

# The Lead Generation Model for Investment Properties

1. What	<p>Have Clear Criteria for the Property you want to invest in</p>	<ol style="list-style-type: none"> <li>1. Location</li> <li>2. Type</li> <li>3. Economics</li> <li>4. Condition</li> <li>5. Construction</li> <li>6. Features</li> <li>7. Amenities</li> </ol>
2. Who	<p>Identify the People Who can connect you to Properties that meet your Criteria</p>	<ol style="list-style-type: none"> <li>1. Owners (Sellers) <ul style="list-style-type: none"> <li>• FSBOs</li> <li>• MLS Listings</li> <li>• Expireds</li> <li>• Builders/Developers</li> <li>• Absentee</li> <li>• Landlords</li> <li>• Wholesalers</li> <li>• Owners in an Area</li> </ul> </li> <li>2. Intermediaries (Gatekeepers) <ul style="list-style-type: none"> <li>• Bank Officers</li> <li>• Loan Officers</li> <li>• Attorneys <ul style="list-style-type: none"> <li>• Probate</li> <li>• Bankruptcy</li> <li>• Eviction</li> <li>• REO Trustees</li> <li>• Divorce</li> </ul> </li> <li>• REO\Pre-Foreclosure</li> <li>• HUD Officials</li> <li>• Accountants</li> <li>• Courthouse Clerks</li> <li>• Administrative Assistants</li> <li>• Information Providers</li> </ul> </li> <li>3. Leads Network (Referrers) <ul style="list-style-type: none"> <li>• Resources</li> <li>• Allied Resources</li> <li>• Advocate</li> <li>• Core Advocates</li> </ul> </li> </ol>
3. How	<p>Systematically Lead Generate for Properties and People</p>	<ol style="list-style-type: none"> <li>1. Prospecting (Seek) <ul style="list-style-type: none"> <li>• Telephone</li> <li>• Face-to-Face</li> <li>• Walking/Driving Area</li> <li>• Investment Clubs/Events</li> <li>• Community Events</li> <li>• Courthouse Proceedings <ul style="list-style-type: none"> <li>• Probate</li> <li>• Foreclosure</li> <li>• Estate/Tax Sales</li> <li>• Bankruptcy/Evictions</li> <li>• Divorce</li> </ul> </li> <li>• Research <ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Public Postings (HUD, Foreclosure, etc)</li> <li>• Multiple Listings Service</li> <li>• Internet</li> <li>• Business Publications</li> <li>• Paid Investor Prospect Listings</li> </ul> </li> </ul> </li> <li>2. Marketing (Attract) <ul style="list-style-type: none"> <li>• Business Cards</li> <li>• Direct Mail</li> <li>• Internet/Email</li> <li>• Flyers</li> <li>• Targeted Letters</li> <li>• Newspaper Ads</li> <li>• Magazine Ads</li> <li>• Signs</li> <li>• Billboards</li> </ul> </li> </ol>
4. Which	<p>Separate Suspects from Prospects</p>	<ol style="list-style-type: none"> <li>1. Qualify all Suspects</li> <li>2. Focus only on Prospects</li> </ol>