

Thank You For Your Request...

"The Definitive Guide To Direct Mail Marketing For Motivated Sellers" What We Learned Sending Over 36 Million Letters Generate Seller Leads

Every successful real estate investor knows that the most lucrative deals come from motivated sellers who haven't listed their house on the public MLS.

Competition is fierce and investors must work hard to find Off-Market deals that are ready to sell but don't have a buyer they can trust. There are many ways to source off-market leads.

But 1 of the 2 most effective strategies is sending direct mail letters and postcards to a relevant and quality list of likely sellers.

Why Direct Mail?

Direct mail puts your message in front of people who are in the position to act. Most will throw your letter in the trash. **The ones who pick up the phone and call the number on your letter have made a commitment to hear your offer.**

But because postage prices have increased every year and increased competition is probably mailing the same lists that you are, it's getting harder to make direct mail work if you don't have a proven plan to remove the guesswork from what will get response or what will fall flat.

Those who master direct mail marketing for motivated sellers will always be able to close deals regardless of competition or market trends.

Below, in this special report...

we are going to outline **specific do's and don'ts**, strategies and tactics to **ensure that you get the highest response rate and return on investment** while creating a consistent marketing method that you can rely on.

AUTHOR:

Gary Boomershine, Founder REVault and RealEstateInvestor.com



Why Should You Listen To Our Advice?

My name is Gary Boomershine. I'm the founder of RealEstateInvestor.com, an Inc. 5000 Fastest Growing Company for multiple years in a row. For over a decade our company has been the sales and marketing backbone behind several hundred of the most successful real estate investors and agents in the country.

We are innovators in uniquely profitable direct mail strategies and other methods designed to generate actual appointments with motivated sellers, not just leads.

Since 2005, we have sent over 36 million pieces of direct mail and routinely generate between 150,000 to 250,000 motivated seller leads every year for the investors and agents who rely on us to keep their pipeline filled.

Every year we test new methods, copy and lists. This allows us to learn very quickly how to generate a positive return on investment that other investors just can't match.

This report is not guesswork, it's based on experience, trials, errors and many successful campaigns relied upon by hundreds of investors who are dominating their respective markets.

More importantly, this report will describe what's working right now to generate appointments with motivated sellers.

If you are using direct mail in your marketing strategy now or are considering it in the future, pay close attention to the details here because they could make the difference between cashing a big check or flushing your money down the toilet.

Why Are We Sharing This Information Freely?

If it seems counterintuitive to share what's working best for ourselves and our clients with the general public, I understand. But I also believe that education is the best marketing.

And our company, RealEstateInvestor and our marketing agency, **RElvault** is looking for active, committed and serious investors and agents who want to take the guess-work and grunt-work out of generating appointments with motivated sellers.

By showing you what we do and how we do it, we know that some investors will ask how we can do this for them too.

If you would like to skip ahead and see how we might work together, visit www.realestateinvestor.com and schedule a call to see if we're a fit.

SPECIAL REPORT:

If You're Sending Direct Mail For Motivated Seller Leads...

DON'T DO THIS:

- ⊗ Reach out one time and never follow up. National statistics say that 80% of profits come between the 5th and 12th interaction.
- ⊗ Use a return mail address of a P.O. Box. This is a big no-no. Use only physical addresses as your return mail address.
- ⊗ Place a Website URL on your direct mail pieces. A true way to see your results drop in half is by placing a website URL on your marketing piece. Why? Sellers will visit your site and do nothing, which results in a 50%+ reduction in both response and your profits.
- ⊗ Label your variable data in ALL CAPS. Fixing all caps may time consuming but the line between success vs. total failure is small.
- ⊗ Pick glossy colors or overly-designed postcards.
- ⊗ Use old fashioned titles like, "We Buy Houses Fast" and/or "Sell Your House Fast for Cash".
- ⊗ Handwrite your postcards in black ink or red ink.
- ⊗ Call with 855/844 numbers.
- ⊗ Print your postcards on any paper lighter than 60 LB. Print your postcards on any paper lighter than 60 LB.
- ⊗ Cards lighter than 60lb will often smear and look bad after put through automated USPS mail machines.
- ⊗ Send postcards to those who have already reached out to you. Always use a Follow Up Letter (not a postcard) as your follow up piece.

DO THIS:

- ✓ Send a lot: At least 8 times for motivated lists like distressed or economic change sellers. At least 5 times for equity listings with a maximum 70% loan-to-value.
- ✓ Send often: Mail every 30 days or more frequently to small motivated lists.
- ✓ Motivated sellers might include: code violations, divorcés, recently deceased, probate, judgments, foreclosures, tax liens, tax lates.
- ✓ Send local: Mail letters locally in order to increase response rate. Local numbers should always be used on follow up letters—if you have to, use an 800 or 888 number.
- ✓ Use variable data: Include variable data in postcards and letters. Make sure to include seller name, property address, city, and country / area.
- ✓ Color matters: Yellow canary paper (110 LB) typically outperforms every other color. Follow up mailings should rotate colors: white, yellow, white, and yellow, etc.
- ✓ Leave their mouth watering: Using “blind copy” you don’t give away all the juicy details, which tantalizes people to take action and call. You can sometimes drive these calls to a well scripted prerecorded message — call out that it’s a 24/7 pre-recorded message on the mail piece.
- ✓ It’s a numbers game: Direct response marketing, direct mail, cold calling, text messaging and ringless voicemail (RVM) depends strictly on the quantity.
- ✓ Many novices will nickel and dime on the cost of a mailing list only to wonder why they don’t see results.
- ✓ Care about your ISA: Utilize a dedicated, trained, Inside Sales Agent (ISA) who follows up, screens, qualifies and schedules appointments from a proven script. This is one of the biggest gaps for most novices and can be the biggest contributor to massive success or failure.

What's The NEXT STEP?

I sincerely hope these direct mail do's, don'ts and tactics have been helpful to you and that you put them to use. If you're using a professional direct mail house, feel free to send them this report and have them implement them for you.

But unless you're doing a high volume of direct mail, it might feel overwhelming to think about doing *all* of them, especially if you're doing it yourself.

The good news is, you don't have to do it by yourself, in fact, you don't even have to memorize or learn each of these strategies.

We may be able to implement this for you, hands-free, so you can focus on simply making offers to the seller appointments that we help you generate.

Plus, direct mail is only one of our specialties. We act as a full service sales and marketing agency that gives you the power of a 40+ person team for the equivalent cost of hiring a single assistant.

To learn more about how we help investors and agents generate consistent deal flow with less effort, visit: www.realestateinvestor.com



GARY BOOMERSHINE, FOUNDER
REALESTATEINVESTOR.COM & REIVALT