

Top 100 Guerrilla Marketing Tactics To Explode Your Real Estate Business

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The ideas contained in this report have been compiled over the past 30 years of marketing and coaching great real estate agents. Feel free to pass them on to your colleagues and fellow real estate agents.

While this report is originally written for real estate professionals—with a little ingenuity—you could probably apply some of these tactics to just about any business you are in.

1. Deliver 100 seed packets to a local neighborhood. Go door to door and label each packet "Plant your listing with me and I will help you grow many happy memories."

2. Yard Sale Season! Send a flier to your SOI or to an entire neighborhood offering your FREE Yard Sale Kit.

- Packets will include small For Sale Stickers
- Signs for the Neighborhood Advertising the yard sale "sponsored by YOU"
- Offer to loan your Open House signs but cover the "open house" with "yard Sale"

3. Your customer closes...send a cake to your buyer or seller's office (or both) with a big bouquet of balloons. Have the bakery put something on the cake like "As a buyer/seller...you take the cake! Congratulations!", or "Congratulations on your new home!", or "Congratulations on the sale of you home!" The point is: be creative and innovative. Do something to create a positive image in their mind. Doing so will probably bring them back to you in the future if they ever need a realtor.

4. Host a community yard sale at your office. All proceeds go to charity, or donate a large portion to a favorite cause.

5. Find an article about the real estate market then write a commentary/response on that article and submit it to the paper. (Comment on pertinent blogs posts!)

6. Write and distribute a press release about you and your business at least four times a year. Make it "newsy" and not a sales pitch. Submit it to your local papers. Believe it or not, most editors in the Real Estate division of large metro papers are looking for "news" in their area and would love to have the extra content for their section of the paper.

7. Host a speed networking event or just a networking event for your local chamber of commerce.

8. Financial planners often do workshops. Partner up with someone you know and offer to give advice on buying a home and facts about tax credits, etc..

9. Post a video biography about your business on YouTube.

10. Post property tours on YouTube.

11. Each Friday night, host a “pizza, popcorn and soda” movie night for your top client of the week. Find out what they like on pizza, and then pick them up from your local pizzeria. Buy some microwave popcorn in the bag and some sodas (or some “healthy” drinks if you're into that) and deliver them to their home. If they invite you to stay, all the better!

12. Start a community Facebook page and update it regularly... **be the expert!** Come to think of it, if they're on your community page on FB, it's better than having them on a subscriber list. That can have its “pro's and con's” depending on how often they check their Facebook account. **OR...** start a blog and send the URL to your subscribers and let them read it at their leisure. If they have an RSS reader, they can “subscribe” to the RSS feed and get notification. *(I realize that some people might be technically challenged by RSS and subscribing to blogs and such, but this is just another idea.)*

13. Host a "Trash Out" day for a local neighborhood. Advertise in advance and rent a neighborhood dumpster. *(Remember: some of these things may be deductible as a business expense. So, fly this by your CPA.)*

14. Take a booth at a local home show (offer to display painter, landscaper, contractor, giveaways and advertisements for a fee to subsidize the cost).

15. Gas station approach. Make up some fliers with a pull tab on them with your name and phone number and ask every 7-11, convenience store, grocery store, super market, gas station etc. that you can find if you can hang one on their community bulletin board; most will let you. Do as many of these as you can and you will start getting calls.

CAVEAT: *Some community bulletin boards can get pretty messy. So, be choosy where you place those pull tab fliers.*

16. Brown bag it. Start a monthly program called Real Estate Investing Brown Bag Lunches. One day each month hold a free, “no sales” meeting for people who want to learn more about real estate investing. You can do this in your office conference room, or pre-arrange a large dining room at one of your favorite restaurants. If you do this in your office, then they bring their own lunches and meet for an hour where you show them the ins and outs of investing. If you meet in an “all you can eat” buffet restaurant, that might be better since some people don't like to “brown bag” it. Make a presentation in PowerPoint with audio narration to illustrate your meeting, or manually do the narration yourself from notes.

