

30 Marketing Strategies For Finding Off-Market Deals

Referral Based

1. ask real estate agents for referrals (pocket listings only)
2. ask lawyers for referrals (divorce, real estate, etc)
3. ask mortgage brokers for referrals (people who are seeking 2nd or 3rd mortgages but don't get approved)
4. ask friends / family for referrals
5. ask home contracting companies for referrals (people that fix hvac, people that do foundation work, water / fire damage companies)
6. direct message people on facebook, or other social media and ask for referrals
7. get on the buyer's list of real estate wholesalers and have them refer you deals
8. join a local chamber of commerce or business referral group
9. attend networking meetings for real estate investors & ask for referrals

Offline Leads

10. driving for dollars (find beat up houses and leave them a note)
11. send direct mail to a target area
12. dialling for dollars (cold call a target area)
13. get an expired listings list from a realtor and send them direct mail
14. post to print classifieds (newspapers)
15. call people selling their house by owner in print classifieds section
16. foreclosure auctions (for tax liens on property)
17. wear branded clothing (get people asking what you do)
18. hand out business cards to people
19. use "drop cards" (create an eye catching card, and drop it in public where your motivated sellers are hanging out)
20. wrap your car with your brand
21. put signs around the city
22. put signs on your own property
23. call properties owners & ask to place a billboard on commercial property

Online Leads

24. create a website (and use search engine optimization)
25. create business social media accounts (and drive traffic to them)
26. google paid ads
27. facebook paid ads
28. youtube paid ads
29. post to online classifieds
30. call people selling their house by owner on online classifieds