

6

Step Checklist

**To Earn
More
Listings
This Spring**



PEDERSON
REALTY



Look for Homeowners That May Be in Transition

Look for homeowners that may be in transition. Homeowners that may downsize, move to another state, move to transitional facilities (assisted living, senior living, etc). Look for homes that may have catered to seniors: single level townhomes and twin homes, ramblers, condos in age-restricted buildings. Send letters and cards. Then follow up in person by walking these neighborhoods. You will learn all about who is on the move. Reach out to us for a specific letter we use with great success.



Call Your Sphere

Call your Sphere. Call everyone in your Sphere of Influence this month. Check in. Say hi. They want to hear from you. Do not bring up real estate. They know what you do, they'll bring it up. This will get you to the top of their mind right now, when so many people get cabin fever and start thinking about selling and buying.



Invite Your Past Clients and Sphere to Your Next Event

Invite your past clients and Sphere to your next event. At Pederson Realty, we host events every month. We host a monthly happy hour and once a quarter we have a large community appreciation event. Our next big event is Photos With The Easter Bunny. These events give you one on one time with your clients, friends and family, while giving them an event that involves the whole family.



Follow Up That Phone Call With a Handwritten Card

Follow up that phone call with a handwritten card. Seeing a handwritten card from you a few days later will galvanize you in their mind as caring about them and your conversation.



Create a "Best Of" Video Series in Your Area

Create a "Best Of" video series in your area. Best Pizza, Best Beer Selection, Best Burger, Best Dentist, Best Insurance Agent, etc. By creating a regular series that is specific to your area, you are exhibiting yourself as the local expert that has all the answers.



Get Involved With Unique Groups

Get involved with unique groups. This could include being active in your community such as schools, sports, clubs, etc. You can go a step further to get involved with non-profits like Feed My Starving Children, volunteering with Veterans at the VA, or bring dinner to your local school for teachers at parent-teacher conference night. Being a visible member of your community will show your dedication to your area as a consummate professional.

For more free resources, go to joinpederson.com and reach out to Chad Pederson directly at chad@pedersonrealty.com and 612-325-8745.