

Get Real™

The Down and Dirty on Real Estate Investing

Marketing Your Properties - Part I

Low Cost Methods to Sell and Rent Your Homes



Let's face it the market is not the same as it was a couple of years ago. Gone are the times when you could just put a sign in a yard and get your house sold in 3 weeks. That is just how the market is now but it doesn't mean we shouldn't be trying.

The fact is if you could get your homes sold, rented or lease/optioned in a reasonable amount of time then it would be easier to acquire more homes and you would be more confident when it came time to make an offer on a house.

For the next couple of months we are going to focus on marketing properties. There are a lot of creative ways to get homes rented or sold; many that investors do not take advantage of.

With the increased popularity of the web hitting just about every home buyer or renter in the market we are going to focus this month on low cost ways to market our homes. Many of these take advantage of the power of the web.



Next month we are going to look at working with realtors and some traditional methods of marketing properties, the right way. Hopefully by the end of this series you will have a few more tools in your investor tool belt to create income from your homes.

NOTES FROM THE EDITOR...

Each month the newsletter contains something about the real estate market and why you should jump on board and start buying, selling and renting homes today. This month we are taking a little different approach and I assume you are already on board with me.



This month I want to tell you why it is time to get started with your education. You are already in the game. That is a great step.

Two years ago when we started teaching Get the Keys our goal was to help new investors get started and actually get out and invest in properties. I am so excited to say that we have had some great successes and most importantly there are a lot of students out analyzing and buying properties everyday. That is the pay off to me!

This month we have decided to make our first major change to the structure of the class. Make sure you stay tuned and clear your calendar for June 19-21.

Judson Voss

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Questions!!

Got a question you would like to have us answer in depth here in the newsletter? We would love to hear from you. All you have to do is

send a quick email to

newsletter@getrealrei.com

and we will take a look.

Please provide your name, number and email in case we need to follow up with you and ask additional questions to make sure we get your question right.

Beginner's Corner

Networks help out real estate investors a lot by plugging them into good property deals. It's very easy to build your own network when you are just starting out as an investor.

When you first start out in the real estate investment business you'll find that having a network of other investors and buyers is a valuable source indeed. In fact, it can help you in all areas of your business. Whether it is finding good properties to purchase or finding the investors to purchase those properties.

It's fairly easy to build up a network as you begin buying properties, even if you don't know anyone when you start.

Network your way to profits

Naturally, you won't pick up every property that you look at in the real estate investment business. However, just looking at properties brings you into contact with other property investors and helps you to build your network.

As you begin to make more and more deals in the business, say with REO agents that hold bank properties are in post-foreclosure, you are also

networking. You'll find that you get a lot of repeat business with those investors with whom you make successful deals.

It's not uncommon to only make a deal on one out of every 15 to 20 properties you look at in real estate. However, you'll find that as you buy those properties you'll make connections with the REO agents and investors you deal with and they'll keep you in mind.

So after a while, you begin to find that you are being handed deals that fit your criteria because the agents and investors know what you are looking for. Eventually,

it's possible to start picking up one out of every four or five properties you look at, simply because your network will be handing you the perfect properties to invest in. See how easy it is?

Record the information of those you meet!

One real estate investor claims that up to 65% of his properties come from repeat clients. Networking is easy when you choose to work with these repeat clients. To make the most of those repeat clients and past investors you've worked with, try to remember to



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take down their names and numbers or keep their business cards and add them to your address book.

Be sure to add all pertinent information about each person you meet, such as whether they are looking to invest or sell properties.

Networking is an essential part of the real estate investment business. However, you don't need to feel intimidated if you are starting out with little to no network. As you make deals and look through properties in the local area you'll also gradually be developing your very own network.

Keep in mind that networking is a contact sport. You cannot build your network by sitting on the sidelines or even just emailing people.

You need to get out and meet other people and make it to your local REIA meetings or other groups that meet to talk about real estate investing. You need to look at people eye to eye so you can make that personal connection. It is how they know you and trust you.

Set aside one to three hours a week getting out and getting to know other

people in your area that are interested in real estate investing or who can be support people. By doing this one thing you will see your success rate increase.

Networking is not a direct activity though. You don't go out and meet people and get a home or sell or rent a home. Instead it is something that pays off gradually over time. You may not see results the first few weeks or even

a month after you have been getting out there but there will be results, trust me.

As you read through this month's newsletter you will see that I suggest using a lot of online outlets to sell your homes. Online sources can be great places to network

too.

