



1. Door knocking
2. Direct contact by phone
3. **Handwritten notes**
4. Just Listed/Just Sold cards consistently to all Database and Geographic Area
5. Active Social Media engagement
6. Face-to-face meetings & appointments - lunches, coffee
7. **Community involvement**
8. Targeting a segment - condos, equestrian properties, investment properties, buildable land, veterans, move ups, move downs
9. Client Appreciation events
10. FSBO's
11. Expired Listings
12. Networking at professional events and organizations
13. Deepen relationships with service providers (contractors, painters, landscapers, plumbers, inspectors)
14. **Open houses**
15. Direct mail
16. Circle prospecting
17. Meetings with Human Resource Directors
18. Pop by's (individual & business)
19. Print Advertising (newspaper or magazines)
20. Social media-pulling & pulling info
21. **Ask for referrals!**
22. Email drip campaigns
23. 8x8 campaigns (once a week for 8 weeks, make a meaningful contact. 8 touches 8 weeks).
24. REO/HUD/bank listings
25. Attend the Public Trustee Sale
26. Send notes to homes "for rent" as possible listings
27. Trade shows/home shows



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28. Host an informational seminar/talk
29. Network with affiliate providers (CPAs, attorneys, insurance agent)
30. **Put your name tag on or logo wear and go somewhere where there are people to talk to**
31. Preview properties (know the inventory) - leave your business card for the Seller
32. Work short sales and pre-foreclosure properties
33. Enroll in a class or a new hobby to meet people
34. Join a Book Club
35. Target renters (non-owner occupied)
36. **Mail home anniversary cards**
37. Send letters to out of town rental owners to check up on their property (take photos) & do a CMA
38. Write an informational article for the newspaper
39. Bus benches, grocery carts, and billboards (can be expensive)
40. Create and hand out a personal brochure
41. Radio campaigns - see if you can be a guest on a talk show
42. Attend a "meet-up" (meetup.com)
43. **Give your vendors your business cards to hand out (hair dresser, nail salon)**
44. Interview people you want to meet to broaden your sphere of influence
45. Go to charity events and meet new people
46. Mail sports cards/ calendars
47. Do a drawing to capture names
48. Create and maintain your website profile create a customized website
49. Capture and follow up with internet leads (follow-up is the key!)
50. Host a networking group yourself
51. Maintain your mailing list - always look for who you can legitimately add to your list!
52. **Farm a neighborhood**
53. Work out of state referrals
54. Take care of your current clients - ask them for referrals
55. Create an automatic search program via your local MLS
56. Floor duty
57. Schedule a public speaking opportunity at a service club
58. Adopt a school-take them treats and pop by's, volunteer
59. Join a gym. Exercise and meet new people
60. Wedding announcements - are they interested in buying a home?

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61. Baby announcements - do they need more room?
62. Work with attorneys to prospect for divorce and estate transactions
63. Send holiday cards (St. Patrick's Day, Valentine's Day, Closed, etc.)
64. Get a wrap or magnetic sign for your car (mobile advertisement)
- 65. Create videos - use to highlight the area or yourself (link to social media)**
66. Host a "house warming" party for your client after closing- get their friends' names for your sphere list
67. Give your business card to your waitress when you eat out (tip well)
68. Work with people who are retiring or downsizing (investment advisor or assisted living facility)
69. Pay for the person behind you at the drive through - give them your card
70. Sponsor something and ask if you can attend or have a table at the event!
71. Visit with marriage counselors - perhaps they have clients who can't reconcile and need to sell?
72. Make a float and participate in the local 4th of July or Christmas parade
- 73. Host an educational/ information session (i.e. redecorating tips, landscaping ideas, etc.) - "Show & Tell" for your clients**
74. Walk a neighborhood and put up door hangers
75. Send out a time change postcard
76. Send a Just Listed postcard to a move up neighborhood (If you don't have a listing, "borrow one!")
- 77. Facebook ads**
78. Community involvement
79. Hand out notepads or other "swag" at a large open-air event like the Arts Picnic or Farmer's Market
80. Target agents in other states that sell retirement homes for referral opportunities and listings in your home state.
- 81. Gather testimonials & send to your clients**
82. Ask a "busy" agent if you can put your rider on one of their signs or advertising some of their listings
83. Buyer "needs" - send postcards to the area asking for listings
84. Call out-of-area listing agents and see if they would like some showing help for a referral fee
85. Send "Just Sold" postcard (multiple homes) to an area to solicit listings
86. Get names from the Chamber and send an e-relocation guide
87. Work garage sales (they're cleaning up, do they want to move?)
88. Purchase tickets to an event & offer to your clients thru a raffle
89. Host a tour of homes (multiple open houses)
90. Teach a class on buying rental property with a property management company
91. Target kiddie-condo investors @ local colleges
92. Call capture programs (800 numbers)
93. Craigslist leads
- 94. Talk to car dealers - people qualifying to buy a car may also qualify to buy a home!**
95. Contact HOA management companies for potential leads
96. Visit with new construction representatives - sometimes they don't want to take listings
97. Partner with a local business and send a coupon to your sphere of influence
98. Put up information on bulletin boards at coffee shops or grocery stores
99. Set up your laptop and work from a coffee shop and put up a tent card that you'll buy customers a cup of coffee!
100. Meet other Realtors at classes or conventions and ask for their referrals
101. Learn a new part of this business commercial, vacant land, new construction) - look for referral opportunities with other agents in attendance and share business leads.

