

37 WAYS

FOR LOCATING
AND ATTRACTING
MOTIVATED
SELLERS



37 WAYS FOR LOCATING & ATTRACTING MOTIVATED SELLERS



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1753 E Broadway, Suite #101-490 | Tempe, AZ 85282

Website: CleverInvestor.com

Email: Support@CleverInvestor.com

15 YEARS AGO...

My name is Cody Sperber, and over the last 15 plus years I have flipped over 1000 properties, made millions, lost it all, and made it all back again. I started off with no money and mastered the art of “no money down” real estate investing, and quickly became one of the largest property wholesalers in the state of Arizona.

WHAT'S THE KEY TO MY SUCCESS?

Simply put... Leads. Each month, I generate hundreds of motivated seller leads which my team and I work feverishly to turn into profits.

LEADS = MONEY

And in my personal experience...
MORE Leads = Even MORE money.
Think about it...

NOTHING HAPPENS WITHOUT LEADS

- You can't wholesale without leads.
- You can't do lease options without leads.
- You can't even buy rental property without leads.

The truth is, you can't close ANY deal, EVER without leads. That's why I'm so excited to share this special report where I'll be sharing 37 of my absolute best strategies for locating and attracting as many motivated seller leads as you can handle.

“

By my definition, a motivated seller is a seller who is willing to sell their property for 30%-85% of fair market value.

- Cody Sperber

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01

DOOR HANGERS

01 DOOR HANGERS

step 1

Create door hangers that include:

- “We buy houses”
- website
- phone number

step 2

Canvas targeted areas with “We buy houses” door hangers.

step 3

Use “Help wanted” or “Gigs” section of Craigslist to outsource the labor.

step 4

You can use any online printer, but we've had some good experiences with these:

- PrintPlace.com
- VistaPrint.com
- NextDayFlyers.com



02

POST IT NOTES

02 POST IT NOTES

step 1

Hire young family members to write “We buy houses” + your phone number on post it pads.



step 2

Target low to middle priced areas.

step 3

Outsource neighborhood canvassing to local teens looking to make some extra money.

step 4

Order printed post it notes from RippedSheets.com or check out Vistaprint.com.



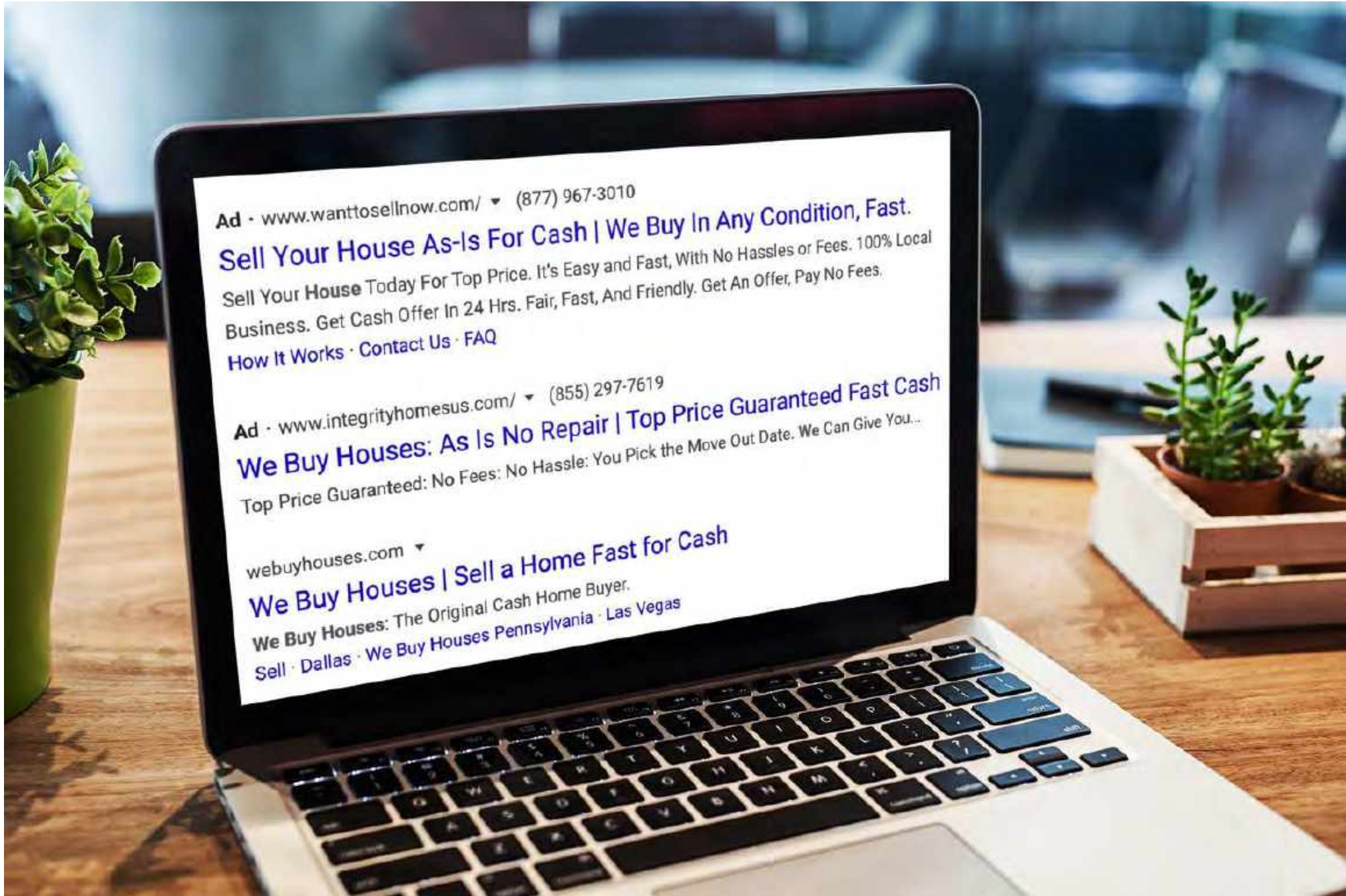
03

PAY PER CLICK

03 PAY PER CLICK

step 1

Pay Per Click gets you in front of sellers when they're ready to sell.



step 2

Potentially high ROI on ad dollars spent.

step 3

Only pay when someone clicks your ad.

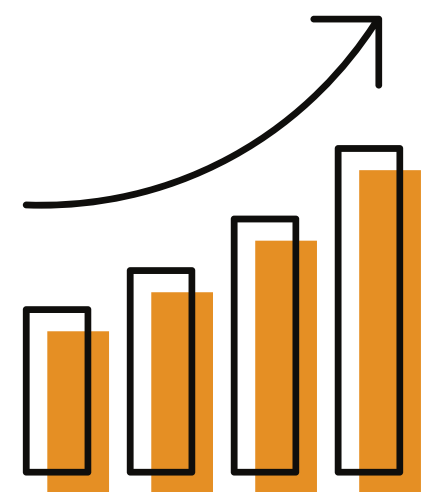


step 4

Start with a small ad spend then scale up.

step 5

Start by testing ad headlines and landing page headlines.



step 6

For a better Quality Score maintain congruence between ads and landing pages.

