

FREE Special Report

TOP 5 MOTIVATED SELLER MARKETING METHODS

A BEHIND THE SCENES LOOK AT MY
PROVEN METHODS FOR CONSISTENTLY
GENERATING THE BEST DEALS WITH
THE LEAST COMPETITION

DANNY JOHNSON | FlippingJunkie.com



Top 5 Motivated Seller Marketing Methods

A behind the scenes look at my proven methods for consistently generating the best deals with the least competition.

By Danny Johnson - FlippingJunkie.com

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The Problem

You're not getting enough leads.

It's really as simple as that.

All of the most successful house flippers, whether they are wholesaling or fixing and flipping, know that **the most important aspect of their business is getting good deals.**

They are marketers first and investors second. Without the leads coming in they will never buy any deals.

The best way to lower your risk in flipping houses is to **make your money when you buy.** What I mean by this is you have to buy the houses as cheap as possible to ensure making a profit and drastically reducing your risk.

In order to get these great deals that you can buy way below market value, you have to **bring in a lot of leads.**

That's a problem for most new investors because one or even both of the following mistakes are usually made:

- 1. Chasing high competition bank-owned properties**
- 2. Not doing enough marketing**

It seems that the bank-owned properties are the target of most investors. They just can't seem to bring themselves to market to motivated sellers (private homeowners).

That's a huge mistake. There is so much competition with the bank-owned foreclosures (REOs), that **even the most experienced investors I know are having a lot of trouble finding deals anymore.** These are guys that routinely spend 8 hours a day looking at and making offers on these properties.

If you are attempting to start in the business part-time, just like I did, that's going to be pretty difficult.

The second mistake is just not doing **enough marketing** and enough of the **right**

marketing.

What I mean by the right marketing is marketing that targets the right homeowners. Motivated sellers are more than happy to sell their house to you for **far below market value**.

And, it's not just people facing foreclosure. **I don't market to people facing foreclosure** because they usually have their head in the sand and it can be a very difficult situation.

You don't have to either.

So many people find this hard to believe. There are a lot of other reasons people are willing to sell their houses for cheap. Usually these are inherited properties or properties where they just cannot afford to fix a problem.

The inherited properties are a big part of the group of sellers that have **unearned equity**. They didn't pay the mortgage on the house for 30 years. They just ended up with it and many times they don't know what to do with it or don't want to mess with it.

They know they are selling it to us for below market value and they are OK, even super happy, because we are making it easy for them to be done with it and would rather have that lump sum of cash.

Just the other week, we had a seller literally crying with joy that their situation was being taken care of because we were willing to buy their house. They lived out of town and didn't want to deal with the house any longer. They didn't want to list it with a Realtor and deal with selling it the conventional way. They just wanted to be done with it.

The other reason I mentioned was when **people end up with houses that need more repairs than they can afford or have the ability to handle**. These are the types of houses that are not easily sold the conventional way, as banks are not typically interested in lending on a house that needs repairs. Even if these sellers use a real estate agent, the buyer will usually end up being an investor that will want to buy it cheap anyway.

Many of these sellers want to bypass agents because **they are embarrassed by the situation**. They don't want people to know how they've been living or how they let the house go. When this is the case, they are very happy to be able to sell to the first

person that comes through and offers them a decent amount to escape.

If you are still having a hard time believing this just know that I have dozens of testimonials from sellers that were extremely thankful for the opportunity to move on with their lives.

If you're having trouble finding that first deal or even believing that deals at deep discounts exist, you need to focus on a couple methods for marketing to motivated sellers.

If you're not actively targeting the sources of great deals, you are going to have a very difficult time generating the momentum you need to make it in this business.

If you constantly target bank-owned properties and find that **the asking price is way too high** or you constantly have to **“submit your highest and best offer”** because **there are 10-20 other investors making an offer on the same property**, it's too easy to get discouraged and give up.

That's why over 95% of people wanting to flip houses never do a single deal.

Here's How To Fix The Problem

So how do we fix this problem of not having enough quality leads?

We focus our efforts on **consistently** targeting several of my top motivated seller marketing methods.

