

Best sources of lead generation, opinions:

* Organic – such as meeting people out and about, at the grocery, at the bar, at your kids' sporting events, out doing what you're passionate about!

* Flipping the table on those investors always calling asking if you want to sell them your house – see about representing them in their purchases? They probably aren't having much luck and may benefit from having a licensed professional reaching out on their behalf to present a real offer? You're a salesperson too, sell it! 😊

*note from Kevin: reminder that no offer of compensation can be made to any investor who does not hold a real estate license, as this is illegal

* Leave cards with every waiter/server/service provider you encounter

* Wear your REALTOR® badge as much as possible! This starts real estate conversations naturally

*note from Jen: Order your badge [HERE](#) if you need one!

* Join or start a group, league, or team centered on something you are passionate about, and naturally try to become the “resident real estate expert” of the group while enjoying something you love and are passionate about!

* Always keep a PHOTO or DIGITAL COPY of your business card on your phone that you can TEXT to potential customers/clients when you “just ran out of cards” – then you capture their info!

*note from Jen: Let me know if you'd like me to send you a one-sided digital version of your business card via text that you can keep handy to forward to people!!

* Beth and Sarah recommended a service called **Blinq.com** which allows you to enter all of your contact details, and then share with a scannable code that automatically adds you as a contact in the recipients phone book! Make sure to fill out everything – social media handles, website, the more the better!

* If you have a client moving out of state and you're looking to find an agent to refer, make that connection a two-way street by letting them know you'd be happy to help any clients they have moving to Virginia, or anyone in their firm if they are looking

* Alternately, do some research to see where most people moving to Virginia are coming from, and reach out to a few firms to offer to help any clients they have relocating, and offering to send them any you have moving to that area in return!

* Beth shared some “secrets to success” that she swears by:

Keep an eye on your Facebook/Social Media to see what your past clients are up to, you'll naturally find reasons to reach out with a call/note card/gift

Stay top of mind by keeping your past clients at the top of your mind! Don't forget to ASK FOR REFERRALS

Your "A&B" level contacts should be touched monthly, Beth sends a Buffini glossy double-sided mailer and letter from their templates

She hosts 2 events per year, such as:

Pie Party – Tuesday before Thanksgiving, about 100 people invited to stop by her house and pick up a pie for Thanksgiving, 50/60 showed up, went through 30 pies, sent a mailed invite and then sent a video text reminder!

Coffee & Cookie/Ice Cream event – pick a local coffee/ice cream shop and send an invite for past clients to show up for an ice cream/coffee/box of Girl Scout cookies on you!

* Watch Homesnap's "most likely to sell" properties and farm them

*note from TowneBank: they have some tools for targeted mailer marketing to narrow down time since purchase/equity position for highest seller likelihood, and they do co-marketed postcards for a very low cost

* Look at new construction neighborhoods as they hit 2-5 years old & make connections with the builder to connect with buyers who come back to them asking about selling when it's time – become their contact!

* After a sale, offer to throw a "pizza and soda" housewarming for your new homeowner and their friends and family – memorable to them, and you can also make some connections during that happy new home glow!

* Reaching out to FSBO's? Charlie offered up some good advice – he doesn't call them to try to get their listing, but where are they moving to after they sell? Do they have representation for that? Also, you can offer to hold an open house at their home!

*note from Kevin: This is totally OK to do! Just be sure at the open house that everyone you speak to knows that you don't represent the seller

* Offering help to FSBO's can also work, by very nicely overwhelming them with helpful information that may make them think twice about going it alone...

* Every day, call five people. It will make you a better person, you'll be better connected, and this naturally leads people to think of you because you're thinking of them!

* Expired listings?

Call if you have a REASON, such as an actual buyer looking at that home or in that area

Ask if you can just take a look at the home in case it will work for one of your buyers, you can use this to make contact & “get in the door”

Ask for a chance!

Try again about 11 months after expiration, in case they decided to rent it and that lease is ending soon – they may be ready to try to sell again!

* Open Houses – these are a great way to get in front of people and make connections, you can sometimes capture unrepresented buyers, newer agents can get practice talking with customers and discussing home features

*note from Jen: the VCR Foreclosures are available to be held open by our agents! Just email Greg.Keefe@virginiacapitalrealty.com with the property, date, and time, and he will give you any details you need and get with Sarah and I to advertise!

* Join neighborhood Facebook pages in your area to network, or start one if there isn't one yet! Likewise with other groups surrounding your hobbies and interests – FOLLOW YOUR PASSION! This will help you find your people!

* When posting on Social Media, post more for interaction – this or that? what color would you paint this door? would you rather live by the ocean or by a lake? Engage with your audience!

* Check out Scott Bergeron and their #CuriousRealtor posts!

<https://www.facebook.com/TheBergeronTeam/>

* Circle Prospecting? With the permission of the listing agent, using a company listing that just listed or just closed to farm a neighborhood – “we” sold in your neighborhood

* When holding an open house, reach out to surrounding homeowners to offer a “preview” 30 minutes before, use this to network & distribute your info!

* Host or have a vendor booth at community/local/school/church events – you can do something as simple as bottles of water from Costco with your logo on the label! People hate paying \$2-3 for a bottle of water at events!

*note from Jen: please remember that we can help you create almost anything! Stickers, labels, magnets, you can rent the VCR tent... bring us your ideas!

* Reach out to clients from 3-5 years ago with an Equity Study – many are not aware of how much equity they've built up, and they may be interested in doing something with it, but will at least think of you for thinking of them!!

* Send settlement statements to all of your clients for the previous year in January, they have usually misplaced these during the move and will be very grateful to you!

* Call past clients! Stay in touch!