04

FACEBOOK

04 FACEBOOK

step 1

Become the “Go to” person among your friends for buying and selling property.

step 2

Routinely remind your friends that you buy and sell houses.

step 3

Post photos of homes you’ve recently bought or sold to help remind friends and family that you buy and sell houses.

step 4

Join real estate groups in your area and net work with other investors who may have deals.

step 5

Build your own Facebook Business page.



05

FACEBOOK MARKETPLACE

05 FACEBOOK MARKETPLACE

step 1

Great place to find homes that aren't listed.

step 2

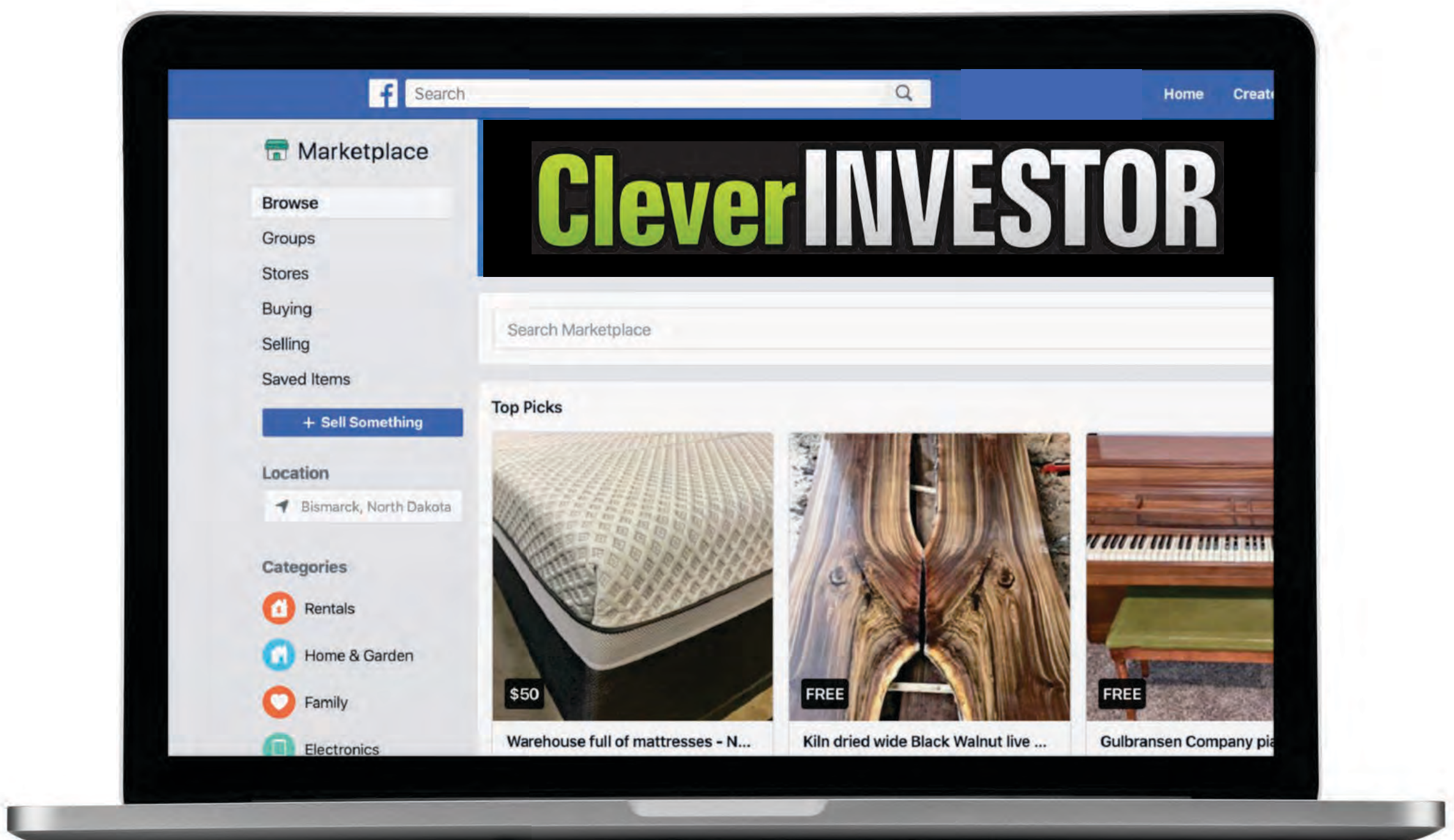
Check daily to beat other investors to the best deals.

step 3

Another great source for Virtual Wholesaling deals.

step 4

Find in the upper left hand corner of your Facebook page.



06

PROBATE ATTORNEYS

06 PROBATE ATTORNEYS

step 1

Often times family members just want to sell their properties quickly so they can get their money.

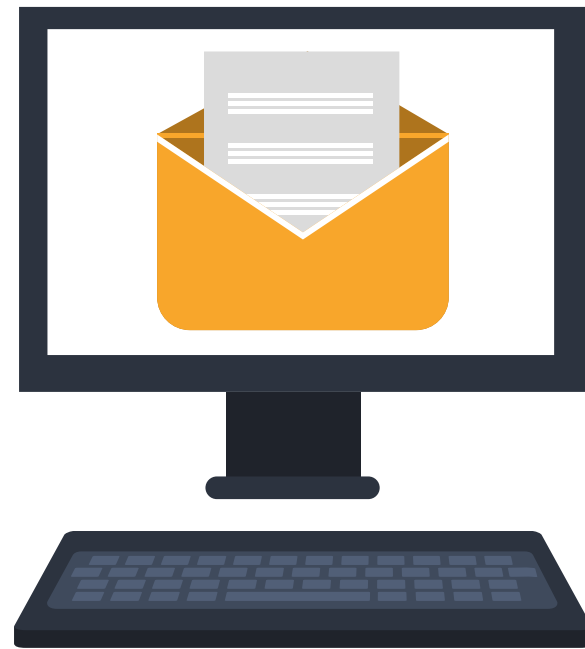


step 2

Google "your city + probate attorneys" to come up with a good list.

step 3

Send your attorney list a personalized email and follow up with a phone call.



step 4

Touch base via email or phone call at least once a quarter.

step 5

Become the "Go to" person for any clients that need their homes sold quickly.



