



Forums

2 / 13



Forums

General Q&A, Wins and Introductions

Main Forum



Marketing: - Marketing On A Limited Budget By: Tom Krol: - Wednesday, August 7, 2019

[Watch Thread](#)**WilliamR**

Wholesaling Rockstar

MARKETING: - MARKETING ON A LIMITED BUDGET: - BY: TOM KROL: - WEDNESDAY, AUGUST 7, 2019:

A minimum Goal should be \$1,000 per month.

The following is a plan that @Tom ("Tom Krol") put together for "Alexander" from Montgomery County, Texas ("Montgomery County, Texas Population Approximately: 600,000) on Wednesday, August 7, 2019:

Alexander has a "Limited Marketing Budget" So He Wanted A "Marketing Plan" That "Maximized" His "Marketing Dollars" And At The Same Time Provided The "Best Opportunity" To Put "Revenue" In "First (1st) Position".

His "Marketing Plan" Is As Follows:

Step-One (1): - Focus On Niche Lists" Such As The Following:

- 1.** Garage Sale List;
- 2.** 24/Hour Arrest List ("Non-Violent");
- 3.** Water Turn-Off List (1);
- 4.** Evictions List.



7. Code Violations List (4)

(1). How To Acquire The "Water Turn-Off List":

LINK TO "WATER TURN-OFF LIST": - HOW TO ACQUIRE THE "WATER TURN-OFF LIST": BY: MICHAEL MURPHY FROM HARRIS COUNTY, TEXAS: - TUESDAY, APRIL 30, 2019:

LINK:

<http://myrhinotribe.com/members/index.php?threads/water-turn-off-list.5882/>

(2). Inheritance List Resources:

(a). Erik Torrente flipthisrealestatelist.com/

(b). Foreclosures Daily (Tangie Cousins). (<https://foreclosuresdaily.com/>) (813) 563-0005 Ext.2;

(c). Real Estate Supermarket.com (<http://realsupermarket.com/?fbclid=IwAR1B5yoEyJ--OKFV0j8TDc24R8H22ULGsCCNC9HC1ADbl4H2HPMZo4INIYc>), and,

(d). U.S. Lead List: Lance Edwards, Terry Sexton, www.usleadlist.com, (866).711-1688.

3. "Property Tax Delinquent List Instructions":

LINK TO "PROPERTY TAX DELINQUENT LIST": - BY: TOM KROL - SATURDAY, APRIL 13, 2019:

LINK:

<http://myrhinotribe.com/members/index.php?threads/marketing-marketing-on-a-limited-budget-by-tom-krol-wednesday-august-7-2019.5888/#post-31912>

4. Code Violations Mail Schedule Criteria:

1. Code Violations: Pull every six (6) months / mail once every two (2) months for six (6) months. (You are mailing this list every two (2) months for a year but six (6) months into the year it is a new list). To be extra effective look for yard/lawn violations i.e. high grass, weeds, etc....:

2(a). Additional "Code Violation List Information" by @Tom ("Tom Krol"):

A "Code Violations List". Super, super Awesome. I love the "Code Violation List". A Little Secret" with the "Code Violation List" is yes definitely send them Post Cards, you could also "Skip-Trace" the "Return-Mail".



"Not Motivated" that is "Absolutely Not-True".

We find most of our "Code Violation Deals" are on the "Closed Code Violation List" Not on the "Open". "Open" is good as well. Open the "Assignments" are sometimes a "Little Bigger", "Closed" these are usually "More Deals".

Check out "Code Violations", and it's always best to get the "Code Violations List" directly from your County. The City, the Municipality, or Township 100% of the time.

Additionally, use the "Same Criteria" to "Scrub" your "Code Violations List" as described for the "Property Tax Delinquent List" in "Step-Two (2) below;

Step-Two (2): - Property Tax Delinquent List:

Scrub the "Property Tax Delinquent List" and include **"ONLY THOSE NAMES"** that are located in the "Hot Zip Codes" where "Cash Buyers" are "Buying" (For Instruction On How To Locate Those "Hot Zip Codes" In Your County Please Go To The "Tribe Modules" to the "Cash Buyer 3 Module. Beneath the "Cash Buyer 3 Module" You will See a "LINK" Entitled, **"Reduce Large List By "Hot Zip Codes"**. "Click-On" that "LINK" And @Tom ("Tom Krol"), Will Instruct You "Step-By-Step" On How To Locate Those "Hot Zip Codes").

