

125 LEAD GENERATION IDEAS

“How do I find leads?” I hear this so often from agents that I decided to jot down some ideas. While some/many might seem obvious or even redundant to you, I guarantee some of the variants of these ideas are mindblowers to some agents. Put everyone you know of into a database and contact them

1. Call your sphere (people who know and like you)
2. Call your **weak ties** (people you haven't talked to in years)
3. Message your sphere (Facebook, text, email)
4. Have get-togethers (dinner, happy hour, BBQ)
5. **Popping by** sphere of influence's home
6. Join the local chamber
7. Join networking groups
8. Partner with a good lender
9. Monthly newsletter
10. Create your own networking group
11. Housewarming parties for buyers
12. Google ads
13. Open Houses (multiples in a day, all day, several a week)
14. Facebook ads
15. **Postcards** (Just Listed, Just Sold, Market Update, What's My Home Worth)
16. **Farm a neighborhood** (Postcards, flyers, doorknocking, FB ads)
17. Social Media presence
18. Comment on **90 posts a day**
19. **Put content on YouTube** (market, local business, common real estate questions, news)
20. Figure out your **perfect client** and then target them online
21. Call expired listings
22. Call For Sale By Owners
23. Wear a **nametag**
24. Call around neighborhoods

25. Doorknock neighborhoods
26. Website presence (IDX, blogging) Visit businesses
27. Podcasts (Real estate, separate field to get to know more people)
28. Be the real estate expert through classes, social media, news
29. Send hand-written notes
30. Build a network of out of area agents to generate referrals
31. Give presentations to groups
32. Get more involved in charities
33. Build trusted alliances
34. Get your car wrapped in messaging
35. Offer home valuation
36. Sponsor events close to your heart to meet like-minded people
37. Run ads in school programs
38. Monthly newsletter
39. Get to know divorce lawyers
40. Use Slybroadcast to get voicemails out to your known contacts
41. Connect w/ busier agents to get their extra leads (usually cheaper homes)
42. Give gifts for referrals (not when they close, when they are given)
43. Get to know local news personalities
44. Contact absentee owners
45. Pumpkin Pie giveaway
46. Organize a neighborhood wine crawl (trick or treat for adults)
47. Frequent the same places so they get to know you
48. Have a top referrer dinner every quarter
49. Build SEO on your website
50. Do seasonal drop offs (flags, seeds, pumpkins)
51. Tap into investors
52. Teach a first time homebuyer's class
53. Visit banks (mortgage officer turnover is high)
54. Be the expert in online groups
55. Sponsor someone else's booth at a farmer's market
56. Wear branded clothing
57. Build up reviews on Zillow, Google and Yelp
58. Billboards, parkbench, grocery store advertising
59. Give referrals to others (Law of Reciprocity)
60. Work a niche (garage agent, cul-de-sac agent, biking agent)
61. Facebook sale groups
62. Meet up groups (often people new in town finding their tribe)
63. Create a community facebook page w/o real estate focus

64. Be on the board of group or business
65. Do a local radio show
66. Organize a neighborhood garage sale
67. Send monthly market updates – Corefact or other website tools
68. Deliver doorhangers
69. Give out swag – pens, sunglasses, hats
70. Support schools/police/firefighters with lunch or supplies
71. Pay it forward at a coffee shop/have cashier let them know you paid
72. Speak at career day for schools
73. Participating in local online real estate discussions (Nextdoor, Reddit)
74. Write a book and sell it/giveaway (you can buy ghost written books)
75. Donate to friend's charities
76. Donate to kid's fundraising
77. Volunteer for local fundraising and charities
78. Search/answer questions on Reddit
79. Offer something of value in return for their contact information
80. Become an advocate for seniors
81. Partner with delivery service to add your flyer ([like on a pizza box](#))
82. Host a neighborhood concert
83. Offer a moving truck to your clients on move
84. Connect with real estate attorneys
85. Find absentee owners through title or tax records
86. Radio ads
87. Write a book about real estate (self-publish or ebook)
88. Be the business connector ("I gotta a guy")
89. Advertise on a local Podcast
90. Run an area community facebook page
91. TV ads
92. Donate a part of your income to charities and advertise it
93. Build your reviews on Zillow, Google, Yelp, etc.
94. Get interviewed by news stations and podcasters
95. Host movie night at a theater
96. Build community websites with resources
97. Teach real estate investor classes
98. Create custom signs for each listing
99. Hold exclusive twilight or other uniquely timed open houses
100. Be opinionated (polarizing) – it's risky but your tribe will find you
101. Become well-known by being everywhere (retargeted ads)
102. Make a hype video about you, your team or brokerage

103. Get unique business cards – odd dimensions or with offers
104. Organize a food drive
105. Adopt a street, get your name on the sign
106. Search/answer real estate questions on Twitter
107. Publish a recurring article/column in magazines and newspapers
108. Get a memorable style to stand out (bowtie, unique hat, hairstyle etc)
109. Consistently blog
110. Get season tickets and give them away or share with a client
111. Send home anniversary notes or make calls
112. Send birthday cards or make calls
113. Recent transplants often go to meetup groups to connect with community
114. Add an 800 number to your listing sign
115. Run a coming soon launch for your listings
116. Sit at a coffee shop while your laptop is adorned with real estate stickers
117. Stand on the street corner with a sign that says will sell homes for food – Story to come later
118. Teach a course at a local college
119. Get a professional website
120. Use landing/squeeze pages
121. Make it easy to contact you by having your contact info on everything
122. Offer a guarantee to buy the listing if you don't sell it
123. Three foot rule - everyone within three feet of you learns you are a Realtor
124. Bonus: Just ask for business