

A top-down view of a person's workspace. The person, wearing glasses and a blue checkered shirt, is looking at a laptop. On the desk is a coffee cup, a clipboard with a document titled 'Contract', and a hand holding a pen. The person is also wearing a watch. The background shows a wooden desk and a keyboard.

Ten Ways to Get More Listings in a Low Inventory Market

Agenda

- 1 | The #1 Source of Listings Today
- 2 | Top Producers Reveal What's Working
- 3 | How to Find Sellers Most Agents Overlook
- 4 | Ten Ways to Get More Listings Now
- 5 | Summary / Wrap Up

Where Do Listings Come From?



Source: N.A.R.

REFERRALS

When markets shift, the
core marketing channels
of top Agents don't.



Four Commonalities of Top Producers



Jo Anne LaBuda



Keller Williams Capital Partners Top 1% REALTORS Nationwide

Daily Lead Generation

Top 3 Strategies:

Gary Kellers' 33 “Touches”

Calls/ Direct Mail / Email /Social Media

Geo Farming Quarterly Newsletter

**“ We make 33 touches per recipient in a 12-month period,
with a focus on our key past clients, friends, affiliates.”**

Joe Karcie

Re/Max Platinum Club

Daily Lead Generation

Top 3 Strategies:

Hitting FSBO's and Expireds

Engaging Past Clients to Drive Referrals

Geo Farming to 8,500 Homes



“We added a texting program to engage our past clients who prefer to communicate via text.”

Russell Shaw

Ranked # 28 Nationwide by REALTOR Magazine

Daily Lead Generation

Top 3 Strategies:

Hosting Local Seminars for Buyers and Sellers

Using Social Media to Engage Prospects & Promote Events

Geo Farming to 40,000 Homes

**“Our message is that we know the market.
We really push that we know the market.”**



How to Find Sellers in a Low Inventory Market

Expired's and Withdrawn Listings



Explain to them the benefits of selling their home in the current market.

Capture Sellers at Open Houses



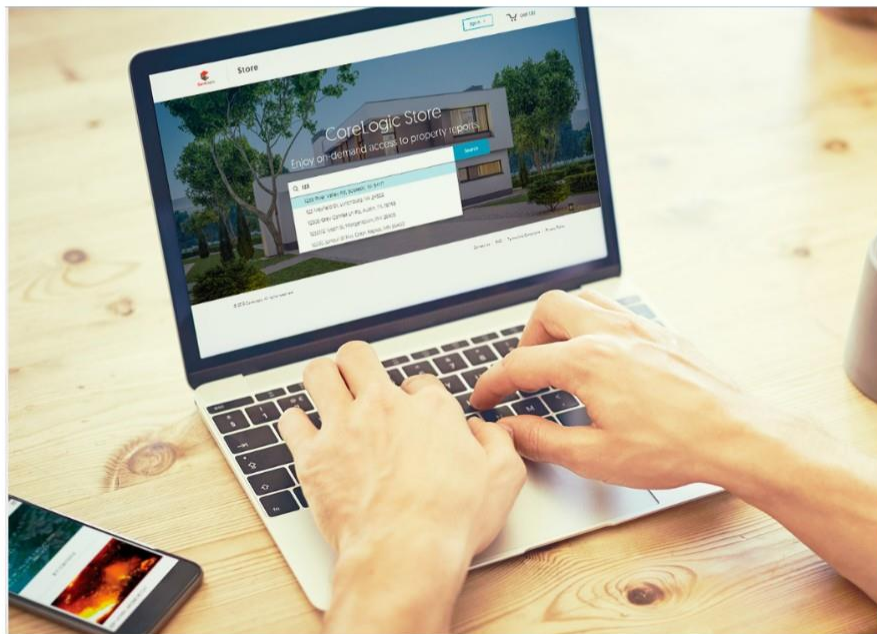
Open houses are a great way to meet new buyers and...future sellers.

Research Non Owner Occupied Properties



Here's your opportunity to inform owners the market has changed and that now it's a great time to sell.

Your source for property, homeowner and demographic-based leads.



ListSource™ Support: 866.404.2035 [f](#) [t](#) [in](#)

[BUILD LIST](#) [QUICK LIST](#) [MARKET SOLUTIONS](#) [RESOURCES](#) [PRICING](#) [RESELLERS](#) [BLOG](#)

Build Your Local or National Marketing Prospect List with Fresh and Precise Property and Homeowner Information

ListSource is your source for property, homeowner and demographic-based leads. Create highly targeted homeowner direct marketing lead lists to speak directly to the audience that you are interested in.

[Build List](#) [Register Now](#)





Discover Homeowners

Generate Leads

Search Properties

Target Prospects

134000000
Households and growing everyday

Search Properties  **Discover Homeowners**  **Generate Leads**  **Target Prospects** 

Explore Millions Of Homes To Create Precise Marketing and Prospect Lists

Access property and ownership information that covers 94% of all property owners in the U.S. Our data is updated daily, ensuring that you always have access to the fresh and accurate data lists needed for properties throughout the U.S..

