

PROVEN LEAD GENERATION SYSTEM USED  
BY THOUSANDS OF AGENTS NATIONWIDE



# 25 SURE-FIRE LEAD GENERATORS

**TIM AND JULIE HARRIS**

## 25 Sure-Fire Lead Generators

In today's market, you need to think differently. Most importantly, you need to take advantage of all possible opportunities. If you are struggling to find new listings, as many agents are today, you must commit to making changes. Don't repeat what isn't working.

When asked why he was such a great player, Wayne Gretzky said, "I go where the puck is going to be." We talk about "the pipeline" and to have a fully effective pipeline for leads that will make you consistent money, you must be spending eighty percent of your day generating leads. Having listings in all phases of the listing process is the key to maintaining reliable income. The lead generators outlined in this book will get you listings if you implement them **consistently**. Everything on this list is either very low or zero cost and they are proven effective by top-producing agents. There is no secret, you too can be a top-producing agent but it is up to you to take action and implement these powerful lead generators every single day.

### 1. Expired Listings

These listings have most likely expired due to either a lack of knowledge on the part of the listing agent or because the home has been ineffectively priced. Keep in mind that these two reasons are often the same thing. The listing agent may be afraid to ask for a price reduction and they may or may not know how to do a short sale.

If you live in one of the previously hot, "boom" markets, in which the lower end is suffering from a lack of inventory, if you see an expired listing in those price ranges, the only likely reason for this is because the listing agent involved did not know how to do a short sale.

For those of us that work in "normal" markets, why do listings expire? They expire because the agent did not do a good enough job in getting the seller to price the home correctly. You can talk about condition, location, you can even talk about the weird smell that everyone was commenting about in the feedback, but the reality is that it always comes down to **price**. You must know how to price correctly and use your price reduction scripts.

### 2. Notice of Default Filings

Go to [www.norconmarketing.com](http://www.norconmarketing.com) or call Norcon at 727-822-5000 or go to [www.reisource.com](http://www.reisource.com). These companies can give you lists of Notice of Default filings. Your other option is to go to your local title company, they can also offer you additional NoD listings. This source of leads can be a gold mine for you!

### 3. Referrals

The simple truth is this: agents that ask for referrals get them, and agents that do not ask for referrals **don't** get them! Family, friends, past clients, current clients, business

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associates, these are all sources for referrals. Here is an easy one everybody can do. Everyone has listings. Call your listings to give them their feedback and talk to them about what is happening, let them know, “what you have been doing for them lately.” You are letting them know what you have done to be of service to them and then end the call by asking them who else might they know that needs your help. Every time you come into contact with a past or current client, whether that is a buyer lead, an existing seller, someone that just closed, or someone that is in contract, **ask them**, “Who else do you know that needs my help?”

Everyone attends seminars out of town and meets agents from outside of your area, keep in mind that they have people moving **into** your area. You need to be contacting those agents and asking for referrals. Have you considered your “friends list” from Facebook? When is the last time you actually called any of them and asked what you could be doing to be of service to them or to people they know with regard to real estate? The bottom line is that you **will not get them if you do not ask for them**.

### 4. Social Media

Use well-known sites like Facebook and Twitter to develop an online presence. Join online groups that are community related. These groups are like little parties. Get to know the people in these groups **before** you begin talking about your expertise in real estate and/or about short sales. You can use [www.gotomeeting.com](http://www.gotomeeting.com); go to the site and type in your area or zip code to see what is meeting in your area. You must get to work using these social, free sites to join this kind of meeting.

### 5. Craig’s List, Penny Saver, and Similar Free Online Sources

Use these sources to find for sale and for rent by owner ads. Buyers themselves may even advertise here as, “Looking for a home in XYZ School district. Having trouble finding anything to buy.” Your local newspaper may also post free online ads and you never know what kind of leads you may find here.

