

# Real Estate Investing

## Marketing

*Welcome to*

# Marketing

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# Real Estate Investing

## Marketing

### Class Description

This class will teach you common ways to find real estate investing deals. You will learn fundamentals to start marketing, how to measure and test your marketing, and how to market based on your budget. The purpose of this class is to provide enough information for the participant to begin efforts in finding the kind of deals that align with your specialty and strategy goals.

### Measurable Performance Objectives

Upon completion of this class, the participant will:

- Prepare an executable plan for generating leads to potential deals, based on available time and resources.
- Identify what in the lead generation plan will be measured and tested.

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## Marketing

### To find deals, you can:

- Use a Realtor
- Do your own marketing

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## Marketing

### Working with Realtors

- Pros
  - They can streamline your business
  - They do the deal finding work for you (trust but verify)
  - May be aware of off-market deals
  - Can specialize in short sales
  - You can choose an experienced professional
- Cons
  - Realtor might not understand investing
  - If your business and renovation work isn't good, your reputation may quickly spread
  - Commission

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## Marketing

### Working with Realtors

- MLS
  - HUD
  - REO
  - Short Sales
  - Expired
  - Withdrawn
  - Search key words...

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## Marketing

### MLS Keyword Search Ideas

- asbestos
- as-is
- bank
- bank owned
- basement issues
- bring all offers
- corporate
- distressed
- do not disturb tenant
- engineer report
- estate
- expired
- fixer
- foreclosure
- foundation issues
- handyman
- heir
- HUD
- inherited
- instant equity
- investor special
- leak
- lease option
- make an offer
- mold
- motivated
- must sell
- needs repairs
- no FHA
- not responsible
- owner finance
- owner will carry
- personal representative
- pre-foreclosure
- price change
- probate
- quit claim deed
- relocation
- rented
- REO
- repairs
- short sale
- special warranty deed
- structural issues
- sweat equity
- tenant
- TLC
- trustee
- vacant
- water issues

# Real Estate Investing

## Marketing

### Doing Your Own Marketing

- Know the answers to these questions before you begin:
  - How much time do you have for marketing and deals?
  - How much money do you have for marketing and deals?
  - Which marketing strategies fit your time and money budgets?
  - How much money would you like to make per year?
  - How many deals per year will it take to make the money?
  - How many offers will it take to get a deal?
  - What is the marketing plan (cost and quantity) to get the number of leads to make the offers, to get the deals, to make the money?

# Real Estate Investing

## Marketing

**The key to finding a good deal is  
finding \_\_\_\_\_ !**

# Real Estate Investing

## Marketing

**The key to finding a good deal is  
finding motivated  sellers!**

# Real Estate Investing

## Marketing

### The key to finding a good deal is finding motivated sellers!

- Financial motivation (*loss of job, medical bills, foreclosures, etc.*)
- Property motivation (*repairs, bad area, bad tenants, non-functional, etc.*)
- Situation motivation (*inherited, moved, no time to manage*)

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## Marketing

### Lead Types

- Probate/Estate/Inheritance
- Expired and withdrawn listings
- Absentee
- Pre-foreclosure
- Scire Facias/Lis Pendens (*notice of law suits, usually a foreclosure*)
- Liens (*Mechanics Liens, HOA Liens, Tax Liens, Condo Fee Liens*)
- Divorce
- Target area
- Target demographic
- Retired
- Military
- Valpack/Coupon books
- USPS (*Every House*)

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## Marketing

### Marketing with a Big Budget

- Direct Mail
  - Appropriate Message
    - Delinquent payments vs
    - Open estate vs
    - Vacant house vs
    - Tired landlord
  - Appropriate Mail Piece
    - Letters
    - Business
    - Handwritten/yellow
    - Postcard
    - Lumpy mail



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## Marketing

### Marketing with a Big Budget

- Internet
  - Core website (*more expensive website/lots of features*)
  - Squeeze pages
  - Email auto-responders for visitors on your website
  - Paid ads on social media (*Facebook, Twitter, Instagram, LinkedIn*)
  - Google Ad Words (*Yahoo, Bing*)
  - Banner ads on sites like DelawareOnline.com
  - Repositioning ads



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## Marketing

### Marketing with a Big Budget

- Print Ads
  - Classified ad
  - Display ad
  - Newspaper, penny saver, magazine ad
- Telephone Book
- TV/Radio
  - You contribute to, or host, a regular show
  - Commercials



