



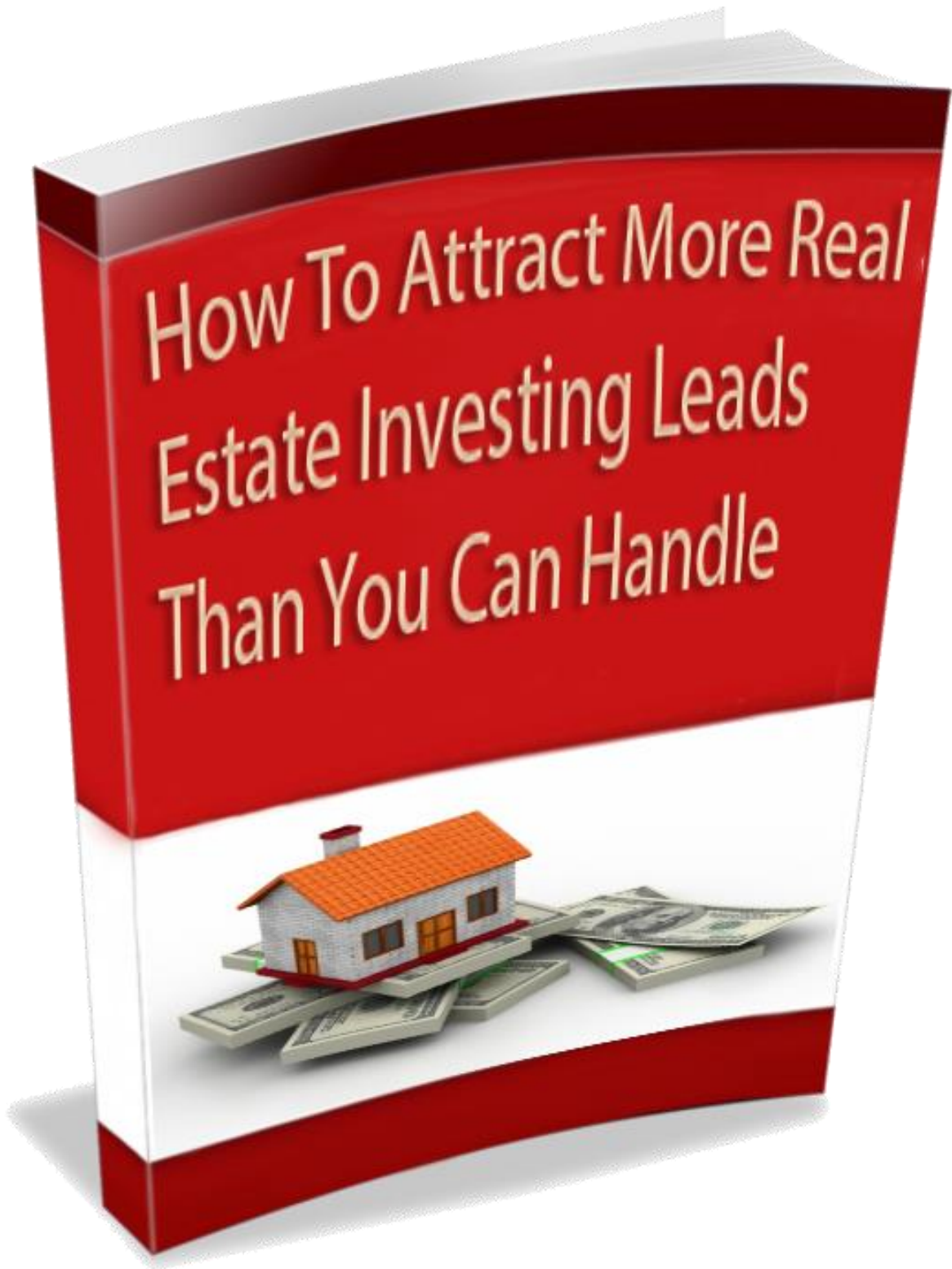
# How To Attract More Real Estate Investing Leads Than You Can Handle

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**Simon Macharia**

**[RealEstateInvestingWebsites.com](http://RealEstateInvestingWebsites.com)**



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## What this EBook is NOT

As you'll notice, this is not a 100-page "manual" filled with valueless filler junk. I have tried to significantly compress the contents of this report into an easy-to-read, brief, instructional and value-packed quality content that you can use right away.

