

# Lisa's Lead Generation Tips

## Commission Based Referrals

Ramseysolutions.com- [https://www.ramseysolutions.com/real-estate/real-estate-pro?campaign\\_name=Trusted\\_B2B\\_B2C\\_Lead\\_Form\\_Link](https://www.ramseysolutions.com/real-estate/real-estate-pro?campaign_name=Trusted_B2B_B2C_Lead_Form_Link)

Homelight.com- NEED to upload contracts for last 3 years

Myagentfinder.com- will take brand new agents

VU- myagentdash.com- takes a long time to get deals but worth signing up

Ojo.com <https://ojo.com/agent-application>

Upnest.com <https://www.upnest.com/re/agent-signup>

Estatly.com <https://www.estatly.com/agent/introduction>

Agentmachine.com- need to be top 5% <https://www.referralexchange.com/referral?site=1>

Agentpronto.com <https://agentpronto.com/learn>

Dwellful- changed to <https://www.newzip.com/for-agents>

Effectiveagents.com <https://app.effectiveagents.com/agentsignup/> Top 3% of agents

Fastexpert.com [https://www.fastexpert.com/signup\\_v1.php](https://www.fastexpert.com/signup_v1.php)

Idealagent.com <https://idealagent.com/for-agents> top 1% agents/ teams

Mellohome.com <https://www.mellohome.com/agents>

Redfin.com <https://www.redfin.com/partner>

Rockethomes.com

Neighborhoods.com <https://www.neighborhoods.com/agents>

55places.com-. For 55+communities <https://www.55places.com/become-agent>

National agent Facebook groups- referrals from other agents

## Pay up Front Lead Options

Boldleads.com

Fsbshotsheet.com \$40-50/ mo upto 4 counties for FSBO lists

Homegain.com- pay per click

Realtor.com pay per zip code for 12 mo

Smartzip predicting listing leads

Rebogateway.com- lead lists, farming tool

Biggerpockets.com

Mojo.com - autodialer and can pay for FSBO, expireds, circle dialing

HUDex.com

Zillow.com

Blackrealtors.com

Bni.com

Fizber.com

Homefinder.com

Homes.com

Sold.com I think it is a cost to join then referral not sure though- <https://agent.sold.com/sign-up>

There's a whole lot more out there to be honest.

## Social Media

Post content that is uniquely you and relevant to the current market. Make your clients the hero in the story. Like, comment, engage in others content, wish them happy birthday happy anniversary so sorry for your loss stuff.

TikTok  
Instagram  
Youtube  
Facebook  
LinkedIn

## Listings

Every listing often brings 2-3 more listing appointments and 3-5 unrepresented buyers. You can pass out flyers for the open house, follow up yikes flyer campaign, and just sold flyer campaign as well as circle dial with the same communication

## Traditional Lead Generation

farming a neighborhood with flyers, pop ins  
open houses for your listings or other agents listings  
FSBOS, Expireds, Cancelleds door knocking,

## Brokerage Events

posting, inviting, and participating in brokerage events helps bring in more business.

## Monthly Mailers

Sending out monthly mailers to your past clients keeps you top of mind and helps you funnel business back to you.

## Seminars

First time home buyer seminars, Real Estate Investing 101 seminars, how to buy and sell seminar

## Love on your SOI

Pay for lunch

Make a Top 30 clients then put it in your calendar or something that you will remember to do and you reach out every 6- 8 weeks

Send unsolicited small thank you gift when you receive a referral and another once you close (stay within guidelines)

Whenever you are out in public it is an opportunity to get a new lead. Receptionists and wait staff are fantastic lead generators for you. They are natural talkers and connectors and if you make a point to get to know them they will bring you leads. Get to know your favorite wait staff at your favorite restaurants better. Tip well when you can. Don't be afraid to hand out your business card or leave on the table.

Mortgage loan officers/ title peeps.

family law attorneys- for divorce and probate listings

## Make a Doc for your profiles so you have quick reference

Zillow premiere

Realtor.com

Facebook

Instagram

TikTok

Youtube

Google My business page - you need reviews.