

5 Strategies to Increase Listings IN A TIGHT MARKET



1 Connect With Your Database

- Contact everyone in your database with either a note, call or email.
- Be a resource on real estate-related matters for your database.
- Ask your past clients for possible referrals.
- Hold an event for your clients and let them know they can invite their friends.

2 Prospect Around a Sale

- Invite neighbors to the first hour of your open house.
- Mail neighbors a letter letting them know about the upcoming sale.
- Offer neighbors a free market analysis of their home.
- Contact neighbors after a sale with the details.

3 Network, Network, Network!

- Establish relationships with other professionals such as attorneys, title examiners, home inspectors, developers, etc.
- Connect with other real estate agents locally and nationally.
- Join a community organization or municipal board.
- Join non-industry networking groups like a chamber of commerce and BNI.

4 Expand Your Marketing Strategies

- Create a dynamic website and social media posts utilizing colorful graphics and video.
- Mail a flyer each month with relevant content and fun or informative tips on a timely subject.
- Consider purchasing newspaper ads that also allow you to write an accompanying article.
- Team up with another professional to host an event.

5 Other Methods to Consider

- Send information on the local market and homes for sale to renters.
- If it's an absentee owner of a rental home, contact them to see if they are interested in selling.
- Investigate expired listings.
- Contact For-Sale-By-Owner properties.

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