



The 12 BEST Ideas to Generate Listing Leads *in 30 Days*

By Darryl Davis, CSP

www.ThePowerProgram.com[®]

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Before you read the 12 Prosecuting Strategies, make sure you read this

Power Fact:

**When your prospecting dwindles –
so does your income.**

Agents often say, “I don’t know what to do. I don’t know where to find new business. I don’t know how to get started.” Or – “I don’t know where my next commission is going to come from.” When that happens, agents struggle to have the confidence to compete or the courage to pick up the phone and connect with people.

This plan is designed to help you **think strategically** about your prospecting over the course of the next 30 days. Use your *Power Prospecting Plan* chart to track your prospecting weekly. Real estate is famous for having weapons of mass distraction such as texting, Facebook, phone calls, Instagram, LIFE. We get it. But when we’re REALLY committed to something? Distractions don’t stop us.

Here’s an example: If you had a closing at 10, you probably wouldn’t be fooling around with Facebook at 9:15 – right? You’d be in the car and on your way to the closing. Your prospecting time should take that same level of priority.

Our challenge to you: Form GREAT habits. Start by scheduling your prospecting time at least three days (preferably four) per week for at least one hour.

1 Call *Current* FSBOs.

FSBOs Now business if you were to call and speak to 100 FSBOs, you'll without a doubt get a few listings in 30 days. This strategy costs nothing. In our *Power Agent Program*®, we have dialogues you can use. You'll find them in the *Classroom*. To be great at FSBOs takes some organization. I recommend you use the power of the **REDX system**. They'll deliver leads right to your inbox.

To learn more and get a special offer, visit www.DarrylSpeaks.com and use promo code SMILE.

2 Call *Current* EXPIREDS.

The great thing about EXPIREDS is that they are like fruit, they are usually ripe for picking. They already see value in working with a REALTOR®, and when they change agents, they almost always list at a lower price. They've already learned what price doesn't work, and they are committed to a move which makes them easier to call. We have dialogue for these calls as well in the *Classroom* that is magical. The **REDX** also provides these leads.

3 Call FSBOs & EXPIREDS from *6 months ago*.

This is a source of leads that is not normally on many agent's radar because they aren't actively advertising. These are people that tried and were unsuccessful. They were feeling the market out, and they ended up backing out of the sales. Now, after six months, many are just waiting in the wings and are probably **ready to jump back into the market**. Because they already went the FSBO route, many of these sellers will go straight to working with an agent. The **REDX** also provides these leads.

// The great thing about EXPIREDS is that they are like fruit, they are usually ripe for picking. //



4 Call *Past* Clients.

We know this is one of the best sources of both listing and buyer leads. These folks already have a relationship with you. A lot of agents aren't good in staying in contact. If you're looking for a reason to call – you can start off with a dialogue such as, *“Hey Mary, this is Darryl, I'm calling to apologize that we haven't spoken in a while. I was thinking about my clients whom I have worked with in the past and I just wanted to call and see how things are going. How are you liking house? How's the neighborhood? Have you made any home improvements? You know, one thing I always recommend is that every homeowner have an updated market analysis every year. Your home is such a big investment, it pays to know what it's worth. I can help with that.”*



// This is one of the best sources of both listing and buyer leads. //

5 Call Houses for *Rent*.

Here's another area that is not on many agent's radar.

A lot of investors are part time investors – they **don't have financial means to carry vacant properties**. Which means, when a property is empty, they are bleeding cash. Start calling the investors using dialogue such as, *“Hi! I'm calling about your property that is for rent. Can I get some information? Are you willing to work with an agent?”* Ask about house, how many bedrooms, baths, etc.

Then say, *“Let me ask you a question. If I had a buyer that would be willing to buy your property at a price that makes you smile would you be willing to sell rather than keep renting?”*



6 Cold Call Around *New Competition's* Listing.

Some of our agents get at least six listings per year from this technique. The next listing in a neighborhood where a listing just went up is almost always with another broker. Why? Psychology; neighbors don't want the neighbor to know their business.

So – they will go OUT of their way to NOT hire that same agent. When a competitor puts a listing out, start hitting the phones and calling the neighbors. *“Hi, this is Darryl, with POWER Realty. Another agent just listed a home in the neighborhood. When that happens, we always anticipate more buyers into the neighborhood. That’s why I’m calling on behalf of my company to see if you know anyone who is interested in selling their homes.”*

(Don't ask if they are interested, ask if they know anyone who might be as it is a less intrusive question. They would then usually say, no we don't know anyone – but we were thinking of selling.)



