

The Constant Agent: 32 *Proven* Real Estate Marketing Ideas to Build into Your Business Daily

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Introduction

*“**Guerrilla marketing** is an advertising strategy in which low-cost, often time-intensive unconventional means (graffiti, sticker bombing, flash mobs) are utilized, often in a localized fashion or large network of individual cells, to convey or promote a product or an idea. The term guerrilla marketing is easily traced to guerrilla warfare which utilizes atypical tactics to achieve a goal in a competitive and unforgiving environment.”*

~Wikipedia

How this List Is Different from What You Would Find by Scouring the Internet

This is *not* a quick list compiled from looking at other lists of internet posts. If you’ve ever scanned those generic lists of guerrilla marketing ideas, you’ll have noticed that many of them don’t work in the real estate context.

Unlike those lists, *this* is a list of proven ideas gathered over time from REALTORS in the field. Everything here has generated leads for real estate agents.

In real estate, the definition of guerrilla marketing is somewhat expanded beyond *advertising* to include any effort by real estate agents that is low-cost, time-intensive, “home made,” or highly personal one-on-one. I wanted this list to be made up of the kind of grass-roots, guerrilla marketing that anyone can do if they’ve got the time, courage, and sometimes a little money.

The list *excludes* three types of ideas:

1. I did not include marketing techniques that are part of a broader **farming strategy** (which is really a combination of many different guerrilla marketing tactics). For instance, delivering packets of seeds in the early spring is unlikely to generate leads by itself, though it might be useful as part of a strategy of repeated visibility.
2. I also did not include **expensive** core marketing strategies, like TV, Radio, direct response mail, purchasing leads, hiring telemarketers, buying space in real estate magazines, etc. These are not guerrilla marketing anyway.
3. I also excluded silly or sneaky ideas, such as sending a handwritten, but empty envelope with your return address and phone number written on the outside so people call you out of curiosity. Really?

There are also many OK ideas that didn’t make the list. For instance, paying for the car behind you in line at the Starbuck’s drive through window might make you feel good, but I don’t have

any proof it results in generating leads (contact me if it has for you). And some REALLY good ideas are not on the list because they are illegal, or held back for proprietary reasons.

And, of course, if you haven't read it yet, it's worthwhile to read the book that coined the term "*Guerrilla Marketing*" by Conrad Levinson.

Things to Know Before You Begin

- I've tagged each idea as L (listing), B (buyer), or D (dual)
- There are three different kinds of ideas: *Public Relations* (eg. co-sponsoring contests), *Advertising* (eg. using magnetic car signs), and *Prospecting* (eg. speaking at church to seniors who need to sell their houses).
- Some ideas only work if you already have listings. It is possible to "borrow" listings from more successful, abundant-minded agents.
- Some ideas may not make sense to you. If something doesn't work for you, ignore it.

The List

1. **L: Knock on doors.** This is by far the *most effective single guerrilla marketing tactic* you could use to generate listings. When I started my real estate business, I was fortunate to have one of those old school brokers who could pull business out of thin air through hard work. She taught me just one strategy—go knock on doors. She handed me Tom Hopkins book, *How to Master the Art of Listing Real Estate*, and I memorized all the techniques, many of which I don't use today, but that's all I knew then. I worked hard and got fairly wealthy. Keep your script simple: "I'm Linda from XYZ Real Estate. Would you be planning on moving in the next year or two?"
2. **B: Use flyer box marketing.** The reverse side of your property flyer is a gold mine. When it's sitting in front of a house (in a box or tube), the only people who will grab one are those who are interested in knowing the price—whether they're buyers or sellers, or just curious neighbors. This is the moment you can say something to them. Add your other listings, promote an enticing offer, or create a contest, such as "guess the sale price." It amazes me that all real estate agents aren't doing this! I attribute at least one additional transaction for every three listings JUST from using the back side of my flyers. **NOTE:** *If you're new in business, or struggling to get more, you might be able to negotiate a deal with a successful real estate agent in your office to "rent" the backside of their flyers.* By the way, another flyer box strategy is to put only one flyer in the box, stating "Sorry all the flyers have been taken. Please go online to: www.xyzrealestate.com or call me at 555-555-5555 for the information you want about this house."



