

Offline **AND** Online Lead Generation for **BUILDERS**

8 Strategies for Finding More
People Interested in Your Services



Get in the game.

Contact Us

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About Rick Storlie

Helping Home Builders and Remodelers Reach their Sales Goals

1. Lead Generation
2. Automatic Value Creation
3. Filter out bad Leads
4. Design/Build Sales Practices
5. Advertising/Marketing/Sales Management



For more information please visit our website:

www.NHSalesCoach.com



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8 Lead Generation Strategies

Off-line vs. Online Leads



8 Lead Generation Strategies

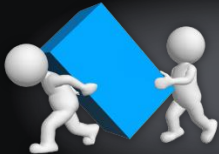
Off-line Leads



Model Home or Project



Print



Events



Realtors



Geographic Farming



Referrals

8 Lead Generation Strategies

Online Leads



Virtual Model Home or Showroom

Website, Blog and Social Media



Search Engine Marketing

Paid ads, SEO

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8 Lead Generation Strategies

Off-line Leads





- ✓ Signage
- ✓ Model Hours
- ✓ Events



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- ✓ Don't do it if...
- ✓ Website
- ✓ Track ROI
- ✓ Branding