

24 OF THE BEST LISTING LEAD IDEAS FOR 2024

In the ever-evolving real estate landscape, maintaining a personal connection and building genuine relationships remain at the heart of successful transactions. As we navigate through changes, both challenging and beneficial, it's crucial to focus on strategies that not only generate leads but also foster trust and credibility.

Keep reading for 24 proven strategies to help you secure more listings and thrive in 2024.

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1. Call current FSBOs - Offer your expertise and support without the hard sell.
2. Call older FSBOs - Reach out to those who've previously taken their homes off the market.
3. Call expired listings - Approach with a consultative and understanding demeanor.
4. Call past clients - Check in genuinely and offer valuable insights like a market report.
5. Orphan clients - Connect with clients who've lost their previous agent due to various reasons.
6. Public open houses - Use these as opportunities to attract both buyer and seller leads.
7. Neighborhood open houses - Host exclusive previews for the neighbors before the public showing.
8. Local networking - Engage with local businesses and professionals to exchange leads.
9. Door-knocking with value - Offer something tangible, like a market report, to start conversations.
10. Direct mailing campaign - Consistency is key; plan for a series of mailers.
11. E-newsletter campaign - Utilize digital platforms to keep in touch with your client base.
12. Host an informational seminar - Collaborate with vendors for a home buying or selling seminar.
13. Handwritten sphere notes - Personal touches like handwritten notes can make a big impact.
14. Call rental owners - Many may be ready to sell their investment properties.
15. Wear your nametag everywhere - A simple way to spark conversations and generate leads.
16. Determine a niche market - Specialize in an area you're passionate about, like condos or veterans' homes.
17. PTA/PTSA partnership - Engage with local schools and their associations for mutual benefits.
18. Community Facebook page - Create and grow a community page to connect with local residents.
19. Get a wrap or magnetic sign for your car - Turn your vehicle into a mobile billboard.
20. Local community event participation - Get involved in community events to increase visibility.
21. Local market podcast - Share your insights and build a following through a dedicated podcast.
22. Call homes around a new listing - Leverage the domino effect in neighborhoods with recent listings.
23. Give out your business card - Never miss an opportunity to share your contact information.
24. Instagram and Pinterest showcase - Use social media to highlight noteworthy properties.



Facing Your Fears and Ditching the Scripts

Picture this: What would your conversation feel like if you were intentional about listening and responding authentically during these genuine conversations with another human being? Would it feel better than trying to maneuver the homeowner into giving you an appointment or listing as quickly as possible? It would probably be pretty great and a lot less stressful.

A mistake that many agents make when cold-calling is this: They forget that this is just a conversation between two human beings.

When you strive to build relationships and trust by sharing valuable information about real estate trends in your area or helpful tips that could improve their homebuying experience, not only will this make your calls more enjoyable for both parties involved, but it will also increase your chances of success in building rapport, winning leads, getting referrals and closing deals.

How the Heart Leads to Homes

The journey to becoming a top real estate professional in 2024 is paved with a heartfelt dedication to service, a determined commitment to continuous learning and an adaptable strategy. By embracing these varied and innovative methods for generating leads and securing listings, you're not just growing your business – you're enriching your community, strengthening your network and establishing yourself as a trusted real estate authority.



3 ways to apply!

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Email us at info@themichaelmanteam.com

Or scan the code to send us an email!



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