#3: *How* Will I Find the Property or People Connected to It?

Systematically Lead Generate for Properties and People

1. Prospecting (Seek)
   - Telephone
   - Face-to-Face
   - Walking/Driving Area
   - Investment Clubs/Events
   - Community Events
   - Courthouse Proceedings
     - Probate
     - Foreclosure
     - Estate/Tax Sales
     - Bankruptcy/Evictions
     - Divorce
   - Research
     - Newspaper
     - Public Postings (HUD, Foreclosure, etc)
     - Multiple Listings Service
     - Internet
     - Business Publications
     - Paid Investor Prospect Listings

2. Marketing (Attract)
   - Business Cards
   - Direct Mail
   - Internet/Email
   - Flyers
   - Targeted Letters
   - Newspaper Ads
   - Magazine Ads
   - Signs
   - Billboards