Don't let its size deceive you - It is packed with so much information that you will need to read it more than once to assimilate all the information on the report.

I value my time and I'm sure you value yours – let's use it by hitting the nail on the head only.

But first, my attorney recommends I have to give you the following disclaimer:

### **Legal Notice**

You, the reader, assume all the responsibility for the use of the material and information in this guide. This e-book is not intended to serve as legal, investment or accounting advice. The information presented herein represents the views of the author at the time of publication. Because of the rate with which conditions change, the author reserves the right to change and update his opinions based on new conditions. While every attempt has been made to verify the information

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*But you knew that already, didn't you?*

Let's get started, shall we?

## 3 Principles of profitable investing

A little background...

I have modeled my real estate investing business to be as easy going as possible. I generally get 3-5 deals in a month **doing very little work on a very small budget**, in most cases less than \$1000 a month.

I wholesale most of my deals, with an average of \$3000 to \$5000 a deal. **This can translate up to \$25,000 a month.**

I started investing in real estate quite by "accident". I have always wanted to own real estate, and I have in the past bought pieces of property banking on future appreciation.

I started buying and selling houses the same way -- the uneducated layman's way.

It was not long before I started attending real estate seminars and generally buying almost any course I came across that offered information I thought was helpful.

I then dived right in real aggressively thinking I was going to be buying 10 to 15 houses a month. As one guru advised, I joined a pre-screening service to pre-screen my “*motivated sellers*”.

Taking the gurus advise I started by sending a “hand-written” letter to thousands of home owners just narrowing them down by zip code.

## **I created a real disaster**

Within 2 days, I was getting sometimes over 100 calls, most from people who either wanted a piece of me, or would have given anything to get me out of circulation for good!

I mean calls like:

**“Who the \*\*\*\* told you I was selling my house?? Get me out of that**

**\*\*\*\* list!”**

**“If I ever receive another piece of mail from you I will report you to the attorney general and sue your \*\*\* to hell!”**

And yes, one of them was my friend and neighbor. She came to me nicely holding my letter and asked me what I thought I was doing. At least knowing me very well, she understood easily when I explained everything.



It had cost me a **fortune** to get those “hand-written letters” made and stuffed into nice odd-shaped yellow envelopes, and addressed by hand.

In addition, I had accumulated like \$2000 for answering service fees in less than 2 weeks. And my assistant was getting frustrated every day. Eventually she quit. Of course she had cost me a few thousand dollars by the time she quit.

## **And not one deal!**

### **Needless to say, I almost quit.**

Then I thought there's got to be a better way; after all, I had met successful real estate investors who even fly in their own aircrafts, so I had to be the one doing something wrong.

Then I did a lot of research for a few weeks and identified a clear action plan that would get me out of the hole.

It contains 3 simple basic principles

- 1. Attract Only Super Motivated Sellers** – Target motivated sellers before other investors do.
- 2. Pre-screen Them Quickly and Cheaply** – Direct them to your website. The website tells your story, engages and nurtures them so they can do business with you. It also collects all their info.

If they call, get a virtual assistant to input their info to the

website.

You'll receive **pre-screened** and **pre-negotiated** leads.

**3. Spend as Little Money as Possible** - Eliminate un-necessary expenses. Automate what you can.

### Offline Leads

  
Mailing campaigns to  
super motivated sellers

Submitted by  
motivated sellers or  
Virtual assistant

### Online Leads

  
Attracted by interactive websites  
with SEO targeting local market

## Real Estate Website

- Video speaking models  
- Ebooks personalized with  
you as the author



Sign up - e.g. to  
get Ebooks

ENGAGE

Autoresponders  
built into real  
estate website



Automated follow-up  
email to build rapport  
so they can do business  
with you

NURTURE



Follow up and close deals  
with good prospects

CLOSE DEALS

# WHERE TO FIND SUPER MOTIVATED SELLERS

In order to attract on super motivated sellers, I have perfected 2 methods that are super easy and that you can copy and start attracting leads from your local market.

