

3 lead generation strategies that keep on giving

Would you like to generate leads without spending a lot of money, cold calling or door-knocking and have the person you're contacting willingly give you the names of other potential leads? It's easier than you may think. Here are three ways to generate leads with minimal effort. 1. The 'bait' house I recently interviewed Fafie Moore, the executive vice president, ERA Brokers Consolidated, Las Vegas, Nevada. One of Moore's most creative prospecting ideas is what she calls the "bait house." The concept is simple: pick out an enticing house on the MLS. Then, reach out to your clients and sphere, either by phone, text or via social media direct messaging. Here's what you say: "I just saw this house in the MLS -- I know it's not for you, but do you know anyone who would be interested?" Another version of this approach is to feature a "listing of the week" on your blog, website, Facebook business page or Instagram. By the way, the house doesn't have to be a ...

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