

Selling Leads

**A Hidden Income
Stream Every Real
Estate Entrepreneur
Should Be Capturing**

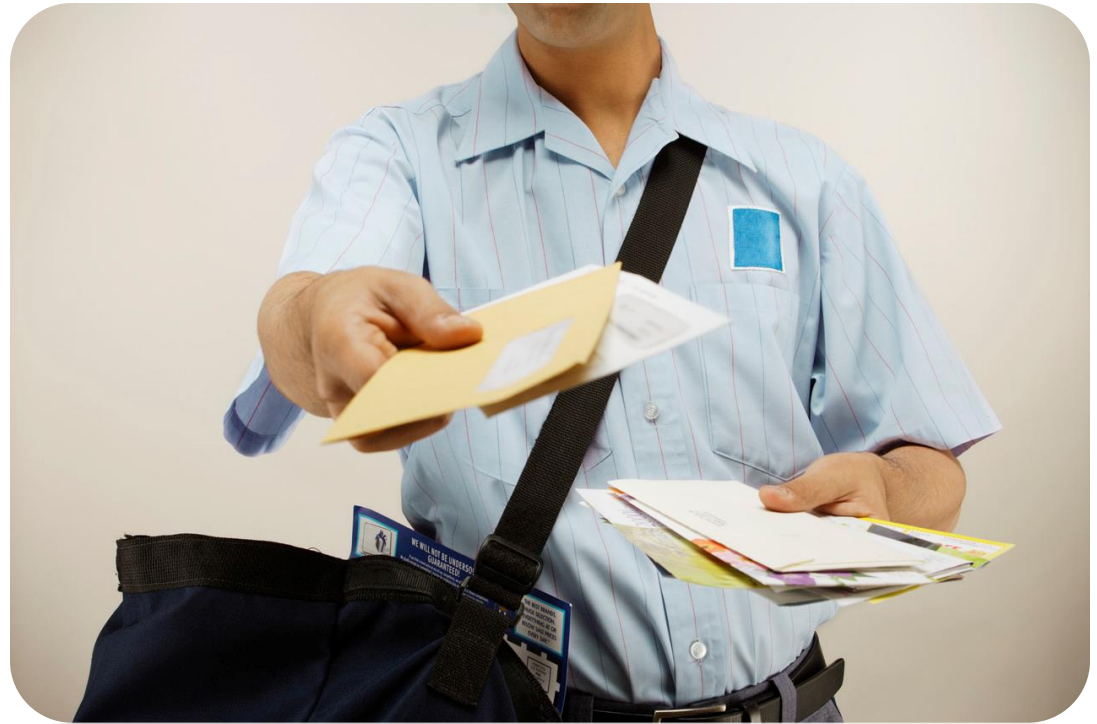


If you're buying houses, you must be getting sellers to call you, and when they do, you fill out a property info sheet, which I refer to as a lead.



You're Spending Money Driving In Calls From Sellers By...

- **Mailing Letters**
- **Postcards**
- **Signs**
- **Ads**
- **Radio**
- **Etc.**



**Most of these calls are suspects who
want retail price for their house,
therefore...worthless leads.**

**Worthless To You,
Not To Others!**

**Here's How You
Can Make \$10,000
A Month Selling
Leads You Would
Normally Throw
Away And Get All
Your Advertising
FREE!**



The Plan

Instead of throwing away the leads, from now on you'll sell part of the info to various industries that want to solicit a prospect that has shown an interest in their product or service.

Possible Vendors

- Alarm Companies
- Attorneys
- Appraisers
- Auctioneers
- Buy Owner Companies
- House Cleaning Companies
- Window Cleaners
- Carpet Cleaners
- Pressure Washing Companies
- Landscapers
- Contractors
- Salvation Army & Goodwill
- Curtain Cleaners
- Hauling Companies
- Home Inspectors

High Trans Value

Possible Vendors

- **Furniture Buyers**
- **Realtors**
- **Mortgage Brokers**
- **Pest Control**
- **Mini-Storage Centers**
- **Moving Companies**
- **Packaging Stores**
- **Painters**
- **Chiropractors**
- **Plumbers**
- **Truck and Trailer Rental Companies**
- **Locksmiths**
- **Pet Sitting/Kennels/Vets**
- **Floor Refinishers**
- **Gutter Cleaners**
- **Dentists**
- **Plastic Surgeons**

Here's The Property Info Sheet In Your Manual



**ON TARGET
FRESH LEADS**
For Sale Here Every Day

Hi, I'm returning your call from my letter concerning your house. Do you have a house for sale?

