**DEAL-GETTING**

**"How I Get My Best Real Estate Deals Today" Part 1**

*Want our secret lead generation strategy that even the "GURUS" don't know about?*[*Get our specific proven advice that will work in YOUR market today!*](http://realestatemogul.com/instant-probate-profits?a_aid=realfreedominc&subid1=mogul_native)

**A Quick Word from JP Moses, Director of Awesome...**

One of my favorite things to do is corner our Mogul faculty and fire real world, hard hitting questions at them about what's working best for them in their real estate endeavors right now. Unscripted, authentic, and off the cuff, just the way I like it.

What follows is a segment from one such conversation with Mogul faculty Jamel Gibbs, in which I asked him to share specifically where his best real estate deals are coming from today in this market.

Recommended: Pay attention. Jamel's a player, he's extremely active and he knows his stuff. He's a deal maker to the nth degree. You'll find him in multiple markets at any given time, wholesaling, rehabbing, retailing, renting for cash flow, and involved in all manner of creative deal making. He eats, breathes and lives real estate investing like few others I've ever met.

**From Jamel Gibbs, Deal Getting Adviser...**

{**Note to Mogul Elite Members:** Take a first hand look at Jamel's letter and envelope, plus download a transcript of this video in the Power Pack Tools for this lesson. See sidebar.}

*(NOTE: Want the absolute EASIEST way to find houses at 50% off their value? Learn more with our latest this special report.)*

[*https://youtu.be/3CjEc\_SPhiw*](https://youtu.be/3CjEc_SPhiw)

[](http://realestatemogul.com/instant-probate-profits?a_aid=realfreedominc&subid1=mogul_native)

To follow Jamel's lead in this market:

* Order some bandit signs
* Start using them to get leads - they work!
* Elite Members: Download Jamel's yellow letter sample in the Power Pack tools for this lesson.
* Call Zack at Yellow Letters Complete and talk to him about Jamel's yellow letter campaign.
* Start targeting 15 yr+ Absentee Owners, out of area.
* Research to if you can locate fire damaged properties in your area (Google "fire dept in \_\_\_\_\_\_")
* Look into using pre-canceled stamps for your bulk mailouts.

*Is there a topic you'd like to learn more about?*[*Request a Lesson*](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1#request)

[Jamel Gibbs](http://realestatemogul.com/jamelgibbs)

[Jamel Gibbs](http://realestatemogul.com/jamelgibbs)

 is also a mentor for other real estate investors helping them to achieve their goals. He is the owner of Mill Street Properties LLC and he invests in real estate all over the United States. Jamel's skills and drive were the winning combination to develop his efforts into a repeatable system. This system is now making him as well as many others tons of money.

[More Lessons by Jamel »](http://realestatemogul.com/search?s=lessons&term=Jamel%20Gibbs&author_user=47)

**INTERACT**

* [Comments 34](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1#tips-feedback)

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Paul Rydberg

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**4**

When you get a response from a bandit sign or letter for a cash offer, how do you handle the call? How does a cash offer differ from a regular offer? Sorry if this is dumb, but I am brand new at this.

[Kevin Bybee](http://realestatemogul.com/kdbdds9445)

[**Kevin Bybee**](http://realestatemogul.com/kdbdds9445)

[Spam](http://realestatemogul.com/interact/spam)

Kevin,  
A cash offer usually holds more weight because you are not dependent on all the typical "red tape" that typically comes along with a lender. If a seller, whether they are a bank or an individual sees you making a cash offer they no that it is serious and will often times close faster than a traditional loan. In response to a bandit sign call. Ask the seller if you can take a look at their property. Evaluate it; compare it to similar homes in that neighborhood and decide how much you are willing to pay for it. This will of course will depend on what you are wanting to do with the property. Do you want to buy the house, and then fix and flip it. Do you want to buy the house and then rent it? Or do you want to put it under contract cheap, and sell it to someone else who wants to do those things. When you can answer these questions you will be ready to go. In the mean time, call the seller back, ask to look at the property, find out what the motivation of the seller is; then proceed from there.

