



Pre-Foreclosure Campaign

The SalesTeamLive Pre-Foreclosure Campaign targets homeowners who are behind on their mortgage and facing foreclosure. The Pre-Foreclosure Campaign is most effective in emerging, flat or declining markets, if the list is difficult to get or if there is limited competition. SalesTeamLive suggests other effective strategies for highly competitive or saturated markets.

Campaign details include:

Market

- Owners of single-family homes who have a Notice of Default or List Pending filed on their mortgage
- Mailing list is supplied by the customer to SalesTeamLive (except in some geographical areas including Florida, Massachusetts and Connecticut.
- Recommended for emerging, flat or declining markets, if the list is difficult to get or if there is limited competition
- NOTE: Contact a SalesTeamLive specialist for effective marketing strategies in highly competitive or saturated markets.

Message

- Message written by Richard Roop, known as “The Marketing Consultant for Real Estate Investors”
- Personalized to homeowners
- Targeted to highly motivated homeowners in distress
- 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 “pre-foreclosure” postcard

Multiple/Months

- Each property receives three to eight pieces at varying intervals, depending upon the state’s foreclosure timeline (21 – 365+ days)

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:

Homeowners who are in **pre-foreclosure** need to move quickly. Keeping a list of alternative properties for the homeowners’ relocation can greatly facilitate a deal.

“Sometimes you can trade properties in with homeowners who are in pre-foreclosure status”

Richard Roop