These are all methods that I've used that have generated a lot of great deals for me. Those great deals were what enabled my wife and I to go full-time flipping houses. Those great deals were what have allowed us to have the freedom that we now enjoy and want you to be able to enjoy as well. That's why I'm so fond of them and want to share them with you.

My top 5 motivated seller marketing methods:

5. Code Compliance Violations

Code compliance violations are an awesome source of great leads that few people actually work. Not many people go after these because it can take a little leg work to get them. If it were super easy to get them, everyone would be marketing to them. I'll show you how to get them.

What They Are

When someone complains about a house because it needs a lot of repairs and/or is vacant and the yard is very overgrown, the city will issue a code compliance violation and tell the homeowner to fix the problem.

Sometimes the violation is as little as having a broken down car in the yard or as bad as declaring a house a safety hazard.

Where and How to Get Them

The city will keep a list of these violations and sometimes they can be gathered online or in a print publication that is used for legal notices in your area.

Do a Google search for 'code compliance [your city]' and you should be able to find contact information for the department within the city that handles them. Usually it is tied in with neighborhood services.

If you can't find anything online, call the city (get the number for code compliance from the city's website) and ask them if the code compliance violations are provided online. If not, ask them if you can receive a list of them. You can tell them that you are in the business of fixing these houses up and selling them. This is good for the city because you are helping to beautify the area and allow for more property tax revenue.

Sometimes you will hit a brick wall in getting these. It doesn't hurt to try and call and talk to different people. One person might say they can't give them out and another might just ask for your mailing address or email address.

Once you get the list, you should have hundreds and even thousands of prospects to mail to.

What to Do With Them

Once you have this list, send postcards and letters to the owners of the houses stating that you buy houses and would like to make an offer on theirs. The letter doesn't have to be fancy or wordy.

Just focus on the benefits for them. They only care about what's in it for them. As-is sale, quick closing, hassle-free transaction, get the city off their back, get rid of their headache, etc.

4. Probates

The \$50,000+ wholesale deal I did during the 34 weeks of house flipping I showed on the blog (that was turned into a book: [Flipping Houses Exposed](#)) was from a probate lead. So, I have a fondness for this marketing method.

Fair warning though: this is usually a pretty touchy situation for the heirs of an estate for obvious reasons. This is why the competition is low for probates. That, and it can be pretty time consuming getting the leads.

What They Are

Probate leads are leads for houses owned by estates. When someone dies and leaves a will, the executor (executrix if female) of the estate will have the will probated at the county courthouse. The county courthouse keeps these probate cases in files that are public record.

Where and How to Get Them

Some counties put these records online. Mine doesn't. But, that's good though because it makes it more difficult to get them and therefore means less competition.

There are some nationwide providers online that have these records for sale for some areas. You can do a search for probate leads providers and see if they have leads for your area. These can be more expensive than getting them yourself or paying someone else to get them. You also don't know if the leads were filtered at all. What I mean is you don't want to be getting probate leads for estates where the deceased was young (which is possible) or where the estate did not contain a house (real property).

You might need to go down to your local county courthouse and ask for the probate department. Go there and ask to see the folders for the 25-50 recent cases. Many times these won't be complete because they are being used by attorneys at the moment. You might need to start with cases from several weeks back which should be more complete.

Some places will have a computer in the office that will allow you to go through the records. Here, that system is very old-school and difficult to go through, so I prefer just going through the folders manually.

Look for estates that have 'real' property (real estate) listed as part of the estate. Write down the name and address of the executor/executrix (might be called Personal Representative) of the estate.

Hot Tip #1: You could also keep track of the attorney handling the estate and market to them stating that you pay cash for houses if any of their clients should ever need a quick sale.

Hot Tip #2: You could also keep track of the beneficiaries of the estate and mail letters to them as well. Sometimes the executor of the estate will be busy and just discard or set aside your letter. If you mail to the beneficiaries you could reach one that wants to cash out and they might contact the executor to move things along to get you to make an offer.

What to Do With Them

Once you have a list of names and addresses of executors, put together a mail merge with Microsoft Word and mail them letters.

I've had better results with letters that were made to be more sincere than ones that just blurted out 'We Buy Houses'. It doesn't hurt to apologize if the letter has arrived at a

difficult time for them. Just let them know that you can help them liquidate any real estate the estate may own if they want to go that route.