3. **D: Become a referral hub.** Create relationships with a group of complimentary business owners. Encourage each of them to invent a very good deal on their services or products. Think Groupon. It should be at least 60% off their regular rates. Then once a month, one

business in your group will be the hub, sending out his offer to everyone in the group for them to send on to their customer base as a gift. This is a way to put your networking on steroids. It's a bit complicated to get, but simple to run.

4. **D: Use your voicemail and email as a commercial.** Don't be afraid to change your voicemail. Ideas? Record a motivating message that makes people feel good. Add a brief commercial, like "Let me know if you want a free copy of the book: How to Sell Short without Losing Your Shorts." Or "Want to see new listings the instant they hit the market? Ask to get my private hot-sheet of new properties." **For your email,** use the same content or message as in your voicemail. A free ebook or report is a good offer to get them to click over to your website.
5. **D: Coffee shop drops** containing an enticing offer, such as a free webinar, a free list of fixers or bank-owned in the area, a discount on services, access to something interesting. The more valuable your offer, the more likely you'll get attention. Use this whenever you're out at a café or casual restaurant where it's "seat yourself." Drop a half-sheet flyer on each table you walk past. On the paper, have a compelling offer that targets one specific niche. I've seen this done with those fake "million dollar bills" where the back-side contains a rebate offer that says something along the lines of "15% cash back in your pocket when you buy a house before June 2013. Not sure if you're qualified to buy? Want to plan ahead? FREE pre-qualification counseling available. Call 555-555-5555 right now, over coffee."



6. **D: Call 5 people in your personal database every day.** This may not seem like marketing, but if you will call and chat with people in your database everyday about real estate, you'll get business. A top agent in Denver has been doing this 5 days per week for years. Her personal database of relationships numbers in the many hundreds (she's constantly culling the list). She begins at one end of the list and calls to the other end, then starts over. Each call is simple and to the point, *"Hi, John. It's Sue. Have you guys been enjoying your new RV? ___ You need anything from me today? Maybe a referral to a good carpet cleaner or handyman? ___ You got any friends or family who need to talk to me about real estate?"* She emphasizes various ideas, like specific strategic alliances, ebooks she offers, or unique properties she wants to promote.

7. **D: Always wear a name tag.** Consider embroidering your shirts or hats or something you wear a lot. Don't knock it...many real estate transactions have blossomed because someone asked about a name tag or logo. I attribute about two transactions per year to wearing my name tag while I was doing other things like shopping for furniture, groceries, or movie tickets.
8. **D: Car magnets—be distinct or be extinct.** Many real estate agents swear by them! Swallow your pride, folks. If you want other agents to squirm every time they see your car in front of someone's house, then use magnet signs. If you want home owners in your target communities to know how busy you are, put signs on your car. If you want the phone to ring, use your signs to promote an offer (free house valuations, free book, etc). Make signs that stand out. Cost is about \$49 for a pair of nice, custom signs, but it's a one-time cost that works over and over again.



NOTE: Many of the guerrilla tactics used here refer to having an enticing or compelling offer. You must give someone a reason to contact you! I see too many Realtor advertisements, postcards, and flyers that say, "Call me if you need to buy or sell real estate."

Are you giving people a *compelling* reason to contact you? Are you offering an easy way for home owners to find out the value of their home? Are you offering incentives, an ebook called, "How to Turn Your First-Time Home Purchase into a Million Dollar Investment within 10 Years" or a special report for sellers called, "7 Ways to Avoid Selling Below Your Asking Price." Contact a real estate content writer for help with this report. Or just purchase the rights to reproduce an existing ebook.

