Send just-sold postcards to neighborhoods.
- Create a direct mail campaign offering free home valuations.
- Mail market update newsletters to targeted neighborhoods.
- Send anniversary cards to past clients.
- Share testimonials in direct mail pieces.
- Send personalized notes to neighbors of your recent sales.
- Offer free market analysis reports to your farm area.
- Send holiday-themed postcards.
- Write handwritten notes to contacts.

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Networking and Referrals

- Ask past clients for referrals.
- Host client appreciation events.
- Partner with local businesses for co-branded events.
- Attend community networking events.
- Join a local Chamber of Commerce.
- Build relationships with local contractors and service providers.
- Partner with divorce attorneys for listing leads.
- Collaborate with financial planners who may have clients needing to downsize, upsize, or change real estate portfolio.
- Connect with probate attorneys for estate sales.
- Sponsor local school events or sports teams.
- Volunteer for community projects or charities.
- Host neighborhood clean-up events.
- Organize a local food or clothing drive.
- Offer free real estate workshops at community centers.
- Conduct a neighborhood tour for prospective sellers.
- Create a community Facebook group to establish yourself as a local expert.
- Host events like block parties or coffee meet-ups in targeted neighborhoods.
- Partner with relocation specialists.
- Work with developers for new-build projects.
- Build relationships with landlords looking to sell rental properties.
- Call past clients on their home anniversaries.
- Send birthday cards to past clients.
- Drop off small gifts to past clients periodically

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Digital Marketing

- Run targeted Facebook ads to homeowners in your area.
- Use Google Ads for hyperlocal listing campaigns.
- Optimize your website for "sell my home" search terms.
- Create and promote YouTube videos about selling homes.
- Start a blog about local real estate market trends.
- Offer a free home valuation tool on your website.
- Leverage Instagram Stories to share market tips.
- Post listing success stories on social media.
- Use LinkedIn to connect with potential sellers.
- Build an email list and send regular market updates.
- Use AI to analyze neighborhood trends and create targeted campaigns.
- Utilize predictive analytics to identify likely sellers.
- Set up retargeting ads to reach potential sellers who visit your website.
- Use a CRM to nurture leads effectively.
- Create guides for first-time sellers.
- Publish a "How to Sell Your Home Fast" ebook.
- Host webinars on preparing a home for sale.
- Share tips on staging homes on Instagram Reels.
- Write articles for local publications about selling homes.
- Market yourself on Nextdoor as the go-to agent.
- Run polls or surveys on social media to engage potential sellers.
- Create TikTok videos showcasing local communities.
- Use geotargeting ads for hyperlocal marketing.
- Run a "New Year, New Home" campaign.
- Highlight market trends during each season.

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Cold Contacting

- Door-knock in targeted neighborhoods.
- Call expired listings with an updated marketing plan.
- Contact FSBO (For Sale by Owner) listings and offer your services.
- Follow up on leads from open houses.
- Send follow-up letters to expired listings.
- Use video messages for personalized follow-ups.
- Offer discounted photography services for FSBO sellers who might list with you later.
- Use tax records to identify absentee owners.
- Contact homeowners with high equity for potential downsizing.
- Track neighborhoods with high turnover rates for flipping.
- Target homes with foreclosure notices.
- Watch for MLS withdrawals and cancellations.

Listing Leads Made Simple

Existing Listing

- Share just-listed posts for maximum exposure.
- Host open houses for your listings and other agents with listings
- Use professional photography to highlight your marketing expertise.
- Host broker-only open houses to attract other agents' clients.
- Leverage testimonials from happy sellers to attract new ones.
- Use sign-in sheets at open houses to gather contact information.
- Promote open houses heavily on social media.
- Offer virtual open houses to attract tech-savvy sellers.
- Provide valuable takeaways for visitors, like market reports.
- Create video walkthroughs for listings to showcase your expertise.
- Share success stories from past listings.
- Highlight your listing plan and specializations.
- Present yourself as a market expert in local media.
- Offer a free drone video of homes for potential sellers.
- Create a landing page for the listing with a QR code.
- Advertise the QR Code on signs, flyers, postcards, etc.
- Use a texting service to collect phone numbers and follow-up.
- Use a farming service to notify neighbors of the home sale info.
- Door knock the neighborhood with listing information.
- Send post cards with Just Listed and Sold Information.
- Create a just listed marketing plan and execute it consistently.
- Create an open house marketing plan and execute it consistently.