

# Direct to Seller Marketing, Tracking, and Getting The **RIGHT** Appointment

LEARN THE STRATEGY THAT'S GENERATING US 3+ DEALS PER MONTH  
AVERAGING \$30K+ PER DEAL.



# 3 Types of Investors

- ▶ The Voyeurist
- ▶ The Half-Assed
- ▶ **The All-In**



100% COMMITTED!

# EVERYONE Needs To Be Marketing!

- ▶ Better deals
- ▶ Ready if the market shifts
- ▶ Keep the best wholesale the rest

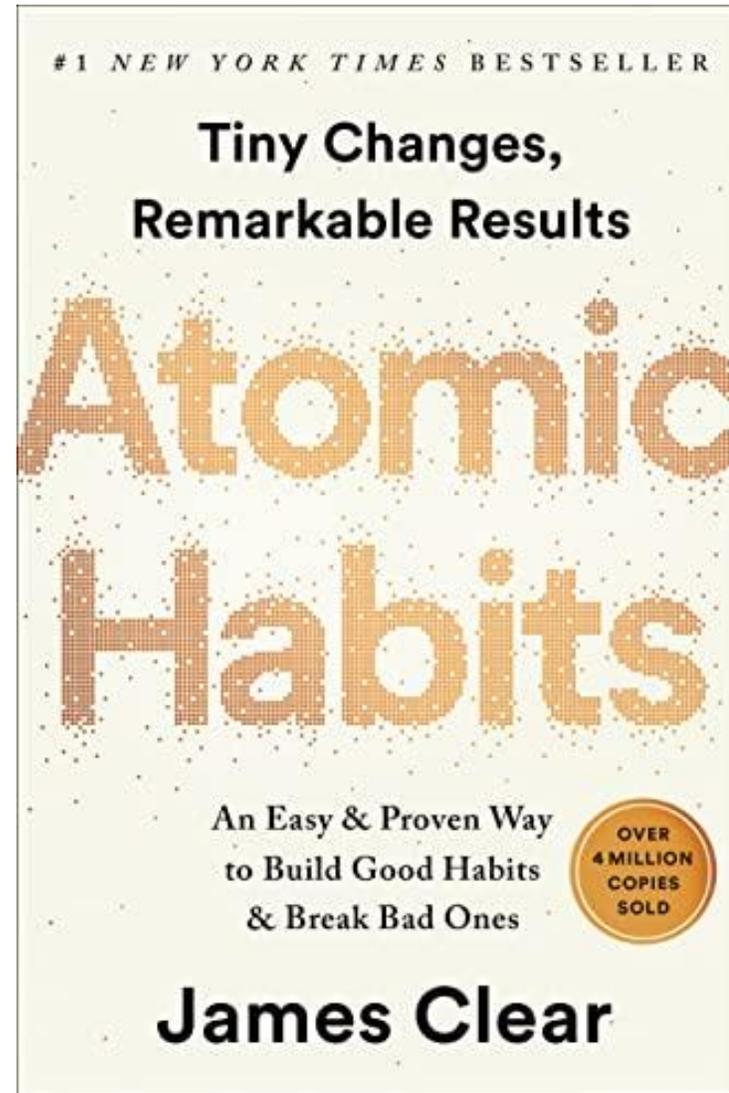
# Myths of Marketing for Deals

- ▶ The “*Proven Strategy*”
- ▶ *No Money Needed*
- ▶ Market to *EVERYONE*

# Build Your Buyers List

- ▶ Tell you where to market
- ▶ Always have an out
- ▶ Learn what's working

**“You do not rise to the level of your goals. You fall to the level of your systems.”**



# The Setup

- ▶ Building Your Buyers List
- ▶ Getting The Right List
- ▶ The Right Marketing For Your List
- ▶ Get Your CRM Ready
- ▶ Get Your Tracking Ready

# Building Your Buyers List

- ▶ Where to find buyers
  - ▶ Networking
  - ▶ Social Media
  - ▶ BiggerPockets Forum
  - ▶ Other Buyers

# Building Your Buyers List (Cont.)

- ▶ How to Vet your buyers
  - ▶ Are they ACTUAL buyers
  - ▶ Do they have experience
  - ▶ Determine Target Areas
  - ▶ Funding

# Selecting The RIGHT List

- ▶ The riches are in the niches
- ▶ Propstream/List Source
- ▶ Driving For Dollars\*\*
- ▶ County Clerk

# Selecting The RIGHT List

## My Search

BEXAR COUNTY, TX

<b>Property Classification(s):</b>	Residential
<b>Property Type(s):</b>	Single Family
<b>Building Size (SqFt):</b>	1,000 to 3,000
<b>Year Built:</b>	1950 to 2010
<b>On Market:</b>	No
<b>Years of Ownership:</b>	2 to 15
<b>Owner Type:</b>	Individual
<b>Tax Exemption Status:</b>	Senior Citizen
<b>Estimated Equity %:</b>	65% or more
<b>Assessed Improvement Value:</b>	\$120,000 to \$350,000