First Name : _____
Last Name : _____
Email Address : _____
Work (Day) Phone : _____
Home (Evening) Phone : _____
Cell : _____
Fax : _____

Property Information

Address : _____
City : _____
State : *
Zip : _____
What are you asking for the house? : \$ _____
What do you think your house will appraise for if it were in tip-top shape? : \$ _____
What area is it in? : _____

Existing Mortgage Information

What do you owe on the first mortgage? : \$ _____
Who is the lender? : _____
Interest rate : _____
Monthly Payment : _____
What do you owe on the second mortgage? : \$ _____
Who is the lender? : _____
Interest rate : _____
Monthly Payment : _____
Are your payments current or behind? : Yes

If behind by how many months or years : _____

Property Description

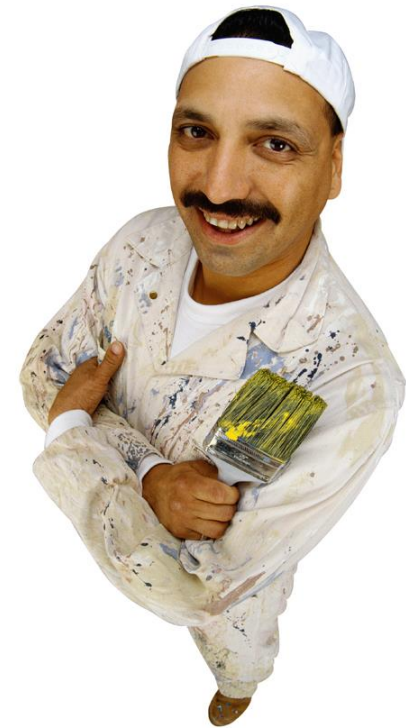
How Many Bedrooms : 1
Bathrooms? : 1

Script & Example Questions

“Okay, my boss will be calling you back about your home today or tomorrow, but before I go, we’ve teamed up with several businesses in your area who’d like to give you free products and services on groceries, could be just some restaurant coupons of all kinds, home services and other special offers in an effort to earn your business and provide services you’ll probably need if you’re selling your home and even if you’re not. Would you like hundreds of dollars in free stuff?”

- **Do you need an appraiser to value your home or another?** Yes No
- **Do you need to have your carpets cleaned?** Yes No
- **Does your house need to be pressure washed?** Yes No
- **Do you need a house cleaning service?** Yes No
- **Do you need a handyman or contractor to do any repairs?** Yes No
- **Do you need a window cleaning service?** Yes No
- **Do you need a moving company?** Yes No

**Every time you get a
yes answer to any of
these questions, or
others you add, it's
worth \$25 to \$100 to
your local business
who'll opt in to buy
the lead from you.**



**This can easily
generate enough
money to pay for your
entire advertising
campaign and make a
nice profit, even if you
never buy a house.**

In Fact...



It Could Turn Into A Business!



What's It Worth?

First we must make an assumption as to what a lead will cost you, so let's use a yellow letter campaign and past experience based on results reported by students nationwide and VA's calling FSBO's.



Assumptions

Average response – 15% - 30% calls, depending on list selection and 10% - 25% of them have a house for sale. So the numbers could look like this:

Mail 500 letters a week to generate 100 calls at 20% response rate, of which 20 have a house for sale. So we have 20 leads to sell or 4% of total letters mailed.



Expenses

Yellow Letters

Mail Cost

500 Letters x \$1.00 = \$500

VA Cost

20 calls = \$50

Total \$550

\$28 per lead

Have VA Call FSBO ads to get 15 leads a week.

