Prospecting

1. Telemarketing
   - FSBO (For Sale By Owner)
   - Expireds
   - Just Solds
   - Just Listeds
   - Past Clients
   - Allied Resources
   - Geographic Farm Area
   - Apartments
   - Corporations
   - Builders
   - Banks
   - Third-Party Companies
2. Face-to-Face
   - Allied Resources (Meals)
   - Door-to-Door Canvassing
   - Open Houses
   - Client Parties
   - Networking Events
   - Social Functions and Community Events
   - Seminars
   - Booths at Events
   - Teaching and Speaking Opportunities

Marketing

1. Advertising
   - Newspapers - Billboards
   - Personal Vehicles - Yellow Pages
   - Radio - Television
   - Magazines - Grocery Carts
   - Bus Stop Benches - Moving Vans
2. Promotional Items (Magnets, Calendars...)
3. Internet Websites
4. Direct Mail
   - Postcard Campaigns
   - Newsletter Campaigns
   - Just Sold/Just Listed Cards
   - Special Events Cards
   - Quarterly Market Updates
5. IVR and Computer Retrieval programs
6. Broadcast
   - Voice - E-mail - Fax
7. Signs/Directional Signs/Brochure Boxes
8. Name Badges/Logo Shirts/Car Signs
9. News Releases/ Advice Columns
10. Farming
    - Geographic - Demographic
11. Sponsorship
    - Little League - Charities
    - Community Events

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