



**The Property  
Sourcing  
Hub**



**Fast Track** Your  
Property Sourcing  
**Results** Today!

**WITH**  
SARAH POYNTON-RYAN

# My Goal For This Talk

1

If you already have a business...

2

If you are brand new and just getting started...

3

Property sourcing is the entry point to EVERY property business...

## Who Is Sarah P



- ✓ **Traditional Buy To Let Landlord**
- ✓ **Source & Package For Investors Nationally**
- ✓ **Rent to Rent, Serviced Accommodation, Developments**
- ✓ **Started My Business Part Time Around Other Commitments**
- ✓ **Full Time In Property Since October 2016**
- ✓ **Sales & Marketing Background**
- ✓ **I GEEK OUT on all things property and digital marketing**

# The Property Sourcing Hub

# Whirlwind 27 Months

**RPW  
HOMES**

Safe. Warm.  
Comfortable.

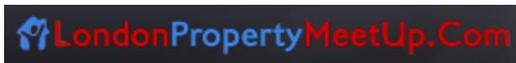


naea | propertymark

arla | propertymark



Professional Investment Group



WWW.BucksPropertyMeet.Com  
Last Thursday of Each Month - Bull Hotel Gerard's Cross SL9 7PA - 07978 809125



# Why Property?

The UK has HUGE demand

The business is backed by bricks and mortar assets

Recurring revenue

The property market doubles every 10 years (ish)

Over 750,000 property millionaires in the UK

It is LOADS of fun!

People will FOREVER need a home

WHY?

The activity of searching for,  
discovering, researching,  
negotiating and securing  
property investment opportunities

# What is Property Sourcing

Deal Sourcing

& Deal Packaging

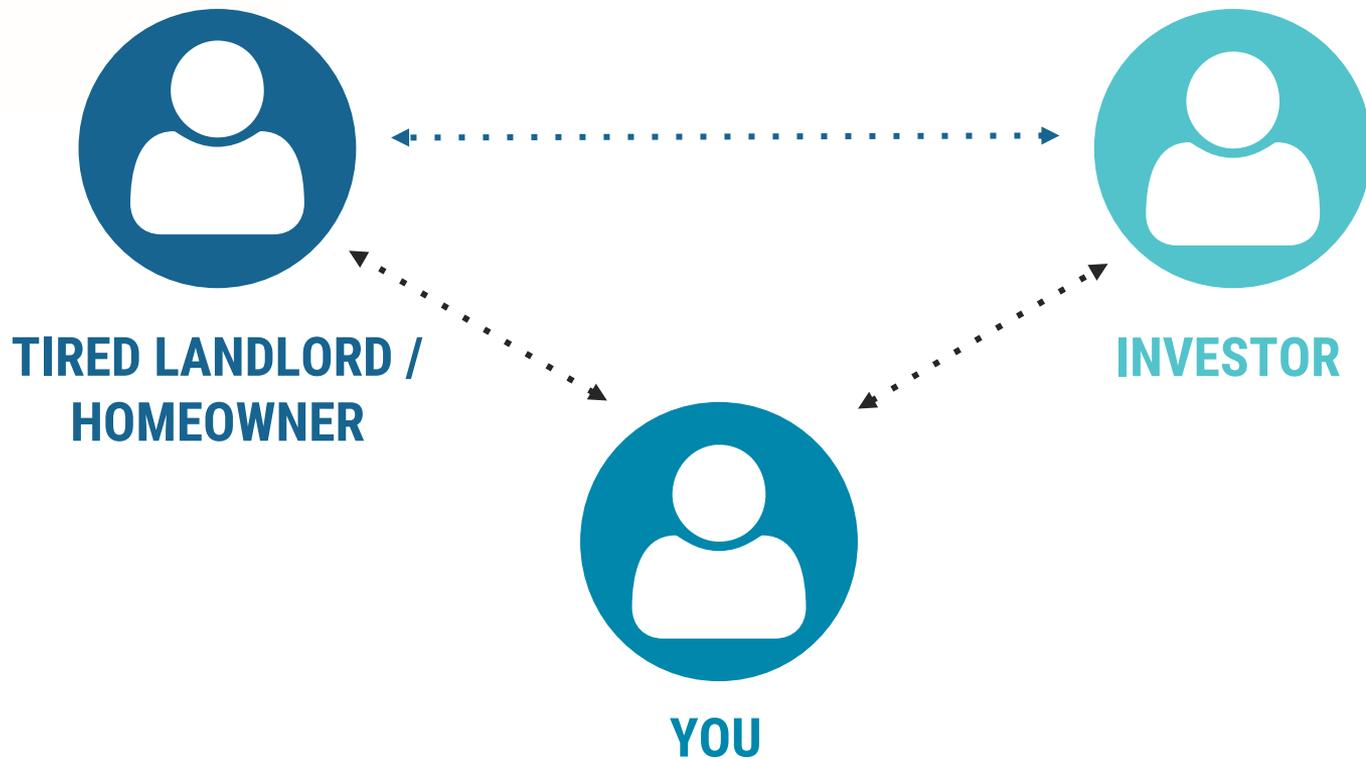
are 2 different things!