### 6. Other Agents in Your Office or Area

Here is a little-known fact. You know that when you have agents in your office that routinely handle high-end (one-two million dollar) listings, those agents may not be able to cover all of the leads generated through their years of business and their referrals. For example, even though you may not see these agents completing a lot of short sales, doesn’t mean that they don’t have short sale leads. Connect with those upper-end agents about leads they may not be personally interested in following up.

Short sales are a good example of leads about which you might ask that agent, “I noticed you’re dealing with a lot of short sales.” The agent might answer that they

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really aren't interested for any number of reasons (excuses). At this point you will find your opportunity to ask them what they are doing with those leads. These high-end agents may also limit themselves to a minimum listing price of say, \$600,000 or higher. You can ask them about what they do with those listings that aren't listing at a high enough price for that agent. Your personal feelings about that agent and any related ego issues are of no consequence. Your goal is to generate leads, and this can be a great source for you. If you're still concerned, that agent that turns down that \$600,000 listing will be more than happy to collect a referral check from you when you close on that listing.

### **7. Local Businesses**

Talk to the human resources department of local businesses and ask them to put your information in their break room or their lunch area. Find out who handles incoming and outgoing relocating executives. If you live in an area where you know that the major employer, for example, Detroit, and there are major companies such as Ford and GM, etc. and you know that people are moving *away* from Detroit. Those are still listings! As another example, if you live in Silicone Valley, you have a multitude of technology companies. Call today and find out who their Human Resources Director is. This is how you will get relocation leads.

It is a myth that if you aren't working with the "blue and white companies" (Coldwell Banker, Prudential) than there are no relocation leads to be had. This is absolutely untrue. Even Remax has a relocation division. If you're living in a military town, you need to be working with USAA relocation. You have lots of opportunities waiting for you. Call your local companies, talk to the person that handles incoming and outgoing relocation and let them know that it would be your pleasure to assist your relocating executives and to create a very smooth transition for them. Ask them what you can be doing to be of service to their company. Ask them when you could meet for a twenty-minute sit-down meeting so that you can show them what you can do for their executives.

### **8. Starbucks and Other Gathering Places**

Starbucks? Really? Yes. Go there. Not just Starbucks – find other popular gathering places and get to know the staff that work there. Cultivate a relationship with them so that when you walk in the door, that person will greet you with, "Hey, [your name]! How are you? How's the real estate business treating you?" Everyone within earshot will associate you and your name with real estate. You can't be a secret agent on this one. You will have to open your mouth and get to know people.

When you visit the places where you are a regular, whether that is a Starbucks or Caribou Coffee, or maybe you go to a teahouse like Teavana, the barista or server is someone that knows just about everyone that comes in regularly. Get into the habit of

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asking how they're doing so that they can ask you back. It is an opportunity to build a relationship.

You should set a goal to leave at least ten business cards each day and to collect at least five business cards from other people each day. Get to know people. When you go to deposit a commission check, don't drive through at the bank. Go inside and get to know the tellers, get to know the bank managers. Ask them who handles the REO assignments for their bank. This doesn't have to be difficult. Get out there and be present.

### 9. Free Short Sale Workshops

Choose a good location for the workshop, an area with good traffic flow. You'll need a location that accommodates between twenty-five and fifty seats in stadium style seating. Remember your partners. Who helps you with your Short Sales? Mortgage Brokers, Title, Escrow, Attorneys. Also, contact your country clubs, churches, community centers, Elk's Clubs, VFWs, etc. Your goal is to find a place to hold the workshop at NO COST to you. Once you have your location, decide what day of the week you are going to offer these Free Short Sale Workshops. Midweek is usually best. Start around 6:00pm and plan on approximately 45 to 60 minutes for the workshops. The first 15 to 30 minutes can be used to simply explain: "What is a Short Sale?" and "What is and the process?" The remaining time provides the opportunity to answer questions.

