

Listing Prospecting CHECKLIST

Breakthrough
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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:

1. Touch base with everyone on your sphere of influence list. (calls, notes, pop by's, face to face). Provide relevant content about the market.
2. Do 10-10-20 (similar to 5x5's) on all current listings.
3. Offer your past clients or sphere an "annual update" (CMA) on their property.
4. Go door knocking! You may not "like it" but you'll probably meet some actual Sellers!
5. Send a letter to out-of-town landlord owners who might be tired of managing their rentals or wanting to sell.
6. Pay attention to and interact with people on social media who are experiencing "change" in their lives. Post valuable content about real estate online.
7. Farm a neighborhood. You must be consistent in your efforts.
8. Send out a market update newsletter to your own neighborhood or one that you'd like to have listings in!
9. Call attorneys, CPA's, investment advisors, and insurance agents to see if you can assist with their client's listings.
10. Introduce yourself and make connections with assisted living or nursing home directors. They could be a good referral source of listings for you!
11. Work FSBO's and expired's. Consider working expired listings that aren't "recently" expired (6 months or longer off the market).
12. Present a market update at a networking event or service club and highlight the drastic inventory shortage.
13. 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!
14. Call Sellers you had previously listed (withdrawn or expired) and see if they would want to re-list.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.
15. 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!
16. Contact vendors (plumbers, roofers, electricians, etc.) to see if they know of anyone thinking of selling who might be preparing their home for sale.
17. 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.")
18. Be in the "flow" with people with your name tag or logo wear displayed.
19. Write a blog for our website about the shortage of listings and why it's a good time to sell.
20. 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.
21. Host an open house (even if the home is undercontract) and do some circle prospecting with the neighbors prior to the open house. Plus, you might meet a potential Seller at the open house!
22. Ask our new construction teams if you can "open" their inventory for them during "non-traditional" times to garner potential Sellers (and Buyers).
23. 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.
24. 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.
25. Run an print ad in Homes & Land or the Greeley Tribune seeking listings. (And, still put homes that are UC in publications to attract other Sellers.)
26. Host an event or class for people in the community or your sphere of influence..."Secrets of Selling Your Home" is one idea.
27. Work foreclosure and distressed properties to see if you could help those owners!
28. Attend a community event or get involved in a committee to meet potential homeowners!
29. Contact non-owner occupied's to see if they might want to do a 1031 Tax Deferred Exchange.
30. Look for people making significant improvements to their home...they may be getting ready to sell!
31. Go to garage sales. People cleaning out and consolidating may be preparing to sell their home.
32. **REMEMBER: Everyone you meet who owns a home is a potential Seller. Even if they don't think they want to sell "right now."**

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