



Almost  
**200**  
ways to prospect



# Best Practices with REALTOR.com® and Top Producer®

Here are 7 best practices on how you get the MOST out of your new leads, including how to scale up your stay in touch program to turn your 'contact list' into a 'business generator'

## Act quickly.

Your prospects are busy and will move on quickly. When prospects call, email or submit an online form, they are actively asking you to engage with them. The more you wait the colder the lead gets

## Appreciate the lead.

Not every lead is created equal, and not everyone is ready to transact today.

Be patient, and tailor your follow up, and you'll find you'll have more opportunities to connect with those internet buyers. Some early stage buyers & sellers take up to 12 months to transact. That is future business, if your follow up is consistent.

## Use the same method of contact.

This one is pretty simple. If they emailed you, email them back.

Same goes for calls. Some people just 'don't do email' and want to talk to a live person.

These individuals usually have more specific questions, and have often done more research on the neighborhood. Just remember: get back to them ASAP.

## Leave them with something useful.

They've reached out to you, isn't there something you can send them?

Even though your sphere is not currently interested in buying, everyone wants to know their value of their home and area they are living in. This shouldn't be promotional, but information. When we follow up well it is a service to our prospects - service they will thank us for through future transactions and referrals.

## Organize and update your contact list.

Are all of your emails and phone numbers up to date?

It's important when getting new contacts to make sure you ask the right questions and get as much information from them as possible so that you can insert in your database. It's important to keep all your contact information in one database instead of having some in Outlook, Gmail™ and some contacts on your phone or in handwritten notes.

When was the last time you spoke on the phone with your sphere of influence?

**Make it a habit to regularly call your sphere.**  
By sending out something valuable like trend reports to your sphere, this gives you excellent talking points when you follow up on the phone without sounding like you are cold calling. Set aside minimum 2 hours each day to call the people on your list. The best time to call is usually on weekday mornings.

Many agents are afraid to devote 100% of their time into prospecting.

They feel it will cost a lot of money in marketing and advertisement. This is a misconception. When prospecting, you don't have to spend a lot of money. Expensive advertisement in magazine is not the way to go anymore.

**Most of the lead generation can be done in a cost effective way.**



10

## 1. Send out an announcement or re-connection letter to your Sphere of Influence

2. Create a circle of influence list consisting of friends, family, co-workers and create a marketing campaign for them
3. Ask your friends to come up with Top Ten Lists that you can consolidate and put on your website
4. 2 face to face meetings a week—coffee, lunch, CMA, etc
5. Mail out interesting news articles to your sphere, and provide your own observations or commentary
6. Identify geographic farms and set up marketing campaign
7. Prepare unsolicited CMAs for sphere
8. Start a Blog on a Theme – i.e.: 100 Questions First Time Homebuyers Should Ask
9. Send out market updates
10. Invite your sphere to participate in a contest – i.e.: Name my newsletter, or even “Name my Company”



Your clients, contacts, and prospects care about what's happening in today's real estate market.

Share key insights in seconds with Market Snapshot®, and see exactly who's checking the market updates.

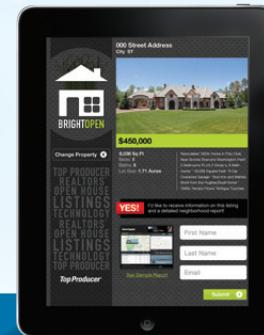
You'll have an instant call list!



11-20

## 11. Make a great, relevant newsletter, and try to address it personally to at least 50 people each month

12. Host a first-time buyer workshop/seminar
13. Home tour for past clients
14. When you go to a party in your neighborhood make sure you know what's going on in the market. People always ask about the neighborhood market
15. Home purchase anniversary cards
16. Birthday cards (and include a gift card)
17. Thinking of you cards
18. Volunteer
19. Invite neighbors to open houses
20. Have a "neighbors only" open house (and provide refreshments)



**Get the word out on your listing and show neighbors your marketing prowess with a exclusive 'preview' open.**

Offer neighbors a free neighborhood market report powered by Market Snapshot®, and add them to your database instantly with BrightOpen™. You'll have a new audience to call on when looking for your next listing.



