

15 WAYS TO FIND MOTIVATED SELLERS

ACHIEVE TRUE FINANCIAL FREEDOM
AND START LIVING YOUR DREAM!

HOST: SOPHIA GRIGIO

AGENDA

- ❖ Get Qualified Seller Leads
 - ❖ Do's And Don'ts Of Advertising
 - ❖ Yellow Letter
 - ❖ Bandit Sign
 - ❖ Drive For Dollars
 - ❖ Bird Dog Kevin & The Facebook Lady
 - ❖ Door Hangers
 - ❖ Facebook – Unpaid Ads
 - ❖ General Ads
 - ❖ Vehicle Marketing
 - ❖ Ron Legrand Leads “Gold Club”
 - ❖ Paid Google Ads
 - ❖ Classified Ads
 - ❖ Paid Facebook Ads
 - ❖ The Fruits Of Your Labor
- 

GET QUALIFIED SELLER LEADS

- ❖ If you are not doing as many deals as you'd like, then you are not finding enough motivated sellers.
- ❖ I am going to show you several ways to find motivated sellers.
- ❖ Lead generation is the lifeblood for any real estate investor. You have to find motivated sellers on a daily basis.
- ❖ A motivated seller wants to trade equity for peace of mind.

THERE ARE TWO DIFFERENT METHODS:

- 1) PUSH – proactive calling, texting. You are the one reaching out.
- 2) PULL – get the prospect to call you.

GET IN FRONT OF AS MANY SELLERS AS YOU CAN!

DO'S AND DONT'S OF ADVERTISING

- ❖ Don't advertise that you will buy a house and lease back to the seller.
- ❖ Don't make false claims. Tell it like it is.
- ❖ Don't advertise as a foreclosure specialist or offer services regarding foreclosures for a fee.
- ❖ When posting both a Sale Ad and a Lease To Own Ad on the same property, change up your photos and ad copy so that it is not flagged as a duplicate.
- ❖ Don't claim you will sell their house. You are a buyer.
- ❖ You don't sell for others unless you have a real estate license. Be sure your add doesn't look like you are an agent.

YELLOW LETTER CAMPAIGN

- ❖ Set up an account with PATLive. www.patlive.com/RonLeGrand
- ❖ Set up an account with www.yellowletterlady.com to do the all the work for you.
- ❖ Purchase a mailing list.

TO WHOM DO YOU MAIL

- ❖ Military Owners
- ❖ Free and Clear Houses
- ❖ Expired Listings
- ❖ Divorces
- ❖ Probates
- ❖ Delinquent Tax

LIST BROKERS YOU CAN USE

- ❖ Polk.com
- ❖ USAData.com

YOUR YELLOW LETTER THAT WORKS

Hi,


My name is Ron Grant. My wife
Bev and I would like to BUY
your house at:

1234 Money Maker Drive

Please call me at (904) 321-8765

Thanks,
Ron

WHY THE YELLOW LETTER WORKS SO WELL

- ❖ It compels the reader to act because it lists an address in the letter and they believe they are the only one who got one.
 - ❖ It's a hand written letter, which looks personal and will always get read.
 - ❖ It's hand addressed, so it always gets opened.
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

WHY THE YELLOW LETTER WORKS SO WELL

TIPS FOR SUCCESS

- ❖ Don't answer calls yourself. Let PATLive take the call 24 hours.
- ❖ Don't try to be your own mail house. Let people do what they do best.
- ❖ Don't include anything in the envelope except your letter.
- ❖ If you are not getting at least 10% to call, something is wrong. Isolate and fix.

YELLOW LETTER

Success story of the Yellow Letter!



OPEN HOUSE

We Sell Houses EZ.com

Welcome to Our Open House!

Thanks for Coming!

Please Sign In, then feel free to Tour this Beautiful Home and enjoy our snacks and hospitality!

We're here to answer any questions, OR happily take your application to Own this Great Home!



Tom & Lynette Wolff
Owners / Managers

The **BIG CASH Giveaway** is at **2:45**, and you must be present to win. We're giving out **\$10s, \$20s, \$50s, even \$100!** (Make sure you hang onto your ticket.)