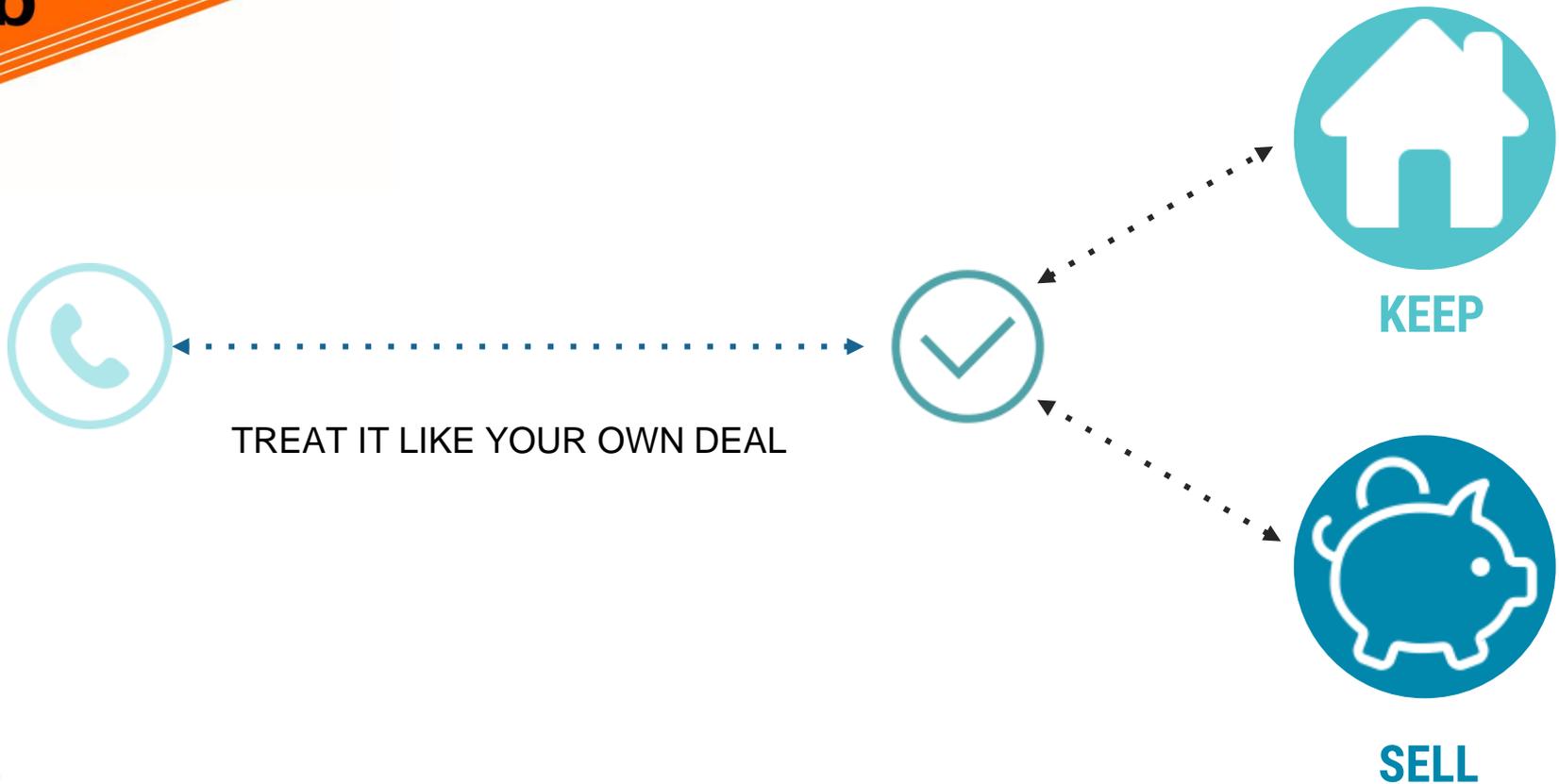
**TIRED LANDLORD /  
HOMEOWNER**



**YOU**



## Golden Rule



# My First Rent To Rent “Deal”



Gross In £2,600

- Rent £925
- Utilities £325
- Broadband £40
- Insurance £50
- Cleaner £40
- Voids £216
- Maintenance £100

= Profit £904 per month  
@ 100% = £1120 per month

## My Most Recent R2R Deal



Gross In £4,550

- Rent £1800
- Utilities £455
- Broadband £40
- Insurance £50
- Cleaner £40
- Voids £150
- Maintenance £0

