



RECESSION PROOF REAL ESTATE INVESTING

SHORT SALE Your Way to Prosperity through Secrets, Systems and Strategies

By Deb McMillan,
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**Foreword by
Robert Shemin**

Multi Millionaire, New York Times, Wall Street Journal and
USA Today Bestselling author of "How Come That Idiot's Rich
and I'm not?"

As in any business, marketing is the key to finding the people who are in foreclosure.



Deb's Tips: Find Distressed Homeowners

Pre-foreclosure short sales have become a viable option to buying a house. In order to attract people who are interested in this type of sale, you need to advertise. My most effective method is almost always sending *direct mail* to homes that are in foreclosure and following up with a phone call.

Here are some other suggestions:

- ✓ Include a flyer in your local newspaper.
- ✓ Get a booth at your local festival and tell people what you do.
- ✓ Research records at the court house.
- ✓ Research actual foreclosure files.
- ✓ Post signs on street corners.
- ✓ Purchase billboard space on the side of a bus.

- ✓ Ask friends. With so many people in pre-foreclosure today, you likely have friends who are in pre-foreclosure and friends who have friends that need a pre-foreclosure short sale.
- ✓ Advertise in the smaller east-side-only newspaper or penny saver papers. When you advertise in this manner, everyone receives your advertisement. So you are targeting people who might know other people whose house is in trouble. They might call you to help out a friend.
- ✓ Advertise in target areas where you want to purchase property or where you might already know people who want to own property.
- ✓ Leave your business cards at the hairdresser, with your tip when you leave a restaurant, tell people what you do when you are waiting in line...anywhere.
- ✓ Include on your business card that you pay referral fees for sellers, buyers, and lenders when you close a deal.

- ✓ Place an ad on benches where people sit and wait for busses.
- ✓ Knock on the doors of people you know are in foreclosure (you already have the list). Start talking with them about their situation.
- ✓ Pass out business cards that explain what you do.

Once you get specific addresses from the courthouse, start mailing/marketing to them on a regular basis, sending out letters and post cards. You want to tell them:

“We can work with your bank so you don’t have to.”

“Are you behind in your payments to the bank?”

“Don’t put down this post card until you’ve called 513-604-7774”

You have to write WIIFT—What’s In It For Them—to get their attention and have them actually call you.

Think about the pain they are in – the pain whatever your prospects from your target market that you are writing to is giving them sleepless night.

What keeps people who are in foreclosure awake at night?

- Not being able to pay the house mortgage
- The sheriff putting a sticker on their door saying the have to move out in two days
- Moving the kids to a different school
- Moving away from their friends and family