A word of warning: When I send more than one letter (spread out over several months of course), I tend to get calls from very angry people. When I only send one letter for each probate lead, the number of these types of calls is drastically reduced.

This is a very tough time for these people because they just lost someone they likely loved. But, there are also some that just don't know what to do with a house the estate owns and is relieved to get a letter from you stating that you can buy it fast and 'as-is'. These are the awesome deals.

3. Driving For Dollars

Driving for dollars is where we got our first deal, so I have a particular fondness for it. It's a staple to my marketing efforts and I actually enjoy doing it. It's something that can be quite relaxing and adventurous. It's not a bad way to include your significant other as well. Melissa and I enjoy spending time together looking for ugly, piece of junk houses. :)

What It Is

Driving for dollars is where you drive neighborhoods and look for vacant, run down houses. You want the ones that look like they've been neglected for years.

Where and How to Do It

It's important to focus on the older neighborhoods where people have a lot of equity and more houses are in disrepair. This doesn't mean to go into the war zones where every other house is boarded up and people are dealing drugs during the middle of the day.

Pick the areas where other investors are actively rehabbing houses. You can find this out by asking other investors where their favorite areas are or talking to real estate agents about where investors are actively buying for rehabs. It's not hard for them to pull up areas where houses are being sold for cash (buyers are paying cash for the houses).

Drive down each and every street (it helps if you print a Google map of the neighborhood or area beforehand) and write down the addresses for the houses that seem very neglected and vacant.

Hot Tip #1: Ask the mailman which houses are vacant. Many times they can tell you the ones that you would never suspect to be vacant.

Hot Tip #2: It's easier to spot the vacants when you go in the morning on a trash day. Most houses will have a trash can out front. You just need to focus on the ones that don't have a trash can out front and determine whether they are good candidates.

It also makes it easier after the phone books have been sent out. The ones that still have them sitting on the porch after several days or weeks are likely vacant.

Signs of vacancy and/or neglect:

Overgrown landscaping, broken windows, trash and phone books on the front porch, no electric meter, boarded up, peeling paint, rotted wood, personal belongings piled up in the yard (likely eviction - they could be a tired landlord that owns it).

You drive for dollars with your family and make a game of it. Set up scoring to find out who can spot the most vacant houses first.

Hot Tip #3: Leave a card or flyer at the house. Don't just write down the address. You are already there, go ahead and leave a note for them to call you.

What to Do With The Addresses

Once you have the addresses, you need to find the owners. Check the county appraisal district's website. Just Google '[your county] appraisal district'. Most are online these days.

You should be able to enter the property address and find out who the owner is and what their address is. The address the appraisal district has is the one they mail the property tax bill to for the owner.

Many times you will find that the owner's address is the property address that you saw while driving for dollars. Don't worry about this. You still want to mail to them. Many times the mail will be forwarded and sometimes they actually do live in the house. You never know who will want to sell so just mail them anyway.

The letter can be as simple as stating that you buy houses and are interested in making an offer to buy the one you saw. Be sure to focus on what's in it for them. Don't just go on and on about how wonderful you are. They don't care about that.

2. Bandit Signs

Bandit signs are the way I recommend most people get started. It's the cheapest and quickest way to generate leads. In short, these things kick butt!

What They Are

Bandit signs are the plastic signs that people put on on telephone poles at busy intersections. You can also get wire stakes to put them in the ground.

The reason they are called 'bandit' signs is because they are illegal in a lot of places. Many investors see placing these signs as something akin to speeding. It's your choice. If you decide to put them out, just know that you could be fined.

I've only heard of one person locally that's been fined and he was putting up hundreds of signs at a time. I remember seeing them pop up over a weekend and thinking it was just a matter of time before he got in trouble. He was just putting out far too many at a time in a small area.

Some areas allow you to buy permits to put the signs up. You would just need to check with the city where you are.

Where and How to Get Them

I get my bandit signs from SuperCheapSigns.com. There are some other websites online that sell them as well. To find those just search for 'bandit signs'.

SuperCheapSigns has a selection of templates for real estate investors so that you don't have to design them yourself.