= Profit £2,015 per month  
@ 100% Occupancy

# My Most Recent Buy To Sell Deal

## “Nicotine Towers”

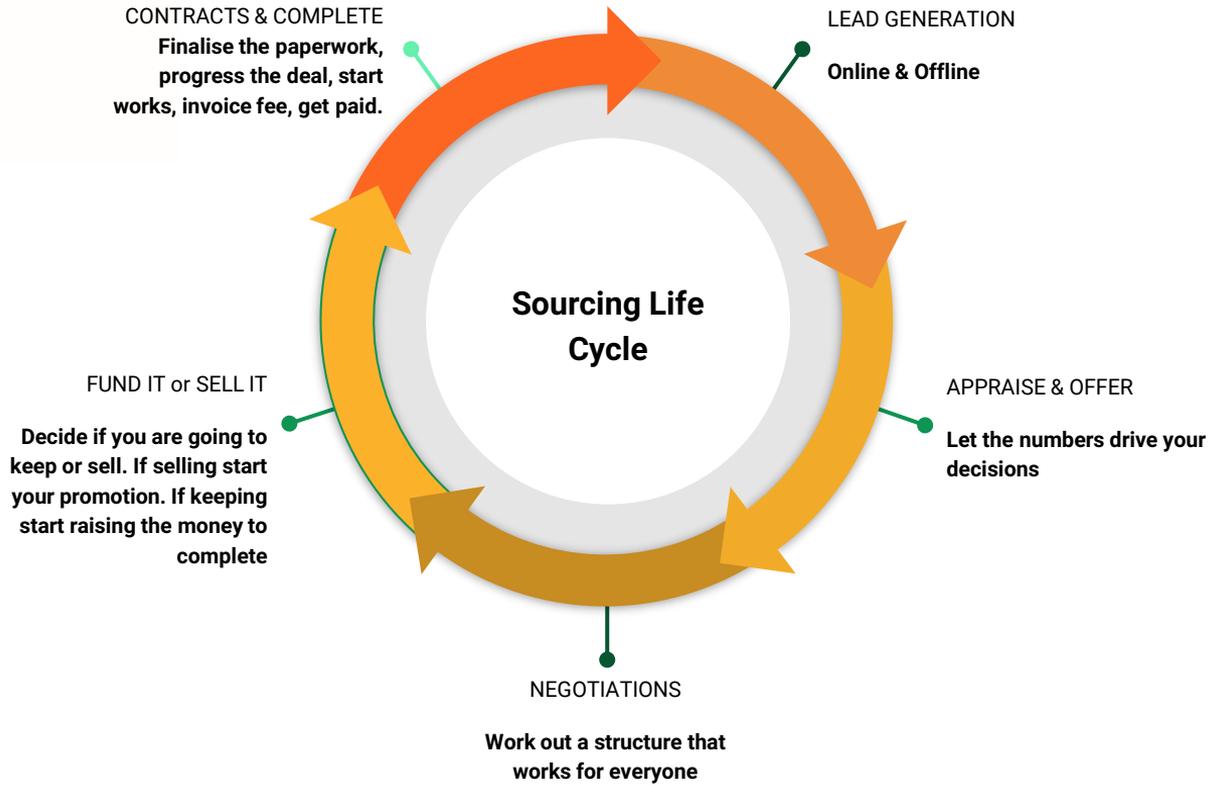


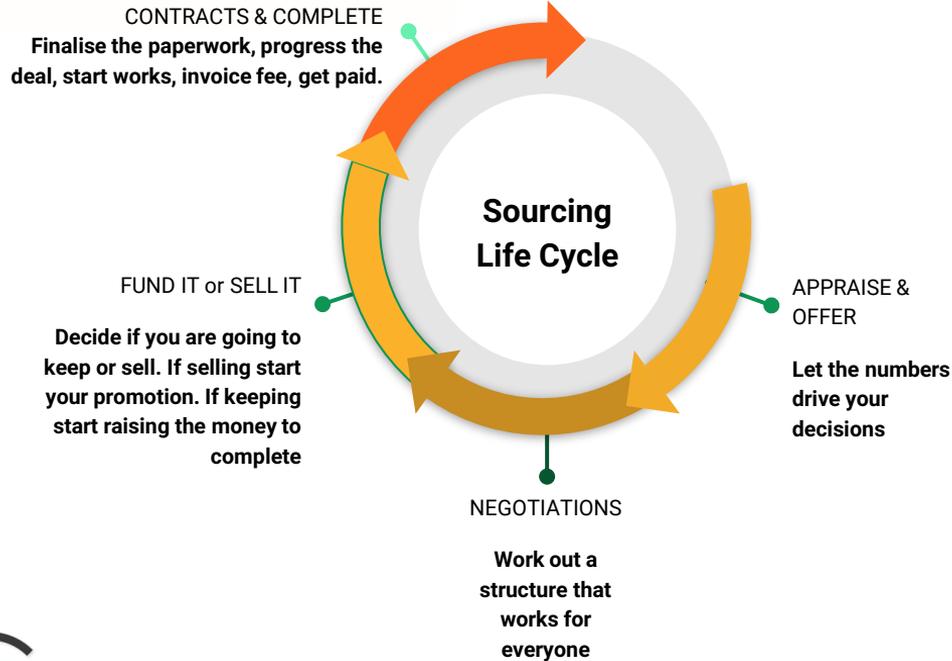
“If you want to achieve success, all you need to do is find a way to model those who have succeeded.”

