

Special Report

**7 Fast Acting Ways  
To Get New Business  
Without Spending ANY MONEY**

**BY REFERRAL  
ONLY®**

Dear Fellow Real Estate Marketer,

Congratulations on taking a step toward making your business more predictable and dependable in any market. That's what you'll be getting at the free Real Estate Marketing Workshop coming to your area.

My name is Joe Stumpf. Over the past 20 years, I've had the privilege of coaching many of the most successful agents and originators in North America – agents and originators who are successful regardless of market conditions, interest rates or time of year.

Today, with market conditions the way they are, more agents are failing than ever before.

That's why I've developed the marketing workshops like the one you registered for – to teach you some simple, yet extremely powerful, business generation strategies, so you can thrive in this new market. These are strategies in use today getting results for thousands of active agents across the country.

It's my way of giving back to an industry that has given me so much.

So here we go...make sure you read this entire report and then when you are at the workshop, we can show you exactly how to generate a steady stream of motivated, qualified clients – any time you need them – **regardless of market conditions**.

In this moneymaking lesson, you'll learn how to get new business without spending ANY money. That's right – no money at all. You'll have to get up out of your easy chair and do something but your only investment will be time and effort.

This report was written by Dean Jackson. Dean is a former Realtor who still develops and tests all the marketing that I teach at By Referral Only. He truly is a marketing scientist. Measuring and testing and changing and testing until he has the perfect formula.

So here you go...and it's free – just like the live training that you have a ticket to!

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## **7 Fast Acting Ways To Get New Business** **Without Spending ANY Money**

I thought it would be perfect timing to talk about how to use no-cost marketing to generate new business.

Most of the time when people start thinking about marketing, they immediately start thinking about how to spend money to get a return on that investment.

If they really thought about it--most people would be happy if they could get a return OF their investment!

What I want to talk about in this lesson is how to get an unlimited upside return with no downside risk.

We're going to talk about 7 ways to generate leads and business without spending any money.

So, let's get started.

## **#1. Start or Join a Networking Group**

Networking has been around for a long time...and it works.

The best thing you could do is to make a list of all the complimentary service providers and professionals you know and call each of them to invite them to a networking meeting before or after hours.

Explain to them the purpose of getting together is to share business strategies and build relationships with local business professionals with an eye for referring clients to each other.

Make sure they are open to the idea of referring business and they have time to take on new business that is referred to them.

This is a perfect time to start a networking group and you could arrange to meet twice a month on the first and third Wednesday of each month, for example.

Here are some things to consider when starting a networking mastermind group:

- Choose one person from each business specialty.
- Make it a requirement to refer business within the group at least once a month (and keep track).
- As you are building the group, encourage charter members to invite other members.
- Make a list of your top 30 business categories to invite—and aim to fill the group in the first 90 days.
- Start with 4-6 people you already have a relationship with and invite them to breakfast next week to talk about working together to get each other new business.
- Arrange to get together again in a couple of weeks and bring one new person from your top 30 list each time.

- Start looking for ways to refer business to your group members every chance you get.
- If you focus on this strategy and get a good group built up, it will pay off tremendously for all of you!
- You could certainly make some connections at the free workshop too – bring plenty of business cards.

## **#2. Start Doing Homebuyer Workshops**

I love homebuyer workshops.

Here's a quick way to get started...

Step 1: Develop a 60-minute workshop you can do on short notice.

It doesn't have to be a 3-hour extravaganza – it can just cover the basics.

- Some common myths about buying
- How to tell how much you can afford
- How to buy a home with a zero down payment
- How to find out about the best homes as soon as they come on the market.
- How to get a free report on the best home loans for your situation.
- How to avoid expensive hidden defects
- How to save thousands when you buy a home

That's plenty.

It doesn't have to be so detailed they could qualify for a real estate license after attending – it just has to be enough to open their eyes and introduce them to:

- your home-finding service
- your lender's home loan consulting and
- your home inspector

This could be a three person show – or you could do it yourself. It doesn't matter.

At the workshop we'll give the entire marketing recipe for a first time home buyer campaign.

Step 2: Now, once you get your show together—it's time to take it on the road.

Start looking for opportunities to get in front of a group of potential homebuyers for zero cost.

Where could you do this?

How about...

...at a library

...at your local community college

...at your local churches

...for your financial planner's clients

...for your accountant's clients

...at Barnes & Noble

...for your insurance agent's rental clients

...on your local public access cable channel

Get creative. There are lots of places you could do these one-hour workshops.

Step 3: How about a "lunch and learn" at the 3 biggest companies in your town. Call the Human Resources Director.

How about for the teachers at your local elementary, middle and high schools.

Nurses

Firefighters

Police

City Workers

These don't have to be huge events, but if you could get 6-12 people at a mini-event like this--that's what you are looking for.

Watch for a newsletter all about home buyer workshops next year.

### **#3. Become a "Media Darling"!**

When I first started in Real Estate, I worked for Royal LePage—a big company in Canada.

They would publish a quarterly report on Canadian Real Estate prices, and I got the bright idea of summarizing the report in a letter to a reporter at the local paper.

