

Texting

If You Take Action On This Strategy:

- Be able to respond very quickly when you get a response. Consider yourself “on call” with these leads in order to increase your conversion rate
- Understand you are marketing to people’s mobile devices, your marketing needs to be personable and fit “you.” We ALL hate spam messages, don’t be “that guy/gal.”

Texting Pros:

- Quite affordable compared to other marketing strategies
- Gets you directly in front of the seller if the number is correct. I tried this strategy and got a mini portfolio of duplexes from it

Texting Cons:

- MUST follow DNC and other laws. (more info below)
- This strategy yielded the most “F-U’s” over any other marketing strategy I’ve ever implemented (facebook ads can get colorful too lol)
- You must have an accurate list

An Additional Strategy:

- Use texting as a follow up once you have had a conversation on the phone or made initial contact with the seller
- Set a reminder in your CRM/Google to text back leads that weren’t ready to sell, as a follow up. Perhaps 1x a month, or an interval you set. It’s not a bad idea to have “follow up” blocks set in your google calendar to do this type of activity. This is much more socially acceptable, as well as a preferred communication path of many people rather than always calling. Don't be afraid to ask the sellers when you first talk to them. Maybe email is best.. Maybe a handwritten letter... Who knows? The seller.

Example Services:

- Launch Control
- Batch Leads
- Lead Sherpa
- Utilizing a Virtual Assistant to text for you (less efficient than you)

If you are going to mass text, follow the laws and regulations of **Do Not Call** lists, as well as all texting and marketing rules. **Once you have consulted an attorney** and have a plan to text determine a carrier that may work for you. Also, here are some words to avoid that are flagged by cell carriers (spam alerts). This can be an effective strategy if you approach it correctly and legally. Use a reputable service, and have a solid skip traced list of distressed properties, these are vital. Start small, then work your way up.



Messages such as, “Hi, (name) are you interested in selling your property at “address” will have an extremely high block rate.



Go with something more like “Hi, (name) I am looking for a place like yours on (address), I can give more info if you want.

**AVOID THESE VERY HIGH
BLOCK RATE WORDS:**

Local investor

Purchase

Random

Interested

Selling

Offer

Property records

Out of the blue

Investor

Consider

Investment

Looking

Not sure

Purchasing property

Right

Shot in the dark

Sorry

Owner

Spam

Cash