

The Lead Generation Model for Investment Properties

1. What	<p>Have Clear Criteria for the Property you want to invest in</p>	<ol style="list-style-type: none"> 1. Location 2. Type 3. Economics 4. Condition 5. Construction 6. Features 7. Amenities
2. Who	<p>Identify the People Who can connect you to Properties that meet your Criteria</p>	<ol style="list-style-type: none"> 1. Owners (Sellers) <ul style="list-style-type: none"> • FSBOs • MLS Listings • Expireds • Builders/Developers • Absentee • Landlords • Wholesalers • Owners in an Area 2. Intermediaries (Gatekeepers) <ul style="list-style-type: none"> • Bank Officers • Loan Officers • Attorneys <ul style="list-style-type: none"> • Probate • Bankruptcy • Eviction • REO Trustees • Divorce • REO\Pre-Foreclosure • HUD Officials • Accountants • Courthouse Clerks • Administrative Assistants • Information Providers 3. Leads Network (Referrers) <ul style="list-style-type: none"> • Resources • Allied Resources • Advocate • Core Advocates
3. How	<p>Systematically Lead Generate for Properties and People</p>	<ol style="list-style-type: none"> 1. Prospecting (Seek) <ul style="list-style-type: none"> • Telephone • Face-to-Face • Walking/Driving Area • Investment Clubs/Events • Community Events • Courthouse Proceedings <ul style="list-style-type: none"> • Probate • Foreclosure • Estate/Tax Sales • Bankruptcy/Evictions • Divorce • Research • Newspaper • Public Postings (HUD, Foreclosure, etc) • Multiple Listings Service • Internet • Business Publications • Paid Investor Prospect Listings 2. Marketing (Attract) <ul style="list-style-type: none"> • Business Cards • Direct Mail • Internet/Email • Flyers • Targeted Letters • Newspaper Ads • Magazine Ads • Signs • Billboards
4. Which	<p>Separate Suspects from Prospects</p>	<ol style="list-style-type: none"> 1. Qualify all Suspects 2. Focus only on Prospects