



LISTING  
GENERATING

# Ideas

UNDER \$100

## EMAIL MARKETING

Build an email list and send out newsletters or market updates regularly. Services like MailChimp have free or affordable options.

## NETWORKING EVENTS

Attend local events and mixers to meet potential clients. While some may have an entrance fee, many are free.

## BUSINESS CARDS & NAMETAGS

Invest in well-designed business cards and leave them in strategic places like local businesses or at your open houses.

## PROMOTIONAL FLYERS

Design and print eye-catching flyers to distribute in local neighborhoods. You could do this yourself or use an affordable online service.

## OPEN HOUSES

A more targeted approach than flyers, these can be placed on homes in specific neighborhoods where you're trying to get listings.

## ONLINE DIRECTORIES

Ensure your business is listed in online directories like Google My Business, which is free.

## COMMUNITY ENGAGEMENT

Volunteer or participate in local community events. This not only raises your profile but also builds your reputation as someone invested in the community.

## SEMINARS

Host a free seminar on a topic relevant to your clients. Promote it through your social media and email list and have guest speakers help offset the expenses.

## HANDWRITTEN NOTES & GREETING CARDS

Send handwritten thank you notes to clients after closing. It's a small touch, but it goes a long way in making clients feel special and appreciated.

## CLIENT TESTIMONIALS

Request testimonials from satisfied clients. Share these on your website and social media. A positive review can be very convincing to potential clients.

## HOME BUYER/SELLER GUIDES

Create a free downloadable guide for home buyers or sellers. Promote it on your website, social media, or through email marketing.

## VIDEO TOURS

Record video tours of your properties or even other agents listings. You can do this with a smartphone and some simple editing software.

## COLLABORATE WITH LOCAL BUSINESSES

Partner with local businesses for mutual promotion. For instance, a local coffee shop might let you leave flyers, while you recommend them to your clients.

## FACEBOOK GROUPS

Join local Facebook groups and participate in discussions. Don't just promote your business, but provide helpful advice and become part of the community.

## COMMUNITY CLASSES

Offer a free class on home buying, selling, or real estate investing at a community center or library.

## QR CODES

Use QR codes on your physical marketing materials that link to your listings or website.