Estimated Cost = \$200

\$20 per lead

**So Now We Have 35 Leads At An
Average Of \$25 Each**

Total Cost \$875

Weekly Income Chart

Income Per Lead	\$50	\$75	\$100
# Of Leads	<u>35</u>	<u>35</u>	<u>35</u>
	\$1,750	\$2,625	\$3,500
Total Cost	<u>- 875</u>	<u>- 875</u>	<u>- 875</u>
Net Profit	\$ 875	\$ 1,700	\$2,625
Net Per Lead	\$25	\$50	\$75

Now Expand Your Business

**Leads
Per Week**

Net Per Lead

50	\$25	\$50	\$75
100	\$1,250	\$2,500	\$3,750
150	\$3,750	\$7,500	\$11,250
200	\$5,000	\$10,000	\$15,000

Per Week

Your Website Does Most Of The Work



ON TARGET FRESH LEADS For Sale Here Every Day

[Home Page](#)

[Learn About Us](#)

[Fresh Leads FAQ](#)

[Subscribe](#)

[Buying A House](#)

[Selling A House](#)

[Contact Us](#)

[Subscriber Login](#)

[Get A Website](#)

Are You Talking To The Right People?

In today's super-challenging business climate, every minute is precious. If you are wasting time talking to people you just hope might be a prospect instead of talking to people who have raised their hands and said, "I am a prospect ... RIGHT NOW!", then we've got exactly what you want - FRESH TARGETED LEADS from HOT PROSPECTS.



In fact, our leads are so hot, you may receive them literally within minutes of their submission. Best of all, these are people who actually want to talk with you. Can it get any better than that?

We advertise, prospect and dig every day to create leads to fill our pipeline. We spend great sums of money on advertising to draw out the best possible candidates for quick transactions. All you have to do is become a subscriber and reap the benefits of our efforts.

If you'd like more information, just click on "[Learn About Us](#)" or read through "[Fresh Lead FAQ](#)" to find the answers to some of the more frequent questions we receive and see exactly how the program works. If you have any additional question, just send us a note using our "[Contact Us](#)" online communications form and we'll reply promptly. After learning more about us, when you are ready to try us out and start receiving leads, just click on the "[Subscribe Button](#)" on the menu and leads will begin flowing to you immediately!

We will be working hard for you 24 hours a day to meet your needs and we look forward to being a valuable part of your continuing success and growth.

Have a great day and thanks again for stopping by to check us out!

Step By Step Process

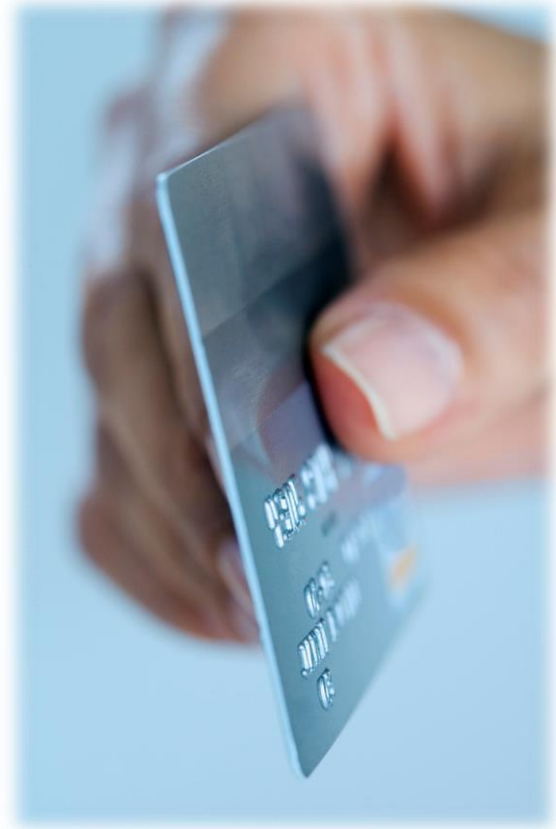
- 1. Make arrangements with as many vendors as you can find in different industries to buy the leads from you as you receive them.**
- 2. Set up a voicemail account with [PATLive.com/RonLeGrand](mailto:RonLeGrand@PATLive.com) to receive your calls from sellers.**
- 3. Set up your lead website to capture info and distribute the leads and collect the money.**

Step By Step Process

- 4. Call all the leads and fill in the blanks on your website.**
- 5. Crank up the buying machine and flood your system with calls.**
- 6. Email all leads to each of your vendors and charge their cards. This should be on autopilot.**

**Make sure you can
automatically
charge for the
leads.**

No Billing!



