



One Listing Can Introduce You to a Neighborhood

You're already marketing the house. Don't miss the people living around it.

The old material scattered listing marketing across open-house flyers, property images, listing videos, single-property pages and neighborhood conversations. Put those ideas together and a listing becomes more than something to advertise—it becomes a legitimate reason to meet the people who already care about what happens nearby.

DON'T JUST MARKET OUT. MARKET AROUND.

Neighbors notice signs. They notice open houses. They notice when a home sells. Instead of treating them as background scenery, give them useful ways to follow what's happening.

WHEN THE LISTING GOES LIVE

Let nearby homeowners know there's a new listing. Give them the clean property information you'd want if you lived three doors away.

BEFORE THE OPEN HOUSE

Invite the neighborhood. A simple personal invitation gives you a reason to introduce yourself and gives neighbors a reason to stop in.

WHILE YOU'RE MARKETING IT

Use the property itself as useful content—photos, a flyer, a property page or video—rather than posting “I’m a Realtor” over and over.

WHEN SOMETHING CHANGES

If there's a meaningful update—under contract, sold, or another relevant change—you have a natural reason to reconnect.

ONE LISTING CAN CREATE MORE THAN ONE CONVERSATION. The trick is making each conversation about something real—not inventing an excuse to prospect.



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BUILD A LITTLE NEIGHBORHOOD LOOP

1 INTRODUCE

New listing → share what's happening.

2 INVITE

Open house → personally invite nearby homeowners.

3 HOST

Use the open house to meet people, answer questions and learn what they care about.

4 UPDATE

A real property update gives you a natural follow-up.

5 REMEMBER

If you had a meaningful conversation, keep enough context to recognize the person next time.

WHAT THIS ISN'T

- ☐ Turning every neighbor into a “lead.”
- ☐ Adding everyone you meet to endless marketing just because they answered the door.
- ☐ Using a seller's listing as an excuse to make the conversation about you.
- ☐ Trying every flyer, video, website and social trick at once.
- ☐ Assuming the neighborhood owes you another listing because you sold one house there.

USE THE LISTING YOU ALREADY HAVE

Property / neighborhood: _____

Nearby people worth personally inviting: _____

What useful information can I bring them? _____

What real update could give me a reason to follow up? _____

THE HOUSE MAY BE THE REASON YOU SHOWED UP. The neighborhood is where people get to know how you work.

Here's an idea. Take what helps. Ignore what doesn't.