



**SALESTEAM** live™  
Your Virtual Marketing Team

**DONE-FOR-YOU MARKETING CAMPAIGNS**

## Free and Clear Campaign

The SalesTeamLive Free and Clear Campaign is directed at homeowners with high equity in their property and who have owned that property for a significant amount of time. Effective in all market conditions, the Free and Clear campaign reaches a large population in a given market area.

### Campaign details include:

#### Market

- Owners of single-family dwellings who:
  - Have significant property equity, typically 40% to 100%
  - Have owned their property for significant time periods (10 years or more)
  - Are more than 50 years of age
  - Optional: Condominium owners
- Effective with owner-financing deals
- Mailing list provided by SalesTeamLive (*at NO additional cost*):
  - Nearly 7 million prospects available nationwide
  - Available by zip code, carrier route, city or county in any quantity
- Recommended for 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, using first names and street address
- Expresses interest in buying property – quickly and easily, at a fair price on the date of their choosing
- Realtor version available

#### Media

- Direct marketing using First Class mail
- Card design: canary-yellow, card stock, 4" x 6" postcard
- Alternating media mailing:
  - Personalized postcard
  - Personalized “notice” postcard

#### Multiple/Months

- Each property receives eight postcards at 90-day intervals over a 24-month period
- Mail delivery batched in segments for an even monthly flow of inbound leads

#### Money

- Investors should expect to spend from \$1000 to \$1,500 for this campaign per deal. Note: Expenditures necessary to obtain a deal will vary depending on local market conditions



### Investor Tip:

The Time value of money provides those investors seeking high equity properties better flexibility in structuring great deals.

Free and Clear campaigns are excellent for producing bigger deals for our clients. Expect a little higher mail volume to produce great deals.

Dan Doran