These are

- 1) Offline leads** – Leads that you reach by direct mail, e.g. Post cards. We live in the internet age, but if you do not tap this gold mine, you're leaving gold on the table. Stay tuned!
- 2) Online leads** - Super targeted leads from the internet targeting your local market.

These two must work hand in hand. You cannot only rely on one. Both are inter-connected if you implement this system. Let's handle each one at a time:

# 1) OFFLINE LEADS

Since implementing the 3 principles above, my business has been very easy going with next to zero work-related stress.

## The Key to Success Is Finding Good Deals

Finding great deals is what drives any real estate investing business. Funding or flipping good deals is easy. There are lots of bargain hunters and private investors who have money to invest in good deals.

So, the real key to real estate success is finding properties you can pick up at a great price or with great terms. And there's no better way to do this than:

## Attracting Super Motivated Sellers

By Motivated sellers, I mean people who **need** to sell.

**NOT** people who might be thinking about selling.

And the key to this is to find:

## People in Trouble Who Own Real Estate

You must also **reach them before other investors do**.

As you can tell from my sob story above, I attracted **unmotivated sellers** to call me, at a very high cost.

While locating motivated sellers is a very long topic, I'll summarize key areas where you can get people in trouble to come "begging" for you to buy their house.

- **People whose listings have expired** – they need to sell their house, but for some reason they are not successful
- **People who have just divorced** – these are mostly real motivated to get rid of their house and move on
- **People who have inherited properties** – probates. This is a real gem that can get you tons of great deals
- **People who have delinquent property taxes**
- **Vacant houses**
- **People who have filed for bankruptcy** – you have to be careful with these; they feel warm and cozy just after they file for bankruptcy since they are now "protected". You must get them at a time when they are about to lose their protection – and the house

- **Pre-Foreclosures** – to me, these were a total waste of time, and I don't advise people to chase them. They get tons of letters as soon as foreclosure is recorded; you could end up wasting a lot of time to get a good deal here, even at a time when foreclosures are at an all-time high
- **Landlords filing for eviction**

There are lots of other sources but I rarely go beyond this "comfort zone".

## Where to find super motivated sellers

### So where do I find the leads above?

If you invest in real estate, you have most likely seen the **"rehashed list"** above. The truth is it works, but there is only one secret:

**You must get to these people before anyone else does.**

You will not get far chasing leads who are already swamped with offers.

In my market, there are **daily publications** in the county court records that publish everything recoded in the county courts.

These publications are done by the counties and offer a subscription at a minimal fee. Examples are

- [dailycommercialrecord.com](http://dailycommercialrecord.com) (Dallas county)
- [commercialrecorder.com](http://commercialrecorder.com) (Tarrant county)
- [collincountycommercialrecord.com](http://collincountycommercialrecord.com) (Collin county)
- etc.

These are just examples for my market, but chances are you have a similar publication where you live. They provide extremely **fresh leads** every day – more leads than I can handle, and I am very choosy!

I get these publications on PDF by email, and they contain information that is **freshly filed** (such as yesterday). This means you are among the first people to reach these people if you act quickly.

**I never target people in foreclosure** – by the time they get there, chances are they have been in trouble for months, contacted by many other investors. **During this time, they also accumulate penalties associated with late payments.**

I only target people who are just getting into trouble with their mortgage, or people who have inherited property.

Based on this, I can have a few thousand leads a week if I

wanted to, **but I am very choosy.**

I have trained a **virtual assistant** to get these leads for me from the publications. Once she finds a name, she checks the county property records to check if this person owns real estate.

Every end of the week, I receive hundreds of fresh leads.

**Sometimes I receive as many as 1000 fresh leads in a week.**

All I do is to filter them according to my needs – property value, zip codes, year when they were filed, etc. And because I cannot handle all of them, I end up throwing away more than half the leads I receive. I only choose the **very low hanging fruit**.

For example, I only target houses whose mortgages were recorded at least 5 years ago. **This tells me they are likely to have equity.** Sometimes I target houses whose mortgages are 10+ years old.

