

# Generating Leads

*How to have conversations about real estate with just about anyone.*

Realtors – Loan Officers – Home and Life Insurance professionals

**Frame yourself as a resource not just a salesperson.**

Reach out to everyone stating you are creating a resource group. Two to three per industry.

Ask when networking, contacting friends, family, neighbors. Ask when you meet just about anyone. Grocery clerk, party/event, door knocking, posting on social media (facebook).

Ask if they know a good (real estate service provider) they can recommend so you can contact and possibly add to your resource list. Best to get a provider they have had a good experience with. You still want to vet by checking if they have yelp reviews. And disclaim if you do recommend.

Ask: “I am working on building my real state resource group. I’m looking for service providers that specialize in real estate services like, flooring, painters, landscapers. A list of service provider I can recommend to my clients that may need their type of service. Some sellers need to make some home improvements to prepare their home for sale. Do you happen to know a good (service provider) I can contact and add to my list?”

**It does not matter if you get a provider because you are at least talking about you being a real estate professional and framing yourself a resource.**

**The person you are having the conversation with may know and recommend a provider or better yet they may know someone that can use you real estate help.**

**The service provider may also know someone that can use your real estate help.**

**You are offering to help their business by giving them referrals. You stand out and they may feel a sense of reciprocity (wanting to help you as well).**

**NOTE: If you are going to refer a service provider to a client make sure you check their credential. Make sure they are licensed, bonded and have workman's comp. Again, you do not need to recommend them, you want to have real estate conversations with as many people that you can.**

Real Estate service providers:

- General Contractor – Home Improvements
- Landscaper
- Plumber
- Painter
- Windows replacement
- Moving Company
- Human Resource – HR in relocation
- Roofer
- Handyman
- Estate Panner – Wills & Trust
- Divorce Attorney
- Fence repair
- Credit Repair
- CPA
- Senior Living

## Frame yourself as a business owner not just a sales rep.

What to say when someone ask you “what do you do?” networking. And how to introduce yourself while door knocking/farming.

Example: *Hi, I’m (name) I have a real estate business. Or, farming: Hi, I’m (name) I have a real estate business specializing in this neighborhood.*

### **Additional referral sources:**

Home Depot/Lowes appliance, cabinets – home improvements. Simply mention to them that you have a ‘Real Estate Business’ and should any of their clients say they are making home improvements in preparation to sell, ask if they need a realtor. Leave them with some of your cards to hand out if they are okay with it.

**More conversations about real estate** – Veterans, schoolteachers, first time home buyers. State you are looking to help them with special down payment assistant loan programs... you can ask while networking and door knocking.

Ask provider if it is okay to include them in your newsletter and it will be great to include you in their newsletter (if they have a newsletter). Build relationship and be remembered. Friend on facebook and ‘like’ post and/or comment on their post.

When you have those conversations be sure to create trust, and rapport so they feel comfortable having that conversation.

My NLP Home study course ‘Connect with Anyone in 90 Seconds or Less’ will help you. Three hours of video, four hours of audio, my book in ebook format and bonuses. Or, contact me if you are interested in personal one-on-one coaching to accelerate your success.

Connection, rapport and trust can be developed to generate more leads.

Your:

- Presences
- body motion
- voice
- questions you ask to understand the meaning of the conversation and what is crucial to taking action.

For additional information about my NLP Home Study Course - Connect with Anyone in 90 Seconds or Less (get more yeses faster) special NHORA discount and Magnetic Destiny Formula gift visit: <http://www.MikeAguilera.com/nhora>