

HOW TO GET LEADS WHEN YOU'RE A NEW REALTOR®



YOUR FIRST YEAR AS A REALTOR® MEANS GROWING YOUR BUSINESS FROM THE GROUND UP.



HERE'S HOW YOU CAN START GENERATING QUALITY LEADS AS SOON AS POSSIBLE:

1 START WITH YOUR SPHERE OF INFLUENCE

At first, your sphere is a list of people you know, including...

- FRIENDS
- FAMILY
- NEIGHBORS
- PAST COWORKERS
- FRIENDS OF FAMILY



ACTION PLAN

Send emails to your sphere that you are available for any real estate needs.

2 GROW YOUR SPHERE ON SOCIAL MEDIA



Social media is where you can grow your sphere and attract new leads.

- People trust social recommendations more than traditional advertising.
- Leads from your sphere convert 60% more than leads from other sources!



ACTION PLAN

Share content that...

- Showcases your real estate know-how.
- Prompts your followers to comment or share.
- Provides real value to homeowners and sellers.
- Shows that you are involved in your community.



PRO TIP

Automate your social media with tools to keep **quality content** generated daily.

3 BUILD BRAND AUTHORITY

Brand authority builds trust between you and your network.



ACTION PLAN

In addition to going social, you can build your brand by...

Attending network events.

Hosting workshops in your local area.

Gaining certifications such as NAR Green Designation.

Writing articles for an industry publisher.

Maintaining your own blog.

4 HOLD OPEN HOUSES TO MEET NEW CLIENTS



Open houses rarely sell a home—90% of homebuyers now search online for listings. However, open houses are a great way to meet potential new clients.



ACTION PLAN

STAY SOCIAL

Share an open-house walkthroughs on Facebook Live and Instagram stories.

"Virtually stage" the home by sharing before and after pictures of the empty and staged space.



GO BEYOND THE FLYER

Provide branded handouts that will be of use to the buyer—even after they've stepped out the door.

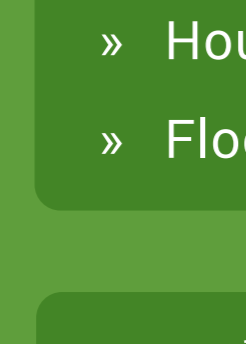
- » Open House FAQs
- » House Hunting Checklists
- » Floor Plans or Home Reports



MAKE IT MEMORABLE

Host a raffle or giveaway.

Offer food and beverages (but skip the alcohol!)



GET EMAIL LEADS

» Follow up with each lead individually—keep it personal.

» Use a tablet or phone app to sign in visitors and collect as many emails as possible.

» Create a newsletter that shares more valuable content, local news, and recent listings.

5 STRENGTHEN RELATIONSHIPS AND STAY TOP OF MIND

The average consumer needs to see a brand **11 TIMES** before they convert.

Social media, blog articles, networking, open houses, and email marketing are all fantastic ways to generate touch points that can help turn prospects into leads, and leads into listings.

