



LEAD GENERATION STRATEGIES FINDING YOUR DEALS

LEAD GENERATION

- **MINIMUM OF 5 DEAL FINDING STRATEGIES ACTIVE AT ANY ONE TIME. DO NOT RELY ON ONE.**
- **PROPERTY IS A NUMBERS GAME (GET YOUR OFFERS OUT)**
- **SUCCESS IN PROPERTY IS PROPORTIONAL TO THE AMOUNT OF EFFORT PUT IN**
- **THE MARKET CYCLE PLAYS ITS PART. BE OBSESSED WITH THE GOALS AND FLEXIBLE WITH YOUR METHODS.**
- **DON'T TAKE THINGS PERSONALLY**
- **THIS PART IS THE EASIEST, AND THE HARDEST TO DO. IT ISN'T GLAMOROUS.**



ESTATE AGENTS

ESTATE AGENTS



- VERY FICKLE CREATURES (MOOD CHANGES WITH MARKET)
- AREA QUALIFICATION
- PERSISTENCE AND CONSISTENCY
- CREDIBILITY BUILDING (BECOME THE GO TO)
- DON'T TAKE THINGS PERSONALLY
- FOLLOW THE TRENDS
- BE READY FOR WHEN THE MARKET CHANGES
- RIGHTMOVE VS ZOOPLA



LETTING AGENTS

LETTING AGENTS



- GO WHERE THE MASSES DON'T
- RETIRING LANDLORDS (CLAUSE 24)
- INCENTIVISED INTRODUCTIONS
- FIRST TO HEAR THAT A LANDLORD IS SELLING (OFTEN AFTER LEGISLATION CHANGES)



AUCTION



WE HAVE A WHOLE VIDEO DEDICATED TO TRADITIONAL AUCTIONS IN THE STRATEGY SECTION

CAN BE A GREAT PLACE TO BUY (AND SELL)

www.eigpropertyauctions.co.uk

3 strategies to maximise profit from your auction property investment

BE AWARE OF MODERN METHOD OF AUCTION - CONDITIONAL AUCTION - NO TO BE CONFUSES WITH TRADITIONAL METHODS

MODERN METHOD OF AUCTION



BOSTOCK STREET, WARRINGTON (LEASEHOLD PROPERTY)

2 Bedroom End Terraced Reservation Fee Applies ([Click for more information](#)) ;



[Map View](#)

CURRENT BID
£66,250

WE'RE STILL GETTING THINGS READY FOR THIS AUCTION - CHECK BACK SOON!

To place a bid whilst in Pre-Auction Marketing, please call our team on 0151 230 8489.

See our opening hours [here](#)
[What is Pre-Auction Marketing?](#)

 5 WATCHING Add to Watchlist	+
 1 PREVIOUS BID View Bid History	▼

It is highly recommended that you keep manually refreshing the browser to ensure that you are up to date with the bidding activity.

This method of auction requires both parties to complete the transaction within 56 days of the draft contract for sale being received by the buyers solicitor. This additional time allows buyers to proceed with mortgage finance (subject to lending criteria, affordability and survey).

The buyer is required to sign a reservation agreement and make payment of a non-refundable Reservation Fee. This being 4.2% of the purchase price including VAT, subject to a minimum of £6,000.00 including VAT. The Reservation Fee is paid in addition to purchase price and will be considered as part of the chargeable consideration for the property in the calculation for stamp duty liability.