In the event the "Property Tax Delinquent List is still too large then select ONLY those "Property Tax Delinquent Names" that are located in the "Top Two (2) "Hot Zip Codes" where "Cash Buyers" are "Buying";

Step-Three (3): - "Skip-Trace" All "Returned" "Seller Post Cards":

"Skip-Trace" all "Returned Seller Post Cards" and either "Cold-Call" or "Re-Mail" the "Seller Lead" to "Maximize" the results of your "Mail Campaigns".

An Outstanding Resource For "Skip-Tracing" your "Returned Mail" Is As Follows:

"SKIP-TRACING" - LATEST "SKIP-TRACING" RESOURCE:

The following are "Skip-Tracing" Resources I have NOT VERIFIED which I include with the understanding that anyone utilizing them must perform their own "Due Diligence":

1. Batch Skip-Tracing: -(<https://batchskiptracing.com/>):

Some Comments: "The best service I've found thus far. Great pricing, hit rates and quick turnaround".

(i.e. \$1,259.00 for 7,000 leads with "Coupon Code" "TTP");

Bill (@WilliamR)



Forums

⤴ ⤵ 2 / 13 ⤴ ⤵



WilliamR
Wholesaling Rockstar

Step-Four (4): - Start "Driving For Dollars" ("D4D"): And Subscribe to the "Deal Machine" "APP":

(a). Driving For Dollars Resources:

Some "Driving For Dollars Resources" Are As Follows:

DRIVING FOR DOLLARS ("D4D") (UPDATE): - 01/03/19:

Yes, "Driving for Dollars ("D4D"), is a great "Marketing Channel" to add to your "Marketing Arsenal" and you should consider adding the "Distress Lists" as well. I will post additional "D4D" and "Distress List" Resources as follows:

"DRIVING-FOR-DOLLARS": - "CODY HOFHINE" AND "BRENT DANIELS" PRESENT "DRIVING-FOR-DOLLARS": - 10/24/18:

1. Cody Hofhine - Driving For Dollars - Wholesalinginc. Facebook Page, Monday, October 22, 2018:

<https://www.facebook.com/search/top/?q=Cody Hofhine driving for dollars>

2. Facebook "Live" Broadcasts by "Cody Hofhine" on "Driving-For-Dollars on Tuesday, July 17, 2018, and by "Cody Hofhine" and "Brent Daniels" on "Driving-For-Dollars" Plus....Wednesday, July 18, 2018"

Link to "Driving-For-Dollars" "Facebook "Live" Broadcast" By Cody Hofhine, Tuesday, July 17, 2018:

https://www.facebook.com/groups/Inv...64370291215¬if_t=group_livestream_activity

Link to "Driving-For-Dollars" Plus.... "Facebook "Live" Broadcast" By: "Cody Hofhine" and "Brent Daniels" on Wednesday, July 18, 2018::

CODY HOFHINE AND BRENT DANIELS LIVE, WEDNESDAY, JULY 18, 2018, FACEBOOK BROADCAST: JANUARY 1, 2018 THROUGH JUNE 30, 2018 STATS, MARKETING TECHNIQUES AND RESOURCES AND DRIVING-FOR-DOLLARS: - 07/18/18:

1. Cody Hofhine and Brent Daniels "Live" Facebook Broadcast on, Wednesday, July 18, 2018:

(a). Facebook "Live" Broadcast Link:



(b). Facebook Live Broadcast Notes:

Cody Hofhine Gross Revenue From January 1, 2018 Through June 30, 2018:

\$584,200 - "Substantially Direct Mail"

\$335,800 - "Talk to People" ("TTP") ("Brent Daniels" - "Cold-Calling Mastery") (23-Deals)

\$920,000 - Total

Cody's Team "Cold-Calls" 80/Hours per week.