I then put them in a mailing campaign. Probate leads receive a series of **five timed letters** from me sent over a period of 3 months. This is because the probate process can take some time to complete. If they have not responded within this time I stop communicating.

**Probate leads are some of the most profitable leads you will find.**

All other leads receive two post cards, two weeks apart.

In your market, if you do not find similar publications, there are people that sell leads.



The problem is these leads are sold to everyone, so they will not help you much. If you can **find where they get these leads from**, then you will be ahead of everyone else in your market.

## How to reach your motivated seller leads

Once you have identified motivated sellers, you then need to communicate with them, and

### Get Them Pre-Screen Themselves

First, you have to reach these motivated sellers. There are many media – such as bandit signs, radio, TV etc. In my business, I have chosen only one – **direct mail**.

The trick about direct mail is that **it has to stand out**. Take a look at the post cards at the bottom of this Ebook and you will get the idea.

Even with so much junk mail, your mail will always receive the attention it deserves without breaking the bank.

For under \$200 you can have 5000 post cards. My labels cost about \$50 for 10,000. I only use luminescent bright colors which stand out from the rest of the mail.

My real estate investor website from [RealEstateInvestingWebSites.com](http://RealEstateInvestingWebSites.com) also attracts leads for me hands-off through search engines. These leads come to me already pre-screened so I have little input until I have to pursue that deal.

Like I said, both online and offline lead targeting must work hand in hand.

I have been marketing with direct mail for a long time, and have modeled this approach in my real estate business.

When you send them timed letters or post cards, you should have one goal in mind:

## **To Drive Them to Your Web Site**

In my business, I never call anyone unless they call me, or they submit their information via the web site.

Over 70% of my leads come in **fully pre-screened** and **pre-negotiated** through my website ready for me to make an offer.

Whatever message I send them, I include a very strong call to action to **visit my web site**. I do this by promising them one of two free reports:

## How to Sell Your House In 7 Days Or Less

### How To Avoid Foreclosure

These reports are written to educate them and encourage them to submit their information. Interactive websites from [RealEstateInvestingWebSites.com](http://RealEstateInvestingWebSites.com) come loaded with these reports, fully personalized with you as the author – so they relate to you as someone who can help them.

**In fact, almost all prospects who read these reports submit their house information to me.**

I also promise one more thing:

**When they submit information on my web site, I promise to respond within 24 hours.**

The website pretty much does the rest, and I receive fully **pre-screened motivated sellers** with all the information I need to make a quick decision if this is a deal or not.

It rarely takes me more than 10 minutes to get ready to make an offer on any deal, or discard it as a not-so-good deal.

### **What if they call instead?**

It's almost impossible to weed out all phone calls altogether – I

have a **voice mail** that asks them to leave the address of the house to be sold, and a phone number I can reach them.

By the time I call them, I have pulled out the house county record and have a general idea about its market value. My pre-screening conversation generally lasts about 2 minutes to get all the information I need.

## Virtual Assistant

This will save you untold amounts of time and money:

In my business, I use a virtual assistant to pre-screen all my leads. She gets my voice mail and returns the calls.

As she pre-screens them, she enters all the information directly on my website, just like a motivated seller would do. She has been working for me for years and she charges me very little for each lead pre-screened. She lives in my local market, and does all this from her home. I got her from Craigslist several years ago.

**This means I only get to talk to people I think I can close a deal with.**

## Why not have an answering service take my calls?

My general attitude is if a seller cannot submit information on the internet, or leave a voice message, then **they are not motivated enough for me!**

And I don't need them.

It has saved me tons of money.

Have I lost a deal because of this? Maybe, but I think very few if any. I do not have time to weed through unmotivated sellers at all, or try to convince anyone that they need to sell their house to me; I learned a very costly lesson.

My goal, which should also be your goal and the goal of any successful real estate investor, is **to generate profits** by spending as little money and time as possible through effective marketing and handling of the leads I generate.

I deliver a well-crafted marketing message to a targeted audience through an effective marketing medium.