It wasn't a press release or anything formal like that because I admittedly didn't know how to put one together, but I would just write a short cover letter with a summary of the local statistics for the quarter and include a copy of the quarterly report from Royal LePage and offer to send them to anyone who wanted one.

I included my contact information, and guess what?

...they wrote a story about the market statistics quoting "local realtor Dean Jackson" and at the end of the article they included my contact information for anyone who wanted the report.

Then I would follow up with everyone who asked for the report and get 3-4 listings a year because of it.

Make friends with people at your local newspaper and try putting together your own quarterly report on Real Estate prices. It works!

## **#4. Put together a Joint Venture Mailing.**

Direct mail is a great lead generation tool—but it can be very expensive.

Here's how to do it for free...

Make a list of local businesses that could benefit from direct mail, but might find the cost too much to handle on their own. You know...

Carpet Cleaner  
Kitchen Refacing  
Handyman  
Painter  
Blinds  
Furniture Store  
Paint and Wallpaper Store  
Carpet and Flooring  
Windows

Some of these people might even be in your networking group.

Stop in to see them, or call them and tell them you're putting together a mailing to go to 5000 or so homes and if they'd like to be included it will only cost them a tenth of what it would cost to do it on their own...plus they'll be the only carpet cleaner.

You get to be the 11th company for putting it all together --and mail for free.

## **#5. Get to know the new home sales people.**

Did you ever wonder what the new homes sales people who man the model homes do during the week?

Most of the time they are sitting there alone like the Maytag Repairman.

Most of the activity at the model homes is on the weekend --and it slows down considerably during the week.

That's good for you because when you go in to visit them, they will be happy to see you.

Most of these builder reps have a real estate license --but they only use it to work with the builder they are representing.

In the early 90's I worked was an agent in Georgetown where there were some pretty big developments happening.

There was the first big new development in several years and a lot of people (who already lived in Georgetown) were buying new homes in Georgetown South.

This meant they had to sell their existing homes to buy the new ones--and the new home reps would refer out these listings for a referral fee.

Every agent in town was trying to get the builder reps to refer those "back up" properties to them.

I did something a little different.

I went in to see the builder's rep and asked her if she did anything with the people who came into the model and didn't buy a new home.

She said "no--they just go on our mailing list".

I suggested we send them a letter from her that said something like:

Lori,

It was a pleasure meeting you this weekend.

I realize that you may be considering resale homes as well as new homes and I wanted to let you know about a free guide that might be helpful to you...etc.

Then I offered to send out the letters for her AND pay her a referral fee for the people who bought a resale home from me.

This was a great source of leads for me--and I did that for several months.

The rep loved it because she was getting something for nothing -- and she ended up referring several listings to me instead of all the other agents.

Why?...

Because I was the only one who went in with an attitude of offering to GIVE instead of just TAKE.

All the other agents went in there trying to get the backup listings...without offering anything in return.

Always think about things from the other person's point of view, because that's exactly the way they look at it.

You'll learn more about using this technique at the workshop.

## **#6. Demand more from your marketing dollars!**

Look back over the course of this past year.

You probably spent somewhere between hundreds of dollars on the low side, and thousands or even tens of dollars on the high side, marketing your business.

You probably spent some money on...

Display Ads  
Classified Ads  
A Newsletter  
Your Website  
Postcards

Those are the basics, and I'm guessing the better portion of your marketing budget was spent on those things.

Do you measure the actual, trackable bankable results you got in return?

The great thing about marketing is the potential for BIG returns on your money.

Every time you run a display ad in the homes magazine, it costs the same amount of money whether you get 3 calls or 30 calls.

If you know how to write ads that focus entirely on your prospects and compel them to call you, you can exponentially improve the return you get on your current budget...with no additional cost.

If you have a website that gets 500 visitors a month and generates 5 leads—and you can improve or replace your website with a website that gets 50 leads from the same 500 visitors—you've increased your return on investments by 10 times!

Just improving your results from your same marketing budget will do amazing things for your business.

We'll go more in depth at the workshop about what the essential elements are and how to write these compelling messages to have prospects call you.

## **#7. Ask your clients for help!**

One of the lowest cost—highest upside things you can do is call your clients.

These are people who already know you, like you, and trust you.

They'd be happy to hear from you.

One of the easiest calls to make is to let them know about your homebuyer workshop at the library -- and to ask them who they know that's going to buy their first house this year.

It's a great way to keep in touch with your clients --and you will be surprised by how many referrals you get.

It doesn't have to be just your past clients, it can be your current clients too.

Most of the time, when people ask for referrals, at the closing, it's already too late.

It sounds something like this:

"Um...I really enjoyed working with you...Hey, let me know if you ever hear of anybody who needs a realtor ok?"

"Yeah, we sure will!"

Clients leave the closing and never give it another thought.

One of the best times to ask for referrals is DURING the transaction--while you're actively working with them.

This is the time they're most likely to be aware of other people who are LOOKING for a home.

Once they move in to their new home--their awareness will switch to noticing people who have just BOUGHT homes.

Yep - too late.

Ask early!

Be sure to stay till the end of the marketing workshop because we'll give a strategy that you can use the same day to get your phone ringing with new clients.

This is Joe Stumpf. On your team, and helping you get more new business now without spending any money.

Have a great day and we'll see you at the workshop.



Joe Stumpf