17. Stage a protest for "good customer service." Imagine what would happen if you had picketers outside your place of business with pickets signs that read something like "We're protesting good customer care service at this location!" or "This place is full of nice people who put customers first!" First, you'll get noticed. Second, you may get coverage by the local media. Stage a repeat visit of the protesters and next time publicize their intent of returning. You never know what might happen, who might take notice and what it will do for your business. (*Every now and then, you just have to do something “zany” to get noticed... and remembered.*)

18. Conduct random acts of kindness. Pay the toll for the car behind yours and ask the toll collector to give your business card to them, telling them you paid their toll. Sure this is a crap-shoot, but it's imaginative and you never know who might be on the road. It's a low cost guerrilla marketing tactic that has imagination written all over it.

19. Hold a contest. The beauty of a contest is threefold:

1. You can announce the contest to your prospects, customers and the media.
2. You can then announce the winners to the media and hopefully get press each time.
3. Have multiple winners to delight multiple customers.

Contests can be fun, wacky and imaginative: a messy desk contest, ugly tie contest, pet/owner look-alike contest, pretty baby contest (they're all pretty, aren't they?) etc. Use your imagination!

20. Suggestive Sell Everyone! (Do I need to elaborate on this point?)

21. Buy or Sell With Me and Everything will be a "pizza" cake! Find a pizza parlor that will allow you to advertise on their pizza box! Or have special boxes manufactured with your agency name on them, or have stickers made with your info on them and do a "co-op" advertising campaign with a "mom and pop" pizza shop. (Most chains and franchises won't allow it, and to try something like that on a regional or national scale would probably be cost prohibitive.)

22. Do LIVE home buyer seminars during the busy hours at your hair salon or barber shop.

23. Host a Client Appreciation Party! NO DOUGH? Do it for free!

- Classic car night
- Book swap
- Yard sale

24. Mother's Day - Buy 200 carnations or seed packets - go to the busy local breakfast joint and give them out with your flier "Your Local Neighborhood Expert"... helping moms, dad, and well... just about anyone with their real estate needs!

25. Father's Day - Do a giveaway for dads outside the local breakfast joint.

- Seeds: www.gurneys.com, www.harriseseeds.com, etc.
- Neckties: www.briteties.com or cheapneckties.com or www.iprint.com
- "Don't put your neck on the line when buying or selling a home!"
- Golf balls- 25 cents
- Baseball hats- 2 bucks www.tansclub.com

26. Hold a FSBO Seminar!

27. Adverblog! If you're not blogging, you should be. Use Twitter and Facebook to increase blog exposure. Twitter and Facebook have applications and "widgets" that will "plug in" to your blogs. Learn 'em. Use 'em!

28. Deliver 10 CMA's a day to local FSBOs.

29. Support pooches! Put together a flier about your experience and put together small bags of dog biscuits. Hit the local park and handout your giveaways as the "Realtor Who Loves Pooches!", or "Realtor Who Love Pets!", or whatever your imagination can "cook up."

30. Print up some business cards to hand out at the park that read “We're Wagging Our Tails To Serve You!” or something like that...

31. Approach a local hardware store (ACE, Home Depot, Lowes) and offer to do a free home buyer seminar. See if you can have them put a blurb in their local advertising.

32. Approach local businesses and offer to do lunch and learn about tax credit for their employees.

33. Offer a service coupon to a local company where employees of their firm get a discount if they work with you.

34. Support New Businesses - Be the “Welcome Wagon” when a new business moves into town. Stop by with a basket of goodies and lots of your real estate brochures and promo giveaways. Ask if you can leave your fliers at their establishment. One of my favorite items were these little plastic letter openers that had the company name imprinted on them. It was a nifty little idea. *(You can also leave a few of them sitting next to the cash register at your favorite eatery or convenience store.)*

35. Start your own BNI - with a twist! Find sales people from Lia Sophia, Mary Kay, Avon, Melalueca, Tupperware, Amway, etc. Each month host a party highlighting one of these companies. Everyone in the group invites friends and family. Of course, one night will be a real estate night hosted by you! You can meet monthly or every two weeks and get a lot of opportunities to get your message out.

