

# The Book on leadflow

TIMING IS EVERYTHING.  
How to use "Sellability Scores" to know when  
people are ready to sell before they do...



BY GREG CLEMENT



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# THE SELLABILITY SCORE



*"Turn on the faucet..."* I yelled to Manny and Jonah from the other room.

I was checking out a small, 4-unit apartment building in Northeast Ohio with 2 of my 3 sons who are out of high school and want to start investing in real estate.

When they yelled back, "water pressure, check," it hit me.

Just a few months earlier, when I knew that they were *"finally"* ready to learn this business, I started teaching them the absolute #1 essential ingredient for success...

How to generate leads.

I showed them how to "turn on the faucet" of marketing, and how to use artificial intelligence to measure the likelihood that any homeowner MAY or MAY NOT sell their property. I showed them why "Propensity to Sell" is so important when you want to make a lot more money with a lot less effort.

This particular 4-unit property had a VERY high "Sellability Score," meaning it had a very high propensity to sell, or a great chance to sell, in the next 90 days. (Stay tuned because you'll be learning a lot about this shortly.)

I explained to them that lead flow is the absolute most important thing for any business, and anyone who wants to be successful in the business of "real estate" has to start with their lead flow.

They had a million questions...

**Who** should we market to?

**Where** do they hang out online?

**What** are the best lead types?

**When** is the best time to reach them?

**Why** are some people motivated sellers?

**How** do we create lead flow?

And, by the end of this little book, you too will know exactly how to do all of this in your local market, or any market across the country.

For the last 12 years, we've "turned on marketing" for over 100,000 investors and agents across the United States. We've helped them generate millions of leads and close over 135,000 deals for close to \$50,000,000,000 (50 Billion) in volume.

Today, I want to introduce you to a NEW concept for "lead flow," specifically the Sellability Score.

This is a brand new method for "turning on the faucet" and creating multiple streams of leads flowing into your business.

You'll learn about "Propensity to Sell" and how we've pioneered this concept, which can predict, with a very high degree of certainty, when a seller is going to decide to sell their property before they actually make that decision (about 30-60 days before).

You'll learn about "Superlists," raw data, and property information that, when combined intelligently, produces highly responsive lists of motivated sellers.

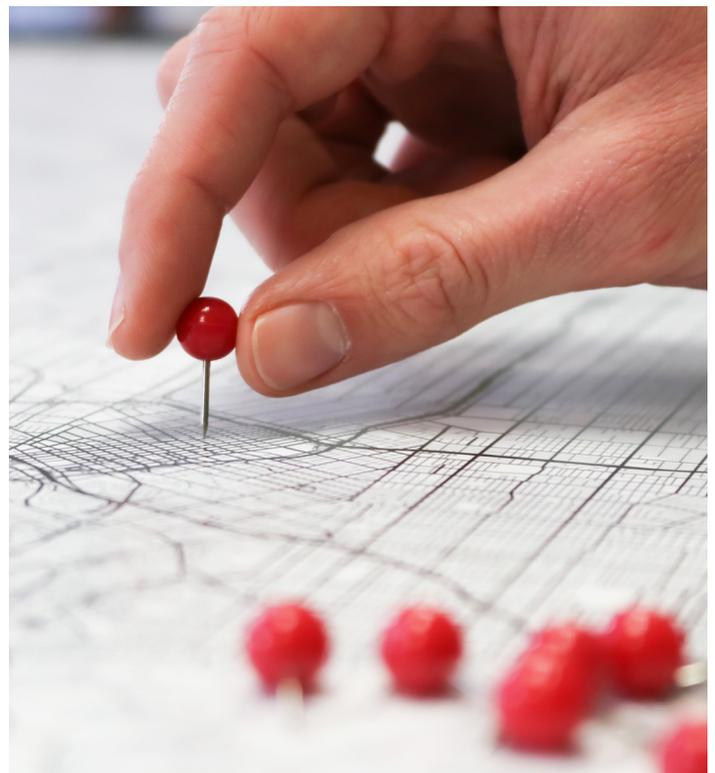
I also want to introduce you to what has been our most requested product to date, a complete lead generation platform that's changing the way that real estate professionals find leads.

But, whether you decide to use what I'm about to show you or not, you will undoubtedly be a much better marketer in about 30 minutes because we're going to go deep on one subject... Lead Flow.

When you're done here, you'll never again be able to say "I don't know how to generate leads in my real estate business."

You'll also see why (from a usability perspective) The Magic Map is the key to Lead Flow.

(Wait, wait, wait just a second. Please don't think the term "Magic Map" and all its hyperbole are lost on me. I know it's a pretty bold statement, but they are the exact two words that my son Manny used when I showed him what our development team had been working on for the past 9 months. He said, "Dad, this is like a MAGIC MAP, it's crazy..." and, well, the name stuck. I can't wait for you to see what we're talking about...)



# CH 01

# A MASSIVE SHIFT IN REAL ESTATE

[December 2018] It felt like a regular crowd... good energy and lots of smiling faces...

I was on stage speaking to a room full of thousands of real estate investors under the bright lights of Las Vegas.

I was talking about the power of technology in real estate and how to make more money with less effort.

Being on stage that day was just as exciting (and dreadful) as it was the 1st time about 15 years earlier when I could barely get any words out.

For a kid who grew up with a speech impediment, public speaking was never a strength of mine. But before even getting on stage, I always have to realize that the potential impact I'm about to make on someone's life far exceeds the immediate fear I may be feeling.

At that moment, I had no idea just how special this time would be.

Near the end of my presentation, I asked the same important question that I always close with...

## What marketing strategy are you using right now that's working the best?

I invited everyone who's "crushing it" to share their secret with me.

As I stepped off stage, I started having quick conversations with investors from all over the country. They all had great ideas, but many I had heard before or had even used myself.

But there was one guy who caught my attention. He was hanging back from the crowd, patiently waiting for his chance.

As he walked over, he had a smile on his face and he introduced himself.

We shook hands and he proceeded to tell me something that completely changed my personal real estate business and the trajectory of my software company.

For the next 2 years, I went a little crazy, embarking on a journey of discovery that at times bordered on obsession.

The results of this would forever change the way that real estate professionals find quality leads, and culminate in the book that you're currently reading.

I can't wait to tell you what he said, BUT you need to be open to a new way of looking at things. I need you to clear your mind, clear your desk, turn off your phone, and focus.

This is far too important.

There's a MASSIVE shift happening right now in real estate and these new ideas and new takes on old ideas will really help you grow.

Everything you're about to learn will bring a whole new level of "Marketing Clarity" to you and your business.



# MARKETING MINDSET

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## The Move to Data

In real estate, there are what seems like a million ways to generate new clients, including sellers, buyers, and every type of property you can think of.

There are tried and true methods that have worked in the past, work now, and will continue to work well into the future, such as referral-based marketing.

But there are also newer methods that are gaining serious traction and changing the way that real estate investors, in particular, are finding the most profitable deals at just the right time.

If you want to be successful in real estate in the current market and well into the future, then it's time to get serious about using data to your advantage.

All signs point to the conversion of data into leads and clients as the likely number one lead source for the most successful agents and investors across the country over the next decade.

Those who are embracing the use of data in their business now are setting themselves up to experience real growth and massive success in real estate over the next decade.

The real estate professionals who have been successfully making money in real estate for 10, 20, or even 30 years have done so because they've continued to adapt to the changes in the market, technology, and data available to them.

As a matter of fact, right now there's a new breed of real estate investor and agent who's using smart data to make millions of dollars of profit in real estate.

But it's important to note that not all data is the same, not all data is perfect and, truth be told, you don't need it to be.

As investors and agents, we're now competing against funds, ibuyers, private equity, institutional and foreign investors, and algorithms to do what we do successfully.

So how do YOU build a fortune in Real Estate?

## Investor. Agent. Marketer?

Let's talk a little mindset here to start... It all begins with how you define yourself.

Most real estate investors and agents define themselves as just that - a real estate investor or agent. No more. No less.

But it's the top 5% to 10% of those agents and investors who recognize that they're not just in the real estate business.

Instead, they hone in on getting really good at one thing, which is also the one thing that sets them apart from everyone else.

## Marketing.

That 5% to 10% of real estate professionals have made a critical shift in the way that they see themselves and, rather than thinking of themselves as real estate investors or agents, they think of themselves as marketers.

They know that they're in the business of marketing their real estate business.

And once you make that major paradigm shift in the way that you think about yourself, from real estate investor or agent to marketer, you'll have taken a huge step toward achieving massive success in this industry.

The successful professionals that I know who make a tremendous amount of money are all marketers.

Yes, YOU are a business owner.

Yes, YOU are an entrepreneur.

But Really, YOU'RE a marketer.



## Theory of Constraints

The Theory of Constraints is a business concept that was popularized during the advent of automobile assembly lines by Toyota. It means you should focus on what's holding you back. Focus on the constraints (and fix them).

You may have heard the term bottleneck used to describe issues that are negatively affecting your business.

The beauty of this concept (FOR US) is that you're always just one or two **PROBLEMS** away from any income level you want.

That's probably strange to hear at first because, if you're like me, we're the ones who think positively and don't want to focus on the negative.

We've read a ton of books and have trained and conditioned ourselves to always look on the bright side.

We've taught ourselves not to think about or dwell on the negative aspects in our lives.

So, at first glance, this theory might seem like a pessimistic way to look at life and business, but it's the exact opposite.

It is an extremely important way to look at what's happening in your business.

When I first heard the theory that I was just one or two problems away from any income level I wanted, it made complete sense to me.

It prompted me to look at where my business was and think about what I would have to do if I wanted to quadruple it.

It made me think about the reasons why I wasn't making what I wanted to be making.

It wasn't until I started to focus more on those things that I had my first breakthrough.

I quickly realized during my first couple of months in real estate that everything was dependent on me.

Yep, I'm raising my hand; I was one of the constraints.

I wasn't generating enough leads, because I was spending way too much time trying to use way too many different methods on just this one area of my business.

When we solved our "lead flow" problem, our business was never the same.

I've looked at and helped mentor thousands of investors over the past 15 years and the biggest constraint for 99% of them, their #1 reason for NOT making enough money in real estate is the same as it was for me - LEAD FLOW!

So here's how we fixed it...

## Who Should You Market To?

Most real estate investors today are conditioned to look for their next investment property or Airbnb on the MLS; properties that are "on the market" and readily available for anyone to buy.

