



# Pro Tips for Generating More Seller Leads in Real Estate

1. Leverage your existing network to ask for referrals.
2. Build your personal brand using social media.
3. Share custom local market updates with your existing seller leads.
4. Display a call to action (CTA) to request a home valuation on your website.
5. Drive traffic to home valuation landing pages.
6. Implement Google Seller PPC campaigns.
7. Build a follow-up and lead nurturing system in your CRM.
8. Create seller-focused content.
9. Prospect expired listings and FSBOs through cold calling.
10. Build a networking group with local service providers.
11. Work open houses to generate seller leads.
12. Leverage Facebook ads.
13. Help distressed homeowners.
14. Convert renters into sellers.
15. Join a team of experienced listing agents.
16. Connect with home flippers and real estate investors.
17. Host an event.

## **Bonus Tip:**

**Use predictive analytics and machine learning to identify seller leads you already have in your database.**