7 cheap and effective ways to generate leads as a new agent

Leads are the lifeblood of any successful real estate agent’s career. More leads mean more business. Below, we’ll go through the types of lead generation and seven tactics for inexpensive earned lead gen. Whether you’re a new agent or one who needs a boost in leads, these strategies will strengthen your efforts. The best lead generation strategies utilize all or some of the following ideas, and the most successful agents leverage each strategy in support of the others. Types of leads There are two types of leads: paid and earned. Paid leads come from websites such as Zillow to give you a chance at contacting leads when they inquire about a property. Paid leads aren’t necessarily a bad idea, but if you can’t respond immediately to any given lead or your budget is limited and you aren’t paying for the top agent spot on any given platform, then buying leads can be a case of good money chasing after bad business. Earned leads are far more valuable than paid leads. ...

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