7 Commit to Making *Smile Stops*[™] with Gifts.

Have some fun with your marketing and create some smile-worthy connections by stopping by homes with thoughtful tokens of appreciation. There are usually three categories for SMILE STOPS[™]. Past clients – usually receive the highest end tokens, FSBOs & EXPIREDS – a mid-tier gift. Farming – a small token to make an impression. Download our SPRING SMILE STOPS in the *Power Agent® Classroom*.

SMILE STOPS[™]

SMILE STOPS are a fun reason to stop for quick visits with past and potential customers to *show your appreciation* and continuously cultivate your connection and trust.



They are designed to help you:

- S:** Service (focus on service not selling)
- M:** Meet face-to-face
- I:** Invite them to share their needs by asking questions
- L:** Leave behind a token of gratitude
- E:** Elevate the relationship

8 Host a *Neighborhood* Open House.

What we know is when we do a public open house, usually the neighbors come through who don't tell the agent that they are neighbors. They're not really buyers – they're just nosy!

Hosting a Neighborhood Open House before hosting a public open house is a great way to **make a connection with those neighbors**, and still have your public open house be as successful as possible. I recommend you head to your local office supply store, grab a box of 50 event invitations and mail them to the nearest neighbors. They should look like a wedding-type invitation. Inside you should say, *"You're invited to attend a Neighborhood Open House! Your neighbors at 123 Main Street have asked me to manage this for them, as they won't be available at this time. As you know, it's important to stay educated on what's going on in your neighborhood, so I invite you to join us!"*

The reason you are letting people know the seller won't be home is because they are more likely to show up if they think their neighbor won't be there. There are two great things about this, now, when you do the public open house – the neighbors won't take up your time. Secondly, because you know everyone who is coming through is a neighbor, the goal isn't to sell the house, but to set up free CMAs.

Questions like, *"How long have you lived here? What do you like best about the neighborhood? How is your home different?"* Then let them know that as a homeowner, it's a good idea to **have a market analysis done every year** so that they know what their home is worth and offer to prepare one for them and set up times to meet.

A good way to present this process to your seller is to share with them that the best buyers (the ones who will spend the most money) are the ones with an emotional connection to the neighborhood, and often the neighbors are **great for sharing referrals** that would have that kind of connection. It can mean **up to 5-10k more in sales price**.

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9 Call *Vendors* For Leads.

We all have vendors that we work with that want to get business from us. This includes attorneys, appraiser inspectors, mortgage brokers, etc. Real estate agents are the source of so many different vertical industries. These vendors usually want to **create a great working relationship** with agents because we feed their business. The best way to help build that relationship is for them to help you build your business.

Create a master list of your vendors, then engage them in referral dialogue such as, *"I'm looking to build my business and to build relationships with certain vendors. Can I ask you, if I have anyone who could use your services, would you mind my sending them to you? By the way, do you know anyone who is interested in buying or selling a home?"*

10 Call *"Orphans."*

In almost every company, there are agents who have left the business in the last year or so. Those agents were involved in transactions with sellers that are **no longer being serviced** by your company because that agent left. No agent is now nurturing these homeowners. Brokers and managers hate that. No one working them! Ask

your manager for the closed files of all the homes of agents who are no longer with the company. Your dialogue with those past clients goes something like this, *"Hi Mr. Seller – this is Darryl with Power Realty. The reason I'm calling is to let you know that your past agent is no longer with our organization, so I apologize that you haven't been getting consistent service calls. I just want you to know that I'm here for you and I wanted to see if there was anything you need. How's the house and neighborhood? Everything good? Have you made any improvements? Have you ever thought about moving? Do you have any real estate questions? I firmly believe that homeowners should have a market analysis every year so that they are on top of what their investment is worth. I'm happy to do the same for you. Does that sound good?"*

11 Post a *Real Estate Update* Video.

This is something a lot of **successful agents** are doing. They are video blogging on Facebook and Facebook community pages. Agents should be contributing participants in these community pages. Don't just ask for referrals – give value. Post weekly videos on real estate in the area. Perhaps spotlight local businesses. Showcase a new house on the market or investment opportunities. Share school information. Give market updates, etc.



