



# How to Generate Consistent Deals Without Spending Money on Marketing

# How To Build A Network

## How to Build a Network?

- **50% of the my deals are generated via referrals** from other agents, investors, friends, family members, contractors, handymen, etc.
- If you want to have people in your existing network bring you deals **you need to ask for them.** How are you asking?

## You “ASK” for them by doing these 4 things:

1. **Set a clear goal** on how many investment properties you want to purchase this year. The more detailed the better.
2. **Literally, “Ask for them”**...talk to every person you know and let them know what you want. Share your goals!
3. Be active on **Social Media**
4. Attend **Networking Events** like this one

Remember, everything begins internally.  
**YOU have to believe it's possible!**





# How to Foster Long Term Relationships

## LEAD WITH VALUE

- DO NOT start with what you need. The first few conversations should be in regards to how you can bring value to each of these people in your network. **Be proactive and do your research.**
- Once you have established what the other person needs, **determine how you can help them in a way that overlaps with your business.**

## BUILD A DATABASE OF CONTACTS AND CHECK IN REGULARLY

- Use a simple CRM or Google sheet to track names, numbers, misc info
- You have to check in on a regular basis

## DO THINGS THAT KEEP YOU “TOP OF MIND”

- Leading with value will keep you top of mind
- Find out what problems they have and come up with solution



# Buying from Wholesalers

## Where do you find wholesalers?

### Social media

- Check social media for “we buy houses” ad’s
- Connect with the investor online and get added to their buyers list
- Join local real estate investing groups on Facebook

### “We Buy Houses” Websites

- Google “We buy houses” in your city and state
- Submit an online inquiry or call and speak to the investor

### Craigslist Ads

- Place we buy houses ads on craigslist
- Can become a source for buyers and sellers

### Meet-Up Events

- Attend local meetup events
- Be intentional about the relationships you develop



# Buying from Agents

How do you connect with agents?

## Building Relationships

- Make a list of every agent you know and call them
- Be as specific as you can be about your investing goals and lead with value

## Scouring MLS for Properties

- You can find deals from time to time on MLS. Margins will be thinner and it is not a sustainable way to build a long term business in this current market
- MLS deal might be better suited if you can do some work yourself or if you can actually pay cash to lower project costs



# Buying from Other People in your Network

Who are these other people?

Start with your “**low hanging fruit**”

- Friends, Family, Co-Workers, etc.

Talk to other people on your “**real estate team**”

- Escrow Officer
- Insurance Agents
- Handyman
- Contractor
- Cleaner
- Landscaper
- Trash Haul



# Other Ways to Find Deals

## Joint Venture Deals, Non Profit, Trustee Sales

### JV Deals

- Partner with someone who brings something to the table that you don't currently have access too
- The 4 big components of a real estate deal are:
  - The deal, money, construction, resale
- Come up with an equitable split of responsibilities first and use that to determine profit split

### Non Profit

- NCST Program

### Trustee Sales

- Buying at auction







# Using Social Media

If you're not using social media in 2022, I don't know what to tell you.

The most powerful “FREE” tool out there to grow your business

- You have to be **consistent**
- **Create a schedule at the beginning of the week**

Know the 25/25/25/25 Rule

- 25% Business
- 25% Personal
- 25% Asking for Your Wants
- 25% Motivational

Consistency is key!



# CONCLUSION

**Getting consistent deals in your REI business will either take time, money or both.**

You decide how much to invest in one or the other, or both.

**Building a network that refers consistent deals takes time.**

But, in my opinion it's the BEST deal source there is!

**Referral deals are the most profitable & generally take the least amount of work.**

You've built the relationships & put in the work upfront. Working the deal should be the easy part.

**Build a Network  
Ask for the Deals  
Buy from Wholesalers,  
Agents and Others in  
your Network.**

Remember, it all starts internally with YOU!

The background of the slide is a dark blue color. It features a network diagram composed of numerous circular icons, each containing a stylized silhouette of a person. These icons are interconnected by a series of thin, light blue lines, creating a web-like structure. The icons vary in size, with some being significantly larger than others. The overall composition suggests a theme of community, collaboration, or a network of individuals.

**Thank you!**