

30 LISTING LEAD GENERATION STRATEGIES FOR THE NEW POST-NAR WORLD

1. Produce YouTube content: YouTube is the second largest search engine. Create local videos about neighborhoods and selling tips to organically generate listing leads. Some video title suggestions include "Avoid These 7 Selling Mistakes in [Your City]" and "Maximize Sales with These 5 Home Upgrades."

2. Circle prospecting: Reach out to homeowners around recently sold properties to discuss the potential impact on their home's value and uncover new listing opportunities.

3. Engage with neighborhood Facebook groups: Create or join existing Facebook groups in specific neighborhoods to connect homeowners and identify potential listings.

4. Host goodbye parties: Organize farewell parties for sellers, which provides an opportunity to meet their friends and potentially expand your network.

5. Geographical farming: Identify and market to specific neighborhoods or 'farms' to establish yourself as the go-to agent in the area. Expand existing farms to increase your reach.

6. Contact Airbnb owners: Many Airbnb owners are dissatisfied with their returns and may be open to selling or expanding their investments.

7. Develop an expired listings program: As market conditions normalize, more listings expire. Offer comprehensive support to these homeowners to relist their homes.

8. Social media posts for buyer needs: Use platforms like Facebook or Instagram to post specific buyer requirements, which can prompt potential sellers to consider listing their homes.

9. Host open houses: Organize open houses and invite neighborhood residents for a preview before opening it to the public to attract potential sellers.

10. Elevate your marketing: Use your current listings as examples to showcase your unique marketing strategies to neighbors considering selling.

11. Target For Sale By Owners (FSBOs): Offer support to FSBOs who might be frustrated with the selling process and consider hiring an agent.

12. Send unsolicited video CMAs: Create video comparative market analyses for homeowners to showcase your expertise and value.

13. Re-engage with old expired listings: Contact owners of listings that expired 6 to 18 months ago who may be ready to try selling again.

14. Solicit referrals: Actively ask for referrals from your network, as they are a potent source of new listings.

15. Support agents exiting the industry: Offer to pay referral fees to agents leaving the business for introductions to their past clients.

16. Tap into probate listings: Work with executors and probate attorneys to list properties that are part of an estate.

17. Join lead sharing groups: Participate in local business networking groups to exchange leads with other professionals.

18. Use buyers as leverage: Contact homeowners on behalf of buyers specifically interested in their neighborhood to stir interest in selling.

19. Utilize ChatGPT for content creation: Have ChatGPT help craft SEO-optimized blog posts or articles to attract sellers through online content.

20. Door-to-door introductions: Use new listings or open house events as reasons to meet nearby homeowners face-to-face.

21. Create behind-the-scenes content: Share insights into your day-to-day activities on Instagram stories to build personal connections with potential clients.

22. Optimize yard signs: Enhance your for-sale signs with QR codes and detailed flyers to grab the attention of potential sellers in the area.

23. Distribute just-sold postcards: Share the success of recent sales with nearby residents to demonstrate your effectiveness as an agent.

24. Showcase seller testimonials: Use video or social media testimonials to build trust and attract new listings.

25. Maximize your Google Business Profile: Ensure potential clients find a well-optimized and informative profile when they search for you online.

26. Contact rental property owners: Reach out to owners nearing the end of rental agreements to explore potential sales or additional property investments.

27. Organize client appreciation events: Host events to strengthen relationships and encourage referrals and repeat business.

28. Network with divorce attorneys: Establish connections with divorce lawyers to receive referrals from clients needing to sell shared properties.

29. Focus on out-of-town owners: Target homeowners who might be more willing to sell secondary properties not tied to local sentimental values.

30. Geographical expansion: If you already have a successful farm area, consider expanding to adjacent regions to capture more market share.



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