



TARA MOLINA  
— REAL ESTATE GROUP —

A POSITIVE REAL ESTATE  
EXPERIENCE

403-809-4639  
TARA@TARAMOLINA.COM

## WHAT TO DO WHEN YOU DON'T KNOW WHAT TO DO

- Activities to generate leads
- Go door knocking
- Attend local networking events
- Host open houses
- Host homebuyer seminars
- Host Home Seller seminars
- Drop off neighbourhood welcome packages - New communities/new builds
- Host historical home storytelling tours
- Host culinary property showcases
- Create energy efficiency and sustainable living workshops
- Create celestial stargazing events
- Social Media Posts
- Social Media Comments
- Facebook & Instagram Reels
- Facebook & Instagram Stories
- Neighbourhood CMA drop offs
- Just sold Flyers
- Just sold door knocking
- Just listed Flyers
- Just listed door knocking
- Coming Soon Flyers
- Coming Soon doorknocking
- Open House flyers
- Open House door knocking
- Business Highlight post
- Business highlight video
- Neighbourhood feature post
- Neighbourhood feature video
- Networking and referrals
- The neighbour's Sphere of Influence
- Phone your Sphere
- Real estate video marketing
- Generate Reviews to our Group accounts

- Write a blog for our website
- Wear our team branding to promote what you do when you're out and about
- For Sale By Owners (FSBOs) - door knock
- For Rent By Owners (FRBOs) and expired listings - Door knock
- Create a YouTube Shorts
- Create a Tik Tok
- Live Social Videos
- Post Listings To Facebook Groups
- Engage in Online Forums
- Past Client & Sphere Of Influence Referrals
- Host Open Houses For Other Agents if we don't have our own
- Sphere Of Influence Outreach
- Offer Free CMAs & Consultations
- Host An Informational Seminar / Webinar
- Join Clubs & Groups
- Investor Networking & Investment Groups
- Place Of Worship
- Fitness Clubs / Classes / Gyms
- Garage Sales
- PTA & School Involvement
- Join The HOA
- Network With The Military Community:
- Partner With Home Builders
- Attorneys Banks - Mortgage Professionals
- Condo boards or management companies
- Build An Investor List & Send Opportunities
- Handwritten Cards
- Referral Thank You Gifts / Cards
- Sponsor An Event / Tent / Table
- Home Inspection videos
- How to videos
- Answer buyer/seller questions on our blog
- Develop a blog post or video series highlighting great area restaurants and entertainment
- Incorporate your pet
- Use Instagram Stories
- Post ideas and tips for homeowners, buyers, and sellers in Reddit.
- Create in-depth graphs, guides, charts, or maps
- Capitalize on the popularity of the latest internet memes
- Deliver a pop-by gift or hand written note
- Develop a value proposition.
- Prepare a 30-second pitch to use when talking to new leads.
- Post listing information on every social media outlet
- Develop listing boards on Pinterest.
- Invite friends and family to like your pages or follow you.
- Develop or join groups, and start discussions there to build thought leadership
- Publish new, original thoughtful articles on LinkedIn

- Set up autoresponders on CRM
- Contact and/or follow up with leads
- Start farming an area
- Sponsor local events
- Social media content at our listings
- Ask permission to gather sharable content at other agents listings in your target area
- Publish home/buyer educational videos
- Record neighbourhood community videos
- Talking about the Market with Prospects
- Participating in conferences
- Educating buyers and sellers about the Real Estate transaction process
- Working by and nurturing the Referral based system
- Building relationships with new clients and advocates
- Online leads follow up
- Face to face meetings with SOI
- Share ideas
- conduct a presentation
- Volunteer
- Bomb Bomb videos
- Email and connect with everyone in your sphere
- Introduce yourself to everyone you meet and what you do
- Donate to contests, prizes, giveaways
- Educate yourself...be a constant student. Take a class/course

Let's Make Your Next Move a *Positive* One!

**TARA MOLINA**  
REALTOR® CCS

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