

How do I gain clients?

1. Leverage your Sphere of Influence.

When you're just starting out, you won't have much of a lead generation engine outside of your SOI, so make sure that your sphere knows that you're in the industry if they need anything. Many real estate agents worry about being too pushy with family, friends, and acquaintances, but if you avoid spamming and only work your profession into conversations organically, you won't have an issue. This is a big part of your life, and they should know about it.

2. Start networking.

Your sphere is as powerful as its size, and you don't want to draw from the same well over and over again. One way to widen your SOI is by going to networking events and interacting with other business owners in the community. After all, they might also be potential home buyers.

Just keep in mind the Law of Reciprocity, making sure to give in these situations just as much as you take. The more you interact and engage, the more your name will stick in their minds. You definitely want that should they ever need you in the future. Always keep your business card with you at all times in order to make sure that when you bring up in conversations that you are a Real Estate Agent, you can hand them something to walk away with.

3. Learn how to use sites such as Zillow to your advantage.

Zillow and similar sites have more authority and larger audiences than you, so it only makes sense to use them as tools in growing your business. Many of these sites allow you to create an account, connect your listings, and add contact information and more. Should someone stumble on one of your listings or your profile, they'll be able to connect with you.

4. Create a Google Business Page & Ask for Reviews.

Google is the largest search engine in the world. It is imperative that you create a business profile and actively use it, not only so that people can find you, but it will also give you more of a digital footprint over time.

5. Create a Business Facebook Page

Sixty-nine percent of adults in the U.S. use Facebook. Chances are that your audience is on this platform. By adding friends and family to your real estate business page it is likely that people will see it and start following it. The key is to keep it actively running and continue to post to it!

6. Optimize your website for organic search.

Search engine optimization takes a while to work, especially in competitive industries, but if you're going to have a website, it should be optimized for search. Make sure that each page has a purpose, is crawlable by Google, and contains keywords you'd like to be found for. Your about me on your website and social media pages drive SEO to your page. Dropping important key words in this description helps so much!

7. Ask for the referral!

Did you network with someone who is not in the market for selling or buying a home or did you just finish working with a client? ALWAYS ASK FOR THE REFERRAL! If people liked working with you the best way they can repay you is by leaving you a review and referring other people to you. Always be sure to keep track of your referrals and know which clients sent you those referrals – and make sure you thank them!