

List Targeting

GOOD

- ✓ For Sale By Owners (FSBOs)
- ✓ Pre Foreclosures
- ✓ Post Divorce
- ✓ Recently Inherited
- ✓ Tax Deed Sale
- ✓ Right of Redemption
- ✓ Expired & Withdrawns
- ✓ Evictions
- ✓ Codes Violations
- ✓ Post Bankruptcy

NOT-AS-GOOD

- ✓ Absentee Owners
- ✓ Vacant Properties
- ✓ Upside Down Owners
- ✓ Probate
- ✓ Pre NOD (Mortgage Lates)
- ✓ For Rents



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The Most Trusted Resource for Guiding
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WHEN YOU SUCCEED, WE SUCCEED...LITERALLY!

List Targeting Fundamentals

✓ List Contacting

- ✓ BEST: Door Knocking
- ✓ GOOD: Tracking Down the Seller / Call Blasting
- ✓ DECENT: Direct mail

✓ Direct Mail Tips

- ✓ BEST: Handwritten Yellow Letters
- ✓ GOOD: White Envelopes with Handwritten Fonts
- ✓ DECENT: Yellow Postcards
- ✓ Click2Mail.com for larger mailings

✓ Direct Mail AT LEAST 5 Times per record or don't do it.



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For Sale By Owners

- ✓ **Automated FSBO Call Blasting**
 - ✓ REphoneburner.com Variation
- ✓ **Craigslist Automator**
 - ✓ Only for Techies
- ✓ **Manual Cold Calling Craigslist**



Pre Foreclosures

✓ List Source

- ✓ ForeclosureRadar (CA, NV, OR, WA, AZ)
- ✓ AgentPro247.com (FL, CO)
- ✓ ListSource.com (Nationwide)
- ✓ RealtyTrac.com

✓ Contacting Pre Foreclosures

- ✓ BEST: Door Knock
- ✓ GOOD: Track Owner Down and Call
- ✓ DECENT: Direct Mail

✓ Time Frame Caution



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Post Divorce

✓ List Source

- ✓ atchutneelam@yahoo.com in India
- ✓ Not available in all areas.



✓ Post Divorce Tips

- Very small list, do it for a very long time.
- Handwritten Yellow Letter is best



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Recently Inherited

✓ List Source

✓ US Lead List

- ✓ Terry: 866-711-1688
- ✓ \$1.25 per lead, per quarter.
- ✓ Not available in all areas

✓ Recently Inherited Tips

- Mail once per month for 5 months
- Handwritten Yellow Letter is best



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Tax Deed Sale

- ✓ **List Source**
 - ✓ County Tax Deed Sale List
- ✓ **Scrub the List**
 - ✓ Single Family Homes
- ✓ **Targeting Leads**
 - ✓ Handwritten Yellow Letters
 - ✓ Door Knocking



Right of Redemption

✓ List Source

- ✓ Only works in Michigan, Minnesota and New Mexico. Every county is different

✓ Scrub the List

- ✓ Atchut's team creates Spreadsheet
- ✓ You select the deals with the most equity

✓ Targeting Leads

- ✓ Handwritten Letters
- ✓ Door Knocking



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Expireds & Withdrawns

- ✓ **List Source**
 - ✓ MLS
 - ✓ Landvoice for Expireds
- ✓ **Targeting Leads**
 - ✓ Landvoice gets phone numbers
 - ✓ Track Down the Seller
 - ✓ Handwritten Letters

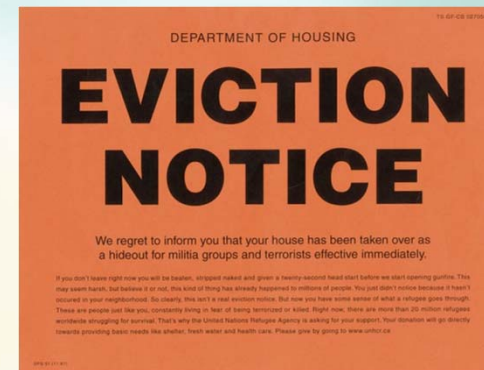


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Evictions

- ✓ **List Source**
 - ✓ Manually from Eviction Court
 - ✓ Atchut if data is online
- ✓ **Targeting Leads**
 - ✓ Direct Mail
 - ✓ Track Down the Seller



