

# 10 Ways to Locate Cash Buyers & Private Lenders



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## Where is the money?



Every real estate investor knows that at some point in his/her real estate career, either as a wholesaler, rehabber (fix and flip) or landlord, he/she will have to tap into private money sources either for partnering in joint ventures or for a constant stream of cash buyers for his/her real estate deals.

I started wholesaling aggressively in the mid '90s and by the late '90s I had built a solid buyers' list with ready and eager cash buyers. At that point I said to myself, "What if I turn some of those cash buyers into Joint Partners and use their money to buy and rehab deals, instead of just passing the deals to them, make just a profit as a wholesaler, when I was the one that found the deals, and I know I could retail them, if there was money to rehab and holding costs?"

**I basically shifted my thinking** – the cash buyers from my buyers' list became my private lenders. This was a powerful "**Aha! Moment.**"

As you shift your thinking to see opportunities out there for raising private money and cash buyers, it will make real estate investing more fun and rewarding.

So here it is the powerful list of where to find the Cash Buyers/Private Money Lenders. This is just to get you started – you can add your own sources to the list and you are welcome to ask any questions, provide feedback or let me know of your "Aha! Moment" at [laura@lauraalamery.com](mailto:laura@lauraalamery.com).





### Cash Sales in the Last 6 Months

- Research the MLS for "Sold" properties Cash Only



### Other Wholesalers

- Partner with wholesalers who already have cash investors



### Real Estate Auctions

- Buyers going to the auctions have liquid funds to invest and buy



### Social Media

- Facebook and LinkedIn - look for "Portfolio Managers" or "Asset Managers"



### Facebook Fan Page

- Create a Facebook Fan Page and nurture relationship with your list - then present deals to them



### Lead Page or Landing Page

- Create a one page landing page site and optimize it for SEO (check out oncarrot.com)



### Talk to Title Companies, Mortgage Brokers, RE Agents

- These professionals know the players in the local market



### Real Estate Clubs (REIA) and Meetup

- Join several groups and attend their meetings - successful investors like to brag about their accomplishments



### "For Rent" Signs

- Landlords are possible Investors or Buyers



### Advertise for "Unique Real Estate Money Making Opportunity"

- Craigslist, Backpage, Adoos - Advertise for informational meeting on discounted properties



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