



101 WAYS TO LEAD GENERATE IN REAL ESTATE

GENE FREDERICK
WITH
ROBERT T. EVANS



Gene Frederick is currently on the Board of Directors for eXp Realty, LLC. He has spent over 30 years in the real estate industry as a Salesperson, Team Leader, and Coach/Consultant. Gene's career path has lead him to focus on helping and training real estate agents in increasing their production and attaining their business goals - having fun along the way!

Do you struggle lead generating?

Don't know where to start?

Need a game plan?

Want proven ways to get new business?

Information that applies at any level of real estate.
101 Ways to Lead Generate in Real Estate will solve all these problems and more, all from one of the absolute best in the business.

Inside you'll learn...

- How to generate quality leads
- Explanations that will make each one useful

Tom Martin

1. Real Estate Coach for 9 years
2. Real Estate Agent for 24 Years
3. Real Estate Trainer for 10 years
4. Recruited over 850 agents
5. Brought a Failing Brokerage to a Highly profitable one quickly
6. Coached some of the Top Teams in the Country

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The Tipping Point, by Malcolm Gladwell, he describes 3 very special types of people :



The Connector: “Connectors are people with a very special gift of bringing people together” They know lots of people. Connectors are fantastic at expanding your network. They are easy to spot. They typically say things like “Oh, you should meet...,” or “Have you heard about...” and “Let me introduce you to...” They think in nodes, not individuals, and like nothing more than to help you and your business. They see people first, then money.



The Maven: “A Maven is a person who has information on a lot of different people, products, prices or places.” This person like to initiate discussions with others about what they know and respond to requests. They like to be helpers. This person knows what’s going on with others.



The Salespeople: “Mavens are data banks. They provide the message. Connectors are social glue: they spread it. But there are a select group of people, Salespeople, with the skills to persuade us when we are unconvinced of what we are hearing.” They make you feel comfortable with your decision in a very short amount of time!



Why is this bonus relevant to the 101 Ways of Lead Generating? Every bucket will have there people. Find the connector and that bucket will grow. Find the maven and you will learn. Find the salesperson and they might just give you the in you need with the other two.

WHY IS SOI NOT IN THE BOOK?



WHAT'S A BUCKET?



A planned strategy for generating real estate leads consistently.

LET'S FILL OUT SOI

101 ways to lead generate



Activity	Date	Accomplished
1. Contact!		
2.		
3.		
4.		
5.		

Of Annual Sells



Activity	Date	Accomplished
1.		
2.		
3.		
4.		
5.		

LET'S GET SOME LEADS



CAN YOU BEAT 115?

BREAK TIME

1.



Garage/Estate Sales

NEIGHBORHOOD GARAGE \$ALE GUIDE



2.



Car Dealers



What does your
customer drive?



3.



Furniture Sales

4.



Airlines



5.



Local Schools

“Have kids will network”

6.



PTA

**Be your kid's biggest fan.
Be PTA.**

7,8,9



Join The Band/Booster Club

Join The Choir/Band Booster Club

Join Your local Sports/Booster Club

10,11



**Teachers
Principal(s)**

12.



HOA Associations

13.



**Personal Interest/
Local Sports Clubs**

14.



**Gym/Personal
Trainer**

15.



Country Club

16.



Apartment Pool Areas

17.



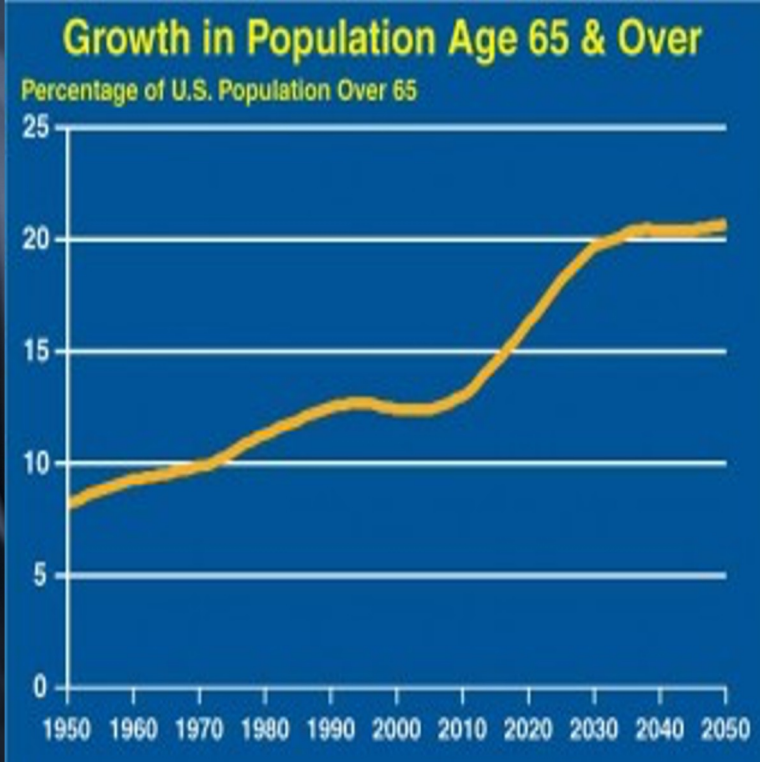
City (Holiday) Celebrations

18.



**Whole Foods
(Yes the store)**

19.



Nursing Homes/ Assisted Living

20.