**And I only get to talk to sellers who are motivated and ready to sell.**

There are some advantages of taking this approach:

- **You only talk to motivated and/or fully pre-screened sellers**

This means they own a house, **they need to sell it** and they're motivated enough to respond to your message. You leverage your valuable time by speaking only to people who are **ready and willing to sell**.

- You will buy high percentage of the houses from the sellers you talk to.
- Through your [website](#), you educate the seller about how you buy houses and how you can help them **before** they even submit their information. That way you spend less time repeating your message to every prospect.
- You never cold call – period.
- You will talk to sellers who have not publicized their need to sell. You have less competition.

### **A quick word about making your offer**

I learned early on in my investing career that the most successful offer is the one that gives the seller several choices. Websites from [RealEstateInvestingWebSites.com](http://RealEstateInvestingWebSites.com) are equipped with a virtual back office from which you can make more than one offer.

**Example:**

A seller needs to sell a house with an After Repair Value of \$100,000. He has a mortgage balance of \$46,000 and is behind in his mortgage, which he pays \$850/month. You estimate it needs about \$5000 just from the information they submit. You establish that he needs \$2000 moving money.

You then make your offer from the back office, which would look like this:

## Regarding 123 Main street, Plano, Texas 75023 – Purchase Offer

---

Dear Mr. Seller,

Thank you for giving me the opportunity to buy your house.

After carefully going through the information you have given us, I think I can buy your house under the following terms:

OFFER 1:

\$62,400 all cash, closing with 7 days

OFFER 2:

\$71,650 by taking over your mortgage payments. We will make the back payments to bring the mortgage current and pay you \$2000 moving money. We will then start making your mortgage payments for you, take care of property taxes and insurance plus maintenance of the property as you go on with your life.

We'll then refinance it to our name or buy it and pay off your mortgage plus your remaining equity.

Of course, this is only a preliminary offer. We can re-negotiate this when I come over to see the house.

It's a pleasure talking to you, and will see you shortly!

Mr. House Buyer

We Buy Houses

999-999-9999



Sometimes, you could add the option of owner financing offer. At the end of the day, the seller will most likely select one of the options instead of no option at all.

I prefer sending my offer by email, then follow up within the hour.

If they want me to go see the house, I know it's almost certainly a deal as the seller already knows what to expect from me. I let them know in advance that I am very flexible, and that the best deal is the one that will make both of us happy.

Sometimes if the seller sounds so motivated, or the numbers look so good, **then I am comfortable driving to see their house before I make an offer.**

This has saved me untold hours and hours of driving around, and the frustration of talking to sellers whose houses I'll never buy.

I recently made such an offer on a house via email, and on following up about an hour later the guy retorted "Don't ever call me again". I was thankful because he saved me almost 80 miles drive and at least 2 hours of my time.

## How to handle calls from motivated sellers

Sometimes, motivated sellers prefer to call instead of filling out the web form. You cannot avoid this.

I prefer to write as I talk to them; some people prefer to type directly from the back office instead.

For these people, I generally look up the property on the county records and use my “**Pre- Screening Script**” to get the house information.

I then enter it into the back office (**or my virtual assistant does**) just as if they submitted it online.

### Pre-screening script

Feel free to use the script below!

# Pre-Screening Script

Date \_\_\_\_\_ Source \_\_\_\_\_

**Behind in payments?** \_\_\_\_\_ Only ask this question after you develop some rapport! People can sometimes be defensive about it). **Please pre-fill all the details you already have (e.g. address, etc) before you call them.**

Hi, I'm returning your call. You called us regarding selling your house. My name's (first name). What was yours?

Great, you got a minute **[name]**? Can you tell me a little bit about the house?