07

GAS STATION BULLETIN BOARDS

07 GAS STATION BULLETIN BOARDS

step 1

Hang “We buy houses” style business cards on bulletin boards.



step 2

Check back on all bulletin boards once every month or so to make sure you've still got cards up.

step 3

You never know when a desperate home owner will grab your card



08

BANDIT SIGNS

08 BANDIT SIGNS

step 1

Place at the high traffic intersections around town.

step 2

Keep signs easy to read by including:

- “We buy houses”
- Phone number
- Website

step 3

If code enforcement officers routinely remove signs, then place them out on Friday evening and remove them on Sunday evening.



step 4

- SignsOnTheCheap.com
- BuildASign.com
- SuperCheapSigns.com

step 5

Use 1 sided 18x12 in signs because they're cheaper and don't get taken down fast.



step 6

White signs with blue or red catches the eye best.

step 7

If you live where there's snow, consider using bright green/yellow with black letters.

step 8

Outsource sign placement using “Help wanted” or “Gigs” section Craigslist.

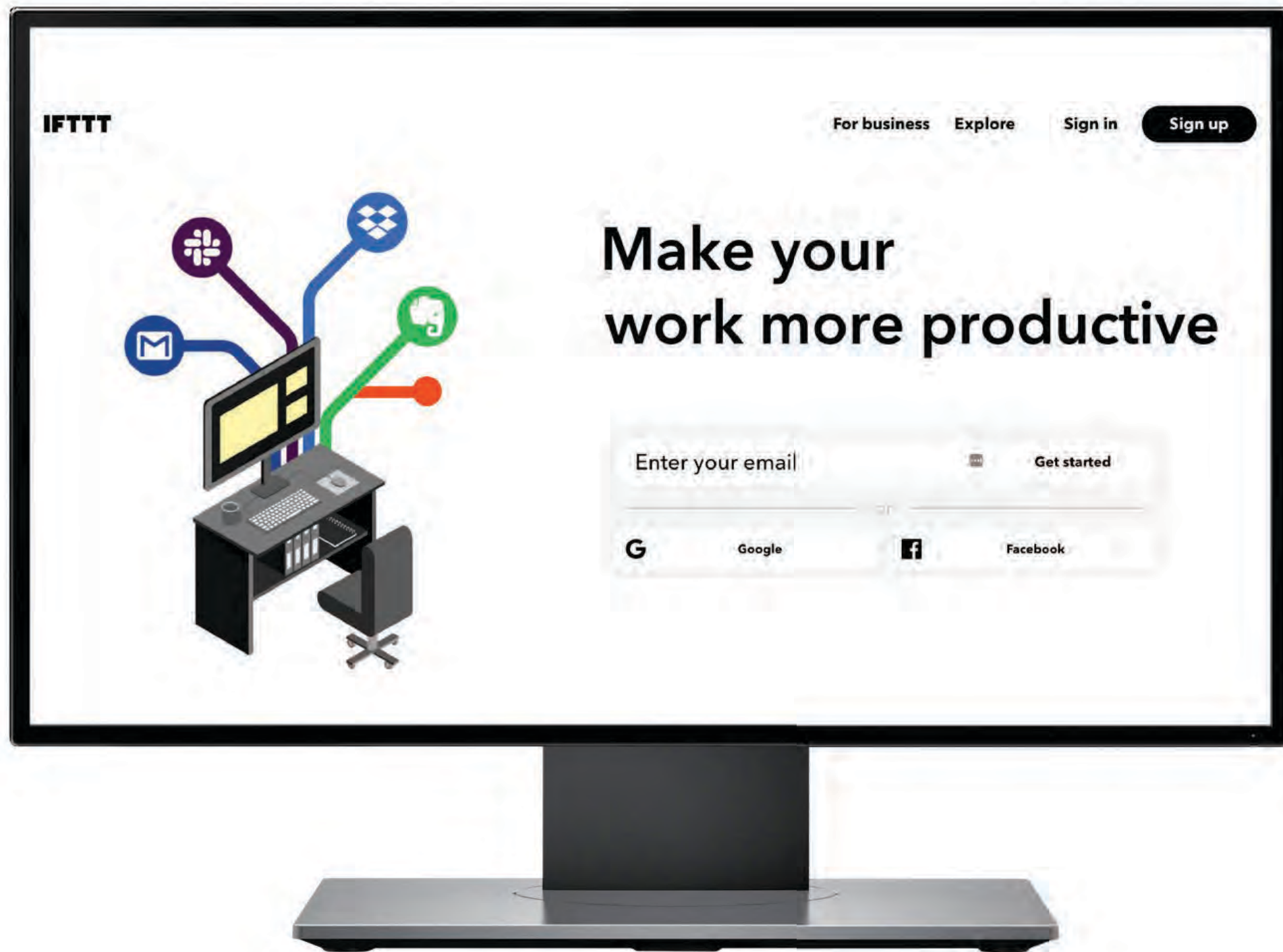
09

EBAY

09 EBAY

step 1

Set up alerts on ifttt.com to notify you when new listings come up for your area.

*step 2*

Great source of discount properties for Virtual Wholesalers.

step 3

Don't be afraid to place low bids on properties, there's no harm in trying.

10

REIA MEETINGS

10 REIA MEETINGS

step 1

Join your local Real Estate Investor Association.



step 2

Look for key players in the room by noticing who other investors gravitate towards.

step 3

Consider taking key players out to lunch to establish a good relationship.



step 4

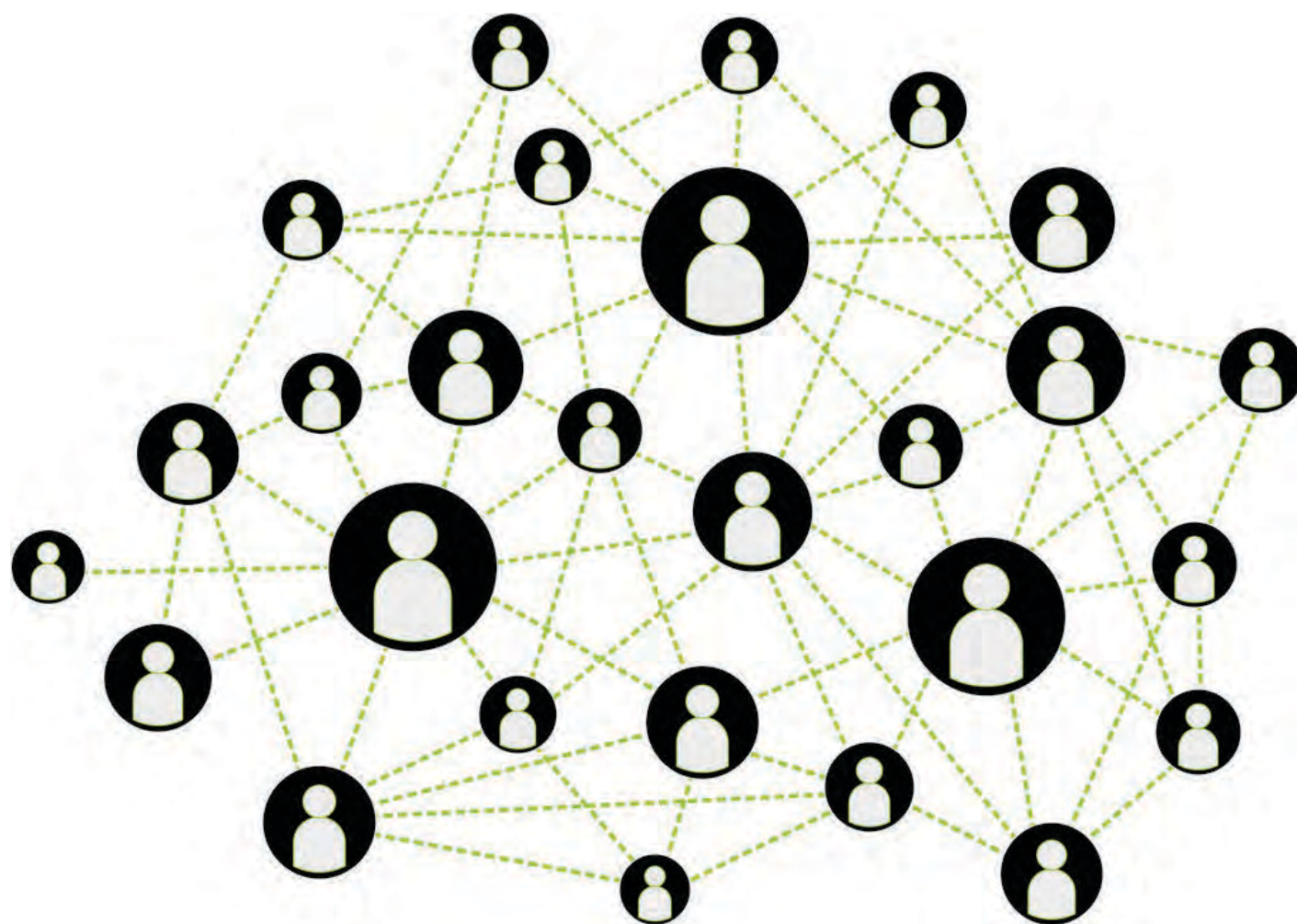
Network with other investors who may have deals.

