



Residential Real Estate SPOKES

Concentrate on five strong spokes this year. You probably already have two or three great ones. Don't drop them! Add at least five or six new ones for a stronger lead generation wheel.

1. Past Clients
2. Business Networking Groups (for example: BNI or LeTip)
3. Calling For Sale By Owners
4. Mailing For Sale By Owners
5. Relocation Companies
6. First Time Buyer Seminars
7. Calling For Rent By Owners
8. Direct Response Classified Ads
9. Investor Seminars
10. Calling Expireds
11. Community Networking
12. Stealth Websites
13. Investor Tele-Conference Calls
14. Voice Broadcast
15. Mailing Expireds
16. Calling Centers of Influence
17. Door Knocking
18. Mailing Centers of Influence
19. Niche Expert, for example: Luxury Homes/Vacation Markets
20. First time Buyer Conference Calls/Live Events
21. Join clubs that interest you and network with similar interest people
22. Join groups such as a Gardening club or French Bulldog club, etc.

23. Absentee Owners
24. 1800HomeHotline (www.1800HomeHotline.com)
25. Just Listed/Just Sold Postcards
26. Farming
27. Pre-foreclosures
28. Converting Renters into Owners
29. Specializing in 1031 Exchanges
30. Past Client Appreciation Parties
31. Joining or starting your own Property Investor Clubs
32. Giving talks to local churches and community organizations educating them on the local real estate market
33. Specializing in a particular type of condos (for example: mid-rise condos, condo conversions, etc.)
34. Hosting or Participating in Community Charity Events
35. Open Houses
36. Development of your own subdivision
37. Pay-per-Click Advertising
38. Working with Investors
39. Specializing in Land Sales
40. Home Brochure Boxes
41. Directional Signs
42. Podcasting
43. Specializing in REOs
44. Listing Builder Spec Homes
45. Affiliate Referrals (for example: from loan officers, insurance agents, etc.)
46. Adopting the Client from the Opposite Side of the Transaction
47. Specializing in Short Sales
48. Getting exclusive relationships to list the buyers for new construction homes
49. Hosting builder's model homes
50. Using press releases

51. Wanted Ads
52. Newsletters to Past Clients and Center of Influence
53. Your own Homes magazine
54. Your own exclusive Newspaper
55. Housevalues.com leads
56. Blogging
57. Homegain.com
58. Building a BPO (Broker Price Opinion) business

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