

LISTING PROSPECTING CHECKLIST

In a market where listings are tight and it's hard to find inventory for your Buyers, listings have become a key prospecting activity!

Here are some ideas for "prospecting for listings" in today's market:

- Touch base with everyone on your sphere of influence list. (calls, notes, pop by's, face to face). Provide relevant content about the market.
- Do 10-10-20 (similar to 5x5's) on all current listings.
- Offer your past clients or sphere an "annual update" (CMA) on their property.
- 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.
- Pay attention to and interact with people on social media who are experiencing "change" in their lives. Post valuable content about real estate online.
- Farm a neighborhood. You must be consistent in your efforts.
- Send out a market update newsletter to your own neighborhood or one that you'd like to have listings in!
- 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. They could be a good referral source of listings for you!
- Work FSBO's and expired's. Consider working expired listings that aren't "recently" expired (6 months or longer off the market).
- Present a market update at a networking event or service club and highlight the drastic inventory shortage.
- Coordinate a neighborhood event — garage sale, spring clean up, safety night, or Easter egg hunt. Getting to know people and mingle with them is a great way to meet potential Sellers!
- Call Sellers you had previously listed (withdrawn or expired) and see if they would want to re-list. Go back as far as a few years with people who may have inquired and may have been upside down at that time.
- When you list a property, market to a "move-up" neighborhood as well as the current subdivision with a Just Listed postcard. Direct mail works!
- Contact vendors (plumbers, roofers, electricians, etc.) to see if they know of anyone thinking of selling who might be preparing their home for sale.
- Send out a "reverse marketing" postcard... "I have a buyer looking in your area" that targets a particular subdivision. (Make sure you really do have a client looking in the area or it could feel like "bait and switch.")
- Be in the "flow" with people with your name tag or logo wear displayed.
- Write a blog for our website about the shortage of listings and why it's a good time to sell.
- Sign up for some floor duty and then show up for it! Hang out in the office and capture calls that might be missed by fellow floor agents.
- Host an open house (even if the home is under contract) and do some circle prospecting with the neighbors prior to the open house. Plus, you might meet a potential Seller at the open house!
- Ask our new construction teams if you can "open" their inventory for them during "non-traditional" times to garner potential Sellers (and Buyers).
- 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.
- Target "orphan buyers" from agents outside of our area who are now "orphan sellers" just a few years later. Offer them a CMA on their property and establish a relationship with them.
- Run a print ad in Homes & Land or the Greeley Tribune seeking listings. (And, still put homes that are UC in publications to attract other Sellers.)
- Host an event or class for people in the community or your sphere of influence..."Secrets of Selling Your Home" is one idea.
- Work foreclosure and distressed properties to see if you could help those owners!
- Attend a community event or get involved in a committee to meet potential homeowners!
- Contact non-owner occupied's to see if they might want to do a 1031 Tax Deferred Exchange.
- Look for people making significant improvements to their home...they may be getting ready to sell!
- Go to garage sales. People cleaning out and consolidating may be preparing to sell their home.
- REMEMBER: Everyone you meet who owns a home is a potential Seller. Even if they don't think they want to sell "right now."



CONTENT PROVIDED BY
CHALICE SPRINGFIELD

CELL: 970.690.3161
DIRECT: 970.475.1039
EMAIL: CHALICE@SEARSREALESTATE.COM



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