

100 BEST Ideas to Get a Listing Today

DARRYL DAVIS
— SEMINARS —



1. Call current FSBOs
2. Call older FSBOs from months ago
3. Call Expireds
4. Call Expireds from months ago
5. Call Withdrawals
6. Ask your broker for "orphans" - client files from agents that have left the company
7. Host public open houses on your listing
8. Host public open houses on another agent's listing
9. Host neighborhood open houses on your listing
10. Host neighborhood open houses on another agent's listing
11. Floor duty PLUS one other item on this list while you cover the phones
12. Door knocking with a value piece
13. Smile Stops to individuals
14. Smile Stops for businesses such as attorneys, title companies, insurance agent, etc.
15. Direct mailing campaign (must be consistent)
16. E-Newsletter campaign
17. Meet with vendors and discuss sharing leads and/or shared advertising campaign
18. Handwritten notes to sphere/farm
19. Call Houses for Rent to ask the owner if they would consider selling
20. Call pre-foreclosures
21. Call non-owner-occupied properties
22. Host a Client Appreciation Party
23. Volunteer at a school
24. Become a business partner for area PTA/PTSA
25. Start a community Facebook page
26. Find Facebook group in your community that already exists and actively contribute
27. Attend local networking events
28. Look for local meetup.com events
29. Coach your child's sports team
30. Call all past clients and offer something of value
31. Call homes around a new listing using a Just Listed Dialogue
32. Call a neighborhood using an "I have a buyer dialogue"
33. Network with Human Resource Directors of companies
34. Start a consistent print advertising campaign
35. Hand out business cards with a call to action on the back for a value piece
36. Work REO/HUD/bank listings
37. Attend the public trustee sale
38. Mail a "Become a Homeowner" flyer
39. Have a booth at local trade show/home show/community event
40. Host an informational seminar online
41. Host an informational seminar at a hotel
42. Wear your nametag everywhere
43. Work short sales and pre-foreclosure properties
44. Enroll in a class or a hobby workshop to meet new people
45. Mail New Home Anniversary cards
46. Mail semi-anniversary cards
47. Send birthday cards to clients
48. Send birthday cards to client's children

49. Send letters to out-of-town rental owners and offer an updated CMA
50. Write an informational article for the newspaper
51. Advertise on bus benches
52. Advertise on grocery carts
53. Advertise on billboards
54. Radio campaigns—see if you can be a guest on a talk show
55. Start a local radio show
56. Attend a “meet-up” (meetup.com)
57. Interview local businesses and post on social media
58. Attend charity events to create connections
59. Sponsor your own fundraiser
60. Create an opt-in pop-up on your website
61. Host a networking group event
62. Farm a neighborhood
63. Work out of state referrals
64. Ask your current clients for referrals
65. Sponsor classroom or school folders (i.e.schoolfolderfactory.com)
66. Advertise in laundromats—usually tenants are “hanging out” there
67. Make a formal proposal to divorce and estate attorneys to serve their clients
68. Make a formal proposal to a car dealership or to just the salesperson
69. Make a formal proposal to builders
70. Make a formal proposal to investment advisor or assisted living facility
71. Send holiday cards
72. Get a wrap or magnetic sign for your car (wraps are better)
73. Sponsor and prominently advertise on the truck of a local mover
74. Host a “housewarming” party for your client after closing — get their friends' names for your sphere list
75. Give out your business card every chance you get – restaurant, cleaners, supermarket, etc.
76. Sponsor and attend local events and ask if you can set up a table
77. Participate in community parades
78. Attend garage and estate sales
79. Do a super-charged farming campaign – mail every other week for 2 months, then monthly
80. Mail Just Listed postcard to your farm area
81. Mail market update to your farm area
82. Mail out “I have a buyer” for the neighbor letter to your farm area
83. Determine a niche market and start working it — condominium, horse property, veterans, first-time home buyers, etc.
84. Gather video testimonials from clients
85. Ask a top agent if you can put your rider on one of their property signs and pay them a 25% referral fee for any leads that comes in
86. Use a 1-800 call capture number that will text back to leads
87. Contact real estate management companies for potential leads
88. Partner with a local business and send a coupon to your sphere of influence
89. Place an ad on the bulletin boards at grocery stores
90. Place an ad in community newsletters
91. Talk to your newspaper or postal carriers about vacant homes
92. Pay for ad on diner or coffee shop place mats
93. Obtain a NAR® designation or certification and send out announcement to your sphere and farm
94. Start a blog showcasing your real estate expertise
95. Pre-buy cups of coffee at a local deli or shop and have the owner hand out your business card with “Your coffee is on me today!” printed on the back
96. Get actively involved at your Chambers of Commerce
97. Share leads with local home service professionals (landscapers, movers, painters, etc.)
98. Host neighborhood or school events such as movie nights festivals
99. Host “office hours” at your local coffee shop with an “Ask me about real estate” sign
100. Invite your sphere and farm to get a free over the phone market analysis on their home