9. **Conduct lunch 'n' Learns.** A special angle on workshops and speaking engagements is to offer home-ownership "lunch 'n' learns" to local corporations and companies. This can be positioned as a benefit you're offering to the company, which they can pass along to their employees. It's a decent strategy for finding first time home buyers, but be prepared to nurture prospective buyers along, as many won't be ready right away. I used this strategy in

my early days in real estate, going to industrial areas and literally knocking on the door and asking to speak to the owner or manager. Then I set up the lunch 'n' learns, which led to a thin trickle of home buyers in my pipeline.

10. **B: Create flyers with tear-off tabs** containing an enticing offer, such as a free webinar, a free list of fixers or bank-owned in the area, a discount on services, access to something interesting. The more valuable your offer, the more likely you'll get attention. Again, this may feel cheesy to you, but if you need business, it's an excellent, inexpensive strategy. The trick is to do a lot of flyers...a minimum of 50. Will this take time? Yes! You need to figure out where you can post flyers, then you need to get there. Remember that guerrilla strategies trade money for time.
11. **L: Send one hand-written personal note card a day**, five days per week. Send either to random people whose houses you admire (*"I love your home. I'm a Realtor and was driving by and thought it was just a beautiful home/garden/paintjob."*) or to your personal database of past clients and acquaintances. Have your name, company, address, email address, and phone number pre-printed on the back side of the card. Do not include a business card. Agents who do this regularly report they get at least one listing a year due to this technique, especially when combined with a farming strategy.
12. **B: Run a suggestion box contest on listing signs.** I saw an agent use this strategy and called her up to see how it worked. She had produced a rider that said, "Suggestion Box Contest." It was unusual enough to get a lot of attention. Then she had two flyer boxes on the sign. One contained blank forms, and the other was sealed with a slot for completed suggestions. The blank forms contained the instructions for the contest: Basic features of this house, including price. Then a box for people to fill out with a description of the house that they think would help it sell if someone saw the listing online. Then a note about the rules: 1 entry per person/couple. Must include phone number and name. Must fill out completely, including a box to check if they're currently working with a Realtor, a box for time frame for buying, and a box for level of interest in this property, plus why or why not. There will be a drawing for an Ipad/TV/\$25 gift card/other goodie on such-and-such date, and the winner will be notified by phone. According to this creative agent, she gets at least three qualified buyers for every listing, and attributes three or four listings a year from this strategy.
13. **D: Maintain a combined business/personal presence on Facebook** and work on providing current valuable content that gets spread around. Avoid *general* articles on real estate topics. Focus instead on breaking news or highlight a business owner in your network who's offering your Facebook friends a special offer. Talk about yourself doing real estate, such as "Just showed a home overlooking the ocean! WOW!" and add a photo. Do not add tons of super-personal stuff. If you like to use Facebook for highly personal interactions, then come

up with another solution. You can use Facebook alone in this way to enhance your business, or use it as part of a larger internet social media strategy.

14. **D: Create t-shirts about something people care about** in your area and tie your business to it. This is more about public relations than it is about generating leads, but like wearing your name tag, it does spark conversation and has resulted in real leads and transactions. Relate the shirts to events in the communities you farm or frequent. Create an attractive (don't go cheap) t-shirt that is relevant to that audience, then give these out as prizes or incentives. I've seen shirts related to fire safety in communities near open space (Clear the brush so I have more homes to sell), shirts related to keeping beaches clean in communities near the beach (Clean beaches attract good neighbors), shirts related to supporting animal spay and neuter clinics in neighborhoods near a popular dog park (Every pet deserves a home as nice as yours). Include a Website and your phone number. Give these away in person. Also send several to major radio stations to create p.r. buzz when tied to an event.



15. **B: Provide rebates.** OK, this isn't going to work in all areas of the US and Canada, but at least in some the rules state that you can give money to a buyer in exchange for their business. Why is this OK? Because it's a benefit to the buyer and encourages home ownership. Notice that you're not offering to pay a third party for their referral, which is more often illegal. A rebate would look something like this: "If you buy a house with me, you'll get a 10% rebate on commissions paid to me." The technique of providing "real estate benefits" is tried and proven, and being used by creative agents all over the country! Go ahead and Google "real estate benefit programs" and see what pops up.

