

SPECIAL REPORT



Lou Brown's

**How to Build
A List of
Hungry Buyers
Willing to Throw
Money at You For
Your Property
Before You Even
Buy It...**

**Street Smart[®] Strategies
to Increase Your Income**

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How motivated and confident would you be to find more properties if you knew you already had a buyer for them?

Wouldn't that be great!

Nothing could stop you from doing more deals if you already had buyers for your properties.

So, let's get that done.

Let's get you a list of willing and hungry buyers, who are ready to throw money at you when they see what an amazing program you have to get them into a home.

First, we'll follow the steps to create your list of buyers. Then we'll interview them and get them on the list with specifics that will show you what type of property to go after so you can close deal after deal.

Step One: Automate Your Lead Capturing Process.

- 1) Your Telephone System: I recommend you have a Buying Telephone Number and a Selling Telephone Number. Why? Because you are operating two businesses. A buying business and a selling business. Far better to separate the two so your marketing can

accomplish the job and not confuse them.

- a. Your 'Selling' phone number should be part of an automated system. Don't risk losing a precious and valuable lead on a traditional voicemail or worse...a home answering machine.
- b. You want to use a service that allows you to control the call and collect the lead. Something that captures the phone number even if they hang up.
- c. It would ideally allow you to direct the caller at any time to any number. You can have multiple forwarding numbers, so if it rings the first number and there is no answer, then it follows to the next number you have assigned to it.
- d. It should provide you with an 800 number to market out of area properties and a local number for your area.
- e. Having a live operator will boost credibility and give you a truly professional image. (We found a service that has all these benefits. It's simple to set up and easy to

use. I'll give you more details at the end of this report.

- 2) Your Internet Presence: Just as you need a buying and selling phone number, you should have separate buying and selling websites too. Your public image is shown here and convinces potential clients you are serious and have your act together.
 - a. Your Online Lead Manager: Be sure to have your Street Smart Investor Websites up and running to capture all the traffic you direct to it plus traffic from the internet.

Its automated to allow you to better manage and fill your vacancies or find a buyer for a property you are considering buying before you buy it. Or even to build a buyers list before you start marketing to buy property.
 - b. Both your buying and selling website should have a questionnaire, so you can capture info from the prospect and store it in your own searchable database for future communication with them.

NO MORE slips of paper filled out on the fly that gets buried. Now you will have automation to allow you to truly build a buyers list.

- 3) When a property becomes available, meaning you have done enough due diligence to know it fits your requirements, you can search your database for buyers who are possible matches. Then send one email to all matches, which shows them photos and details of the property.

Step Two: Marketing

Each segment of your marketing should be designed to capture a different part of the market and a different type of buyer. Remember, what you are doing is "selling your leads on you being the person that can give them what they want.

Whether you are buying their home or providing them with a home to rent or buy. We use a number of things to advertise a specific property. This is a checklist called the Selling/Renting Marketing Checklist. This is marketing specific to a particular property.

In this report we will focus on more generic marketing designed to build your buyers list... in advance of having properties for sale or rent.

As you will see, a number of things can be done to build your list.

1) Newspaper Ads

- a. Regular Newspaper
- b. Neighborhood Newspapers

2) Area specific advertising

- a. Community Newspapers
- b. Church Bulletins
- c. Community Bulletin Boards
- d. Restaurants
- e. Other Local Businesses such as Day Care Centers, Dry Cleaners, etc.

3) Area specific direct mail

- a. If you have properties concentrated in a certain area:
 - i. Obtain list of non-owner-occupied properties
 - ii. Mail postcards to all the occupants (property address)

- iii. Obtain a list of all the apartments in your area...
Mail postcards to them

4) Internet Marketing:

- a. Your print and direct mail marketing response can be vastly improved by having websites. We provide Buying, Selling and Borrowing websites designed to answer important questions your buyers or renters have. These follow the Street Smart business model and have the right words to guide your customer to be attracted to your exit strategy and sign up for the program.
- b. Key Word searches: We assist you in creating a list and maximizing your key words, so internet searches will find your site. This allows you to attract folks interested in moving to your area from out of town.

5) Neighborhood Marketing

- a. Deliver or mail a flyer to the entire neighborhood or subdivision or area: This marketing is designed to directly target a different thought

pattern. This finds a related market such as folks at work or church or relatives who are looking for property in that area.

- b. Your flyer should give them an incentive. We put a \$250 coupon in the envelope or at the bottom of the flyer if it is hand delivered. This gives them an incentive to refer you business.

- 6) Signs: We put multiple signs in front of the property and in the windows. These contain both our selling phone number and the selling web address.

Now let's give our message to the market to get them to respond... This can be used for your print advertising, postcards, etc.

Your Credit Is Approved!! Three Houses to Choose From. Zero Down Possible. Call (your selling phone number) NOW
www._____.com

This marketing should be used to build a killer buyers list. Now when they call in, or return your call, it's important to use that opportunity to sell the program you offer, not the property.

Capture their contact information to build them into your automated system. Get the caller excited about what you do so they'll want to stick with you until you find them a property if you don't already have one.

Here's the script we use...

Hi, this is _____ and whom am I speaking to?

And what is your last name?

And what is your telephone number in case we get disconnected?

Let me get a little info to see which properties you would qualify for.

Where do you work?

How long have you been there?

How much do you earn?

And your spouse... (Or anyone else who would help pay the monthly payment)

Where do they work?

How long have they been there?

How much do they earn?

*Good. Tell me what you are looking for...
bedrooms?, # baths?, etc.*

How much do you have to work with towards your next home?

*What we do is work within your budget.
We give you credit of part of your rent
towards your purchase.*

We give you up to three years to buy.

*Not only that we even give you the
financing; or you can get your own.*

*How do you like that? Isn't that a great
plan?*

*Our people love it. This gives you a
chance to get in on homeownership now
and earn credits toward your purchase.
Isn't this a good plan? Let me get busy
and see what we can find for you.*

*Do you have my number in a good place
where you can find it?*

*Are you internet active? To learn more
about our program go to www.*

You can load all of this directly into your website database while you are talking to them or if you are getting a ton of calls just grab their number and have them go directly to the website and complete the questionnaire. If they don't then follow up and get the info by phone. A virtual or office assistant can do all of this for you as well.

If you have a match, send them out to see it. Otherwise tell them "We don't have anything

right now, but new properties are coming in all the time. Be sure to check your email as we will send you the details of properties there."

Also give them a call especially those who have good down payment money to send them out or to check their email for the info on this great new find.

Here's the great news... you could have the property under contract to buy... subject to finding a buyer! In other words, you don't have to buy it unless you can find a buyer.

Isn't that powerful?

Doesn't that excite you?


You are not at risk.

Frankly I have a lot more to teach you about this business of Buying, Selling and Holding property. And how you can build a multi-million-dollar business doing the same. Let's work together to teach you this business the Street Smart way. No nonsense. Just pure information from people who really do it.

You can copy our success and the success of so many of our licensees from across the country. Together we can make this happen, but it won't happen automatically.

You need to get connected and stay connected. We will go down a carefully designed path together.

Don't you want and need the training we have to get you there? I hope so. I look forward to seeing you soon. Please let me know how you like this report. I hope it is a blessing to you and your business.



Lou Brown

PS The best thing you can do to learn how to put all of this in action FAST is to attend one of my Millionaire Jump Start Trainings. These are 3 days that will change your life for the better

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