(ii) Brent Daniels Gross Revenue From January 1, 2018 Through June 30, 2018:

\$270,000 - (Direct Mail and Other Sources)

\$525,000 - ("Talk to People" ("TTP") ("Cold-Calling Mastery")

\$795,000 - Total

Brent's Team "Cold-Calls" 140/Hours per week.

2. Marketing Techniques and Resources from Cody Hofhine and Brent Daniels Facebook Live Broadcast:

(a). Do or hire someone to do "Driving For Dollars" on a daily basis (You **MUST** do it daily or it is a waste of your time);

(b). Brent Daniels has someone "Driving-for-Dollars" full-time;

(c). Brent Daniels has his Virtual Assistant ("VA") create an Excel Spreadsheet, with "Driving-For-Dollar Names", Skip-Traces List" on Lexis-Nexis" or TLO, Acquisition Manager Calls Each Lead individually, does not use "Mojo-Dialer", Driver drives around and writes address on a yellow pad and takes a picture of front of property (Apps for this purpose not working). Brent says when they call the "Driving-For-Dollar Leads" and "Follow-up" they "Close" such Leads and they "Get Paid";

(d). Skip-Trace all return mail;

(e). Skip-Trace and call "Vacant Land Owners" and buy land for pennies on the Dollar. Call both individuals and LLC's and Corporations (Lookup LLC's and Corporations on Department of Corporations or Secretary of State's Websites in your State. Look for address of Managing Member, President, or Statutory Agent);

(f). Call on Multi-Family Properties (Two (2) to Four (4) Units). Lots of interest today in those properties. Get List of Landlords in your area. Attend an Apartment Owners Association Meeting (Some "Apartment



(h) Think about "Marketing Niches" in your Market that are not being well-served and call those;

(i) Skip-Tracing Services that Brent Daniels and Cody Hofhine use are Lexis-Nexis and TLO;

(j) Find out what "Cash Buyers" are buying in your Market. Find a need and fill-it;

(k) Build a massive "Cash Buyers List". Don't assume you know what other people want to do with their money;

(l) If a "Cash Buyer" is not interested in a "Subject Property" that you have under an "Agreement-to-Purchase Real Estate" ("Purchase Agreement"), find out at what "Price Point" ("Purchase Price"), they would be interested and re-negotiate the deal with the Seller accordingly and next time you'll "Buy-Better";

(My Comment: In the event you ever need to ask a Seller for a "Price Reduction" (a/k/a "Haircut"), be sure to request Tom Kro's audio presentation regarding same here on the Forum).

Brent says ask Buyer, "If this "Subject Property" isn't "Right", why isn't it "Right"?"

Engage with your "Cash Buyers" and build relationships with them. Don't wait until you have a deal. Engage with them along the way. Get to know "Where they Buy", "What they Buy", "How much they Pay", and "Why";

(m) Are you using "Voice Mail Drops"? No, Brent made over 40,000 "Voice Mail Drop Calls" and only did four (4) deals;

(n) When Brent Daniels has a "Deal Available" for his "Cash Buyers List" he sends out an E-Mail Blast to such "Cash Buyers List" using "Mailer Lite" (<https://www.mailerlite.com/>), and then follows up his E-Mail Blast to his "Cash Buyers List" with a "Text Blast" using "Skipio" (<https://skipio.com/>); and,

JennieF,

Jennie, the "Driving-For-Dollars" "You Tube Video" that Brent Daniels mentioned on the Wednesday, October 24, 2018 "Tribe" Support Q & A Call is as follows:

Brent Daniels and "TTP" Present "Driving-For-Dollars"/"How to Get Your FIRST Real Estate Deal!! - Published on "You Tube" Monday, October 1, 2018:



Forums

2 / 13

Wholesale Real Estate: How to get your FIRST Real ...



