



12 Amazing Strategies to Find Great Real Estate Investing Deals

1. Driving For Dollars

- a. Pick a target neighborhood
- b. Schedule drive or walk
- c. Look for (1) vacants (2) Fixer-uppers (3) Legal proceedings
- d. Reach out to the owner! (1) call (2) mail (3) neighbors

Recommend Tool: Deal Machine - <https://www.coachcarson.com/dealmachine-YT>

2. MLS

- a. Find a real estate agent
- b. Get automated leads in your target area
- c. Be FIRST (minutes or hours! Not days) or LAST (persistence & follow-up)

3. Networking Groups

Find deals by networking and telling other investors what you want to buy!

- a. Look for formal groups like a REIA (Real Estate Investing Association)
 - i. Google "Real estate investing club + [your city]"
- b. Look for informal groups and meetups
- c. Find online forums (ex: BiggerPockets Local Forums) or Facebook Groups

4. Professional Outreach

Reach out to and network with real estate agents (residential & commercial), attorneys, CPAs, insurance agents, financial advisors, and more. Let them know how you can help.

5. Wholesalers

Get on wholesaler lists (meet at local meetups!) and get to know wholesalers personally

6. Direct Mail

MANY different campaigns and lists you can mail to. A simple one to start is filter a list by:

- a. Location
- b. Property type
- c. Length of time owned (5+ years)

Send personal mailers expressing your interest in buying their house. Follow-up!

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7. Website

Use for (1) organic leads over time (2) landing page for paid ads or direct mail (3) Credibility

Recommended Tool: Investor Carrot Websites - <https://www.coachcarson.com/investorcarrot>

8. Ads

Pay to get your house buying service in front of other people:

- a. Pay Per Click (PPC) - like Google, YouTube, Facebook
- b. Classified ads - Craigslist and newspapers
- c. Locally focused advertising - Nextdoor.com, talk radio/podcasts, etc

9. Cold calling

Old fashioned, takes time, but still inexpensive and sometimes effective!

- a. Ads online or signs - For Rent or FSBO (For Sale By Owner)

10. Signs

"I Buy Houses + Fast Cash + Your Phone Number" - Relatively inexpensive yet effective.

- a. Yard signs - at your rentals, flips, home
- b. Car signs - magnetic or vinyl lettering
- c. Bandit signs - at intersections or telephone poles (likely illegal in most municipalities!)

11. Auctions

Auctions can be a good source of deals if you're patient and persistent.

- a. Auction companies - google the auction companies in your area and get on their list
- b. Search and regularly follow online auction websites like: Xome.com, Hubzu.com, Auction.com, Homesteps.com, Homepath.com, HudsonandMarshall.com, ten-x.com, HUDHomeStore.com, MobileHomeParkStore.com

12. Word of Mouth (to your world!)

Tell EVERYONE that you buy properties. Don't be too embarrassed to make money!

Creative ideas to spread the word?

- a. All your emails - P.S. I'm always on the lookout for houses or apartments that may need some TLC. I buy all types in any condition. Do you know of a house that needs a new owner to bring it back to life? Know a landlord who doesn't want to be? Did somebody you know inherit a house they don't want? Call or email me anytime.
- b. T-shirts that say "I Buy Real Estate"
- c. Social media
- d. Business cards
- e. Small talk