

LISTING PROSPECTING IN TODAY'S MARKET

HERE ARE SOME IDEAS FOR PROSPECTING

- Touch base with everyone on your sphere of influence list. (calls, notes, pop by's, face to face).
Provide relevant content about the market.
- Offer your past clients or sphere an "annual update" (CMA) on their property.
- Go door knocking.
- Pay attention to and interact with people on social media who are experiencing "change" in their lives.
Post valuable content about real estate online.
- Farm a neighborhood. You must be consistent in your efforts.
- Send out a market update newsletter to your own neighborhood or one that you'd like to have listings in.
- Work FSBO's and expired's. Consider working expired listings that aren't "recently" expired (6 months or longer off the market).
- Present a market update at a networking event or service club.
- Coordinate a neighborhood event – garage sale, spring clean up, safety night, or Easter egg hunt. Getting to know people and mingle with them is a great way to meet potential Sellers.
- Call Sellers you had previously listed (withdrawn or expired) and see if they would want to re-list. Go back as far as a few years with people who may have inquired and may have been upside down at that time.
- Contact vendors (plumbers, roofers, electricians, etc.) to see if they know of anyone thinking of selling who might be preparing their home for sale.
- Host an open house.
- Run a print ad.
- Work foreclosure and distressed properties to see if you could help those owners.
- Attend a community event or get involved in a committee to meet potential homeowners.
- Look for people making significant improvements to their home...they may be getting ready to sell.
- REMEMBER: Everyone you meet who owns a home is a potential Seller. Even if they don't think they want to sell "right now."