



# **The Targeted Rapport Approach: An Introductory Guide for Real Estate Professionals**

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### A Message From Us

LeadKnack was born out of a need; a need to help over-extended real estate professionals navigate the hectic world of real estate investing. We strive to make our services better every day, so that you can get back to the tasks that are important to you. We are real people marketing to real people.

## What is the Targeted Rapport Approach?

The Targeted Rapport Approach (TRA) is a “people-based” approach to Real Estate Investment (REI) marketing. It employs the use of digital marketing techniques to generate pre-qualified seller leads.

We source lists of property owner records, skip-trace each record to find property owner most recent contact information, and then contact each individual property owner using digital means. This process results in the delivery of warm, pre-qualified seller leads to our customers.

## Benefits of the Targeted Rapport Approach

The chart below (Figure 1) illustrates how the Targeted Rapport Approach compares to the Direct Mail Method of marketing.

**Statistics for Direct Mail vs. Targeted Rapport Approach- Figure 1**

	<i>Post Cards</i>	<i>Yellow Letters</i>	<i>Targeted Rapport Approach</i>
<b>Number of Leads</b>	1000	1000	1000
<b>Cost Per Unit for 5-7 Touches Per Record</b>	\$2,500*	\$3,500*	\$2,500*
<b>What You Get</b>	-Printed Postcards -Postage -Stock Messages -Unfiltered Leads -Return to Sender Mail	-Hand-Written Letters -Postage -Stock Messages -Unfiltered Leads -Return to Sender Mail	-Marketing list -Skip Tracing -Pre-Screening Calls -Pre-Qualified Leads -Text Messages -Ringless Voicemails -“Done-For-You” Campaign
<b>Average Time Before First Lead Generated</b>	2-8 weeks	2-8 weeks	5-7 days
<b>Average Definitive Response Rate Within 30 Days</b>	0-2%	0-2%	25-35%

\*All values are approximate

The Targeted Rapport Approach could easily be considered one of the most time and cost-effective ways to market for seller leads. With our simple and easy-to-use system, we have made it incredibly easy for any real estate professional to market successfully and get great results!

## Here are just a few benefits many investors have seen while using the Targeted Rapport Approach:

- ✓ Quality marketing list that can be customized based on personal preferences
- ✓ Deal directly with the seller, cutting out the middle man
- ✓ Leads generated faster than with other methods like Direct Mail
- ✓ Warm, pre-qualified leads
- ✓ Pay only for your campaign, we never take a percentage of any deals you close
- ✓ Steady stream of leads with minimal involvement of the real estate professional
- ✓ Ability to build a rapport with the property owner by way of genuine human interaction

If you just don't have the time to generate leads on your own, you have come to the right place. With comprehensive lead packages that work out to just \$2.33 per record, you could be on your way to transforming your real estate investing business into a deal-making machine!

## How to Get the Best Results Out of Your Campaign

There are three aspects of employing the TRA system that can make or break a campaign: list building, follow-up consistency and lead selectivity.

**List Building.** The first step in designing a successful campaign is to conduct a thorough analyses of your target areas. Factors such as median neighborhood sales price, unemployment rate, days on market, crime rates and school ratings are just a few of many factors that you want to consider when building a targeted list. More information about building your list can be found in the "How to Build Your List" resource document.

**Follow Up Consistency.** The second and most important aspect of employing the TRA system is follow-up consistency. Over 65% of deals using the TRA system are closed within 8-24 weeks after initial campaign deployment. Setting up and maintaining an accurate follow up system is pivotal in building a rapport with property owners and closing your next deal! If you don't have the time to follow-up on your own, not to worry. We offer affordable monthly maintenance plans that include additional calls and follow-up maintenance.

**Lead Selectivity.** Leads secured via the TRA method can be used for wholesale deals, fix and flips, buy and hold deals and listings/listing referrals. If you are limited to just one of the above-mentioned methods of closing deals, you could potentially be missing out

on an opportunity to get your return on investment. We recommend adopting a “creative” deal making mindset for best results.

Individual campaign results can be dependent upon target area, list criteria, and sample size among other factors. As with any marketing regimen, you should plan to use the same system for a minimum of 4-6 months for best results.

## What to Expect

Here are a few points to help you manage expectations for your campaign:

- Campaigns are completed within 10-21 days but could take up to 30 days
- Vumber is a third-party service that we are not partners of or affiliates of, and we cannot guarantee that Vumber will record logs or voice recordings accurately, if it all
- We will provide detailed call logs via CSV/Excel at the end of your campaign
- We record some calls and can provide voice recordings upon request, if available. Due to the high volume of calls being made, we cannot record every single outbound call
- Average amount of interested parties in a 21-day period is 10-40 leads
- We send over the information of every person expressing interest, no matter how motivated they seem. After delivery of the pre-qualified lead, it is the customers responsibility to negotiate and continue following up.
- Average response rates for text messages is 10-15% of total numbers in text campaign
- Average definitive response rates (number of homeowners explicitly expressing interest or non-interest) in a 21-day time is between 25-35%
- 65% of deals using the TRA system are closed within 4-24 weeks after initial campaign deployment
- Leads secured within the first 21 days are based solely upon the homeowners who respond to our contact attempts during that time; this DOES NOT imply that a list is bad or that there are no more leads in the list
- The customer MUST continue to contact and follow up with pre-qualified leads and list, post-campaign to obtain full benefit of using the TRA system
- Individual campaign results can be dependent upon target area, list criteria, and list size among other factors
- Number of deals is dependent upon factors such as individual investor experience and list size among other factors

Each customer is assigned a Customer Success Manager (CSM) who will oversee their campaign. All questions and concerns should be directed to your CSM. We are here to help you be successful!