step 5

Identify wholesalers to do Co-Wholesaling deals with.

step 6

Make it a habit to attend REIA Seminars to network with other investors.



11

DIVORCE ATTORNEYS

11 DIVORCE ATTORNEYS

step 1

Frustrated divorcees will often do just about anything (including giving up their equity) to get rid of their previously shared property.



step 2

Google "Your city+divorce attorney" to come up with a good list.

step 3

Send a personalized email and follow up with a phone call.



step 4

Once initial contact has been made, then follow up with a phone call or email at least once quarterly to build top of mind recognition.

step 5

Become the "Go to" person for any clients that need to sell their homes quickly.

12

BIRD DOGS

12 BIRD DOGS

step 1

Offer \$500 bird dog fee if you close on a lead they brought you.

step 2

If possible provide them with a printed list of exactly the type of properties you are looking for.

step 3

Place an ad on Craigslist to find your own flock of bird dogs.

step 4

Provide them with business cards and write their names on the back for refer ring leads.



13

HARD MONEY LENDERS

13 HARD MONEY LENDERS

step 1

Great source for deals other investors may not have qualified for.

step 2

Ask them to send you deals that may have fallen apart last minute.

step 3

Google "Your city + Hard Money Lenders" to come up with a good list.

step 4

Provide them with business cards and write their names on the back for refer ring leads.

step 5

Network with other investors to find out which hard money lenders they use.



14

REAL ESTATE ATTORNEYS

14 REAL ESTATE ATTORNEYS

step 1

Let them know that you buy properties “As-is” with cash and that you can close quickly.

step 2

Become the “Go to” investor for deals that fall through at the last minute.

step 3

Google “Your city+ real estate attorney” to come up with a good list.

step 4

Follow up to your attorney list with a personalized email and a phone call.

step 5

After initial contact, follow up at least once a quarter with an email or a phone call.

step 6

Consider giving them a printed coffee mug to keep around their office.



15

CALL OTHER BANDIT SIGNS

15 CALL OTHER BANDIT SIGNS

step 1

Jot down the number of every bandit sign you see.

step 2

Touch base at least once a month to find out if bandit sign contacts have any new deal pending.

step 3

Follow up with the bandit sign owner to find out if they've got any properties available.

step 4

Perfect for putting together Co-Wholesaling deal.



16

DELINQUENT TAX LIST

16 DELINQUENT TAX LIST

step 1

Check online to see if your county has a delinquent tax list available.



step 2

Set up a yellow letter campaign to property owners.



step 3

Test and track direct mail pieces to increase lead conversion.

step 4

Consider contacting the owners directly via phone if possible.



17

CITY CODE INSPECTORS

17 CITY CODE INSPECTORS

step 1

Expensive code violations will often force homeowners to sell their property.

step 2

Check with the city inspector for a vacant/abandoned property list.

step 3

Contact owners directly and make cash, "As-is" simple solution offer on their property.



18

NURSING HOMES

18 NURSING HOMES

step 1

New nursing home residents often need to unload their property.

step 2

Leave a stack of cards with the nursing home administrator.



step 3

Become the “Go to” person for clients who need to sell their homes quickly.

step 4

Hang your “We buy houses” card on the community bulletin board.



19

FSBO

19 FSBO

step 1

Introduce yourself, then ask questions to uncover their level of motivation.

step 2

Create a database of new FSBO's in your area and contact them every 15 days or so to see if they've become motivated.

step 3

When making offers never say "This is what your home is worth", instead say "This is what I can afford to pay". This helps avoid any price arguments..

step 4

Cutting out the "Realtor fee" leaves much more wiggle room on price.

step 5

Systematize the process by outsourcing to a virtual assistant.



20

REAL ESTATE AGENTS

20 REAL ESTATE AGENTS

step 1

Avoid signing an area wide “Buyers agency” agreement because it will lock you in to using just one agent.



step 2

Request a list of recently expired listings.

step 3

Have them set up email alerts for handyman’s, Fixer-uppers and vacant properties.



step 4

Identify key foreclosure listing agents in your area.



step 5

Network with other investors to find out which hard money lender. Send a pre-approval letter or verification of cash funds to let them know you’re a serious buyer.

step 6

Become the “Go to” person for clients that need their homes sold quickly.

step 7

Don’t be afraid to make “Low ball offers”, it never hurts to try



21

DRIVING FOR DOLLARS

21 DRIVING FOR DOLLARS

step 1

Look for overgrown yards and/or stacked up newspapers.

step 2

Leave a “We Buy Houses” sticky note on entrance doors.

step 3

Set up a yellow letter campaign to your list of vacant/abandoned houses.