DIRECT TO VENDOR (D.T.V)



- THE HOLY GRAIL OF PROPERTY DEAL SOURCING
- REMOVES A THIRD PARTY FROM THE NEGOTIATION
- DON'T TRY AND CUT THE AGENT OUT - YOU MAY NEED THEM.
- WAYS INCLUDE;

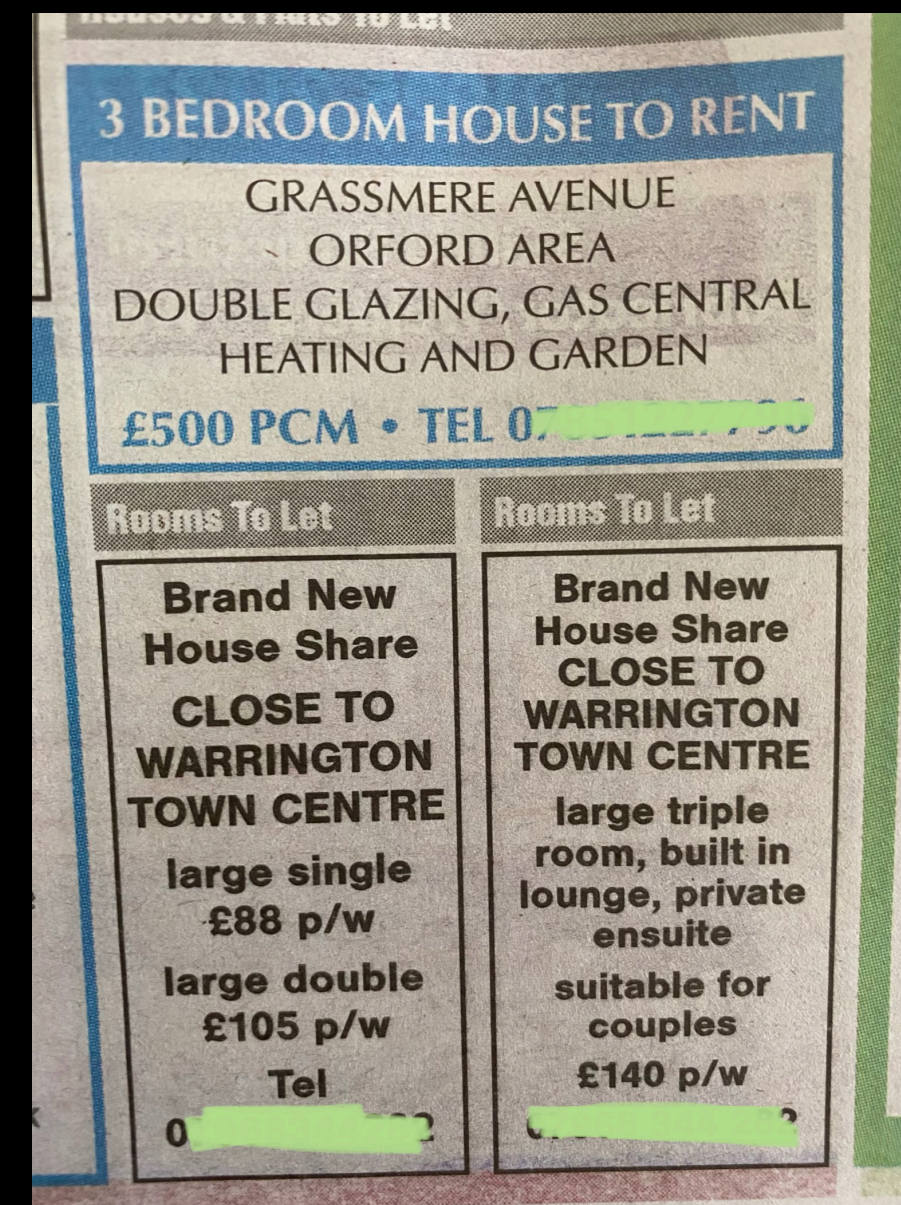
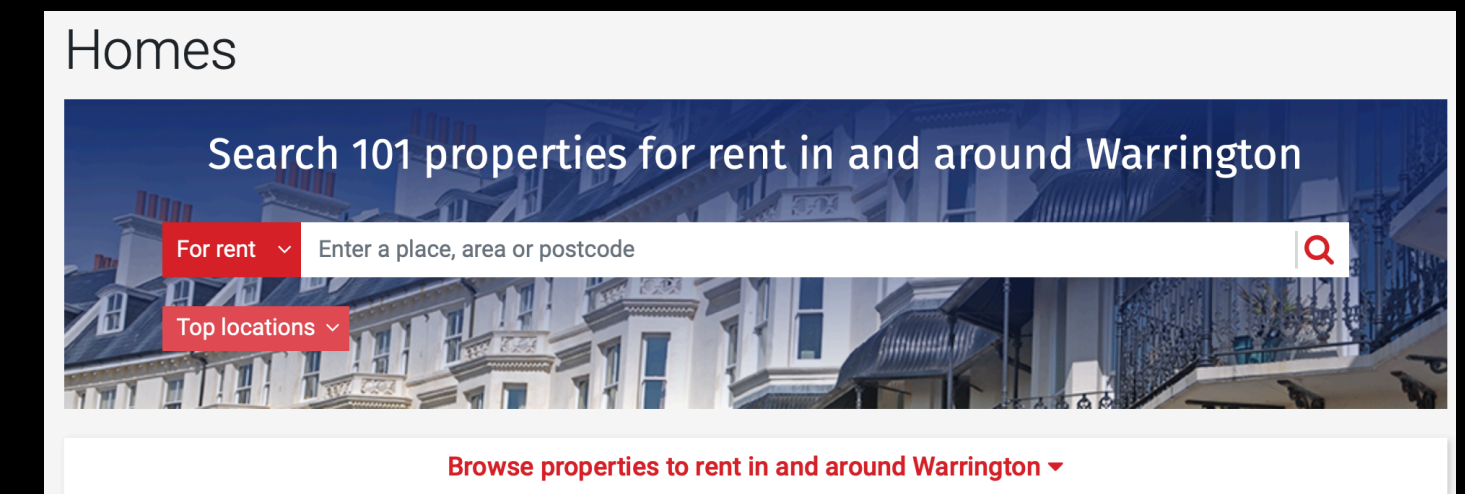