But the most successful investors nationwide have lead generation systems that are designed to develop profitable **off-market** investing opportunities.

Sellers are sometimes interested in a quick sale rather than dealing with the "perceived hassle" of listing with a real estate agent.

It's also common for houses to need work before they can be listed as retail properties.

This has put agents and investors on opposite sides of the table more often than not and has created unnecessary competition between the two groups.

I've always found this adversarial dynamic to be incredibly strange for many reasons, especially because I know firsthand just how much synergy can exist between them.

Our investing business was great at generating seller leads, especially once we had a consistent marketing system set up on autopilot.

We never had a shortage of sellers or properties.

But what we quickly realized was that we had more leads than we knew what to do with.

Out of every 20 leads that we would generate, just one or two properties would be good investing opportunities.

That left 18-19 motivated sellers who I couldn't help, BUT who still needed to sell their property.

So let me tell you my "Pete Story."

I set out to form a relationship with Pete, one of the most successful real estate agents in NE Ohio.

At the time, Pete was a traditional real estate agent who had a generally negative view of the real estate investing industry, and investors in general; mostly because he didn't totally understand it just yet.

He saw us as competitors, rather than two entities who could work together.

So I put my best foot forward and tried to schedule a lunch appointment with him. I guess he wasn't very excited about our meeting because he completely whiffed on Lunch #1!

I got the typical, "My dog ate my homework, and my assistant had it in for next week - SO Sorry..."

I made sure to improve the restaurant experience for #2 and this time he showed up!

We were chatting for 20 minutes or so and I explained how our business model REALLY worked.

Then I presented him with the simple idea that just 1-2 out of every 20 property leads that we got were good investing opportunities, but the rest were excellent listing opportunities for an agent.

I just needed an agent to send these motivated seller leads to.

Once it made sense to him, everything clicked into place.

We started sending him the leads that we couldn't work on and used our business relationship to create hundreds of win-win situations across Northeast Ohio.

It was great to be able to tell a homeowner that even though theirs wasn't a deal we could take on, we had

an all-star agent waiting in the wings that we could refer them to.

Top real estate agents understand that generating new listings from sellers who are just entering the ready-to-sell mental process is a must. They also understand that creating an investor-agent relationship is a great way to accomplish this.

*I think every investor needs a Pete and every agent needs a Greg.*

**That felt like a good and important digression, but let's get back to marketing and stopping your lead flow problem.**

To understand the concept of **marketing to the 1%**, it's important to first understand one thing - how vast our total buying universe is.

There are over 100 million (118,654,318) single-family residential homes spread out across the United States. Every year like clockwork approximately 5% to 6% of these homes sell.

6.49 million homes were sold last year.

Out of those 6.49 million homes, approximately 1 million of them were purchased by real estate investors. About 250,000 of those were flipped.

You can count on this happening every year, regardless of what prices or interest rates are doing.

What this means is that 95% of existing homes will NOT sell.

That's an important number for real estate investors AND agents to pay attention to.

No matter how good you are at marketing your company, 95% of homeowners will NOT be interested in working with you or selling their home, no matter what.

For that reason alone, you don't want to spend your time or resources marketing to the 95%.

I'll even argue hard for investors that you shouldn't market to 99% of homeowners because the only thing

you're REALLY looking for is a property that will end up being a great rental or flip.

Those types of houses only make up about 1% of properties each year.

As investors, we're not interested in the 6.5 million homes that will sell this year.

Our total buying universe is the 1%, or the roughly 1 million homes, that will be bought by people like you and me.

## Finding the Right People

So how do we predict the future and market only to the people who have the absolute greatest likelihood to sell to investors, or at a discount?

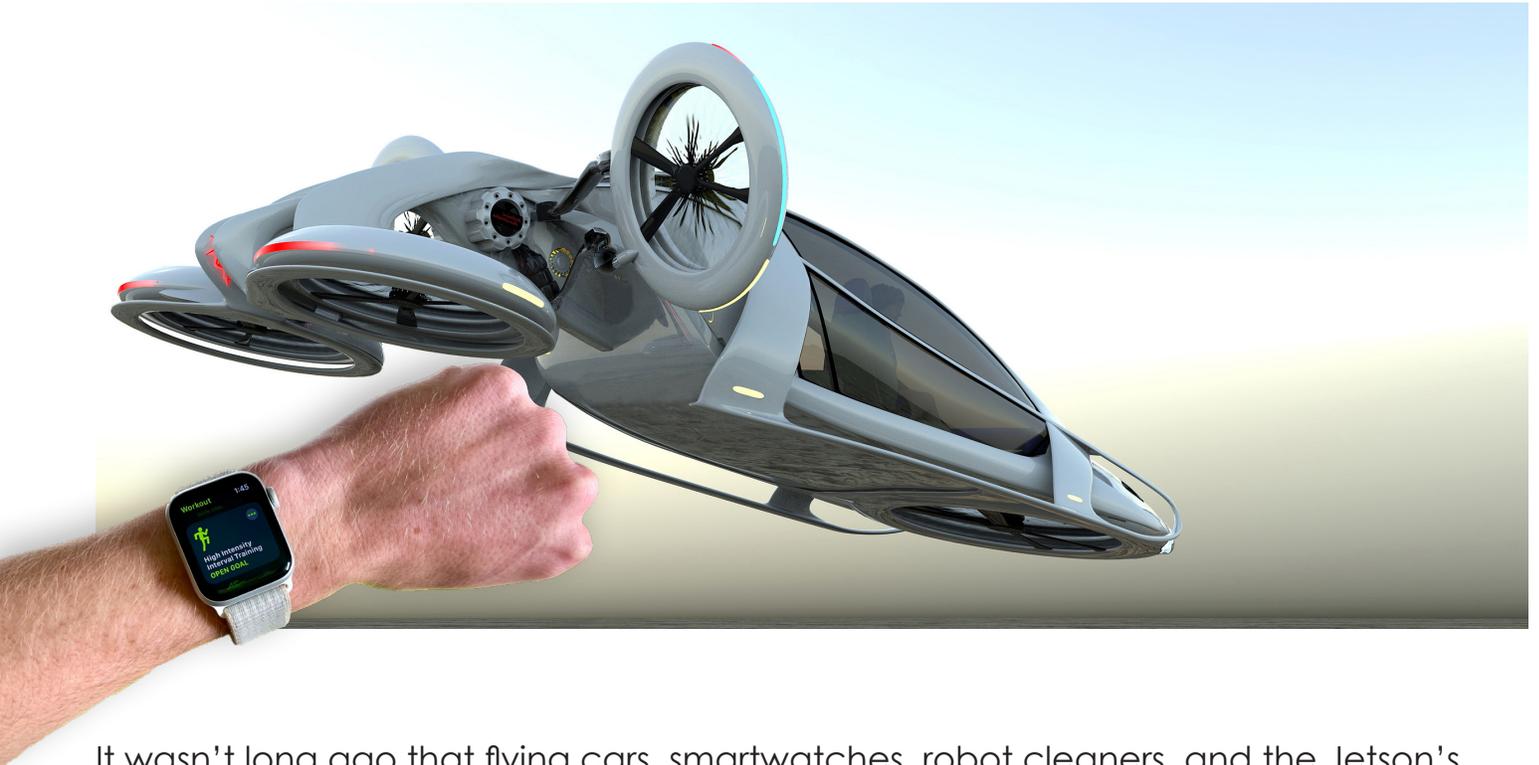
The answer might surprise you...



## CH 04

# ARTIFICIAL INTELLIGENCE

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It wasn't long ago that flying cars, smartwatches, robot cleaners, and the Jetson's ability to order food and check the weather just by talking to their house seemed like a far-fetched idea...

And look at us now.

## The Shift

The single largest shift that anyone has ever seen on the marketing side of real estate investing is happening right now.

The world we live in now runs on data.

But it's not just big data anymore; it's **SMART data and AI**.

In the '80s and '90s, businesses relied heavily on **mass marketing** strategies.

Often referred to as the shotgun approach, the goal was to use TV, radio, billboards, and newspaper advertising to broadcast your message and reach the largest number of people possible - the masses - with the hope that a small percentage would be interested in your products or services.

The business with the largest marketing budget in any industry usually won because they could afford to outspend their competitors.

Fast forward to today and we know that strategy just doesn't work anymore, especially for real estate investors and agents.

In the early 2000s, we saw many companies shift their marketing **online**.

Google launched Adwords on October 23, 2000, giving advertisers a way to pay for **display advertising**.

This promised the ability to hone in and target your message to the right people at the right time and the phrase **"timing is everything"** began to take shape.

But as everyone started moving online, the cost to reach prospects grew exponentially.

Companies then started using **big data** to lower their costs.

If you're not familiar with the concept of big data, it is defined as "extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions."

Almost all Fortune 500 companies started using big data over the last 10 years and Data Scientists exist today to help companies make sense of all the data they generate.

BUT big data by itself is useless.

### **Artificial Intelligence makes sense of big data.**

You analyze it; you find insights, and then use those insights to make decisions.

AI helps you predict when people are going to do or buy something and allows you to focus only on the absolute best prospects.

This replaces the shotgun with one of those phaser pistols that Captain Kirk used. I can hear him now, "Set phasers to AWESOME!"

Big data is listing out all the ingredients one needs to make an apple pie, whereas AI tells you when and how much and ensures that it's going to taste delicious.

Think about this...

We know that the average American now sees over 5,000 different advertisements each day.

### **5,000! Daily!**

It's because companies spend almost \$200 billion a year on marketing.

It's also why over 91% of the Fortune 500 are so focused not just on data, BUT on how to use that data for business growth.

They're focused on this because the reasons why people take action have changed.

People today will ONLY take action if an external stimulus hits us when we have internal motivation.

It's that simple.

### **We need to see the right message at the right time.**

If we see an average of 5,000 ads per day, it would be physically impossible for us to take action on even 10% of them.

We only choose to do business with the companies that deliver us the right message at the exact right time.

But how do they do that?

Leaders in every industry are shifting quickly and creating a new kind of business model.

They are moving completely away from mass marketing and, instead, they're using artificial intelligence and machine learning to slash their marketing budgets and only talk to the absolute best prospects.

The ones who don't adjust their marketing efforts are dying on the vine.

And the companies that are evolving are killing it.

With over 500 different soft drink brands being sold to consumers in more than 200 countries, Coca-Cola is the largest beverage company in the world.

