

Tips for Qualifying & Sending Leads

Presenting Yourself and the Opportunity

- You are an affiliate introducer for BBI and its 20 year veteran team
- You are not an employee of BBI
- You have access to regularly updated tips, tools, and materials for marketing BBI properties and opportunities via the affiliate portal
- You'll receive 20% of the profit on each closed transaction (plus repeat business)
- While some specific properties may be marketed in advance – due to the fast moving nature of our business, and active waiting list for deals this works best when client leads pre-register, make an earnest deposit to be credited to their purchase, and are then given the chance to review the hottest new deals as they come in live
- You are presenting the opportunity to acquire very well priced rentals and rehabs in solid markets, with a team which may have the best track record in the industry

Qualifying Buyer Leads

This system works best for everyone involved when affiliates submit investor buyer leads which are a good match. It keeps the pipeline moving, fast tracks your sales and commissions, and makes for a great experience for them, which leads to more business and paydays for you.

So what are we looking for?

- Investors (new or experienced)
- Are pre-qualified for financing and/ or have cash for down payment, repairs, etc.
- Are seriously interested in purchasing properties in our focus destinations (currently this includes Cleveland, Phoenix, Toledo, Indianapolis, and Kansas City)
- Are excited about remote rehabs, rentals, and turnkey investment properties
- Are ready to move forward and make a purchase within next 30-90 days

Following Up

Once the lead is submitted Black Belt Investors will follow up with the client and once contact is made flow the process through to a completed closing.

You and the client will be directly updated by our processors and the title company or attorney's office handling the closing.

You may want to follow up with the client if we report that they are unreachable, and to check in with them after the closing. Don't forget to keep in touch with them on a regular basis after that to nurture the relationship, and our team will always alert you if they inquire about additional real estate needs or acquisitions.

However, do use care throughout the process not make more complex for the client or team than possible. This system has worked well for hundreds of deals, and for numerous years. We've got this!

How to Send

We've found the fastest and most efficient way to refer your leads so far is to email them in.

Email leads to: invest@blackbeltinvestors.com

Subject line: New affiliate lead from [\[yourname\]](#)

Details to include:

- Lead name
- Primary goal (i.e. cash flow, wealth building, etc.)
- Qualifications
- Properties most interested in
- Cash to work with
- Your relationship – how you got the lead
- Lead contact info
- Your contact info

If you do not receive a confirmation and thank you for the lead within 48 hours please resend.

Repeat Business

Don't forget to keep in touch with clients on a regular basis after the closing. Nurture the relationship, and potential for repeat business and referrals.

Our team will alert you if they inquire about additional real estate needs or acquisitions. And refer them back to you for needs local to you, and ensure you get paid if you are

The BBI Affiliate Program makes it easy for you to scale your volume profitably. Take advantage of that. The more deals you do each month and quarter the faster you'll climb the ranks and the better the perks!