

Finding & Generating Seller Leads

Lead generation is one of the most important aspects of building a thriving business, and there's a variety of paid and free lead sources to choose from. In this class, we covered our top seller lead generation sources, as well as how to determine which sources are right for you.

5 Keys to Successful Lead Generation

There are 5 fundamental best practices for successful lead generation:

1. **Have a plan.** You need to have a proactive approach to lead generation, and having a plan is a crucial part of being able to budget and map out your lead generation efforts
2. **Invest time, money, or both.** If you don't have a lot of money to spend on leads, then invest time into some of the free or low-cost methods. No time? Consider paying for leads
3. **Be consistent.** Leads can take months or even years to convert, so having a highly consistent approach to lead generation can help eliminate dry spells in your leads and your income
4. **Always link to your website.** Your Market Leader website has a plethora of valuable information for consumers, and it's designed to capture their information. Always drive consumers to your website
5. **Measure and track your results.** You want to make sure your time and money is being maximized, so always track your leads and sources to identify what's working well, and what isn't

“Free” Lead Sources

There is a variety of free and low-cost lead sources out there to help you generate leads:

FSBO's

Since every board and MLS has different rules and regulations, be sure to check the rules in your area before marketing to a FSBO. If this strategy violates any of your local rules, adapt and adjust it to ensure you're compliant and above board.

The skinny on today's FSBO (according to NAR):

- **50% of FSBO's don't know the buyer 61% of FSBO's who didn't know the buyer chose this method to avoid paying a commission**
- **The median sale price for FSBO homes is 24% less than that of agent assisted sales**

By providing a small service, you can build trust, and demonstrate your value, and ideally get something out of the deal as well. You can provide one or a combination of these services to win over a FSBO:

- Create a free Single Property Website [Learn how](#)
- Add a FSBO custom page to your website [Learn how](#)
- Create marketing flyers for their property [Learn how](#)

In return, you can include a non-legal letter of intention with conditions that benefit you. This letter should showcase ALL you can do as a listing agent, to not only educate the seller, but justify your commission. The conditions should vary based on your area and rules, but here are some ideas:

- If you find a buyer, the seller pays your buyer commission
- If the home doesn't sell in XX weeks, you will become the listing agent
- They send uninterested buyers to you

NOTE: MDPP is not advising you to break any rules or violate any laws. Please be absolutely sure what the rules are in your area. If these strategies aren't in accordance with your local laws, then act accordingly to ensure you are in compliance.

Expired Listings

When it comes to expired listings, the last thing we want to do is step on another agent's toes or potentially straddle the line of ethics. So, do your due diligence before marketing to expired listings.

Pull a hot sheet from the MLS and use that data to learn about the property, and eventually identify trends in the data (e.g. the most common months for expireds, etc.).

Remember, expired sellers may have trepidation or may be frustrated because something went wrong the first time around. Be sensitive and empathetic to this, and make no assumptions.

Expired sellers' phones are typically ringing off the hook, so it's best to take a different approach with these sellers. Stop by and drop off a letter, or leverage direct mail to get their attention. Drop off a pre-listing package to showcase your skills and service, so you can set yourself apart from the competition:

- A letter of introduction
- A sample listing agreement (or one that's already filled out)
- A CMA with the price you think it should be listed at
- Net sheet with your commission rate and their net, based on your CMA price
- List of references with phone numbers of your past clients
- Your marketing plan for their property (feel free to include samples)
- Business cards with your contact info and website URL

Working with expired listings is like a numbers game. Not all of them will convert, but the more you attempt, the more business you'll earn. By having a streamlined process in place, you can maximize each opportunity.

If you have enough information (e.g. MLS details of the property), you can also include a portion that addresses possible reasons why the home didn't sell, and what you can/would do differently to solve the problem.

Why didn't it sell the first time?

