



Real Estate Success Tip # 8: “Think Outside The Box To Generate More Leads/Clients”

In this tip we will discuss: “How Thinking Outside The Box” can generate you more leads and ultimately lead to more Clients!

The reality is, there is no “shortage of Realtors” in the marketplace. So, the question then becomes, what are you doing to separate yourself from all the other Realtors out there, AKA “Your Competition?”

Not everyone is thinking about “Buying or Selling” at this given moment, so the ultimate goal is to offer those that either may want to buy or sell now, or at some point in the future, something of value, and stay in touch with them/build a connection with them over time.

So, how is that accomplished? Well, in order to do this, in the “Noisy” world we live in, we must think differently, and lead from a place of contribution.

For example, let's talk about For Sale By Owners. Instead of just asking/begging them for their business, what about offering them some free tips and tools that can ultimately allow them to be more successful?



Now, I know what you are thinking. Why would I want to do that? Well, the reality is, only 8% of FSBO's are ever successful at selling their homes on their own, and per the National Association of Realtors, the FSBO's which are successful, on average, sell their homes for 16% less than the average Realtor listed property.

According to ForSaleByOwner.com, 60% of all FSBO's end up listing and selling successfully with a Realtor.

It is also important to understand the mindset of a FSBO, they are listing their home for sale on their own for a reason and the number one reason is that they are fully confident they can do it on their own and don't need a Real Estate Agent. And we all know how hard it is to talk someone out of their beliefs once their minds are made up, so they need to "Self Discover" that they need our services and I find that this usually takes 4-8 weeks.

With that being said, if you offer them some free tips/tools, you are establishing a stronger relationship over time. So, when the 92% that are unable to sell on their own, decide they want to hire a Realtor, BOOM! You are the 1st Realtor they think of.

What would you offer them? Well what if you offered them for FREE:

- A in depth Current Market Analysis Report.
- A How To Prep Your Home For Sale Guide To Get Top Dollar Report.
- A Guest Registration Login Book.
- A blank Association of Realtors Contract.
- A Seller's Guide from your local title company.
- Some tips on Creating Social Media Ads.
- Some tips on Lead Follow Up.
- Some tips on Holding a Successful Open House.

These are not just some suggestions, but rather a way to offer them something of value. Become a resource to them. While other Realtors are begging them for their listing, telling them how they are going to fail, you are offering value, and building a connection.

So, again, when they get to that point of frustration where they decide they need to hire a Realtor, you are the Realtor who comes to mind due to all the value you have delivered to them.



Now, you may not agree with this strategy, and please do not judge the “Thinking outside of the box” approach by just this strategy as this is just one of thousands of examples that you can apply.

The key is to always offer something of value in exchange for the Consumer's contact info (now they become a lead inside your database), and then you can follow up, continue to be a resource, and develop a relationship over time.