Poker/Bunco Parties

21.



College Alumni Associations

22.



Singles Organizations

23.



Local Cleaners

24.



**Starbucks/Local
Coffee Shop**

25.



Doctors

26.



Place of Worship

27.



**Your Personal
Hobby**

28.



Door Knocking

29.



**Cold Calling
FSBO'S/Expired**

30.



Your Local Mall

31, 32



LONE STAR



CORVETTE
CLASSIC


Texas
Horseman's
Directory

Horse Shows
Car Shows

33.



Hospitals

34.



Local Ice Cream Shop (DQ)

35.



Local Goodwill (Donation Center)

36.



**Hair Cut/
Nail Salons**

37.



**DONATE
BLOOD
AND
SAVE
LIVES**

Blood Banks

38.



Play Golf

39.



Banks

40.



Gas Stations

41.



**Local Classes You're
Interested In**

42.



**Mortgage
Companies
(Your Lender)**

43, 44, 45



- Title Companies
- Inspectors
- Appraisers

46.



Moving Companies

47.



Divorce Attorneys

48.



**Divorce/Bankruptcy
Judges**

49.



Marriage Counselors

50.



RELO
Companies

51.



New Home Builder Reps

52.



Builders (Small & Large)

53, 54



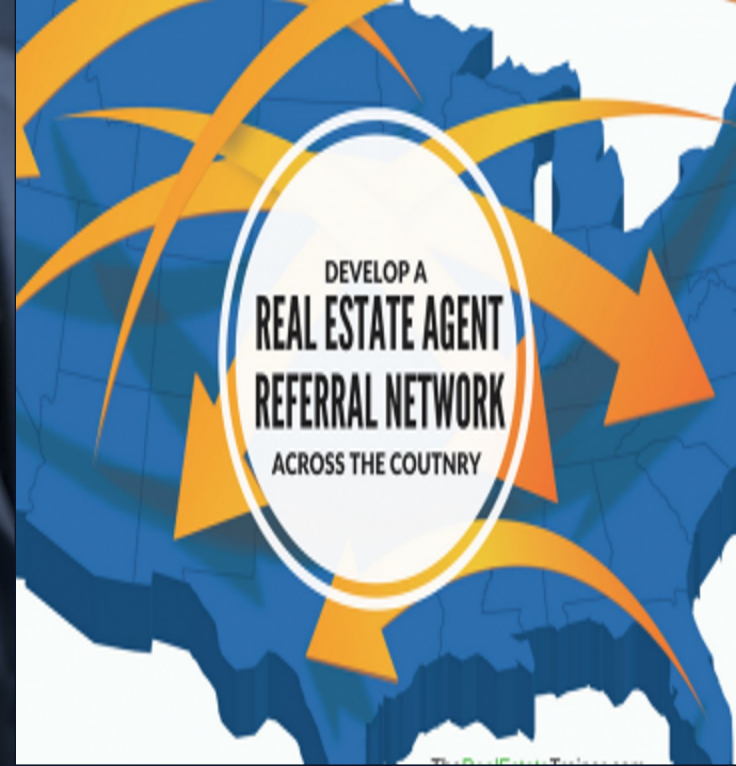
**HUD & VA
Foreclosures**

55.



Bank Short Sales

56.



Other Real Estate Agents

57.



Commercial Agents

58.



Investor Seminars

59, 60, 61



- Apartment Reps
- Leasing Agents
- International Real Estate Agents

62.



CPA'S

63, 64, 65



- State Brokers
- Your Internal Company, Broker And Staff
- Company Training & Meetings

66.



Financial Planner

67.



**Stock
Brokers**

68.



Professional Buildings/Regus/Shared Office Space

69.



Hotels

70.



Rental Car Companies

71.



Uber, Lyft, Taxis



72.



**Bloggging/
Vlogggging**

73.



If I'm not on
facebook®

for more than 2 days..
...CALL THE POLICE!!!

Facebook

74.



Instagram



Instagram

75.



Pinterest



76.



Twitter



77,78



National Association of Realtors (NAR)



NATIONAL
ASSOCIATION *of*
REALTORS®



TEXAS ASSOCIATION
OF REALTORS®

State Association of Realtors

79.



GRI/CRS/WCR And Other Designation Trainings

80.



**101 WAYS TO
LEAD GENERATE
IN REAL ESTATE**

GENE FREDERICK
WITH
ROBERT T. EVANS

Realtor Seminars

81.



Wedding Conventions

82.



Open Houses

83.



BNI®

*Make the contacts you need to take
your operations to the next level*



Networking Groups/BNI/Master Networks

84.



Billboards

85.



Local Newspapers

86.



Local Magazines

87.



Local Theatres

88.



Local TV

89.



Local Radio

90.



Logo/Brand
Everything

91.



Restaurants

92.



Charities



93.



Teach Agent Classes

94.



Wifi Advertising

95.



Farm An Area

96.



**Teaching Classes For
Clients At Their
Companies**

97.



Localized Networking/Business Networking Organizations

98.



Sponsor Sports Clubs

99.



“Move-in” Parties

100.



**“Before Market Preview”
Party**

101.



Rattle Snake Removal



**THAT'S OUR 101 WAYS
TO LEAD GENERATE!**

**BUT HOW ABOUT ONE
MORE STORY...**



“Enjoy the ride” –Gene Frederick

“The Real Estate Doctor”