

# WAYS TO GET MORE LISTINGS

## Tips To Get You Started



### WORKING YOUR DATABASE

Work FSBO's and expired's. Consider working expired listings that aren't "recently" expired. | Be an expert in the market. Understand the statistics (daily) and preview as many properties as you can to know what's happening in the marketplace. | Contact non-owner occupied's to see if they might want to do a 1031 Tax Deferred Exchange.

### TRICKS FOR MARKETING

Do 10-10-20 on all current listings. | Farm a neighborhood. | Send out a market update newsletter to your neighborhood or one you'd like to have listings in! | Present a market update at an event or service club and highlight the drastic inventory shortage. | When you list a property, market to a "move-up" neighborhood as well as the current subdivision with a Just Listed postcard. | Send out a "reverse marketing" postcard, "I have a buyer looking in your area" that targets a particular subdivision. | Write a blog for your website about the shortage of listings and why it's a good time to sell.

### WAYS TO FOLLOW UP

Touch base with everyone on your sphere of influence list (calls, notes, pop by's, face to face). | Offer your past clients or sphere an "annual update" (CMA) on their property. | Call Sellers you had previously listed to see if they would want to re-list.

### TIPS FOR PROSPECTING

Contact vendors (plumbers, roofers, electricians, etc.) to see if they know of anyone thinking of selling. | Coordinate a neighborhood event. Getting to know people and mingle with them is a great way to meet potential Sellers! Go door knocking! You may not "like it" but you'll probably meet some actual Sellers! | Send a letter to out-of-town landlord owners who might be tired of managing their rentals or wanting to sell. | Call attorneys, CPA's, investment advisors, and insurance agents to see if you can assist with their client's listings. Introduce yourself and make connections with assisted living or nursing home directors. | Sign up for some floor duty! Hang out in the office and capture calls that might be missed by fellow floor agents. | Target "orphan buyers" from agents outside of our area who are now "orphan sellers." Offer them a CMA on their property and establish a relationship with them.  
REMEMBER Everyone you meet who owns a home is a POTENTIAL SELLER!

**CHERRY CREEK NORTH | DOWNTOWN | DTC | GLENDALE | LAKEWOOD | WESTMINSTER**