

Be Where The *CLIENTS ARE*

It is vital for growing Realtors to position themselves where potential clients are active in their communities. This proactive approach helps build relationships, enhances visibility, and drives business growth.

1. COMMUNITY EVENTS AND LOCAL GATHERINGS

Engage Locally: Sponsor or attend local events like charity runs, school fairs, and farmers markets. Host informational booths to provide real estate insights.

Network: Join local business groups and attend networking events to meet other professionals and potential clients.

2. SOCIAL MEDIA ENGAGEMENT

Join Local Groups: Participate in community groups on platforms like Facebook and Nextdoor. Share valuable real estate insights and engage with community members.

Post Local Content: Share updates about local events, new businesses, and community news. Host live Q&A sessions to provide real-time value and build trust.

3. EDUCATIONAL WORKSHOPS

Host Seminars: Offer workshops for first-time homebuyers, real estate investors, and market updates. Position yourself as an expert and a valuable resource.

4. LOCAL PARTNERSHIPS

Collaborate: Partner with local businesses for cross-promotions and joint events. Engage with community leaders and influencers who can refer clients to you.

5. NEIGHBORHOOD POP-BYS

Personal Touch: Deliver small, thoughtful gifts or seasonal items to past clients and potential leads. Include handwritten notes to add a personal touch.

By strategically engaging where your clients are, you can build strong relationships, enhance your visibility, and grow your business. This proactive approach ensures you remain top of mind for potential clients and solidifies your role as a trusted real estate professional.

STRATEGY 1: BE WHERE THE CLIENTS ARE

Be Where The Clients Are

WORKSHEET

Take time to fill out the worksheet below! You will never again have to wonder “where can I interact with potential clients?”

Timeframe (Put the month, quarter, or year!): _____

ONE-OFF COMMUNITY EVENTS:

Name	Date(s)	Time

RECURRING COMMUNITY EVENTS:

Name	Date(s)	Time

NETWORKING AND COMMUNITY GROUPS:

Name	Date(s)	Time

BUSINESSES TO PARTNER WITH

Name	Owner	Number

ONLINE LOCAL COMMUNITY GROUPS

Name	Platform	Joined