

LEAD GENERATOR

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INSTAGRAM	Update your profile
	Follow Real Estate Clients
	Create a post about your self (Clients Testimonial, Past Listings, etc.)
	Draft a message and send it to clients every day
LIKELY TO SELL	Go to Compass
	Go to Likely To Sell Recommendation
	Click Generate Leads to generate new recommendations
	Get their information (Name, Address, Email, and Contact Number)
	Create an Email Template to be sent to your prospect client
	Inform your prospective client that their home will be in demand in the market 6/12 months from now
	Update replies
ZIP CODE	Go to a website where you can purchase a Zip Code
	Import them into a spreadsheet
	Organize them by their Name, Address, Email and Phone number
	Import them into your CRM contacts and tagged them as Zip Code
	Draft a Postcard to be sent to the Zip Code
	Draft a Bulk Email Template to be sent to the Zip Code
	Update replies
	Updating your clients information (Addresses, Email and Phone Number)
	Organize your contacts according to their group (Leads, Active Client, Past Clients, etc.)

CRM	Draft Email Template and send it to clients every day
	Send them a Postcard
	Send them an Eblast (Market update, status)
	Update replies
YOUTUBE	Update your Profile
	Reach out to your past clients and friends to subscribe to your YouTube channel
	Draft and Post a video on whats in demand in the market
	When posting a social media post to your social media account please include all the links to your social media account so the prospective clients can reach out to you easily
	Regular posting to your YouTube channel
GOOGLE MY BUSINESS	Verified your Google Business Profile
	Get 5 - star reviews and testimonials
	Make sure that the Business Information is all correct
	Add videos, products, and photos
	Use Geo-tag
	Proper use of Keywords and Key search
	Call to Action