



SALESTEAM live™
Your Virtual Marketing Team

DONE-FOR-YOU MARKETING CAMPAIGNS

Expired Listings Campaign

The SalesTeamLive Expired Listings Campaign is directed at homeowners whose property was recently expired from the Multiple Listing Service (MLS) without being sold. This campaign targets homeowners who are or were interested in selling their homes. This campaign works well in any market conditions (requires higher mail volume in Hot Markets) and reaches a small population in a given market area.

Campaign details include:

Market

- Owners of single-family homes
- Homeowners whose property recently was removed from the MLS listing without being sold
- Mailing is supplied by the customer to SalesTeamLive
- Targets homeowners who may be panicking and are motivated to sell
- Ideal for all market conditions, especially post hot, emerging, flat and declining. Hot markets generally require higher mail volume.

Message

- Message written by Richard Roop, known as "The Marketing Consultant for Real Estate Investors"
- Personalized to homeowners
- Targeted to motivated homeowners who have demonstrated interest in selling
- 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
- Yellow Letter Design: Yellow 8 1/2 x 11 note pad Letter, hand written text with large invitation envelope
- Card design: canary yellow, card stock, 4 x 6 postcard
- Alternating media mailing:
 - Yellow Letter
 - Personalized postcard
 - Personalized "Notice" postcard

Multiple/Months

- Each property receives five pieces, beginning with the Yellow Letter, at 14 day intervals over a 2-month period

Money

- Investors should expect to spend from \$500 to \$750 per deal for this campaign. Note: Expenditures necessary to obtain a deal vary depending on local conditions.



Investor Tip:

The **Expired Listings Campaign** is a concentrated and targeted direct mail program that focuses on touching homeowners 5 times in a short period of time (2 months).

"The Expired Listings Campaign reaches homeowners who may be under significant time pressure to sell their home"

Richard Roop