

# A Pathway to Success Resource

## Ways to Extend Your Contact List

You've been nurturing your contact list and even adding contacts as a result of your networking efforts and client referrals, but maybe it's time to super-charge your efforts. Below are some tips and ideas to grow your sphere and take your contact list to the next level.

### Join Community or Cause-Based Groups

Getting formally involved in the Chamber of Commerce, small business groups, and groups that support the causes that are important to you can serve a few purposes. You're not only getting involved in the neighborhoods where you live and work, but you're expanding your business opportunities as well. The membership of these groups becomes part of your sphere, as to the supporters that turn out for events and meetings sponsored by the group itself.

### Identify a Niche Market with HomeBuying and Selling Needs

You know all of those families with kids going off to college? Or, have you been to a retirement party lately? These individuals might soon be looking to downsize from the big family home. Can you help? Can you tap into this niche community somehow? It might be worth exploring as you could end up becoming the 'go-to' REALTOR® for your community's empty-nest demographic.

### Consider Rental Lists

It's common practice for REALTORS® to purchase rent or buy lists to use in their marketing effort. How about obtaining a list of renters in your area? Or retirees as noted above? Think creatively about whom you want to target and what you offer each group and then decide if purchasing a contact list is right for you.

### Allow Time in Your Schedule for Networking and Contact Nurturing

We know that networking and participating in community groups takes time; time most of us don't have. But, the truth is, it's a work exercise as well. So often we get busy with the day-to-day tasks of getting work done that we don't allow for time to think, strategize, and reinvest in ourselves and our business. Put time on your calendar each week or month and then stick to it.

### A Few More Friendly Tips

- Be sure you are maintaining your existing lists with current contact information and notes about recent transactions or referrals your contacts have made so you can target your communications and outreach in the future
- By now you know that people on your list can be organized based on their home buying and selling needs (if they are in the market at all). Be sure to tailor your ongoing outreach to these contacts appropriately
- Is it time to freshen up how you engage with your contacts? Need a newsletter or want to freshen up your existing one? Out of ideas for social media posts? Take a few minutes to think about what recipients of your materials really need vs. what you want them to have. There's also a wealth of information online to help you come up with creative ideas. Have fun with it!