Remember Our Names to Earn Cash!
WeBuyHousesEZ.com & WeSellHousesEZ.com

Send us a Seller or Buyer, and We Give You Part of the Profit!
Make **\$300** or more per deal with our "Junior Owner Program"!
Call **480-EZ-Owner**



LEASE PURCHASE BUYER FOUND!

Life changing option deposit of \$25K!

Thank you Yellow Letter!

APPLICATION RECEIPT AGREEMENT

A non-refundable application fee of \$ 25,000 and reservation/earnest money fee of \$ 10,000 are required for processing the application, and is being paid herewith. This Application Receipt Agreement must be signed by all adults who will occupy the property before the Application can be considered by Management. The undersigned expressly agree that if Application is approved they herewith agree to purchase the property located at:

ADDRESS: 1404 Plunkett St, CITY: Hollywood, STATE: FL, ZIP: 33020

Applicant(s) further agree that if Applicant(s) are accepted by Management and then decide, for any reason, not to move into the premises, then all monies paid herewith shall be retained as liquidated damages since other prospective purchases may have been turned away and it will be necessary for Management to re-advertise the property and evaluate other applicants. Processing of Application shall be timely as possible and the results may be delivered via telephone, fax or mail. Once approved, Applicant(s) agree to pay the balance of funds and complete the paperwork within 48 hours, otherwise, Management will assume that Applicant(s) have decided to forfeit the reservation/earnest money payment and will begin re-marketing the property. If Applicant(s) are not approved, all monies given herewith, less application fee shown above, shall be returned to Applicant.

A COPY OF MY (OUR) DRIVER'S LICENSE(S) OR PICTURE IDENTIFICATION CARD(S), SOCIAL SECURITY CARD(S), LATEST PAY CHECK STUB(S) AND LAST YEARS W-2(S) OR COPY(IES) OF LAST YEARS INCOME TAX RETURN(S) ARE ATTACHED TO THE APPLICATION [] , WILL BE PROVIDED [] .

I (we) declare that the Application is complete, true and correct and I (we) herewith give my (our) permission for anyone contacted to release the credit or personal information of any of the undersigned Applicant(s) to Management and their Authorized Agents, at any time, for the purposes of entering into and continuing to offer or collect on any agreement and/or credit extended. I (we) further authorize Management or their Authorized Agents to verify all application information including but not limited to contacting creditors, present or former landlords, employers and personal references, whether listed or not, at the time of the Application and at any time in the future, with regard to any agreement entered into with Management. Any false information will constitute grounds for rejection of the Application, or Management may be at any time immediately terminate any Agreement entered into in reliance upon misinformation given on the Application.

I/WE HAVE BEEN PROVIDED A COPY OF THIS APPLICATION RECEIPT AGREEMENT AND HEREWITH AGREE TO THE TERMS STATED HEREIN. ACCEPTANCE OF APPLICATION AND ANY MONIES HEREWITH ARE NOT BINDING UPON MANAGEMENT UNTIL APPLICATION IS APPROVED BY MANAGEMENT.

Signed: [Signature] Date: 3/2/18
Applicant (Print Name): Niraj Gray Social Security Number: [REDACTED]
Signed: _____ Date: _____
Applicant (Print Name): _____ Social Security Number: _____

Do Not Write Below This Line - To Be Filled Out By Management

Receipt of \$ 10,000 - 3-4-18 from Applicant(s) is herewith acknowledged.
Sophia Garcia by _____, As Agent _____ Date _____

BANDIT SIGN

- ❖ Great way to make money without spending too much.
- ❖ The Uglier The Better! – Get's results.



DRIVE FOR DOLLARS



BIRD DOG KEVIN & THE FACEBOOK LADY

Bird Dog Delivers BIG!