Your City Business Alliance
Lead Program

CREDIT CARD AUTHORIZATION

For Business Leads

***I reserve the right to cancel at any time and upon doing so will no longer be charged for leads.**

Company Name: _____

Contact Phone Number: _____

Company Email Address: _____

Bank name on Credit Card: _____

Credit Card Number 1: _____ Exp. Date: _____

Security Code: _____ (found on the back of your card)

(If card #1 doesn't clear, please charge card # 2)

Credit Card Number 2: _____ Exp. Date: _____

Security Code: _____ (found on the back of your card)

Credit Card Statement Address (must match the address shown on credit card statement)

Phone number of Credit Card holder: _____

Please charge this Credit Card \$ _____ per lead until I send you written notice to quit.
You may charge up to \$ _____ total per day.

Name of cardholder: (signature) _____

Name of cardholder: (printed) _____

Date of signature: _____

For Accounting Use Only

Acct # _____ Rep: _____ Date: _____

Your System Rotates

Example

You have 5 Realtors committed in the same postal code or city. The system will dispense leads in the order they're entered:



No Two Realtors Will Get the Same Lead

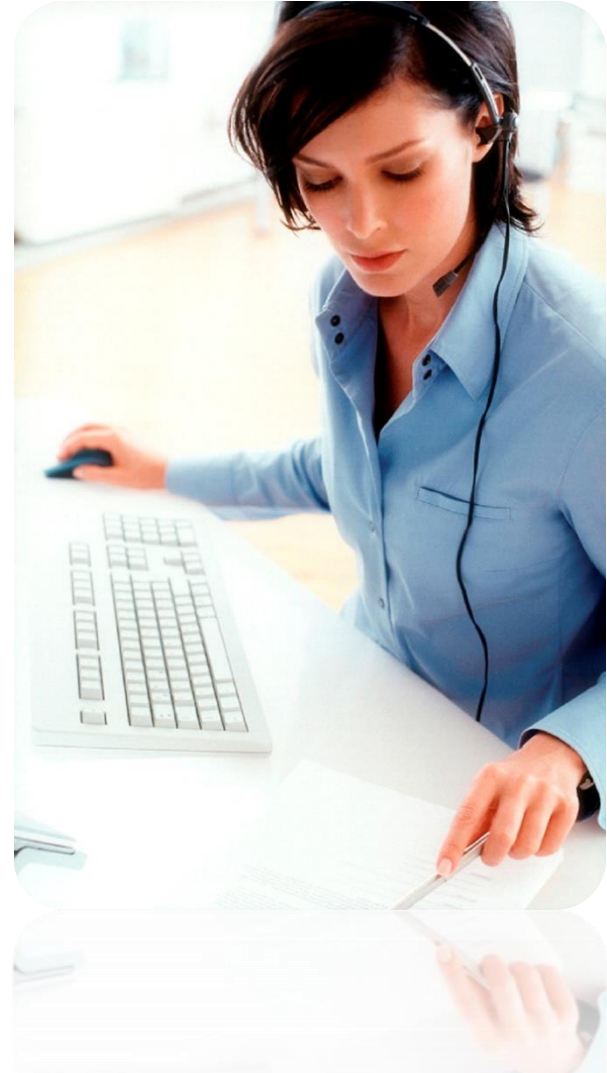
Autopilot Income

**You should
automate this
system to be
completely hands
off.**



Get Help

Get someone else to set up the buyers to buy leads and pay them 20% of the gross revenue.



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Please charge this Credit Card \$ _____ per lead until I send you written notice to quit.
You may charge up to \$ _____ total per day.

Name of cardholder: (signature) _____

Name of cardholder: (printed) _____

Date of signature: _____

For Accounting Use Only

Acct # _____ Rep: _____ Date: _____

**Do You Know
Anyone Who'd
Like To Make
\$1,000 A Week
And Only Have To
Make The Sale
Once?**

Why Not Use Several?