Access The Precise Homeowner Information You Need

Whether you want to help homeowners go green, or increase donations for your non profit organization, discover a solution to create a custom direct marketing prospect list and connect with homeowners today.

Create Your Custom Direct Marketing Prospect Lists

From home energy upgrades to insurance services, build a data list specifically created to meet your exact business offering. Focus on a local neighborhood or an entire state, to find the leads you need to target your best prospects.

Profit from Your Targeted Marketing Efforts

Use your marketing budget effectively by targeting only the prospects that will help you achieve your business goals.

Use your prospect list to execute profitable direct marketing campaigns. Start profiting today!

Find the Empty Nesters



Empty Nesters are ready to downgrade and move into something that's more convenient and suitable for their new lifestyle.

Find Sellers Who Are Divorcing



Selling the home at the end of a marriage calls for emotional sensitivity and an understanding of financial and legal complexities.



Kelly Lise Murray, J.D.

Education:

J.D. Harvard Law School, cum laude

A.B. Stanford University, Phi Beta Kappa

Instructor in Law, Vanderbilt University

Co Founder | DivorceThisHouse.com

DivorceThisHouse.com

Moving, Estate and “Huge” Garage Sales



When was the last time you looked for “moving sale,” “estate sale” or “HUGE-ENORMOUS-MASSIVE garage sale?”

Send a Happy Anniversary Card



Do you remember your home buyer clients from five, seven or 10 years ago?



Do you see “for sale by owner” signs in your local area?

Zillow Search

The screenshot displays the Zillow search interface for Las Vegas, NV. The top navigation bar includes options for Buy, Rent, Sell, Mortgages, Agent finder, Home design, and More. The search bar shows "Las Vegas NV" and filters for Listing Type, Any Price, 0+ Beds, and Home Type. The main content area features a map on the left with numerous red and blue markers indicating property locations. To the right of the map, there are navigation options: "Homes for You", "Newest", "Cheapest", and "More". Below the map, a grid of listing cards is shown, each with a photo, price, and details. The listings include:

- 81 Days On Zillow
- FOR SALE BY OWNER: \$32,500, 2 bds, 2 ba, 960 sqft, 3900 W Tropicana Ave TRLR 30, Las Vegas, NV
- FOR SALE BY OWNER: \$19,500, 2 bds, 1 ba, 600 sqft, 8535 W Tropic Ave 224CE 65, Las Vegas, NV
- FOR SALE BY OWNER: \$275,000, 4 bds, 2 ba, 1769 sqft, 362 Greenfield Ln, Las Vegas, NV
- FOR SALE BY OWNER: \$4,200,000, 6 bds, 6 ba, 10,604 sqft, 3238 Green Lane Ct, Las Vegas, NV

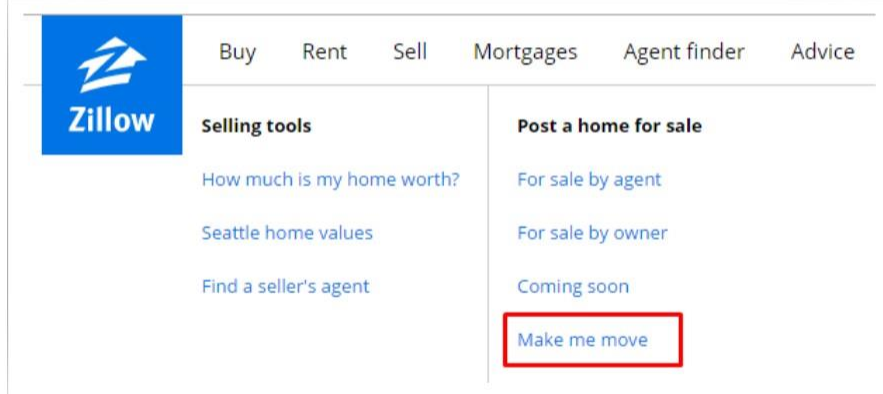
To work FSBO's, you need to know where the FSBO's are.

The screenshot shows the Zillow search interface for Las Vegas, NV. The search bar at the top contains 'Las Vegas NV'. Below the search bar, there are filters for 'Listing Type' (set to 'Any Price'), 'Or Beds', and 'Home Type'. A 'Save Search' button and a 'Saved Homes' button are visible. The main content area is titled 'Las Vegas NV For Sale by Owner' and shows 131 homes for sale. A map on the left displays various listing markers (red and blue dots) across the Las Vegas area. A filter menu is open on the left, showing options for 'FOR SALE (105)', 'By Agent (5290)', 'By Owner (105)', 'New Construction (556)', 'Foreclosures (69)', 'Coming Soon (30)', 'POTENTIAL LISTINGS (0)', 'Foreclosed (178)', 'Pre-Foreclosure (2485)', 'Make Me Move (26)', 'FOR RENT (367)', and 'RECENTLY SOLD (106)'. Under 'RECENTLY SOLD (106)', there are checkboxes for 'Open Houses only' and 'Include Pending Listings'. The main results area shows a grid of property listings with images, prices, and details. The first listing is 'FOR SALE BY OWNER' for \$32,500, a 2 bed, 2 ba, 960 sqft property at 5900 W Tropeana Ave TRLR 20, Las Vegas, NV. The second listing is 'FOR SALE BY OWNER' for \$19,500, a 2 bed, 1 ba, 800 sqft property at 405 W Tenth Ave 5000E, Las Vegas, NV. Other listings include 'Sponsored' and 'Open House' properties.

