

Investor Marketing Matters

Research & Deliver

- Add Investor to CRM
- Run MLS Absentee Owner Search
 - Download All Results
 - Organize Spreadsheet by Owner Names
 - Disregard All Owners with Less Than 3 Properties
- Create CMA for All Properties
- Create & Send Hand Addressed and Stamped Envelop w/ All CMA's for Particular Investor's Properties
 - Include:
 - Business Card (2)
 - Zillow Map of All Sales
 - Investor Letter (Use a Handwritten Font if Typed)
 - Gerdes Listing Guide

Investor Name,

We noticed you own several properties here in **area**, congratulations!

We work with several families & investors helping them with property acquisitions & trades. We are sure you receive hundreds of these a month. To show you we are serious about creating value for our clients, we've included a CMA on each of your properties current values. Take a peek. If there's a property that's currently under delivering, perhaps we could discuss alternatives?

We'll follow up with a call in a few days. We look forward to connecting soon. If you'd prefer to reach out to us first, our contact info is below.

Phil & Victoria Gerdes
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Follow Up Plan

- 3 Days After Mailing, Call Investor, Schedule Meeting (in Office if Possible)
 - Use TLO to Gather Contact Info if Necessary
- If No Meeting Set (Continue Each Step Until Meeting Set or Given "No"):
 - 1 Day Later - Call Investor Again
 - 1 Day Later - Send Sell Postcard
 - 2 Days Later - Send Hand Written Card

Investor Name,

Did you receive the packet we sent you? If so, I'm sure you see how different we are and the value we bring to our clients. We want you to know that you are just seeing the tip of the iceberg!

We have been calling to set a short meeting to discuss what we can do from you, but haven't been able to reach you. Give us a call so we can put something on the schedule.

Looking forward to hearing from you.

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- 5 Days Later - Call & Leave "I'm Here" Voicemail

Investor Name, I'm sure by now you've receive our package, letters and calls. We know how busy things can be and are sure that all the information we've delivered, being busy is the only reason why we haven't heard back from you. We wanted to let you know that we are here when you need us. We will reach out occasionally but will wait mostly for you to reach out to us. Again, you can reach us at **Phone Number**.

- Set Alerts to Reach Out Once a Month or Until Told "No"
- Add Any Investors Emails to ReTargeting FB Audience
 - Run Relevant Ads/Videos to Investors