



Quiz: What's Your Lead Generation Style?

As a real estate agent, you have an inherent way of communicating with others, which includes lead generation. Take this quiz to see what your primary style is and how you can use that to your best advantage.

1 How do you prefer to connect with potential clients?

- a. Through referrals from clients who I have previously worked with in the past.
- b. Using a mix of online ads and traditional platforms such as direct mail, newspaper ads and magazine inserts.
- c. Online through social media ads and website inquiry forms.
- d. Purchasing leads through a variety of sources.

2 Which of the following statements best describes your marketing approach?

- a. I excel at personalized, in-person interactions and nurturing relationships.
- b. I focus on creating content for online platforms as well as direct mail marketing.
- c. I am skilled at crafting engaging online search engine optimization (SEO) content and social media ads.
- d. I focus on purchasing qualified leads.

3 What's your preferred method for staying in touch with past clients?

- a. Sending handwritten notes and market updates, making phone calls and dropping by with a small gift.
- b. Sending emails with market updates.
- c. Inviting clients to sign up for my newsletter and to follow me on my social media pages where I share relevant content.
- d. I use a variety of methods but nothing consistently.

4 What's your networking style?

- a. I use a mix of in-person and online networking opportunities.
- b. I enjoy attending local events and joining community organizations.
- c. I prefer participating in online forums and industry webinars.
- d. I thrive in one-on-one networking situations.

5 Which type of lead generation aligns more with your long-term goals?

- a. Building a strong local reputation and client base through referrals.
- b. Focusing on a niche market and becoming an expert in that area.
- c. Expanding my online presence and reaching a broader audience.
- d. Trying to scale my business with as many types of resources as possible.



If you have mostly...

A responses

You are a Work by Referral Master

You focus on nurturing your client database with touches that include personal notes, phone calls, email market updates and short, personal visits. Keep up the good work!

B responses

You are a Digital Dynamo

You rely on online marketing and advertising to generate leads. Consider adding some ways such as connecting with past and current clients through phone calls, notes and personal visits to get future referrals.

C responses

You are a Social Connector

You leverage social media and online engagement to build your client base. Implementing ways to connect (notes, phone calls and visits) as well as traditional outreach (direct mail) may help you reach more people and get more referrals.

D responses

You are a Ready-to-Try-Anything Ringleader

You may benefit from refining your lead generation strategy and focusing on more direct ways to reach more targeted connections.



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