FACTS OF DEAL

3/2 Home

2321 N 57 Way Hollywood FL

Date- 4-24-19

ASKING PRICE \$286,999

LOCKED IT UP FOR \$260,000

DOM 5 (Days on Market)

SOLD ABOVE ASKING \$290,000



DOOR HANGERS

- ❖ Good for targeting a certain residential area.
- ❖ Hire a team to go out locally and canvas neighborhoods, placing these door hangers advertising your business.
- ❖ It's likely you'll receive a call by the time your team returns.



**Sophie Buys
HOUSES**

- Want to Sell Fast for a Good Price?
- Don't want to waste money on commissions or closing costs?

We are your answer!
We buy and sell houses in this area.
Call 305-508-5669 NOW


We don't care if the house is a mess.
We buy Pretty & ugly houses

Its ok if you are late on payments,
or owe more than its worth.


Whatever your individual situation, let us help
Call 305-508-5669
sophiemovesflorida.com

If you pass this to anyone we help,
we reward you with **\$250.00**

FACEBOOK ADS - UNPAID

 **Sophie Buys Houses**
Published by Abdulwahab Wattar [?] · March 6 · 🌐

- ✓ Get full price for your house
- ✓ Sell on your own terms
- ✓ We pay closing costs.
- ✓ Sophie Buys Houses Nationwide!
- ✓ Compare Our Offer Today



Sophie Buys Houses
Real Estate

[Send Message](#)

255 People Reached **1** Engagement [Boost Post](#)

 **Sophia Grigio**
February 12 · 🌐

Sophie Buys Houses
No low ball offers !
Sell Today
No Hassles- No Fees- No Realtors
Stop annoying phone calls.
No obligation. Confidential
sophiebuyshouses.com
954 591 0252



SOPHIEBUYSHOUSES.COM
Sell your House Fast Fort Lauderdale Florida - We buy houses in Fort Lauderdale - Sophie Buys Houses
Need to sell your house fast? We buy houses in Fort Lauderdale, Florida and surrounding areas...

 Liz Settel, Jeffrey Kemmer and 2 others

[Like](#) [Comment](#) [Share](#)



Sell Your House Today

Any Condition - Quick Closing - No Cost

- 1 Submit Your Information
- 2 Get a Fair "As-Is" Cash Offer In Minutes
- 3 Choose Your Closing Date

GENERAL AD

❖ BUSINESS CARD

❖ CLASSIFIED

We Buy Houses

Do you own a house you need to sell quickly?

Any Area – Any Price

We put cash in your pocket.
Call (XXX) XXX-XXXX and mention
_____ as your source.

(Get \$300 finder's fee if we buy or sell from your referral.)

