



# Setting the Foundation- How to Build Your Marketing List

## **Building Your Marketing List**

The marketing list is the foundation of your lead generation campaign. Yet in most cases it is the most neglected component. A good rule of thumb is to put yourself in the shoes of the end-buyer. Ask yourself, “What would my end-buyer be interested in purchasing?”

**Here are some factors that you may want to consider when building your list.**

### **Crime rates**

Crime rates in most cases will affect your end buyer’s decision to buy. Whether your end-buyer is a fix and flipper or a first-time home buyer, your buyer will most likely not want to purchase a property where crime rates are disproportionately high.

### **Days on Market**

If your end-buyer is a fix and flipper, and they know that a property will sell quickly, they are more likely to want to buy. When a property is on the market for an excessive amount of time, it can become extremely costly for the buyer in terms of interest and insurance costs.

### **Unemployment Rate**

High unemployment rates could mean a lack of jobs. Areas like this may have an abundance of vacant and foreclosure properties. Vacant properties tend to bring down property value (in excess). First-time home buyers may shy away from areas like this.

### **School Ratings**

If your end-buyer is going to be a first-time home buyer with school-aged children, school ratings will be important. Think about the type of buyer you are marketing to and decide what school ratings would appeal to your potential buyer. You can find information about school ratings on sites like [www.greatschools.org](http://www.greatschools.org) and [www.niche.com](http://www.niche.com).

### **Building Permits**

New building permits could indicate a growing community. New schools or shopping centers could mean a potential increase in property values and an increase in jobs. These will be very good areas to target.

### **Competitive Target Areas**

If your target area has a very high amount of investment activity, you may want to consider choosing a package with a higher amount of records

## The 6 Cardinal Rules of List Building

1. Make sure that you would be willing to buy any property on your list should a seller want to sell
2. Use a combination of full cities and/or counties (not just zip codes) and exclude undesirable zip codes
3. Too many filters will result in not enough records, too few filters could lead to leads with undesirable characteristics (ex. Bad areas, low equity, bank-owned properties etc.)
4. Don't combine too many categories for one campaign
5. Remember that compared to owner occupied, absentee categories tend to do better with cold-calling campaigns
6. Real estate is a numbers game! Make sure that your sample size is large enough. Property count recommendations for cold-calling campaigns are as low as 500+ records to start, but for direct mail, we recommend targeting 1000+ records.

## Commonly Used Filters to Consider

- Not sold in the last 5 years
- Single Family Residence or Condos or Multi-Family
- Not owned by any commercial entity
- No Bank or financial institution owned
- LTV/Equity
- Market Value

*We give our customers full authority over their lists. Final list parameters must be approved by the customer. \**

Please use this order form below to request property counts. Please be advised that all categories and filters may not be available in your selected areas.

Cities OR Counties of Interest		Zip Codes to EXCLUDE		
Single Family Residence <input type="checkbox"/>		Condominiums <input type="checkbox"/>		Multi-Family <input type="checkbox"/>
<b>Bank Owned:</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>			
<b>Corporate Owned:</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>			
<b>Market Value:</b>	\$50-99,999 <input type="checkbox"/>	\$100-299,999 <input type="checkbox"/>	\$300-449,000+ <input type="checkbox"/>	
<b>Loan to Value:</b>	0-49% <input type="checkbox"/>	50-75% <input type="checkbox"/>	76-100% <input type="checkbox"/>	
<b>Not Sold in the Last:</b>	12 Months <input type="checkbox"/>	3 years <input type="checkbox"/>	5 years <input type="checkbox"/>	
<b>Length of Residence:</b>	8-9 years <input type="checkbox"/>	10-14 years <input type="checkbox"/>	15+ years <input type="checkbox"/>	
<b>Choose ONE Primary for Basic and Standard Packages:</b>	<b>Basic List</b>		<b>Premium List</b>	
	Absentee <input type="checkbox"/>		Vacant Properties <input type="checkbox"/>	
<b>Choose ONE Primary and ONE Secondary Option for Pro Packages ONLY:</b>	Elderly Owners <input type="checkbox"/>		Late Mortgage <input type="checkbox"/>	
			Tax Delinquent <input type="checkbox"/>	
			Code Violations <input type="checkbox"/>	
			Retiring Investor <input type="checkbox"/>	
			Notice of Default <input type="checkbox"/>	
<b>Additional Specifications:</b>				