



Marketing for Motivated Sellers

I. Direct Mail

A. Mail pieces

1. The Message
2. Mail Type
 - (a) Letters
 - (1) Business
 - (2) Handwritten/Yellow
3. Postcard
4. Lumpy Mail

B. Lists and where to find them

1. Probate/Estate
2. Expired and withdrawn listings
3. Absentee
4. Pre-foreclosure
5. Lis Pendens (notice of law suits, usually a foreclosure)
6. Liens: Mechanics Liens, HOA Liens, Tax Liens, Condo Fee Liens
7. Divorce
8. Target area: Faming a specific area
9. Target demographic
10. Retired
11. Military
12. Valpack/coupons
13. USPS – Every House

II. Voice Blast Message to Sellers

III. Driving for Dollars

- A. Look for houses that are vacant or in disrepair – likely a motivated seller.
 1. Farm an area. Drive/walk neighborhoods, get to know the area
 2. FSBO signs (For Sale By Owner)
 3. For Rent Signs – indicates someone doesn't feel a traditional sales method is what they need
- B. Send a letter to the target properties.
- C. Leave a message at target properties – door hangers, flyers, business cards, postcards, pre-printed post-its, etc.



D. Door knocking neighbors of target properties –Knock on the door of the neighbors of the target properties to see if they know how to contact the owner. You are interested in giving the owner all cash to buy the property.

E. Put a 'We Buy Houses' sign in the yard of a vacant property. The owner may call you, or you may get other leads.

IV. Bird Dogs – people will find properties for you

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

B. Delivery Drivers (Postal, FedEx, UPS, Newspaper, etc.)

C. People with extra time

D. People who want to get started by don't have the money or experience.

V. Internet

A. Core website

B. Squeeze pages

C. Social Media – Facebook, Twitter, Instagram, LinkedIn

D. YouTube

E. Google organically (Yahoo, Bing)

F. Google Ad words (Yahoo, Bing)

G. Banner ads of sites like DelawareOnline.com

H. Craigslist, Back Page, etc.

I. Repositioning Ads

J. Email Auto-Responders for visitors on our website

VI. Signs

A. Billboard

B. Bandit Signs

C. Car Truck Signs/Wrap – check with auto insurance, may affect policy

D. Bus signs

VII. Print Ads

A. Classified Ad

B. Display Ad

C. Newspaper, penny saver, magazine ads

D. Telephone Book

VIII. Auctions

A. Sheriff Sale (Tax & Foreclosure)

B. Online Auction



C. On location property auction

IX. TV/Radio

A. Cable companies may have community service spots for free.

X. Networking / Referrals

A. Accountants and CPA Firms: They have clients with financial problems where an investor can be of help.

B. Appraisers: They are often aware of distressed situations

C. Attorneys: Not just probate but divorce, family law, and real estate attorneys

D. Building inspectors

E. Car & Truck Loan Companies: their clients might need to sell a house in order to buy car

F. Car Repo Companies: If the car is going the house isn't far behind.

G. Carpet Cleaners: Many of their customers are preparing a house for sale.

H. Charitable Groups: Receive gifts of real estate, but rather have the cash.

I. City & County Inspectors: Code violations and red tags. If you develop a reputation of buying distressed properties and improving them, you become an asset to the community.

J. Credit Repair Agencies & Counselors: Many times the only way someone can get their spending under control is to sell a house they can no longer afford.

K. Eviction Court: Great place to find burned out landlords

L. Family Members: Talk about what you do and ask for referrals.

M. Friends: "Do you know anyone who wants to sell?" Most people know 2 people who will be buying or selling a home this year.

N. Funeral Homes: Can be a good lead source before information on a decedent becomes public.

O. Home Builders: Buyers need to sell their house before buying new house.

P. Insurance Brokers: Policy changes from owner occupant to landlord or vacant

Q. Hair Salons: Lots of talking going on during haircuts!

R. Large Employers: Let them know you buy properties because if they need to transfer an employee, they don't get stuck carrying the house. This can be good for renting executive properties for short-term transferees, too.

S. Mobile Homes: Get to know park managers. Banks don't like mobile homes but they can become little cash cows.

T. Moving Companies: They often know the reason for the move.

U. Organizations: Religious, Rotary, Lyons and Kiwanis Clubs, gym, clubs, work, meet-up groups.



V. Real Estate Agents: They often know about good deals before they go on the MLS

W. Property Managers: Let them know you want to buy and also find a local manager. You buy, they manage. Win/win!!

X. Termite & Pest Control Companies: Their client may be looking to sell

XI. Other Ways to Find Motivated Sellers

A. Apparel with Logos: Hats, T-Shirts, Golf Shirts, Hand Bags

B. Bulletin Boards: Grocery stores, coffee shops, restaurants

C. Business Cards: Hand them out. Strategically place them in stores, posting boards, etc.

D. Estate Sales: Often the real estate will also be available and perhaps with owner financing

E. Flyers: Shopping Centers, Wal-Mart, Home Depot, Malls. Put on car windshields or pay someone to do it for you.

F. Garage Sales: Are they moving?

G. Pens: Buy cheap ones and leave them everywhere you go.

H. Pizza Boxes: Many sell advertising or sponsorship spots

I. Relocations: Great for Subject-to or buying on lease option

J. Buy your buyer's house: The buyer of your renovated house might have a house they need to sell. Ask if they have a house to sell.

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