[Brad Phillips](http://realestatemogul.com/BAPhillips)

[**Brad Phillips**](http://realestatemogul.com/BAPhillips)

Just keep in mind, a "cash offer" doesn't actually mean a dusty briefcase filled with stacks of unmarked twenties. It just means, the seller has access to capital quickly, with little-to-no qualifications, contingencies or hoops to jump through.   
  
Typically "cash" offers have a private money source, hard money, money in a bank account, an IRA, etc. Basically "cash" could be anything besides the standard financing options, like conventional, fha, etc.

[JP Moses](http://realestatemogul.com/jpmoses)

[**JP Moses**](http://realestatemogul.com/jpmoses)

[Respond to Kevin Bybee](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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**3**

How many times do you mail to the same list? When sending marketing to absentee owners, how many times should you contact each person on the list? For example, I have a list of 2,000 absentee owners in my area. Should I send just one piece to all 2,000 or is there another piece I should be sending as a follow-up, once, twice, six times?

[Nick Brown](http://realestatemogul.com/nickbrown)

[**Nick Brown**](http://realestatemogul.com/nickbrown)

[Spam](http://realestatemogul.com/interact/spam)

That depends on your budget. I'm old school. I use post cards because it's the mail that everyone reads plus the reader won't have to mess with opening it. It's cheaper than a stamp anyway and who knows, the mailman might even read it. I mail a postcard on a Monday, then another on Wed and then follow up with a card in the mail the following week. They may call you to say "quit mailing me" or "hey what do you do? Can you help me out?" I've never personally used Click to Mail which is a service a lot of investors use but I heard that works great for large mailings. I am more targeted. I scour my local area and do my own homework to find the own and then I'll send them my mail pieces. I would pick the best ones you fill are deals and work those until you perfect what works for you. I use purple ink and highlight my number on the card with a yellow highlighter. I don't also hit home runs but some base hits are all I'm looking for. Good luck.

[Gary  Rabatin](http://realestatemogul.com/rabating)

[**Gary Rabatin**](http://realestatemogul.com/rabating)

I do 5 to 7 times

[Cyndy Dumire](http://realestatemogul.com/tedumire)

[**Cyndy Dumire**](http://realestatemogul.com/tedumire)

In my area absentee owners are not that distressed and most call me just to find out what I think the house is worth with no intention on selling unless i am willing to overpay.

[Jeff Geloneck](http://realestatemogul.com/pandghomes)

[**Jeff Geloneck**](http://realestatemogul.com/pandghomes)

[Respond to Nick Brown](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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**1**

Bandit signs In Southern California (I live in Pasadena) there are many areas that do not allow bandit signs. What to do, what to do...

[Douglas Quinn](http://realestatemogul.com/dwquinn)

[**Douglas Quinn**](http://realestatemogul.com/dwquinn)

[Spam](http://realestatemogul.com/interact/spam)

Hey, D. Whitney! My partner and I have used bandit signs in our county in South Carolina, but they have been picked up by the people who cut the grass on the side of the road or have been stolen from in front of the houses we have had under contract. We have also put neon flyers in the door frame of vacant houses in our neighborhood and we have put out "Ghost Ads" online and that got a good response, and we just told the rehabbers who called about the fixerupper that it was already gone or not available any more (I HATE lying - it wasn't a lie - the fixer-upper that we USED to have under contract WASN'T available any more, because we didn't have it under contract any more - did that make sense?) so we also got the rehabbers information over the phone so we could contact them with another deal when we found it, which is what bandit signs are supposed to help with..... I hope this answer helped.

[Amanda Bridges](http://realestatemogul.com/amandabridges)

[**Amanda Bridges**](http://realestatemogul.com/amandabridges)

Use a google voice number that doesnt go to a number that can be traced back to you. That way if they want to try to fine you, they wont be able to find you. But you will still get your phone calls and leads. Also, you can try and put them out on Friday evening and take them down Sunday evening as most "sign police" workers don't work on the weekends,

[Garrett Zander](http://realestatemogul.com/GarrettCLM)

[**Garrett Zander**](http://realestatemogul.com/GarrettCLM)

[Respond to Douglas Quinn](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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**1**

How long do you wait to send out a yellow letter to the fire damaged home?

