5 overlooked sources for homeseller leads

Seller leads are the lifeblood of any listing business, and the best way to ensure your success as a listing agent is to find reliable sources of these leads. Although this sounds simple enough, it can be a serious challenge. Even the greenest of agents knows that FSBOs and expired listings are potential sources of seller leads, but experienced agents know that these leads often aren't worth the effort. If you really want to get a significant number of listing appointments, you need to work underutilized seller-lead sources. Don't be afraid to get creative -- you might stumble on one of your market's most lucrative lead sources. Here are some ideas to get you started: Homeowners with high equity Most homeowners don't know how much their property is worth. By targeting people who bought their homes at the bottom of the market, it'll be easy to find homeowners with high equity. Providing free home valuations is a great way to turn cold calls with these homeowners ...

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