

5-STAR APPROACH TO PROSPECTING

LEAD SOURCE REFERENCE GUIDE



- COVER ALL AVENUES
- INCREASE OPPORTUNITIES
- GROW YOUR TEAM

PREPARED BY

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7 FORGOTTEN LEAD SOURCES

Now is the time check your get back on track. Check the below lead source list and tick the boxes to make sure you are exhausting every avenue to give yourself the best opportunity to list and sell more homes.

1. VENDOR REFERRAL SITES

Even though a vendor referral lead may not be ideal, and you will be giving away around 20% of your commission, an easy listing is a good listing, especially for your confidence. See the contribution as your marketing cost, and remember one sale always leads to another.

2020

2021

2. VENDOR ADVOCATES

Do you know the vendor advocates in your area? If they are good at what they do, they will assess your specialty and match you to the right seller. Again, you will have to pay for this kind of listing; however, one lead will also lead to another, which can be a great way to gain momentum.

3. EXPIRED LISTINGS

In the current property market, homes are not moving as quickly as they did in recent years. Vendors are still awaiting that perfect price, based on an appraisal held months ago or the previous year. Keep your eye out for any expired listings, and gently approach.

4. FOR SALE BY OWNER

You will often see a property listed by the owner show up. These vendors may not realise how difficult it can be to sell until they walk the path for a few weeks. How good are they at negotiating? That should be the main question.

5. LEASED PROPERTIES

If you are currently leasing properties, you will know the Landlord may want to sell at some stage. Grow your rental properties, grow your sales. Automatically supply your landlords with a free property appraisal each year to secure the sale. Do not let these listings pass you by.

6. NEIGHBOURS

Over the next year, you can bet 2-5 properties around your home will come on the market. Have you approached your neighbours and introduced yourself? Do they know you sell real estate? If you do not like the thought of driving past other agent's signboards in your area every morning, make every effort to meet your neighbours. What can you share they will keep? A shopping list notepad? Have fun with this one.

7. THIRD PARTY SUPPLIERS

If you have not built a list of partnerships with local service providers, now is the time to begin. The last thing you want is your client's sourcing suppliers themselves. The more service you can provide, the better. Ensure all of your relationships are mutually beneficial.

4 GAME-CHANGING LEAD SOURCES

These additional lead sources should make up the bulk of your income. If you are not new to the industry, these should sit in your business growth plan. Set goals by marking numbers in the boxes.

8. PAST REFERRERS

2020

2021

Have you sat down and written all of your past leads have come from? It may have been through friends of the family, your local football club. How did you thank these people? Are they on your nurture system? It may be a lead you picked up from a local business owner down the road. Make sure it will happen again by acknowledging and rewarding your raving fans.

9. BUYERS

When you help a buyer, you are helping someone unconditionally because there is nothing in it for you. If you can impress a buyer, they are more likely to refer you because you have assisted them without giving anything in return. No time spent building a relationship ever goes to waste.

10. EFFECTIVE DL MARKETING

If you are not getting a response from your DL marketing campaign, you may be sending the wrong message - or not be using compelling content. You may like to explore my most proven DL ideas by opting in overleaf.

11. YOUR PA OR NEW TEAM MEMBER

Do you currently employ a PA, BDM, Sales Assistant, or part-time helper? Could they be doing more? Are they trained to prospect effectively and efficiently, and do they have the right prospecting material? You could be paying someone as little as \$400 per week and using them like a lead generating machine. Ask me how.

EXHAUST EVERY AVENUE AND MAKE 2023 YOUR BEST YEAR YET!

Julia Dyer

Creative Marketing Strategist
Accountability Coach

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5-STAR APPROACH TO PROSPECTING

LEAD GENERATION SHEET

TICK REFERRAL OR REPEAT BUSINESS LEADS

NAME:	DATE / QUARTER:							
DOOR KNOCK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REPEAT BUSINESS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REFERRAL FROM CLIENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REFERRAL FROM PARTNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REFERRAL FROM FAMILY / FRIEND	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DIRECT MAIL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OPEN FOR INSPECTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ONLINE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NETWORKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMUNITY ENGAGEMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PAID LEAD / VENDOR ADVOCATE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SIGNBOARD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RESULTS MARKETING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER - NOTE								