

# LEAD GEN IDEAS

- Accountants and CPA Firms: They have clients with financial problems where an investor can be of help.
- Advertising: Never stop. Use simple ads with a USP, Unique Selling Proposition: Quick Closing, All Cash etc., Buy Houses Ads, Newspapers, Flyers.
- Attorneys: Attorneys know when people need money, often to pay their fees! Not just probate but divorce, family law and real estate attorneys.
- Auctions: Do your homework in advance. Auctions move very fast and a single mistake can be costly. Visit your local auction a few times to just observe. Know values and repair costs before bidding.
- Foreclosure: Very risky, not for the newbie
- Sheriff Sale: Same as Foreclosure
- IRS Sales
- Apparel with Logos: Hats, T-Shirts, Golf Shirts, Hand Bags
- Appraisers: Often know what is, or is going to be, for sale
- Bandit Signs: Check your local sign ordinances. Some places have no issue with them others do.
- We Buy Houses
- Stop Foreclosure
- "Blue Tarp" Houses: often blue tarps on roofs
- Boarded up windows: or visible disrepair
- Builders Models: Frequently builders will sell a model home at a discount.
- Building Inspectors
- Car & Truck Loans: Some folks would rather keep the wheels than a roof over their head. Buy here, pay here dealers can be a good lead source.
- Car Reposs: If the car is going the house isn't far behind.
- Carpet Cleaners: Many of their customers are preparing a house for sale.
- Charitable Groups: Frequently receive gifts of real estate, but they'd rather have the cash.
- 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.
- Classified Ads:
- For Sale: Look for Key Words- transferred, motivated, divorce, owner financing
- Want to Buy
- For Rent by Owner: Look for burned-out landlords
- Condemned Houses: Many counties will provide you a free list.
- Consumer Loan Companies: When their loans go bad they are frequently willing to deal rather than foreclose.
- Courts: Eviction Filings, Probate Court, Divorce Cases, Tax Liens, Code Violations

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- 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.
- Direct Mail: Pre-Foreclosure Letters, Probate Letters, Out of Town Owners, Post Cards, Bankruptcies, Divorce, Delinquent Taxes, Military Owners
- Door Hangers: You can also use pre-printed post-it notes to leave messages at target properties. Be sure to advertise on both sides, you can even sell the back side and recover your advertising cost!
- Door Knocking: Distribute flyers and go door-to-door asking residents if they know of anyone planning to move because you'd like to buy a house in their neighborhood!
- Drive or walk Neighborhoods: Get to know them well and take notice of changes.
- Estate Sales: often the real estate will also be available and perhaps with owner financing
- Eviction Court: great place to find landlords
- Expired Listings: Connect with an investor friendly Realtor
- Family Members: talk about what you do and ask for referrals
- Farming Local Areas: Become the local neighborhood expert.
- Flyers: Cut your cost in half, print two to a page and distribute: Shopping Centers, Wal-Mart, Home Depot, Malls. Put on car windshields or pay someone to do it for you.
- FSBO Signs: for sale by owner
- Funeral Homes: Can be a good lead source before information on a decedent becomes public.
- Garage Sales: Are they moving?
- Hair Salons: Lots of talking going on during hair cuts!
- Home Builders: Need to sell their buyers houses so they can close on the new place.
- HUD Foreclosures:
- Internet: Rent Clicks, EBay, Craig's List, Wholesale Sites, Lead Services, USLeaseOption.com
- insurance Brokers: Policy changes from owner occupant to landlord or vacant house coverage.
- Investor Packages: Investor who's ready to retire and cash out their portfolio. May be able to negotiate seller financing as well as a discount.
- Judgments: Check the public record or hire someone to do it for you.
- 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.

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- Lenders: Banks | REO's: -Mortgage Brokers, Private Lenders, Hard Money Lenders
- Liened Properties: Mechanics Liens, HOA Liens, Tax Liens
- Lis Pendens: Notice of a law suits, usually a foreclosure.
- Magnetic Car Signs and Wraps: Check with your auto policy carrier as to whether or not this will affect your coverage. A rider may be required.
- Market Bulletin Boards: Grocery stores, coffee shops, restaurants
- Military Transfers: Military bases provide an excellent transient market for those needing to sell and buy off base housing
- Mobile Homes: Get to know park managers. Banks don't like mobile homes but they can become little cash cows. A special license is required if you're going to get into the mobile home business.
- Moving Companies
- Neighborhood Newsletters
- Neighborhood Events-/Functions
- Networking: Other Investors, Call We Buy Houses ads & signs, Churches, Public Speaking, Investment
- Associations, Work, Clubs
- Newspaper Carriers: Who see the vacant houses everyday?
- Nursing & Retirement Homes: Frequently residents need to sell a house.
- Open House: Including Open House Events
- Pens: Buy cheap ones and leave them everywhere you go.
- Pizza Boxes: many sell advertising or sponsorship spots
- Postman
- Public Speaking: Rotary, Lyons and Kiwanis Clubs, Realtor meetings and other associations
- Quit Claim Deeds: Are a sign that something has changed with the property.
- Radio Ads or Show
- Real Estate Agents
- Referrals- Past Business
- Relocations: Great for Subject-to or buying on lease option
- Rent Credit: Trade rent credit for a down payment
- Rental Agents & Property Managers: Let them know you want to buy and also find a local manager. You buy, they manage ... win/win!!
- Retirees: A growing population with free and clear homes. Excellent prospects for seller financing.
- Section 8 Landlords: Each county maintains a list
- Short Sales
- Social Media: A new way to get your message out: Facebook, Twitter, YouTube
- Structural Damage: Once you know what you're doing, you can buy at a rock bottom pricing.

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- Tax Deed Sale Properties: These do not come with title insurance so do your home work.
- Tax Lien Certificate Properties
- Termite & Pest Control Companies: Write a check and the termites die. Write another check and replace the damaged wood. May find great deals.
- Title Companies: Not all transactions close like they are supposed to. Let the title companies know you can help in a pinch, for the right price.
- Trading Up: Trade your newly renovated property at retail for a property down the block that you can buy wholesale.
- Try a sign that says "Will Take Your House In Trade"
- TV and Radio: Cable companies may have community service spots for free.
- Vacant Properties: look for tall grass and neglected houses
- Web Sites
- Wholesaler Lists: A good wholesaler can find you multiple properties.
- Withdrawn MLS Listings: Easy to get from a friendly real estate agent.



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