

10 Lead Magnet Ideas That Attract Listings on Autopilot

Generate quality leads **without cold calls, door knocking, or chasing dead-end buyers.**

HOW TO USE THIS GUIDE

Each idea in this guide is a plug-and-play concept you can quickly turn into a lead magnet — even if you suck at marketing.

- ✓ Pick 1 idea that fits your audience
- ✓ Use it as a freebie on your site, IG bio, or Facebook ad
- ✓ Add a form to collect emails and phone numbers
- ✓ Follow up with every lead

Don't build all 10. Just **launch one** and test it. The fortune's in the follow-up.

10 Real Lead Magnet Ideas Triggered by Real-Life Sh*t

1.

The Divorce Housing Survival Guide

What to do when you need to sell or split property during a breakup.

2.

What to Do When Your Kids Move Out

The "Empty Nester" Rightsize Checklist. Downsizing without downgrading.

3.

Inheriting a Home? Here's What to Do Next

Probate, taxes, timelines — a guide for heirs who just got hit with a house.

4.

The Layoff Relocation Plan

For professionals who lost a job and might need to move fast.

5.

How to Sell and Move Closer to Family

A heartstring-pulling play for retirees and caregivers.

6.

The Declutter-to-Sell Gameplan (Without Losing Your Mind)

Reframe “get ready to list” with an emotional relief angle.

7.

When Assisted Living Becomes the Only Option

For adult children managing aging parents' homes and transitions.

8.

The Behind on Mortgage Playbook

Hard truth and next steps before it's too late.

9.

How to Get Out of a Too-Expensive House

For buyers who overbought when rates were low and are now bleeding.

10.

Top Local 55+ Communities That Still Have Availability

Serve the silent generation and boomers looking to move before it's too late.

Why this matters

Most agents are stuck chasing leads and referrals. These lead magnets flip the script — **let buyers and sellers come to you** by giving them something they actually want.

If your pipeline's dry, your offer isn't compelling enough. Fix that, and the follow-ups get easier.

Done building lead magnets that go nowhere?
Let's create one that **actually converts.**



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