Codes Violations

- ✓ **List Source**
 - ✓ Manually from Codes Department
 - ✓ Atchut if data is online
- ✓ **Targeting Leads**
 - ✓ Direct Mail
 - ✓ Track Down the Seller

DISAPPROVED
NILES TOWNSHIP
BUILDING DEPT. PH. 687-2741
PERMIT NO.
TYPE OF INSP.
INSPECTOR
DATE

Post Bankruptcy

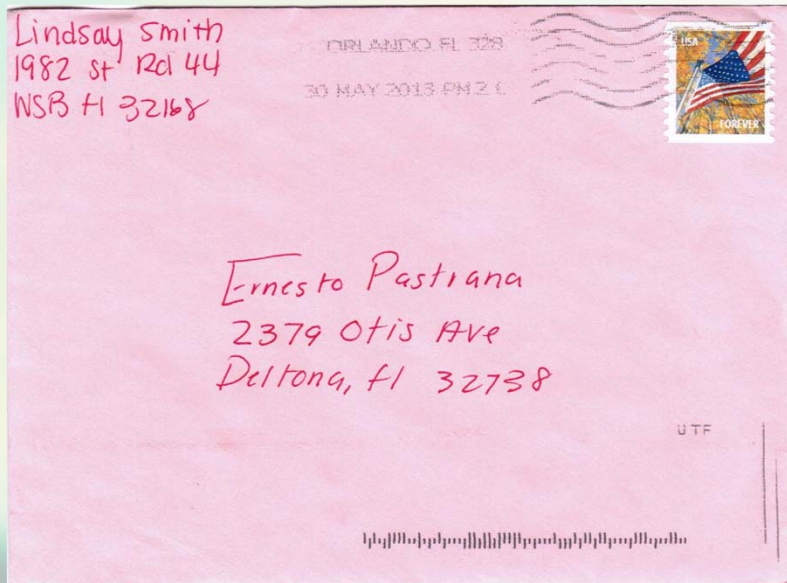
- ✓ **List Source**
 - ✓ Manually from PACER system
 - ✓ Atchut
- ✓ **Targeting Leads**
 - ✓ Direct Mail
- ✓ **Post Bankruptcy Tips**
 - ✓ Most will be Short Sale deals.



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Direct Mail – Perfect Envelope



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Direct Mail – All Purpose Yellow Letter

Jesus,

Would you be interested in selling your property located at
45 Woodfield Dr in Port Orange?

We are looking to buy a home in your area!

Call me at 386- [REDACTED]
To sell your house now!

This letter went to a bunch of people, so if you want to sell, make sure you call me now at 386- [REDACTED]

Thanks,
Lindsay



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Direct Mail – Tax Deed Sale Letter

Nancy,

Your property located at
1525 Monroe Dr in Edgewater
is about to be foreclosed on
for past due property taxes!

Before you lose your property
and get nothing,

Sell it to me + I'll get you

FAST CASH!

If interested, call me at

Thanks,
Lindsay

PH: 386- [REDACTED]

Peter,

Are you receiving my calls
or letters?

I want to help you!

Before you lose your property
at

915 Oleander Ave in Holly Hill
and get nothing,

Sell it to me + I'll get you

FAST CASH!

If interested, call me at

Thanks,
Lindsay

PH: 386- [REDACTED]

ED, WE SUCCEED...LITERALLY!

Misc

- ✓ Referrals
- ✓ Wholesaler Deals
- ✓ Birddogs



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Referrals

- ✓ **Social Media Networking**
- ✓ **Sphere of Influence Networking**
- ✓ **Doing Successful Deals Over Time**



Social Media



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November 9, 2013

Looking at a house to buy today, the seller had his Honorable Discharge certificate above his toilet.



