

20 LEAD GENERATION TECHNIQUES UNDER \$20

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A. REAL ESTATE SUCCESS

1. You Need A Consistent Source Of New Prospects
2. The Is NO Magic Bullet
3. You Must Differentiate Yourself From Your Competition
4. You Need A Lead Generation System

B. THE LEAD GENERATION SYSTEM

1. Choose A Technique You Like
2. Implement
3. Track Your Results
4. Calculate The Return On Investment (ROI) Of Marketing

$$\text{ROI} = \frac{(\text{Return} - \text{Investment})}{\text{Investment}} \times 100$$

5. Repeat Or Try Another Technique

C. 20 Lead Generation Techniques Under \$20

1. Agent Referrals (Cost = \$0)(If you're already attending)
2. No-Sale/No-Appointment Clients (Cost = \$0)
3. Divorce Attorneys (Cost = \$0)
4. Friends, Family And Past Clients (Cost = \$0)
5. Client Party (Cost = \$0)
6. Estate Attorneys (Cost = \$0)

7. Mortgage Lenders (Cost = \$0)
8. Trades People (Cost = \$0)
9. Community Involvement (Cost = \$0)
10. Formal Networking Events (Cost = \$15-20)
11. Join An Activity Group (Cost = \$0-20)
12. For-Sale-By-Owners (FSBOs) (Cost = \$0-20)
13. Host A Garage Sale (Cost = \$0)(Assuming you already have signs)
14. Email Marketing (Cost = \$0)
15. Write A Blog (Cost = \$0)
16. Participate In Social Media (Cost = \$0)
17. Open Houses (Cost = \$0-15)
18. Wear Career Apparel (Cost = \$0-15)
19. Public Relations (Cost = \$0)
20. First-Time Homebuyer Seminars (Cost = \$0-15)
21. Get Testimonials From Clients (Cost = \$0)

D. RECAP

1. Choose A Technique You Like
2. Implement And Test
3. Track Your Results
4. Calculate The Return On Investment (ROI) Of Marketing
5. Repeat Or Try Another Technique

E. QUESTIONS?

F. NOTES

ABOUT THE PRESENTER: Michael Soon Lee, DBA, CRS, GRI, has been a real estate broker for over three decades. He is the author of eight books including, "Selling to Multicultural Real Estate Clients", "Black Belt Negotiating" and "111 Ways to Justify Your Commission. Dr. Lee has spoken at thirteen National Association of Realtors conventions, at six National Association of Homebuilders conventions and for most of the major real estate franchises across the country. His most popular programs include, "Defending Your Commission", "20 Leads Under \$20 That Really Work", "Black Belt Negotiating", "How to List Buyers" and "Winning Listing Presentations". He holds MBA and DBA (Doctor of Business Administration) degrees. His email is: MichaelSoonLee@gmail.com and his phone is: (925) 864-8848.

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