80% of your time is spent here should be spent getting homeowners to attend. Just do it. Knock on doors and walk the prime neighborhoods. Hand out invitations or simply print some flyers with your contact information along with the date, time and place of your event and include a brief description. We have had great success with putting flyers on the windshields of cars at grocery stores. If you're not shy, go to these grocery stores early in the evening and hand the flyers out at the door. Most importantly, remember that you are your own best advertisement!

Get out and let your Mayor and City Council members know about what you're doing. You can find their names and phone numbers on the City website. Find out when City Council meetings are held. You have the opportunity to tell them about your Free Short Sale Workshops at these meetings. Also, the press usually attends these meeting. □ Think about what you're offering to the community: A FREE – NO CHARGE SOLUTION to stop foreclosure in **their** city! □ You're the expert, and you will find out quickly that if you share these skills, you're going to see the positive impact on people's lives!

Be sure to follow up after your workshop. Email all attendees with a personal **Thank You** email. Recap their specific questions and answer them again.

## 10. City Council Meetings

One of the best things about City Council meetings is that typically they are broadcast live on cable, and the replays are broadcast multiple times. Someone wanting to watch this, and there are people that **do** watch these broadcasts, this is a way to observe local proceedings. People that want to understand how things are really run in their town watch these City Council meeting broadcasts.

Think about this from the perspective of a businessperson, and not so much as a real estate agent. If I am presenting at the local City Council meeting, I have only my time invested, I do not have to spend any money, and they broadcast it for free via cable. This is free advertising!

For example, you can attend a local meeting and explain what is a short sale. Or you can talk about what is happening in the local market. Use your statistics and your facts and inform your community that you are a **trained specialist** who is there to **help**. It is simple and easy to present for five minutes at your local City Council meeting. For this small investment of time you will be broadcast via cable for **free**.

## 11. Local Media

Make and disseminate press releases to local newspaper and television channels and any other local media outlets you can find in your area.

## 12. Bandit Signs

What are bandit signs? These are simple, inexpensive, corrugated signs that come with spikes in them that you plant in the ground. You often see this kind of signs for politicians during election season. In this case, you'll be using them for real estate. **Important:** Check with your city's codes to be sure that they are legal in your area. Although it may be illegal in your zip code, that doesn't mean you can't use them in the zip code next door where it IS legal.

Have your sign say something simple and direct. For example, "Curious about a short sale or loan mod? Call [insert your 800 number\*]!" Keep in mind that these signs are cheap and you're bound to lose some of them. \*We highly recommend using 1800homehotline.

## 13. Past Clients

Never close a deal without asking for a referral! Right now, ask yourself if you have a system for talking to your past clients. Do you even have a system? Emailing them

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regularly with your newsletter is not enough. Don't stop there. You need to pick up the phone and call them.

If someone were to interview your past clients and asked them, "Name the real estate agent you will sell your house with when you are next ready to sell." Would they name you? This is your goal – for them to name you without hesitation. Don't be afraid of the issues of appreciation or depreciation of their home. Talk to them without reservation.

### **14. Lenders With Whom You Do Business for Your Loans**

The time of working with just one lender is over. You will need one lender that will handle people that are self-employed. You will need a second lender that does FHA and VA loans and a third lender that handles conventional loans. You will need these three lender relationships at the absolute minimum. Ideally you should have two people in each of these categories.

These lenders spend all day prequalifying people. They also have people call them on occasion that haven't yet selected a house. This kind of person will also tend to be a better kind of client because they want to be prequalified *before* they search for a house. What happens to those leads? You should be prospecting those lenders every single Monday, like clockwork. Ask, "Who have you prequalified that is not currently working with a real estate agent? Who can you refer to me?" Remember that you refer people to them all the time, so why shouldn't they be sending referrals to you?

The same holds true with title agents and escrow officers. These are people to whom you send business. They should be sending business back to you too, and you are only going to get that business *if you ask for it*.