**\$1,000 a week is only \$5,000
in gross revenue at 20%.
That's only 100 leads per
week at \$50 average value.**



**If They Continue
Selling Every
Week, How Long
Will It Take To
Increase To \$5,000
A Week?**

My guess – 90 days

But Wait...There's More!

What about all the calls you get from home buyers? They can also say yes or no to simple questions.



This Is The Buyers Info Sheet In Your Manual



ON TARGET FRESH LEADS For Sale Here Every Day

Okay, let me add you to our buyers list so you'll be alerted to other homes as we get them, all of which we can owner finance or lease option and make it easy to buy.

First Name : _____
Last Name : _____
Your Address : _____
Your City : _____
Your State : _____
Your Zipcode : _____
Email Address : _____
Work Phone : _____
Home Phone : _____
Cell Phone : _____
Fax : _____

Questions

What is the most you can put down? : \$ _____
What is the maximum monthly payment that you can afford? : \$ _____
In which area (neighborhood, school district, etc.) are you looking to buy a home? : _____
What zipcode do you want to live in? : _____
How many bedrooms would you like? : _____
How many bathrooms would you like? : _____
Is a garage mandatory? : Yes No
Is your credit good, fair or ugly? : Good Fair Ugly
Credit Score : _____
Are you ready to buy now? : Yes No
How soon are you looking to move? : _____
Other requirements/Comments : _____

Anti-Span

Okay, before you go several area businesses asked me to offer you free coupons and discounts on their products and services in an effort to get to know you and earn your business. These will include free food at restaurants, free groceries and discounts and free stuff worth hundreds of dollars mailed to you. May I assume you'd like to get all this free stuff?

- **Are you looking for someone to help you get financing?** Yes No
- **Do you need a moving company to help with your move?** Yes No
- **Do you need a real estate agent to help you find a home?** Yes No
- **Do you need a real estate agent to help you sell yours?** Yes No
- **Do you need an attorney to close your home purchase?** Yes No
- **Will you need a new Church where you are moving?** Yes No
- **Do you need a new dentist?** Yes No
- **Do you need a new doctor?** Yes No
- **Do you need a new chiropractor?** Yes No
- **Would you like to receive a special offer from a fitness center?** Yes No
- **Do you need a new veterinarian for your pets?** Yes No
- **Do you need a new day care center for your children?** Yes No
- **Do you need any other services we've not mentioned?** Yes No

More Income

Now get vendors lined up to buy leads for this big list of callers. Many will be the same as sellers lead buyers.



Still Not Done

Now create a script for all the home owners who call on your yellow letter but don't have a house for sale (95%).

**Never Mind! I've
Done It For You!**

Okay, I'll make sure you get off our list of homeowners, but before you go, you should know that we're teamed up with several area businesses who've asked me to offer you free coupons and discounts on their products and services in an effort to get to know you and earn your business. These will include free food at restaurants, free groceries and discounts and special offers worth hundreds of dollars mailed to you. May I assume you'd like to get all this free stuff?

- **Do you need an appraiser to value your home or another?** Yes No
- **Do you need to have your carpets cleaned?** Yes No
- **Does your house need to be pressure washed?** Yes No
- **Do you need a house cleaning service?** Yes No
- **Do you need a handyman or contractor to do any repairs?** Yes No
- **Do you need a window cleaning service?** Yes No
- **Do you need a moving company?** Yes No
- **Do you need a trash removal service?** Yes No
- **Do you need a home inspection?** Yes No
- **Do you need a mortgage company to refinance your existing loan or your new home?** Yes No
- **Do you need a painter?** Yes No
- **Do you need any legal services?** Yes No
- **Would you have an interest in lowering your mortgage payment and interest rate and possibly even your loan balance?** Yes No

What If?

You get serious about the lead selling business?

Mail	10,000 Letters A Week To Sellers <u>x 15% Response</u> 1,500 Calls
Half Complete Forms	750
Average Lead Net	<u>x 50</u>
Weekly Revenue	\$37,500
Monthly Rev	\$161,250
Commission 20%	<u>-\$32,250</u>
Net to You	\$129,000

From Sellers Only

Warning

**If You Mail 10,000 Letters
A Week To Homeowners,
What Will Happen To Your
House Buying Business?**

OOPS!