OLD SCHOOL LANDLORDS

OLD SCHOOL LANDLORDS

- CARRY NEGATIVE ATTITUDE TOWARDS AGENTS (SELF MANAGE, DO NOT WANT TO PAY FEES)
- OFTEN EQUITY RICH
- DO NOT ENJOY LEGISLATION CHANGE
- THE LAST FEW LEFT IN THE CLASSIFIEDS
- YOU MAY NEED A NUTTER PHONE



TALK TO PEOPLE INCENTIVISE



- WHO SEES A LOT OF PROPERTY OR TALKS TO A LOT OF PEOPLE?
- POSTMAN?
- ACCOUNTANTS
- SOLICITORS (OF ALL KINDS)
- BUILDERS
- SKIP HIRE COMPANIES / CONTRACT CLEANERS

BRAINSTORM SOME PEOPLE THAT YOU WOULD THINK COULD BRING YOU LEADS.

OLD TRICKS NEW DOGS



Business Cards

- ✓ Name
- ✓ Mobile
- ✓ Professional Property Investor
- ✓ Your strategy...Repossessions, Cash Buyer

£1,000

INCENTIVISE

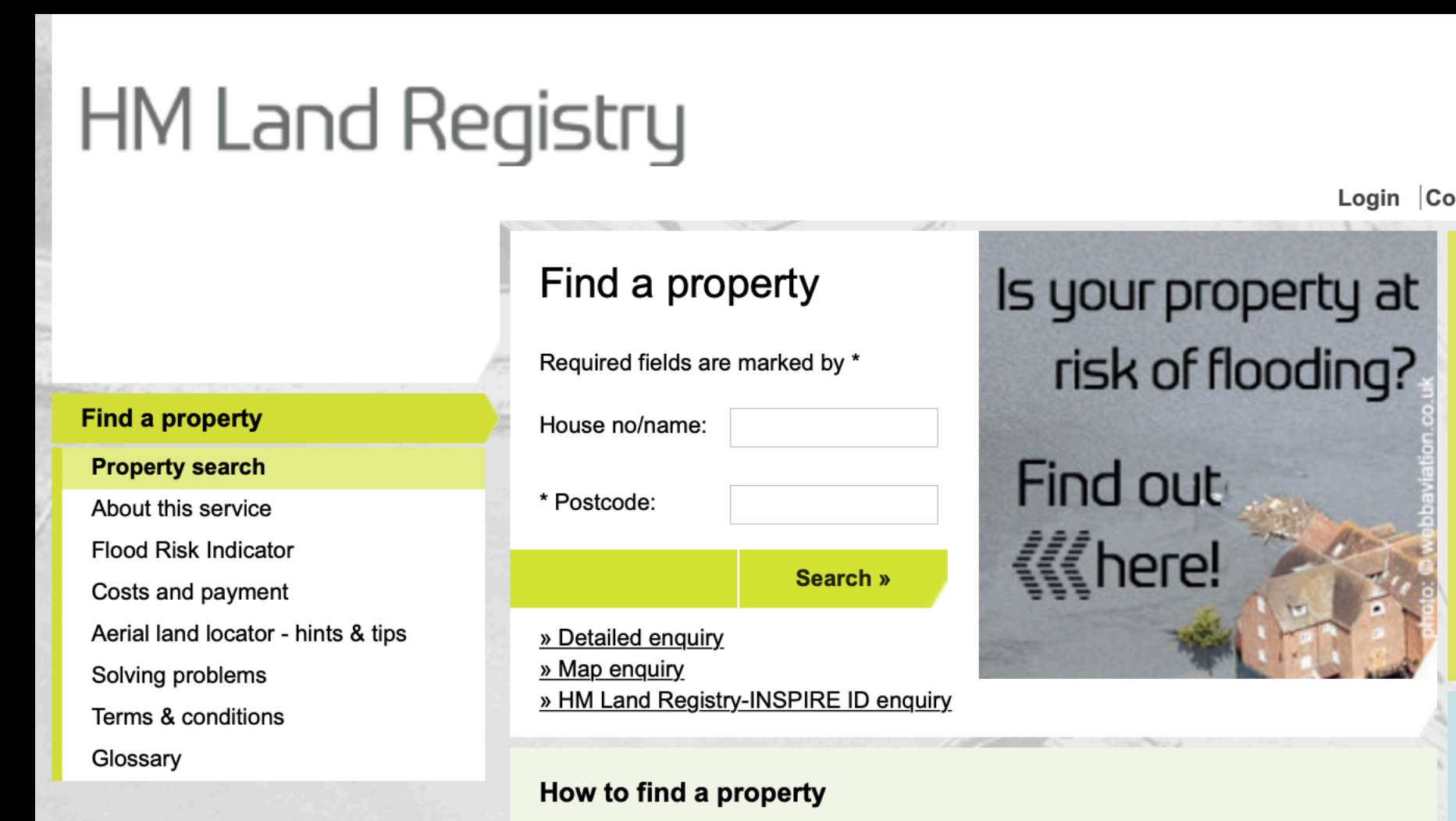
NETWORKING



- YOUR NETWORK IS YOUR NET WORTH
- MOST INVESTORS CANNOT BUY EVERY DEAL
- HOW CAN YOU HELP EACH OTHERS PLAN?
- I HAVE SOURCED TO, AND BOUGHT FROM, OTHER INVESTORS CONSISTENTLY OVER THE YEARS.
- REMEMBER - LEVERAGE