An operation this large generates a lot of data.

In 2017, Coca-Cola launched Cherry Sprite because of the data collected from the self-service drink fountains that let customers personalize and mix their own drinks.

Because the machines offer so many different flavor choices, they could track the most popular flavor combos and turn them into a new product; a ready-made beverage for a wider audience.

Coca-Cola is a pretty "OLD" company; so which new Fortune 500 companies are built on AI?

Almost all of them.

They are built on predicting when we, as consumers, will take certain actions.

We can debate whether this is good or bad, or maybe a little bit of both, but Amazon, Google, Facebook, and Netflix are all built around data.

Whether we like it or not our shopping, search, and browsing habits are constantly monitored and products are displayed to us based on complex individual profiles that we generate every time we choose to be plugged in online.

The most disruptive new companies that are completely changing industries overnight are all using AI to scale faster than anyone ever thought possible.

Companies who operate this way like Tesla, 23andMe, Uber, Spotify, Box, and Airbnb are all able to change direction quickly based on customer demand.

We're all familiar with the term "the speed of business."

It's a term that has been used for decades and with good reason. But, you also need to be aware of "the speed of technology" and "the speed of society" for these are the pace cars you need to keep up with.

There's one common thread amongst these companies, new and old, who are killing it today...

They all understand that the world now runs on AI.

Why? Because they also understand this one very simple, but very powerful concept...

### **Timing is everything.**

Instead of wasting time and money marketing to people who don't want or need your product, you simply deliver an appealing message to potential customers showing how you can solve their problems. This triggers an immediate action on their part to reach out to you for help.

I admit that this is probably a new way of thinking for some people. It's a shift away from mass marketing and wasting marketing dollars to a much more focused, much more effective approach.

Now how does this apply to real estate?

## **PROPENSITY TO SELL**

Let's go back to the story that I started at the very beginning of this romance novel.

Isn't it time that you found out what the smiley guy told me when I stepped off the stage at that real estate event in Las Vegas?

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After all, it was quite possibly  
***the most brilliant idea I had ever heard.***

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He told me that he lived in Chicago and his single best lead source was marketing to Baby Boomers over the age of 55 who had subscribed to Southern Living magazine in the past 12 months.

My eyebrows shrank, my mouth opened, but just on the left side, and I sat there puzzled.

I asked some questions, we talked a little more, and then his "A-HA" moment became my "A-HA" moment.

All of a sudden, I got it.

It made perfect sense that someone near retirement age AND living in the midwest AND also reading magazines directly related to southern property and architecture would be a great lead type.



## His timing was perfect.

He was talking to sellers at the exact time that they were entering the motivated to sell stage.

This guy stumbled upon what we now call "Propensity to Sell."

On the flight home, my brain was firing on all cylinders and I went back to the office armed with this UNIVERSAL idea.

How could we use data and artificial intelligence, specifically machine learning, to measure whether someone will or won't sell their property in the next 90 days?

He was using just 1 indicator with a high level of success.

This made me think that there had to be dozens, maybe hundreds, of data points that we could use to build a **predictive model**.

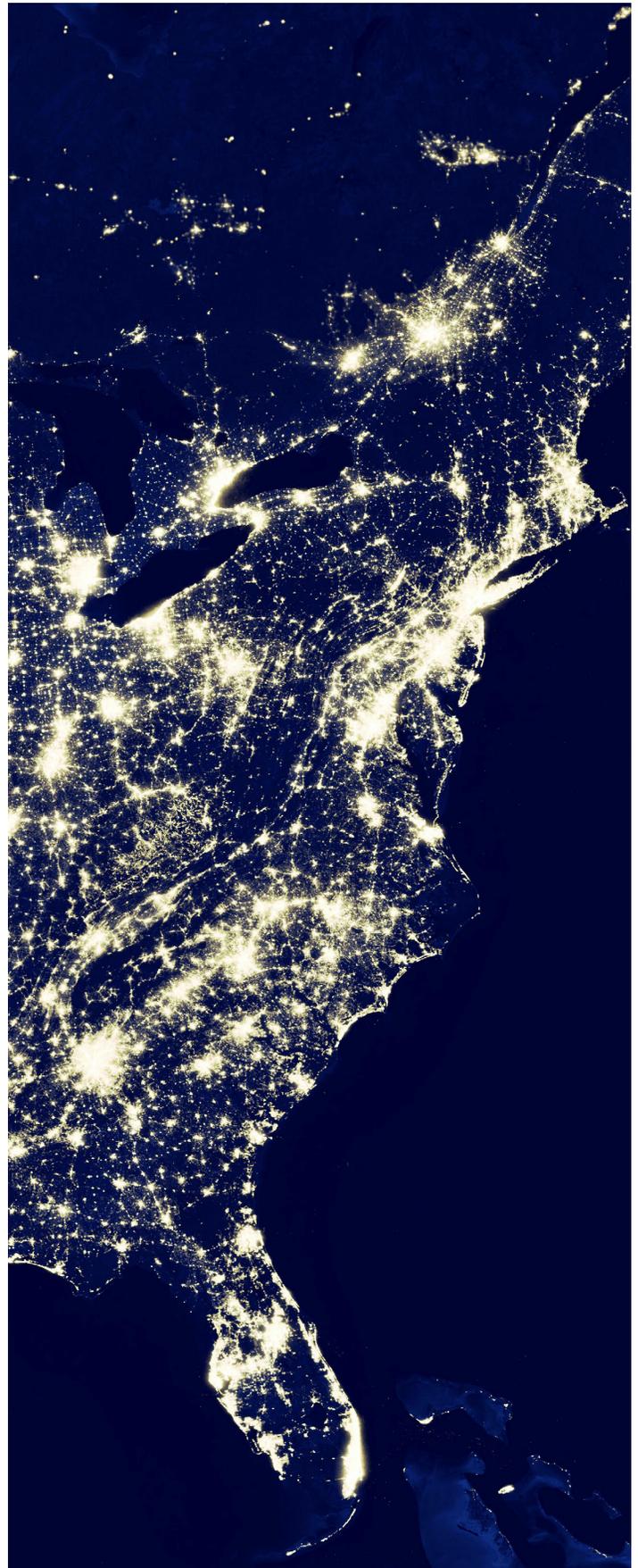
I made a list of 100 different predictions that I thought we could use ranging from traditional indicators like age and type of home, location, foreclosure status, and age of the owner, to more creative indicators like magazine subscriptions, vehicles owned, ages of their kids, age of development, and more.

With the experience and wisdom that I had learned over the past 20+ years as a real estate investor, I wanted to see if we could use big data and artificial intelligence to create a model of who is most likely to sell right now in any given market.

We wanted to use **predictive analytics** to reach people **before** they decided to list their property.

And the crazy thing is - WE DID IT!

We hired some of the world's most brilliant data scientists who use Artificial Intelligence and Machine-Learning to develop a genetic algorithm that accurately measures which properties in America have the highest propensity to sell in the next 90 days.





And it doesn't use experience or guesses from people like me; it uses pure raw **data**.

We started by using 40,000 property data points, demographic data, socioeconomic data sets, and variables that have gone into every housing sale in America for the past 40 years.

We were able to look at variables that most real estate professionals would have never even considered.

As the machine continued to learn, it gained a deep understanding of which data points had positive or negative correlations to a property owner's decision to sell within the next 90 days.

This allowed the algorithm to weigh each data point and create a scoring system based on what we called "**sellability**."

The more housing data we fed the machine, the smarter it got, and the more we were able to see which characteristics affected the likelihood that a property would sell...

...AND which properties were going to sell below market value.

We've simplified this whole process into what we call "**The Sellability Score**," which is a scoring system built into our software that labels every single-family property in America with a "number" from 0 to 1,000.

Just like a credit score, the higher the Sellability Score, the higher the propensity to sell in the next 90 days.

Initially, that one score was our whole focus.

But something pretty strange happened.

I wanted to see how accurate our results were and I wanted to prove that the model worked before we let anyone else use it.

We tested it by sending out tens of thousands of pieces of direct mail and making tens of thousands of phone calls to those property owners.

Ok, I just put on my lab coat... I'm about to nerd out a little here because I really want to show you what's under the hood.

# Let's Talk Results

## Test Cell 1 - Absentee Owners

We started with what we called "Test Cell 1" - just a regular Absentee Owner list.

This is a very effective list that investors successfully use every day to find profitable new deals.

Sellers in this category typically have no emotional attachment to the property, which is one of the factors that make this such a great lead type for investors.

Test cell 1 had nothing to do with AI or machine learning. We simply marketed to thousands of people who own a house but don't currently live in it.

The fastest way to test this was to pick up the phone and ask these people if they were interested in selling.

We made over 20,000 calls and for every 100 people we reached, 3.1 were Interested To Sell.

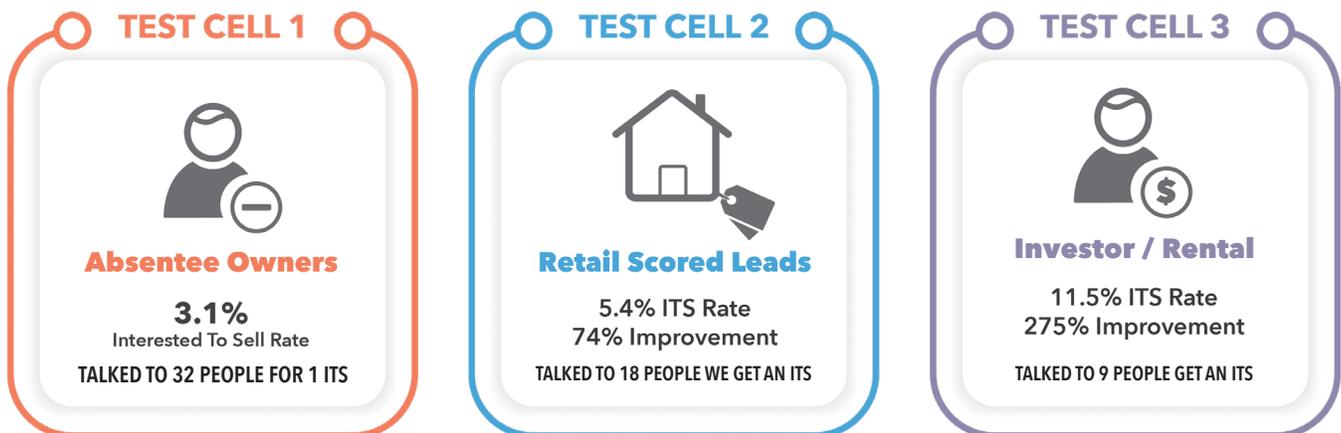
Now, here's where it starts to get interesting.

