

Who are our customers and where do I find them?

Retail/Consumer Direct:

- Real Estate Meet up groups
- Social Media – Active, quality content – Tic Toc, Instagram, Facebook, LinkedIn
- Investor websites
- Property Managers
- Open houses
- County records
- Skip tracing
- Zillow listings – recently sold
- Chamber of Commerce

Brokers/Lenders:

- Not all our Brokers are licensed
- Internet search “hard money” bridge loans. Not all lenders offer the same products. Reach out and share what Acra offers compared to the target companies current offering.
- Agency, non-qm & commercial brokers

Wholesalers:

- In real estate wholesaling, **a wholesaler contracts a home with a seller, then finds an interested party to buy it.** The wholesaler contracts the home with a buyer at a higher price than with the seller and keeps the difference as profit. Real estate wholesalers generally find, and contract distressed properties.
- Wholesalers off market and auction websites – Need appraisals

Attorneys:

- Real estate Attorney's
- Tax Attorney's
- Foreign National Attorney's
- Careful when prospecting
- Foreclosure attorney's
- Estate attorneys
- Divorce attorney's

Tax Accountants:

- Accountants know their client base – work seasonally

Real Estate agents:

- Tip of the Spear – Franchisees Our referral fee can pay your yearly fee
- NAR
- Board of realtors

Appraiser:

- Cannot be part of the transaction

Title Agents:

- Referral fee

Insurance Agents:

- Referral fee

Banks:

- Commercial divisions
- Very difficult to gain entry – what we do is very different
- Local Bankers/credit unions – know their client base