

**market leader tools**  
from **trulia**

# 20 Fresh Fall Ideas for Generating More Leads

*Even in the off-season, your real estate business doesn't have to suffer. These marketing ideas can help you meet the hottest buyers and sellers in your market even when the weather cools down.*

No. 1



Jump on the bandwagon. In many communities, fall means one thing: football! Host a sponsored tailgate or watch party for the first game of the season. During the party, host a sweepstake for two tickets to an upcoming game to encourage attendees to drop their information!

No. 2



Less time socializing outside means more free time spent indoors at local watering holes. Take a cue from the beer industry and create custom coasters and napkins. Most bars will be willing to work them into their inventory of supplies.

No. 3



The approaching winter means it's the perfect time to sponsor a coat or canned food drive. Set up a drop-off space in a popular public space and serve refreshments like spiced cookies or hot apple cider to encourage people to stay a bit.

No. 4



When the weather drives you indoors, use that time to tap into your inner author. Write a home buyers or sellers guide. Brand it and host it on your website or push it out through your social media channels. You'll show off all your expertise.

No. 5



Call local vendors who are heading into their busy season, like gutter cleaning or snow-blowing service providers. Remind them that you'd be happy to send referrals their way and that you'd love to have them do the same!

No. 6



Do your civic duty! Depending on your local laws and the size of your office, you may be able to volunteer your business as a polling place or voter registration. You'll be doing something good for your community and showing that you're deeply invested in what happens in your local market.

No. 7



Hit up garage, estate, or moving sales in your local markets. These types of sales often indicate that the home owner is prepping for a sale and might need an agent.

No. 8



When it comes to the slower real estate season, you need to be prepared to do all that you can to capture the best leads. Automate your lead generation efforts with [Trulia Local Ads](#) or [Mobile Ads](#)! Or invest in the new [Trulia Seller Ads](#). Trulia Seller Ads can help connect you with the most-motivated, valuable sellers in your market. Invest in your online marketing now to ensure that, come fall and winter, your pipeline is just as full as ever and you're able to finish out the year on a high note!

No. 9



Play it up! If your local high school football team is the pride of the town, have mini footballs made featuring the team logo and some of your own subtle branding. Hand them out at popular pre- or post-game hot spots.

No. 10



Throw an autumn block party to welcome the season. Put together fun, budget-friendly games like bobbing for apples or painting mini pumpkins. Work with local restaurants or food purveyors to provide seasonally appropriate fare like candy apples or pumpkin-flavored cupcakes. The more you can encourage those in your target market to start chatting, the more likely it is that you'll meet some off-season buyers and sellers.

## No. 11



Time things right! November 2nd marks the end of Daylight Saving Time. Help your former and prospective clients stay on top of things by sending them a postcard to remind them to set their clocks back. The simple gesture will show them that you've got them covered in every aspect of their lives!

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## No. 12



In many parts of the country, last year's fall and winter were tough—especially on homeowners who had to deal with some major winter wear and tear on their properties. Create an ebook, send around a checklist or put together a simple guide for how local homeowners can prep their homes for the fall and winter seasons. Include information about reputable, trusted vendors. If you can, ask the selected vendors to provide a discount code for those clients who come to them as a result of your guide or mailing. You can even provide a call to action, telling people to visit your website to enter to win a full winter of free snow blowing from one of those vendors (or whatever prize you can secure). You'll capture the information of all of the entrants and be able to market to them on an ongoing basis.

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## No. 13



Don't forget Veterans Day on November 11th! See if you can work with other small businesses in your community to put together a package of special discounts or consultations as a thank you for the veterans in the area.

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## No. 14



Register for an upcoming Trulia Training webinar to learn how to respond more effectively to online leads! Find all of our upcoming webinars at <http://trulia.com/pro/calendar/>.

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## No. 15



Look for a 1031 Exchange. The like-kind exchange is an often-overlooked niche business. Offsite owners who have owned a property for over 20 years may need or want to sell in order to maximize their tax advantages. Given the fact that in a 1031 Exchange you must buy another property within 6 months, you might get a purchase and a sale out of a single client. Plus, they are so easy to find if you mine data and seek out a list of local owners that meet those specifications.

No. 16



When the fall and winter make motivated buyers and sellers tough to find, it's more important than ever to ensure that you've got the right tools to nurture your database to draw out the ready-to-transact leads. Invest in your client relationship management! Set up some time to look into a client relationship management system (CRM) like [Market Leader](#), which can help you manage your business pipeline with ease.

No. 17



Does your community host fall or winter seasonal events like a corn maze or the local theater production of A Christmas Carol? Talk to the local organizations and see if you can get an exclusive discount code. You can host the codes on your website and use them to drive prospective leads to your personal website.

No. 18



Download this customizable guide on the top 5 unexpected upsides to off-season buying and selling to share with your database of potential clients. <http://bit.ly/fallsellers>

No. 19



Expand your skill set so you can target more buyers. Spend some time brushing up on 203K or rehabilitation loans. Homes that need to be rehabbed are not for the faint of heart and often sit on the market longer. Become a 203K expert now and, come spring, you will be able to put lots of people who want more than they can have into homes. With your help, they can turn fixer-uppers into their dream homes.

No. 20



Don't neglect drop-by season. The fall and winter seasons are the perfect time to stop by and drop off a quick seasonal gift to former clients or top prospects. Keep visits short—around 15 minutes or less—and conversational. This visit is just to keep you top of mind and remind clients that, even in these months, it can be a great time to buy or sell a home!

### ***About Market Leader Tools from Trulia***

Learn how you can win more clients this summer and beyond with the innovative tools from Market Leader from Trulia! Receive a complimentary business consultation from a customer success representative and keep your business booming this summer and beyond. **Call 1-888-820-4778!**