If you haven't visited our site on Facebook yet, make sure you go to <http://www.getrealonfacebook.com> and join in the community there. There are discussion boards and you can ask questions and converse with other investors.

Look at other local and regional sources on Facebook or other social media sites to get in on the conversation and meet new resources.



Marketing Properties

If you ever thought about investing in real estate but you weren't sure what to do first then this article is for you. In reality it isn't the first thing you should do. The truth be told it is the very last thing you do but if you don't do it you won't ever make a penny as a real estate investor. Are you curious yet?

That's right it is marketing your properties. I don't care if you want to flip houses, wholesale houses, be a landlord or lease option until the cows come home you are never going to a make penny until you execute your exit strategy.

Everyone always tells me you make your money when you buy the house. That just isn't true. You create equity, you create value, you create potential cash flow. But I am 100% sure that

none of those things will ever keep the lights on, feed the kids or get you out of your day job.

Think about it. Buying right gets you started but it is when someone signs on the dotted line and hands you a check that you actually see money enter your checking account. That is when you

are really making money. That is when you have a business.

So why am I talking about it now like it is something you need to know at the beginning of your real estate investing career? That is easy. I wouldn't buy a house if I didn't already know how to get rid of it. By get rid of it that includes renting or lease/options. What I am saying is I wouldn't want to buy a house if I wasn't confident someone else would be covering the mortgage for me in the future.

This is also a really important concept for confidence. Let's think about it. If you are a beginning, or advanced, real estate investor how many more homes would you buy, how many more triggers would you pull if you knew you could get rid of

that home? If I was guaranteed to get it done in short order and within my budget I think I would buy every house that ever fit my criteria.

Paralysis by analysis, the thing that keeps many of us from buying a property has nothing to do with the fear of buying a property. In reality it has one hundred percent to do with the fact



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that we are worried that if we buy the house and don't get it sold or rented we are in trouble, right?

If we are educated in the methods to marketing a property the right way and increase our odds of getting rid of it in the time frame we wanted to and through the exit strategy we expected then we are well on our way to a really successful business. If we choose to do what many investors do, which is buy a house that looks like a good deal and hope we can get rid of it for the price we want then we are probably on our way to a world of hurt or at least a lot of stress.

Budget

I know this seems sort of weird to talk about money before we even get into talking about the different ways to market properties. How could you know what you want to spend when you don't know what you are going to do, right? Fair enough. I am not going to ask you to develop a budget at this point in time. What I am asking you to do is realize that to market a property you must have a budget.



Marketing properties no matter what you do is a costly proposition. There are a few free ways to market your properties. We will talk about those in a later section. The fact is we are still going to market our properties simultaneously through other avenues and they are going to cost us money.

The biggest mistake I see new investors make is to not budget their marketing costs into the price of the home. We are all really good at figuring out what a room of carpet is going to cost or how much a new coat of paint will be on that rental property. Do you now how much it will cost you to rent that house?

I bet if you asked ten investors that you would probably get 3 people to say yes and about 1 of them would be right. The fact is we don't look at those costs we just figure it is a bridge we are going to cross once the real work is done on the deal. After all, remember we have all heard that crazy idea that we make money when we negotiate the deal. Why worry what our exit strategy will cost us if we already made the money.

Hopefully we all agree at this point that we really make the money when we execute our exit strategy. So knowing what it is going to cost us can be a large part of creating a profit when we acquire the property.

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Let me share with you a very real world example. I had a student come to me and say that he found a house for \$30,000. It is really worth \$55,000 and probably only needed \$7,000 in repairs to be ready to sell. (The first question is who is buying a \$55,000 house in 2009?)

He stated that he was getting a hard money loan for the \$30,000 plus the \$7,000 in repairs. His terms were 5 points down and 15% interest per month for the first three months. He could renew the loan for another three months for an additional \$600.

As he said to me this is a good deal right? I asked why it was a good deal. He answered because the house has \$18,000 in equity before the loan and \$16,150 after the points for the loan. OK, so here is why I don't buy homes with \$16,150 in equity.

First of all the home is probably going to have to sell to a landlord because there are few homeowners that fall into a category of buying \$55,000 houses. Most people who can get a \$55,000 loan can get a \$100,000 loan so the \$55,000 that it appraised for is probably not attainable as landlords are notoriously cheap. Trust me I am one and I wholesale to them. You won't get appraised value from a landlord.

Beyond that though we need to assume we will have holding costs that were not in his original numbers. If we hold the property for 180 days, about average for days on market in my area today. We will have paid the hard money lender about \$2,914 in interest plus the \$600 fee. That is \$3,514 in fees. My profit is now down to \$12,636.

