



SALESTEAM live™
Your Virtual Marketing Team

DONE-FOR-YOU MARKETING CAMPAIGNS

Retail Buyers

Selling properties at or slightly below retail value can be challenging in almost any market. Generating well qualified buyers is essential for the active real estate entrepreneur, especially when trying to maximize the profits in today's market. The Retail Buyer's Campaign is specifically designed to target higher income renters with high credit scores who may be short on a down payment but able to qualify for a new loan.

Campaign details include:

Market

- Renters between 25 and 55 years of age, with good income and credit scores above 640.
- Mailing list provided by SalesTeamLive at NO additional cost
- Recommended for all market conditions – hot, post-hot, emerging, flat or declining
- Highly effective in finding buyers for pretty homes at or slightly below retail prices. Also effective for round robin selling strategies.

Message

- Message written by Richard Roop, known as "The Marketing Consultant for Real Estate Investors"
- Personalized to the renter
- Explains how the renter can purchase a home quickly, with little or no down payment, and without any 'middlemen'.

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 renter receives 6 postcards at 30 day intervals
- At the end of the 6 month cycle, data is repurchased and the campaign automatically re-launched

Money

- Investors should expect to spend \$1,000 to generate a solid retail buyer's list in a local geography. Note: Total Expenditure per deal can vary depending on local market conditions.



Investor Tip:

If you've got properties that you feel will be in high demand on the open market, then the **Retail Buyer's Campaign** is the right one for you.

"I did this campaign and after the FIRST MAILING had an application out on a property I had been holding for MONTHS. This campaign is AWESOME!"

Brian Dickerson