# The Right Marketing For Your List

- ▶ Determine your BAT
  - ▶ Budget
  - ▶ Ability
  - ▶ Time

# Get Your CRM Ready

1. Creating Tasks
2. Tracking conversations
3. Collaborating with a team

# Get Your Tracking Ready

- ▶ Know what's working
- ▶ Know if you can niche down
- ▶ What changes are needed

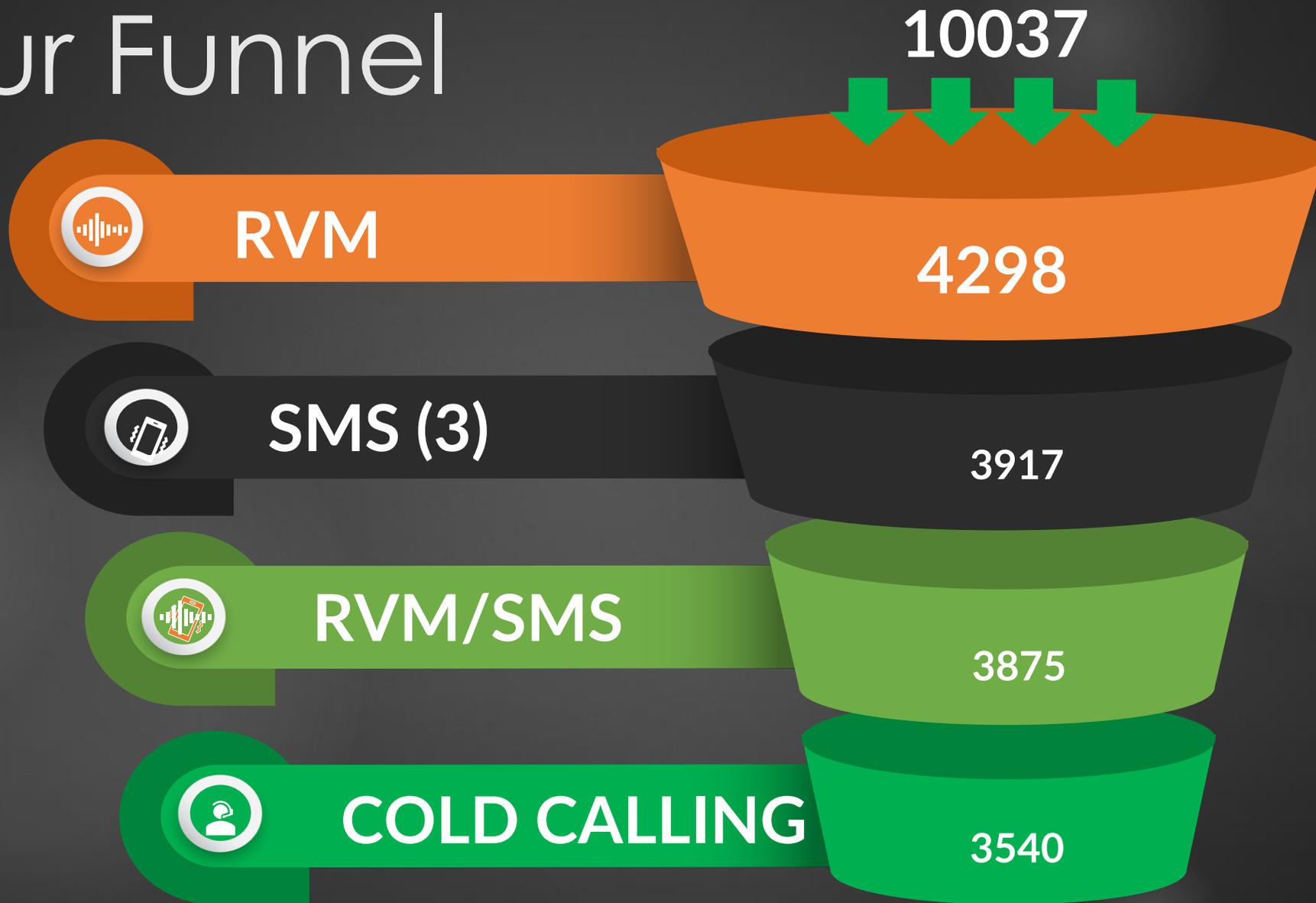
# Our Process

- ▶ Our Marketing Funnel
- ▶ Our Tracking System
- ▶ Management Of Leads



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/STEPSTONE**

# Our Funnel



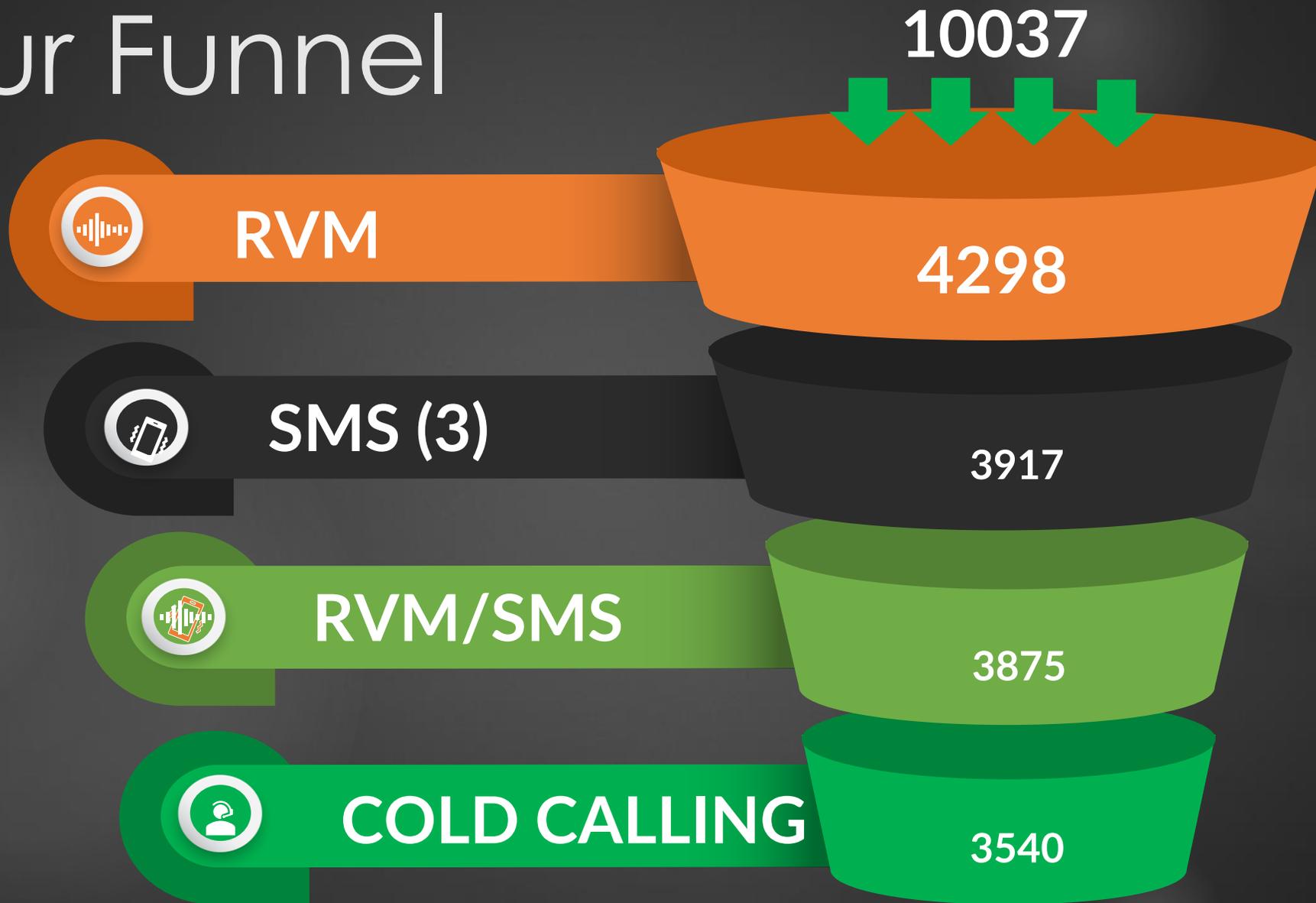
# Our Tracking System

- ▶ Why tracking matters
- ▶ What to track

# Management of Leads

▶ Classify them

# Our Funnel



# Management of Leads

- ▶ Classify them
- ▶ Taking detailed notes
- ▶ Set tasks/reminders
- ▶ Create drip campaigns

# Get The Right Appointment

- ▶ Dealing With Objections
- ▶ Finding The Right Lead To Visit
- ▶ Knowing When To Walk Away

# Dealing With Objections

- ▶ Not Selling/Not Interested/\$1 M
- ▶ I have a tenant
- ▶ Where do I go

# Finding The Right Lead To Visit

- ▶ What's the lead
- ▶ Motivation
- ▶ Price
- ▶ Do You Have Deal volume

# Finding The Right Lead To Visit (Cont)

- ▶ Verbal offer
  - ▶ “When was the last time...”
  - ▶ “How soon would you be ready...”

# Knowing When To Walk Away

- ▶ No Rush
- ▶ Have A Realtor
- ▶ Retail Ready
- ▶ PIA Factor

# Full Automation

- ▶ Process & Systems
- ▶ Outsourcing
- ▶ Who To Hire First

# Process & Systems

- ▶ Document EVERYTHING
- ▶ Checklists
- ▶ Video Walkthroughs
- ▶ If You Can't Systemize It Don't Do It

# Outsourcing

- ▶ Determine who you need
  - ▶ Skills needed
  - ▶ Availability
  - ▶ Cost

# Who To Hire First

- ▶ VA vs Local
- ▶ Lead Manager
- ▶ Acquisitions Manager
- ▶ Admin