



Leverage Your Listings For Leads

This list assumes you have:

An IDX enabled website Call Capture System Virtual Tour Program Publisher Color Printer
Your own domain leading to your website

1. Print full color flyers and place on property
2. Put a home valuation lead source on your flyers (ie whatsmyhomeworth.com, whatsmycondoworth.com)
3. Have a 1-800 call capture extension on your flyer
4. Place your home on Craigslist with your website in the header AND linked in the body
 Ie (4 Bedroom , 2 Bath Condo In Riva SacramentoCondos.com)
5. Do your own virtual tour on your listing using Visual Tour.
6. Place your listing on Zillow
7. Place your listing in Trulia
8. Distribute just listed postcards to every house on the street
9. Have Valuation lead program on the just listed postcards
10. Burn your Visual Tour to CD and give to the neighbors on the street, have your info printed on front
11. Blast out your listing to your database
12. Post your listing to your neighborhood blogs and websites
13. Place an additional flyer box on your post and fill with your Real Estate Buyers Guide Ad page.
14. If you don't run Real Estate Buyers Guide ads, create one in Publisher and place in the box instead
15. Hold an Open House, have a wireless laptop there to enable people to register on your website
16. Enhance your Realtor.com ad with links to your website
17. Blog about your listing, mentioning the address, the subdivision, the city and the statistics
18. Using your Marketing Library, shoot out a 200 postcard Just Listed with Express Copy
 (Use call capture, feature your website link and a Valuation lead generation program)
19. Post your property with Postlets

These are just a few items and there are many many more....if you have a great idea, shoot me an email at bruce@BruceSlaton.com and I'll add it to the list!

Leverage your listings and you will get the leads, reducing your cost per property for marketing and increasing your production without high cost marketing!

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