step 4

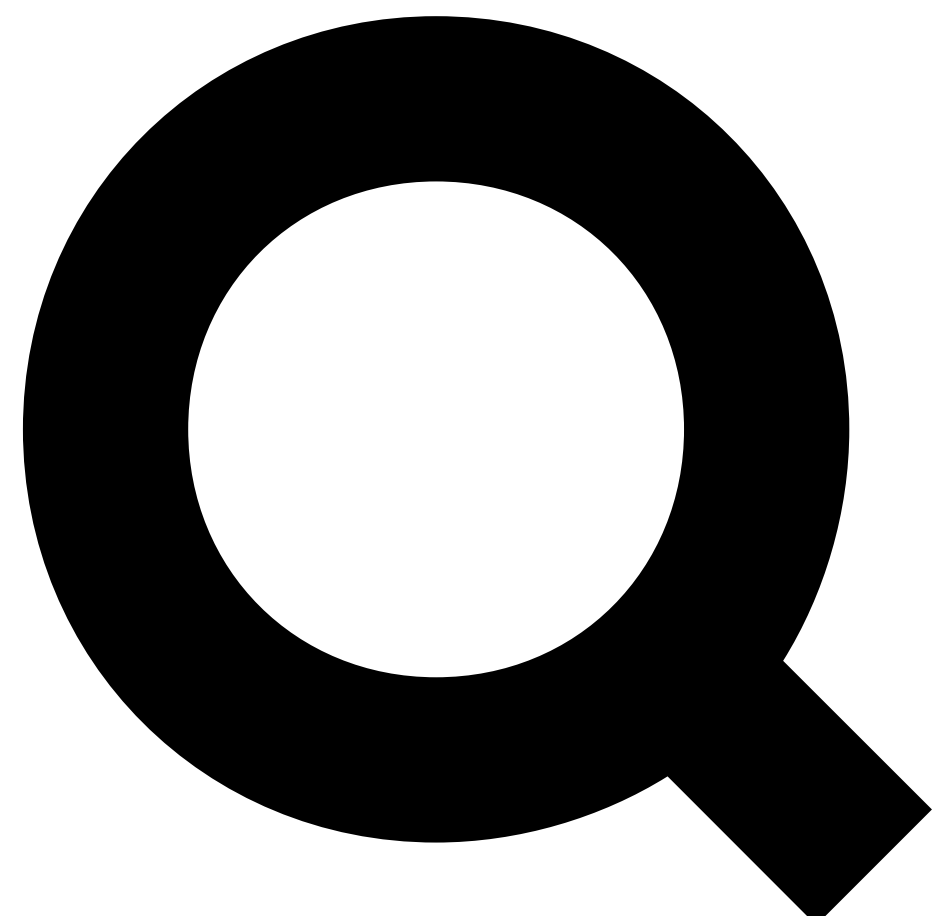
Consider skip tracing to get the addresses of the owner.

step 5

- PeopleSmart.com
- Whitepages.com
- Spokeo.com
- Hubzu.com



Clever INVESTOR
SKIP TRACING



22

VIRTUAL WHOLESALER

22 VIRTUAL WHOLESALER

step 1

Browse auctions by city.

step 2

Search for foreclosure sales.

step 3

Set up email alerts for new properties that meet your criteria.



23

NEWSPAPER CLASSIFIED ADS

23 NEWSPAPER CLASSIFIED ADS

step 1

Place simple “We buy houses” type ads.

step 2

Include your phone number and website (if you’ve got one) in your ads.



step 3

Pressed for time? Outsource return calls to a virtual assistant.

step 4

Hire virtual assistants:

- [Upwork.com](https://www.upwork.com)
- [Fiverr.com](https://www.fiverr.com)
- [MyVirtualPeople.com](https://www.myvirtualpeople.com)



24

PROPERTY MANAGERS

24 PROPERTY MANAGERS

step 1

Often the first to know when a frustrated landlord is ready to sell.

step 2

Offer a \$500 referral fee for any deals you close with their clients.

step 3

Ask around at REIA functions or check REIA newsletters to find the top property managers in your area.

step 4

After initial contact, touch base at least once a quarter with a call or an email.

step 5

Send them a pre-approval letter or verification of cash funds to let them know you're a serious buyer.

step 6

Become the "Go to" person for clients that need to sell their homes quickly.



25

HUD WEBSITE

25 HUD WEBSITE

step 1

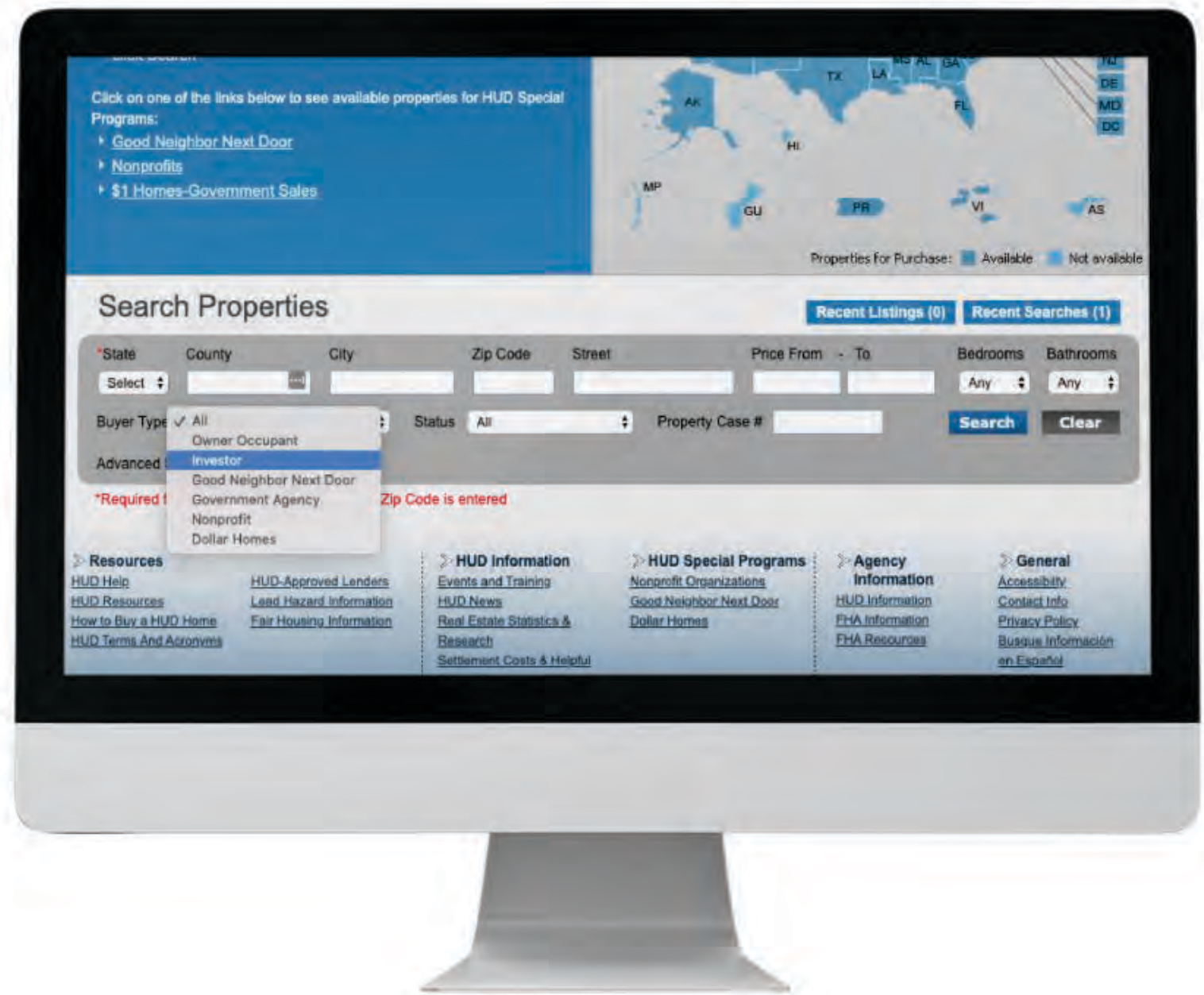
Enter your city or county on the HUD website to check HUD Foreclosure listings.

