

Prospecting ideas for Seller Transactions

- Monthly Homeowner Market Reports tailored per ZIP/submarket.
- Targeted outreach to my farm neighborhoods (need to develop my farm)
- Just Listed / Just Sold campaigns using Marketing Center and Listing Concierge assets.
- Predictive-data targeting based on the multi-county forecasting models (Adams, Arapahoe, Boulder, Denver, Douglas, Jefferson, Larimer, Weld).
- Community Presence & Local Visibility

Building trust through authentic presence:

- Consistent presence at local venues, cafés, gyms, community spaces, and Fusion 355 complex community events.
- Micro-partnerships with local businesses (coffee shops, barbers, independent gyms, HOA events).
- Visibility via QR-coded postcards, neighborhood boards, and branded info sheets.
- Strategic positioning as a resource, not a salesperson.
- Digital & Automated Lead Funnels

Using CB Realty's tech to automate and scale:

- MoxiWorks for CRM management, task automation, drip campaigns.
- Prospect Square for newsletters, market updates, and holiday outreach.
- Canva + CB Marketing Center to produce weekly short-form social content.
- SEO-focused Substack newsletters ("The Denver Agent That Explains the Future") to create inbound leads.
- Instagram/TikTok short-form content to build trust and expand visibility.
- Open Houses, Events & Face-to-Face

Prospecting ideas for Seller Transactions

- Host two open houses per month via partnerships.
- Curate “micro-events” such as homeowner Q&A nights or market update talks in community rooms.
- Use Listing Concierge materials for elevated professionalism.