## Test Cell 2 - Batch #1 of Ai Scored Leads

Test Cell 2 was our first batch of Ai scored leads where we assigned each property a score indicating their propensity to sell.

We then called thousands of those homeowners.

For every 100 people we reached, 5.4% of them were Interested To Sell.



At first glance, 3.1% to 5.4% may not seem like a big deal, but it is GIGANTIC.

It's a **74% improvement!**

Professional marketers would do backflips for a 74% improvement in ROI.

Remember that I said something weird happened...

We sent these leads to investors in different states to make offers and buy properties, which took a few months.

During that time, our data scientists built another round of models that we called the "Investor" models. This model could measure not only propensity to sell, but also propensity to sell as a rental property, and propensity to sell at a discount to a house "flipper."

## Test Cell 3 - Ai Scored "Investor" Leads

Test Cell 3 was our first batch of Ai scored investor leads.

We called thousands of these brand new investor leads and for every 100 people we reached, 11.5% of them said that, YES, they were Interested To Sell.

***That's an almost 300% increase in marketing efficiency!***

The leads were higher in number AND higher in quality for real estate investors.

When I started to congratulate our entire tech team and our new data science team, they looked at me very seriously and said, "It's only going to get better from here. These models will continue to improve over time."

**The machine will learn.**

We have tested that statement over and over again and it continues to get better and better.



## 3 Types of Scores

What started as one Sellability Score grew into 3 separate scores indicating the propensity that a property would sell as either a Retail, Rental, or Wholesale property.

This gives users even more visibility into exactly which properties they should be focusing their efforts on based on their investing goals.

In addition, users can further refine their property searches based on Retail, Rental, and Wholesale Sellability Scores, giving new life to the term "work smarter, not harder."

### Retail Score

This score is ideal for real estate agents, brokerages, and investors who have a partnership with a real estate agent.

### Rental Score

This score is ideal for landlords and investors looking to add more properties to a rental portfolio. Great for long-term or short-term rentals.

Properties that score high in this area have the data footprint of a property that is most likely to be owned by an investor as a rental property.

### Wholesale Score

This score indicates the property's propensity to sell at a discount in the next 90 days and is ideal for wholesalers, fix & flippers, and investors looking to buy properties at a discount.

## Lift Based On Sellability Score

We did some additional analysis to determine how much more probable it is for someone in the higher-scored ranges to sell versus someone in the lower-scored ranges.

Our theory was that a property with a score of 700-900+ would have a much higher probability of selling than a property with a score between 500 and 700.

Using 500 as the baseline, we dug into this data even more.

We first found that scores above 500 outperformed scores below 500 by 110%.

With that in mind, we expected to see a corresponding lift in each tier.

Not only did we see a lift, but our analysis showed that as scores increased, there was a dramatic lift over the baseline in each tier.

The 800-999 scored tier had the largest lift with properties in this range showing a 934.3% lift over properties scored at 500.

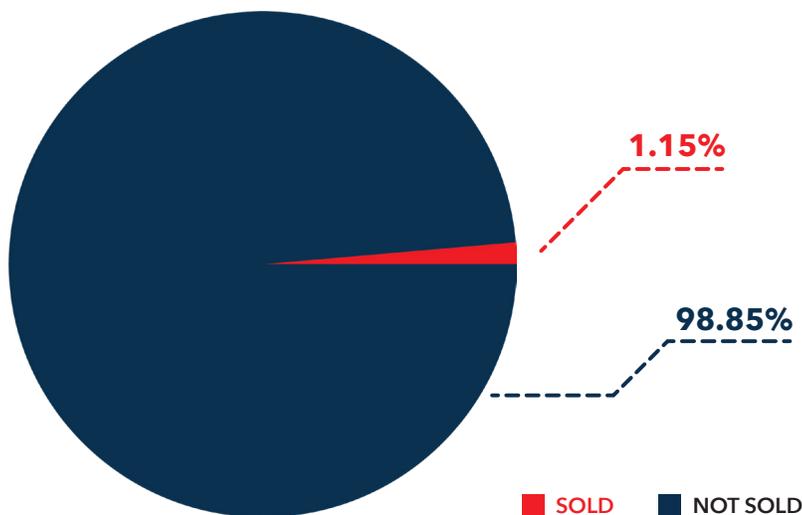
And properties with a score of 700-799 had a lift of 467.1% over those scored at 500.

Those are remarkable results and have proven over and over again that the data tells us everything we need to know about which properties we should be focusing our efforts on.

Looking back over the last 10-15 years and thinking about everyone who has achieved real success as a real estate investor, there is one common denominator amongst them all...

*...Consistent and high-quality lead flow.*

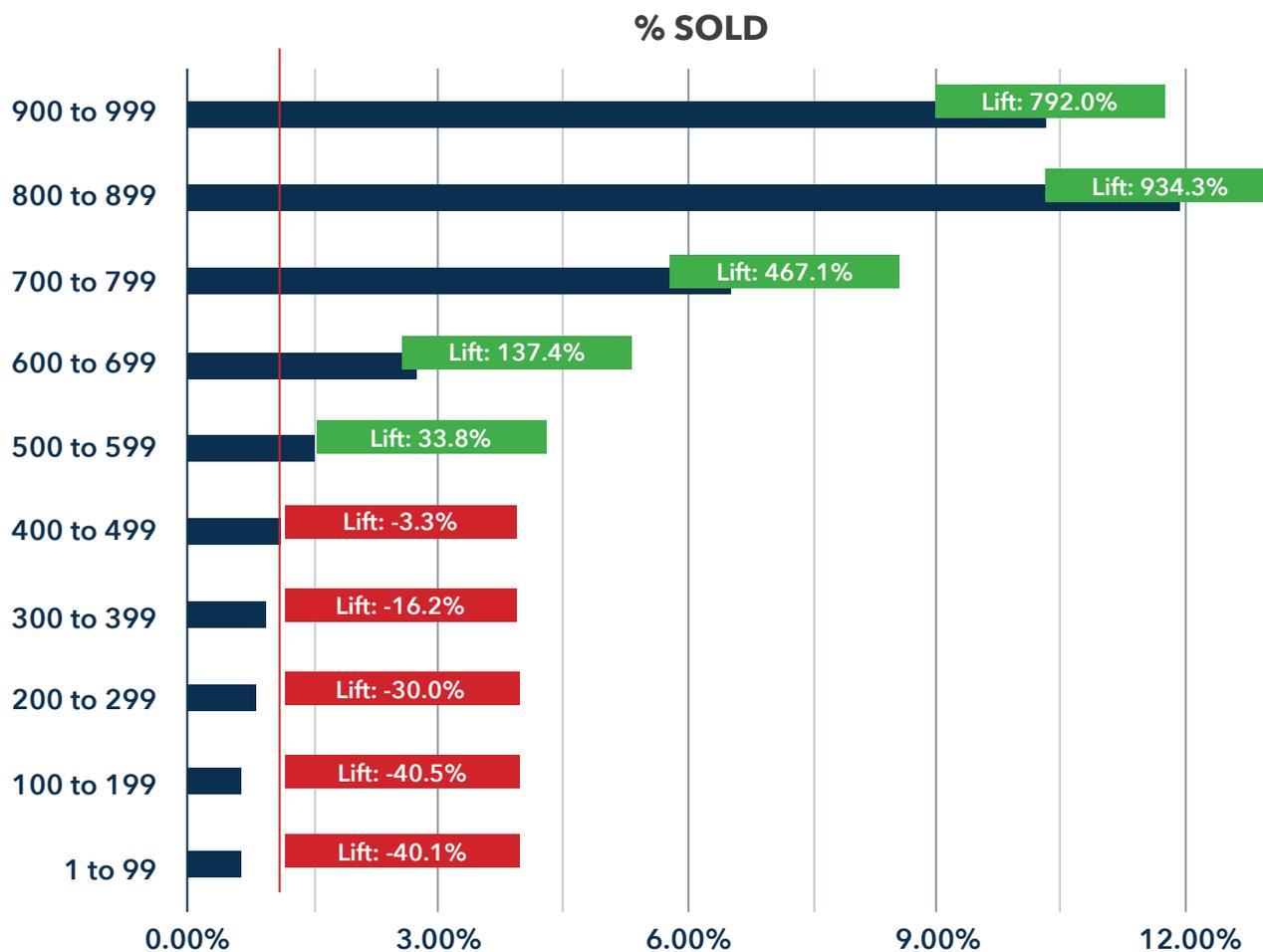
There's nothing more powerful in today's real estate landscape than using **smart data and artificial intelligence as your secret weapon.**



Total properties scored:  
99,423,141

Total sales: 1,146,921

- We had scored nearly **100 million single family homes** in this time period.
- Of those ~100 million homes, **1.15 million sold or 1.15%**.



Red line indicates the total percentage of properties sold (1.15%)

- As Sellability Scores increase, there should be a corresponding lift in each tier.
- Our analysis demonstrates that as scores increase, **we see a dramatic lift over the baseline (1.15%) in each tier.**
- While 37.5% of the properties scored were over 500, **they represented 56.2% of the properties sold.**

Although the technology and algorithm may be very complicated, using this data in your business couldn't be any simpler.

I could keep going on about AI and our Sellability Scores, but there's more cool stuff that I want to share with you...

# CH 05 MAGIC MAP, LEADPIPES & SUPERLISTS



## What is a Magic Map?

*What is a Magic Map exactly?*

It's simple.

We've taken all the residential and commercial properties in America, combined with all of those property data points, matched them up with seller and owner information, and put this brand new UX right on top.

UX stands for user experience and it's the key to simplifying the whole thing.

The Magic Map is HOW you will actually market to your prospects. It's how you find them. It's how you analyze them and how you generate leads.

It's really everything. They say a picture is worth a thousand words but, in this case, you need to use it to believe it!



## What is a Leadpipe?

A Leadpipe is a specific type of real estate lead that's designed to produce a motivated seller, buyer, or private lender lead for your business.

Today we're talking about producing seller leads who are ready to sell their property.

And, even more specifically, we want to produce motivated seller leads who are ready to sell their house to an investor.

