

2026 Farming, Prospecting List

Not an exhaustive list, but a great start.

A. Everyday Social Presence (Ambient Prospecting)

Effortless but effective — perfect for my natural charisma and curiosity.

- Sit at a bar for dinner (talk to bartender, servers, guests).
- Regularly sit in the apartment hot tub and be social.
- Work from coffee shops with high foot traffic.
- Bring my laptop to lobby lounges of high-end apartment buildings.
- Get a gym membership at a community-focused gym; be social.
- Weekly walks around my complex with earbuds out.
- Frequent the same brunch / dinner spots — become a known regular.
- Join a co-working space with events (e.g., Industrious, etc.)
 - * Next year: memberships start at \$400
- Attend monthly apartment or complex-sponsored resident events.
- Regularly attend one busy public place at the same time every week — pattern creates recognition. Like?

B. Soft-Social, Low-Pressure Prospecting

Effortlessly natural rapport builders.

- Bring a book on real estate or economics — people always ask about it.
- Ask strangers for opinions (“quick question — which logo looks better?”).
- Wear my own branded hat or minimal monogram pin.

2026 Farming, Prospecting List

C. Digital Prospecting (Low Effort, High Leverage)

Where my design/marketing skill shines.

- Hyper-local Instagram content (neighborhood profiles, 60-second explainers).
- TikTok/IG reels on “The future of Denver real estate” (my brand pillar).
- Substack newsletter for local residents.
- Run polls on social about market opinions.
- Comment intelligently on Denver Reddit threads (underrated).
- Create a specialized landing page for “AI + Real Estate Forecasting.”
- Use LinkedIn for connecting with professionals who move frequently.
- Build a digital lead magnet (“2026 Denver Market Predictions”). Details?

D. Professional Networking

High-intent circles.

- HR directors at large companies (relocation leads).
- Attend professional lunch-and-learns.
- Denver Metro networking breakfasts.
- Become the “AI Real Estate Guy” at tech Meetups.
- Vendor relationships (inspectors, lenders, title, movers).
- Insurance brokers (they know everyone buying a home). Do they?
- Financial planners and wealth advisors.
- Chamber of Commerce membership.

E. Community Integration

I’m already good at this — let’s push it further.

- Attend every farmers market in rotation — talk to vendors.
- Host a table outside LePeep by CBDW. (QR idea as above.)

2026 Farming, Prospecting List

- Join a rec league (volleyball, pickleball, soccer).
- Join the neighborhood Facebook group and actually participate.
- Volunteer monthly (Habitat for Humanity, Food Bank of the Rockies).
- Join photography or art meetup groups (fits my creativity).
- Attend gallery openings (Denver has tons).
- Get involved with neighborhood councils or committees.

F. Apartment + Condo-Focused Prospecting

Leverage my living situation.

- Meet neighbors in shared spaces (hot tub, pool, grill area).
- Host micro-events in my apartment clubhouse (game night, wine night).
- Leave tasteful postcards in common areas (QR code to market report).
- Build relationships with leasing office staff.
- Create a “Condo Spotlight” series on social media.
- Locate buildings with renters about to expire (publicly available info in some cases).

G. Farming & Direct Outreach

Traditional but with my design twist.

- Monthly postcard series (I design them = unique).
- Quarterly “State of the Market” mailer.
- Hand-delivered seasonal gifts for a micro-farm neighborhood.
- Door knocking — but deliver something visually exceptional.
- Geofarming one condo building (my own is easiest). Look into.
- Branded stickers at coffee shops or breweries.
- Bike or walk neighborhoods, chat with people outside.

H. Open Houses (Optimized for I)

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A core strategy.

- Co-host open houses for agents at my office.
- Create futuristic market “explainer posters” inside my open houses.
- Offer QR codes to my Substack.
- Host “twilight opens” with warm lighting.
- Host open houses with local vendors (coffee cart, pastries).
- Run a “choose the future price of this home” contest.
- Create a digital follow-up sequence using my design skills.

I. Creative Visibility (my Design/UX Strength)

This is where I blow other agents away.

- QR-coded stickers with short URLs like /FutureDenverReports.
- AI-generated micro-videos explaining current market trends.
- A signature “forecast card” I hand out like a business card.
- Handwritten notes with minimal modern monogram stationery.
- Laser-cut wooden keychains as giveaways.
- Partner with local artists for small giveaways.
- Weekly “Ask Me Anything” live on TikTok.

J. Relationship-Based Prospecting

my empathy and honesty shine here.

- Annual “client gratitude call” list.
- Text check-ins with past coworkers, design colleagues, and friends.
- Send “thinking of I” cards randomly (no real estate mentioned).
- Host a dinner every month for 4–6 people.
- Create a private “Friends of John” market update text group.

2026 Farming, Prospecting List

- Reach out to people who liked my social content.

K. Event-Based Prospecting

Both attending and hosting.

- Attend new-build grand openings.
- Visit builder design centers (chat with sales reps).
- Attend Chamber of Commerce after-hours.
- Host a “2026 Economic Forecast” Zoom event.
- Host a “How to Buy a Home in Denver” workshop.
- Host a monthly brunch club (invite clients + friends).
- Attend tech conferences (aligns with “Explains the Future”).

L. Hyper-Creative & Fun Ideas (Very I)

These are unexpected... and effective.

- Make a “Real Estate Tarot Reading” deck (fun, conversation-starting).
- Bring my laser-engraved Art Deco coasters to coworking spaces.
- Be the “Real Estate Futurist” who offers 5-year forecasts at events.
- Create a “Neighborhood Stories” video series.
- Host a “Design my Dream Home” sketching night at a brewery.
- Make a modern ‘home buyer bingo’ card people can take home.
- Join a trivia team (great rapport builder).
- Join a local hiking group with rotating weekend hikes.