Sophiebuyshouses.com

Email@yourwebsite.com

Sell Your House Today

❖ Quick & Easy

❖ Top Price

❖ Stop Harassing Phone Calls

Sophiebuyshouses.com

Email@yourwebsite.com

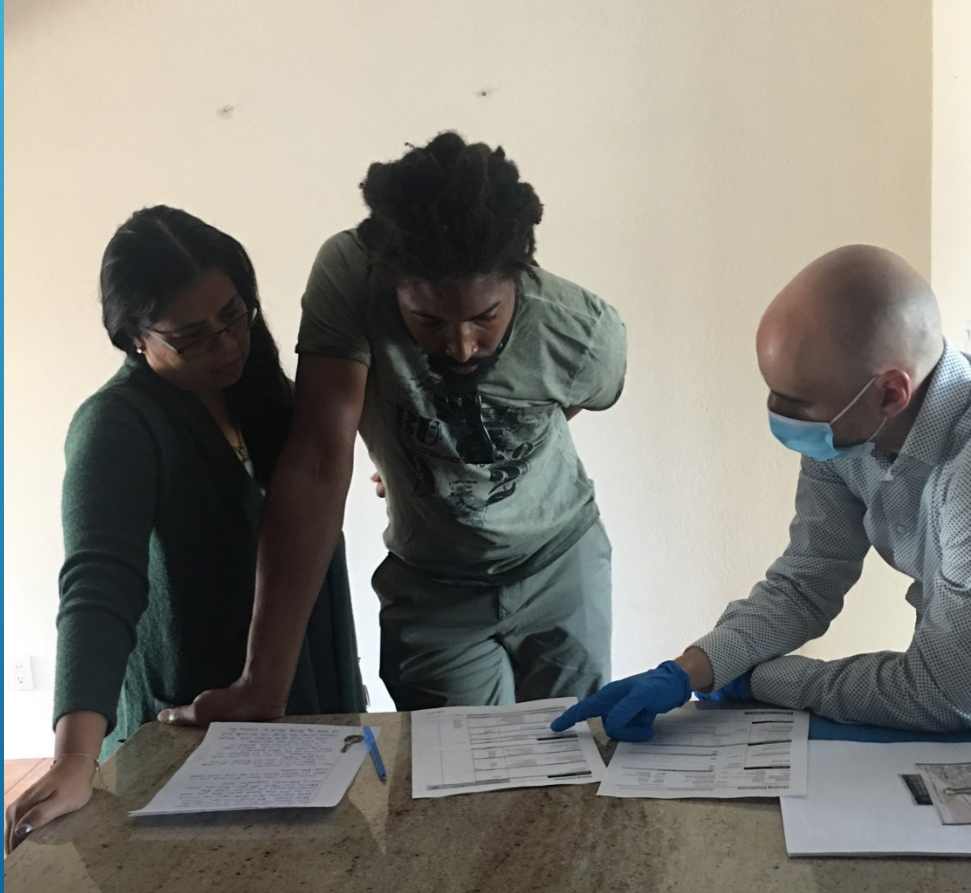
VEHICLE MARKETING

❖ Don't underestimate the value and reach of vehicle marketing.



RON LEGRAND LEADS “GOLD CLUB”

IT'S WELL WORTH THE PRICE!



The Closing 8/27/20 2140 N 57th Way, Hollywood

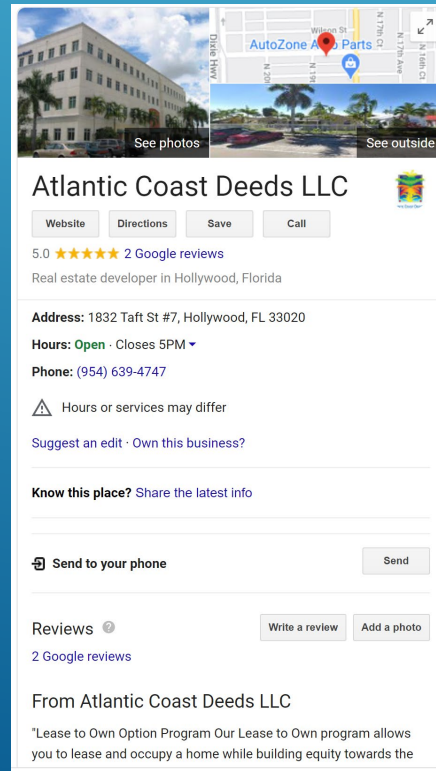
PAID GOOGLE ADS

❖ It's important that you claim your business on Google so that your potential leads can find you and see what others are saying about you.

