

101 Ways and Places to Find Leads

1. Make friends with a Storage facility manager then target their renters - possibly agree to pay him \$50 for every closed sale. He'll be losing a tenant, might as well make something.
2. Garage sales - people purge before moving
3. Estate sales - they empty the house before selling
4. New to a nursing home - they left a house behind
5. Recent death - heirs need to sell
6. Divorce - whoever gets stuck with the house will be forced to sell as soon as they find another mate.
7. Having a baby - they'll need more room (think about this... how could you find people having babies? Target them on fb? Put some cards in a midwife clinic? Visit a support group?)
8. Graduating college - they feel grown up, they'll want a house soon.
9. 18yr old kids - people downsize after a kid turns 18
10. Getting married - attend bridal shows, befriend wedding coordinators, dj's, bakers etc
11. Section 8 list - target the renters, target the owners. Some cities will give the list for free.
12. Regular attendance at networking meetings (maybe the best on the list)
13. Meetup.com - join groups to expand your sphere
14. Craigslist
15. Bandit signs - Don't want to spend money? Take a sign out of the ground, turn it over, write on it, stick it back in the ground... some view bandit signs as trash and will just be happy you're not creating double the trash.
16. Renters - why are you renting when you can buy? send a handwritten letter, knock the door. If the tenant tells you when they're going to move out, get their business then tell the landlord to get their listing.
17. Make a deal with an apartment complex owner then go knocking, hang flyers, have meetings
18. Fsbo ads
19. put a for sale sign in your own yard
20. Expired / stale listings
21. Free listings (list a house for free)
22. Discounted listings - list a house for a discount (costs you nothing), or go after people that have discount listings... i know i know, you're not supposed to, but discount realtors already got paid, ask them politely and agree to pay a referral fee and they might just let you.
23. Search tax roles for investors - when the mailing address and property address are different and the owner is a business name, its an investor
24. Out of state owners
25. Out of state landlords
26. Convince people to downsize so they can pull their kid out of daycare
27. Promote yourself as someone that operates with morals/values/Christian principles (people rarely do this overtly)
28. Birthing centers - Chase the babies
29. Website traffic
30. Facebook ads
31. Good ol fashion classified newspaper ads
32. Working your sphere of influence - calls, stop-bys, say the magic words "I need your help"
33. Use marketing messages: 39 days or it's free
34. Prelisting package
35. Offer free comps
36. Offer free tax protest help
37. Free custom home evaluation
38. Discount services to select professionals

39. Social networking sites other than fb
40. First time home buyer seminars
41. Open houses
42. Free bulletin boards with a good hook line
43. Military Bases
44. Probate court
45. Sponsor HOA's
46. create a relationship with a painter - they find out about houses sometimes before agents do
47. Give free market info to newspapers on a regular basis (especially small-town newspapers), they'll mention you eventually and it will look like they're endorsing you.
48. Other really busy agents
49. Mortgage companies - ask if you can have a list of people that didn't qualify or quit responding
50. Target companies relocating into or out of this area
 - a. Either become their relo agent or compete for the business. If they've already got a relo agent, then they've got blinders on and they're just doing status quo without education. Offer them an education and they'll go with you.
51. People that are behind on payments
52. People making repairs to their home
53. Bird dogs. Partner with someone with a referral status license
54. Get all the investor bird dogs to send you properties then send those properties to your own investor list
55. Messed up houses: blue tarp on roof, boarded windows, high grass, 10 newspapers in lawn, trash not out on trash day
56. Eviction houses. When you drive by and see every item of someone's personal belongings in the front yard, you can safely bet an eviction has just taken place and they need some real estate services
57. Follow the layoffs. These people need a change
58. Mid-level builders
59. Investors excess leads or open houses for their inventory
60. Carpet cleaners may be called out before the seller calls a realtor
61. Charitable groups are frequently given real estate but they'd rather have cash
62. Credit repair agencies: someone may go here before they call a realtor. They need good credit because they want to buy something
63. Direct mail, door hangers, business cards, signature on email, email marketing, classified ads, other forms of print ads, billboards etc
64. Knock on doors. Apt doors, fsbo doors etc
65. Expired listings that expired 2yrs ago
66. Fsbo listings
67. Circle of influence: social networking, friends and family, church etc
68. Funeral homes: people don't want to deal with real estate when they are at the funeral, but they'll deal with it soon
69. Hair salons
70. Prospecting on internet ad sites: rentclicks, sell.com, craigslist, ebay, offerup, 5mile, letgo
71. Insurance companies when the policy switches from occupied to vacant
72. Relocation with large employers
73. Hard money lenders
74. Magnetic car sign, wraps, decals
75. Bulletin boards in grocery stores, coffee shops, restaurants, businesses, schools, churches
76. Military bases: people need to move all the time around these places