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Year built \_\_\_\_\_ Bed/Bath \_\_\_\_\_ S.F. \_\_\_\_\_

Is your house listed with a realtor? \_\_\_\_\_

How long listed: \_\_\_\_\_

Realtor's contact information: \_\_\_\_\_

### **(If current in payments)**

How long have you been trying to sell? \_\_\_\_\_ Why are you selling? \_\_\_\_\_

Vacant? \_\_\_\_\_ (**if not**) So when are you looking to move? \_\_\_\_\_

What repairs does the house need? \_\_\_\_\_

Details \_\_\_\_\_

**[Name]**, You have a mortgage on the house, right? \_\_\_\_\_

Can I ask how much you owe on it? \_\_\_\_\_

Is this just one mortgage, or do you have more than one mortgage? \_\_\_\_\_

1st \$ \_\_\_\_\_ Monthly payments? \_\_\_\_\_ PITI \_\_\_\_\_ Current \_\_\_\_\_ Fixed/Adj interest \_\_\_\_\_

2nd \$ \_\_\_\_\_ Monthly payments? \_\_\_\_\_ PITI \_\_\_\_\_ Current \_\_\_\_\_ Fixed/Adj interest \_\_\_\_\_

**Are there any other liens or debts attached to the property?** \_\_\_\_\_

### **If behind in payments**

**[Name]**, you said you are behind in payments. Have you been served with a foreclosure notice? \_\_\_\_\_

**How much do you think the house would appraise for?** \_\_\_\_\_

Did you get it appraised? How did you arrive at the price? \_\_\_\_\_

**NOTES:** \_\_\_\_\_

**How much are you asking for the house?** \_\_\_\_\_

- By The way, can I get your **email address**? \_\_\_\_\_ Fax \_\_\_\_\_

- Hey **[name]**, do you know of any friends, family or neighbors who may be selling their home? (**Take all details you can especially address!**). Can you do me a favor, could you pass this phone number to them for me? We may be able to buy their home and would really appreciate your assistance.

Okay, let me look at the numbers; I'll call you back ASAP. What's the best time for him to call you?

## 2) ONLINE LEADS

In order to get leads from the internet, **you must have a website with good search engine optimization (SEO) targeting your local market.**

This means it will attract leads from the search engines. Once these people land on the website, it should convert them from cold leads to people who are ready to do business with you.

This should happen hands-off – so you get to talk to people who are ready to do business with you.

### Qualities of a good real estate investing website

Briefly, this is how a good website attracts and converts leads:

#### 1) Attracting leads from the internet

Most people looking to sell their houses will start their search online. If you have a well optimized [real estate investor website](#), they'll find you.

A real estate investor website with good search engine optimization (SEO) will keep bringing you leads hands-off for months or years.

[Interactive real estate investor websites](#) are targeted to your local market by default. This means they attract leads right where you do business.

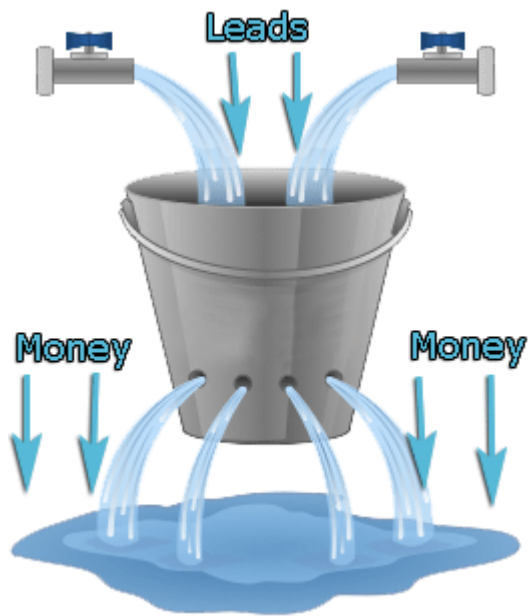
## 2) Engaging these leads so they take action on your website

Once someone lands on your website, you must instantly capture their attention – this is the work of a good website.

**The website must engage them within 10 to 20 seconds, or you lose them forever.**

You then need to give them a compelling reason to **sign up** on the website.

This is where a good website comes in - **You cannot afford to pour them into a leaking bucket.**



Your website must be engineered to convert every visitor (if possible).

At the very least, the goal is to have every visitor sign up on the website.

