



SALESTEAM live™
Your Virtual Marketing Team

DONE-FOR-YOU MARKETING CAMPAIGNS

Multi-Family Properties with Equity

The SalesTeamLive Multi-Family Properties with Equity campaign is specifically designed to target property owners who own Multi-Family (2-4+ units) and have significant amount of equity. This campaign is highly effective, especially in changing market conditions. This campaign reaches a smaller population in a given area and is a great way to target properties looking to cash out from deferred maintenance or managing tenants.

Campaign details include:

Market

- Owners of Multi-Family (2-4+ units) properties who have a maximum loan to value of 69%.
- Mailing list provided by SalesTeamLive (*at NO additional cost*):
 - More than 750,000 prospects nationwide
 - Available by zip code, carrier route, city or county in any quantity
 - Variable units and/or loan to value
- Recommended for all market conditions – hot, post-hot, emerging, flat or declining
- Highly effective in changing market conditions

Message

- Message written by Richard Roop, known as “The Marketing Consultant for Real Estate Investors”
- Personalized to homeowners
- 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
- Richard Roop’s personalized postcard

Multiple/Months

- Each property receives 6 postcards at 90 day intervals
- Mail delivery batched in segments for an even monthly flow of inbound leads
- Given the market conditions the aggressive mailing timeline has had excellent results

Money

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



Investor Tip:

The **Multi-Family Properties with Equity** is great for searching for cash flowing properties, including 2-4 units. Use this campaign to produce long term wealth.

“Many of our best clients are going after Multi-family and commercial deals. This campaign is our first of many to produce elephant sized deals that make tons of money.”

Gary Boomershine