I know you are saying still pretty good money, right. Well how are we going to sell the house? If you are me I am going to put it on the MLS, I will run newspaper ads and I will get some flyers out to realtors, other investors and homeowners in my area. All of these depend on my exit strategy as we will discuss later.

No matter what though in most cases when I sell a retail property and often when I sell a property to a landlord there is almost always a 3% buyer's agent commission involved in the deal. Yes, I pay realtors. If realtors sell my houses I pay them and by the way as we discuss in a bit I actually pay them more than the going rate so we are really looking at a 4% buyer's agent commission most of the time. For all of you out there that are moaning about having to pay that commission here is the good news. As I mentioned you



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probably won't sell the home at \$55,000. I would say closer to \$50,000 so now you have \$5,000 less you have to pay a commission on. That is a joke by the way! My buyer's agent now is getting \$2,000. Yes this is the best \$2,000 I will ever spend because she is babysitting the buyer and did something I couldn't do, sell the house.

After all is said and done let's look at the profits...

Purchase	\$30,000
Repairs	\$ 7,000
Points	\$ 1,850
Holding	\$ 3,514
Commission	<u>\$ 2,000</u>
Cost	\$44,364
Sale Price	\$50,000
Profit	\$ 5,336

After all of that is said and done. The time we put into the project and the effort we made to get it rehabbed and sold we made \$5,336. That is less than I make on some wholesale deals and those deals entail some paperwork and phone calls. We didn't even add in the costs for newspaper ads and flyers that we will probably run during this time.

So is the house a bad deal for my student? NO!! It is still a good deal. He would just have to buy it for less money.

That isn't a joke. If we factor in our marketing costs, and I consider holding costs part of marketing because we are trying to sell the house during the majority of the time we are holding it, we can make money.

If we take that additional \$7,000 and some change and add it into the deal we can then go back to the seller and explain just how much money it is going to cost us to take over this property and do something with it. Not only will it help us know what a good deal is, it is also a great negotiating tactic. You can go back to the seller and explain, it is going to cost over \$7,000, if we are lucky, to market this property properly. "Would you like me to take on those costs or would you like to pay that out of your pocket?"

In the end I am not saying that you need to have an extremely detailed budget on your marketing costs but you do need to include them in your analysis. It always costs money to market your property whether you are selling, renting or wholesaling. By taking this into account you can avoid that surprise to find out you didn't make any money on your deal.

Low Cost Methods

This month we are going to focus on methods that will cost you little or no money to get started marketing your

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properties. In future issues we will start to look at other ways to sell our homes.

Each year I find there are more and more low cost alternatives to marketing my properties. It wasn't too long ago that you had two options; newspaper ads and realtors. I will say that I still list all of my homes for sale with a Realtor because I believe dollar for dollar it is the best return on my marketing efforts.

Keeping this in mind I will say that it may only be a matter of a couple of years before some of the new technology offerings will take a serious piece out of the MLS system. If this happens then it will be harder to pay out serious commissions to a real estate broker. For now these low costs methods can supplement your other options.

Craig's List

If you are unfamiliar with Craig's List then I recommend you check it out. <http://www.craigslist.com> This is basically a big bulletin board of a website where people can post anything they want to sell, buy or are seeking. Craig's List is broken up by

metropolitan area and then each metropolitan area has a set of categories for items and services for sale and wanted.

Of course there is a large section regarding real estate. When you first visit the site you will be asked what metro area you are located in. Once there you will be able to see all of the categories for "Housing." This includes available housing and housing that is wanted.

Craig's list is one of the best places I have found for offering properties for rent. There are tips you need to follow to make

sure that your listings are not getting lost in the shuffle. While Craig's List is absolutely free you still do not want to waste your time posting information that will never get read.

To start posting your rental properties on Craig's list you will want to have an account with them. If you look on the left side of the screen you will see a "my account" link. Go ahead and sign up for an account with Craig's list. It is completely free and they do not send you any emails.



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Having your own account on Craig's List allows you to list your properties but hide your contact information so that your email address is masked by an automatically generated address that Craig's List provides. Don't worry, each of the emails sent to your list will be forwarded on to you. This process ensures that others cannot see your email address and add you to a spam mail list.

After you have this account you can begin with your postings. The first thing you should do is find the category you are interested in posting under. For this purpose we are going to pretend we have a house for rent. Under "Housing" we will select, "Apts/Housing." Then in the very top right corner of the page you will see a link next to "help" that says "post." Click this and you can begin to make your post for your listing.

