

Describe how someone in real estate would go about developing a client base:

The premise is that everyone knows someone and that someone knows others.

Here is a sample or part of our CENTURY 21 Wright-Christie mentoring & training program on how to develop a database.

See the list below. This is a list of only 36 of 103 suggestions for finding people to add to your data base.

When you have finished with this list of who you know, start all over with people your spouse/significant other know, who your children know, who your parents know, who your brothers, sister know, etc.

Compiling a list of 100 to 250 names is a doable task when you put your mind to it. Most of us prefer to do business with people we know, like and trust. People will want to do business with you. You just have to let them know what you do and then develop a system to cordially stay in touch. Nobody likes a pushy salesperson.

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The list:

1. Past buyers and sellers/customers in a former business.
2. Relatives.
3. Friends/neighbors (present and former).

Where else do you find prospects? Who do you know . .

4. From college or high school, classmates, teachers, alumni?
5. From your church?
6. From civic activities? (civic organizations, charities, volunteering)
7. Because you rent or own a home?
8. From your old neighborhood?
9. From your organizational contacts? (military, men's/women's groups)
10. From your Christmas card list?
11. From your business connections – former employers, employees, customers, clients, vendors, competitors?
12. Through your family members?
13. Who do you have lunch with?
14. Who is your best friend(s)?
15. Who runs your day care center?
16. Who is your baby-sitter?
17. Who were the bride and groom of the last wedding you attended?
18. Who sold you your car?
19. Who repairs your TV?
20. Who sells you gas, tires, etc.?
21. Who repairs your car?
22. Through your children?
23. Through your spouse?
24. Who is your barber/beautician?
25. Who is your veterinarian?
26. Who is your pharmacist?

27. Who is your dentist/doctor/optometrist?
28. Who is your children's orthodontist?
29. Who does your plumbing?
30. Who heads your bank?
31. Who is the teller at your bank?
32. Who was your man/maid of honor?
33. Who is your attorney?
34. Who heads the local PTA?
35. Who sells you clothing?
36. Who sells you shoes?