- Tony Robbins



## Who This Works For





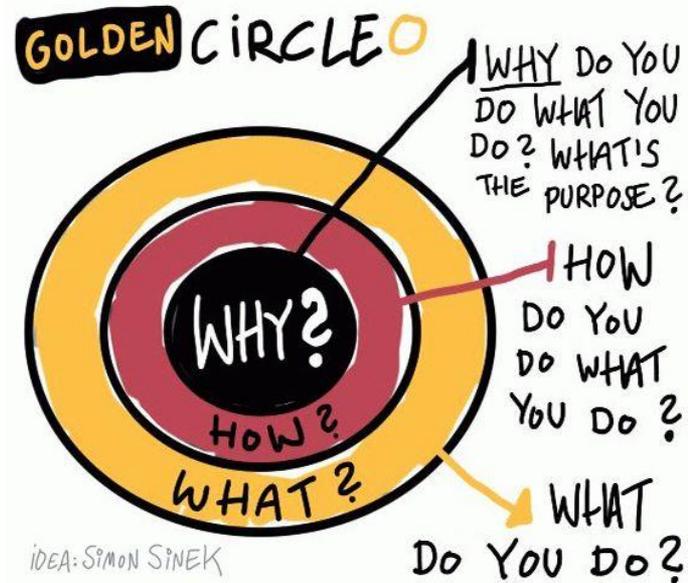
LEAD GENERATION

Online & Offline

- 1 Packaging
- 2 Joint Venture (PS13/3)
- 3 Fixed returns

## Golden Circle Of Selling

Start With Why!