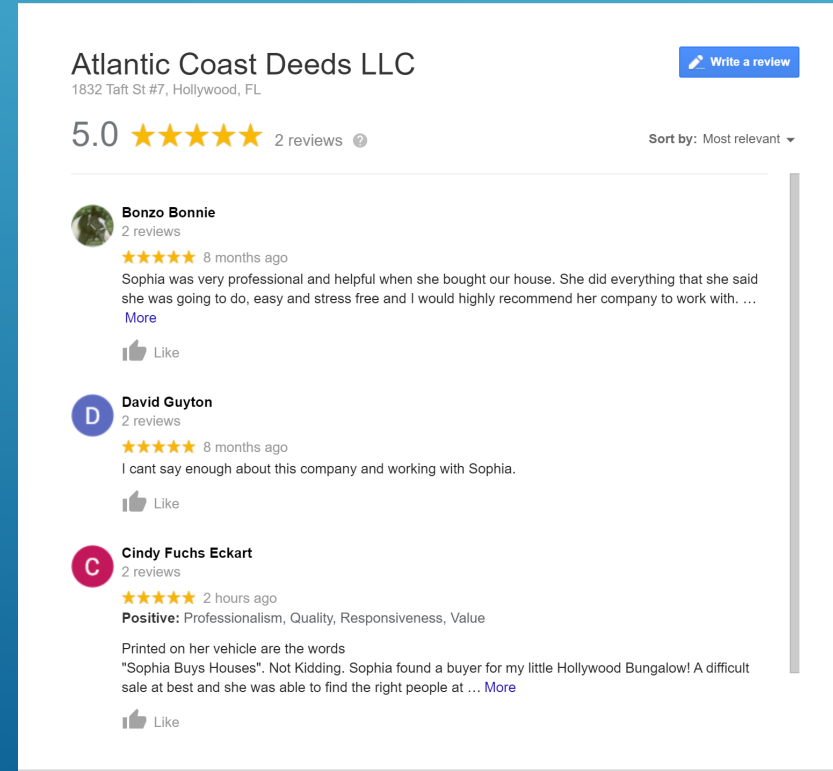
❖ Encourage people you've done business with to give you a google rating to enhance your brand image.

Claim your business through Google Maps

1. On **your** Android phone or tablet, open the **Google** Maps app .
2. In the search bar, enter the **business** name and choose the correct one.
3. In the **Business** Profile, tap **Claim** this **business**. I own or manage this **business**. ...
4. Select a verification option, and follow the on-screen steps.



Atlantic Coast Deeds LLC
1832 Taft St #7, Hollywood, FL 33020
5.0 ★★★★★ 2 Google reviews
Real estate developer in Hollywood, Florida
Address: 1832 Taft St #7, Hollywood, FL 33020
Hours: Open · Closes 5PM
Phone: (954) 639-4747
Know this place? Share the latest info
Send to your phone
Reviews: 2 Google reviews
From Atlantic Coast Deeds LLC
"Lease to Own Option Program Our Lease to Own program allows you to lease and occupy a home while building equity towards the

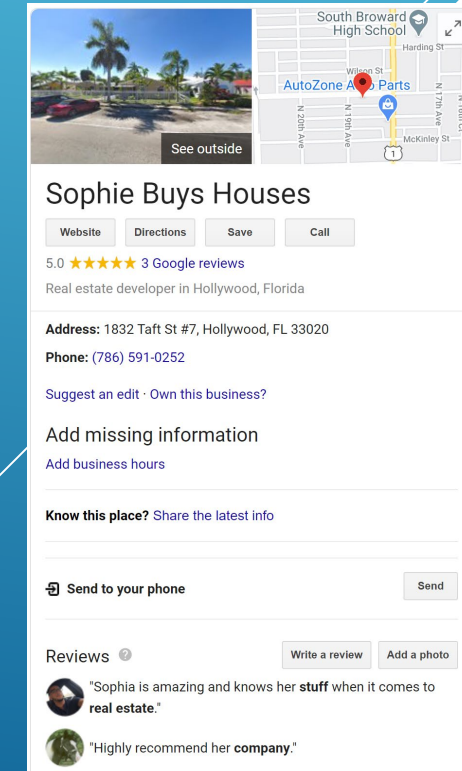


Atlantic Coast Deeds LLC
1832 Taft St #7, Hollywood, FL
5.0 ★★★★★ 2 reviews
Sort by: Most relevant

Bonzo Bonnie
2 reviews
5.0 ★★★★★ 8 months ago
Sophia was very professional and helpful when she bought our house. She did everything that she said she was going to do, easy and stress free and I would highly recommend her company to work with. ...
Like

David Guyton
2 reviews
5.0 ★★★★★ 8 months ago
I cant say enough about this company and working with Sophia.
Like

Cindy Fuchs Eckart
2 reviews
5.0 ★★★★★ 2 hours ago
Positive: Professionalism, Quality, Responsiveness, Value
Printed on her vehicle are the words "Sophia Buys Houses". Not Kidding. Sophia found a buyer for my little Hollywood Bungalow! A difficult sale at best and she was able to find the right people at ...
Like



Sophie Buys Houses
1832 Taft St #7, Hollywood, FL 33020
5.0 ★★★★★ 3 Google reviews
Real estate developer in Hollywood, Florida
Address: 1832 Taft St #7, Hollywood, FL 33020
Phone: (786) 591-0252
Add missing information
Add business hours
Know this place? Share the latest info
Send to your phone
Reviews: Write a review Add a photo
"Sophia is amazing and knows her stuff when it comes to real estate."
"Highly recommend her company."