**21-30**

## 21. Attend spouse's work-related social events

- 22. Sponsor your child's sport team
- 23. Have a user-friendly website
- 24. Blog often
- 25. Stay in consistent contact with your current clients**
- 26. Non-promotional Facebook page
- 27. Make holiday wreathes for that year's clients
- 28. Continuing Education
- 29. Make video tours of neighborhoods, shopping, parks, etc and post to website
- 30. Always close your phone calls or meetings with a call to action so you always know your next step



**Thanks to the cloud, you always have the most complete view of your business:**

view contacts and your calendar on your phone, tablet or laptop with seamless data sync brought to you by Google apps.



**31-40**

## 31. Start a Twitter account, and link to interesting content

32. Cultivate relationships with lenders, inspectors, closing attorneys who would likely refer you
33. Learn about investing in real estate so you can advise your sphere
34. Come up with top 10 lists for interesting things to drip out to your sphere
35. Learn to say no to listings you know won't sell, so that your yard sign doesn't become an advertisement for the real estate professional who can't sell a home
36. Be creative with marketing your listings and have fun talking about your ideas to your sphere
37. Make a flyer comparing mortgage vs. rental costs and distribute at apartment complexes
38. Practice the words "It depends..." and use them whenever some ask how the market is doing...
39. Get a Facebook Business Page, and start regular conversations
40. Don't dwell on the down market when talking to people - talk about the opportunities for buyers now



**Surrounded by buzz words and trendy topics,  
it's easy to get distracted by social media.**

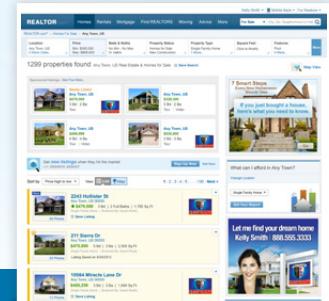
Keep it simple: the Social Connections Facebook® app by REALTOR.com® & Top Producer® can be installed in minutes, and lets you focus on telling your story as a real estate professional.



41-50

## 41. Try to dress nicely whenever you go to run errands. It's surprising how often we run into people we know when we're out and about

42. When hosting an open house, put up a directional signs, and knock on people's doors to ask permission to put signs in their yard for half a day
43. Have more parties at your house – Super Bowl, back to school brunch, Cinco de Mayo, BBQ, winter blues party
44. Come up with a list of great preferred providers. Highlight one each month in your newsletter
45. If a friend is listing a house, have a sprucing up party for his/her friends and pay for all the refreshments. The friends can help with de-cluttering, painting, weeding, etc
46. Create a Facebook page that drives them to your website
47. Become an expert in tax advantages of real estate investment. Don't try to be an accountant or tax attorney, but be able to speak intelligently about capital gains, write-offs, etc.
48. Walk around your neighborhood with a shortened version of your non-dorky announcement letter or brochure and offer a home warranty or staging session with your listing
49. Identify industry type farm, i.e. lawyers, accountants etc., and set up marketing campaign
50. Online advertising on REALTOR.com®



Show sellers you mean business with premium positioning for your listings on REALTOR.com®.

Your listings will be showcased at the top AND bottom of the search results page, so local buyers are exposed to your listings more often than any others in the market.



51-60

## 51. Hold Open Houses

52. Hold an annual event where you invite all of your past clients and if they wish let them invite one friend/couple
53. Write letters to the editor in your local papers about real estate issues
- 54. Ads on Craigslist and Kijiji**
55. Join local organizations such as Chamber of Commerce, Toastmasters
56. Join community project organizations such as Rotary Club
57. Support local or national charities as a part of your business
58. Offer to speak at local meetings of any kind and promote it
59. Start up or join an exclusive networking group where your business type is limited to only you as the member of the group for real estate
60. Wear clothing that identifies you as a real estate professional, such as a polo shirt or baseball cap with your website on it. (Own your website don't use a broker website, so you are only promoting you)



### Our free Craigslist Ad Creator

lets you create a professional ad you can upload to Craigslist in seconds. You'll capture consumer interest and generate leads by giving them market data on the search platform they love, and you'll do it all in about a minute.