12 Call *Old Friends.*

We hear this so often, “*My best friend knows I’m in real estate, but they listed with someone else!*” Look, just because they know you’re in real estate, doesn’t always mean that it registers. You can’t assume that your friends are going to think of you when they want to buy or sell. **It takes communication** to let people know what you do. If you’re like me, you probably have a ton of names in your phone you haven’t reached out to in a very long time. Now might be a great time to reach back out. It can be as simple as calling up and saying, “*Hey there, Darryl here – how are you doing? I was just thinking about you and I wanted to check in. How’s your business?*”

That will often lead to them asking you about your business and you can tell them that the market is constantly changing and how that leads to a lot of questions from consumers and **ask them if there is anything you can do to help them** in that area!



Now a lot of you will feel a little uneasy about picking up the phone to make these prospecting calls. Here’s what I want you to know as a coach—**don’t be committed to getting business from every phone call. Commit to building a relationship.** When we look at prospecting as a yes and a no – we set ourselves up for a win/lose scenario. *That’s a lot of pressure!* It doesn’t feel good – and it sure doesn’t make you want to make the calls!

When your goal is to just build the relationship – the pressure is off and it’s always a win. So, focus on **building rapport**. Make small talk. Think of it like going to a “cocktail party” – you’re in it for the conversation. The getting to know each other a little better.

If you’re calling old acquaintances and you’re feeling weird about it, acknowledge the weirdness up front, “*Hey, I know it’s been a long time, but I just wanted to call you and see how you were.*” If you can, tie the conversation back to a memory such as, “*Remember that time we all ...*” That can help you better make a **connection**.

That’s it! **12** great ways to
build inventory
that *you can start today!*

About Darryl Davis, CSP



Sales is the ultimate people business. That's why Darryl Davis has traveled the globe helping leaders, sales professionals, association members, and corporate teams at conventions, conferences, corporate retreats, sales workshops and summits to learn the skills, mindsets, and strategies it takes to build powerful relationships and create customers for life.

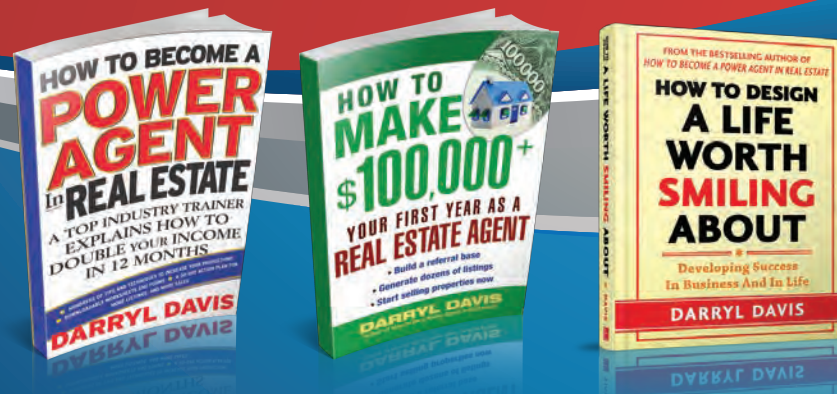
Darryl is an internationally acclaimed keynote speaker and coach – and a bestselling author of three books. His ***How to Become a Power Agent in Real Estate***© book is in the top 1% of books purchased on Amazon.

His program The Power Program® has proven to help agents double their production over the previous year.

Today, Darryl passionately delivers more than a hundred power-packed, humor-filled, inspired keynotes, workshops, and one-day intensive sales events every year globally. Audience members and clients share testimonials of life-changing impact, career-changing skill development, and laugh-out-loud experiences.



Ready to deliver the same to YOUR next audience? Book Darryl today.



About the *Power Program*

This is a hands-on, skill-based training and coaching program for real estate professionals that helps agents double their income year over year, develop a referral base they can count on, and design lives and careers worth smiling about.

Join Today!

What do you get as a Power Agent®?

- ✓ Membership to Darryl Davis's Power Agent® Coaching Platform
- ✓ Monthly Power Agent® Call access where Darryl solves issues, shares strategies, and answers your most burning real estate questions LIVE
- ✓ Access to Darryl's audio and video training, expert real estate tools, monthly insights from top agents, listing and selling resources, and so much more
- ✓ Weekly eNewsletters filled with tools, training, and inspiration

Plus...

- ✓ BONUS topic-specific webinars throughout the year
- ✓ BONUS training gifts throughout the year

When I first met Darryl, I had just started my career. I went from being a top agent, building a real estate team, to eventually opening my own office. Darryl truly did launch my real estate career.

Joanne Mills



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