Successful real estate investors have used some variations of leadpipes for years to find the types of leads that they want to market to.

Anyone who wants to achieve a high level of success in this industry knows that they need a strategy to find the right kinds of leads for their business to accomplish this.

Some examples of powerful leadpipes for real estate investors include Absentee Owners, Cash Buyers, Bankruptcy, and Vacant Property leads, just to name a few.

Now I want to talk in more detail about why these leads are such great opportunities for real estate investors.

## Some Favorite Leadpipes

### Absentee Owners

These leads are property owners who do not live at the property.

What makes them good leads?

Absentee Owners or Landlords are great potential seller leads as they often do not have the same type of emotional attachment to a house as homeowners who live in their property.

Your marketing efforts could serve as a 'trigger' for them to cash out and move on from the property.



### Bankruptcy

These leads are homeowners who have recently filed for bankruptcy, generally making them very motivated sellers.

What makes them good leads?

The level of motivation for these seller leads is typically very high. It is not uncommon for the mortgage holder in this situation to also be very motivated, giving real estate investors opportunities to negotiate highly profitable deals.

Often times it is in both the seller and bank's best interests to negotiate a deal with an investor.

### Vacant Property

These properties have been identified as being vacant, thus there is no one living at the property address.

What makes them good leads?

A vacant property is a prime opportunity for a deal. There are many reasons why a home could be vacant, but the longer the property remains vacant, the more costs the homeowner has to incur to maintain the property, without the benefit of rental income. Vacant properties oftentimes have owners who are very motivated to sell.



### Cash Buyers

These leads are property owners who have likely paid cash for their property.

What makes them good leads?

Cash Buyer leads are multi-purpose leads. They often have the liquid capital to help fund your deals. They're also typically in the real estate investing business and can be used as investor leads for wholesale transactions.

## Delinquent Tax Activity

These properties have had a tax delinquency noted in the past 36 months.

What makes them good leads?

This is one of my favorite lead types because delinquent taxes are often the first indicator of financial distress.

It could be just the beginning for someone who needs your help and, if you come in at just the right time, you have the opportunity to create a true win-win situation.

You're not going to get a huge list of residential property leads with this category alone because the property taxes are typically paid with the mortgage. But not always. And when that's the case, this is a great lead type that can result in very profitable deals.

This is also a great lead type for finding commercial deals. I always market to commercial properties that are delinquent on taxes and have closed millions of dollars in deals from this single lead type.

## Bored Investors

Bored investors have owned their property for 15 years or more and the mortgage is coming due.

What makes them good leads?

When an investor has a mortgage coming due, a lot of things can happen that can influence the investor's decision-making.

Their credit may not be in as good a situation as it was when they bought the property. They probably don't want to take out another 20 or 30-year mortgage on the property.

These will be motivating factors for them to want to sell quickly.

You can refine this list even further by filtering based on the loan maturity date. Include just the leads that have a loan maturing in the next 12 months so you can target those who may be the most motivated to sell.

## Potentially Inherited

These are properties with a recent death in the chain of title and were potentially inherited either from parent-to-child or from spouse-to-spouse.

The properties in this lead type show the characteristics of being inherited such as no mortgage associated with the property at the time of sale or transfer.

What makes them good leads?

This is a massive lead type to market to. Oftentimes the people who inherit these properties are looking for a quick and easy solution.

A quick sale is typically at the top of their list, but many times they're just not sure where to turn for help.

That's where you come in with the solution to their problem.

## Active Listings

Active Listings are properties that have been listed on the market and have not yet sold.

This is a hugely powerful, and "potentially" highly motivated lead type depending on the length and days on market.

What makes them good leads?

Considering that most listings are three to six-month listings, marketing to people who've unsuccessfully sold their property could be a very successful marketing plan.

You can see that although there are many different types of leads, some are more suited to creating more profitable real estate investing opportunities than others.

# Superlists

Do you like ham?

How about rye bread?

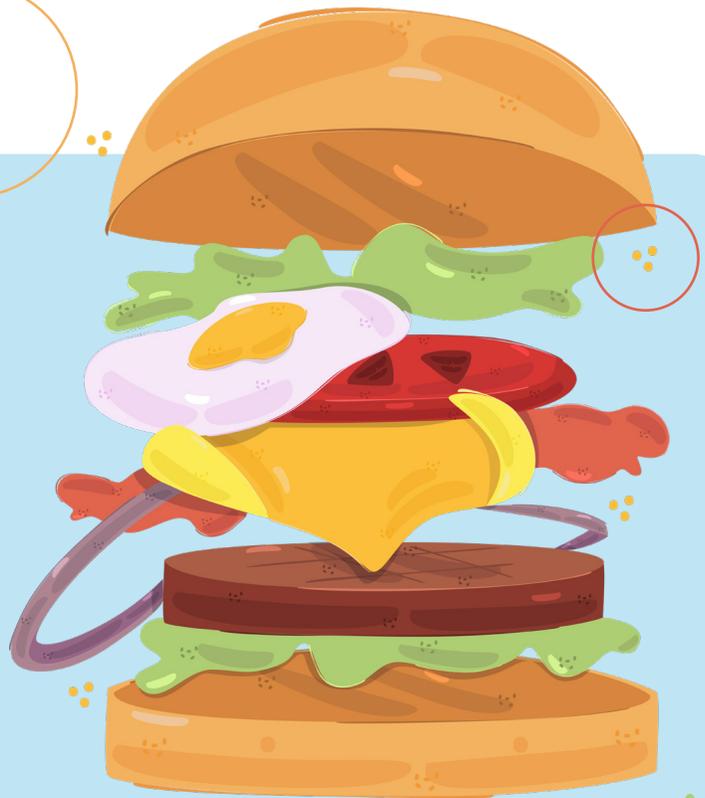
As good as they are individually, stacking takes them to the next level.

Piece of rye bread > ham > swiss cheese > mustard > rye bread

Now you have something you can really sink your teeth into.

You don't like mustard? No problem, try it with mayo instead.

This same principle applies to superlists.



## What is a superlist?

Think of a superlist as different lead types, which are all very powerful on their own, that have been combined and layered on top of each other to create superlists of extremely targeted motivated sellers for your business.

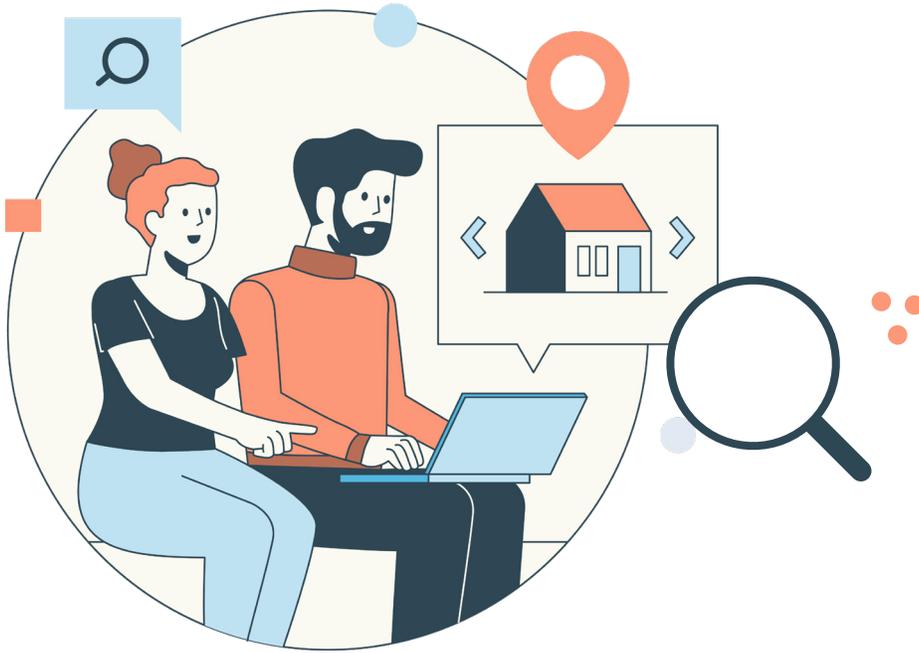
And you're in charge of "list stacking" whichever types of leads you want.

This is a great opportunity for you to experiment with lots of different combinations to see which ones bring the tastiest leads to your table.

For example, you could layer out-of-state absentee owners, high equity leads, and bored investors to pull a super targeted list of leads in a certain zip code.

This would combine all of these data points resulting in a list of absentee owners who have a lot of equity in their homes and who have owned the property for more than 15 years.

This allows you to get very specific with your marketing language so your marketing talks directly to their current situation.



### **Delinquent Tax Activity + Active Listings**

This is another combination of lead types that creates an extremely motivated superlist.

With a tax delinquency on record, this lead is exhibiting the first indicators of financial distress.

Couple that with actively trying to sell the property, and it not having sold yet, and you've got another type of extremely motivated seller lead.

### **Bored Investor + Active Listings + Vacant Property**

This is someone who has owned their property for 15 years or more and the mortgage is coming due. The property is also vacant and currently listed for sale.

If the property is vacant, they probably don't have a strong emotional tie to it at this point.

In other words, this is an extremely motivated seller lead that is well worth your marketing efforts.

### **Absentee Owner + Vacant Property**

This would be considered another highly motivated seller lead.

They might be an investor who owns the house as a rental property, which is currently vacant.

Layer Active Listing on top of that and your list immediately becomes even more motivated.

Layering different lead types and using different types of data to refine and create these superlists takes a good list of leads and instantly propels it to a whole new level of motivation that can't be duplicated anywhere else.

That's why they call these "Superlists" - you're starting to catch the vision.

List Stacking gives you the power to be able to maximize every minute and marketing dollar spent.

# CH 06

# DLC FUNNEL



## DATA

## LEADS

## CLIENTS

Now let's talk about how we take the data that we get and turn it into leads and clients for our business.

Start by thinking about this as a literal funnel with a wide opening at the top and a narrow opening at the bottom.

You have hundreds or even thousands, or even tens of thousands, of potential leads that sit at the top of your marketing funnel.

This overabundance of leads includes all of the prospects in the neighborhoods and cities where you work.

Then you have to sift through all of the data to figure out which leads are going to be the best prospects for you.

We will talk more about how to filter and synthesize the data in such a way that you're only marketing to the absolute best prospects later on.

But for right now, it's important to first understand this concept.

Think of each prospect as a bundle of raw **data**.