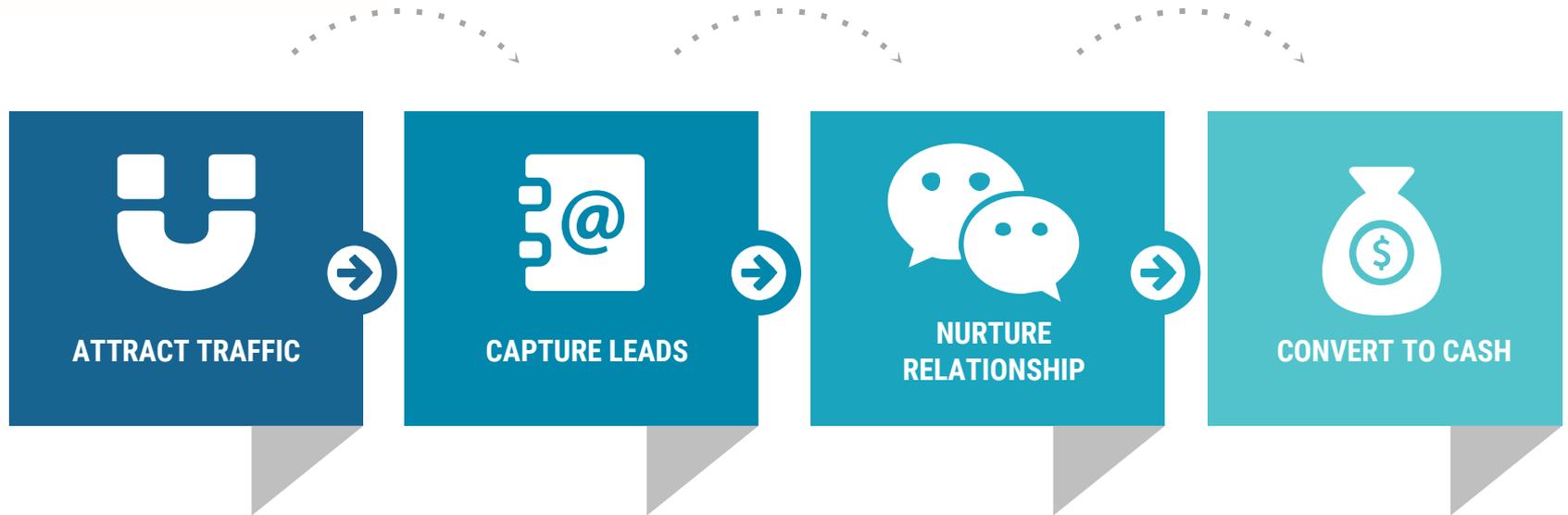


[bit.ly/sinekcw](https://bit.ly/sinekcw)

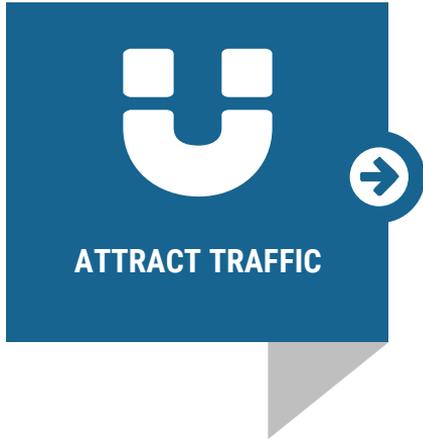
## Who This Works For

- ✓ Beginners
- ✓ Experienced operators
- ✓ Holiday lets
- ✓ Serviced Accommodation
- ✓ Options
- ✓ BMV
- ✓ Back To Back
- ✓ Multi Let/HMO
- ✓ Corporate Shared Living
- ✓ Emergency Accommodation
- ✓ Developments
- ✓ Buy To Let

# The Sourcing Blueprint

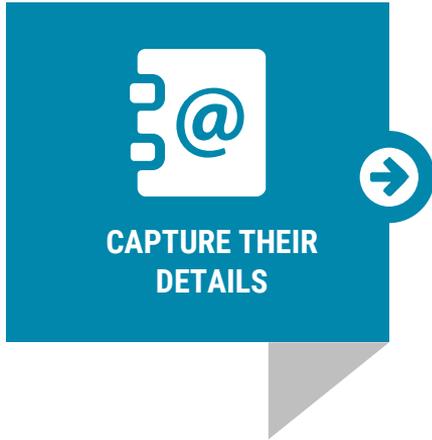


# The Sourcing Blueprint - Inbound



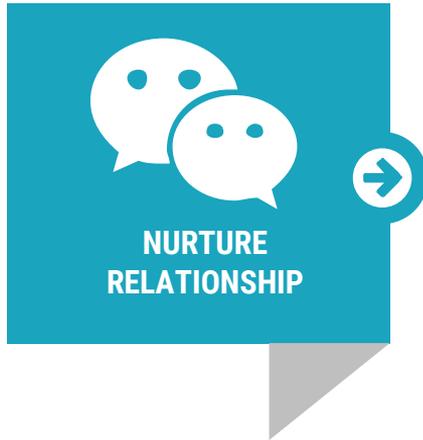
- ✓ **Not just any traffic! The right traffic!**
- ✓ **Attracted through content**
- ✓ **Potential Customers Find You**
- ✓ **Blogs, Search Engines, Social Media**
- ✓ **Address the needs of your ideal customer**
- ✓ **Attracts qualified prospects**
- ✓ **Builds trust & credibility**