16. **B: Sign rider creativity.** Go beyond “Honey, Stop the Car!” Here are four ways to add pull to your riders and get potential buyers to step up.



- 1) Add an incentive, such as a free TV, a rebate, a free vacation stay somewhere, paid closing costs, etc.
- 2) Use humorous riders, like “Price Is Firm...Maybe” or “Make Me Laugh.”
- 3) Use the words “Free Recorded Message” with a phone number. Then record a compelling message that gets them to call through or leave their information. Better yet, use a system that records their phone number and then call them back immediately.
- 4) Use the words “Special Financing” to attract buyers who may not have thoroughly investigated their financial status yet.

NOTE: Many of these techniques rely on having listings. Sorry, that’s just the way it is. The old phrase, “list to last” is as relevant today as it ever was. However, some of the listing-based strategies can be adapted to new agents by borrowing or renting a listing from a cooperative agent who doesn’t use the tactic already, or partnering with them. After all, the activities are all in the best interests of the home seller because they’re getting the home more exposure, even as they’re helping you get more business. If you don’t have listings and want to use some of these listing-based tactics, you need to approach agents with a plan and a script. What do you want to say to them? How will what you want to do benefit them?

17. **D: Tie your hobby to your business.** If you have an intensive hobby—one that you are an expert in or consistent at, and it involves other people—then you can market among your fellow hobbyists. For instance, if you go to the dog park every afternoon and meet the same doggy people, put together small bags of dog biscuits printed with your information and hand them out at the park. I know an agent who gets 80% of his business from his recognition as a bike racer by carefully marketing within that group using a special newsletter. He talks about charity races and crazy stories about biking in his real estate newsletter, and mentions real estate only in the context of having helped someone in the racing community. And he includes easy links to property searches. People love it and they feel connected to him. The point is that when you hang out regularly with a certain crowd,

let that crowd know who you are and what you do. Become referable among the people who see you a lot.

18. **D: Send hand-written greeting cards for "off season" mailings**, like Valentine's Day or Halloween or Fourth of July to your list. Write personal "just thinking of you" notes and include something inside. Personal notes sent through the mail are so rare anymore that they stand out like a blue light special. Send these to your existing database/circle of influence. Don't ask for business from them, but you can include something they could give to someone else. For instance, you might write a short note about something you both have in common: "Hi, Joan. I just saw a beautiful rainbow and it reminded me of the one we saw from your backyard barbeque. Anyway, in honor of St. Patrick's Day, have a scratch off lottery ticket on me. I hope it gives you a pot of gold!" You can also add small pins or novelty items that are not flat. This technique is sometimes called a "bumpy mailing" because it contains something inside that makes the envelope a little thicker and more interesting.
19. **D: Use YouTube!** Get a flip camera, or use your high quality cell phone camera to "vlog" about your target neighborhood. It's even better when it's amateur looking, friendly, and fun. Tie your video blogs to your keywords and put them on YouTube, with a link to your personal website/blog. One way I've seen it done effectively is when tied to a listing. The agent films herself walking down the street, commenting on the neighborhood features, walking up to the door of the listing, and then inside. This gets attention from out of area buyers. Once you have the video on YouTube, you can easily link it into your blog, email the link to your database, and pull the link up during listing presentations.

NOTE: Many of these ideas are related to sending people to your website. Obviously that means you need a website. The whole point of a website is to get people to contact you. There is no other purpose. Period. For instance, if you have a great YouTube video about a neighborhood that people often research online, and you've raised the video's profile by using the right keywords in your YouTube account, then the video will get attention. However, if you don't have a link for them to click on underneath the video, with a compelling reason for them to click, they'll move on to the next video. So as you're doing your neighborhood walk-through videos, talk about how you have other videos, listings, and special neighborhood links on your website, and invite them to click over there now.