**We Forgot The
Buyer Calls**

Do Your Own Math

We've Created A Fully Automated “Done For You” System

- **The Lead Selling System will let you choose your selling price, segment vendors, notify them automatically if the card doesn't clear, stop them from getting leads after their cap, report to you the ongoing results and numerous other things I can't cover here.**
- **It's truly a work of art and very inexpensive as well.**

**And You're In A Good
Position, Because...**

**I Recently Recorded
A One Time Only
Seminar To Go
Through This System
Step By Step!**



Now On CD & DVD

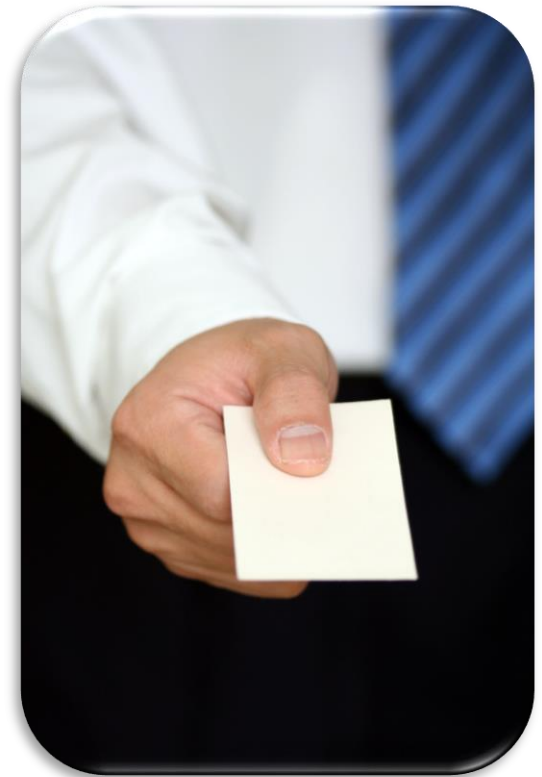
The Lead Selling Seminar is on 8 CDs and 3 DVDs and comes with scripts to sell businesses leads, complete scripts to get the buyers and sellers to agree to answer your questions and a complete manual with all the ads, letters, e-mails, radio ads and marketing tools to attract businesses to buy your leads and sellers and buyers of homes.



Marketing Campaigns Included

To Find Vendors (Lead Buyers):

- **Email campaign**
- **Post card campaign**
- **Outbound call scripts**
- **Radio ads and campaign**
- **Classified ads**
- **Display ads**
- **Inbound scripts**



Radio Ad To Attract Lead Buyers



Sellers

To Find Home Sellers:

- **Outbound scripts and steps**
- **Yellow letter campaign**
- **Radio campaign**
- **Advertorial**
- **Website script**



Radio Ad To Attract Home Sellers



Buyers

To Find Buyers:

- **Yard signs**
- **Pointer signs**
- **Classified ads**
- **Radio**
- **Website script**



Radio Ad To Attract Home Buyers



The Less I Do, The More I Make[®]

This system is designed to hand to your assistant and tell them exactly what to do and the tools to use.



Must Have Website

When you order the course and complete the form, your website will be set up to handle lead distribution and collection. This site costs \$199 to set up and \$199 per month to maintain.

**Set Up Cost Waived
Here Only!**





"On Target Fresh Leads"
the Lead Selling Machine
"Done For You"

I want to be one of the first people to get the fully-automated On-Target Lead Selling Machine and I want to be ready for it to start making money for me as soon as possible. I am completing the form below so that I will be notified as soon as my Lead Selling Machine is turned on and ready for use.

Here's just some of the features that are built into your Lead Selling Machine:

- All leads will be entered by PATLive (or your other answering service) into YOUR online forms – no manual data entry, unless you accept leads directly and you (or preferably your assistant or another member of your staff) will use the same forms that PATLive uses.
- A web data interface for entering each Lead Buyer's info into your system – complete with all billing information and the amount you will charge each lead buyer for their leads. You can charge them all the same price or have different prices for different buyers.
- All leads that are processed by the Lead Selling Machine are shown only to YOU first. Once you make the decision to resell them (one button to click), the rest is completely automated.
- Each lead is scheduled for immediate delivery to everyone on your list who's eligible to receive it and they are charged and their credit card is cleared immediately before the lead is e-mailed to them.
- If a Lead Buyer's credit card doesn't clear, they receive an email instructing them how to login to your system and clear their credit card balance to receive their leads – you'll make no embarrassing collection calls to your Lead Buyers.

