



STRATEGIES TO FIND NEW LEADS

When Inventory is Low

High demand and low inventory is causing an affordable housing crisis across the US. Investors need to stay aggressive—and get a little creative—with new ways to find leads in today's market.

Get A Little Help From Your Friends:



Hire a Real Estate Agent

Not every investor's operation can justify the expense of a real estate agent, but if you can, a good one is worth their weight in gold. Real estate agents are paid on commission and highly motivated to help you seal the deal. Plus, they have access to the MLS—the fastest way to put eyes on the latest property listings in your target area.



Hire a Bird Dog

No time to drive for dollars? Pay a bird dog to find properties for you. Conventional bird dogs are knowledgeable of the area and real estate in general. But have you considered hiring a bird dog with another full-time job that exposes them to potential opportunities? For example, first responders or delivery drivers.



Network

Establish relationships with lenders, real estate attorneys, wholesalers, etc. Attend real estate meetups, seminars, and conferences. Join communities on social media and contribute to online forums. Then, sweeten the pot. Give your network incentives to bring you leads by offering bonuses.

Scour Public Resources:



County Websites

You can often find motivated sellers willing to sell properties under market value by perusing local county websites for public tax default, probate, and foreclosure data. Landlords living out of state may also jump at the opportunity to sell a far-flung property.



HUD

The US Department of Housing and Urban Development publicly lists HUD-owned real estate properties. There's one catch: while the public can view properties, only a registered agent can put in a bid. You'll need to buy with the help of a licensed professional.

Get Sellers to Come to You Online:



Work On Your Online Presence

If you don't have a website, make one. If you haven't optimized for SEO, start now. Write blog posts using keywords your target demographic will use in search: "How to sell my house fast in ZIPCODE" or "Selling my house without a real estate agent in CITY". Promote posts on social media.



Google Ads

Pay to be at the top of your target demographic's search results. Make sure your ad contains keywords the user is likely typing in themselves "Sell My Home Fast", etc. Then, use paid ads on social media to target people who visited your website.

Have Your Lender At the Ready

When inventory is low, you need to make an offer and close the deal fast. Having an established relationship with your private lender helps you get to the finish line faster.

[Apply now](#) or give Residential Capital Partners a call today at 866-441-0223.