



**SALESTEAM** live™  
Your Virtual Marketing Team

**DONE-FOR-YOU MARKETING CAMPAIGNS**

## Property Tax Delinquent

The SalesTeamLive Property Tax Delinquent Campaign is targeted at homeowners who have been delinquent on their property taxes for 1–3 years. This campaign targets potentially distressed homeowners who may be highly motivated to sell. This targeted campaign works well in all market conditions and reaches a smaller population in a given market area.

### Campaign details include:

#### Market

- Single family homes
- Property owners who have significant equity in their property and are behind on their property tax payments
- More than 250,000 properties available nationwide
- SalesTeamLive provides this mailing list (*at NO additional cost*):
  - Available by County
- Recommended for all market conditions – hot, post-hot, emerging, flat and declining

#### 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 for this campaign per deal. Note: Expenditures necessary to obtain a deal will vary depending on local market conditions.



### Investor Tip:

The **Property Tax Delinquent** campaign has been solid for finding the needle in the haystack deal. Many tax delinquent property owners are dealing with other distressed issues making the property ideal for a quick purchase

“Sometimes Property Tax Delinquent homeowners are distracted rather than distressed. This is a great campaign”

Richard Roop