

Lead Generating Tactics

A comprehensive list

Core Real Estate Lead

Generation Channels

Sphere of Influence (SOI)

Client appreciation events
Past client check-ins (calls, texts, cards)
Birthday/anniversary messages
Monthly value newsletters
Handwritten thank-you notes
Client milestone social media shoutouts
Referral request emails (“Who do you know that’s thinking of moving?”)
Neighbourhood market update postcards
Pop-bys (gifts like plants, coffee cards, cookies)
Quarterly client surveys

Open Houses

Host listings for other agents
Themed or “Neighbourhood Sneak Peek” opens
Capture sign-ins digitally (tablet with follow-up trigger)
Door-knock surrounding homes before event
Add QR codes to feature sheets
Offer home valuation flyers at the event
Film a live walk-through for social media
Send “Just Met You” follow-up emails

Neighbourhood Farming

Geographic farming (monthly mailers, door hangers)
Community Facebook group engagement
Sponsoring block parties or garage sales
Local “Home of the Month” features
Quarterly market reports
“Just Listed” / “Just Sold” postcards
Local business spotlight videos
Neighbourhood newsletters

Digital Lead Generation

Website & SEO

IDX website with lead capture
“Instant Home Value” landing page

Blog content optimized for local keywords

Long-tail SEO pages (e.g., “Homes for sale near [school/neighbourhood]”)
Property-specific landing pages
SEO-optimized neighbourhood guides
Agent bio page with embedded CTA
FAQ pages targeting buyer/seller questions
Schema markup for real estate listings
Google Search Console keyword tracking

Google Business Profile

Optimize for reviews and local keywords
Post weekly updates
Add “new listing” and “open house” events
Respond to every review
Add service areas
Include high-quality interior/exterior photos

Social Media Marketing

Facebook/Instagram lead ads
Carousel ads for listings
Short-form videos (Reels/TikTok/YouTube Shorts)
Educational posts (“3 Mistakes First-Time Buyers Make”)
“Just Listed” / “Sold” social templates
Interactive stories and polls
Commenting on community pages
Targeted boosted posts by postal code
“Coming Soon” sneak peeks
Behind-the-scenes day-in-the-life posts

YouTube & Video Marketing

Market update videos
“Cost of Living in [City]”
“Neighbourhood Tour” series
Client testimonials
Listing walkthroughs with lifestyle storytelling
Educational buyer/seller series
Drone footage of listings
“Real Estate Myth Busting” videos
YouTube Shorts for micro-tips
Local business collaborations

Email & CRM Automation

Buyer drip campaigns (14–30 days)
Long-term nurture sequences (6–18 months)
Re-engagement campaigns for cold leads
New subscriber welcome series
Market update newsletters
Community spotlight emails
Seller-focused “What’s My Home Worth” CTA emails
Automated birthday or move-in anniversary emails
“Hot sheet” listings alert
Segmented follow-up by interest level

Advertising & Paid Media

Online Ads

Google PPC (e.g., “homes for sale in Victoria BC”)
YouTube pre-roll video ads
Facebook/Instagram retargeting
Display ads with local imagery
Dynamic listing ads from IDX feed
Geo-fenced ads (targeting specific postal codes)
Lead magnet ads (e.g., “Free Home Buyer Guide”)
Google Local Services Ads (where available)

Offline Ads

Bus benches
Community newspaper sponsorships
Radio spots with local angle
Billboards near new developments
Co-op ads with mortgage brokers
Movie theatre pre-rolls
Local sponsorship banners (schools, rinks, clubs)

Lead Magnets & Value Offers

Downloadable Guides

Buyer’s Guide
Seller’s Guide
Relocation Guide
Home Staging Checklist
“Top 10 Things to Do Before Listing”
“Moving to [City]” eBook
“Downsizing Simplified” guide
“Investing on Vancouver Island” report

Interactive Tools



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Home Valuation Calculator
Mortgage Affordability Quiz
“Which Neighbourhood Fits You?”
quiz
“Buy or Rent” calculator
Investment ROI tool
Property comparison worksheet

Prospecting & Outreach

Direct Prospecting

Cold calling expired listings
FSBO outreach
Circle prospecting (Just Sold/Just Listed)
Absentee owner lists
Probate listings
Out-of-town owners
Rental listings outreach (“Would you consider selling?”)

Networking

Local chamber of commerce meetings
BNI or business referral groups
Builder and developer partnerships
Mortgage broker and lawyer referrals
Home stager, inspector, and contractor relationships
School or sports team sponsorships
Industry conferences
Charity and volunteer events

Community Presence &

Events

Local Events

Community clean-ups
Neighbourhood BBQs or block parties
Local holiday drives (pumpkin giveaway, toy drive)
First-time buyer seminars
Homeownership workshops with mortgage partners
Investor info nights
Home improvement or reno nights
Pet adoption or food bank events

Pop-Up Marketing

Farmer’s market booth
Tradeshow or expo table
Mall booth with raffle draw
Coffee shop “info hour”
Local fair sponsorship booth
Community bulletin board QR posters

Print & Direct Mail

Market report postcards
Hand-addressed letters to target streets
Quarterly newsletters

Home anniversary cards
“Thinking of Moving?” value mailers
CMAs with neighbourhood stats
Seller tips pamphlets
“Neighbourhood Activity Update”
flyers

Partnership & Referral

Channels

Partner with mortgage brokers for co-branded campaigns
Joint marketing with home stagers or photographers
Create a preferred vendor network
Real estate lawyer referral program
Relocation partnerships with HR departments
Out-of-area agent referral system
Incentivized referral contest

Thought Leadership &

Authority Building

Blog articles on market trends
Media interviews or local newspaper columns
Guest spots on local podcasts
Host your own podcast or webinar
Publish quarterly “Market Insider” reports
Create a “Homeowner Resource Hub”
Share industry tips on LinkedIn
Partner with city pages for local spotlight

Reputation & Reviews

Request Google reviews post-closing
Automate testimonial requests
Video testimonials from clients
Feature reviews on your website and listings
Share success stories on social media
Create “Before & After” client journey posts

Systems & Technology

Tactics

CRM retargeting (reconnect with old contacts)
Smart drip campaigns with BoldTrail or HubSpot
IDX behavioural tracking (saved searches, return visits)
Website chatbots with qualification questions
Lead routing by geography or price range
Text automation for speed-to-lead
AI follow-up prompts

Call tracking and analytics

Specialized Niches

Relocation buyers
Military transfers
Downsizers
First-time buyers
Investors
Vacation homes
Luxury homes
New construction buyers
Developers and builders
Out-of-area buyers (targeted ads or relocation guides)



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