

Real Estate Deal Finder

Module 3 // Lesson 3

Case Study - 33 New Deals in 1 Year



Review: Work it Backwards!

1. Deals
2. Budget
3. Offers
4. Appointments
5. Leads
6. Lead Campaigns
7. Next Actions



1 - Deals

My 2007 Goal =
24 deals (2/month)

2 - Budget

~\$2,000/month or
\$24,000/year
(\$1,000/deal)

3 - Offers

5 offers to get 1 deal

24 deals x 5 offers =

120 offers or 10/month

4 - Appointments

8 appointments for 5 offers

$$8 \div 5 = 1.6 \text{ appt/offer ...}$$

$$120 \text{ offers} \times 1.6 =$$

192 appointments or 16/mo

5 - Leads

4 leads / appointment

192 appt. x 4 =

768 leads / year - or -

64 leads / month

(32 leads = 1 deal)

	6 - Lead Generation Campaigns	# of Leads/month	Cost/month
1	Radio Ad	9	\$300
2	Newspaper Ads	2	\$250
3	Direct Mail - Owners w/ equity (890/mo)	8	\$668
4	Direct Mail - Tax Sale (700/year)	3	\$525
5	Direct Mail - Expired Listings (120/mo)	6	\$90
6	Direct Mail - Preforeclosure (120/mo)	6	\$90
7	Car Sign	3	\$0
8	Pole/Yard Signs	5	\$10
9	Birddog System - Vacant Houses	15	\$150
10	Referrals (newsletter, network, business cards)	10	\$75
	Total:	67	\$2,158

Actual 2007 Results

5 deals = Radio

2 deals = Newspaper Ad

4 deals = Direct Mail - Equity List

1 deal = Direct Mail - Tax Sale

2 deals = Direct Mail - Expired Listings

1 deal = Direct Mail - Preforeclosure

2 deals = Car Signs

2 deals = Pole/yard signs

3 deals = Birddog system

11 deals = Referral system

33 deals = Total

Takeaways (Part 1)

- Diversity of lead generation!
- What works today, might not tomorrow
 - Ex: Newspaper ads
 - Ex: Direct Mail - absentee owner
 - Ex: Signs

Takeaways (Part 2)

- Referral prospecting =
 - High leverage
 - Resilient performance
 - Farm system

Worth focusing on long-term!!

Fast Forward - 2019

- **Purchase #1** - 8 units
 - Lead Campaign = referral
- **Purchase #2** - 14 units
 - Lead Campaign = Direct Mail - Multiunits (4-year-old letters)

DO YOU HAVE ANY QUESTIONS
ABOUT THE CASE STUDY?



NEXT:

MODULE #4: LEAD GENERATION CAMPAIGNS

