



ESO PLAYBOOK SERIES

# LISTING LEAD GENERATION

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Want more listings without the cost of expensive portal sites and long contracts with internet lead gen companies?

Follow the steps inside to kickstart your listing lead generation program and reach out to Easy Street Offers for assistance any time you want to learn how to level-up.

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# Step-by-Step Guide

- 01** ➤ Let your local FNF title rep know you intend to use the ESO multiple cash offer strategy in your farm area. If you don't have an FNF title rep, email us at [contact@easystreetoffers.com](mailto:contact@easystreetoffers.com) and we will put you in-touch.
- 02** ➤ When it comes to the area you farm, a little upfront work will serve you well. Check the demographics, turn rates and average price point. Lean toward older residents, faster turn rates and lower price points for best outcomes.
- 03** ➤ Specify zip codes or geo-boundaries to capture 5,000 - 20,000 homes that slant toward the demographic trends you researched in number 2, above.
- 04** ➤ Your FNF title rep will pull a digital list of houses that qualify for multiple cash offers. It will reduce that starting farm area by typically half or more. The smaller list will come to you in .csv or Excel format at no additional cost.
- 05** ➤ Create an account and pass these leads through a skip trace platform like [BatchLeads](#) to get email addresses and telephone numbers for each. This will cost you about 10¢ per lead (and not all will be accurate/current) but the benefit of having contact info beyond addresses is definitely worth it.
- 06** ➤ Now upload these leads into your CRM. Tag or label them "Cash Offer Eligible" because you are going to create marketing routines unique to these leads.
- 07** ➤ Go to [easystreetoffers.com](http://easystreetoffers.com) and create an agent account. This will be where you go when someone you contact has interest in seeing multiple cash offers.
- 08** ➤ We recommend a physical letter or postcard to these leads once a month for the first three months and then at least three times a year after that. Your letter and postcard content will come from [ESO's Breakthrough Broker vault](#).
- 09** ➤ Finally, you must support your letter and postcard campaigns with outbound calls and emails. See the [ESO Agent Toolbox](#) for call scripts to get you going. The multiple cash offers will start meaningful conversations and this is where you will find your "handraisers"!