You could also look locally for a plastic sign store and get blank ones that you can

handwrite your message on. Some people say these get a better response. I prefer the slightly more professional look of a printed sign.

I order 200 at a time.

What They Should Say

I prefer to keep it simple, with my text as big and bold as possible.

A typical sign will read:

WE BUY HOUSES
FAST CASH
123-1234

Don't go putting all sorts of other stuff on these signs as they will be hard to read. You want your message short, sweet, and easily readable.

I don't recommend putting web addresses on these signs. My goal is to get people calling me. If someone goes online to find the site, they will likely get sidetracked and/or start visiting your competition's websites.

What Size and Color To Get

Do NOT get anything smaller than 18x24. You want people to be able to see and read your signs easily.

I prefer white background with black or blue text. The other favorite of investors is the yellow background with black text.

How To Mount Them

Get vertical flutes for signs you want to put in the ground and order enough H-wire stakes.

Get horizontal flutes for signs you want to nail to posts and use roofing nails (the ones with the plastic caps) to nail them. The reason you don't vertical flutes to nail to poles is that they will bend in the wind and people will not be able to see them when they bend and end up folding together.

Try to get these things put up as high as possible on the pole. This will make it more difficult to pull down. I use a small step ladder.

Be careful to make sure the footing for the ladder is secure (ask me how I know - there are a lot of old rusty nails on those poles and they hurt if you grab onto them as you go falling away from the pole). :)

What to Do With Them

Be sure to put them at busy intersections. You want them where a high volume of traffic will see them. Intersections are great because people are stopped and looking around. They will have time to write down your phone number and/or call you.

Don't go putting up 4 signs per intersection, on every intersection. I limit it to 2 per intersection and skip every other intersection down busy roads.

Other good locations are exit ramps to highways and exits to grocery stores or malls.

I put out about 50 at a time (per weekend) and change areas often.

Have Someone Else Put Them Out

Some people, including myself, have a hard time putting these out. I used to get up at 5 in the morning on Sunday to put them out. This way there wasn't as much traffic.

I just couldn't stand having people watch me put up my ladder and nail these things to the poles.

As soon as you can, have someone else put these up. Young people tend to have less of a problem putting them out and will happily do so for \$2 a sign.

Stay persistent. You might not get a call from 25-50 signs and then you may get 10 calls and 2 deals from 25-50 signs. You never know. Keep putting them up. They do work.

1. House Buying Website

Lead Source	Total Leads To Date	Put Under Contract
Buying Website:	277	7
Bandit Signs:	66	2
Yellow Pages Ad:	55	
Absentee Owners:	29	1
Driving For Dollars:	18	
Probate Letters:	11	1
Wholesalers:	13	
REO Realtors:	8	
Referrals:	10	
Realtors:	3	
Craigslist:	2	
MLS Search:	2	
For Sale By Owner:	1	

If you've read my 34 weeks of everything we did in our house flipping business (see graphic above), you'll quickly see that I get most of my leads from my website. Therefore it's my favorite. **But...getting leads from a website doesn't usually happen overnight.**

It took me months (at least 9+ months) to start ranking my site high enough in the search results to get a decent amount of leads. But there is a quicker way and I'll talk about that shortly.

What They Are

A house buying website is a website that investors use to allow sellers to submit information about a house they want to sell to the investor. The information submitted is usually sent to the investors email inbox.

Of course you also want to have your phone number on the website where it is easy to find and easily read. I'm a firm believer in having people call you over anything else. Get them to your site and then try to have them call you.

Where to Get Them

After the success of my own website and being a software developer, I decided to build a system that allowed real estate investors to sign up and have their own website live within minutes.

That system is called [LeadPropeller](#).

LeadPropeller provides amazing websites that have tons of great features like texting you lead information as soon as a seller submits their information to your site.

[Click here to check out LeadPropeller Real Estate Investor Websites](#)

You could also hire a programmer to develop one for you. If you use Upwork.com, you should be able to have one done for around \$2,000 to \$4,000. Make sure the developer codes the website to be *mobile responsive* (which means that it will work and look good on all devices as more and more people are searching the web using their smartphones and tablets), *search engine optimized*, and *optimized for conversions*.

