

125 LEAD GEN IDEAS



**Answering the #1 asked question,
"Where can I find leads?"**

BY MIKE ROHRIG

125 Lead Generation Ideas

“How do I find leads?” I answer this question so much I figured I would just write down as many as I could. While some/many might seem obvious or even redundant to you, I guarantee some of the variants of these ideas are mindblowers to some agents.

Before we get into the 125 lead generation ideas, let’s look at the basic lead generation paths.

There are only 6 Basic Lead Generation Paths which I go into deeper at RoaringAgents.com.

1. Sphere
2. Networking
3. Social Media
4. Open Houses
5. Online Ads
6. Cold Calls

Unless you have unlimited time and money, you should not attempt to do all of the paths at once. You should only pick 1-2 maximum. You master them and then, if you have the resources, add another one.

Trying to do too much makes you a dabbler. Dabblers drown. Imagine trying to heat up your food in a microwave that you turn on for 10 seconds every 5 minutes. That’s what you are doing to your career when you are dabbling.

I used to take my Dad to the local casino to play Keno. He won \$25,000 when I was a baby. He has always enjoyed. When I played, I tried to outsmart the system. I was tracking what numbers were coming and would find “the system.”

Dad would tell me to quit chasing the numbers. Finally, one year I listened. I did the typical thing. I played my birthday, and my parent’s birthdays. Nothing was hitting very well and I almost dabbled with some other numbers. Then I hit. I won \$1500 and my Dad won \$300.

We feel like we are doing something when we are chasing “systems” and “hunches.” It’s sexy to think we outsmarted the system, while it’s boring to be patient.

“Fortunes have been lost by the successful man who craved novelty.” - Unknown

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Do not get distracted by all of the ideas. Pick your path and find the items that align with that path.

How do you pick a path? Almost everyone says social media is one of the paths because it's part of everyday life. But to actually do it at a high level, that is much harder than you think.

Ask yourself, can I do this path consistently for 6 months? If the answer is no, you probably shouldn't bother because you will end up dabbling.

The true question is, can you do this for 5 years? That's how long it can take to build a thriving business but that is a story for later. When that time comes, you should look into the Three Mountains of Real Estate.

For now, let's get to the list.

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Call your sphere (people who know and like you). While this may seem to be the most obvious one, in my coaching career I've seen so many agents skip this. While it's true it is hard to get your close sphere to use you the first year or so in real estate, you lay the groundwork.

Call your **weak ties** (people you haven't talked to in years)

Message your sphere (Facebook, text, email) Some people prefer to be messaged versus called. It also allows you them to respond when they want versus feeling like they need to answer now.

Have get-togethers (dinner, happy hour, BBQ) For many of my clients, especially when their budget is tight, I suggest using money they think of using for internet leads to instead meet their sphere or network out over food or drinks.

Popping by sphere of influence's home

Join the local chamber of commerce. In this group, there will be more than one agent but the good news is that most don't show up consistently. And even if some do, it doesn't mean that everyone gets along. You will always have a shot.

Join networking groups (BNI, LeTip) - These groups are more expensive but they only allow one person per profession.

Partner with a good lender - You can share marketing costs or be their trusted real estate partner

Sent out a **weekly or monthly newsletter** - This is more powerful than you can imagine and I have the layout to make it easy and quick to update.

Create your own **networking group**

Housewarming parties for buyers

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Google ads - The learning curve is long and the average lead is 11 months from closing. This is rarely the quick way to closings.

Open Houses (multiples in a day, all day, several a week) - A significant number of agents have started and are thriving off of Open Houses

Facebook ads - The learning curve is long and the average lead is 11 months from closing. This is rarely the quick way to closings.

Postcards (Just Listed, Just Sold, Market Update, What's My Home Worth)

Farm a neighborhood (Postcards, flyers, doorknocking, FB ads)

Build a **social media presence** - Check out people like **Katie Lance**. Consistency is the key.