From this point you can select the category you want to post under. It will bring you to a form where you fill in your information for your listing. In this example you will see a space for rent amount, number of bathrooms, the title of your ad and also the location you are advertising under. Let's take each of these one by one.

Rent and number of bedrooms should be pretty easy. Just fill in what the

home's details are. The title can be one of the most important pieces of information you can provide. Your listing is going to show up on Craig's List with only one line of information. It will show, in this order; Rent, Number of Bedrooms, Title, Location and whether there are photos.

You only have so much space for your title so use it well. Some of the common mistakes I see people making are duplicating information in the title. Do not put the rent amount or number of bedrooms in the title. It is going to show up on your posting line already. The second biggest mistake I see people make is to be very bland in their description. How excited would you be to see an ad that reads, "Duplex near downtown", or "Nice Home"?

You want your ad to sizzle and go after your target group of renters. What are one or two of the key points to your home. As you can see in the examples above they have a nice family home. What makes it that? What is it that a family is going to want? A big fenced in yard with a play gym? Then your title should read, "Family will love you for this fenced yard with play gym." You get your information out about the property but you are also creating an emotion that goes with it.

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The bottom line is your goal is to get as many people as possible to click on the link to your listing. The more eyes there the better chance you have of renting your property. At the same time we are trying to get the right eyes to the ad.

Once you have crafted your title and have filled in the four pieces of information on your listing line you need to choose your email preference. Craig's List gives you three options; 1. Show your email address, 2. Hide your email address or 3. Anonymize it (yes I know that is not a word and I am pretty sure the folks at Craig's List do to.)

I would recommend against using the first two options. If you show your email address you are going to be susceptible to people getting your email address to add you to a spam email list. Not showing an email address would make it harder for potential tenants to contact you. This is why I recommend Anonymizing it. This will mask your address and give it a unique address based on the listing. As mentioned earlier each email sent to this address will be forwarded to the address you used when you got your Craig's List account.

Below email info you will see a large open box. This is where you put your description of the property. You actually have a ton of space to put information

in this box. I see a lot of people use this box as if it is a newspaper ad. In the newspaper the key is to be as short as possible because you are paying by the line. Craig's List does not charge you so there is no need for twelve words in your description, all of which are abbreviations.

I would also recommend not writing your entire life story in this box. You should put the essentials to the property and any highlights of the home such as; type of countertops or if you have a special tub, fenced yards, close to shopping. The list goes on but you get the drift. Also if you have special terms like allowing certain pets but with a deposit make sure this goes here.

Last but not least is a place for additional information. As you know I recommend that you have a website. (If you don't already have a site you get a free one and hosting with the Platinum Membership Plan. Email us and we will help you get started.) This is where you can put a link to your property so tenants can visit and see more pictures and possibly download an application.

It is important to not put your email address in this section for the same reason we didn't include it in the automatic part of the listing. You may

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consider including your phone number as people may go out to view the home and call you from the house if they are interested. Keep in mind this will get you a bunch of phone calls from “tire kickers.” If you include your number then I recommend having an automated system like the one we help you develop in our [Get the Keys](#) class.

You have some additional options when it comes to using your description section. Craig’s List allows you to use HTML code in your description. This is the code that is used to create websites. You have the option to create your own web page to post on the site if you have the time. As I have said before you can take the time to create websites or you can spend it making money investing in real estate. I find the real estate pays better.

My recommendation is to use the most widely used Craig’s List template service I know, Picture Perfect Listing, <http://pictureperfectlisting.com/> The service is free if you register with them. Yes, you will get some promotional emails from them, a small price to pay. Or you can visit <http://www.postlets.com> to list on with a template on Craig’s list and other sites. We will talk more about that in a little bit.

Once you are registered you can create a very professional looking template

that will include pictures and other information about your property and it’s highlights in a very clean format. You can visit this listing for an example of what you will end up. <http://charlotte.craigslist.org/apa/1105703522.html>

If you are not interested in the simple easy system of using postlets or pasting the HTML code you can do your own text information and go from there. I will tell you though the next section is the most important section. Do it wrong and no one will look at your listing no matter what you say in your title.

Photos

Craig’s List allows you to upload four photos of your property. If you use a template service then you can have more but if you do the stock Craig’s List thing then you are only gonna get four. I promised you a tip. If you want no one to look at your ad do not upload pictures!