Brent Daniels "Facebook Live Broadcast" on "Goal Setting" and "Driving-For-Dollars" Wednesday, January 2, 2019 for the "Wholesaling Real Estate Business":

[https://www.facebook.com/search/top/?q=Brent Daniels TTP&epa=SEARCH_BOX](https://www.facebook.com/search/top/?q=Brent+Daniels+TTP&epa=SEARCH_BOX)

Driving-For-Dollars ("D4D"), with @CodyH ("Cody Hofhine"), Published, Thursday, January 3, 2019:

Wholesaling Real Estate - Driving For Dollars Essent...



(b). Enrollment Information For "Deal Machine: "APP":

<https://apps.apple.com/us/app/dealmachine-for-real-estate/id1136936300>

<https://appadvice.com/app/dealmachine-for-real-estate/1136936300>

**Market":****1. Keys To Successful Marketing Campaigns:**

- (a). Volume;
- (b). Consistency;
- (c). Singularity ("Dominate One (Marketing Channel); and;
- (d). Response Time.

Marketing creates the opportunity to make a sale.

2. Marketing Book Recommended by Tom Krol:**Content, Inc. By Joe Pulizzi:**

<https://www.amazon.com/Content-Inc-...rds=content+inc&qid=1565466101&s=books&sr=1-1>

3. Develop Great Habits And Always Keep Revenue In First position:**(a). Book On Habits Recommended by Tom Krol:****Atomic Habits By: James Clear**

<https://www.amazon.com/Atomic-Habit...atomic+habits&qid=1565466820&s=audible&sr=1-1>

Be Sure to Keep:**(a). Tithing:****(1). Book: The Four Spiritual Laws of Prosperity By: Edwene Gaines**

<https://www.amazon.com/Four-Spiritu...+of+prosperity&qid=1565467135&s=audible&sr=1-1>

(b). Stay "Laser Focused"**(1). Book: The Obstacle is the Way By: Ryan Holiday:**

https://www.amazon.com/s?k=Ryan+holiay&i=audible&ref=nb_sb_noss

(b). Reading:

Read eight (8) pages per day of an "Inspiring Book";



Forums


 2 / 13

Forward".

For the First (1st) six (6) months you need to "Work Yourself To The Bone" and then you can "Prosper For A Lifetime".

"Always Remember To "Keep Revenue in First (1st) Position".

All The Best,

Bill (@WilliamR)

Aug 10, 2019

#2



FrantzS likes this.



QuintonM

New Member

@WilliamR

Should I choose only two of the niches or try them all? Also should I mail them out all on the same week or stagger the niches by mailing one niche each week. Just trying to figure out where best to put the \$1000 budget. Splitting it up would be less mailed out on a given niche. So I guess I'm asking how many niches should I be trying to mail too on the \$1000 budget, so that I get the best results. Should I choose two, three, or all and divide up the money. I appreciate any advice you have to offer.

Aug 26, 2019

#3



WilliamR

Wholesaling Rockstar

@QuintonM,

Question Number One (1):

@WilliamR

Should I choose only two of the niches or try them all? Also should I mail them out all on the same week or stagger the niches by mailing one niche each week. Just trying to figure out where best to put the \$1000 budget. Splitting it up would be less mailed out on a given niche. So I guess I'm asking how many niches should I be trying to mail too on the \$1000 budget, so that I get the best results. Should I choose

**Answer To Question Number One (1):**

Have you already "Scrubbed" the "Property Tax Delinquent List" down to the "Hot Zip Codes Only" where "Cash Buyers" are "Buying" in your "Real Estate Market"?

If still too large "Scrub-It-Down" to the "Top Two (2) Hot Zip Codes" where "Cash Buyers" are "Buying" in your "Real Estate Market".

Do the same thing with "Code Violations".

Accomplish that and you should be able to mail out all the "Distress and Niche Lists", because most of the "Niche Lists" you only mail once per month, Like "Eviction List", "24/Hour Arrest List" ("Non-Violent"), "Garage Sale List", and "Water Turn-Off List".

All The Best,

Bill (@WilliamR)

Aug 26, 2019

#4

**QuintonM**

New Member

@WilliamR

I have not scrubbed down the Tax delinquent list yet. I'm still waiting on the administrator to email it over to me. The informational you have provided helps. Thanks!

