



SALESTEAM live™
Your Virtual Marketing Team

DONE-FOR-YOU MARKETING CAMPAIGNS

Wholesale Properties

The SalesTeamLive Wholesale Properties campaign is specifically designed to target property owners who have junker houses. This campaign focuses on older high equity properties that not been refinanced in many years and are below median home values. This campaign is highly effective in all market conditions. This campaign reaches a larger population in a given area and is a great way to target properties that generate cash now.

Campaign details include:

Market

- Owners of single-family properties built prior to 1990 with a maximum loan to value of 69%.
- Mailing list provided by SalesTeamLive (*at NO additional cost*):
 - More than 6 million prospects nationwide
 - Available by zip code, carrier route, city or county in any quantity
 - Variable property built date, median home value and/or loan to value ratio
- 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
- 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 Wholesale Properties campaign is ideal for wholesalers and rehabbers. For the savvy investors, use SalesTeamLive to pick very specific zip codes or carrier routes in rundown neighborhoods.

“SalesTeamLive knows what works best and in what markets. The Wholesale Campaign produces killer rehab and wholesale flip deals! This is a great campaign to generate Cash Now!”

Dan Doran