



Smart Strategies to Grow Your Network

1. Host AI Home Valuation Workshops

Hold local or virtual events showing homeowners how to use AI tools to estimate their home's value, then position yourself as the trusted human expert to interpret the data.

2. Create a Local "Hidden Gems" Video Series

Feature lesser-known local businesses, parks or neighborhoods on YouTube or TikTok. Tagging owners and getting reshared helps grow local recognition.

3. Collaborate with Local Influencers or Micro-Celebrities

Partner with local lifestyle or niche influencers like foodies or interior decorators to cross-promote listings or real estate tips.

4. Launch a Neighborhood Podcast

Interview local business owners, school principals, long-time residents, etc. It positions you as the connector and trusted voice in the area.

5. Offer a First-Time Investor Meetup

Host monthly or quarterly casual meetups for people interested in learning about investment properties. This positions you as their go-to when they're ready to purchase.

6. Organize a "Home Goals Vision Board" Night

Put together a fun event for renters or potential buyers to visualize their dream home — great for building rapport and future leads.

7. Use QR Codes Creatively in the Community

Place QR codes on postcards, coffee shop bulletin boards or local event signage linking to market updates, buyer tips or listings.

8. Start a Local Real Estate Meme Page

Use humor to connect with a younger audience in your area. Meme pages can grow fast and position you as relatable and current.

9. Offer Free Photo Sessions at Local Landmarks

Hire a photographer and offer 10-minute family photo sessions. This serves as a generous gesture and an excuse to connect and collect emails.

10. Create a Relocation Welcome Kit

Build a branded digital or physical guide for people moving to your city. Offer it free online to collect emails and position yourself as the local expert.

11. Volunteer for Local Boards or Committees

Gain influence with decision-makers and community leaders by donating your time to school boards, business councils or park committees.

12. Run an Annual "Local Legends" Award Campaign

Ask your audience vote for the best teacher, firefighter, coach, etc. Recognizing winners with a plaque and social media promotion generates goodwill and attention.

13. Host a Real Estate Myth-Busting Livestream

Stay top-of-mind and be seen as a helpful educator by conducting monthly IG Live or Facebook streams where you debunk myths like "you need 20% down" or "renting is cheaper."