[Tim Steele](http://realestatemogul.com/trsteele10)

[**Tim Steele**](http://realestatemogul.com/trsteele10)

[Spam](http://realestatemogul.com/interact/spam)

I would send it out ASAP...and then again in a week...then again maybe in another month. Why wait?

[JP Moses](http://realestatemogul.com/jpmoses)

[**JP Moses**](http://realestatemogul.com/jpmoses)

[Respond to Tim Steele](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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**1**

yellow letter campaigns Diy We have a copy of the yellow letter right? And we know how to get the leads, right? And we also know how to get a bulk mail rate, right? Sooo, I have way more time than money, why not do a yellow letter campaign my self. Have i missed anything? Just wondering. James

[Spam](http://realestatemogul.com/interact/spam)

James,  
  
It's a better idea to leverage the amount of mail you can send out at once collectively and get a bulk discount.  
  
Remember... be a servant,  
  
Cory

[Cory Boatright](http://realestatemogul.com/coryboatright)

[**Cory Boatright**](http://realestatemogul.com/coryboatright)

James, I would never outsource our marketing to anyone other than inside our own office. No matter you learn about direct mail, never forget that PERSONAL letters get opened and if you outsource this then you lose the PERSONAL side of this. Do it yourself and focus on quality. You WILL get a response. If you do decide to use a fulfillment company, use yellowletters.com

[Erik Stark](http://realestatemogul.com/therealerikstark)

[**Erik Stark**](http://realestatemogul.com/therealerikstark)

Sure, you can do them yourself if you like. But after years of doing that, I'm over it. I'd rather leverage a pro. And I say yellowletterscomplete.com is just a fantastic resource for this. I've seen their sample letters and they're really convincing. I've not seen better. Reach out to them and ask for samples.

[JP Moses](http://realestatemogul.com/jpmoses)

[**JP Moses**](http://realestatemogul.com/jpmoses)

My wife and I have done a couple of yellow letter campaigns before. Both times, our hands started to cramp up after about 10-15 hand written letters each. Funny! Nevertheless...if you take the time and do it yourself, you will likely get some leads. We did! Expect to receive a small number of returned letters marked "Not Deliverable" or "Return to Sender."

[Thomas Guyden](http://realestatemogul.com/piaculumllc)

[**Thomas Guyden**](http://realestatemogul.com/piaculumllc)

[Respond to](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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This sounds easy

[Gonzalez Harris, I](http://realestatemogul.com/freeg7)

[**Gonzalez Harris, I**](http://realestatemogul.com/freeg7)

[Spam](http://realestatemogul.com/interact/spam)

[Respond to Gonzalez Harris, I](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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I never heard of fire damage lists

[Gonzalez Harris, I](http://realestatemogul.com/freeg7)

[**Gonzalez Harris, I**](http://realestatemogul.com/freeg7)

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thanks for the pre-cancelled bulk license

[Gonzalez Harris, I](http://realestatemogul.com/freeg7)

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Hey there, what's the best or a preferred yellow letter service I can contact? Also, the video said there will be your example of the letter you send attached...I couldn't find it.   
  
Thank you

[Daniel Baker](http://realestatemogul.com/DRBaker)

[**Daniel Baker**](http://realestatemogul.com/DRBaker)

[Spam](http://realestatemogul.com/interact/spam)

[Respond to Daniel Baker](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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With each Yellow Letter sent in a batch,do you use the same Property Address Location for each letter? The addressee? Yellow letter

[Robert Baumann](http://realestatemogul.com/rgbcfwb6)

[**Robert Baumann**](http://realestatemogul.com/rgbcfwb6)

[Spam](http://realestatemogul.com/interact/spam)

Only if you are sending the letters to the same property owner. If it is you will only want to send one at a time, if no response resend in 30 days.