Once at the website, funnel them towards contacting you. This can be done with opt-in forms, information request forms, and special requests. Many "off the shelf" real estate websites are designed with this sort of funneling in mind already. It's less important that your website look good than it is that it works the right way to generate business.

Manage your online reputation. Register on Angie's List, Zillow, Trulia, and Homes.com.

Register your Google place name. Register on Yelp. Then invite past clients to comment on your behalf on these different forums. Send them the links directly so they can easily post the same comment in each location.

20. **D: Use "Bandit signs."** Nothing seems to get an argument going like these tacky signs. Often referred to as "ugly yellow signs" (thank you Terry Hunefeld) because they're most commonly bright yellow and scrawled with heavy black marker, they're ugly. But they work, over and over again in all markets and in many different ways.



They can be made of coroplast (a kind of corrugated plastic) or poster paper glued to cardboard. The coroplast signs can be ordered from any sign shop, and can be put onto wire yard stakes or taped to telephone poles. I've also seen these signs, as well as cardboard signs attached by string that is looped over the top of signs or hung from a nail on a telephone pole.

What do they say? General lead generation signs might say things like "0-down financing," "We buy houses," "We have a buyer looking in this area."

But they can also be used in other ways, for instance as directional signs or to augment open house signage. I use about 20 bandit signs along with my regular open house signs to blanket the neighborhood. They can be pre-printed or hand-lettered.

They can also be used alongside your regular listing signs to promote a special offer, such as special financing.



If you want to use bandit signs on public streets, it may be against the law in your community. However, if you decide to take the risk of a littering fine, you can generally get away with posting bandit signs on the weekends when there are no municipal workers going around taking names and removing signs. You can post bandit signs on Friday evening and remove the same signs early Monday morning. It's a limited time of advertising but it's better than having the sign police give you a call. I have also heard of agents using virtual phone numbers (Google "virtual phone numbers") so they can't be tracked.

21. **D: Conduct speaking engagements and workshops.** Local service clubs, churches, community organizations, companies, and special interest groups are hungry for speakers and workshops. Create an interesting topic related to the community and weave in a "soft sell" about your services, targeted to the group you're speaking to. One great example I saw recently was "How to Make Arrangements for Your Pets in Your Will or Trust." This was sponsored by a Realtor at a local church in an older community. Other ideas include: "How to Sell Your House in 30 Days or Less without Dropping Your Price," "How to Correctly Sell Your House If You're Upside Down in Your Mortgage," or the old stand-by, "How to Buy Your First Home." Contact local groups and ask who you'd talk to about speaking at their events.
22. **D: Build referral relationship with inactive licensees.** This is a very powerful strategy that I can't understand why more people don't use. One agent I know who does use it claims he got 68 checks in one year from it. Most were just a few hundred dollars, but who wouldn't want 68 \$300 checks for doing essentially nothing? Here's what you do: Call everyone whose license has gone inactive and talk to them about referrals. Many of them would love to keep earning the extra income, but haven't put a system in place with a real estate partner. You can find these people by running Craigslist ads, by buying a list, or by going to networking events and asking for referrals. Just as everyone knows a real estate agent, everyone knows a former or inactive agent, too.

23. **B: Record a video walk-through of listings; post to Craigslist.** You can use your own listing, or someone else's with their permission. Post the video on Craigslist to generate buyers. (Note: you're not actually posting the video. You're posing an image of the video thumbnail. When someone clicks the image, they're really clicking a link that takes them to the video, which you can have play automatically.) Video sells. You can also create a QR code that people can scan on their smart phone, put the QR code on listing flyers, and let buyers scan and view your video on the spot. This is a good listing tool.
24. **B: Market to twitter movers.** I haven't done this myself, but have heard of other people using it successfully. Go into Twitter and do a search of comments about your area. Enter "moving to ____" in the search window and see what pops up. People often talk about wanting to move to an area or talk about an upcoming move. Message them directly and ask if they want to talk to a REALTOR.



