

# 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  
P. 952. 895. 5566 / [Coach@NHSalesCoach.com](mailto:Coach@NHSalesCoach.com)

# 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](http://www.NHSalesCoach.com)



### Contact Us

Rick Storlie, New Home Sales Coach  
P. 952. 895. 5566 / [Coach@NHSalesCoach.com](mailto:Coach@NHSalesCoach.com)

# 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

### Contact Us

Rick Storlie, New Home Sales Coach  
P. 952. 895. 5566 / [Coach@NHSalesCoach.com](mailto:Coach@NHSalesCoach.com)

# 8 Lead Generation Strategies

On-line Leads



## Virtual Model Home or Showroom

Website, Blog and Social Media

### Contact Us

Rick Storlie, New Home Sales Coach  
P. 952. 895. 5566 / [Coach@NHSalesCoach.com](mailto:Coach@NHSalesCoach.com)

# 8 Lead Generation Strategies

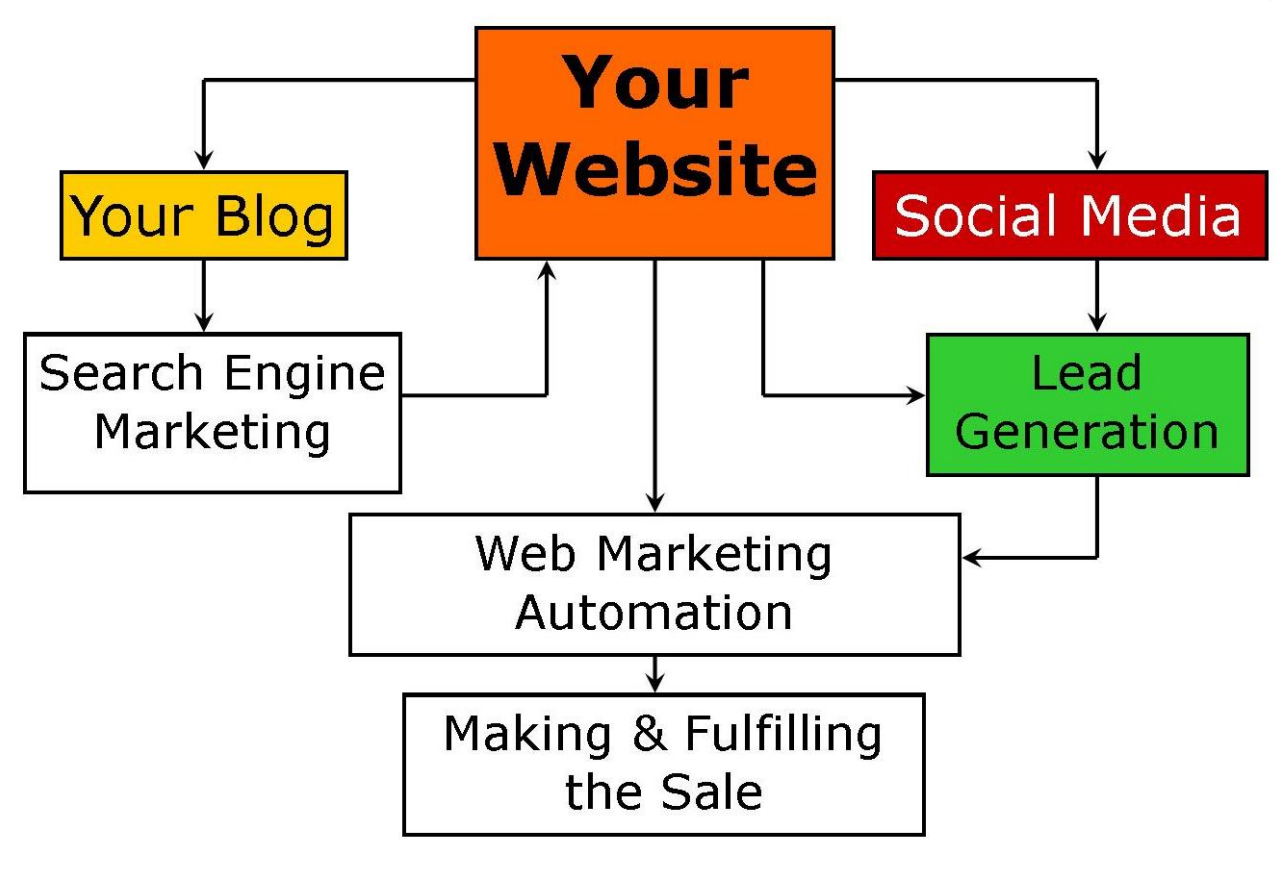
## Customer Life Cycle



1. Lead-to-Prospect
2. Prospect-to-Buyer
3. Buyer-to-Owner
4. Owner-to-Referral Partner

# 8 Lead Generation Strategies

Virtual Marketplace





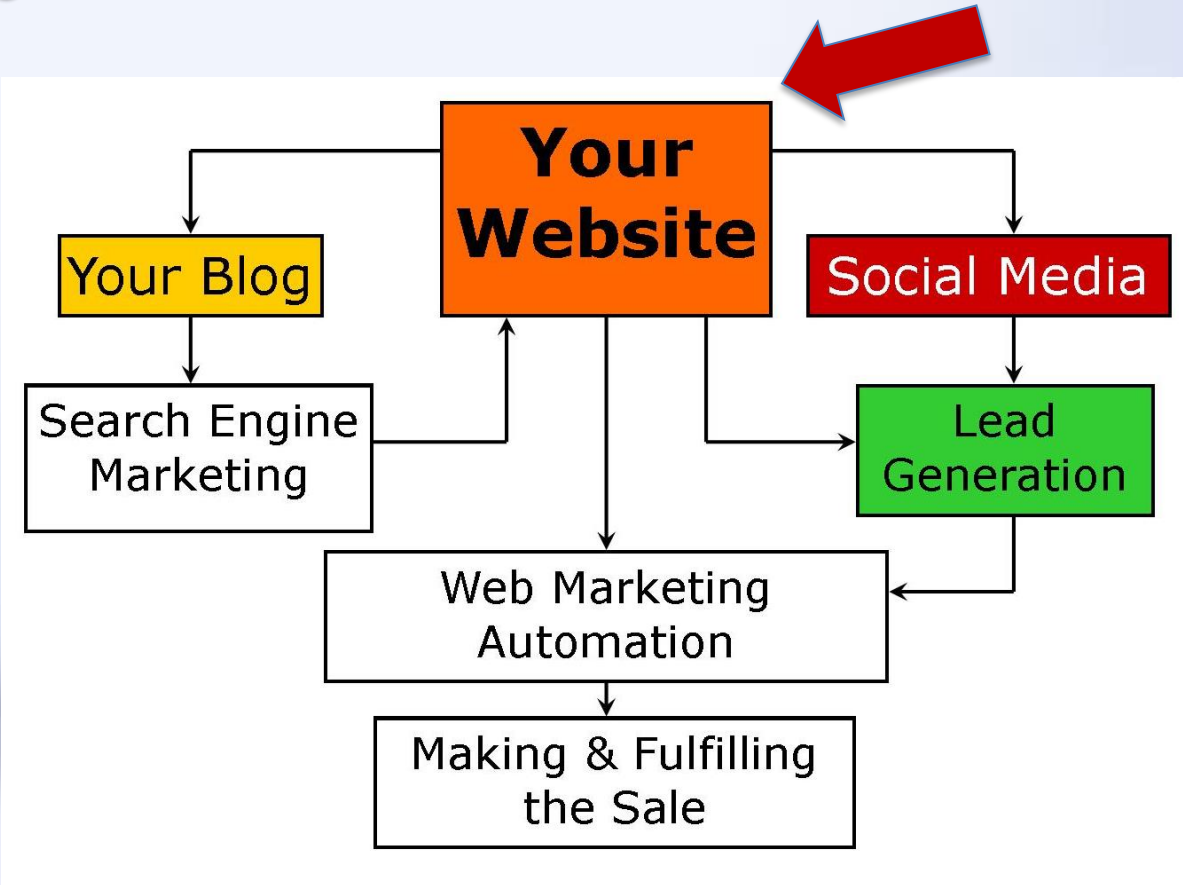
# 8 Lead Generation Strategies

Blog



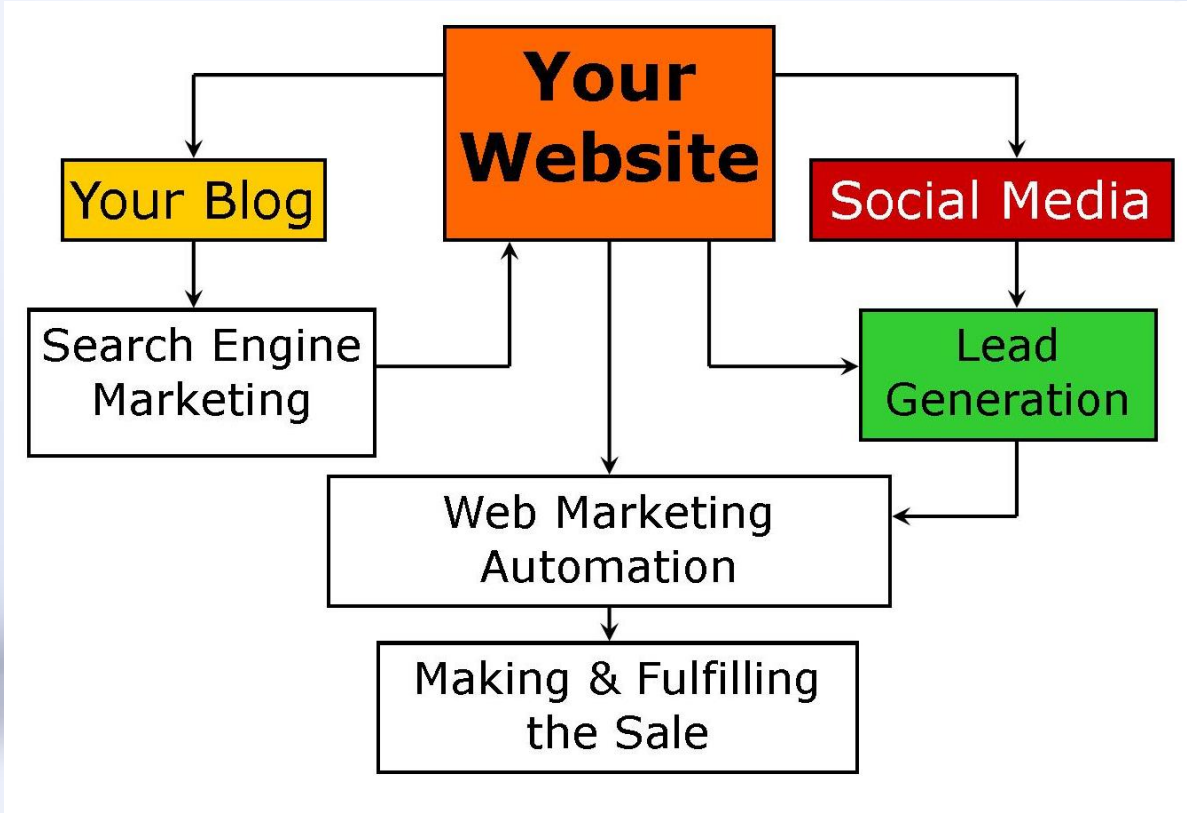
# 8 Lead Generation Strategies

Website



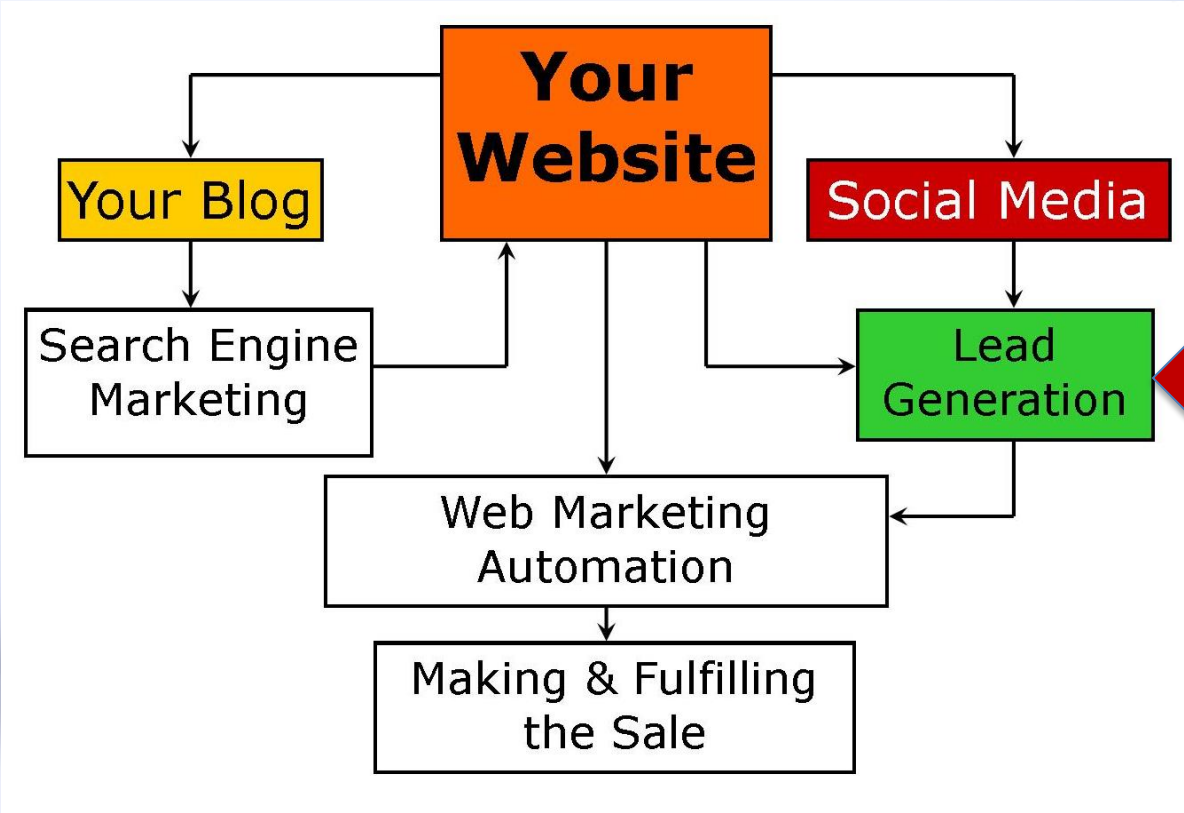