61-70

## 61. Sponsor things, events, teams etc

- 62. Put car signs on your car
- 63. Use 800#'s with call capture on listings and in ad promotions to be able to identify callers
- 64. Hand out business cards
- 65. Leave business cards with notes on back whenever you are in contact with someone, such as restaurants
- 66. Have your own domain name for website and email, a must for Internet marketing
- 67. Offer local workshops/seminars/webinars on real estate related topics
- 68. Respond within minutes to a lead. A quick response to leads equals a higher lead conversion and gives you more sales. Offer your real estate expertise to local media, i.e. newspapers, radio, TV
- 69. Go to local networking events and don't stand in the corner
- 70. Take a past client to lunch or dinner



**Top Producer gives you instant lead notification by SMS and Email.**

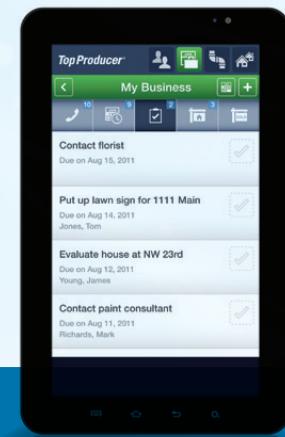
The countdown clock starts ticking the second a leads comes in. Click the alert, and you're already dialing



71-80

## 71. Ask current clients for referrals

72. Create a survey and publish the results
73. Join current Social Media sites such as Facebook, LinkedIn and network in them
74. Create a Blog and be consistent about writing article for it. Make sure the articles are about providing good consumer info and not just infomercials for yourself
75. Keep online content at websites, blogs, and social media fresh and current
76. Make use of online video in your marketing of homes AND your own personal promotions
77. Begin to make use of current technology, such as texting, the ability to send a prospect calling about your listing, all the info, flyers, disclosures etc. from your phone
- 78. Set up a system that has specific times in which you prospect**
79. Identify 1-3 specialties within the real estate field and brand yourself to those specialties, i.e. a specific type of property, a specific town, personality type, a specific type of buyer or seller
80. Become intimately familiar with all aspect of the specialty(ies) you choose, for example, if you choose a town, learn the history, know the type of government, all of the services offered, parks etc. go take pictures of stuff and make them available



### Your Business Overview:

Top Producer® can automatically sort your leads and contacts based on your favorite criteria to create daily Call Sheets.



81-90

## 81. Develop an Online Marketing Plan incorporating Website, blog, Social Media and email

82. Make closings an event at which time you can remind your client that you would like referrals
83. Create favorite stories about some of your real estate deals and share those in your marketing efforts
84. Take the time to create effective Profiles for all of your online presence, i.e. websites, blogs, Social Media and make each one a little different
85. Develop a list of agents around the country to build a referral business with
86. Create a list of people you know out of state and develop a relationship with them so if they know someone coming to your area they will refer
87. Have a Value Statement that identifies why and how you do things
88. Direct mail to drive people to your online presence
89. Be friendly with everyone you meet
90. Mass emails to your Sphere of Influence (SOI)



### Want to print address labels?

Top Producer® is "label friendly", meaning you can print address labels for one, dozens or hundreds of contacts.



91  
100

## 91. Mailings to FSBO's

92. Mailings to expired listings
93. Mailings/postcards to farm area
94. Ad in local newspaper
95. Blog - Active Rain or other sites
96. Postal mailings to SOI (magnets, newsletters, etc)
- 97. Hold open houses - invite neighbors**
98. Leave cards with GOOD tips at restaurants
99. Call SOI
100. Join & attend Chamber of Commerce



The free QR Mobile Marketing System from  
**REALTOR.com® and Top Producer®**  
gives you Websites. Shortcodes. QR Codes.  
Postcards. Flyers. Get them for ALL your Listings,  
in About 30 Seconds.