There's an abundance of raw data that goes into the top of the funnel and you have one objective - to convert as many of those data opportunities as you can into leads and then convert those leads into clients.

You're trying to find the sellers who are interested in either listing or selling their property in the most efficient way possible.

Ultimately we want to take all of those **leads** and process them through the seller interview and property inspection to find the percentage of leads that will turn into **clients**.

## Building Your DLC Funnel

The key to achieving a ton of success in this business, as either an investor or agent, is having a solid DLC funnel.

If you don't already have a dependable DLC funnel in place, I want you to focus on building one now.

Your DLC funnel starts with **marketing to the data**.

At the top of your funnel, you have a wealth of data that needs to be narrowed down into smaller and smaller batches of possible opportunities.

As these opportunities move through different parts of the funnel, more and more fall off until you've narrowed them down to the opportunities with the highest probability of selling and the most motivation to sell.

Only a percentage of the opportunities that start at the top of the funnel will make it to the bottom.

Some will decide that it's not the right time; some will decide to go in another direction with their house; some will decide to work with someone else, and still, others will decide to just not do anything.

But it's important to know that **everyone who starts at the top of your funnel won't come out the bottom**, which is exactly what you want to happen.

What you end up with is a group of the most motivated sellers and opportunities with the most potential.

These are your **leads**.

Next, you'll **make offers** to the best opportunities that have made it through the funnel.

These are leads that have responded to your marketing in some way. You have gone through the seller interview with them, evaluated their property, and determined the profit potential of the deal to be acceptable.

You can consider the lead a client when you've entered into an agreement with them.

Once you start closing deals generated from these clients, you'll generate **money** for your business.

**Data → Leads → Clients = Market. Offers. Money.**



## CH 07

# START YOUR ENGINES

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DATA

LEADS

CLIENTS

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Now let's move into the second step in the DLC Funnel.

## Leads

Now that you know how you can use Leadpipes and Ai data to generate highly targeted lists of motivated buyers and sellers, it's time to take that data and convert it into leads.

Having access to the world's best data for real estate professionals is the first step, but let's talk about how you're going to turn that data into leads for your business.



## Direct Mail

Direct mail remains one of the most effective, tried and true marketing methods in the real estate industry.

We live in an ever-increasing digital age. Our social feeds and email boxes are constantly delivering us information faster than we can consume it. For this reason, most of it will go unread or unnoticed.

The same can't be said for direct mail marketing.

- 42.2% of direct mail recipients either read or scan the mail they get. (Data & Marketing Association)
- Direct mail requires 21% less cognitive effort to process than email. (Canada Post)
- Direct mail recipients purchased 28% more items and spent 28% more money than people who didn't get that piece of direct mail. (United States Postal Service)
- 90% of millennials believe that direct mail marketing is more reliable than email and 24% are likely to share it with other people. (USPS, Valassis)



Direct mail was not only the best way but the only way we were able to reach sellers for a multi-year period. It continues to work incredibly well, especially in today's market.

When you send a direct mail campaign, you have 4 objectives.

- 1 **Get your mail delivered**
- 2 **Get your mail opened**
- 3 **Get your mail read**
- 4 **Get the reader/recipient to take action**

When it comes to real estate direct mail, there are a few different types of mail pieces that investors and agents typically use.

- 1 **Text/"Ugly" Postcards**
- 2 **Glossy Postcards with pictures**
- 3 **Yellow Letters**  
(printed cursive on yellow stationery)
- 4 **Regular Printed Letters**
- 5 **Real Handwritten Letters**

Now, think about your own mail each day.

**Which pieces of mail do you open first?**

Is it the bills?

What about obvious JUNK mail pieces with your name and address typed on the front with the bulk mail stamp?

If you're like me, you probably glance at the postcards and if any headline catches your attention you may set them aside (I love postcards for real estate because of the cost). Postcards are also great because they don't need to be opened, what you see is what you get!

But what about the mail that's addressed to you, written out in ink?

Those are always the first pieces that I open, even if I don't know who they're from.

To be honest, a handwritten letter gets a 100% open rate in my house, even if I'm not sure who it's from!

And we know from research that I'm not alone in doing so.

But it's not just the letter... it's the handwritten envelope that grabs my attention and gets me to open it. Without a "REAL" envelope, it would be just another piece of junk mail.

So your best chance of getting sellers, buyers, and private lenders to open your direct mail is by sending them "handwritten" letters.



When they can feel that a letter was written with an actual pen, they feel as though they should reciprocate your effort by at least opening and reading your message.

If nothing else, pure curiosity gets them to open the envelope.

But handwriting tens, hundreds, or thousands of direct mail pieces takes a tremendous amount of time.

15 years ago we would send out small batches of handwritten yellow letters to our prospects. This one marketing strategy took several hours every week to complete and just wasn't sustainable.

Then we hired a full-time person to handwrite our letters. That freed up some of our time, but then we were allocating serious funds to just paying that person.

Today, that assistant hired to handwrite letters has evolved into ROBOTS.

Robots will do the work.

Leadflow's direct mail fulfillment company has a warehouse full of robots that handwrite your personally penned letters with real ink pens.

The end result is a letter and envelope that looks and feels as though you spent the time and effort to sit down and write your lead a letter.

We've seen response rates skyrocket with personally penned letters.

My strong belief is the double whammy of good effective postcards with handwritten letters gives investors and agents the best chance to convert prospects into leads.

# Skip Tracing

What's better than sending a direct mail campaign to your leads?

Picking up the phone and calling them.

Or sending a direct mail campaign and following it up with a phone call.

Skip tracing the data allows you to do that.

Generally speaking, skip tracing is the process of tracking down people who are hard to find.

For our purposes, skip tracing is simply taking the data and locating the best contact phone number for your leads.

Leadflow has a cool push-button skip tracing feature built in that delivers results almost instantly.

As little as just a few years ago, skip tracing could be a pretty expensive undertaking, with some companies charging \$2 per lead or more. The results would always be hit or miss but mostly misses, if you know what I mean.

Today the accuracy is much improved and our built-in skip tracing engine has a 65-75% success rate and costs just 10 cents a hit.

Once you have a phone number in hand, you or your virtual assistant can make direct contact with your leads.

This has been a successful strategy for years and one that many investors and agents report having success with.

Many choose to hire inexpensive professional virtual assistants overseas to help handle calling out to leads. It's typically fairly easy to find a great virtual assistant for a very reasonable rate. We can refer some to you.

A small percentage of our users also use SMS as a successful means of reaching out to leads that have been skip traced.

But it's important to note that whenever you're skip tracing and using those numbers to reach out to prospective sellers via phone or text, you must do your homework first.



The Telephone Consumer Protection Act (TCPA) regulates telemarketing calls, auto-dialed calls, prerecorded calls, and text messages.

Generally speaking, if you are reaching out to someone to PURCHASE their home, that falls on the side of being acceptable.

But you CAN NOT offer to sell them something - that falls on the side of being unacceptable.

Any text messages sent must have the ability for someone to OPT-OUT of receiving any additional texts.

We don't want to provide legal advice here. We strongly recommend that you talk to an expert in your geographic area based on the type of marketing you plan to do with phone numbers to make sure that you are doing things right.



## Comping Engine

To make the best decisions for your business, you need the best data.

And to get the best data, you'll want nationwide access to comparable properties to get all the information you need to make informed decisions and determine potential offers.

Before you make an offer on any property you need to know what it's worth, and you do that by knowing what similar properties in relatively close proximity have recently sold for.

Leadflow's built-in Comping Engine pulls recent and active property sales, tax information, and other geographic data points to make this super easy.

There are a couple of cool things that I want to point out:



**AVM** - We give you a very accurate AVM, or "Automated Valuation Model," which is a computer algorithm that estimates the value of the house. Think of Zillow's cute little Zestimate, BUT more accurate.

**ACTIVE LISTINGS** - We give you the ability to SEE the current market to know how similar properties are currently priced.

**SOLD LISTINGS** - You'll see all of the newly sold properties that are within 5 days of closing.

**CASH SALES** - This is vital for investors to see everything that sold for cash recently around the subject property.

**AUTOMATIC CALCULATOR** - This calculates the average AVM and average sale price for comps selected, all working together to make accurate comping happen quickly and easily.

Then it takes just one click to download your detailed Comp Report.

You can even search for one specific property - on-market and off-market, nationwide.

Now we're cooking - you're starting to learn how to take raw data and convert it into leads.

Now, let me give you a few more powerful marketing ideas...

## CH 08

# POSITIONING, MARKETING, SELLING

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## Selling & Marketing

They say that professional sales is the world's highest-paid profession, which I think is probably accurate.

But what do most people think of when they think of selling?

People never want to be sold to.

When most people think of sales, they think of the pushy used car salesman or the really aggressive commission-based salespeople that they've encountered throughout their lives.

Because of this preconceived notion that people generally have about sales, selling takes talent.

Selling is a learned skill and, while it can increase your income, I don't believe that it's an essential part of being a successful real estate investor or agent.

Marketing is a skill set that supersedes selling.

If you market your business properly, it can make selling much, much easier, almost as if you're not selling at all.

If you're marketing your business, you're constantly attracting prospects to it.

Think of selling as directly converting a prospect, whereas marketing is more like a lead magnet and people are attracted to you because of the marketing that you're putting out.

Your marketing is letting people know that you're here to solve their problems at exactly the right time.



Over the last several years, we've discovered that one thing is more important than almost anything else in real estate...

### Timing.

You're helping people solve a problem.

But, more than that, you're delivering the right message at the right time, and that's why they choose to do business with you.

It's not that you're a great salesperson. It's that you are here to help them exactly when they need it.

I've walked through hundreds of houses with real estate agents and I don't ever remember buying a house because of the cool way that the agent described the windows, carpet, or anything else.

You need to be likable to be able to sell well, but marketing is a true next-level skill.

POSITIONING ○ — — — — —

MARKETING ○ — — — — —

SELLING ○ — — — — —



## Positioning

But there's a level that's even beyond marketing, which is positioning.

This concept of positioning is extremely important to understand.

If you think about a pyramid, Positioning will be the highest level at the top.

Selling is at the bottom, and Marketing is in the middle.

### Positioning → Marketing → Selling

Most people instinctively get the difference between marketing and selling.

But positioning is this third level that people don't usually give much thought to, even though it's extremely important.

**Positioning is simply how your business is positioned, or perceived, in the market or community.**

When you think of ketchup, what comes to mind?