Interactive websites are equipped with 3 important features for this:

a) **Video speaking models** – these life-like models capture

.....  
*[RealEstateInvestingWebSites.com](http://RealEstateInvestingWebSites.com) – Make More Money By Closing More Deals Using Less Money, Time And Effort*

instant attention in a warm, welcoming way, and prompt the visitors to take action.

b) **Personalized Ebooks** – you can offer Ebooks automatically personalized with you as the author:

- **How To Sell Your House in 7 Days or Less**
- **How to Stop Foreclosure**

These Ebooks are crafted to convince them to sell their house to you.

To receive these Ebooks, they must submit their email, and start receiving automated follow-up messages carefully timed and designed to warm them up so they can do business with you.

c) **Multiple calls to action** – wherever they are on the website, the website presents strategic opportunities for them to sign up or call you, increasing the conversion rates.

### 3) Nurturing these people with follow-up emails to build rapport and trust

Someone who just learned about you is not ready to do business with you yet. But they will be when we stay in touch **5 to 12 times** with follow-up emails.

During this time, we must send them messages that they find helpful to their needs, as we work to earn their business.

We accomplish this with in-built **automated follow-up** features on [interactive websites](#).

In the course of the next 1-2 weeks, they'll receive helpful emails that are designed to solve their needs as well as warm them up

to do business with you.

Ultimately, this converts most of the leads to hot prospects ready to work with you.

#### 4) Closing the deals

When they have warmed up to us, we can now close the deals with them.

This is the ultimate goal of any real estate investing business, and this is the only time we make money.

## Action Plan – What you need to do to get the money flowing in

### 1) Get your real estate investing website ready

Before you fire off your marketing campaigns (**offline or online**), you need to make sure that you can quickly and easily process your leads, follow up with them and close those deals.

As we've seen, the website attracts leads for you, and it also tells your story, engages and nurtures leads so they can close deals with you.

Your goal should be to send everyone through your



website – even if you will talk to them over the phone.

The website saves you a lot of time, and delivers pre-screened and pre-negotiated deals so well presented that you need a few minutes to decide if it is a deal or not.

[RealEstateInvestingWebSites.com](http://RealEstateInvestingWebSites.com) - This is where you should get your real estate investor website. The websites are delivered fully customized and ready for business within one hour. You do not need any internet experience to get one. Why these websites?

- **Easy to use** – You manage everything from a simple virtual back office, even if you are new to computers
- **Adaptable** - They are easily adaptable for any business model. You do not need to buy a new website whenever you change business models
- **Customizable** - They come loaded with hundreds of customizable designs. All content and forms are fully customizable
- **Real estate friendly** - They are equipped with numerous features to manage your real estate investing business
- **They generate leads for you** – Through advanced search engine optimization, they generate leads hands off to people that visit your website
- **They convert those leads to closed deals** – They come

equipped with advanced marketing features to convert potentially all leads to closed real estate deals. They come loaded with **virtual speaking models** that compel visitors to take action now, such as sign up to receive a free Ebook. **In-built follow-up autoresponders** automatically follow up with leads for weeks on your behalf increasing rapport and trust, leading to more closed deals.

- **Aggressive SEO** – The websites provide an optional service to aggressively optimize your website for search engines.

What this means is that whenever someone searches for the keywords selected, your website appears on top of search engine search results. This means you will get more people compared to others who have not optimized their websites.

This could translate to thousands of leads for years and many deals attracted through your website. **It's a small one-time investment that can bring you lots of profits for years.**

I'd recommend you order this service whenever possible.

## 2) Identify a source for your county court records

In order for you to be the first one to reach motivated sellers, you need to get access to new filings in your county court system – see the examples above for the counties

around me.

Then check for **people in trouble who own real estate**.

There should be a simple way to access these records in your county. Learning this will probably get you more deals than you can handle.

Target these people with post cards and mailings.

### 3) Get your postcards ready

You need to have your post cards ready to go. They are cheap and if you do them well, they are very effective.

**Special Bonus** – Below you will find two postcards I have used very successfully in my business. You can copy them and change them to fit your business. Remember to change the web address and phone number!

I get my post cards made from 2 places:

- [www.printsmadeeasy.com](http://www.printsmadeeasy.com)
- [www.overnightprints.com](http://www.overnightprints.com)

I have no affiliation with these companies but they do a superb job at unbeatable prices.

