



The 'Catch-All' Campaign

This campaign is designed to provide SalesTeamLive members with a way to deliver a well written Yellow Letter series to a cross-section of potential sellers, chosen by the real estate entrepreneur. The lists that drive this campaign will be entirely chosen by each member and can be uploaded at any time, with no minimums.

Campaign details include:

Market

- The Lists are completely chosen by each SalesTeamLive member, but popular usages of this campaign include:
 - Code Violations
 - Evictions
 - Fire Damaged
 - FSBOs

Message

- Message written by Richard Roop, known as "The Marketing Consultant for Real Estate Investors"
- Personalized to the homeowner
- Explains to the homeowner how to sell 'quickly and easily at a fair price'

Media

- Direct Mail marketing using First Class Mail
- 8.5" x 11" Yellow Letter

Multiple/Months

- Each homeowner receives 8 Yellow Letters over 8 months

Money

- If uploading relevant data, Investors should expect to spend from \$300 to \$1,500 per deal on this campaign. Note: Total Expenditure per deal can vary depending on local market conditions.



Investor Tip:

The **Catch-All** campaign is an excellent way to take advantage of SalesTeamLive's drip campaign system for small, hard to get specialty lists. Just upload the list once and let the STL system work it's magic!

"This campaign is awesome – I can get creative, load any type of property I want, and boom – there goes the magic yellow letter! "

Tom C.