Build your bank relationships, keeping in mind that it's more important than ever to work with lenders that really know what they're doing. Commit to making those calls every Monday and they will begin expecting your call. At that point they will be keeping you in mind, ready to give you those referrals that have come up since the last time you called. If you are sending business to a lender and they are not reciprocating, you must consider finding another lender or adding to your lender portfolio.

### **15. Local Unions**

Contact member services to offer to come and talk to their members for free about the expertise you have to offer in housing. Real estate agents often overlook this opportunity, but it is a wonderful place for social networking. People that work together at the same company all know one another and if you do a good job for one person, word of mouth is going to get around quickly that you are someone that does

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a great job. Unions have a lot of power and have huge membership numbers. Don't you want to be the person handling their transactions?

### 16. Networking at your Local Caravans/Realtor Tours

If you think these events aren't taking place in your area, you're wrong. These events **are** taking place in your area but you haven't made yourself aware of them. Ask your broker and ask your board, where and when are the local tour meetings?

Do keep in mind that this can be a mixed bag as far as lead generation. Why? Many agents think of these events as actual work and that somehow this will lead them to sell houses. This just isn't true. However, you can use these events to build your network and to work on prospecting by talking about the fact that you know how to close short sales. There are still a lot of agents working out there that retain the believe that short sales are "impossible." You can prove them wrong by telling them that you actually **wrote the book** on selling short sales. [Go to [ShouldIShortSaleMyHomeBook.com](http://ShouldIShortSaleMyHomeBook.com) – we have already written the book for you! You can become our coauthor. You don't have to write a word. All you need to do is add own biography and upload your picture. Tim & Julie Harris have written this book **for you** so that you can say that you are published coauthor. Bring this book with you to these caravan events, include a flyer stuck inside the cover saying, "Send me your short sale listings and I'll send you a referral fee!" So if you are going to go and attend caravans be sure that you make some money as a result. Tell people that you pay referral fees for expired listings, etc. Work the event and make it worthwhile. Get business from other agents through the listings that they do not want to do.

### 17. Center of Influence

This means family, friends, neighbors, social networks, business networks. How often do you email your newsletter to these people? Top producers know how to stay in contact with the people in their center of influence by **talking to them regularly**. Many of you may be getting about 10% of your business from your center of influence, and some of you fall into the thought that this 10% has become 100% of what you do – waiting from deal to deal. If you are already receiving referrals without really asking for them, imagine what you would receive if you systematically went about developing your center of influence and really going after that business.

Take note that when you are using social networking that part of the point is for you to have access to your **friends' center of influence**. So if you are someone that is not a naturally very social person, go online and find something you're interested in. **It does not have to be real estate-related**. For example, it could be a wine-tasting event. Make a list of the things you can go an experience in the next 60 days to get to know your area better. Again, the items on this list don't need to have anything to do with real estate. The idea is to expand the number of people you know and make new friends in your area and get out more into the community. Plan to do something every



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weekend just to get out and to **get to know more people** and talk about selling real estate. All you have to do is let them know that this is what you do. People love to talk about the real estate market. Don't ignore this fact – capitalize on it!

### **18. Real Estate Signs**

Announce your short sale training and expertise. Use a sign writer that says that you are a short sale specialist. You can attach flyers to your signs that let people know how they can get their free copy of, *Should I Short Sale My Home?* You can even digitally deliver this book, you need not send hard copies; you can simply email the book to people for free. Remember, this is a form of advertising, something you have to do anyway. Why not make the most of the signs you will be using anyway.

You can use your sign to advertise your 1800 number, attach a brochure box that includes brochures that not only showcase the home that the sign is in front of, but all of the other houses for sale in that neighborhood, each with its own 1800 extension number rather than using addresses. You can get a great deal advertising out of the sign itself. This will also set you apart from the less interesting signs used by your competitors that may not be taking full advantage of this form of lead generation.