36. Host a Monthly Sales Star Meeting. Invite people who are in other sales industries. Each month the person shares techniques, articles, and ideas for helping everyone become better in their business. *(Did I mention joining your local Lions Club, Rotary, Kiwanis, etc.?)* **OMG! That's next! LOL!**

37. Local civic/service clubs (Lions Club, Toastmaster, BNI, BHI, Rotary, Kiwanis, etc.), churches, community organizations and special interest groups are hungry for speakers. Call them and make yourself available as a “keynote” speaker. Make sure you have your books, ebooks, literature, business cards, etc. printed and bring plenty of them. (See # 88.) Join them and make yourself available as a keynote speaker in case they can't find someone. (Hey, it happens!)

38. Start a Bank Owned Caravan

39. Hold a buyer or seller seminar at your church.
40. Award a "Customer of the Month" award and have many, many awards, plaques or certificates; these won't be cheap, but they won't get thrown away and will remain at your customer's place of business as a reminder of their relationship with you. Customers love attention, especially if they think they're in a "special group."
41. Set up a referral Company - market to agents who are no longer agents! Former agents can sometimes make the best customers because they know the in's and out's of the industry (or should) and they have to live in houses, too. (It only seems logical.) :)
42. Doggie Wash Pop By! Hire a dog wash vehicle. Do a pop-by for those interested or try to attract people to an open house!
43. Put pictures of buyer and sellers on FB with the sold sign. Make them all FB friends! *(Hey! This stuff works! People have egos and they like to have them "stroked" every now and then, and this works great for your exposure value.)*
44. Host a house warming party for your buyers/sellers. Keep the drinks "soft" as alcohol usually does not "mix" well with these settings. You might even consider having some "finger food" catered. This doesn't have to happen every time you sell a house, but when you sell a "big one" or one that brought in a large commission, it might pay to do this.
45. Prepare branded "just moved" cards for buyers and sellers. Make sure they are all stamped and ready to go!
46. Hold a buyer/seller seminar at a local laundromat. I know this might appear "cheesy" but maybe they have a house but no washing machine or drier. Never assume that laundromat customers aren't profitable prospects.
47. Do a customer appreciation INTERNATIONAL POT LUCK event. Have everyone bring dishes from different countries and nationalities. I hosted one for several of my realtor groups and had a Brazilian "Perfecto" catered in. (A Brazilian "perfecto" is a **LOT OF FOOD!**)
48. Use a BALLOON-MAN or clown at your next open house (some might run you \$25/hour or more, but they are worth it).

49. Do a monthly Newsletter and ask a different client to write an article or testimonial each month. If they can't, or don't write one, then YOU write it. Set up a lead capture page on your web site for subscribers. *(If you don't know how to set up a lead capture page, then [contact me.](#))*

50. Get with your local blood bank and do a blood drive for all your clients and the town.

51. Host a summer read-a-thon for kids at a local library. Market it to all your clients. Give a summer reading list to kids and any kid who reads a book and writes a book report gets a \$50 Amazon Gift card! (Don't try to give away a cheap \$5 card! Most people won't give it the time of day. Give them something of value to shoot for!)

52. Do a real estate round table “Master Mind” forum about today's real estate market. Invite the general public and business people from the area. Include industry experts, including YOU! Cater in some bar-b-que or set up coffee pots, donuts, finger food, sandwiches, and veggie trays. Doing this promotes you as the expert.

53. Use your YouTube or Voicemail as if it were a radio spot! Market listings, your services, etc! Make it different! If you don't have the voice for a radio/tv style “voice over” then call some of your radio stations and ask who does theirs? (I do them all the time... voice overs, that is.)

54. Advertise on Facebook! There are several agents doing it, and some of them have even set up groups and fan pages. It's a genius idea! Download the Facebook toolbar and when you're on a web site that you find interesting—then “plug” it into your Facebook status. If you're on Active Rain or another one of the real estate related social networks, you can click one button and post your blog posts/comments to your FB status. (Pssst! I do it all the time. You can, too!)

55. Is your kid on a sports team? Take team photos and make a Design Center web commercial to email to all moms and dads! Get custom apparel and promotional “give-aways” printed up at [CafePress.com](#).

56. Do a quarterly open house raffle. People get entered each time they visit one of your open houses. Collect email addressess so you can remind them of all upcoming open houses.