How to get notified of FSBO's and Make Me Move properties

- Go to Zillow and enter a ZIP code or city in the search bar
- On the results page, click “Filter”
- Under For Sale properties, check only “By Owner”
- Under Potential Listings properties, check Make Me Move”
- Click “Save Search” and Instant Updates

Zillow Make Me Move



What is Make Me Move?

Make Me Move listing is a way for homeowners to test the market and gauge potential interest without officially listing their home for sale.

Zillow Make Me Move

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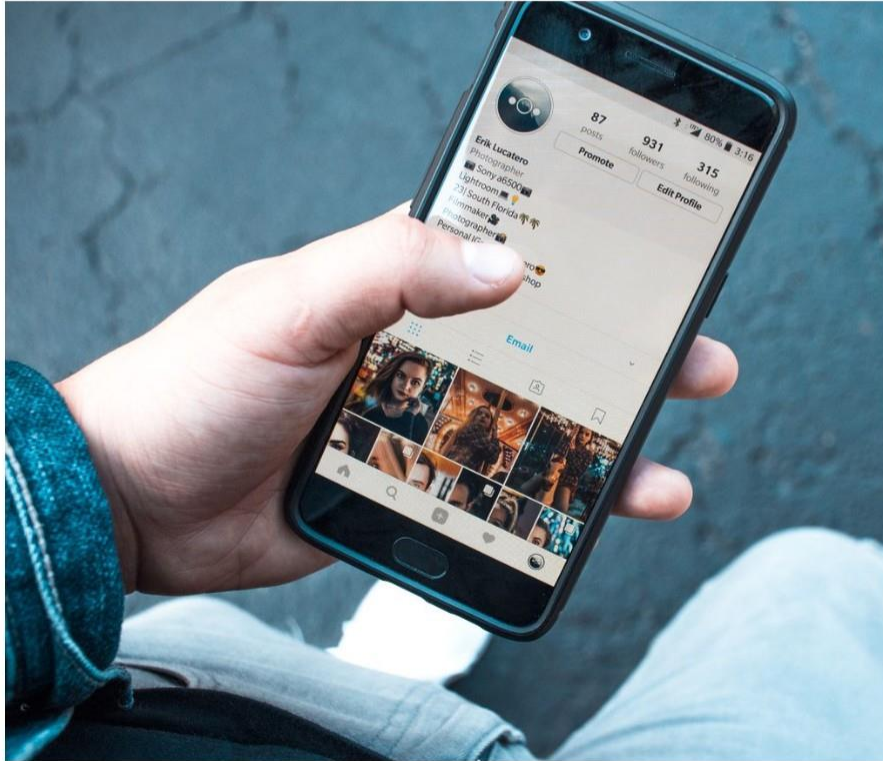
Market Your Current Listings to Neighbors



Send a letter, postcard, door-knock all the neighbors to announce the listing.


BONUS IDEAS

Use Social Media to Find Sellers



Get creative, search Twitter and Instagram for #LookingToMove, #INeedToMove and #IWantToMove

Facebook Sellers Ad




Real Estate Company
Sponsored · 🌐

Like Page

Have you ever thought of selling your home in Willow Heights? We have a home buyer ready to purchase. Inventory is tight in the area, so you'll get a fast sell and a great price. The buyers are a nice family who are relocating soon, and we're trying to help them out by getting the word out on Facebook.

They need 4 bedrooms and 2 bathrooms. They want to be in Double Eagle school district. They're moving because of promotion/relocation with work. They can spend up to \$525,000. ... [See More](#)



Ever Thought of Selling Your Home?



We have a buyer, pre-approved with financing, lined up that wants to move into your neighborhood. If you've ever thought of selling, we'd like to make you an offer...

REALESTATESITE.COM

[Learn More](#)

You can use your buyer's desired neighborhoods to generate a larger volume and higher quality of seller leads in a tight market.


Run a Contest

**Wise, Scott & Associates**
Sponsored ·  Like Page

Every month, I enter everyone who has sent me a referral into a contest for a featured Giveaway.


This month, I'm giving away a brand new Weber Propane Grill (valued at \$699)!


A referral qualifies as anyone you've been talking to that has expressed interest in buying or selling real estate in the next 12 months. The easiest way to refer me is to send us both an email to connect us... and I'll take care of the rest.... [See More](#)



Garry's
**REFERRAL
GIVE-AWAY**
WISE & SCOTT
HOMES

Send Us a Referral to Enter January's Contest

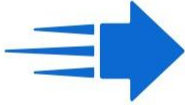


 Like  Comment  Share

The purpose of a contest is to stay in touch with your database.

IN SUMMARY

Three Keys to Winning in a Low Inventory Market



Keep Marketing



Increase Prospecting



Consider New Channels

Feedback Form



Your feedback is
important to us.



An Increase in Inventory
Helps Everyone



THANK YOU