

# Unbeatable Prospecting Tips

1. Phone calls
2. Door knocking
3. FSBOs
4. Open houses
5. Direct mail
6. Newsletters
7. Floor duty
8. Pop by's
9. Handwritten notes
10. E-Newsletters
11. Expired listings
12. Volunteer work
13. Face-to face meetings
14. Networking events
15. Community events
16. Circle prospecting
17. Annual updates (CMAs)
18. Relocation opportunities
19. Print advertising
20. Social media
21. Blogging
22. Hand out business cards
23. Email drip campaigns
24. 8x8 campaigns
25. HUD listings
26. Public trustee sale
27. Target renters
28. Trade shows
29. Host seminars
30. Partner with related professions
31. Work short sale properties
32. Join a book club
33. Enroll in a class
34. Mail home anniv. cards
35. Make personal brochures
36. In-your-face ads (billboards)
37. Write newspaper articles
38. Radio campaigns
39. Attend "meet-ups" (meetup.com)
40. Mail sports cards/calendars
41. Do a drawing
42. Create a customized website
43. Capture and follow-up with internet leads
44. Host a networking group yourself
45. Maintain your mailing list
46. Farm a neighborhood
47. Work out of state referrals
48. Take care of your current clients (ask them for referrals!)
49. Schedule a public speaking opportunity
50. Adopt school (take them treats, volunteer for events)
51. Prospect in laundromats (great place to find tenants)
52. Check wedding announcements (they might be looking to buy a house)
53. Baby announcements (need more space)
54. Send holiday cards
55. Get a wrap or a sign for your car
56. Create videos that show off your skills
57. Host a housewarming party for clients after closing (get their friends contact info)
58. Leave your business cards when you eat out (tip well)
59. Work with retirees who may need to downsize
60. Pay it forward and leave your business card behind
61. Sponsor an event and ask if you can have a table (invite clients)
62. Visit with marriage counselors and have them recommend you to clients
63. Participate in parades and make custom floats
64. Host an education session (redecorating, etc.)
65. Walk a neighborhood and put up door hangers
66. Send out time change postcards
67. Try Facebook ads
68. Target a niche
69. Hand out notepads or "swag"
70. Ask for referrals!
71. Gather testimonials and send them out
72. Work garage sales
73. Send "just sold" postcards
74. Call out-of-area agents and see if they want showing help for a fee
75. Purchase tickets and do a giveaway
76. Get names from the Chamber and send relocation guides
77. Host a tour of homes
78. Craigslist leads
79. Host a class on buying rental property
80. Talk to car dealers (some people might also want to buy a house)
81. Meet other realtors and ask for their referrals
82. Talk to postal carriers about vacant homes
83. Partner with a local business and send out coupons
84. Courts could be a good place to prospect
85. Visit with new construction representatives
86. Contact HOA management companies for leads
87. Call capture programs
88. Work in a coffee shop and put up a sign that you'll buy a customer's coffee
89. Put up information on bulletin boards online
90. Target kiddie-condo investors
91. Buyer "needs" - send postcards to the area asking for listings
92. Learn a new part of the business (vacant land, commercial, etc.)