step 2

hudhomestore.com

step 3

Choose "Investor" buyer type to locate properties available for investor bidding.



step 4

Be sure you have a pre-approval letter or verification of cash funds ready before you make your offer, because HUD will require it.



26

LANDLORDS

26 LANDLORDS

step 1

Frustrated landlords can be a great source of motivated seller leads.

step 2

Call landlords from Craigslist who are constantly looking for tenants.

step 3

Network with landlords at local REIA functions.



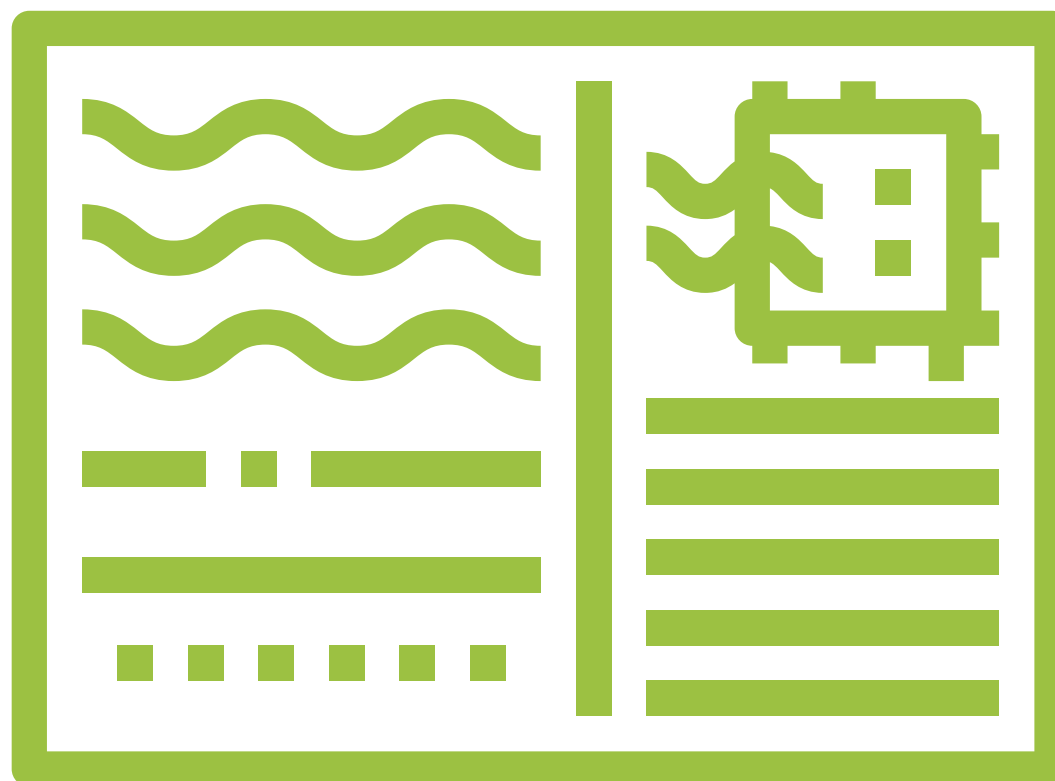
step 4

Build a out of state landlord list using:

- MelissaData.com
- ListSource.com
- Listability.com

step 5

Consider a postcard or yellow letter campaign to become the “Go to” person for landlords who are looking to sell quickly.



27

LOAN OFFICERS

27 LOAN OFFICERS

step 1

Ask them to contact you if they've got closings that fall through where the sellers need to sell quickly.

step 2

Become the "Go to" person for clients that need to sell their home quickly.

step 3

Offer either a \$500 referral fee or to run your load through them on any deal that they bring you.

step 4

Find out if they've got any sellers who are doing bridge loans that may need to sell fast.



