

# Essentials of Building a Buyers' List

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# Remember ...

- Create a database of buyers (willing and able) before looking for properties;
- Time is of the Essence;
- Builds your Confidence.



# Tool to Manage Your Buyers' List

- GetResponse (Autoresponder)
  - ✓ eMail Blast
  - ✓ Newsletter
  - ✓ Optin Pages and Web Forms
  - ✓ Social Media Integration
  - ✓ Live Conference Calls

# “My Favorite” Ways to Build a Buyers’ List

## MLS Search

- Look for properties/cash buyers in the last 6 months.

## Social Media

- Facebook, LinkedIn, Twitter
  - ✓ Join groups, read posts, post yourself

## Landing Page (GetResponse)

- Optimized for your area and keywords
  - ✓ Advertise on Google PPC and Facebook Ads

# “My Favorite” Ways to Build a Buyers’ List

## Auctions

- Attend auctions and exchange business cards.
  - Court Auctions (Foreclosures)
  - Private Auctions
    - HudsonandMarshall.com
    - WilliamsandWilliams.com

## Networking/Real Estate Club Meetings (REIA)

- Landlord meetings
- IRA information/training meetings

# “My Favorite” Ways to Build a Buyers’ List

## Newspaper Classified Ads

- Run an ad in “Investment Properties For Sale”
  - Bait-&-Switch Strategy;
  - Newspapers have also Online Exposure;
  - Sell another investor’s property (co-wholesale;)
  - Run a General Ad “Handyman Special”.

## Free Online Classified Ads

- Craigslist – “Real Estate for Sale”
- Backpage.com, ClassifiedAds.com, USFreeAds.com
- eBay Real Estate

# “My Favorite” Ways to Build a Buyers’ List

## Marketing Website

- OnCarrot
  - ✓ Give away Free Report or List of Properties Available
  - ✓ PPC – Facebook Ads, Google Adwords, Yahoo, Bing
  - ✓

## Bandit Signs

- Yellow corrugated 18x24
  - Handwritten – mid to lower price level homes
  - Pre-printed – mid to higher price level homes

## “For Rent” Signs

- Landlords are possible buyers/investors

# Incoming Leads

- Autoresponder - GetResponse
- Live Answering Service
  - ✓ Tell the answering service to simply get the buyer's name, email and phone number;
  - ✓ Personalize the response with your name ("John will call you back with more information. What is the best time frame to reach you?" )