### **19. Business Cards**

Make certain that all of your business cards identify your specialty in short sales or REOs. Include the designations that you have earned from Harris Real Estate University on your cards as well as on your website, your email signature and your blog. This will help you to make sure that people clearly understand what you do. For example, if you specialize in expired listings, you can say that you specialize in homes that are difficult to sell. Take every opportunity to advertise yourself and your business card is an easy way to do it.

### **20. For Sale by Owners**

This is an area that you must be targeting. You may not be able to find a large number of them at all times, but that is no reason to overlook them. Even adding one FSBO per month would mean that you would be adding twelve new deals a year. Multiply your average net commission twelve times and you will find that FSBOs are definitely worth the effort.

Think of For Sale by Owner signs as “Help Wanted” signs. Knock on their doors and let them know that you are the specialist in their area, that you were driving by and saw their sign. Tell them that you wanted to ask them how you could help them. Say that you saw their “Help Wanted” sign in their yard and see if you can make them laugh. This dialogue is a simple and easy script for FSBOs.

### **21. ME**

You are your own best marketing tool. Whenever you leave your home or office, make it a point to talk about real estate. You will get leads without even trying just by **talking about real estate** with your friends and colleagues that you see during your everyday activities. No, you don't need to talk about real estate constantly. But you do need to make sure that people **know about what you do**. For example, if you are attending your child's soccer game, talk about what you do for a living. Do this and you will be amazed by how many leads will come to your way. Be the expert that you are.

### **22. Clubs and Associations**

This can be anything club or association in which you are a member. It could be a wine of the month club, but really, it can be anything that interests you personally. This is another way to get out into your community and meet people, giving you the opportunity to share what you do while engaging in an activity that you enjoy.

### **23. Door Knocking**

Identify neighborhoods that are "high risk" for short sales or where you observe that there are a lot of sales taking place. Search in your MLS to find out what is selling and where. Find out which are the "hot" zip codes. Go there and knock on doors. Spend at least two days each week in those neighborhoods. You will be very surprised at the positive results you can get by doing this. It is a good idea to have an idea of whom you are targeting, rather than simply going door to door just anywhere.

Another advantage to knocking on doors is that you are making a direct connection. You can be expressive by talking with your hands. You're speaking face to face. This can be a big advantage to those that are speaking English as a second language. The language barrier is lessened a great deal simply by virtue of speaking to someone in person rather than just over the phone.

### **24. Homeowners Associations**

This is important particularly with regard to your own Homeowner's Association, but even if you don't belong to an HOA, ask your friends about their associations. If you have a condo listed and there is a Homeowner's Association, you need to get to know the person that runs that association. Approach them by letting them know that you will help them collect past dues if they will provide you with information regarding delinquent homeowner's association dues. First find out who is in charge of the HOA,

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introduce yourself as a specialist. You can do this either in person or over the phone. Go to the next HOA meeting and let everyone there know that you are there to help. You have a listing within their association, and that you're aware that maybe the people living in your listing may be behind in their HOA dues. Tell them that it would be your pleasure to call or stop by anyone else that might be behind in their dues so that you can find out if perhaps they need to be considering selling the home. You would be offering to get something for the HOA in the process. This is an excellent networking tool, particularly with regard to short sales.

HOAs are also fantastic for acquiring listings. If you live in a neighborhood with an HOA, you **must be on that board**. Not only will you be able to get things done for your own property quickly since you will have a vote, you will also be privy to what is going on with everyone within the HOA and develop that network. This will greatly increase your referral base in your neighborhood. Remember, if you live in an HOA, you must make it a top priority to become part of the board.

### 25. Chamber of Commerce

Offer to speak at an upcoming meeting of your local Chamber of Commerce. For example, you can talk about how short sales can help stop foreclosure or you can simply offer to talk about local area housing statistics. The Chamber of Commerce is always interested in having local guest speakers. Another great feature of this lead generator is that **it is free**. This is a great way to help build your network and to get referrals.