On your listing line after your title information you will see some orange letters, “pic” this denotes that there are pictures in this listing. People on Craig’s List do not look at listings without pictures when they want housing. There are too many houses out there for them to waste their time with it. In fact there is a limited search

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function in Craig's List where you can get your listings but only the ones that have pictures. I will repeat it, Do Not post listings without pictures!

Next is the location. All you need to fill in is the street name, not the address along with the city and the zip code for the home. Make sure this information is accurate as many people are searching on this criteria in Craig's List.

Your last piece of information is whether you will accept pets. Choose these checkboxes if you will. As I mentioned the description box or the template you use should be the place where you put the specifics of your pet policy. These check boxes are only used as a part of the search function in Craig's List.

So now you have made your post. Congratulations. Craig's List, since it is a list will show the most recent post at the top of the screen. Depending on the city you live in you can quickly end up at the bottom of the page in a couple of days. Most renters are going to

either do a search or browse the listings. Those that browse the listings may get bored before they get down to your listing.

I recommend that you repost your houses every three days on Craig's List. If you are in a more active metro area it may be every day or two. My general rule of thumb is if I go online and get bored trying to scroll down to find my listing then tenants definitely will... time to repost the ad.

Make sure if you are renting homes or possibly even selling a home you use Craig's List on a regular basis. It will make a difference in your vacancy rate and time. Just

remember to follow the above rules and keep up on your ad. Don't keep it fresh for a week and then forget about it. It is a matter of consistency and persistence.

Flyer Services

The great thing about Craig's List is it is absolutely free. I am a big fan of free. It works wonderfully



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as a way to get your rentals filled quickly. But unfortunately if you are selling a home I don't believe it can be an only source for getting that house closed.

I know I have said it before but that might be because I mean it, most likely the best way to get your retail homes sold is through the MLS/Realtors. You can utilize realtors in a number of different ways. It is a little outside of the scope of talking about flyer services but I usually enlist realtors as buyer's agents.

Buyer's agents are Realtors that drive prospective homeowners around in the hopes that one of the homes they look at will be the "one." Part of the process for a buyer's agent is to do MLS searches based on a buyer's particular criteria.

The only issue is there are thousands of homes on any regional MLS and homes can often get lost in the shuffle. Especially if these homes have been listed for an extended period of time. Your goal is to not get lost in the shuffle.

Luckily there is a low cost way to get your homes in the hands of those who can sell them. I am going to make one assumption here and that is your home has already been listed on the MLS by a flat fee broker. Next month we will go

over the ins and outs of marketing with a flat fee broker so stay tuned.

After your home is listed and you have the MLS number in hand you will want to make sure you have pictures of the home. One of my biggest pet peeves from realtors is taking bad pictures. I don't mean bad lighting but pictures that wouldn't help me decide if I want to buy a house.

When you take your pictures of your house make sure it is feature rich. To me this means make sure you are taking pictures of things that people will want to know the home has. If you have a deck, take a picture, if you have a porch, take a picture. If there are granite counters, take a picture, a whirlpool tub, well, you get the picture... no pun intended.

What you should avoid taking pictures of are rooms that are basic four walls, white paint and windows. Some people believe if they have a three bedroom house for sale that it is a necessity to include pictures of each bedroom. If the bedroom really doesn't have any features other than walls and windows there really isn't a reason to show it. On the other hand if the kitchen has granite counter tops, custom cabinets and hardwood floors with a commercial stove then I would think of having at least two if not three pictures of that.

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Now that you have your pictures taken I would recommend that you go back through the home with a note pad and pen and start writing down all of the good things about the house. I know this sounds weird but give it a shot. Whatever you see that you think someone would want make a note of it.

After making a note of everything inside then make a note of everything outside. The hard part about the outside is you need to note things you can't see. For example, if you are within walking distance of shopping or schools that should be noted. If there are parks nearby or a community pool you should include this.

At this point you should have a whole bunch of pictures and a list of features of your home you are selling retail. I know what you are thinking, "What does this have to do with flyers?" Flyers are designed to sell your home. If you don't know what is going to sell your home then it probably won't sell at least not because of you.

Because we are talking about hi-tech low cost options to sell our retail homes we are going to focus on email flyer services in this month's newsletter. In the future we will look at other physical services that can help you sell your homes.

Email flyer services are designed to help real estate agent's promote their properties to other agents. These are not going out to a mass list of buyers that are looking for homes. To me this is a good idea. If my flyer was being emailed to everyone looking to buy a home it would get lost in the noise. Instead these email flyers are getting the attention of buyer's agents. In a sense I am selling them on the home.