WALK THE STREETS

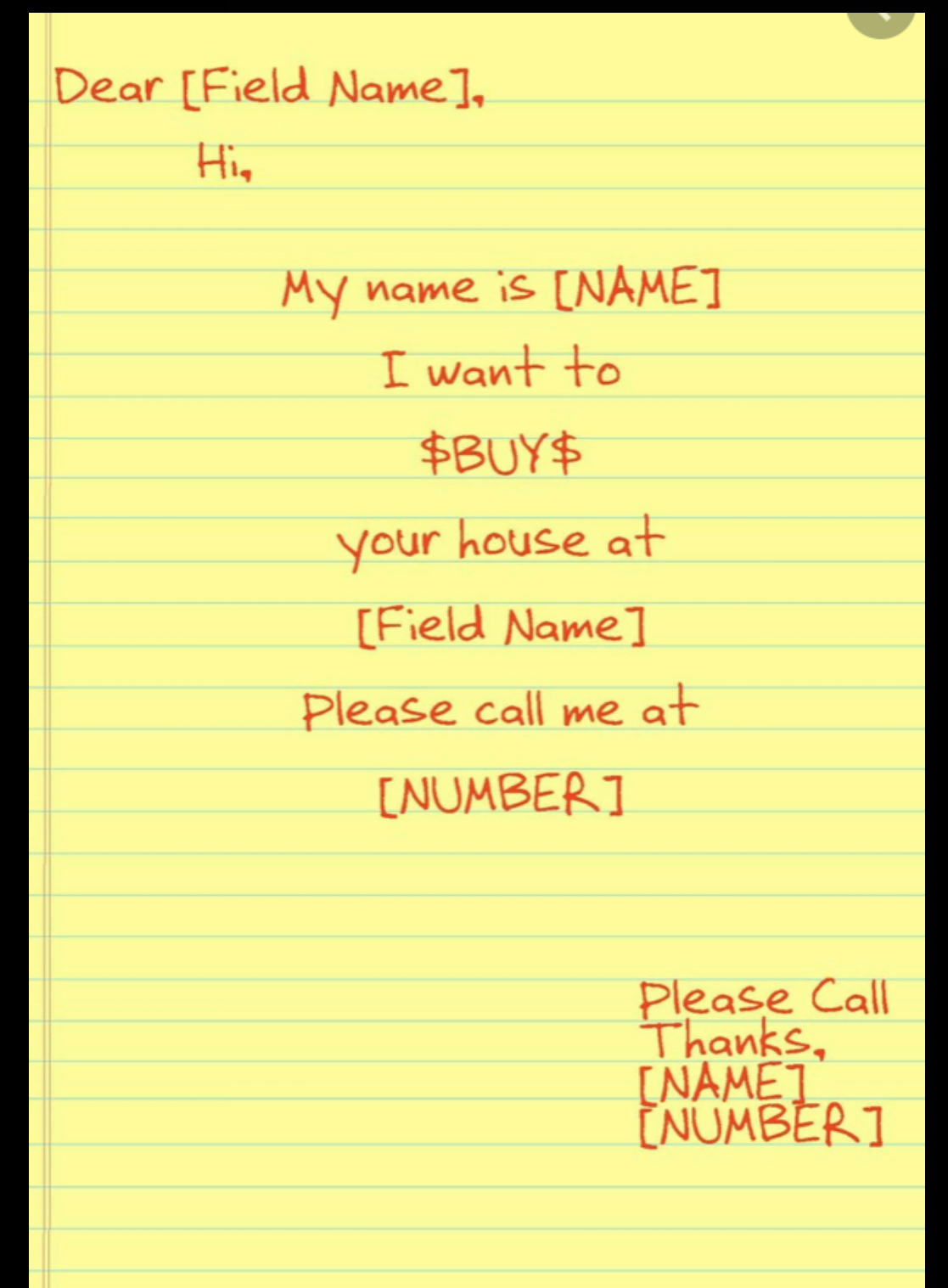
- LEAFLET DROP TARGETED AREAS (WITH A TARGETED STRATEGY)
- IDENTIFY VACANT OR TIRED LOOKING PROPERTIES
- NOSY NEIGHBOURS
- HANDWRITTEN OR POSTED LETTERS (DTV LETTERS) (PERSONALISED)
- UTILISATION OF LAND REGISTRY, NIMBUS MAPS, LAND INSIGHT ETC
- WHAT DOES YOUR LETTER NEED TO SAY?