When you generate your own leads, everything else falls into place. If you are new to the real estate business, you must remember that what you do NOW will greatly influence your future. Work hard today so that you will have more freedom five or ten years down the line in your career. Take one thing and implement it each week. By the end of the year the accumulation of this action will be evident because you will find that you are making a lot more money and helping many more people.

Use a whiteboard that is posted in your workspace to keep track of your progress and to remind you to implement daily. Post what you should be working on so that you have no excuse to forget. Remember that when you generate, you don't have to tolerate. The greater the number of leads you create, the more able you will be to let go of uncooperative sellers. By doing this, you'll earn more money and acquire more listings because you will be helping more people that actually want your help. You will always be working with people that appreciate your hard work and the time you commit to helping them to the best of your ample abilities.

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Now you have the tools laid out for you in the list above. It is time to take action! Choose at least five to ten of these lead generators and apply them to your daily routine. Don't settle for making use of these monthly or weekly or annually – use them **daily**. If you want more listings, take control and take action starting right now. These aren't going to yield results instantaneously. You will get results through the accumulation of **daily effort** and this will transform you into a top producer. Don't dabble. Don't try one of these lead generators for a week or two and give up because you aren't seeing instant results. Repetitious boredom pays off, and it is what makes you wealthy in real estate. You cannot implement sporadically and expect to be successful. You must implement these strategies daily and with the highest level of commitment. Staying on top of this commitment will reward you by leading you to the highest level of success.

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In order to be really successful in your real estate market, you need to think differently. But thinking differently isn't nearly enough. You need the tools that will allow you to take advantage of all of the opportunities that surround you. Do you find yourself struggling to find new listings? It might be time for you to make a change in how you go about generating your leads. Why waste your time on things that don't work? Now is the time to fill your pipeline and fill it consistently. To do that, you need a plan. The lead generators you'll find in this book are all sure to succeed in making you a top-producing real estate agent. You don't even have to spend your hard-earned money. Everything in this book is either no cost or zero cost to you. All you have to do is make the commitment to begin implementing these strategies in your daily business life and you will find out how powerful they are. Your ultimate success in lead generation is waiting for you.



## TIM & JULIE HARRIS

For nearly twenty years Tim and Julie Harris have been leaders in the real estate industry, first as top producing agents and now as the nation's most sought after real estate coaches. In their twenties, during their very first full year as Realtors®, Tim and Julie earned real estate industry acclaim by having sold more than one hundred homes. As Realtors®, Tim and Julie have participated in thousands of home sales and were the youngest agents to earn the RE/MAX Platinum, Hall of Fame award. The National Association of Realtors® has featured Tim and Julie in articles about their real estate sales success. In 1998 Tim and Julie became Howard Brinton Stars and in 2002-2007 they were coaches for the Mike Ferry Organization and eventually named VPs of "The Real Estate Top Producers." The Harrises went on to produce several books including *Think and Grow Rich: the Real Estate Edition*, *The Real Estate Treasure Map*, and *Harris Rules* which will be released in 2014. In 1999 they founded Tim and Julie Harris Real Estate Coaching that has provided coaching and training for over 250,000 agents.

Tim and Julie are best known for "real time" coaching. All Harris Coaching Programs focus on what is relevant for the current real estate market. Tim and Julie provide weekly educational events for RE/MAX, Keller Williams, Coldwell Banker, Prudential, Real Living, Century 21, Realty Executives, Exit Realty, William E. Wood, Weichert, and Surterre agents. Additionally, Tim and Julie were honored to provide agent training for the National Association of Realtors®, Bank of America and Wells Fargo (Wachovia).

Many of the nation's top-producing agents participate in a Harris coaching and training program. Most notable Harris Superstar Interviewees are Bravo TV's 'Selling New York', The National Association of Realtors President, Keller/Williams President, #1 RE/MAX Agent, #1 Century 21 Agents, #1 Prudential Agent and many others. While it's not uncommon for Tim and Julie's clients earn more than \$1 million per year in sales income, Tim and Julie offer affordable and relevant coaching and training programs for agents of all experience levels.