You probably immediately think of Heinz because Heinz is positioned at the top of the food chain.

You also want to be at the top of the food chain.

You want to position your business in such a way that whenever anyone in your area needs to sell their property, especially quickly, they think of you and your business.

As a real estate investor, you might not ever be a household name, which is ok.

But if you can do a great job at marketing and positioning your business in your community, then people are going to know that you solve problems, and they're going to turn to you when they need help selling their property. Or they're going to refer other people with problem properties to you.

That's positioning.

When you've positioned your business the right way, you'll feel more confident.

Meeting with sellers will be easier because you'll know that you're not just another real estate investor; you'll know that you're a problem solver, and you can help that person in their time of need.

When you truly believe that you do incredible work and that you solve tremendous problems for individuals in financial distress, that will come through in your meetings and conversations with people.

If you're positioned properly in your prospect's mind, it will make selling superfluous and unnecessary.

Your prospects will be so attracted to you and your business that selling becomes very easy.

In fact, there is almost no selling involved at this point.

By the time your prospect reaches out to you, they've likely already sold themselves on working with you.

Again, think of leads in your area flocking to you because you've positioned yourself properly in the community.

Here's a great example of this...

Back in 2010, I bought Mapleside Farms, which was a farm and apple orchard that I had been visiting since I was a kid.

Mapleside is a beautiful property that was in danger of being developed.

We purchased the property a week before it went to auction using an advanced note purchase strategy.

Immediately after we purchased it we realized that, even though it was positioned so well in the community, it was slowing way down in traffic and sales. It hadn't changed in almost 50 years!

It needed to be born again in the community; reinvigorated.

So we did this super cool thing...

In 2016, the Cavs WON the NBA championship.

If you're an Ohio sports fan, when LeBron James and the Cleveland Cavaliers beat the Golden State Warriors, it was a huge deal. It changed the collective mindset of an entire region.

So we wanted to celebrate that win in a fun, creative way.

My boys had this idea to put LeBron James's face in our seven acre corn maze at Mapleside Farms, along with the words "homegrown hero" and the championship trophy.

So we did it! When it was done, we took a bunch of pictures with my drone and posted them on Mapleside's website.

We thought it was a pretty unique idea and a novel experience for people to walk through the corn maze at Mapleside and be walking through LeBron's head, beard, and the championship trophy.

### ***But what happened next was crazy...***

The Cavs contacted us asking if they could put the picture of our corn maze on their Instagram!

Of course we said, "Absolutely!"

And within a day of that, LeBron James himself was tweeting about it!

He was telling Kelly and I that he was honored by our idea! It was awesome and caught a lot of people's attention almost immediately.





Everyone was so excited about the Cavs winning the championship that we felt this was a great way to honor him and help bring the city together.

But we really didn't expect what happened next...

As a result, we invited LeBron and his family to spend a day enjoying the farm and going through the "LeBron" corn maze and, since then, we've developed an incredible relationship with LeBron and The LeBron James Family Foundation.

This relationship blossomed from a simple corn maze idea that my boys had and now we do some really cool things at Mapleside every year with LeBron and his Foundation.

Every year, members and families of The LeBron James Family Foundation come out to enjoy a private day on the farm where everyone is able to enjoy all of the activities at Mapleside like the corn maze, the hay rides, and the giant slide.

And we developed this amazing relationship simply because we took action on something.

In order to purchase the farm, we took action on data that we had before anybody else, which allowed us to buy the property without letting fear stop us from moving forward with the deal.

And, as you can see, some really incredible things have happened since then.

As a result of these types of relationships and unintentional publicity, when we converted the farm into not only an agritourism destination, but also a Wedding Venue, a Summer Festival destination, a Wine Tasting in the Corn Maze adventure, and a place to enjoy summer Concerts Over The Valley, they all started to bring in a tremendous amount of revenue to the farm.

Gary Keller talks about finding **the one thing that you can do to make everything else easier** and I believe, as a business owner and entrepreneur, that one thing is **positioning yourself properly in your community**.

You're going to be positioned so well that your image, your brand, your name, and your website are all recognized by the people and businesses in your community.

I'm at the point where when I'm marketing for commercial opportunities in Northeast Ohio, I make a point to put in my letter that I own Mapleside Farms because it's now one of the largest agritourism destinations in the country and one of the most visited places in the state of Ohio.

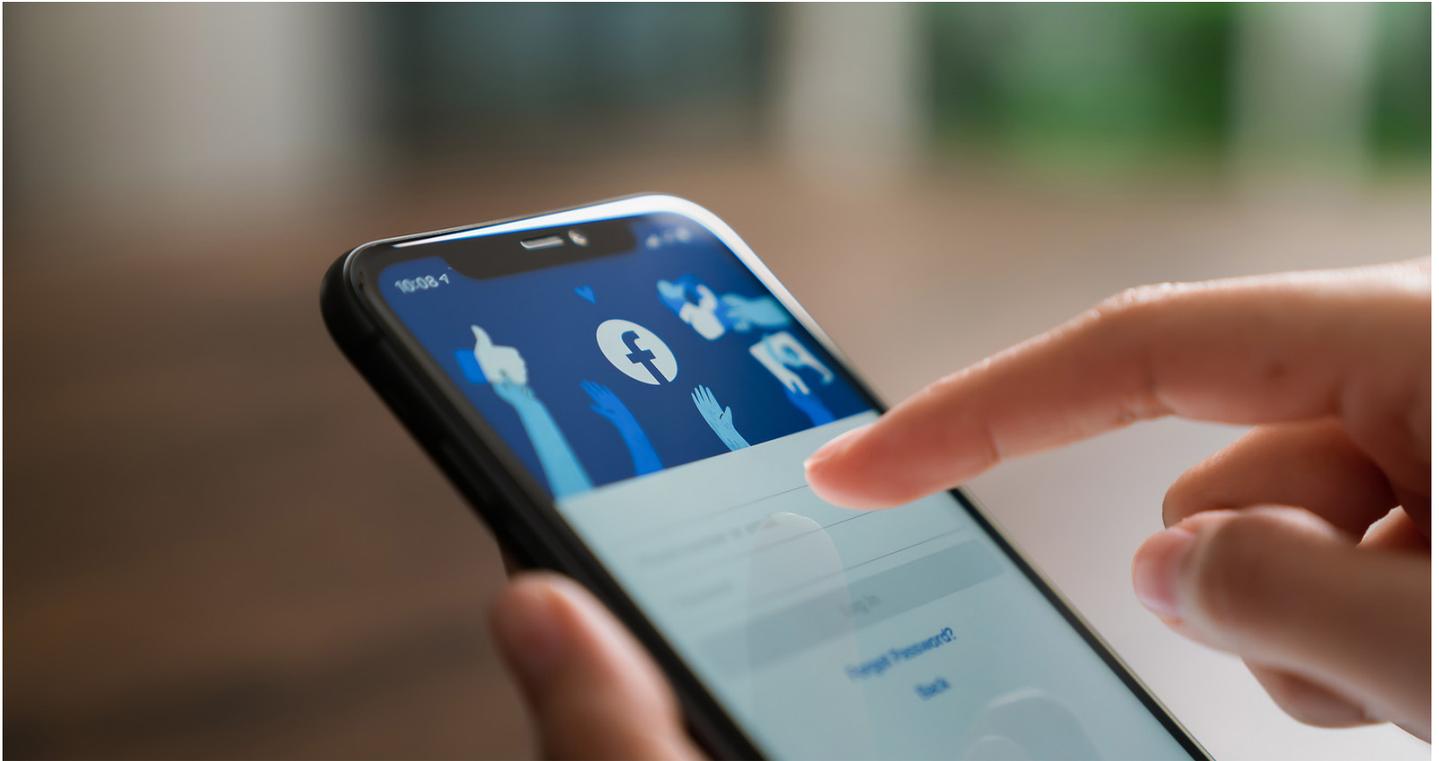
Everyone knows about it, so when someone receives a letter from me about buying their storage facility or apartment building, they know that I own Mapleside Farms, which positions me differently in their eyes. It sends me to the top of the list.

They take me more seriously than they would other investors.

When you're positioned properly, you don't need to sell yourself or your services. The positioning has already accomplished that task for you.

# BONUS FACEBOOK GROWTH HACKING

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Over the years, Facebook has morphed from a social media platform used primarily for keeping in touch with friends and family to a valuable marketing tool for nearly every industry, including real estate.

Facebook offers several ways to target potential customers including targeting specific interests, behaviors, and demographics.

In recent years, Facebook has also introduced special targeting categories including credit, employment, housing, and politics.

Real estate investors and agents usually want to attract sellers and/or listings. When creating real estate "Seller" ads, keep in mind that many of these are often flagged as a "housing special category."

While a seller ad is not technically a housing offer, Facebook's algorithm has a hard time distinguishing between buyer vs. seller ads.

Because of this, it's important to keep the focus of your ads primarily on solving the bigger problem rather than calling out specific pain points like divorce, relocation, downsizing, etc...

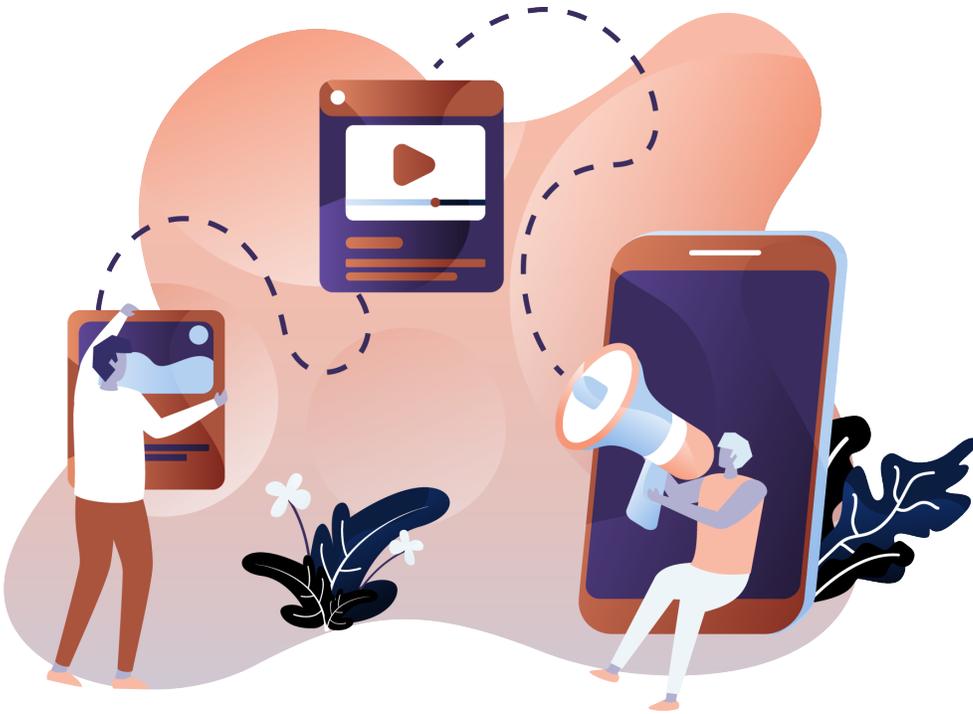
Using those types of specific terms by and large guarantees that Facebook will not approve your ad.