# Real Estate Investing

## Marketing

### Marketing with a Big Budget

- Signs
  - Billboard
  - Bus signs
  - Car signs/wraps *(check with auto insurance, may affect policy)*
  - Local businesses *(on building, on property)*
  - Bandit Signs
    - Illegal
    - Fine vs advertising cost  
*(don't do the crime if you can't do the time)*
    - BanditSigns.com, SuperCheapBanditSigns.com  
*(as low as \$1-\$2 depending on the sign and quantity)*
    - SignStapler.com



# Real Estate Investing

## Marketing

### Marketing with a Small Budget

- Internet
  - Core Website (*inexpensive*)
  - Web.com
  - Wix.com
  - Weebly.com
  - Squeeze pages
- Social Media Posting
  - Facebook
  - Twitter
  - Instagram
  - LinkedIn
- YouTube



# Real Estate Investing

## Marketing

### Marketing with a Small Budget

- Internet
  - Google
    - Organic
    - S.E.O.
    - Pay per Click
  - Backlinks (*other websites linking back to your website*)
  - Ads and Posts
    - Facebook
    - Craigslist.com
    - ClassifiedsGiant.com
    - BackPage.com
    - Oodle.com
    - ebayClassifieds.com
    - Sell.com
    - ClassifiedAds.com



# Real Estate Investing

## Marketing

### Marketing with a Small Budget

- Farming
  - Driving for Dollars
    - Identify and drive neighborhoods/areas.
    - Look for houses that are vacant or in disrepair. *(there is likely a motivated seller)*
    - Look for FSBO signs. *(indicates someone doesn't feel a traditional sales method is what they need)*
    - Look for 'For Rent' signs. *(may be a tired landlord)*
    - Find where they shop, eat, work, play...get to know the area.
    - Make Contact
      - Send a letter to the target properties.
      - Leave a message at target properties. *(door hangers, flyers, business cards, postcards, pre-printed post-its, etc.)*
      - Door knocking neighbors of target properties. *(maybe they know how to contact the owner or have information about the property)*
      - Put a 'We Buy Houses' sign in the yard of a vacant property. *(the owner may call you, or you may get other leads)*



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## Marketing

### Marketing with a Small Budget

- Farming
  - Bird Dogs
    - A bird dog is someone who bring leads to you.
    - Every bird dog is an incremental increase of your reach into the market.
      - Delivery drivers. (*Postal, FedEx, UPS, Newspaper, etc.*)
      - People with extra time. (*retirees, young people*)
      - People who want to get started in real estate investing but don't have the money or experience.



NOTE: It is important to know your local laws about compensating unlicensed people.

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## Marketing

### Marketing with a Small Budget

- Farming
  - Bird Dogs
    - Getting basic information leads
      - Address
      - Picture
      - Basic information
      - Compensation \$500 +/-
    - Getting qualified leads
      - Address
      - Pics/video
      - Situation
      - Is buyer willing to take a discount?
      - Property information
      - Compensation \$500-\$1,000 -or- small % of profit



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## Marketing

### Marketing with a Small Budget

- Farming
  - Auctions
    - Sheriff sale (*tax and foreclosure in DE*)
    - Online auctions
      - Hubzu.com
      - Auction.com
      - RealtyBid.com
      - RealtyTrac.com
      - WilliamsandWilliams.com
      - On-location auctions



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## Marketing

### Marketing with a Small Budget

- Farming
  - Networking
    - People who work with potential motivated sellers
      - Accountants
      - Attorneys
      - Funeral directors
      - Movers
    - People who talk to a lot of potential motivated sellers
      - Hair salons
      - Organization leaders (*church, clubs, gyms*)
    - People who see property with a potential motivated seller
      - Inspectors
      - Carpet cleaners
      - Pest control companies
      - Real estate agents



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## Marketing

### Marketing with a Small Budget

- Farming
  - Networking
    - Get your name out there!
      - Join a club
      - Wear your logo
      - Hand out business cards
      - Hang a flyer
      - Send an email



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## Marketing

### Analyzing and Testing

- Analyzing Marketing Performance
  - Quantities
  - Cost
  - Responses by reason
  - Responses by location
  - Responses by demographic
  - Sales
  - Profit

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## Marketing

### Analyzing and Testing

- Testing Marketing Performance
  - Look and feel
  - Message
  - Media
  - Channel
  - Location
  - Demographic
  - Test one change at a time to determine exactly what affects the results.

# Real Estate Investing

## Marketing

### Marketing Open Q & A

- Preparing for marketing
- The key
- Lead lists
- Big budget
- Small budget
- Analyzing and testing

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Marketing  
**Thank you!**

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