



Booming Opportunities

Baby Boomer Business Lead Generation Sources

Consult your MEC coach for
lead gen strategies for each lead source.



Baby Boomers In
Your Sphere



Relocated Baby
Boomer Past Clients



Parents/Grandparents
Gen X/Millennial Sphere



Estate Planning
Attorneys



Probate Attorneys



Financial Planners



CPAs



Assisted Living Facility
Membership Directors



Boomers Using Equity
To Help Their Kids Buy



Home Organization/
Decluttering Specialists



Physicians



Google Screened/
Local Service Ads



Targeted Google Ads
in Feeder Markets



Targeted Bing Ads



Targeted Facebook
Ads in Feeder Markets



Create Relocation-
Based Lifestyle Content



Community Events/
Expos in Your Market



Referrals from Agents
in Feeder Markets



Direct Mail Newsletter
(i.e., Service For Life)