



Prospecting (Proactive and Direct)	Marketing (Proactive and Indirect)
<p>1. Telemarketing</p> <ul style="list-style-type: none"><input type="checkbox"/> FSBO (For Sale By Owner)<input type="checkbox"/> Expireds<input type="checkbox"/> Just Solds<input type="checkbox"/> Just Listed<input type="checkbox"/> Past Clients<input type="checkbox"/> Allied Resources<input type="checkbox"/> Geographic Farm Area<input type="checkbox"/> Apartments<input type="checkbox"/> Corporations<input type="checkbox"/> Builders<input type="checkbox"/> Banks<input type="checkbox"/> Third-Party Companies <p>2. Face-to-Face (Meals)</p> <ul style="list-style-type: none"><input type="checkbox"/> Door-to-Door <p>Canvassing</p> <ul style="list-style-type: none"><input type="checkbox"/> Open Houses<input type="checkbox"/> Client Parties<input type="checkbox"/> Networking Events<input type="checkbox"/> Social Functions and Community Events<input type="checkbox"/> Seminars<input type="checkbox"/> Booths at Events<input type="checkbox"/> Teaching and Speaking Opportunities	<p>1. Advertising</p> <ul style="list-style-type: none"><input type="checkbox"/> Newspapers<input type="checkbox"/> Personal Vehicles<input type="checkbox"/> Radio<input type="checkbox"/> Magazines<input type="checkbox"/> Bus Stop Benches<input type="checkbox"/> Billboards<input type="checkbox"/> Yellow Pages<input type="checkbox"/> Television<input type="checkbox"/> Grocery Carts<input type="checkbox"/> Moving Vans <p>2. Promotional Items (Magnets, Calendars, etc.)</p> <p>3. Internet Websites</p> <p>4. Direct Mail</p> <ul style="list-style-type: none"><input type="checkbox"/> Postcard Campaigns<input type="checkbox"/> Newsletter Campaigns<input type="checkbox"/> Just Sold/Just Listed Cards<input type="checkbox"/> Special Events Cards<input type="checkbox"/> Quarterly Market Updates <p>5. IVR and Computer Retrieval programs</p> <p>6. Broadcast</p> <ul style="list-style-type: none"><input type="checkbox"/> Voice<input type="checkbox"/> E-mail<input type="checkbox"/> Fax <p>7. Signs/Directional Signs/Brochure Boxes</p> <p>8. Name Badges/Logo Shirts/Car Signs</p> <p>9. News Releases/Advice Columns</p> <p>10. Farming</p> <ul style="list-style-type: none"><input type="checkbox"/> Geographic<input type="checkbox"/> Demographic <p>11. Sponsorship</p> <ul style="list-style-type: none"><input type="checkbox"/> Little League<input type="checkbox"/> Charities<input type="checkbox"/> Community Events