# The Sourcing Blueprint



- ✓ **Convert a visitor to a lead**
- ✓ **Email address at the very least**
- ✓ **Contact details are the most valuable currency**
- ✓ **Gated content - EBooks, White Papers, Advice**
- ✓ **Forms**
- ✓ **Calls to action**
- ✓ **Landing pages**

# The Sourcing Blueprint



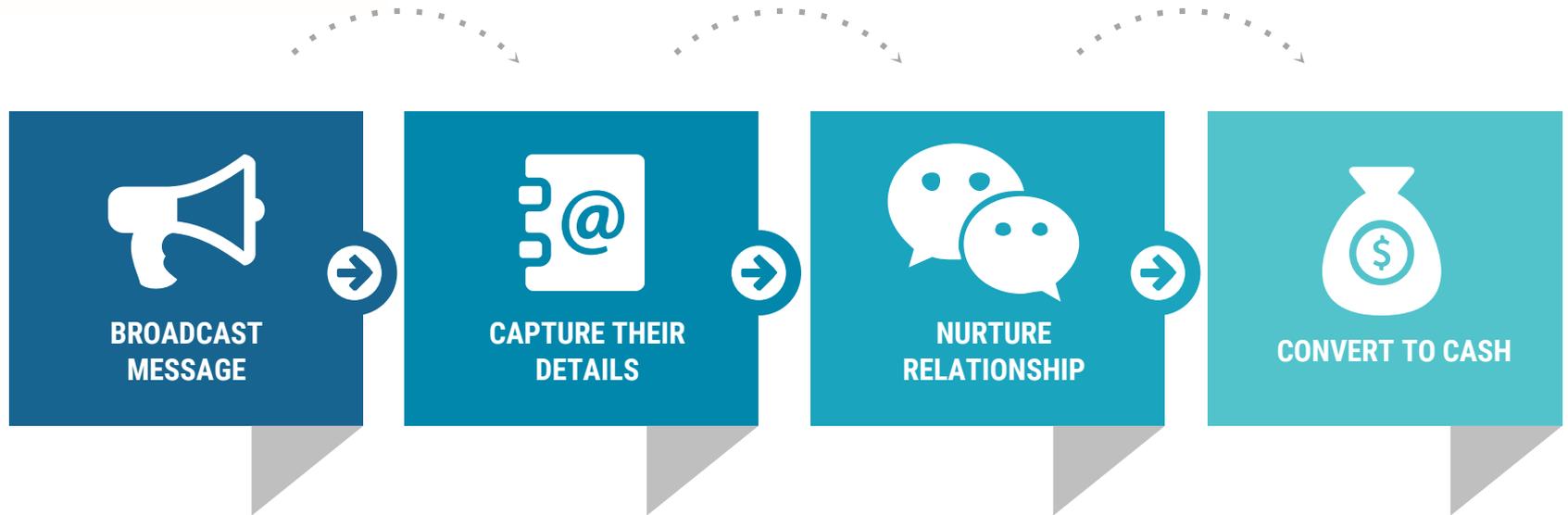
- ✓ **Customer Relationship Management Tool**
- ✓ **Follow up calls**
- ✓ **Nurture email campaign**
- ✓ **Marketing automation**
- ✓ **Tell your story - Video, Social**
- ✓ **Address their needs**
- ✓ **Trust, credibility, reassurance, relationship**

