

Lenson Realty Elite

Lead Generation Strategies for Lenson Realty Elite Agents

To grow your real estate business, you need to consistently build your customer base. Below are five proven strategies to help you generate leads, stay top-of-mind, and build long-term client relationships - all tailored for Lenson Realty Elite agents.

1. Capture Leads with Online Giveaways

Online contests are a powerful way to build your database. Try hosting a weekly giveaway on Facebook or Instagram with prizes like gift cards, home services, or event tickets. To enter, ask participants to fill out a short form with their contact information and real estate interests.

Pro Tip: Tie giveaways to local events or holidays (e.g., a Mother's Day basket or back-to-school supplies). Always include a newsletter signup or class registration option to keep your leads engaged.

2. Use YouTube as a Lead Magnet

YouTube is one of the best tools for attracting relocation buyers. Create videos on topics like "What to Know Before Moving to South Florida" or "Top Reasons People Are Leaving [Another State] for [Your Area]."

Keep videos between 8-13 minutes, include a call to action in the first 45 seconds, and post consistently (e.g., every Friday). Repurpose full videos into short clips for Facebook, Instagram Reels, or TikTok.

3. Make Client Appreciation Events Memorable

Host quarterly events that bring your clients together - from baseball games to seasonal parties. Partner with local vendors to sponsor food, giveaways, or entertainment. Use these events as marketing opportunities: share photos online, send branded invites, and follow up with attendees afterward.

Even if you're new to the business, hosting a launch party or small appreciation dinner can set the tone for long-term success.

4. Create a "Raving Fan" Referral Program

Show your appreciation with a quarterly gift box or thank-you gift to anyone who refers you a client or leaves a positive review. Include locally sourced products and a personal note. These thoughtful touches keep you top-of-mind and increase repeat referrals.

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Tip: Include a branded card with a friendly reminder - "More referrals = more gifts!"

5. Be Seen in the Community

Never underestimate the power of face-to-face interaction. Host open houses regularly and promote them with 20-30 signs throughout the neighborhood. Walk your farm area, attend local events, and offer value with no strings attached. Build trust first - the business will follow.

Remember: your sphere of influence is your most valuable asset. Stay in front of them, serve them well, and the referrals will come.

Keep growing, stay consistent, and use the tools available to you here at Lenson Realty Elite.

- Dan Lindeman

Broker, Lenson Realty Elite

Source: Adapted from "Lead Gen Tips to Grow Your Customer Base" by Melissa Dittmann Tracey, © 2025 National Association of REALTORS®