

# LEAD GENERATION

## The Ultimate Guide for Realtors

My Porch Social

Lead generation is essential to preparing your business for long-term success. Done right, real estate lead generation will take your business to the next level; helping it flourish with a continual stream of new potential clients. Here are **our top four tips for consistently bringing in new leads:**

### MAKE CONNECTIONS

**Your goal should be connecting with people**, not selling real estate. When you make this a priority you will naturally see your network expand. The easiest way to make natural connections is to **think about where you already go on a consistent basis**. Some

examples include the gym, local coffee shop, restaurant, or a place centered around any hobby you already have. Strike up conversations about the topic or place you are at. Don't bring up real estate unless the people you are connecting with ask what it is you do. Remember this: **people don't like being sold to**. People do like making connections with others who share common interests. Build relationships with others and then you will become the first person they think of when it comes time for them to buy or sell.





## FACEBOOK GROUPS

Along with making in-person connections, you'll also want to **consistently find ways to connect with people online**. A great way to do this is by starting your own Facebook group. Again, think about your interests and **create**

**your group around one of your hobbies**. Examples of this include gardening, recipes, fitness, your community, motherhood, fatherhood, dogs, etc. By creating a group centered around a topic other than real estate, you are able to make organic connections with people who will now have the opportunity to get to know, like, and trust you. When it comes time for them to buy or sell, or if they simply have a question about real estate, **they will think of you first** because they know you and trust you.

## EMAIL NEWSLETTER

As a realtor, **having an email newsletter is essential**. This is a way you can consistently provide value to people who have already raised their hands saying they want to know more about what you have to offer.

Your email newsletter should be

just that, a newsletter. Not just an email showcasing your listings (which is purely selling, not connecting), but it should **provide valuable information to your audience**. Examples of this include market reports, a new restaurant, new development, tips for home maintenance, etc. Also, **be sure to include something personal in each email**. Examples of this include a picture of you with your family, new pet, office renovation, book or movie recommendation, favorite new recipe, etc. **We recommend sending out 1-2 email newsletters each month**.





## SOCIAL MEDIA PRESENCE

Again, our goal is to connect with people, and **social media is a great way to get social!** Just as with your newsletter, your social media channels should consistently provide value to your audience with a mix of expert tips and advice, as well as personal posts. Facebook and Instagram are FREE platforms for you to let the world know about what you have to offer, and why you are THE realtor they want to work with.

Here at [My Porch Social](#), social media is what we do! **We are so passionate about helping realtors leverage the power of social media to grow their business because we KNOW it works!** And best of all, it's absolutely FREE! That's why we're including an amazing bonus in this lead generation guide. **Scroll to the next page to see the 10 Instagram posts every realtor should have on repeat.** If you still have questions about your social media strategy or are thinking you may want to outsource your social media to a professional, [let's chat!](#)



Now that we've conquered lead generation, let's talk about your social media content calendar. Here are **10 posts every realtor should have on repeat**:

- 1 Expert Tips & Advice** - buying and selling tips, financial tips, home staging tips, how to boost curb appeal, etc. As a realtor you are a wealth of knowledge. Share these tips regularly to establish yourself as an expert in your field and give value to your target audience.
- 2 Behind the Scenes** - setting up for an open house, working in your office, hobbies, recipes, family/friends. It is up to you how personal you get on social media, but you do need to **GET SOCIAL** and share your personality. Show your face on your accounts and share a few items about yourself.
- 3 Client Testimonials** - people want to work with someone they like, know, and trust. Don't be shy about sharing testimonials to build that trust factor.
- 4 Quotes** - quotes are one of the most shared pieces of content on Instagram. What resonates with you? This is another chance to show your personality by sharing your favorite quotes.
- 5 Sell** - Here's where you sell your services by posting your listings: Coming Soon, Just Listed, Open House, Sold, etc.
- 6 Highlight the Local** - Share local news articles, highlight a neighborhood, tag your favorite restaurant/coffee shop, get involved in community events.
- 7 Ask Questions for Engagement** - this or that, home decor, dream home, favorite books/movies, recipes. This is a way to engage with your audience. Learn about them, and also share your answers so they can get to know you!
- 8 Introduce Yourself** - Every 4-6 weeks, you should have a post that tells your audience who you are and what makes you different. It can be a simple photo of you in your home, office, or a local coffee shop. Share a few facts about yourself.
- 9 Beautiful Real Estate** - People want to see beautiful homes and imagine themselves living there. You can even use Canva stock images and pair the image with a quote or tip.
- 10 Seasonal messages or holiday greetings** - Take advantage of holidays and social media holidays to send well wishes to your audience. This helps show you care.