

## Prospect

For some Real Estate Professionals, prospect is a dreadful term and an uncomfortable conversation. I don't know many real estate professionals who get pumped up to do it.

Let's face it, prospecting is associated with cold calling, door knocking and even sitting open houses which sometimes feels like torture (in my opinion). There is a high cost in prospecting with respect to time and economics, especially if you are sending out postcards, newsletters or paying a company to prospect for you.

Prospecting and planning go hand in hand. It is something you need to make time to do. Your success is directly related to who and how you prospect. If real estate is local in nature doesn't it make sense to prospect at a local level?

Numerous industry sources reveal that the best referrals come from past clients and from people who know us. RealEstateRelated.com is a tool that can help you prospect at a local level with past and present clients as well as your local service providers who are in fact people who know you.

Stay out in front of your sphere of influence by sharing your unique RealEstateRelated.com profile and local connections with your buyers, sellers, and prospects. Encourage them to share it with their sphere of influence who then become your prospect.

Engage in conversation with local businesses and get their permission to add them to your app. Take the time to prospect: it will pay off.



Professionally

*Bill Kelly*