25. **D: Open houses.** These are still one of the fastest, easiest ways to find ready-to-act real estate buyers. But they're also a good way to find listings when you use different guerrilla tactics. Here are a few right ideas: **Place an easel with a sign at the door welcoming visitors, and making a special offer**, such as "Free ebook: *How to Do a Short Sale without Losing Your Shorts*." Obviously this would be for sellers, but you can also use this to ask buyers if they know anyone who could use the book. Another book could be "*Buying UP: How to Turn Your First Home Purchase into a Million Dollar Investment*." Remember, the point of this is to create a talking point so you can ask visitors questions about their needs

and set appointments.

Do sellers come to open houses? Sure they do. Have a look at this FSBO forum comment:



The screenshot shows a forum post with a header that includes a green leaf icon and links: "clip this post", "email this post", "what", and "see most clipped and recent cl". The post is titled "RE: Guerrilla marketing" and is posted by "gbsim (My Page)" on Tue, Jun 5, 12 at 22:08. The content of the post reads: "Good idea! We did a similar thing before putting our house on the market. It helped us get an idea of our competition and we essentially were interviewing realtors at the same time. We were always very upfront that we weren't looking to buy, just planning on selling and wanting to look. Things were so slow that the realtors were always glad that somebody came.... they didn't care that we weren't prospective buyers.... we were warm bodies!"

- **Hold a neighbors-only open house with a “guess the price” contest.** Provide several offers to encourage those who are thinking of selling to open up to you. Engage with as many neighbors as you can. Ask if they’re also planning on selling soon. (Print flyers about the open house and contest, then walk the neighborhood for a week before the home goes on the market. Knock on doors and invite people in person.)
- **Hold a continuous open house.** A friend of mine who owns a high-end boutique brokerage started in business over 25 years ago by setting up office in a vacant house in his target neighborhood. The house had a phone (wired to the wall) and a chair. The broker brought a table and an extra chair and sat there and did his business five-days-per-week. His signs stayed up in that neighborhood almost constantly. He became a fixture. Sellers loved it because it showed how serious he was about selling their house. Potential sellers began to talk to him about selling their houses. A new agent in our office uses this technique, even though we have no listings in that area. He approaches solo-brokers with listings in his area and uses a “here’s what’s in it for you” script to gain their permission to borrow their listing for open houses.
- **ASK for an appointment.** This isn’t a guerrilla marketing tactic. It’s just good selling, but so few real estate agents actually do it, that I thought it was important to mention. Don’t leave it at promising to “keep in touch.” Ask for an appointment.

- 26. D: Build relationships with people who are connected to buyers or sellers early in the process.** These might be HR reps of national and global companies, estate sale business owners, sales consultants at senior communities. I know it isn't easy to create these relationships, but anything that could pay off as well as this technique is worth the time and effort. You *might* start by asking people you know for referrals to those people. You *might* go through your LinkedIn connections if you have them. You *might* call these people directly right out of the phone book and begin conversations to see what you can learn and where they lead. Be ready to tell them how you can make them look good or make their job easier. Lead with the giving hand. And be ready to provide lots of references and testimonials—they need to see that you are reliable and reputable. Follow up like mad!
- 27. D: Hold give-aways at restaurants and cafes.** Ask the café owner if you can put a fish bowl on the counter to collect entries for a drawing. The prize will be gift certificates to the restaurant. Put a sign on the bowl saying: "I do this as a way to promote my services while still giving something back. If I contact you and you are not interested in speaking with me about real estate, please just let me know when I call. Your eligibility for the prize will not be affected. Thank you and good luck!" Then provide entry forms asking for first and last name, email address, and phone number. You can also add a qualifier, such as "Check the box of the ebook you would be most interested in receiving free." Then provide two ebook choices, one for buyers and one for sellers. Require all information in order to win. Post winners each week next to the fishbowl as proof. Follow up by sending them the ebook and calling.
- NOTE:** Many of these methods only work when you follow up in a big way. For instance, you may have to call 50 people a week from this fishbowl strategy. And you may only get one lead per 100 calls! So the question becomes, "How quickly can you make those 100 calls?" In my experience, I can make 35 to 50 calls per day and still get my other work done. Most people won't be home, so I leave a voicemail and put them onto my drip campaign.
- 28. D: Endorsement letter joint venture.** Get a company that you do business with to send a letter to their database on your behalf. I have gone to the same accountant for years. My grandparents went to his father before him. This guy is very well liked and respected with deep roots in his community. Do you think his endorsement to his client base would carry weight? You bet it would! And it did. He agreed to send a letter to his database on my behalf, resulting in a whopping 10 transactions that year alone! Do you use the same local car mechanic, accountant, or other service provider year after year? Is he or she a "good guy" that is well-connected and liked? Would he or she endorse you? You can write the endorsement letter yourself, get their approval, then send it to their database yourself, at your expense and time.

