



Turning Over All The Rocks... Powerful Prospecting Activities!

- 1 Open houses
- 2 Floor duty
- 3 Door knocking
- 4 Pop by's (individual & business)
- 5 Direct mail
- 6 Newsletters
- 7 E-Newsletter
- 8 Phone calls
- 9 Face-to-face meetings & appointments
- 10 Hand written notes
- 11 FSBO's
- 12 Expireds & Withdrawns
- 13 Client Appreciation Party
- 14 Volunteer
- 15 Networking Events
- 16 Coach your kid's soccer team, etc.
- 17 Annual updates (CMA's)
- 18 Circle prospecting (5x5's)
- 19 Meetings w/Human Resource Directors
- 20 Relocation opportunities/tours
- 21 Print advertising (newspaper or magazines)
- 22 Social media—pulling & pushing info
- 23 Blogging
- 24 Hand out business cards
- 25 Email drip campaigns
- 26 8x8 campaigns
- 27 REO/HUD/bank listings
- 28 Attend the public trustee sale
- 29 Send notes to homes "for rent" as possible listings
- 30 Trade shows/homes shows
- 31 Host an informational seminar/talk
- 32 Network with affiliate providers (CPA's, attorneys, insurance agent)
- 33 Put your nametag on or logowear and go somewhere where there are people to talk to!
- 34 Preview properties (know the inventory) — leave your business card for the Seller
- 35 Work short sales and pre-foreclosure properties
- 36 Enroll in a class or a new hobby to meet people
- 37 Join a book club
- 38 Target renters (non-owner occupied)
- 39 Mail home anniversary cards
- 40 Send letters to out of town rental owners to check up on their property (take photos) & do a CMA
- 41 Write an informational article for the newspaper
- 43 Bus benches, grocery carts, and billboards (can be expensive)
- 44 Create and hand out a personal brochure
- 45 Radio campaigns—see if you can be a guest on a talk show
- 46 Attend a "meet-up" (meetup.com)
- 47 Give your vendors your business cards to hand out (hair dresser, nail salon)
- 49 Learn a new part of this business (commercial, vacant land, new construction) — look for referral opportunities with other agents in attendance & share business leads
- 50 Interview people you want to meet to broaden your sphere of influence
- 51 Go to charity events and meet new people
- 52 Mail sports cards/calendars
- 53 Do a drawing to capture names
- 54 Create and maintain your website profile; create a customized website
- 55 Capture and follow up with internet leads (follow-up is the key!)
- 56 Host a networking group yourself (lunch for eight concept)
- 57 Maintain your mailing list — always look for who you can legitimately add to your list!
- 58 Farm a neighborhood
- 59 Work out of state referrals
- 60 Take care of your current clients—ask them for referrals
- 61 MySite (automated search program through MLS) for everyone!
- 62 Schedule a public speaking opportunity at a service club
- 63 Adopt a school—take them treats and pop by's, volunteer
- 64 Prospect in laundromats—usually tenants are "hanging out" there!
- 65 Wedding announcements — are they interested in buying a home?
- 66 Baby announcements—do they need more room?
- 67 Work with attorneys to prospect for divorce and estate transactions
- 68 Send holiday cards (not just the "usual" ones — do "odd" ones)
- 69 Get a wrap or magnetic sign for your car (mobile advertisement)
- 70 Create videos — use to highlight the area or yourself (link to internet)
- 71 Host a "house warming" party for your client after closing — get their friends' names for your sphere list
- 81 Give your business card to your waitress when you eat out (tip well)
- 83 Work with people who are retiring or downsizing (investment advisor or assisted living facility)
- 84 Pay for the person behind you at the drive through—give them your card
- 85 Sponsor something and ask if you can attend or have a table at the event!
- 86 Visit with marriage counselors— perhaps they have clients who can't reconcile and need to sell?
- 87 Make a float and participate in the 4th of July or Christmas parade
- 88 Host an educational/information session (i.e. redecorating tips, landscaping ideas, etc.)—"show & tell" for your clients
- 89 Walk a neighborhood and put up door hangers
- 90 Send out a time change postcard
- 91 Send a Just Listed postcard to a move up neighborhood (if you don't have a listing, "borrow one!")
- 92 Facebook ads
- 93 Target a niche — condo buyers, horse property, veterans, 1st time home buyers, etc.
- 94 Hand out notepads or other "schwag" at a large open air event like the Arts Picnic or Farmer's Market
- 95 Ask for referrals!
- 96 Gather testimonials & send to your clients
- 97 Ask a "busy" agent if you can put your rider on one of their signs or advertising some of their listings
- 98 Buyer "needs" — send postcard to the area asking for listings
- 99 Call out-of-area listing agents and see if they would like some showing help for a referral fee
- 100 Send "Just Sold's" postcard (multiple homes) to an area to solicit listings
- 101 Get names from the Chamber and send an e-relocation guide
- 102 Work garage sales (they're cleaning up, do they want to move?)
- 103 Purchase tickets to an event & offer to your clients
- 104 Host a tour of homes (multiple open houses)
- 105 Teach a class on buying rental property with a property management company
- 106 Target kiddie-condo investors @ UNC/CSU/CU
- 107 Call capture programs (800 numbers)
- 108 Craigslist leads
- 109 Talk to car dealers—people qualifying to buy a car may also qualify to buy a home!
- 110 Contact HOA management companies for potential leads
- 111 Visit with new construction representatives—sometimes they don't want to take listings
- 112 Courts could be a place to prospect—evictions, probate, divorce, tax liens, and code violations
- 113 Partner with a local business and send a coupon to your sphere of influence
- 114 Put up information on bulletin boards at coffee shops or grocery stores
- 115 Talk to your newspaper or postal carriers about vacant homes
- 116 Work in a coffee shop and put up a tent card that you'll buy customers a cup of coffee!
- 117 Meet other Realtors at classes or conventions and ask for their referrals



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