Aug 26, 2019

#5

**CharlieH**

Member

WilliamR said: ↑

1. Garage Sale List;

Bill (@WilliamR)

Regarding the garage sale list: I'm guessing this is all manual--Just going through Craigslist and



Sep 3, 2019

#6



Like



Reply

**WilliamR**

Wholesaling Rockstar

@CharlieH,

1. Garage Sales: Pull every month (this becomes it's own stand-alone list). Next month pull and mail a new Garage Sale List and,

2. Secret List To Motivated Landlords:

If you haven't already listened to it, be sure to listen to the "Tribe Module" entitled, "Secret List to Motivated Landlords".

and also "Click-On", right beneath it, "Garage Sale List", and "Click-On" "Tips For This List".

All The Best,

Bill (@WilliamR)

Sep 3, 2019

#7



Like



Reply

**CharlieH**

Member

WilliamR said: ↑

@CharlieH,

1. Garage Sales: Pull every month (this becomes it's own stand-alone list). Next month pull and mail a new Garage Sale List and,

Click to expand...

Oh! I must've missed that! I'm on it!

Sep 3, 2019

#8

**QuintonM**

New Member

CharlieH said: ↑

Regarding the garage sale list; I'm guessing this is all manual--Just going through Craigslist and Facebook ads--at least that's what I'm gonna try at the moment.

Any other tips or strategies regarding Garage Sale Lists?

@CharlieH

Do you still have the discount code for BiggerPockets? I would greatly appreciate it.

Best Regards,

Quinton

Sep 3, 2019

#9



Tools



Like



Reply

CharlieH likes this.

**CharlieH**

Member

QuintonM said: ↑

@CharlieH

Do you still have the discount code for BiggerPockets? I would greatly appreciate it.

Best Regards,

Quinton

Try "**realestaterocks**"

Sep 5, 2019

#10



Tools



Like



Reply



AshwinV



1



Forums

2 / 13

Thanks for the code, I appreciate it.

Sep 5, 2019

#11



Like



Reply

CharlieH and WilliamR like this.

**GeorgeA**

New Member

How often do you mail all list?
I see "niche list" once a month
What about driving for \$ list?
And how many times before you scrap that list and move on?

Wednesday at 2:48 PM

#12



Like



Reply

**WilliamR**

Wholesaling Rockstar

@GeorgeA,

Question Number One (1):

How often do you mail all list?
I see "niche list" once a month
What about driving for \$ list?
And how many times before you scrap that list and move on?

Answer To Question Number One (1):

1. Driving For Dollars:

Most of the "Wholesalers" that I know "Skip-Trace" and "Cold-Call" the "Driving For Dollars List" and Make four (4) call attempts and send three (3) "Tribe White-Index Hand-Written Seller Post Cards" and "Scrub" and "Update" Their "Driving For Dollars Lists" every six (6) Months;

2. "Tribe Mail List Schedule:



Forums

2 / 13

LINK TO "TRIBE MAIL LIST SCHEDULE" ("ALL MAIL LISTS"): - ("UPDATED"): - SATURDAY, JULY 6, 2019:

<http://myrhinotribe.com/members/ind...mail-lists-updated-saturday-july-6-2019.5664/>

3. LINK TO MARKETING: - MARKETING ON A LIMITED BUDGET BY: TOM KROL: - (UPDATED): MONDAY, AUGUST 26, 2019:

<http://myrhinotribe.com/members/ind...get-by-tom-krol-wednesday-august-7-2019.5888/>

All The Best,

Bill (@WilliamR)

Wednesday at 6:18 PM

#13

 Tools  Like  Reply

B*I*U

T

A



Write your reply...

Post Reply

Upload a File

More Options...



Forums

General Q&A, Wins and Introductions

Main Forum



WholeSalingInc ▾

Contact Us Help Terms and Rules ↑



Forum software by XenForo™ ©2010-2016 XenForo Ltd.
Theme designed by Audentio Design.