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Social Media



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November 14, 2013

The common Landlord lament is that their "tenant destroyed the place". The following gave me quite the laugh today. So this seller calls about selling his house that he has owned as a rental since the 60s. His last tenant just moved out. He complained that she had "destroyed the place." When asked how long she was his tenant, he said, "25 years."

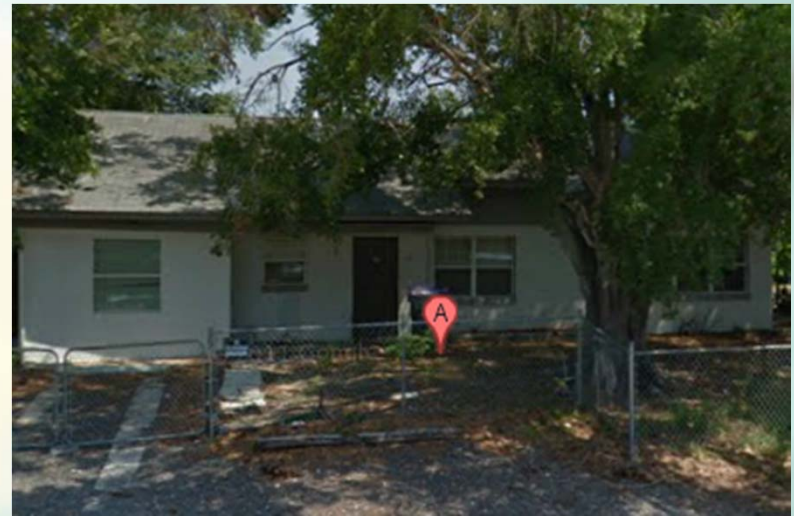
25 Years!?

The IRS fully depreciates a single family home over 27.5 years!

How can a tenant of 25 years destroy the place?

They took care of the place for 25 years!

This gave me a good laugh today.



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Social Media

- ✓ All in or don't bother
- ✓ Facebook
- ✓ Very interesting posts
- ✓ Images
- ✓ Interact



Wholesaler Deals

THIS IS A HOT! HOT! DEAL FOR THE SAVVY REHAB! INVESTOR.. THIS ONE WILL NOT LAST!!

Protocol: Send Updated POF w/ offer; "Let me know when you'd like to view"
Do Your Own Due Diligence

17369 Hatteras St. Encino, CA 91316

2 bedroom 1 bath SFR with 812 sq. ft on 5,497 sq. ft lot



Huge potential in up and coming area of Encino!! Sold "as is".
Fixer-upper- Needs lots of work



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Asking Price: \$370,000

Estimated Repairs: up to \$40,000 moderate rehab

ARV: \$450,000-\$640,000

...AND, WE SUCCEED...LITERALLY!

Wholesaler Deals

- ✓ **Great Lead Source for a Rehab Model**
- ✓ **Only Consider Non-Listed Deals**
- ✓ **Be VERY Skeptical**
- ✓ **Rehab Sweet Spot is Higher Priced Deals**
 - ✓ Less Competition
 - ✓ Higher End Buyers (easier to deal with)
 - ✓ More with the Rehab (Staging, Interior Designer)
 - ✓ Bigger Profits

Birddogs

- ✓ **Drive Around and Drum Up Deals**
 - ✓ Door Knock Pre Foreclosures
 - ✓ Call on FSBO signs
 - ✓ Moving/Estate Sales
- ✓ **BirdDog Compensation**
 - ✓ Per Lead Basis (\$10-\$20 range)

Phone Systems

- ✓ Google Voice (free, app)
- ✓ Accessline (InterMedia)
SmartPhone Number
- ✓ PATlive.com (live
receptionist service)



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Lead Follow Up System

- ✓ By phone, once every month
- ✓ Only put the winners on the follow up list

Outsourcing

- ✓ **Atchut in India**
 - ✓ Email: atchutneelam@yahoo.com
- ✓ **Your Own Assistant**
 - ✓ Ask around friends/family
 - ✓ Part-time, Work from Home
 - ✓ \$9 per hour + 5% profit share bonus
- ✓ **Direct Mail Service Providers**

It Ain't Easy



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