Real Estate Investor Website Must Haves

Every real estate investor website needs to have the following for success (as learned through hundreds of tests over more than 10 years and working with thousands of motivated sellers):

1. **High converting design** - Credibility boosting elements like testimonials and BBB logo
2. **Ease of use** - A 2-step optin form is a must as we need to gather a lot of information from sellers but don't want to scare them off
3. **Mobile-responsive** - See how over 34% of the traffic to my house buying website is on mobile devices, your website must be mobile responsive. The analytics data we pull from the hundreds of LeadPropeller websites shows this percentage is accurate all over the country.
4. **SEO-optimized** - Your website needs to be SEO-optimized so that it has a chance of showing up in the search results
5. **Easily editable** - Go with a system that allows you to easily customize your website. The last thing you want is for your website to look like your competitors' websites.

LeadPropeller was built with all of these factors in mind. We are active investors and continue to innovate and change constantly. These innovations are added to LeadPropeller so you get to take advantage of our hard-earned knowledge of what works and what doesn't.

We are the only real estate investor website platform that was built by an active investor generating leads for my own house flipping business.

What to Do With Them

Once you have your site live, you need to generate traffic to the site. This is where most people fail miserably with their websites.

The saying, "build it and they will come", does not hold true here.

There are three ways to get traffic to your site.

- 1. Paid traffic**
- 2. Free traffic**
- 3. Marketing**

Paid traffic consists of using Pay-Per-Click advertising. Google has Google Ads. You pay each time someone clicks on your ad to visit your site. This is a great way to start generating instant traffic.

The key is to bid high enough for each click for your ads to display in the top 3 positions. Pay per click uses bidding to determine placement of your ad. You bid on the keywords you want to target. Keywords are the words and phrases typed into the search engine by the searcher.

My best advice is to find the most recent book you can find online to learn more about the ins and outs of pay per click.

You can set your daily budget so that you don't spend more than you want to. Also, be sure to only specify the town or city that you intend to invest in so that your ads don't show up for people searching all across the country or even the world!

If you'd rather have someone do this for you, you can see if Josh McRay has availability

in your market. He managed my Google Ads for years and still does for many top level real estate investors across the country! [Click here to contact Josh](#) (*affiliate link*)

Free traffic is the traffic generated from people searching Google, Bing, Yahoo, or any other search engine. These are the 'natural' results.

The search engines rank the sites for the keywords that are searched for in order to determine placement of each site in the results.

You have to work on SEO (Search Engine Optimization) in order to get your site to rank high enough to get on the first page of the results. This takes time and patience, which is why most people's websites hardly generate any leads.

My advice is to get the **most recent** book on SEO on Amazon with the best reviews and ratings. Making sure to get a recently published book, as SEO changes very often.

Marketing is your other marketing that you are doing. As I mentioned, I don't like putting web addresses on bandit signs. But you can, and should, put them in your other forms of marketing. They are great on flyers, door hangers, business cards, letters, car magnets, and whatever else you come up with.

Some people are not calling other people and would rather go to your website. This is especially true if they are up late at night worrying about problems and decide to take action. They wouldn't want to call you in the middle of the night, but they would likely submit their information on your website.

Some people also decide to take action and try to sell their house on the weekend. They might not want to call you outside of normal business hours and so would more likely submit their information on your website.

Conclusion

A website doesn't really cost that much compared to what it can do for your credibility and lead generation. Just don't go wasting precious time designing and building your site before attempting the other forms of marketing.

Take Action

Too many people want to spend time doing things that doesn't take them outside of their comfort zone. You will need to get out of your comfort zone to start marketing for leads, taking calls, looking at houses, and making offers.

YOU HAVE TO DO IT THOUGH. You have to get out of your comfort zone to grow.

Please don't just file this information away and look for other things to learn.

Why not start a little marketing now? Why not try to get the phone to ring? Take some baby steps. Get your phone ringing. Maybe you don't know what to say if someone calls, I've got you covered: [15 Questions To Ask Sellers](#)

You won't ever know everything before you start. Sometimes it just requires taking baby steps and making things happen to finally build momentum and succeed in this business.

To your success!

Danny Johnson
FlippingJunkie.com