DIRECT TO VENDOR LETTERS?



- ARE YOU TARGETING RESIDENTIAL OR COMMERCIAL PROPERTY?
- ARE YOU TARGETING PRIVATE OWNERS OR COMPANIES?
- PERSONAL BRAND VS COMPANY BRAND?
- WHAT DO EACH WANT TO SEE?
- LEAFLET OR POSTED AND PERSONALISED LETTER?
- TRIAL AND ERROR - GUERILLA MARKETING
- EXAMPLES IN THE DOCUMENT LIBRARY



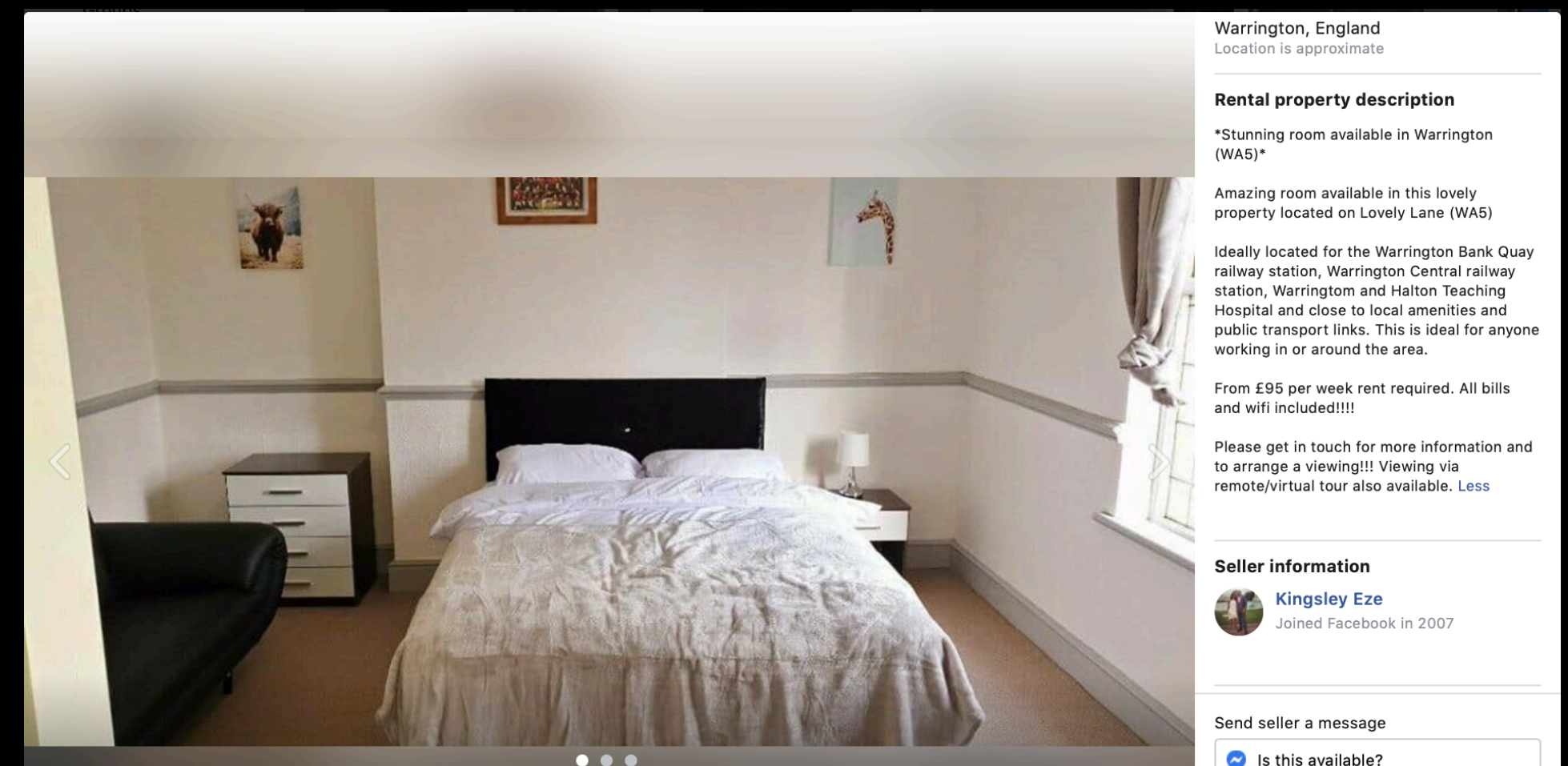
SOCIAL MEDIA MARKETING



- SEE SOCIAL MEDIA MARKETING VIDEO
- GETTING YOUR MESSAGE (AND WHAT YOU ARE LOOKING FOR) SEEN
- I AM A HUGE FAN

- ALSO PAID MARKETING TO CONSIDER (GOOGLE ADWORDS AND PAID SOCIAL MEDIA ADVERTISING)

- PRIVATE LANDLORDS IN FB MARKETPLACE



SOURCING AGENTS



- **COMPLIANCE?**
 - **Ombudsman (TPO / PRS)**
 - **Public Liability Insurance**
 - **Registered with the ICO**

- **SERVICE LEVELS?**

- **PAYMENT SCHEDULES?**

- **EXPERIENCE (OF AGENT AND TEAM)**

- **THE DEAL HAS TO STACK - ULTIMATELY, IT IS ON YOU**

COMMERCIAL AGENTS



- CAN BE VERY DIFFERENT TO RESIDENTIAL AGENTS
- MORE CREATIVE / KEENER TO DO A DEAL
- EXPECT YOU TO PERFORM
- LARGER DEALS OR CONVERSIONS (KEEP UP TO DATE WITH ANY PLANNING LEGISLATION CHANGES AS THEY OFTEN CREATE OPPORTUNITY)
- MY BIGGEST INTRODUCER OF DEALS