# The Sourcing Blueprint

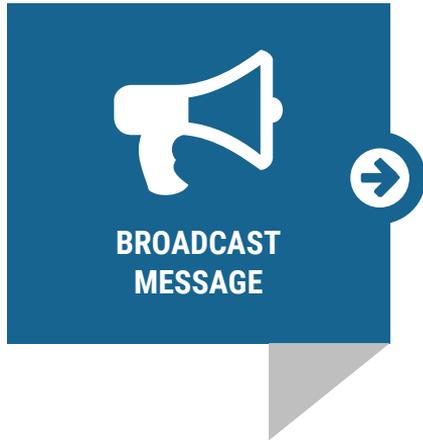


- ✓ **Rapport curve**
- ✓ **Ask for the business**
- ✓ **Achieve a mutually beneficial result**
- ✓ **Calls to action**
- ✓ **Make it easy to buy**
- ✓ **Upsell, cross sell opportunities**
- ✓ **The money is in the follow up**

# The Sourcing Blueprint

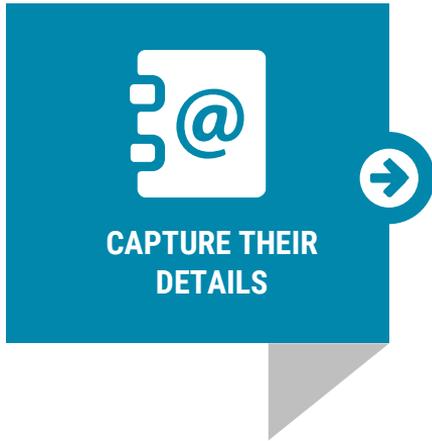


# The Sourcing Blueprint - Outbound



- ✓ **Learn your message**
- ✓ **Positioning**
- ✓ **On & off line**
- ✓ **Low budget contact**
- ✓ **Systemised & automated**
- ✓ **Upsell, cross sell opportunities**
- ✓ **Decision maker relationships**

## The Sourcing Blueprint - Outbound



- ✓ **Convert to a lead**
- ✓ **Email address at the very least**
- ✓ **What help do they need?**
- ✓ **Pitch your service**
- ✓ **Telephone**
- ✓ **Calls to action**
- ✓ **Landing pages**

# The Sourcing Blueprint - Outbound



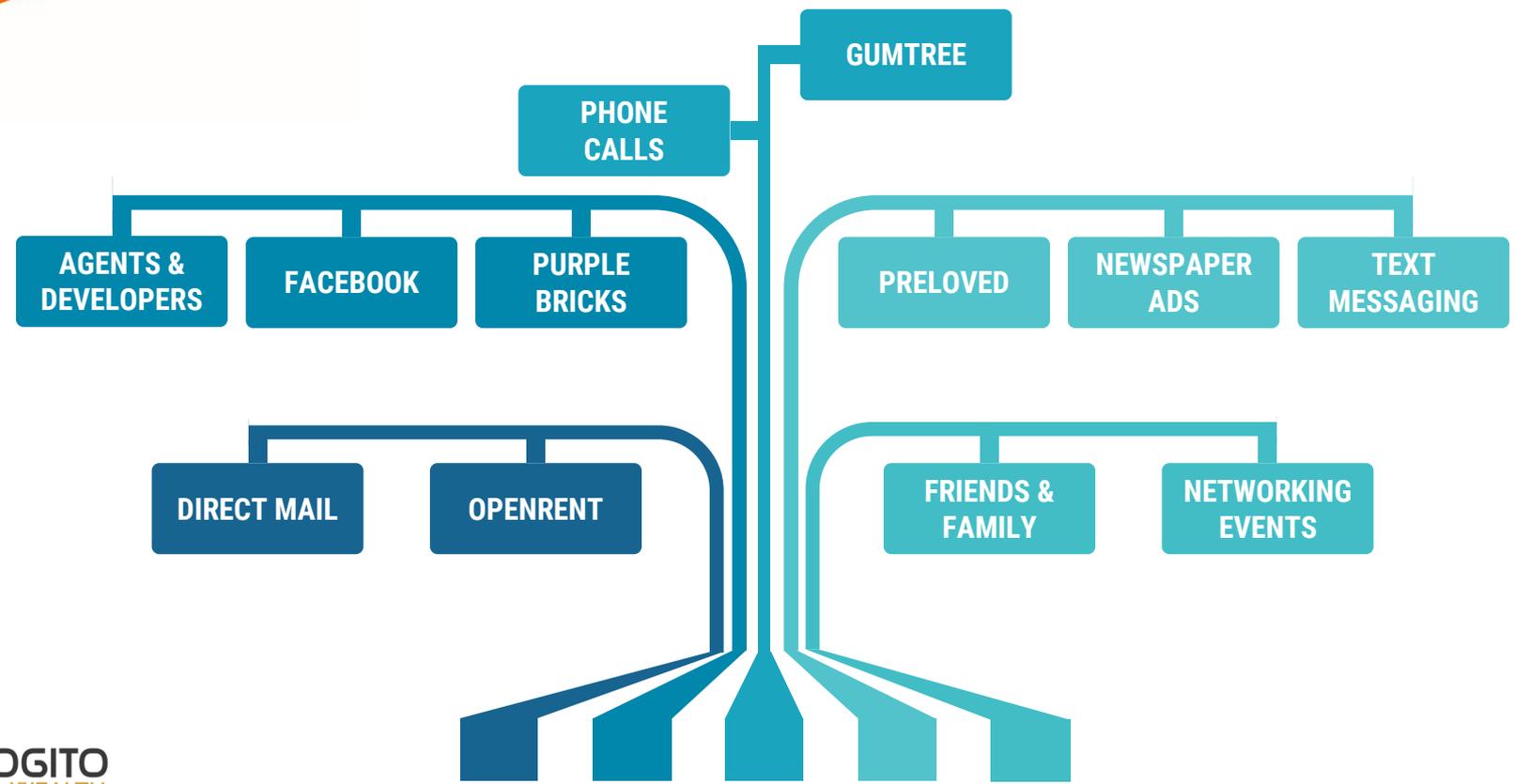
- ✔ **Customer Relationship Management Tool**
- ✔ **Follow up calls**
- ✔ **Nurture email campaign**
- ✔ **Marketing automation**
- ✔ **Tell your story - Video, Social**
- ✔ **Address their needs**
- ✔ **Trust, credibility, reassurance, relationship**

