



**SALESTEAM** live™  
Your Virtual Marketing Team

**DONE-FOR-YOU MARKETING CAMPAIGNS**

## Out of Area Campaign

The SalesTeamLive Out of Area Campaign (also known as an Absentee Campaign) is specifically designed to target homeowners whose mailing address differs from the property address. Effective in most market conditions, this campaign reaches a large population in a given market area and is a great way to reach potential burned-out landlords.

### Campaign details include:

#### Market

- Owners of single-family homes and/or multi-unit properties who do not reside at the property address
- Mailing list provided by SalesTeamLive (*at NO additional cost*):
  - More than 4 million prospects 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
- 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
- Alternating media mailing:
  - Personalized postcard
  - Personalized “notice” postcard

#### Multiple/Months

- Each property receives five postcards at 90-day intervals
- Mail delivery batched in segments for an even monthly flow of inbound leads
- Market to homeowners over a 15-month period

#### 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 **Out of Area** Campaign is a great way to find potential sources of private equity. Landlords typically have available capital and understand the real estate.

“The Out of Area Campaign is the best approach for consistent quality leads in all market conditions”

Richard Roop