CLASSIFIED ADS

- ❖ You don't need a fancy ad, you just need to get it out there.
- ❖ There are many websites you can visit where people are advertising houses for sale. And you will use the same sites when you are selling.



SITES WE CURRENTLY USE:

- ❖ Facebook: Personal Page, Buyer Page, Seller Page
- ❖ Craigslist
- ❖ Your Website – Seller & Buyer
- ❖ Google.com
- ❖ EbayClassifieds.com
- ❖ Nextdoor.com

PAID FACEBOOK ADS

Audience

[Create New Audience](#) Use Saved Audience ▾

Custom Audiences [Create New](#) ▾

🔍 Search existing audiences

Exclude

🏛️ When using a Custom Audience, be sure that your audience selections do not discriminate against people based on certain personal characteristics. ⓘ ✕


Locations

People living in this location

United States

- ✓ Auburn, Maine + 15mi ▾
- ✓ Florida
- ✓ Georgia
- ✓ Kansas
- ✓ Kentucky

- ✓ Lewiston, Maine + 15mi ▾
- ✓ Louisiana
- ✓ Maryland
- ✓ Mississippi
- ✓ Missouri
- ✓ North Carolina
- ✓ Pennsylvania
- ✓ South Carolina
- ✓ Tennessee
- ✓ Virginia
- ✓ West Virginia

 **Sophie Buys Houses** Sponsored · 🌐

"Do you have a property that needs a ton of repairs or fixing up?"

Would you consider selling it to me?

I'm a professional home buyer looking to buy a few properties in YOUR area and perhaps I can buy yours.

I'll buy the property according to your timeline, whether that is in 2 weeks or 6 months.

Here are a few of the benefits of working with me:

I can buy the property "as is" - means that you don't have to spend a single penny trying to repair or sprucing up the property.


I can buy it with liens and / or code violations - so you no longer have to worry about dealing with the city or county or having concerns about losing the property at the tax auction sale. I'll deal with all of that after I close on the property.

I will buy it with the current occupants - if you've got a tenant not paying your rent or just messing up the place, I can buy it with them there and I'll deal with all of that after I close on the property.

I will buy it with whatever is inside of the house - you don't have to worry about cleaning out the house or making it nice and tidy, just take what you want from the house and leave the rest.... I'll handle cleaning it out after I close on the property.

Click the button to find out how much I can offer you.

There is absolutely no obligation, no pressure, and you have nothing to lose by requesting an offer!"



Do you own a property you want to sell?

Click the button to find out how mu...

[GET QUOTE](#)

PAID FACEBOOK ADS

❖ Success Story: This paid Facebook ad generated a lease deposit option of \$23,900.00!