## **Responsibility of the Customer**

We are partners in the pursuit of generating leads for your business. We will do our job to the best of our ability, but there are still some things that we need your help with. Here are a few things that will help contribute to a successful campaign:

### **Set Podio notifications and follow up with leads in a timely manner**

When leads are uploaded, it is best to contact potentially sellers back within 24-48 hours. After we have pre-qualified a lead, it then becomes the customers job to take on all follow up activities regarding that lead.

### **Continue to follow up with potential leads for at least 24 weeks after your campaign concludes**

We understand that you are busy and follow up is not always easy to stay on top of post-campaign. 65% of deals using the TRA system are closed within 4-24 weeks after initial campaign deployment. It is extremely important that the customer continues with follow up efforts to get the full benefit of using this system.

We also offer comprehensive maintenance packages that allow you to capture all your leads and maintain positive relationships with your prospects, even if you don't have time to do it yourself.

### **Being responsive to your customer success manager**

Your Customer Success Manager will be contacting you periodically to issue weekly reports, give updates on leads and to relay general campaign updates. It is very important to be as responsive as possible so that you don't miss any time sensitive information.

### **Ask questions**

If you ever have questions about your campaign, leads, or lead generation in general, please feel free to ask! We want to help you be successful. A big part of that success comes from understanding our processes and managing expectations so that you can make informed decisions.

## Packages and Pricing

View general campaign and maintenance pricing below.

Lead Generation Campaign Pricing		
<b>Basic Campaign</b>	\$1,500/campaign	<ul style="list-style-type: none"><li>• 1 Custom List- Basic</li><li>• 500 Records</li><li>• Phone Numbers</li><li>• 4 Rounds of Calls per Record</li></ul>
<b>Standard Campaign</b>	\$2,000/campaign	<ul style="list-style-type: none"><li>• 1 Custom List- Premium</li><li>• 750 Records</li><li>• Phone Numbers</li><li>• 4 Rounds of Calls per Record</li><li>• InvestSmart One-Click List Setup</li><li>• 1 Text Message Drop</li></ul>
<b>Pro Campaign</b>	\$3,500/campaign	<ul style="list-style-type: none"><li>• 1 Custom List- Premium</li><li>• 1500 Records</li><li>• Phone Numbers</li><li>• 4 Rounds of Calls per Record</li><li>• InvestSmart One-Click List Setup</li><li>• 1 SMS Drop</li><li>• 1 Ringless Voicemail Drop</li></ul>

\*2 campaign minimum required on the Basic and Standard Packages\*

## Optional Maintenance Package (Recommended)

<b>Basic Campaign</b>	\$150/month	<ul style="list-style-type: none"> <li>• 4 rounds of calls per month</li> <li>• Vumber Management                             <ul style="list-style-type: none"> <li>○ Callback Management</li> <li>○ Follow-up Management</li> </ul> </li> <li>• List Maintenance                             <ul style="list-style-type: none"> <li>○ Lead Uploads</li> <li>○ Record Updates/Removal</li> </ul> </li> <li>• 1 IVR per month</li> <li>• Access to Professional Voice Over Talent</li> </ul>
<b>Standard Campaign</b>	\$200/month	
<b>Pro Campaign</b>	\$350/month	

\*Recommended but not required. Recommended use is 16-24 weeks\*



## Frequently Asked Questions

**1. Do I have to sign a contract?**

Yes, we require a 2-campaign minimum on our Basic and Standard Package only.

**2. How many deals/leads can I expect to get out of my campaign?**

Due to numerous variables including individual investor experience, we cannot predict how many deals that may come out of a set of property owner records. However, average amount of pre-qualified leads within 30 days is 10-40 leads per campaign.

**3. Where are my leads uploaded?**

Your leads are uploaded to your personal Podio account.

**4. How long will it take to complete my campaign?**

It takes an average of 10-21 days to complete one lead generation order, but under certain circumstances, it could take up to 30 days for completion.

**5. How long do I have to order a Maintenance Package?**

You have 14 days after campaign purchase to add an optional Maintenance Package.

**6. How do I pay for my campaign?**

We accept all major credit and debit cards.

**7. Do you share lists?**

We never share lists. Each lead order is sourced individually for each customer.

**8. Can you give me exclusive rights to my city, state or county?**

We cannot guarantee any one client exclusive rights to any city, state, or county.

**9. Can you negotiate deals for me?**

We only provide our customers with high quality pre-qualified leads. We do not negotiate deals or discuss specific figures with prospects.