

# Module 2C

## Where to Locate Cash Buyers?



# Best Ways to Locate Buyers

## 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

- Optimized for your area and keywords

# Best Ways to Locate Buyers

## 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

# Best Ways to Locate Buyers

## Newspapers Classified Ads

- Run an Ad in “Investment Properties For Sale”
  - Bait-and-Switch Strategy
  - Newspapers also have 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, ClassifiedAds.com, USFreeAds.com, Ebay

# Best Ways to Locate Buyers

## Bandit Signs

Yellow corrugated 18x24

- Handwritten – mid to lower price level homes
- Pre-printed – mid to higher price level homes

## Wholesalers

- Co-wholesale

## Online Advertising/Software Tool

- Craigslist, Backpage, BiggerPockets, Meetup

## “For Rent” Signs

- Landlords are possible buyers/investors