

Prospecting Possibilities (Real Estate)

A Level: Direct Contact with Seller's, Buyer's, or Individuals that work with Seller's or Buyer's

1. Open Houses
2. Internet Lead Follow Up ... RE/MAX.Com
3. Expired Listings
4. For Sale by Owner (FSBO)
5. Real Estate Attorneys
6. Probate Attorneys
7. Divorce Attorneys
8. Bankruptcy, Short Sale Attorneys
9. Apartment Complex for Buyers
10. RE/MAX Network Referral Opportunities
11. Realtor Designation Strategy: CRS, Luxury, etc.
12. Residential Loan Officers
13. Real Estate Home Inspectors
14. Real Estate Appraisers
15. Real Estate Paralegals
16. Real Estate Flippers
17. Real Estate Builders
18. Real Estate Land Developers
19. Be Your Own Billboard: Wear Clothing That Indicates What You Do: Gym Apparel, Polo Shirt, Baseball Cap, Name Badge
20. Facebook Post: Investment Property ... Good Returns
21. Land Free Cut
22. Planning and Zoning Meetings/Notices
23. Real Estate Engineers
24. Real Estate Land Surveyors

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B Level: Actions to Create or Learn of Opportunities

1. Past Clients Email Program
2. Circle Prospecting
3. Geographic Neighborhood Farm
4. Geographic Condominium Farm
5. First Time Home Buyer Seminar
6. Downsizing Seminars
7. Calling on Small to Mid-Size Companies: Human Resource Department
8. Sphere of Influence Communication to Friends, Relative, Associates, Past Clients
9. Client Appreciation Event
10. Land Free Cut Research
11. Expert: Financing Programs, Housing Data, Town Info
12. Maximum Value Audit
13. Seminar on How to Sell Unique Homes
14. Legal Real Estate Related Notices in The Newspaper

C Level: Networking but Not Directly Related to Real Estate

1. BNI Type Groups
2. Church Groups
3. Sports Groups
4. PTA
5. CPA
6. Chamber of Commerce
7. Introduce New Neighbors
8. Open House Giveaways
9. Instagram
10. Give Back to The Community