77. Mobile home parks: these people like ownership already, but some may want to graduate to a house. Keep in mind it may be hard for them to sell their old mobile if its in a park
78. Newspaper/mail carriers may be the first people to see a house go vacant
79. Ads on pens, pizza boxes, radio ads
80. Hold a , speak at rotary, lions, Kiwanis clubs, Toastmasters, etc
81. Keep close contact with a rental agent and property manager
82. People that are retiring
83. Ppc ads (on google etc), ads on facebook
84. Buddy up with a title co, work them harder than they work you and they'll give you leads
85. <http://www.realestatesalesleads.net/marketing/39-ways-to-generate-new-real-estate-sales-leads/>
 - a. do free cma, linked in, rotary, lions, Kiwanis, junior league, college newspapers (between March and June), legal announcements for divorce proceedings in local newspapers, military base, host open house, large companies that are relocating, speak to hr department, wedding planners, photographers, printers, certificate to bride and groom, allow people to contribute toward down payment through registry stuff, local city/town website, locker room of health club, hold free investment seminar, ad in new student guides, ad in company cafeteria, seminar to teach how to increase value of your home, fsbo online forums on craigslist etc, booth at local fair offer a spinning wheel game or something, people behind on taxes, buy a moving truck, give free to new clients, pawn shops, create neighborhood info website, ad on page announcing weddings, call old clients to get referrals, yahoo real estate section ads, ppc ads, bpo's,
86. start your own meetup group
87. start a referral group where you agree to refer each other business
88. advertise in your own neighborhood
89. put a for sale sign in your own yard
90. neighborhood party in your own neighborhood
91. pay someone to put a for sale sign in their yard (or trade something of value to do for them)
92. sidewalk chalk advertising
93. stickers on bake sale items (for your church or school)
94. call we buy houses signs
95. hold up a sign on a street corner with an Elvis mask on
96. Go make walkthrough videos with every builder home in the area then promote yourself as a new construction master
97. target free area on craigslist because people get rid of stuff before moving
98. hold up a sign in traffic or on side of freeway
99. handing out promotional items (handheld fan or bottles of water at an air show, car show, festival, etc)
100. airplane with a banner behind it
101. put your company on the prayer chain list at your church
102. host a lunch at the elementary school in the teachers lounge with advertisement or dessert. possibly promote gnnnd 50% off program to get buyers to identify themselves
 - a. or firefighter
103. create a relationship with an interior decorator
104. create relationships with any kind of contractor
105. Weekly thank you drop-ins and local police fire departments with coffee donuts or more creative food
106. Ask an expert for help writing a blog post/newsletter etc. and start building a reciprocal referral relationship with them. I just tried it this year and I'm now trading referrals with a probate lawyer and helping my clients/friends and neighbors protect their estates
107. Volunteer with a charity
108. Check out gene Frederick's book 101 ways to lead gen. Or some kind of title like that. Lol
109. Contact a Major employer in your area and see if you can become their relocation agent

110. Be a staple member of the community I.e. Join the HOA, Community watch, local club for anything Volunteer at the library etc
111. Reaching out to people on social using the hashtag [#HOUSEHUNTING](#)
112. Hosting Open houses for other agents listings
113. Carry a SOLD sign everywhere you go
114. Get to know an insurance adjuster
115. Go to Starbucks and buy everybody coffee for 1 hour
 - a. Buy a \$100 gift card at Starbucks and instruct the cashier to use it to buy 1 drink from every person.
 - b. Sit near the register. Have real estate stuff sitting out on the counter. Go with a friend
 - c. They would usually say thanks for the cup of coffee. I would say something like that is great. I sell real estate and trying to give a little back to the community... oh by the way... do you know anyone who needs to ... buy... sell.... or invest in real estate? Its amazing how many said I do !
 - d. So let's talk about ROI.
 - e. For a single day your time in is pretty damned good.
 - f. Let's say you did this twice a month. You're all in a total of two days, \$200, with 2 listing appointments and 6 buyer appointments. Over one year you've spent \$2400. You've scheduled 24 listing appointments and 72 buyer appointments.
 - g. Assume a 25% dropout rate on each buyer and seller (they don't choose you after the meeting), and let's keep it simple and say the buyers aren't selling and sellers aren't buying. This gives you 55 buyers and 18 sellers. Assume 75% sale rate, and that leaves us with a total of 55 sales. Let's say you are in the Midwest and working on a GCI of 6,000 per deal. That's \$330k per year off of your \$2400 and two days of prospecting. Not bad!!!
 - h. Can we say that this same \$200 spent on an auto dialer and expired and canceled will lead to the same results? Quite possibly in income earned....except that's 2 days a month of prospecting instead of 20 days. Talk about time value!!
116. Farm with Santa - I offered home visits from santa for free. People sign up and go crazy for this. As we're driving down the street, we see kids out with their parents, stop the car, Santa says hi. We ask if they want professional photos when they say yes, we get their contact info.
117. Buy girl scout cookies from your farm area. These moms go nuts. Ask for recommendations of who you could buy girl scout cookies from. Buy from several. Get them to come to your office (allows you to advertise your office location etc).
118. Give away tons of girl scout cookies for free... hand deliver them to the houses.
119. Hold a valentines contest. Ask for recommendations on who deserves a night out. Say the most "likes" wins. Pay for dinner, childcare, movie etc.
120. Eviction court - landlords about to have vacant houses
121. Drive Uber - meet people get to know them and tell them you are only driving people to have 1 on 1 conversation about real estate etc