Instead, focus more on testing copy centered around more general terms such as the following:

- "Find out your home's value"
- "Find out how much cash your home is worth"
- "We need houses to buy"
- "We need inventory"

These are all much more likely to get approved and draw in the types of leads that you're looking for.

But it doesn't matter how good your ads are if the right people aren't seeing them.



Leadflow's data coupled with Ai is the most powerful tool you have to create highly targeted lists based on a property's propensity to sell.

And it's simple to build your list, export it to Facebook, and then run your ads!

If you want to amp this up a little more, then you'll want to add skip traced leads, which gives you the best pieces of data for identifying Facebook profiles.

BUT, don't do this just for Facebook as the cost isn't worth it.

I make this point ONLY if you plan on skip tracing this list in the first place. If so, then the results will be magnified.

Facebook requires a minimum of 1,000 contacts on a list for it to be used in campaigns, but from our experience, a minimum of 2,500 or more is better.

When pulling your list, aim for the largest number of leads that fit your criteria.

We want to make the process extremely simple, so when you export your leads from Leadflow, the export file will already be in the format that Facebook requires to upload.

## Let's Talk Audiences...

Facebook allows you to create custom audiences based on customer lists. They can also expand the audience using their algorithm to create "lookalikes" of your customer list.

This is the strongest, most effective audience you can build using Facebook and is what most investors and agents do.

That's a good strategy, but we're not "most investors" around here.

We can get 5 to 8 times the results using a different, more effective strategy.

First, build your initial audience list inside of Leadflow based on leads that you would like to see your advertising. You can use Ai to identify the people who are going to be most receptive to your ad, then do a complete export to Facebook.

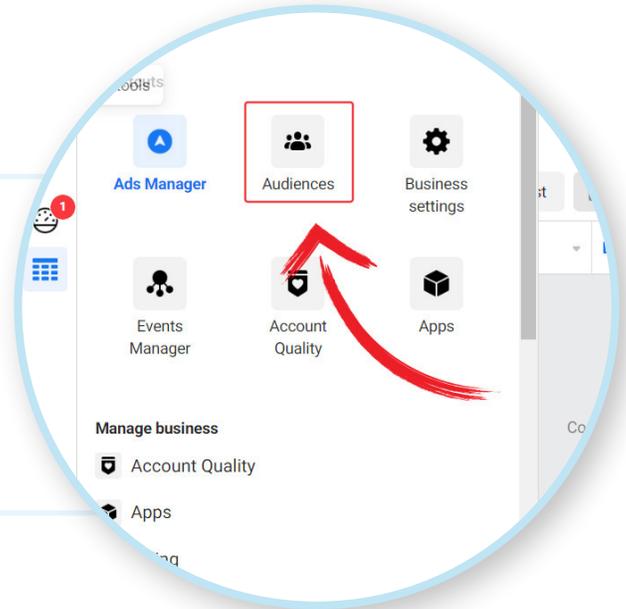
Next, you'll tell Facebook to ONLY show your ad to the people on your list.

# Creating Your Custom Audience

Once you have your list, log in to your Facebook Ads Manager.

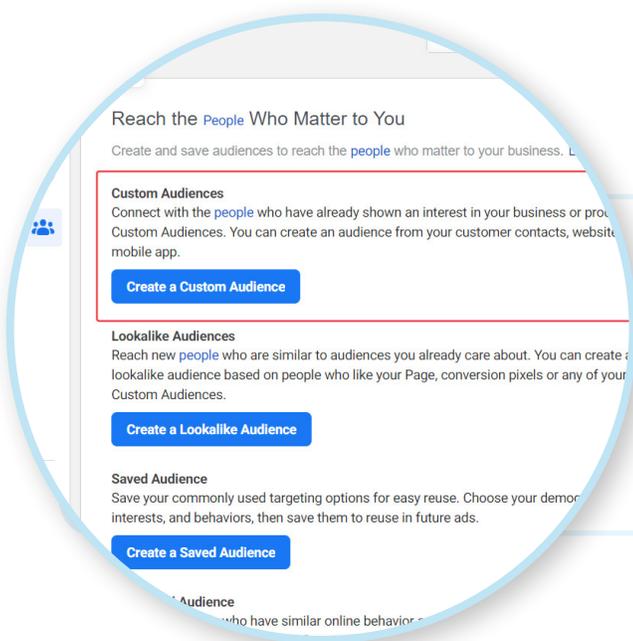
# 01

Select **“Audiences”** from the left hand navigation.



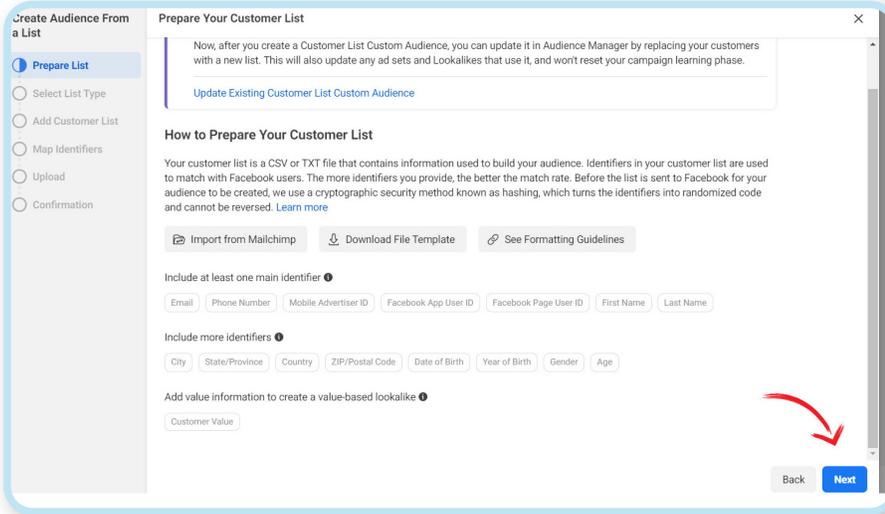
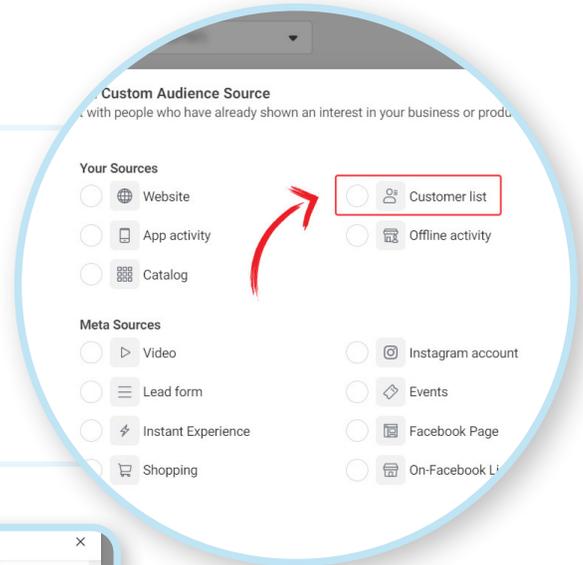
# 02

Select **“Custom Audiences.”**



# 03

Select  
“Custom List.”



# 04

Make sure your list includes at least 1 primary identifier including first name, last name, email address, mobile phone number, or Facebook page user ID.

# 05

Upload and map your identifiers - that's it!

Facebook will need some time to match your data to active profiles.

To be sure that your upload is complete, wait until you see a green active indicator next to the audience and it no longer says “populating” next to the audience name.



## Now that you have your customer audience, which campaign should you run?

The best, most direct campaign objective is driving traffic to Facebook Messenger.

Messenger campaigns have gained a lot of traction in recent years by allowing users to connect almost instantly with you and your business.

There's also an added level of comfort engaging within the Facebook platform, as opposed to submitting information through a web form.

But the result is the same... a hot lead who responded to your marketing!

Messenger campaigns are also easier for you to manage and respond to.

They remove the need to monitor a separate email box. All you have to do to begin the conversation is simply reply on your phone or computer to any messages that come through.

Research has found that motivated sellers take action with regards to selling their property in a 2-week window. Therefore, you must be able to respond quickly to make an immediate connection with the seller.

# Case Study

Here's a sample of a Messenger campaign that we ran for an investor in Pennsylvania:



Those two ads alone running in Jenna's small Pennsylvania town generated some amazing results:

Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
Motivated Sellers (Messages) V2	Active	110 Messaging Replies	9,399	31,774	\$3.56 Per Messaging Reply	\$392.10

## 7 Day Window

- Amount Spent: \$392.10
- Impressions: 31,774
- Reach: 9,399
- Message Replies: 110
- Cost Per Message: \$3.56
- \$13/day

## Results

For the cost of \$392.10, Jenna ended up with 9 qualified leads that her business didn't have before.

# CONCLUSION

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There are many ideas and strategies throughout this book that, when implemented in your business, are designed to produce tremendous growth and results.

This is an exciting time for both new and experienced investors and agents.

As I previously mentioned a few times, I create software to help real estate professionals grow their businesses.

Leadflow is a brand new platform that will make it easy for you to apply artificial intelligence to your lead flow.

It's the world's most accurate and predictable lead generation platform for real estate professionals.

[Learn More About Leadflow Here](#)

You now possess the knowledge and tools that you need to make huge strides in your business.

It's almost like you have the treasure map. Now you need only follow it.

This business turns into a lot of fun when the Magic Map turns into a treasure map. Now you need only follow it.

Feels good, doesn't it?

Now get out there and start doing deals.

Happy Investing!

# DISCLAIMER

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