### 4) Get your leads coming in

I usually send my post cards on Fridays or Saturdays, meaning I have most response on Tuesdays and

Wednesdays.

This is just a personal preference that works for my schedule.

Remember, **all your advertising materials must have your website and phone number.**

Some people will be really motivated, looking to sell their houses right away. Others will be nurtured by your website and converted in due course to work with you.

Some will call, others will sign up on the website. Either way, it's time to get the deals done.

## 5) Close your deals

Of course, you will only make money when you follow up with your leads and prospects, and close those deals.

How you close your deals depends on your real estate investing model, and how you plan to sell those houses (exit strategy). This in itself is a huge topic that can only be covered in several training sessions.

There are several business models in single family house

investing:

- Buy, fix, and sell
- Buy, fix, rent out (hold)
- Lease to own / Rent to own
- Wholesaling / Flipping

In my business, I specialize in [wholesaling the deals I find to other real estate investors](#). While each deal makes me a little money, typically under \$5000, I have very low risk, and it keeps a healthy cash flow in my business.

I wholesale most of my houses through [contract assignment](#), where I put a house under contract and assign that contract to another investor for an assignment fee. You can get more information about this from [this link](#).

Sometimes if I am making more money, I do what is called a **simultaneous closing** (double closing), where I buy the house and sell it at the same closing table.

In this case I have a contract to buy the house at a lower price, and a contract to sell the house at a higher price. My profit is the difference between my selling price and my buying price, less the closing costs and financing fees if applicable. I therefore end up owning the property only

for a few minutes.

## How many more deals can you close if you follow this method?

If you can set up your **offline lead generation** properly, you will end up with more leads than you can handle.

In addition, at the very least, [your website](#) should be constantly attracting leads with little to no input from you.

In general, about 2% of website visitors are not ready to buy or do business with you. **What happens to the other 98%?**

They leave, never to come back...

But a [good website](#) has to offer rewards or baits for these people to sign up. **And the website has to accomplish this within 10 seconds.**

The website must then **nurture these leads** through follow-up email. Most people need **5 to 7 follow-ups** before they can warm up enough to do business with you. A follow-up sequence of 12 emails is ideal.

[Interactive websites](#) come with follow-up emails already loaded and pre-timed with you as the author.

Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost.

Nurtured leads make 47% larger purchases than non-nurtured leads.

This means that **you must nurture your leads to maximize the number of deals you close.** This does not take extra work on your part – [if you have the right website.](#)

This is a simple set-up that almost everyone can do to make more money in real estate investing.

## **POST CARD TEMPLATES**

Below are the exact post cards I use in my business. Feel free to copy them and adapt them for your business.

The postcard companies have online builders that you can customize to build the exact card designs you want.

.....  
*[RealEstateInvestingWebSites.com](#) – Make More Money By Closing More Deals Using Less Money, Time And Effort*

# We Buy Houses

**FAIR, FAST, CASH!**

Ready to sell? We are ready to buy

Any Situation OK



Ugly or Beautiful

Little or No Equity

Current or Late Payments

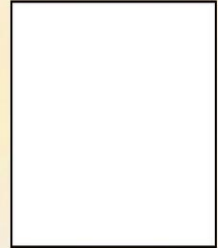
Quick Closing

214-227-2377 Free Report! How To sell Your House In 7 Days!

**CWFProperties.com** Web Site Response  
Within 24 Hours



CWF Properties  
3100 Independence Pkwy 311 # 332  
Plano, TX 75075



**Get Cash For Your House NOW**



**Free Report! How To sell Your House In 7 Days!**  
**CWFProperties.com**

**Web Site Response  
Within 24 Hours**



# **WE BUY HOUSES**

**Fair, Fast, CASH!**

Looking To Sell Immediately?

**NO PROBLEM!**

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**WE CAN CASH YOU OUT IN 5 DAYS!**

Repairs Or No Repairs

Equity Or No Equity

Big Or Small

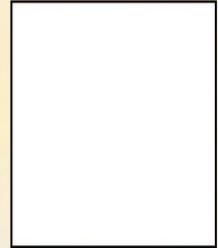
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Happy Investing!  
Simon Macharia