Comment on **90 posts a day** or **Try Hank Avink's 50-25-5-1**

Put content on YouTube (market, local business, common real estate questions, news)

Figure out your **perfect client** and then target them online

Call **expired listings**

Call **For Sale By Owners**

Wear a nametag

Call around neighborhoods

Doorknock neighborhoods

Website presence (IDX, blogging)

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Visit businesses, get to know the owners - This worked very well for [Kyle Whissel](#)

[Podcasts](#) (Real estate or separate field to get to know more people)

Show your real estate expertise through classes, social media, TV news

[Send hand-written notes](#)

Build a network of out of area agents to generate referrals - I called around to several cities to meet agents. Two weeks later an agent called me and said he was referred by one of the agents that I called.

Give presentations to groups - This helps show your expertise, your authority and allow you to meet people

Get more involved in charities - Be honest in caring about the charity. The point is to find like-minded people not just a way to make money

[Build trusted alliances](#)

Get your [car vinyl wrapped](#) in messaging - This is a rare one but people do it.

Offer home valuations - It worked for Zillow to get attention. You can make it about a real person versus an algorithm

Sponsor events close to your heart to meet like-minded people

Run ads in school programs

Ask your sphere of influence to look for FSBO signs - This is a way to train people to look at real estate signs and think of you. You ask them to let you know if they see a FSBO sign. They don't even need to get the actual address, just give you the area.

Connect with [divorce lawyers](#)

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Use [Slybroadcast](#) to get voicemails out to your known contacts

Connect with busier agents to get their extra leads

Give gifts for referrals (not when they close, when they are given)

Get to know local news personalities through social media or events

Contact [absentee owners](#) about selling

[Pumpkin Pie](#) giveaway

Organize a neighborhood wine crawl

Frequent the same businesses so they get to know you - One agent got 5-7 referrals a year from a waitress that never bought herself.

Have a [top referrer](#) dinner every quarter

[Build SEO](#) on your website

Do seasonal [drop offs](#) (flags, seeds, pumpkins)

Network with investors - There are likely investor groups in your area that you can find

Teach a [homebuyer's class](#)

Visit banks (mortgage officer turnover is high) they are likely not going to know a real estate agent and they should

Be the expert in online groups

Sponsor someone else's booth at a farmer's market

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Wear branded clothing or try [All Things Real Estate](#) apparel

[Build up reviews](#) on Zillow, Google and Yelp

Billboards, parkbench, grocery store advertising

Give referrals to others (Law of Reciprocity) - Read the book [The Go-Giver](#)

Work a niche ([garage agent](#), cul-de-sac agent, [biking agent](#))

Facebook local sales groups

Meetup groups (often people new in town finding their tribe)

Create a community facebook page w/o real estate focus but you get to the real estate expert in there

Be on the board of group or business

Host or be a guest on a local radio show - Several agents host shows on the weekend and talk real estate and answer questions

Organize a [neighborhood garage sale](#)

Send monthly market updates – [Corefact](#) or other website tools

Deliver door hangers to neighborhoods

Give out swag – pens, sunglasses, hats

Support schools/police/firefighters with lunch or supplies

Pay it forward at a coffee shop/have cashier let them know you paid

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Speak at career day for schools to meet the teachers and other parents

Participate in local online real estate discussions (Nextdoor, Reddit)

Write a book and sell it/giveaway (you can buy [ghostwritten books](#))

Get involved in a friend's charity - You grow closer to the friend and build community quicker at that charity

Donate to kid's fundraising - buy the cookies, candy bars, etc.