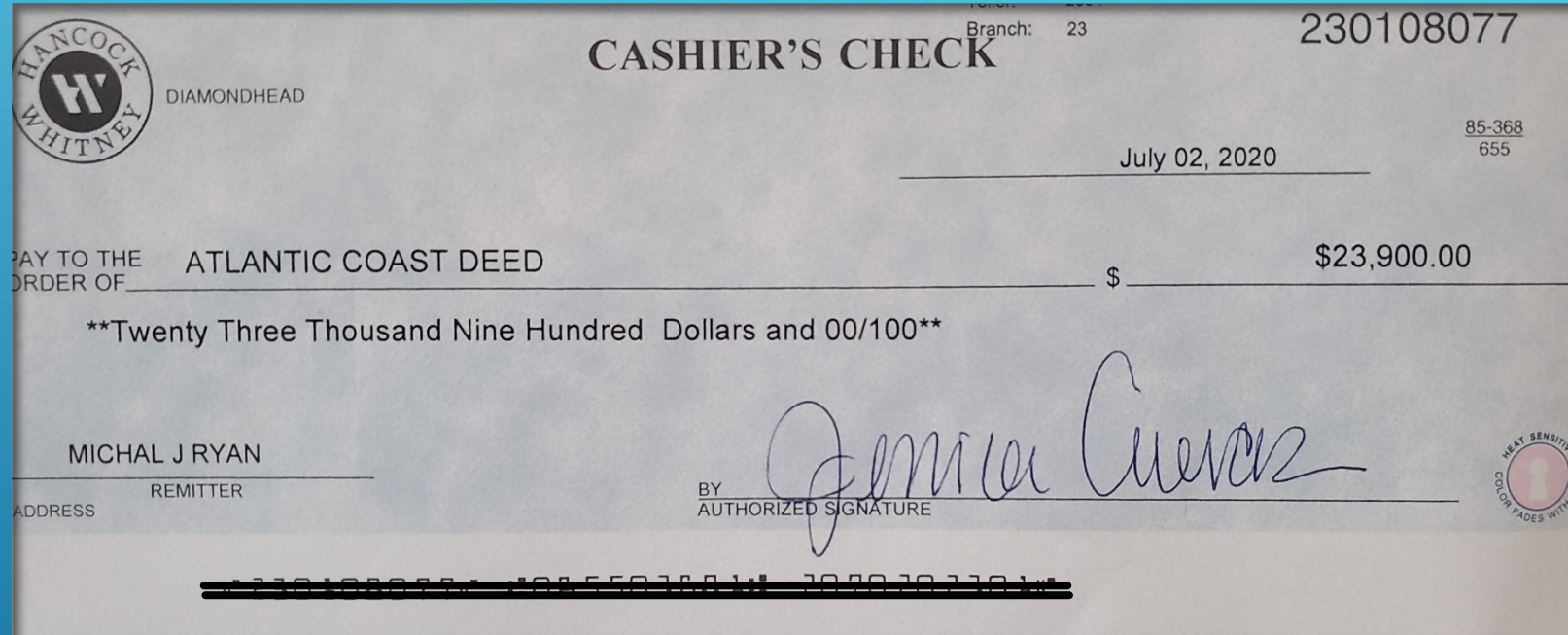
 **Atlantic Coast Deeds**
Published by Sophia Grigio [?] · June 18 · 🌐

Rent To Own! Charming Golf Course Home
56105 Diamondhead Drive East.
Diamondhead, MS 39525... See More



+10

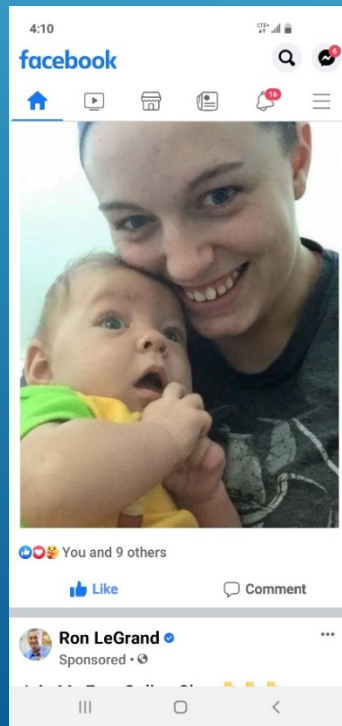
346 People Reached 45 Engagements [Boost Post](#)



FRUITS OF YOUR LABOR

All Glory to God!

Thank you to Ron LeGrand and The Wolff Couple. Your training and expertise is top notch. Because of you, I have been able to change not only my life but that of those around me.



*“If you are offered a seat
on a Rocket Ship, you
don't ask what seat! Just
get on! “*

Sheryl Sandberg

THANK YOU

Millionaire in the Making

Sophia Grigio, FL