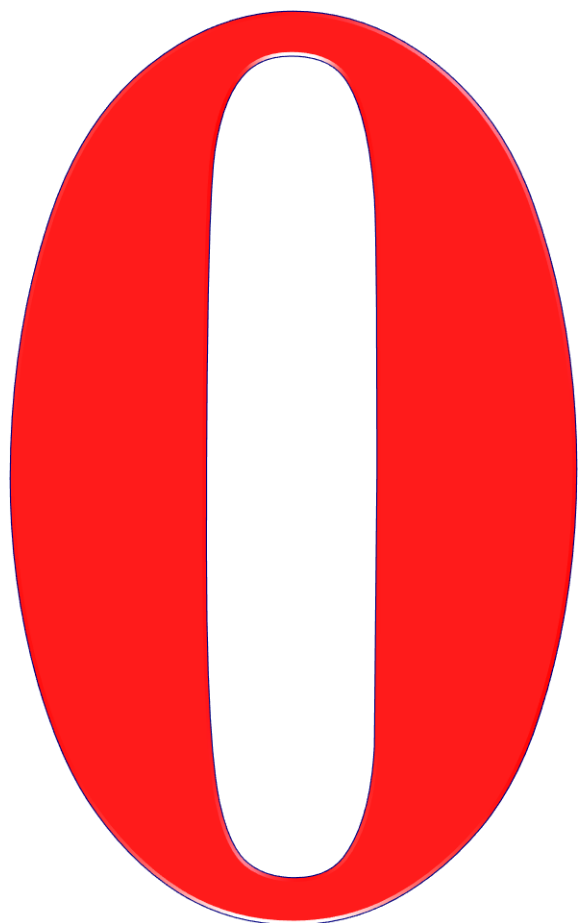
That's it ... The cost is only \$199 a month and there is a one-time \$199 setup fee. The only thing left is for you to enjoy monitoring your bank account each month as it increases based on your lead sales ... a much-welcomed new monthly income stream in today's interesting economy. Welcome to your Lead Selling Machine profits!

YOUR INFORMATION (Remember, PLEASE print LEGIBLY and CAREFULLY)						
Name :				E-Mail Address :		
Address :				Phone# :	()	
City :		ST :		Zip :		FAX# : ()
The best time to contact me by phone is : (Please indicate AM or PM)						
MERCHANT ACCOUNT INFORMATION - I <input type="checkbox"/> already have <input type="checkbox"/> do not have and need a Merchant Account						
CREDIT CARD INFORMATION (PLEASE review your CREDIT CARD NUMBER & EXPIRATION DATE carefully.)						
Credit Card :	<input type="checkbox"/> AMERICAN EXPRESS	<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD			
Card Number :					Expiration (ex. 06/10) :	/
<p>I understand that by completing the information on this form and signing below, I am committing to purchase the On Target Fresh Lead Selling Machine today using the payment method specified above. I also understand that I will be charged a one time setup fee of \$199 and \$199 each month (after month one) for hosting and website services provided by inetUSA to support my On Target Fresh Lead Selling Machine. I realize that I will be billed monthly at this rate unless I notify inetUSA to discontinue my service. I also acknowledge that inetUSA is not responsible for my data and is not liable for any losses I may experience from using their products or services or any conclusions I may draw from this data or their operations. I further acknowledge that this simple agreement may be subsequently replaced by a more comprehensive service level agreement that I will accept as an addendum to this agreement and that my monthly fee is subject to change.</p>						
SIGNATURE _____				DATE _____		
PLEASE PRINT YOUR NAME ABOVE						

Please Fax the Completed Form to (321) 577-0201

OK Ron!

**What Will It
Cost Me?**



**If you prepay for
Gold Club for a year at**

\$649

**We Have 20 Here.
First Come, First
Serve!**