# 101. Sponsor local school sports team

102. Doorhangers in neighborhood
103. Just listed/just sold cards to target area
104. Knock on doors in target area to introduce yourself
105. Join a book club
106. Postal mailings to SOI (magnets, newsletters, etc)
107. Lease a booth at local homecoming festival
108. Send "Just Listed" postcards
109. Send "Just Sold" Postcards
110. Flyers to other agents in area



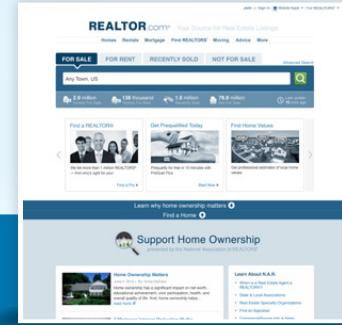
**Top Producer®'s "Just Listed"/"Just Sold" postcards** give you a direct marketing system that reaches your sphere, farm, and the people that care the most, the neighbors. You can set the system to send the minute your new listing hits the MLS, or status changes to Sold.



111 - 120

## 111. Flyers to REALTORS® in outlying areas

112. Flyers to your sphere
113. Give business cards to your spouse to hand out
114. Special calendar with closing gifts
115. Water bottle label with your information on them
116. Update your information on REALTOR.com®
117. Update your information on individual property websites
118. Signs on each listing
119. Email newsletters
120. 3 letters a week to friends/people on SOI



**And start getting leads from  
SERIOUS Consumers.**

Serious consumers – consumers who actually buy and sell homes – LOVE using REALTOR.com®.



## 121. Sponsor in small town restaurant guide

122. T-shirts when helping with Habitat for Humanity
123. T-shirts when helping with annual kite flying contest
124. T-shirts when helping with annual sand castle contest
125. T-shirt at the annual 4th of July parade
126. Emails to friends and family and others
127. Word of Mouth/referrals
128. 2 phone calls every day
129. 2 personal notes every day
130. Email newsletter once a month

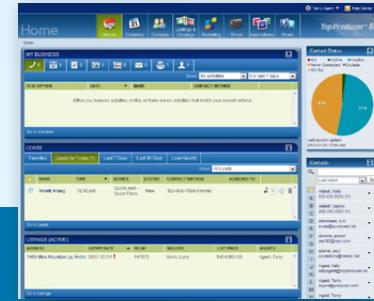


**Market Snapshot® lets you stay in touch**  
with Buyer and Seller Prospects with  
local market updates that are sent  
**AUTOMATICALLY** on a monthly basis.



## 131. Snail mail mailing 1/Qtr, newsletter or item of value/interest, notepad, magnet, calendar, seeds, stamps, etc

- 132. Pass out 1-5 business cards each day
- 133. Write a blog and link to website, social media avenues
- 134. Meet friends for coffee
- 135. Create a special marketing campaign for past clients**
- 136. Do 2 simple, unsolicited CMAs per week for SOI
- 137. Do 2 pop-by's a week
- 138. Special holiday gift hand delivered
- 139. Custom holiday cards sent at Thanksgiving
- 140. Advertise listings in newspaper/magazines

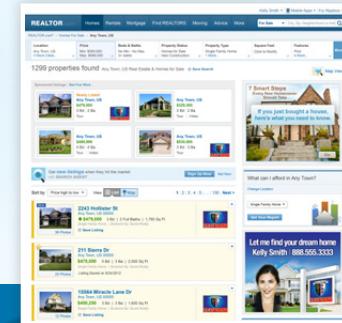


### How will you stay in touch today?

Use Top Producers's vast content library to inspire your next email, letter or postcard, or use the templates to send your next campaign in minutes.

## 141. Cold call on businesses

142. Get to know immediate neighbors, re: closest 20, give gifts, cards, etc
143. Have a party at my house
144. Organize a garage sale, capture participants email addresses
145. Buy a moving truck advertise free rental and park it in a visible spot and loan it out
146. Organize gathering of friends to meet at happy hour
147. Rent a movie theater and invite all SO!
148. Host a holiday party
149. Host a house warming party for new buyers who have just moved in
150. Enhance listings on REALTOR.com®



**The Featured Homes™ solution doesn't just give your sellers more exposure,** it actually helps you clearly demonstrate how effective the solution is. You'll be able to provide a detailed traffic report to every one of your sellers so you can show them the effectiveness of your marketing, and leverage the data for a price reduction if you need one.