28

LETGO.COM

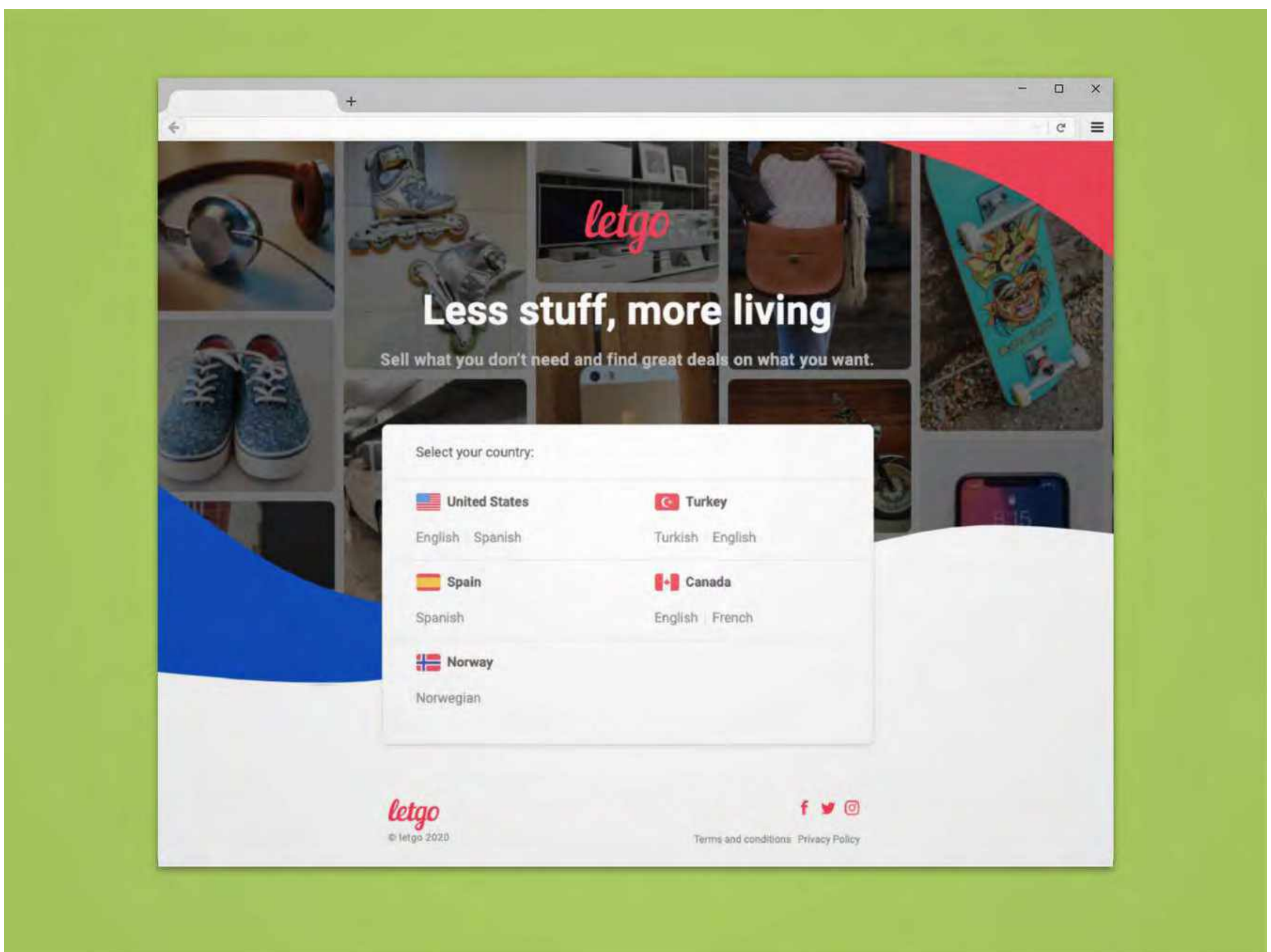
28 LETGO.COM

step 1

Check the "Housing" section for great deals.

step 2

Don't be afraid to make email offers on select properties, there's no harm in trying.



29

EVICITION COURT

29 EVICTION COURT

step 1

Great source of desperate landlord leads.

step 2

Keep a stack of “We buy houses” business cards to hand out.

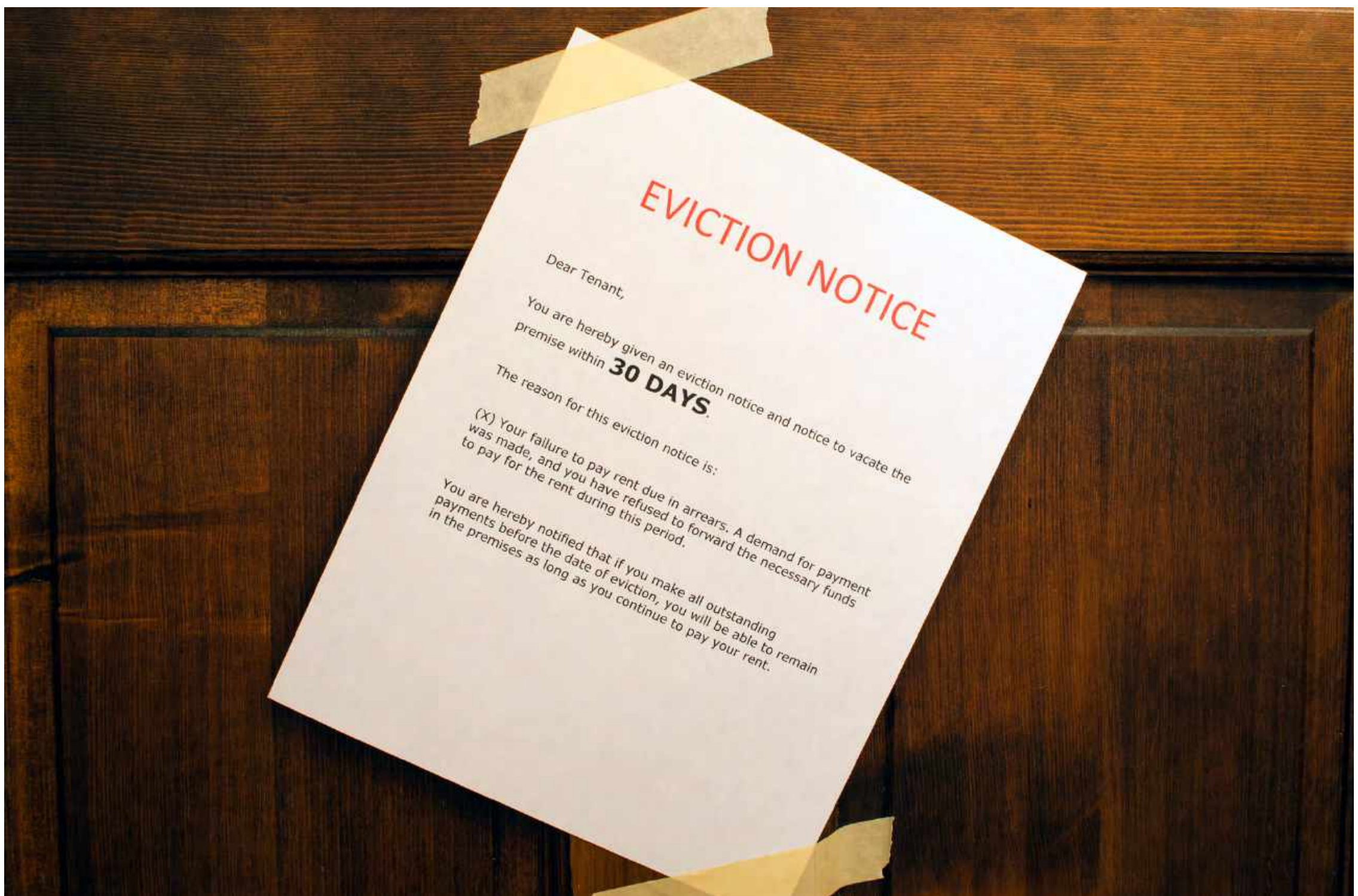


step 3

Create a list of landlord and landlord attorneys that are present in the courtroom.

step 4

Touch base with your list via phone or a personal email.



30

HUDSONANDMARSHALL.COM

30 HUDSONANDMARSHALL.COM

step 1

Search for and bid on foreclosure or trustee sale homes.

step 2

Exclusive inventory of bank owned homes.

step 3

Search for "Auction events" in a city near you.



31

ESTATE SALES

31 ESTATE SALES

step 1

Search Craigslist and newspapers for estate sales.

step 2

Stop in and open up a conversation to see if the owners might be interested in selling their home.

step 3

Follow up with the bandit sign owner to find out if they've got any properties available.

step 4

Leave a card and let them know that you'd be interested in buying their home "As-is" for cash.



32

CALL "WE BUY HOUSES" ADS

32 CALL "WE BUY HOUSES" ADS

step 1

Search Craigslist and local newspapers for "We buy house" ads.

step 2

Touch base at least once a month to find out if bandit sign contacts have any new deal pending.

step 3

Great source for putting together Co-Wholesaling deals.