29. **B: Write a guest blog post/column for local news outlets and other local bloggers.** This strategy attracts buyers more than sellers because buyers are the ones looking online for neighborhood information. Include a resource box with your opt-in offer, sending people to your website. It'll take a bit of work to establish three or four outlets for your articles, but you will start to see a return as you brand yourself within a particular community. Remember to have a compelling offer for a specific niche—seniors, first time buyers, or a community. The whole point of blogging is to get the attention of the internet-savvy, property searching public, and most of those searches are specific. When they type a search term into Google like “What’s it like to live in La Mesa?” you want your La Mesa community blog to pop up on page one. If they type in, “Best Realtor in La Mesa,” you want your posts to pop up. If you decide to use blogging as a strategy, I urge you to investigate www.Activerain.com. You’ll learn all you need to know for free.
30. **B: Run a “bank owned” or “fixer” caravan/tour for buyers.** If you already are focused on this market, and feel confident you can gather a group of serious buyers, this would be worth your time. By creating the sense of “exclusivity” you build urgency and loyalty. If you do this strategy, you’ll probably want to put together a whole marketing plan around it, including how you’ll get the properties that go on the list (listing tool) and how you’ll market to get the buyers on board. Many agents doing this will post a url announcing the tour (Google “investment property tours”). While it may take a lot of work up front, this is a very lucrative strategy for the right person.



31. **D: Run or sponsor community contests.** This takes significant forward planning, but the payoff could be great, if it’s done well. Hold a fun contest like “ugliest pet” in conjunction with a Humane Society walk, or a fun tie contest at a formal networking event. You’ll have to do some research to explore upcoming events around town, then start contacting the organizers with your idea. This can be quite a lucrative approach if you tie it into other

strategies for funneling interested home buyers/sellers to you. Perhaps you want more referrals? You can contact humane society members to let them know about your upcoming contest and ask if they know anyone planning to move in the near future. Whatever you choose to do, you must tie the contest into strategies to pull interested buyers and sellers out of the crowd. Remember, you have to give people a compelling reason to get in touch with you. You have to ASK them to get in touch with you...you can't just expect it!

32. **B: Put flyers on cars.** Create custom Post-It Notes, print post cards, or use half-sheet paper printed with a special offer, then stick these around on cars in parking lots and parked on side streets. I've used this approach to invite people to free home-buyer workshops, to nearby open houses, and to generate calls to a hotline. Keep in mind that it might be illegal to place these on cars, and you may end up with a littering fine. I've always found the best approach is to put them on about 20 cars around me when I go shopping, rather than putting 500 on all the cars in a single parking lot. In my early days of real estate, I did just that and was invited to come and pick up the litter by hand or face a fine of \$300, which is a lot when you're just starting out!

Conclusion

That brings us to the end of this list. There are probably many, many strategies and ideas that I've missed, and new ones being invented all the time. The list is constantly growing.

Good luck in your business. I'm grateful for the opportunity to help you create your dreams.

Cheers!



Linda Schneider

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And if you have suggestions or comments, please direct them to me at:

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