57. Offer free short sale webinars through Craigslist. Sign up with GoToMeeting.com to do your webinars.

58. Start Your Own "Biggest Loser" group of local office workers that will walk with you each day at lunch. Use this as a unique networking tool. Or get involved with local marathon/walkathons.

59. Host a burger bash/bar-b-que for friends and clients at a local eatery. Negotiate discounted burgers based on head count. Or do the burger bash/bar-b-que in your back yard if you have enough space.

60. Host an ASK JEEVES day for your past clients. Hire temp labor to pick up and transport stuff all day long. Lunch, breakfast, or anything that needs to be couriered! Or get your teenage kids and their friends to do it.

61. Do a boxed breakfast Sunday. Deliver bagels, a newspaper, and a coffee to past clients. If you go to church on Sunday, then bring your stuff for a church social after church and invite your past clients to attend. Tell them you're not trying to proselytize them: just join them after church for some coffee and sweets.

You would be surprised how many people will show up. In some church groups I know, they do this every Sunday after church. It's become one of those "traditions" that people like!

62. Holidays - Host a Santa delivery program for past clients. You hire a Santa that will stop by and visit families. Or if you know someone that can fit into a Santa suit and will do it "for food" ... well, you know where I'm going with this. :)

63. Have a bartering section on your website where friends and clients can barter services. Give them some free advertising space on your web site or blog, and ask them to reciprocate with a link back to YOUR site or blog.

64. Print out maps of local towns where you advertise your services. Leave them at the town hall (city hall) and Chamber of Commerce.

65. Hire high school kids to leave door hangers at a local neighborhood. Distribute info about other listings, your services, or about the tax credit. (A good source for pre-cut door hangers is PaperPlus.com or your local print shop.) I have a local printer do all mine, then I have the high school kids put them out for me. Afterwards, I treat them to their favorite junk food: pizza and soda!

66. Design a catchy, cool, place mat for the local café or sandwich shop. Offer to print 2,000 if you can be the sole advertiser! Print an informative article about real estate, investing, or one of your upcoming meetings! (For coop advertising in Coffee News, go to their web site at <http://www.coffeenewsusa.com/>. To see an example of one of the table mats that Coffee News prints for distribution in restaurants, [click here](#).)

67. Use your car to advertise your business! Get decals or magnetic signs printed for your vehicle. Look into making your car or van a rolling billboard and look into automobile “wraps.” It's a complete signage system where they basically cover your vehicle with your ad, your graphics (and yes, even your picture). [Click here to see a Google search on car wraps...](#)

68. Always hand out 2 business cards: one for them and one for a friend who may need your services in the future. Heck... hand out 3 or 4!

69. At a local fair host a booth for child ID and fingerprint cards. Everything branded with **YOUR** agency name and info.

70. Host a community clean up event with a local Boy Scout or Girl Scout troop.

71. FREE MAID SERVICE Campaign - List Your House With Me - and I'll help you clean up all the way to the bank!

72. Give away personalized Frisbees in the dog park on Sundays. (*You can usually find someone to print up custom Frisbee online or locally. I use [iPrint.com](#) and [Zazzle.com](#) for a lot of my custom printing needs. Most print shops will also do it for you.*)

73. Hire a high school student who works 10 hours a week delivering your pre-printed Expired packages. A flier that says "CALL ME ABOUT YOUR EXPIRED CONTRACT - I'LL HELP YOU HIT PAYDAY!" with Payday candy bars.

74. Send all of your clients earplugs "Have you heard the market's bad? You're listening to the wrong people. Call your local neighborhood expert." Methodically call past clients and invite each to dine with you. Don't fail! Be relentless during the year. Make a list of the clients so you don't miss anyone.

Never give up, until it is clear they are sick and tired of you. Staying close to satisfied past clients, for their next sale and for their referrals, is the best use of your time and money. Better than any other marketing that you can ever do! Mailing them useful stuff is okay, but nowhere near as important as face-to-face contact.

