

# Never Pay For a Lead Again

## Generate Your Own Highly-Qualified Leads, Easily and Affordably with Point2 Agent

Early online real estate marketing business models used to include purchasing leads from lead generation companies, usually at a premium, who would sell what they considered 'qualified' leads to REALTORS®.

Fortunately, a whole host of excellent web marketing services, including Point2 Agent, have made it possible for real estate professionals to generate valuable and qualified leads without using a lead-generation company.

This means you should never have to pay for leads again. Is it possible to be successful and generate tons of leads without paying a third-party company for them?

Absolutely. Your own listing inventory can become your lead-generation engine.

You work hard to market your listings and advertise them in as many places as possible. The leads generated from your hard work should remain yours. It's true, not every person who contacts you about a specific listing is going to put in an offer on that exact house. However, your listings can provide you with value beyond the commission.

The leads generated from one single listing can actually be some of the best-qualified leads you could ask for. You know they are interested in buying, you have an idea of what type of listings they are even looking at, and you can now show them some of your other listings or help them by setting up showings of listings for sale by other agents.

One listing could lead to many potential sales. If you have listings, you should never have to pay for leads again. You can save money (no more buying leads), make money (sell more houses to more qualified leads), and maximize the return for your business thanks to all the hard work you put into marketing one listing.

How can you be sure to work your listing assets so that they are also able to generate leads? One key way is by providing as much information for each listing as possible and having them advertised in as many places as possible. Point2 Agent can help you easily accomplish both.

Online consumers are generally looking for as much information about a listing before they take any action. If they can find that information from you, by providing them with rich listing data, they are more likely to contact you when they decide to schedule a showing.

Advertising your listings in more places can help you to generate more leads. Use listing syndication to advertise your listings in those places automatically.

Point2 Agent syndicates to the largest network of online consumer search sites in the real estate industry. Listings are advertised on over 35 listing search portals, in turn being displayed on over 300 destinations. All leads generated from listings syndicated through Point2 Agent are provided directly back to the listing agent. Leads are not sold back to you or to any other agent.

Keep track of your leads with Point2 Agent's suite of prospect management tools, including Predictive Marketing, Drip Email, Hot Prospects, and SMS Messaging.

Learn more by visiting the Point2 Agent website at [www.agent.point2.com](http://www.agent.point2.com).

***Megan Lust*** is Content Developer at Point2 Technologies, Inc. Based out of Canada, Point2 develops marketing software for the heavy equipment and real estate industries, including Point2 Agent - the standard in affordable web marketing for real estate.