

LEAD MAGNETS

SHOW YOUR EXPERTISE AND AUTHORITY WITH
LEAD MAGNETS THAT BUILD YOUR DATABASE



Buyers & Sellers Guide

An 8-12 page digital paper that walks the prospect through the home buying or selling process.



CMA

An examination of the prices at which similar properties in the same area recently sold.



Relocation Packet

Information such as school systems, crime rates, and shopping that an out-of-town buyer would find useful.



Infographics

Explain complex concepts with graphics that can be used on your many channels and shared by users.



E-book

Present "how to" information in an in-depth, 12-40 page, visually attractive digital format.



Video

Video messaging and consulting services are available as are post-production services such as editing.



Webinar

Schedule an online webinar on how to stage a home, increase curb appeal, or buy foreclosures.



Reports

Provide your audience with home activity in a particular neighborhood area, school, and crime information.



Lists

Present properties by type: bank-owned properties, short-sale homes, 203(k)-eligible properties, etc.

These are just a few ideas. Additional lead magnet options are available.