Organize a community cleanup

Search and answer real estate questions on Reddit for your area

Offer something of value in return for their contact information (ebooks, reports, etc)

Become an [advocate for seniors](#)

Partner with a delivery service to add your flyer ([like on a pizza box](#))

Host a neighborhood concert

[Offer a moving truck](#) to your clients on move

Connect with real estate attorneys (even if you don't get leads, you need to know a real estate attorney)

Ask vendor partners for referrals - You should know landscapers, contractors, electricians, etc. Especially if you are giving them leads, ask for leads

[Radio ads](#)

Give full-sized candy bars to your most recent clients to giveaway for Halloween (Help them be the hero of their neighborhood)

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Be the business connector (“I gotta a guy/gal”)

Advertise on a local Podcast - They are dying for legitimacy in most cases

Offer free headshots to your sphere of influence when you get yours

TV ads

Donate a part of each closing to charities and advertise that you do that

Sponsor local sports teams of whatever size you can afford

Create a sales funnel with a free CMA, or some other item of value

Host movie night at a theater

Build community websites with resources

Teach real estate investor classes

Create custom signs for each house to make it unique

Hold exclusive twilight or other uniquely timed open houses

Be opinionated (polarizing) – it’s risky but your tribe will find you

Become well-known by being everywhere (retargeted ads)

Make a hype video about you, your team or brokerage

Get unique business cards – odd dimensions or with offers (maybe don’t get this crazy)

Organize a food drive - either they drop off at your office or you drop bags that you will pick up later

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Adopt a street, get your name on the sign - Get your name out

Search/answer real estate questions on Twitter

Publish a recurring article/column in magazines and newspapers

Get a memorable style to stand out (bowtie, unique hat, hairstyle, etc)

Consistently blog - Don't blog if you can't do it consistently

Pay the [ice cream truck](#) to sit outside your open house or office

Get season tickets and give them away or share them with a client

Send home anniversary notes or make calls to thank them

Send birthday cards or make calls

Add an 800 number with autoresponder to your listing sign

Run a coming soon launch for your listings (This has changed a lot in the last few years. Do this based on what is allowed for your area)

Sit at a coffee shop while your laptop is adorned with real estate stickers

Stand on the street corner with a sign that says will sell homes for food – Story to come later

Teach a course at a local college

Walk your neighborhood especially if you have cute dogs that people want to pet and say hi to.

Offer people books like “Rich Dad, Poor Dad” to make them think about investing

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Make it easy to contact you by having your contact info on everything

[Offer a guarantee](#) to buy the listing if you don't sell it

[Three-foot rule](#) - everyone within three feet of you learns you are a Realtor

And lastly, just ask for business.

Now that you have the ideas, what will you do?

How many did you pick? Remember to not dabble. Only do what you truly can do consistently. Don't overwhelm yourself or you are likely to do nothing.

Do those selections fit your [Lead Gen Path](#)? Don't jump around from path to path or you will never get to your destination.

How soon are you going to implement them? If you don't make a plan to implement them now, you will likely forget about this list in a matter of days.

And when you implement, you have to have a date, time and place for it to happen or you will only have a 30% chance of success.

AFTER you have implemented these new tactics for at least 3 months, then you can click on the link below for a bonus. If you click the link before that, you are just falling into Skills Spin Cycle.

This [bonus material](#) may be the answer to your quest but remember to wait.

Not sure where to start? Overwhelmed by the choices?

Have you every tried to create something with Legos but found it difficult to make what was in your mind's eye come together with your Legos?

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Your career is a lot like a pile of Legos that you need to put together.

Your bricks might be different than others but essentially, it's all just bricks. And unless you have some amazing skills and design eye, good luck building the Millenium Falcon on your own.

That's why people buy the boxes that has the directions and the right parts. Real estate is similar but not exactly the same. The directions aren't as clear and the parts are all a little different. Which is why you picked up this eBook. You wanted more bricks and directions.

Sometimes it takes more than just more skills and bricks. You might need more direction and help putting it all together.

If you feel stuck, gathering all of these skills and not making any progress, you might consider a [free coaching call with me](#).

It's truly free, I promise. I won't mention, sell, cajole, persuade or any other synonym to talk you into coaching with me.

Let's talk, see if I can help you in one shot. I promise you will walk away with at least on A-ha.

[Let's connect here](#).

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Check out these resources when you get a chance.

