



Tenant Buyers

As a real estate entrepreneur buying and selling properties, it's essential to focus on occupying your properties quickly. In many markets today, it's absolutely essential to have a strong list of hungry qualified buyers waiting for that next property you have to offer them. The Tenant Buyer campaign is specifically designed to target renters in your area with lower credit scores as good candidates for your occupying your 'subject to' lease-option and rental properties.

Campaign details include:

Market

- Renters with credit scores between 540 and 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 'subject to' or cash flowing properties

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, without a large down payment or bank qualification.

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 from \$1,000 to generate a solid buyers list in their geographic area. Note: Total Expenditure per deal can vary depending on local market conditions.



Investor Tip:

If you've got properties that you feel will be tough to sell on the open market, then the **Tenant Buyer's Campaign** is the right one for you. Generating buyer's first is a great strategy, especially in slower markets.