

15 Clever Real Estate Prospecting Ideas to Boost Your GCI

Rather than waiting for the phone to ring, a real estate agent engaged in prospecting picks up the phone (or emails or texts or knocks on the door) to initiate contact with potential clients.

Here are some effective strategies to generate new leads and boost your client base, making prospecting one of the most rewarding aspects of your real estate career.

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1. LEARN THE ART (& SCIENCE) OF REAL ESTATE PROSPECTING LETTERS

- A critical tool in a real estate professional's toolkit is the prospecting letter—especially handwritten ones.
 - Simple, efficient, and inexpensive.
 - Conveys a lot of information (like a neighborhood comparative market analysis).
 - Serves as an easy introduction before a phone call.
 - Effective: People read hand-addressed letters more often than marketing postcards.
- Ensure your prospecting letters are:
 - Personalized
 - Professional
 - Authentic
- Include a motivational call to action to prompt prospects to reach out.

2. TRY CIRCLE PROSPECTING

- Reach out to approximately 30 homeowners living close to your latest listing or recent closing.
 - Inform them about real estate activity in the area and the opportunity to participate.
- Use a one-two-punch strategy for circle prospecting:
 - Send a postcard or letter alerting the community to the activity the moment a listing goes live or a sale closes.
 - Follow up with a phone call (or a door knock, if you're feeling bold) the day after to start the conversation.

3. BASE YOUR REAL ESTATE PROSPECTING ON PREDICTIVE ANALYTICS DATA

- Use data to guide your decision-making processes for effective prospecting.
 - Track activities, what's working, response rates, and target demographics.
- Employ predictive analytics to identify interested prospects.
 - Companies like SmartZip can help narrow down prospects most likely to buy or sell in your community.



4. GET SOME FACE TIME WITH REAL ESTATE PROSPECTS

- Establish your overall goal for prospecting: setting the foundation for relationships with leads.
- Aim for in-person meetings instead of expecting immediate listings.
 - Offer to take a stranger to coffee or drop by to see an FSBO listing.
- Remember: Humans crave connection, and trust increases your chances of closing a deal.

5. REMEMBER, YOU'RE PROVIDING VALUE TO YOUR COMMUNITY

- Understand that outreach, even cold calls or door-knocking, provides value.
 - Inform potential buyers and sellers about your services and expertise.
- Confidence in your role as a professional helps clients make informed real estate decisions.

6. MAKE YOUR WEEKLY GOALS ABOUT WORK & YOUR LONG-TERM GOALS ABOUT RESULTS

- Set weekly prospecting goals focused on activities (e.g., calls, texts, door knocks).
- Align quarterly goals with business outcomes (e.g., number of closings).
- This approach keeps you motivated and focused on big-picture targets.

7. USE AN AUTODIALER TO IMPROVE YOUR EFFICIENCY

- Recognize that cold calling can be challenging, but it is effective.
 - Consistency and time investment lead to generating leads.
- Use tools like REDX for organized lead generation and efficiency.
 - Power dialers can help you maximize call volume and efficiency.

8. CREATE A LEAD-GENERATING WEBSITE

- Build a professional website that informs visitors about selling homes in your community.
 - Include property listings and contact information.
- Choose site providers that offer lead generation services to capture visitor information.



9. ENGAGE ON SOCIAL MEDIA

- Focus on building relationships rather than just cold calls or mass mailings.
- Post regularly and engage with followers on your chosen social media platforms.
 - Use real estate hashtags to connect with potential buyers and sellers.
- Connect with community interests to establish authority (e.g., share expertise on local history).

10. DEDICATE 90 MINUTES EACH DAY TO PROSPECTING

- Consistency is key; dedicate time specifically for prospecting activities.
- Successful agents typically set aside 90 minutes daily for prospecting.
 - Aim for 7.5 hours of prospecting each week to see significant results.

11. CALL EXPIRED LISTINGS. EVERY. SINGLE. DAY.

- Expired listings are opportunities for seller leads.
 - Prepare background information on the property before contacting the owner.
- Use effective scripts to overcome objections and engage quickly.

12. CALL FSBO SELLERS. EVERY. SINGLE. DAY.

- FSBOs are also excellent prospects since they publicly express a desire to sell.
 - Approach them with a savvy pitch and persistent follow-up.
- Highlight the advantages of using a Realtor (e.g., homes sold by Realtors sell for 32% more).

13. DON'T FEAR THE WORD 'NO'

- Understand that rejection is part of the process; it takes many calls to secure appointments.
- For every "no," you are closer to a "yes."
 - Aim for quantifiable goals (e.g., 627 calls weekly could yield three appointments).



14. SEND DIRECT MAIL (IT'S STILL KING)

- Direct mail remains effective, especially among older generations.
 - Consider postcards, handwritten letters, or market reports.
- Coordinate your voicemail drops with your mail delivery for double impact.

15. NURTURE YOUR PROSPECTS

- Prospecting is only effective if you nurture your leads.
- Utilize a CRM for automated email and SMS drips to maintain contact with prospects.
 - Remember important details (birthdays, anniversaries, etc.) to show genuine care.



3 ways to apply!

Call us at (610) 432-0900

Email us at info@themichaelmannteam.com

Or scan the code to send us an email!



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