- VERY WELL CONNECTED ON A BUSINESS LEVEL IN THE TOWN TYPICALLY

LOCAL AUTHORITIES



- EHO - EMPTY HOMES OFFICER. LOANS AND GRANTS.
- EMPTY HOMES LIST - CAN YOU GET ACCESS? IF NOT, CAN THEY OFFER YOU AS A SOLUTION?

How much grant can I apply for?

You may apply for a grant covering 50% of the cost of the eligible works up to a maximum of £10,000 per self-contained unit of accommodation, with a maximum of £50,000 per overall scheme. Council officers will also work out what is a reasonable cost for the work to be carried out including VAT and all eligible fees. The grant is non repayable unless a condition is breached.

**EXAMPLE TAKEN
FROM CHESHIRE
WEST AND
CHESTER COUNCIL
WEBSITE**

- OFTEN CONDITIONS ATTACHED (LONG TERM RENTALS, ONLY TO REGISTERED LANDLORDS, LHA LEVEL RENTS ETC)
- FOR SALE BY TENDER (COUNCIL OWNED PROPERTIES)

LEAD GENERATION



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- PROPERTY IS A NUMBERS GAME (GET YOUR OFFERS OUT)
- SUCCESS IN PROPERTY IS PROPORTIONAL TO THE AMOUNT OF EFFORT PUT IN
- TO DO MULTIPLE DEALS, YOU HAVE TO HAVE MULTIPLE OFFERS OUT THERE AT ANY ONE TIME. FIND LOTS OF WAYS TO MAKE LOTS OF OFFERS



GO AND GET BUSY!!!