- **Priced too high**
- **Poor marketing**
- **Not the right agent**
- **Lack of curb appeal**
- **Needs too much work**
- **Too much inventory**
- **Lack of seller motivation**
- **Change of heart**

Blogging

Reputation is the *most important* thing for sellers when choosing an agent. Consider what your online presence says about you...Does it say you're an expert? Blogging is a great way to boost that online presence – it allows you to establish your expertise, build a reputation, showcase your brand, and create links to your website. Blogging takes time, but it's a great way to boost your reputation and get more seller leads.

You use blogging sites such as WordPress, ActiveRain, Blogger, or your integrated [Market Leader Blog](#).

Paid Lead Sources

There is a variety of paid lead sources out there to help you grow your database and your business:

Facebook Seller Ads

With billions of active users, Facebook has powerful potential to help you drive seller leads to your Market Leader website. The key to seeing success with paid Facebook ads is creating compelling content and building the right audiences. Our [MDPP Guide to Facebook Ads](#) will walk you step-by-step through the process for generating leads using Facebook and will provide you the templates, images, and targeting information. [Watch the MDPP class on Facebook Ads](#)

Market Leader

There is a wide variety of lead providers out there, so make sure you do your research to find the best fit for your needs. Market Leader offers two leads products to help you reach your sales goals:

- **Leads Direct:** Our pay-per-click advertising campaigns drive consumers who are searching for home listings on Google, Bing, and other search engines directly to your IDX website
- **HouseValues.com:** Captures seller early, and offers consumers a free personalized comparative market analysis (CMA) of their property. Their information is then passed on to you!

One flat monthly rate buys you a minimum number of leads per month, and we never sell the same lead to another agent...That's our lead guarantee. There are many other seller lead sources include Listings-To-Leads, Zillow, Trulia, Realtor.com, Listing Booster, Brivity, and more. The best part is, many of the seller lead sources available can flow right into your Market Leader system, so you can leverage your powerful Pro tools to engage and convert them. [Learn more](#)

Direct Mail

Maximizing your online presence is just as important as reinforcing your offline presence. Leveraging direct mail to market to a targeted area can help reinforce your brand, showcase your skill, and over time, create mindshare. [Create a Postcard](#), and send that exact postcard every quarter to build even more brand recognition. [Learn how to order print in your Market Leader system](#)

Maximize Your Website

Your Market Leader website has a lot of great tools for consumers – The idea is to create a path of information for your visitors, so once they land on your site, they have easy-to-follow links to other pages within your site. This creates what we call “link love,” which search engines like, and it also creates a great experience for the consumer, where all the info they need is at their fingertips.

- **Hyperlinked phrases:** You can easily create hyperlinks out of phrases in your custom content. Simply highlight the phrase you want to link, and turn it into a link. [Learn more](#)
- **Clickable buttons:** You can use this awesome button generator to add buttons for visitors to click on. There's nothing wrong with hyperlinking text, but if you want a cleaner look, you can format these buttons to match your website theme too! Create your buttons here: <https://dabuttonfactory.com/>
 1. Add the text your button will display, then adjust the font, size, color, border, etc. The button will adjust to fit the text, so you can adjust the horizontal padding if needed to ensure all your buttons are the same size (you may have to adjust it quite a bit in some cases)
 2. Right click on your button & **Select Copy Image Address** (do not download the button)
 3. In your Pro system, go to the page where you wish to add your button. Click the **Insert/Edit Image** button, and paste that URL into the field provided. Then add the image description, and click **OK**
 4. Hyperlink your buttons; you can link to a page on your site, or to an email URL (e.g. for a 'contact me' button). To link to an email URL, add **mailto:** before your Market Leader email address (example: <mailto:info@youreemailaddress.com>) [Learn more about hyperlinking](#)

NOTE: Since it is a third-party website, use the button generator at your own risk! It's always a good idea to check and review your content regularly, and this includes your buttons too.

Additional Resources

[Google Analytics](#)
[Communities Served](#)

[Adding Images to Your Website](#)
[Custom Pages](#)