

Mailing

If You Take Action On This Strategy:

- Mailing is very saturated - you need to be able to stand out. Additionally, you must be able to close a deal from an initial phone call. I've included some scripts to help with this. But I'd recommend you build up your real estate IQ, and have practiced with an investor buddy, before you just start spending thousands on mail.
- Have some money to spend. I find this strategy works best when you send 500+ mailers and can have 2-3 days available to take the incoming calls when mail hits.
- You MUST have an accurate list otherwise you are throwing away \$ and trees.

Mailing Pros:

- It's a passive way to go outbound, that will bring you inbound leads.
- People that contact you either want to be removed from your list, or are intrigued enough to hear your offer. Polarity.
- Easy to track when you send and can time the landings with your schedule

Mailing Cons:

- Gets expensive in a hurry. You need to be willing to mail the seller 5+ times or 10+ to just get a quick convo.
- This marketing strategy is saturated as previously stated. I get tons of mailers myself. You need to stand out with your mailer, and marketing strategy. If you are sending them to a website, the website needs to be dialed in, if you are taking the calls, be prepared to handle them properly.
- You must have an accurate list
- You need to be ready for large batches of calls, you are "on call" ... literally

An Additional Strategy:

- Using a handwritten note as a follow up and connection to sellers is a phenomenal way to stand out. Same with vendors that you use. Don't be afraid to write to "Bob and Janet with the 5 duplexes" 2x a year. This may be a great way to be first in line to make an offer when they want to sell the rental and move somewhere warmer.

Example Services:

- Yellowletters
- Open Letter Marketing
- MailChimp
- BallPoint
- Create Your Own and do it in-house

Theme of your Mailers Regardless of Product Type (letter, postcard, flier):

- Make sure the mailer matches “your voice” if you buy turn key rentals, target that in your mailer and list. If you buy distressed deals, note that. If you are going for the mom and pop approach, your website or follow up steps should reflect that and not be state of the art. If you are marketing to multifamily, make sure multifamily pics are on your postcard.
- Give them a reason to call you, “I buy fast, with cash” is EVERYWHERE

Example Messaging to Use: Adjust as you see fit. Use Chat GPT if you want to add humor, increase/decrease reading lvl, or make it a certain style (example, postcard).

Dear [Seller],

I am writing to express my interest in purchasing your property located at [property address]. My name is [Your Name] and I would like to discuss an offer with you that is fair and works for you.

I understand that your time is valuable, and I am not interested in wasting it. I am not looking to purchase properties for pennies on the dollar. Additionally, I recognize that you may not be ready to sell right now.

All you have to do is [contact method]. I'll ask a few basic questions about the property, and will only walk the property once we agree upon a price range that works for you. This process will not require me to disturb your tenants until we are very close to closing.

I understand that you may receive many similar letters. I would like to assure you, I am professional, easy to work with, and value your time. Please call me at your convenience so that we can discuss an offer that works for you. Thank you for your time and consideration.

Sincerely,

[Your Name] +[Contact Info]