# 8 Lead Generation Strategies

## Social Media



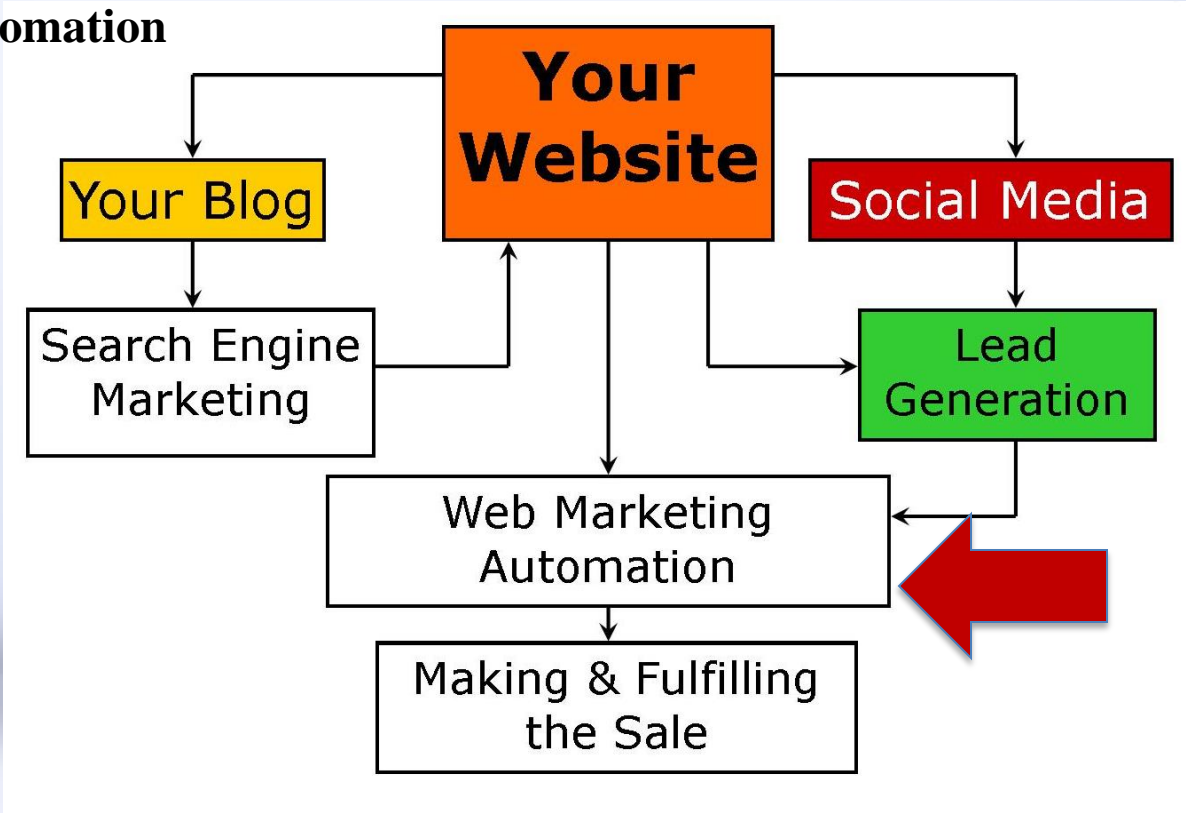
# 8 Lead Generation Strategies

## Lead Generation



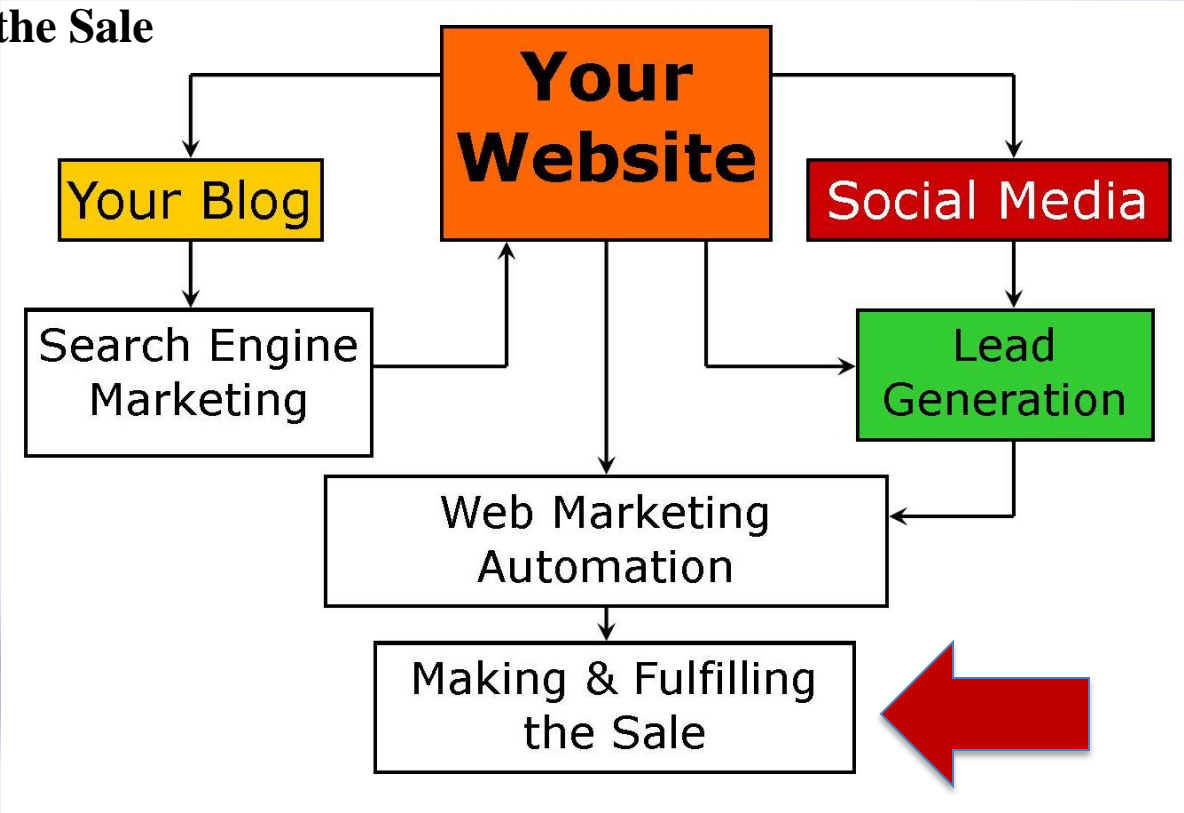
# 8 Lead Generation Strategies

## Web Marketing Automation



# 8 Lead Generation Strategies

Making and Filling the Sale





## Virtual Model Home or Showroom

Website, Blog and Social Media

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



### Contact Us

Rick Storlie, New Home Sales Coach  
P. 952. 895. 5566 / [Coach@NHSalesCoach.com](mailto:Coach@NHSalesCoach.com)



## Virtual Model Home or Showroom

Website, Blog and Social Media

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



### Contact Us

Rick Storlie, New Home Sales Coach  
P. 952. 895. 5566 / [Coach@NHSalesCoach.com](mailto:Coach@NHSalesCoach.com)