75. Refer your expired listings to someone who wants them! Like... YOU!

76. Have a customer appreciation playoff party at a local VFW. Make it a potluck to save \$\$\$.

77. Set up a zany website that's unique: UglyHomes.com or YouWouldntWantThisHouse.com (or something like that...)

78. Expired Listing Seminar!

79. Recipe swap for friends and clients.

80. Sponsor an Facebook fan page for a local business.

81. Sponsor a face painting booth at a local fair.

82. Concierge service for past clients

- 3 referrals- rake your leaves spring and summer
- 1 closed referral - mowing for a month
- 1 closed referral- plowing for a month

83. Holiday Light Tour for clients

84. Facebook Fan Page for a Condo Complex

85. Send out ONE "I Just LOVE your home" personal note card per day by "snail mail." That's 365 cards a year. Will you get a listing? Most likely!

86. Make up branded bookmarks and leave them at your local library and book stores!

87. Pull a publicity stunt! A Harley-Davidson dealer in up state New York advertised what it called a "cat shoot". This sparked calls from the Humane Society, PETA, the local police chief and even the mayor. On the appointed day, the press and a large crowd showed up to find a six-foot high card board cat waiting to be plugged with a paintball gun. All proceeds went to charity-and the dealer got a lot of buzz.

88. Local civic/service clubs (Lions Club, Toastmaster, BNI, BHI, Rotary, Kiwanis, etc.), churches, community organizations and special interest groups are hungry for speakers. Discuss the goings-on in your sector (for free) and weave in a soft sell. Answer all questions directly. If you can't help, direct the person to a competitor who can. Your honesty will astound. (See # 37.)

89. Send off-season cards to good customers. Impersonal Christmas cards often are little more than holiday clutter. Instead, send out First Day of Spring, Summer, Fall or Winter cards or peg the mailing to a customer's personal milestone, such as, "Congratulations on your daughter's graduation from high school." If you can't find customized off-season cards, then find software to do them on your computer and print them especially for your clients. They will appreciate the attention to detail and always remember you.

90. Catch them by surprise. Address an empty envelope to them and drop it in the mail to them. Make sure YOUR company's name, address and phone number appear on the upper left corner of the envelope. People will call to say the envelope was empty, and this will lead to a friendly, low-key chat about the product or service behind the headline.

91. Infiltrate the stacks. Stuff business cards into real estate related books at the library.

92. Different Giveaways. Pass out rulers with catchy taglines such as, "How do we measure up to your expectations?"

93. Go CRAZY! At your next open house line the driveway and streets with 20 open house signs, flags and banners.

94. Have your listing run a yard sale on the same day as your open house. People love bargains and love to shop. It will attract a lot of lookers, but you'll also have a lot of prospects. Make sure you capture names, addresses and emails at these events.

95. GO EAGLES! Pass out fliers for your local high school football teams game with "Go EAGLES" (or whatever their mascot is) on one side. On the reverse side , your logo and phone number appears. Every time the flier is displayed, the fan stares right at your company information.

96. Hold a course for the community on Facebook and LinkedIn for small business.

97. Hold a Care Packages for Soldiers Drive!

98. Money Stamping! Grab a rubber stamp from your local office supply store and stamp a funny phrase along with your website address on it. Have a make money investing in real estate blog. Stamp something like "learn how to make thousands by investing in real estate: www.MyWebsite.com".

99. Looking for a way to get noticed in the huge pile of advertising mail potential clients get? Send your promo material in a big manilla envelope and put 39- 1cent stamps on it. Out of 100 envelopes, who's do you think will catch the eye first?

100. Top 10 reasons to choose YOU. Instead of leaving business cards or other promo material at a business or in someone's mail box, create a list of the top 10 reasons why the prospect should choose your company. Make them 100% true, humorous and memorable.

What? I know the title read "Top 100 Guerrilla Marketing Tactics To Explode Your Real Estate Business" but you don't mind a few "extra" tips, tricks and tactics do you?

Good! Here's a few more you might be able to use.

101. Write an E-book. You can do this for 2 reasons: 1.) you can write a free e-book on a topic in your niche and circulate it so people will start to see you as an authority in your niche, or 2.) you can also sell the book for a small profit and use that money to fund some of the other Guerrilla Marketing tactics.