# The Sourcing Blueprint - Outbound



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- ✓ **Ask for the business**
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# Where To Find Deals



**QUICKEST ROUTE TO YOUR FIRST DEAL**

**LOW BUDGET**

**MAXIMUM RETURNS**

**DIRECT TO DECISION MAKER**



**BROADCAST  
YOUR MESSAGE**  
WHO ARE YOUR AUDIENCE?  
WHERE DO THEY HANG OUT?  
GO THERE AND TALK TO THEM!

- ✓ The first one is the most scary
- ✓ Make calls in batches
- ✓ Use the person's name
- ✓ Answer the questions you are asked
- ✓ Never lie
- ✓ Track your activity



**01** Is the property still available?

**02** How quickly are you looking to sell?

**03** If you could wave a magic wand, what would you like to see happen?



- 01** Is the property still available?
- 02** Would you be happy with a long term tenant?
- 03** Can I confirm you would be happy with a company let?



- ✔ Your activity is the only thing you can control
- ✔ Learn your ratios

Day	Calls	Conversations	Viewings	Offers Made	Agreed Terms	Progressed
Monday	15	7	4	4	1	1
Tuesday	20	12	6	6	1	0
Wednesday	6	2	0	0	0	0
Thursday	13	5	3	3	1	1
Friday	3	3	1	0	0	0

**57 Calls**  
**29 Conversation**  
**14 Viewings**  
**13 Offers**  
**3 Agreed Terms**  
**2 Progressed Deals**

- ✓ **Make your offer and stick to it**
- ✓ **Keep offering until it comes off the market**

Address	Agent	Date Viewed	Asking price	Offer	Outcome	Day 30	Day 60	Day 90
123 Fake Street	xxxxx	1.7.17	120,000	98,000	Offer Declined	Sold	-	-
33 Stella Court	xxxxx	3.4.17	300,000	215,000	Offer Accepted	-	-	-
17 Amazon Rd	xxxxx	4.7.17	145,000	113,000	Offer Declined	Offer Declined	Offer Declined	Offer Accepted



- ✓ **Global**
- ✓ **Almost all strategies**
- ✓ **Filled with sourcing agents and buyers**
- ✓ **Lots of free content to help you progress**
- ✓ **Lots of fun**

Join The Group Now [bit.ly/pshubfg](https://bit.ly/pshubfg)



- ✓ **UK Wide**
- ✓ **Almost all strategies**
- ✓ **Recognised as one of the most trusted sourcers in the UK**
- ✓ **Fast track your growth**
- ✓ **Peace of mind you are working with a compliant source**

Buy Deals From Us

[bit.ly/pshub](https://bit.ly/pshub)