

# The Ultimate List of LEAD GENERATION ideas

PROSPECTING- Phone or face to face activities to get NEW clients

## Listings w/o Agency

- FSBO (For sale by Owner)
- Expired Listings

## Circle Prospecting

- Neighborhoods
- Apartment Complexes
- Recently Sold's
- Recently listed

## Community Outreach

- Charities
- Volunteer work
- Your Church/Temple

## Key Relationships

- Corporations
- Builders
- Banks
- Third-party data companies
- Investors

## Teaching/Speaking

- Partner with Vendors
- Partner with other Agents in your office

## Door to Door

Prospecting in your neighborhood can lead to today business. Host a Drive for School supplies, pet supplies, or kids in need.

## Networking

Get involved! Do you belong to a Realtor Association? What about Real Estate FB Groups?

## Booths & Kiosks

Does your town/city have events? Be part of this!  
Does your HOA have neighborhood events? Get involved.

## Walk Ins

Do you spend any time at your office? Do you get walk-ins?  
Are you working at a public spot? Do you have any kind of signage that you're a Realtor?

## Direct Mail

Handwritten postcards or letters go a long way.  
When was the last time you received one of those? Birthday cards are a great one!