

Real Estate Investing for Women

Essentials in
Building a Buyers'
List

Module 3

How to Choose the Right Area

Wholesaling

- Are investors buying in this area?
- Cash Sales (Close to 20% or better)
- Who are the investors?
 - Rehabbers
 - Landlords
 - Investors (ROI)

What do Buyers Want?

Investor/Buyer

Single family

Not too big or too small

Repairs needed

Low to middle income areas

How to Choose the Right Area

Fix & Flip

- Retail Buyers
- What type of financing?
 - Cash
 - FHA
 - Conventional
 - Jumbo Loans

How to Choose the Right Area

Buy & Hold

- Rental Demand
- Vacancy Rates
- Economic Conditions
- What type of Landlord are you?

How to Choose the Right Area

- Tools to Use:
 1. MLS
 2. Redfin
 3. Zillow (but don't use Zestimate)
- Look at sale activity in the last 6 months
 - Look at DOM (Days on the Market)
- Be careful about distressed areas
 - (high sales but highly discounted)

Other Information from Search

Cash Buyers

Private Lenders

Property Values

What does this Data Mean?



Remember ...

- Cash Buyers are Best
- Recurring Buyers
 - Landlords
 - Rehabbers
 - Investors

- Build your “Avatar” of Your Perfect Buyer

Remember ...

- “Reverse Wholesaling” Approach
Cash Buyers are best
- Retail Buyers for Fix and Flip
 - Owner Occupants
 - Landlords
 - Investors
- Recurring Buyers
 - Landlords
 - Rehabbers
 - Investors

Best Ways to Locate Buyers

MLS Search

- Look for properties/cash buyers in the last 6 months.

Social Media

- Facebook, LinkedIn, Twitter
 - Join groups, read posts, post yourself

Landing Page

- Optimized for your area and keywords.

Best Ways to Locate Buyers

Auctions

- Attend auctions and exchange business cards.
 - Court Auctions (Foreclosures)
 - Private Auctions
 - HudsonandMarshall.com
 - WilliamsandWilliams.com

Networking/Real Estate Club Meetings (REIA)

- Landlord meetings
- IRA information/training meetings

Best Ways to Locate Buyers

Bandit Signs

- Yellow corrugated 18x24
 - Handwritten – mid to lower price level homes
 - Pre-printed – mid to higher price level homes

Wholesalers

- Co-wholesale

- Online Advertising/Software Tool

- Craigslist, Backpage, BiggerPockets, Meetup

“For Rent” Signs

- Landlords are possible buyers/investors

Retail Buyers = Landlords and Investors

Educate

- Educate investors to become landlords
- Teach and Educate: Meetups, Speaking Engagements, etc.

Network

- REIA Meetings
- Social Networking Events
- Real Estate Agents

Marketing

- Targeted Search (Lists/Leads)
- MLS and MLS Search

Manage Your Buyers' List

- Educate your buyers to become investors
- Keep in contact via email or newsletters
- Send surveys – SurveyMonkey.com
- Keep a preferred list of buyers:
 - Call them when you have a property available for their criteria
 - Arrange meetings or lunch with them



Manage Your Buyers' List

Survey them via email (give them a multiple choice type question) or ask them on the phone:

- What type of properties are they looking for? Single, Multi (2 to 4 units) or Larger
- Which areas specifically?
- How much do they want to spend? \$50k or below, \$50k to \$100k, \$100k to \$200k or over
- Are they ready to buy now? Less than a month, 1 to 3 months, in the future

Real Estate Investing for Women

Skills Development
Module 3

Skills Development



1. Choose the right area.
 2. Start building a Buyers' List - choose only 2 or 3 ways from the "Best Ways" presentation of Module 3.
-

Skills Development



3. As soon as you have at least a dozen buyers, survey them and ask them these important questions - give them a multiple choice type questions:

- What type of properties are they looking for? Single, Multi (2 to 4 units) or Larger
- Which areas specifically?
- How much do they want to spend? \$50k or below, \$50k to \$100k, \$100k to \$200k or over
- Are they ready to buy now? Less than a month, 1 to 3 months, in the future.

4. Set as a goal to have at least a dozen names in your buyers' list before starting the next module.