33

CLOTHING ADVERTISING

33 CLOTHING ADVERTISING

step 1

Print "We buy house" t-shirts, mugs and pens.

step 2

Hand out "We buy houses" coffee mugs to Realtors, loan officers and property managers.

step 3

Excellent investor conversation starter Zillow.com.



34

FORECLOSURE

34 FORECLOSURE

step 1

Search for foreclosures and pre-foreclosures.

step 2

Take note of the foreclosure listing agents and contact them for additional listings.



35

OPEN HOUSES

35 OPEN HOUSES

step 1

Great opportunity to network with real estate agents.

step 2

Leave agents a “We buy houses” card and let them know what type of properties you’re looking for.



step 3

Keep a pre-approval letter or verification of cash funds handy to show that you’re a serious buyer.

step 4

Ask agents if they know of any great deals on the market or if they know of any hot deals coming up. Pocket listings can be a great source of discount properties..



36

CRAIGSLIST

36 CRAIGSLIST

step 1

Place “We buy houses” ads in the Real Estate Wanted Section.

step 2

Search for “Handyman”, “Fixer uppers” and “Must sell”.

step 3

Another great source of properties for Virtual Wholesalers.



step 4

Check everyday to get the best deals.



step 5

Include a call to action with each of your ads.

step 6

Hire a virtual assistant to place ads and take phone calls for you.

step 7

- [Upwork.com](https://www.upwork.com)
- [Fiverr.com](https://www.fiverr.com)
- [MyVirtualPeople.com](https://www.myvirtualpeople.com)

37

YELLOW LETTER DIRECT MAIL CAMPAIGN

37 YELLOW LETTER DIRECT MAIL CAMPAIGN

step 1

Be sure to include: Who you are, what you do and the solution you offer.

step 2

Order targeted list from:

- MelissaData.com
- Listability.com
- ListSource.com

step 3

Target absentee owners,
probate leads or
vacant/abandoned houses.

step 4

Test and track mailing
campaigns for maximum
conversions.

step 5

- YellowLetters.com
- YellowLetterHQ.com

John Smith
314 Decatur St
San Diego CA 92117

Dear John,

My name is Kyle and I
would like to
\$\$BUY\$\$
Your Property Located at
413 Sponge Ave.
Please Call Me Today!
123-456-7890

*Close on the date you choose
*I buy the property AS-IS! No Repairs to make!
*Buy with cash
*No Real Estate agents to pay, No fees

Thank you,
Kyle Bland
123-456-7890

Next Steps

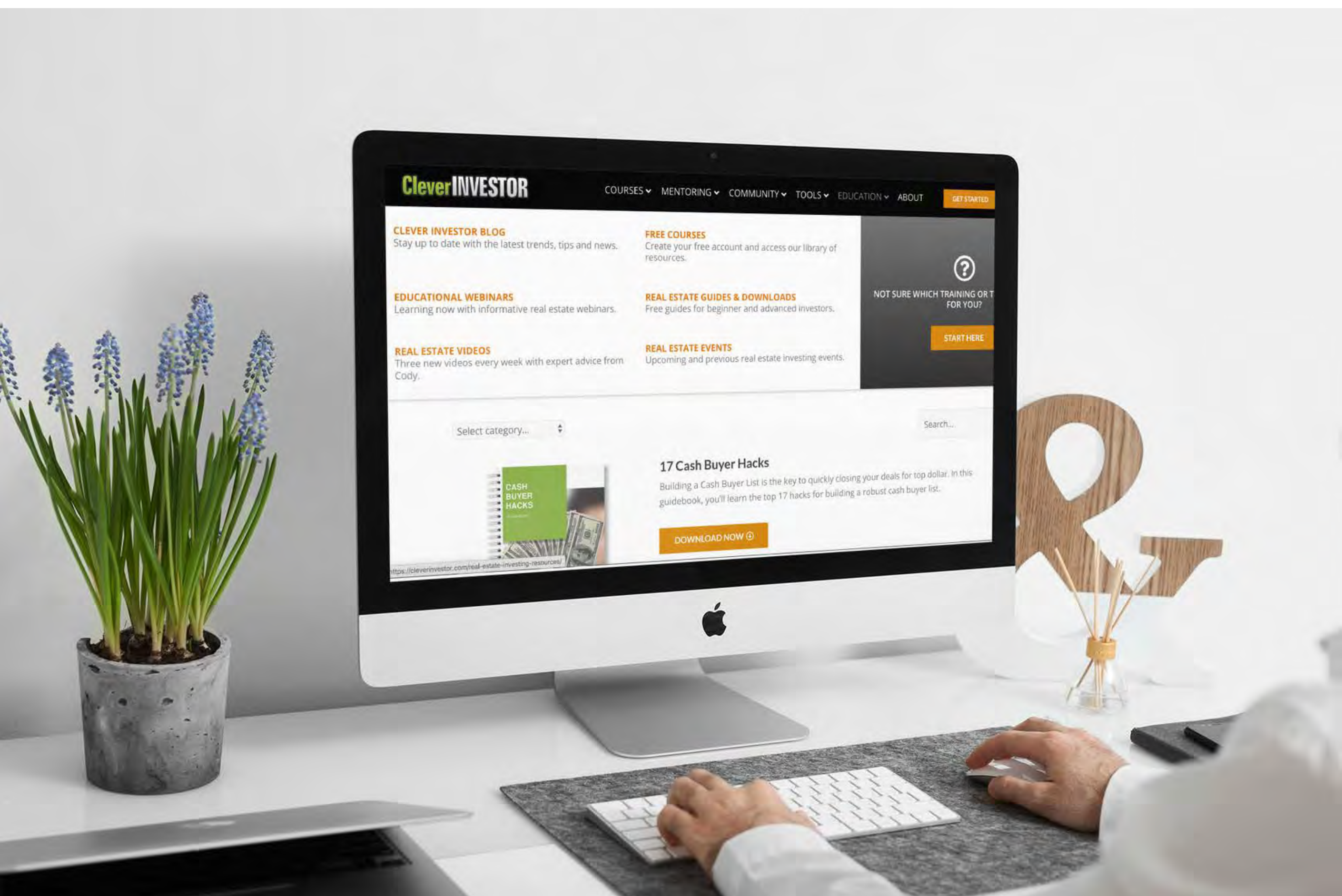
IDEAS Progress Process MEETING Business Future Innovation Dialog IDEAS Forum
Discuss Communication
QUESTIONS IDEAS Connection INPUT TALK FUTURE FORWARD
Exploration Session Creativity BUSINESS PROPOSAL Strategy
SOLUTIONS

Clever INVESTOR *tip*

Check out these other free resources to help you become a more profitable real estate investor.



- [Iron Clad Contracts](#)
- [Fix & Flip Guidebook](#)
- [17 Cash Buyer Hacks](#)
- [Craigslist Lead Machine](#)
- [Deal in a box](#)
- [How to Flip Houses With Little or No Money](#)
- [The Ultimate Funding Solution Guide](#)
- [MLS Profits Guidebook](#)



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