There are many services around the country that you can tap into. I use Always Keep in Touch, <http://www.alwayskeepintouch.com> They provide their services for \$19.95 per email flyer and that includes the templates to build your flyer. The reason I use them is they have a good coverage for my local MLS.

One of the most important things you will want to look for in an email flyer list is the number of email addresses they have for your regional MLS. Many of these services work in conjunction with your regional MLS to provide email addresses of the agents registered with them. Most services will tell you just how many realtors your flyer goes out to. Here is an example; in the Charlotte metro MLS there are 12,000 Realtors. I have seen lists that range from having 9,000 email



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addresses all the way down to 800. Obviously I want the list that has 9,000!

Almost all flyer services are going to provide you an email template that you fill in with the basic information, pictures and features of the home. This is where you will use the list you created in the past.

On contact information you will put your personal information for the buyer's agent to contact you. Keep in mind you are selling to the realtor at this point. Some folks like to put lock box numbers in the description. I am not a fan of that. I want the realtor to call me before they show my home and I want to know who is going through it.

Another key piece of information is the MLS number. Remember earlier when I said that you need to have the house listed with a flat fee service? Here is why. Most of these email flyer services are built for realtors working with realtors. If you are an investor and not a realtor they don't want you using the service. It would mean too many amateurs getting in the mix.

Since you have an MLS number and an active listing and also a company name that has to do with real estate they usually don't even think twice about it. There are a couple of services that require your broker's license. In this

case I just contact the agent that provided the flat fee listing and they provide that for me or if it is a real problem they can do the email flyer listing and I can compensate them for it. If the services makes you jump through too many hoops though I would just move on to a new service. There are plenty out there that are easier to deal with.

The great thing about these flyer services is they usually provide a print ready version of your flyer that you can leave at the home for marketing without additional cost or design time.

Once I have completed my flyer and published it I will want to save this flyer on the companies online system. In today's market, homes move slowly and there are many on the market. I want to keep my home fresh in the realtor's mind. I will re-submit my flyer to be distributed about every 3-4 weeks so all of the agents can keep it fresh in their inbox. Hopefully if they didn't have a buyer a month ago they might have a new client today. Agents are not in the business of keeping an eye on your home so you will need to continuously market it to them.

Marketing Properties

Social Media

Social media or social networking is sites like Facebook, Twitter and Myspace. These might seem like long shots for selling your properties and I will tell you they probably are not going to sell your homes quickly to individuals. When a realtor gets your listing they are going to have people looking and qualified to buy a home today. It is very targeted. Facebook is not.

If you are in this thing for the long haul though it can be a really good source for building long term relationships with buyers. Here is the catch though. You are going to have to work for it. Yes you will need to do more than just promote your properties and hope someone buys them.

Here is how I would recommend you work the social media angle. Start a conversation. In Facebook it is about helping other people fill their needs. Yes one of their needs is to buy a home but more importantly they might want to be educated about buying their first home.

Facebook allows you to create pages that promote your product or service

and groups to foster conversation and interaction. You may want to start a group that helps first time homebuyers in your area. I would recommend writing or finding articles that teach first time home buyers the ins and outs of the buying process.

With some content on your page you can then invite others to join in the conversation. Some of the people I would include would be your local mortgage broker friends that specialize in first time homebuyers, inspectors, appraisers and occasionally real estate agents. These people will be able to create content for you for free without you lifting a finger.

As people search Facebook for information on real estate in your

market you will begin to show up and they will have a chance to follow you. Once you have started providing the content and get a

following, you can then start including your listings on the page. You can add them as a "note" on your Facebook page or you can include a link to your email flyers from the page too.

Another nice thing about Facebook is it



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is indexed by Google. As you start to have more relevant content you will begin to show up on Google searches without having to create your own website or content. This is a big money and time savings. Just remember you need to provide content to help people, not just try to sell your houses.

You can also use Facebook to rent your homes. There is a lot of great content out there about renting a home. You can provide all of the utility companies to contact. You can provide information about renter's insurance and also any tax incentives renters get in your state. One thing I would leave out is landlord laws and tenant rights. This could be a sore point later on down the road.

I hope you have found some good ways to market to potential buyer's and renters. These are very low cost items that can get you started. As you noticed most of these options are online choices. As more and more people search for properties online it becomes very important that you provide a presence there too.

Next month we are going to look at ways to work with realtors to market your properties effectively and how to use some more traditional approaches to marketing homes.

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