

Powerful Prospecting Checklist

TURNING OVER ALL THE ROCKS



**JONES
HOLLOW**
REALTY GROUP

1. Open houses
2. Floor duty
3. Door knocking
4. Pop by's (individual & business)
5. Direct mail
6. Newsletters
7. E-Newsletter
8. Phone calls
9. Face-to-face meetings & appointments
10. Hand written notes
11. FSBO's
12. Expireds & Withdrawns
13. Client Appreciation Party
14. Volunteer
15. Networking Events
16. Coach your kid's soccer team, etc.
17. Annual updates (CMA's)
18. Circle prospecting (5x5's)
19. Meetings w/Human Resource Directors
20. Relocation opportunities/tours
21. Print advertising (newspaper or magazines)
22. Social media—pulling & pushing info
23. Blogging
24. Hand out business cards
25. Email drip campaigns
26. 8x8 campaigns
27. REO/HUD/bank listings
28. Attend the public trustee sale
29. Send notes to homes "for rent" as possible listings
30. Trade shows/homes shows
31. Host an informational seminar/talk
32. Network with affiliate providers (CPA's, attorneys, insurance agent)
33. Put your nametag on or logowear and go somewhere where there are people to talk to!
34. Preview properties (know the inventory) leave your business card for the Seller
35. Work short sales and pre-foreclosure properties
36. Enroll in a class or a new hobby to meet people
37. Join a book club
38. Target renters (non-owner occupied)
39. Mail home anniversary cards
40. Send letters to out of town rental owners to check up on their property (take photos) & do a CMA
41. Write an informational article for the newspaper
42. Bus benches, grocery carts, and billboards (can be expensive)
43. Create and hand out a personal brochure
44. Radio campaigns—see if you can be a guest on a talk show
45. Attend a "meet-up" (meetup.com)
46. Give your vendors your business cards to hand out
47. Learn a new part of this business (commercial, vacant land, new construction) — look for referral opportunities with other agents in attendance & share business leads
48. Interview people you want to meet to broaden your sphere of influence
49. Go to charity events and meet new people
50. Mail sports cards/calendars
51. Do a drawing to capture names
52. Create and maintain your website profile; create a customized website
53. Capture and follow up with internet leads (follow-up is the key!)
54. Host a networking group yourself (lunch for eight concept)
55. Maintain your mailing list — always look for who you can legitimately add to your list!
56. Farm a neighborhood
57. Work out of state referrals
58. Take care of your current clients—ask them for referrals
59. MySite (automated search program through MLS) for everyone!
60. Schedule a public speaking opportunity at a service club
61. Adopt a school—take them treats and pop by's, volunteer
62. Prospect in laundromats—usually tenants are "hanging out" there!
63. Wedding announcements — are they interested in buying a home?
64. Baby announcements
65. Work with attorneys to prospect for divorce and estate transactions
66. Send holiday cards
67. Get a wrap or magnetic sign for your car (mobile advertisement)
68. Create videos — use to highlight the area or yourself (link to internet)
69. Host a "house warming" party for your client after closing — get their friends' names for your sphere list
70. Give your business card to your waitress when you eat out (tip well)
71. Work with people who are retiring or downsizing (investment advisor or assisted living facility)
72. Pay for the person behind you at the drive through—give them your card
73. Sponsor something and ask if you can attend or have a table at the event!
74. Visit with marriage counselors—perhaps they have clients who can't reconcile and need to sell?
75. Make a float and participate in the 4th of July or Christmas parade
76. Host an educational/information session (i.e. redecorating tips, landscaping ideas, etc.)—"show & tell" for your clients
77. Walk a neighborhood and put up door hangers
78. Send out a time change postcard
79. Send a Just Listed postcard to a move up neighborhood (if you don't have a listing, "borrow one!")
80. Facebook ads
81. Target a niche — condo buyers, horse property, veterans, 1st time home buyers, etc.
82. Hand out notepads or other "swag" at a large open air event like the Arts Picnic or Farmer's Market
83. Ask for referrals!
84. Gather testimonials & send to your clients
85. Ask a "busy" agent if you can put your rider on one of their signs or advertising some of their listings
86. Buyer "needs" — send postcard to the area asking for listings
87. Call out-of-area listing agents and see if they would like some showing help for a referral fee
88. Send "Just Sold's" postcard (multiple homes) to an area to solicit listings
89. Get names from the Chamber and send an relocation guide
90. Work garage sales (they're cleaning up, do they want to move?)
91. Purchase tickets to an event & offer to your clients
92. Host a tour of homes (multiple open houses)
93. Teach a class on buying rental property with a property management company
94. Target kiddie-condo investors @ UNC/ CSU/CU
95. Call capture programs (800 numbers)
96. Craigslist leads
97. Talk to car dealers—people qualifying to buy a car may also qualify to buy a home!
98. Contact HOA management companies for potential leads
99. Visit with new construction representatives—sometimes they don't want to take listings
100. Courts could be a place to prospect— evictions, probate, divorce, tax liens, and code violations
101. Partner with a local business and send a coupon to your sphere of influence
102. Put up information on bulletin boards at coffee shops or grocery stores
103. Talk to your newspaper or postal carriers about vacant homes
104. Work in a coffee shop and put up a tent card that you'll buy customers a cup of coffee!
105. Meet other Realtors at classes or conventions and ask for their referrals