## 151. Write article and get it published in newspapers and magazines

152. Teach a class for new home buyers
153. Teach a class on home improvement projects, decorating, etc
154. Start or join a mastermind group
155. Write a book
156. Personal invitations to customer appreciation day
157. Send out birthday cards to everyone I know, especially those in SOI
158. Send out auto emails with new actives and recently solds in neighborhood
159. Join referral network to get leads nationwide
160. Create a unique business card



**Market Snapshot® lets you follow-up effortlessly**

with Buyers and Sellers through a series of neighborhood-specific newsletters.



## 161. Volunteer for something you believe in; assume a leadership position if possible

- 162. Start a “welcome” club in your community
- 163. Sponsor your child’s sports team
- 164. Organize a neighborhood block party
- 165. Start a local Women Homeowners support group
- 166. Get a personalized license plate
- 167. Host brown-bag lunches and invite speakers to talk about various homeownership issues
- 168.** Create an individual website - market to a specific nicheood
- 169. Organize a neighborhood food drive
- 170. Host a housewarming party for your buyers



**Your brand is as unique as you are, and your website should help tell that story.**

We've got hundreds of website designs for you to choose from, and each one is fully customizable. Plus, you'll be able to power up your new site in just a few short minutes by using our easy-to-follow website wizard.

Choose a site, pick a layout, refine your colors and fonts, and make your brand shine digitally with a Top Producer website.



## 171. Send out SOLD reports to your neighborhood

172. Contact area wedding planners - ask for referrals
173. Publish your referrals online and generate more referrals with the free SocialBios from REALTOR.com®
174. Create a contest - participants must register at your website/blog to be eligible to win
175. Create webinars about various homeownership issues
176. Offer to be a speaker at community clubs/organizations
177. Get to know property managers at apartment complexes and condos
178. Never miss a contact again. Add them to your Top Producer® database on-the-spot.



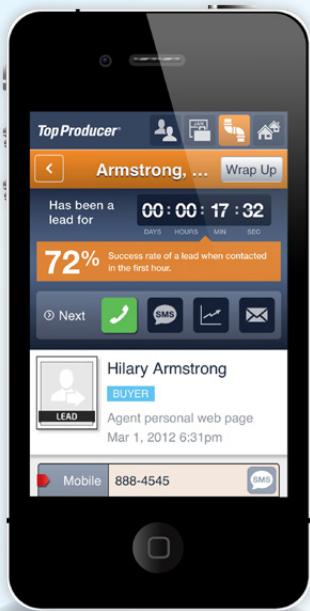
**The free Social Bios is designed to help you gather recommendations**

from your past clients and share them website, Facebook, Twitter and LinkedIn. But it doesn't stop here; you can also share your recommendations on REALTOR.com®, REALTOR.com® mobile apps, and the social networking sites you use every day.



# REALTOR.com® & Top Producer® at the *heart* of your prospecting

**#150** | Get your listing the ultimate exposure on REALTOR.com® and start getting leads from serious consumers.



**#135** | Top Producer® - It's fast. It's easy. It's in the cloud and it makes follow-up a breeze.



**#9** | Market Snapshot® lets you stay in touch using automatic local market updates.



**#168** | Your brand is as unique as you are, and your website should help tell that story.



**#20 | Turn your walk-ins into clients through an open house experience that's interactive and fun with the BrightOpen™ app for iPad® and tablets.**



**#39 | Join the conversation on Facebook with a Social Connections Facebook app by REALTOR.com® and Top Producer®.**



**#178 | Never miss a contact again. Add them to your Top Producer® database on-the-spot.**



**#54 | Create a professional ad in seconds with our FREE Craigslist Ad creator.**



**#97 | The Top Producer® and REALTOR.com® Mobile Marketing System gives you all the property-specific marketing you need to service your listings.**

**#173 | Start getting referrals by sharing your recommendations with the free Social Bios.**

*For more information call* **1- 877-861-2441**