



**SALESTEAM** live™  
Your Virtual Marketing Team

**DONE-FOR-YOU MARKETING CAMPAIGNS**

## Bankruptcy Chapter 13 – Aged Filings Campaign

The SalesTeamLive Bankruptcy Chapter 13 – Aged Filings targets confirmed homeowners who have filed Chapter 13 Bankruptcy in the previous 3 to 9 months. This is an ideal campaign for distressed property owners and is effective in all market conditions. This campaign reaches a small population in a given area and is considered a small list.

### Campaign details include:

#### Market

- Owners of single-family homes who have filed for Chapter 13 Bankruptcy
- Aged Filings Campaign List
- SalesTeamLive provides this mailing list (*at NO additional cost*):
  - Available by County
- Highly effective in all market conditions – hot, post-hot, emerging, flat or declining

#### Message

- Message written by Richard Roop, known as “The Marketing Consultant for Real Estate Investors”
- Personalized to homeowners
- Targeted to highly motivated homeowners in distress
- Expresses interest in buying property:
  - Quickly and easily
  - At a fair price
  - On the date of the homeowner’s choosing
- Realtor version available

#### Media

- Direct marketing using First Class mail
- Card design: canary-yellow, card stock, 4" x 6" postcard
- Yellow Letter design: 8 1/2 x 11 lined yellow letter with handwritten font
- Alternating media mailing: 1 Yellow Letter followed by 3 personalized Postcards, repeated once.
  - Yellow Letter
  - Personalized postcard

#### Multiple/Months

- Each property receives eight pieces
  - Confirmed homeowners actively in Chapter 13 Bankruptcy who filed between 3 and 9 months ago
  - Mailings go out every 30 days

#### Money

- Investors should expect to spend from \$400 to \$750 per deal for this campaign. Note: Expenditures necessary to obtain a deal vary depending on local conditions



### Investor Tip:

Homeowners who are in **bankruptcy** have little to lose. Empathy and compassion can greatly facilitate

“The NOD Bankruptcy Campaign (AKA Aged Filings) is producing a ton of deals for our clients. This campaign is a no brainer.”

Dan Doran



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## Bankruptcy Chapter 13 – Recently Dismissed

This Campaign targets homeowners who have filed Chapter 13 Bankruptcy and have been recently dismissed in the past 14 days. This campaign is effective in all market conditions and has been proven to focus on distressed home owners who need to sell. This campaign reaches a small population in a given area and is considered a small list.

### Campaign details include:

#### Market

- Owners of single-family homes who have been recently dismissed from Chapter 13 Bankruptcy in the recent 14 days
- SalesTeamLive provides this mailing list (*at NO additional cost*):
  - Available by County
- Recommended for all market conditions – hot, post-hot, emerging, flat or declining
- We recommend only utilizing SalesTeamLive's Bankruptcy Chapter 13 – Aged Filing in states with a short foreclosure timeline

#### Message

- Message written by Richard Roop, known as "The Marketing Consultant for Real Estate Investors"
- Personalized to homeowners
- Targeted to highly motivated homeowners in distress
- Expresses interest in buying property:
  - Quickly and easily
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#### Media

- Direct marketing using First Class mail
- Card design: canary-yellow, card stock, 4" x 6" postcard
- Yellow Letter design: 8 1/2 x 11 lined yellow letter with handwritten font
- Alternating media mailing: 1 Yellow Letter followed by 3 personalized Postcards, repeated once.
  - Yellow Letter
  - Personalized postcard

#### Multiple/Months

- Each property receives eight pieces
  - Property owners who have recently dismissed from Chapter 13 Bankruptcy in the previous 14 days
  - Mailings go out every 14 days

#### Money

- Investors should expect to spend from \$400 to \$750 per deal for this campaign. Note: Expenditures necessary to obtain a deal vary depending on local conditions



### Investor Tip:

Homeowners who are in **bankruptcy** have little to lose. Empathy and compassion can greatly facilitate

"No one does it better than SalesTeamLive. SalesTeamLive's approach to targeting Bankruptcies is brilliant.

This is a sure winner for finding motivated sellers who need to sell fast."

Dan Doran