

Lenson Realty Elite

11 Game-Changing Strategies to Dominate Real Estate in 2025

Lenson Realty Elite Agent Training

To stay competitive in today's market, agents must combine proven, timeless strategies with innovative new tactics. Here are 11 practical, actionable methods that can elevate your business and set you apart in 2025.

1. Partner with Builders

Help builders find lots and earn listing opportunities. Identify builders via permit boxes, call them, and ask if they build spec homes. Offer to help them find lots in exchange for the opportunity to list the finished home.

2. Be the Off-Market Expert

Network with other agents and uncover homes not yet listed. Share these exclusives with buyers and post about them on social media to become the go-to agent for hidden inventory.

3. Use Green Screen Instagram Reels

Use Instagram's green screen feature to record "Coming Soon" videos. Show a map behind you and tease the listing's location to capture attention and spark interest.

4. Create Searchable YouTube Videos

YouTube is a search engine. Use titles like:

- "Moving to [Your City]? Here's What to Know in 2025"
- "Top Neighborhoods in [Your City] - Pros & Cons"

5. Promote a 'Deal of the Week'

Highlight a compelling property weekly via email or social. Use hooks like:

- "Friday Find"
- "[City] Real Estate Deal of the Week"

6. Target Expired Listings from 6-12 Months Ago

Most agents focus on freshly expired listings. Instead, search MLS for older ones that never relisted. Call the owners and reengage them with a new strategy.

7. Circle Prospecting Around Market Activity

Turn every listing or open house into a marketing moment. Call neighbors and start conversations. Ask:

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"Is there a price where you might consider selling your home?"

8. Master Geographic Farming

Choose 1-2 neighborhoods and become their go-to expert. Build relationships with residents and local businesses to grow your influence.

9. Host More Open Houses

There's no better way to meet active buyers and future sellers. Be consistent. Use signage and follow up with attendees.

10. Educate First-Time Buyers

Partner with a lender and credit pro to host buyer education events. Teach attendees how to get pre-approved and prepare for homeownership. Build long-term pipelines.

11. Send Unsolicited Video CMAs

Record personalized home valuation videos for homeowners. Use tools like BombBomb or Zoom to walk them through comps, value estimates, and a net sheet. These videos offer unmatched value - and generate listings.

Start implementing these ideas now - and position yourself to have your best year yet.

- Dan Lindeman

Broker, Lenson Realty Elite

Source: Adapted from "11 Game-Changers to Elevate Your Business" by Jimmy Burgess, published in Inman News