

## Creative Prospecting Ideas

- Facebook Advertising
- Twitter, Instagram, Snapchat, LinkedIn, & Facebook
- Door Hangers & Door Knocking
- Cold Call and mail FSBO's & Expired Listings
- Direct people to your Summa Home Search Site/IDX Website
- Cloud CMA
- Outdoor advertising in your niche area
- Offer to do showings for other agents
- Network with Divorce Attorneys and other attorneys for referrals
- Network with financial professionals for referrals
- Farming neighborhoods with post cards
- Join a non-profit
- Go to networking events and meet-ups
- Become a blogger
- Create referral partnerships with agents in other states and areas outside the RMLS
- Automated CRM campaigns to your sphere (market reports, home advice etc.)
- Open Houses
- Search Engine Optimization to direct people to your website
- Google Ad Words
- Create profiles on Realtor.com, Zillow, Trulia, Google Business, Yelp
- Have lunch meeting at least once a week and hand out business cards for them to hand out to others
- Talk to people at garage sales
- Host educational booths and seminars (Ex: First Time Home Buyer Class)
- Buy a book of business from a retiring agent
- Send holiday cards to your sphere once a year
- Sponsor a children's sports team and introduce yourself to parents at games
- Use your hobbies to get more real estate leads
- Share your testimonials with others
- Create a "meet-up" group and network with other professionals

Interested in paid leads? Here's where you'll get the best bang for your buck:

1. Commissions Inc.
2. Zillow Premier Agent