

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

8 Strategies for Finding More
People Interested in Your Services



Get in the game.

Contact Us

Rick Storlie, New Home Sales Coach
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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 Leads



Model Home or Project



Print



Events



Realtors



Geographic Farming



Referrals

8 Lead Generation Strategies

Off-line Leads



Geographic Farming



Referrals



Geographic Farming

- ✓ Best for...
- ✓ First Time
- ✓ Timing
- ✓ Call to Action
- ✓ Always Measure ROI



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- ✓ Referral Rewards
- ✓ Staged Experiences
- ✓ Milestones
- ✓ Events
- ✓ Weekly Promotion
- ✓ Email/Mail Updates



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