[Roderick Stanback](http://realestatemogul.com/flipfunding)

[**Roderick Stanback**](http://realestatemogul.com/flipfunding)

[Respond to Robert Baumann](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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Response Rate You mentioned that you get a 20% to 30% response rate on your mail outs. Is this after you have sent several letters out to the same group of addresses? Do you know what the response rate is for the first mail out? Thanks

[John Payne](http://realestatemogul.com/payne008)

[**John Payne**](http://realestatemogul.com/payne008)

[Spam](http://realestatemogul.com/interact/spam)

I understood him to mean 20-30% on his initial mailing.

[JP Moses](http://realestatemogul.com/jpmoses)

[**JP Moses**](http://realestatemogul.com/jpmoses)

[Respond to John Payne](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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how else can i find fire damaged properties?ive tryed to go to the fire dept in south florida but no success.

[Vince Alexander](http://realestatemogul.com/investing954)

[**Vince Alexander**](http://realestatemogul.com/investing954)

[Spam](http://realestatemogul.com/interact/spam)

Vince, use a scanner that allows you to pick up fire dept. channels and when you can listen in to the scanner for the "working fire" calls. Keep in mind though that there just arent that many fires these days. 80-85 % of a fire departments work is EMS work. You can also call up your local board up companies or google the local "Service Pro" company in your area. These companies are always tuned into fire calls because they are the ones who secure the building after a fire. Hope this helps you.

[Michael Galvan](http://realestatemogul.com/gallyman)

[**Michael Galvan**](http://realestatemogul.com/gallyman)

Your Realtor that you work with, or get a new Realtor if you don't have one; can put those KEY words in their search for properties and locations for you, REO's or not. And most important to your Realtor is the max amount you want to those properties to be. ei: $0- $100,000.00. But I have done this for many of my investors, some look for basement foundation issues, because that is the business they specialize in. Feel free to contact me if you have other questions.

[MGMT MJ L@@k INVESTMENTS _ ](http://realestatemogul.com/MGMTINV_MJ)

[**MGMT MJ L@@k INVESTMENTS \_**](http://realestatemogul.com/MGMTINV_MJ)

I have found the Fire Marshal (not Chief or Department) to be helpful.  
Also, try calling the local CEO's, code enforcement officers. Not only might they have a list for fire damage, they usually will give you addresses of properties that have other repairs needed as well. It makes a good marketing list.

[Nick Brown](http://realestatemogul.com/nickbrown)

[**Nick Brown**](http://realestatemogul.com/nickbrown)

[Respond to Vince Alexander](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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With each Yellow Letter sent in a batch,do you use the same Property Address Location for each letter? Yellow Letters

[Robert Baumann](http://realestatemogul.com/rgbcfwb6)

[**Robert Baumann**](http://realestatemogul.com/rgbcfwb6)

[Spam](http://realestatemogul.com/interact/spam)

Robert, confused by your question but the property address you use should be the address of the property you are trying to purchase and the property owned by whoever is receiving the letter.

[Jeff Geloneck](http://realestatemogul.com/pandghomes)

[**Jeff Geloneck**](http://realestatemogul.com/pandghomes)

[Respond to Robert Baumann](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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What is a yellow letter?

[William Byler](http://realestatemogul.com/WillB)

[**William Byler**](http://realestatemogul.com/WillB)

[Spam](http://realestatemogul.com/interact/spam)

William...you/we have to pay for it.

[DA Little](http://realestatemogul.com/DA901Mogul)

[**DA Little**](http://realestatemogul.com/DA901Mogul)

It's just a marketing piece, to find properties.

[Maurizio Gazzini](http://realestatemogul.com/mauriziogazzini)

[**Maurizio Gazzini**](http://realestatemogul.com/mauriziogazzini)

[Respond to William Byler](http://realestatemogul.com/learn/deal-getting/how-i-get-my-best-real-estate-deals-today-part-1)

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Module: [Deal-Getting](http://realestatemogul.com/learn/deal-getting)

Expert:

[Jamel Gibbs](http://realestatemogul.com/jamelgibbs)

[**Mark As Learned**](http://realestatemogul.com/learn/mark/9)

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**Competition Killer Part 1: How to Build Instant, Unparalleled Rapport**

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Competition Killer Part 2: Jedi Mind Tricks

**Competition Killer Part 2: Jedi Mind Tricks**

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