

Listing Prospecting Checklist



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 Call Sellers you had previously listed (withdrawn or expired) and see if they would want to re-list.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 your 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 under contract) 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 a 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."