102. Have an outdoor movie night. Rent a projector and find a smooth wall and an outdoor location.

103. T-Shirts. This is great for turning yourself or others into a walking billboard. You can get custom tee shirts done locally with a custom print shop, or you can design some online with Zazzle.com, iPress.com or CafePress.com.

104. Purchase [Pre-Paid Credit/Debit Cards](#) and give as gifts to your buyers/sellers when you close a deal for them. Start off with a small allotment of 5 or 10 cards with \$50 dollars on each card, then when your client uses up their balance, they can recharge it if they choose. Even if you don't hand them all out, and you have any cards left over, you still have the money on them that you can use. Besides, if you've already taken the tax right-off for them, it's still your money—only like extra money in the bank. (Check with your CPA or tax attorney to see if you can claim this as a true business expenditure.)

105. Purchase [Pre-Paid Long Distance Calling Cards](#) for those customers who travel a lot. What's especially nice about these cards is that you can put a small amount of pre-paid time on them, say \$5 each, and still be affordable to give out to those customers who can use them. After they use up the initial time on them, they can recharge them. If they travel overseas, they can use them outside of the U.S., too.

106. Sign up as a DISH Network Satellite TV affiliate and give them a door hanger with your promo code on it. Sign up at 24HourDISHNetwork.com on the affiliate link, then call me at 806-297-3267 and let me know that you've got your affiliate (it's free, by the way) and I'll make sure you get started off on the right foot.

- Most realtors, being accustomed to working on commission, will find that any extra commission coming in from a residual “adjunct” business is welcome.
- Most new home owners, if they don't already have satellite TV, will probably be open to the idea. And if you give them one of YOUR door hangers (with your promo number on it) you'll make the spiff.
- VMS Satellite is a retailer for DISH Network and [24 Hour DISH Network](#) is an affiliate of VMS Satellite. Each is an authorized DISH Network retailer or independent representative.
- By signing up in my downline, I will assure that you get trained properly and have all the necessary materials for training. Since you won't have to work this full time, it will be a perfect fit as an “add-on” to your real estate business.
 - Now, you're probably wondering why I don't suggest DirecTV. It's not because I'm prejudiced. It's just that DirecTV and their affiliates make you jump through too

many hoops to get their approval, and I don't think you want to waste that much time and effort on it. DISH doesn't make you go into contortions to sign up with them. Besides: DISH Network has better prices and packages than could ever be offered by DirecTV.

107. Join Cognigen/Commission River and have over 50 different products and services to offer your buyers and sellers. [Take a look at this report](#) and see if this would be a workable adjunct to your present business.

108. Download [Guerrilla Real Estate Marketing](#) and read through it. It's on sale right now with \$5 off until Christmas of 2009. Enter the code **GREATBOOKS** at checkout and get another 10% off the price of the book. It might just have a few more tools, tips and "dirty tricks" that you can use in your business. Whether you are in real estate or not, this book might just give you some more ideas than what you found in this report. Besides... if it doesn't suit you, you can always get a refund.

109. Check out the [Guerrilla Real Estate Marketing blog](#) and the [Guerrilla Internet Marketing blog](#) and read the latest articles on marketing your business on the Internet. *(Also check out the [Guerrilla Real Estate Marketing](#) and the [Guerrilla Internet Marketing](#) forums on Yahoo. They're free to join and you can contribute to the dialog via email without having to log in to a web interface all the time. All the introductory information is sent to you automatically when you confirm your subscription, and you can unsubscribe any time you wish. Another point I want to make here: your email address is not open to the rest of the forum, and neither is any of your personal information. Your information is never sold, leased or rented to anybody. **PERIOD.** I've never compromised my subscriber's information over the last 30 years, and I don't plan on starting .)*

110. [TeleCenter Real Estate Pro](#) - The real estate agent's "Secret Arsenal" to top sales!

There you have it. The Top 100 Guerrilla Marketing Tactics, and 10 Bonus Tips.

There's really more "Guerrilla" ideas available than could possibly be included in this report, but the Top 100 (plus 10 bonuses) should give you a great start.

Get back with me if you have any questions. You can reach me at the contact info below.

To your success!

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P.S. Since I moderate the forums and blogs, you can correspond with me through those venues also.