

# 15 Ways To Find More Buyer & Investor Leads

Find More Ways To Connect With Buyers & Investors Using These Tactics And Resources

## 1. Public Records

Use local public county records to identify recent purchasers and owners of investment properties. Reach out via direct mail, or search out their other contact information for phone calls and turn them onto your opportunities.

## 2. Attorneys

Attorneys are a great source of real estate leads. They are dealing with buyers, investors, heirs, and trusts every day. Connect with probate lawyers, real estate attorneys, family law firms, and those specializing in wills and estates.

## 3. Title Company Reps

Title insurance agency reps are out in the street every day, rounding up leads, connecting with referrals agents, and working with buyers, sellers, and investors. The more deals they can help put together, the more they make. They can also have databases of active investors to share. They know who has cash and who has financing lined up.

## 4. Realtors

Real estate agents don't always love working with investor buyers, but they do love making a fast buck by referring leads. They often get daily inquiries from investors hunting for deals, and may have an email list or Facebook following you can tap into.

## 5. Mortgage Companies

Individual loan officers, mortgage brokers, and business owners are always looking for new ways to capitalize on their client base. If you have deals that can work for their clients, and that means originating new lines of credit, refinances, or purchase loans; they'll be glad to connect you. Find lists of lenders at [scotsmanguide.com](http://scotsmanguide.com).

## 6. Lead List Providers

There are a number of data compilers and lead list companies out there who specialize in sourcing and filters lists for marketing. They can fine tune lists based on numerous factors, including; location, credit rating, investment appetite, amount of available credit, property equity, and more. These lists can include mailing addresses, email addresses, and phone numbers. Just make sure you are legally able to purchase and market to the contacts you receive. US Data Corp. is one of these providers. As is US Lead List, and ALC Wealth Window.

## 7. Local Real Estate Investing Seminars & Events

There are dozens of event promoters and self-appointed investment experts and 'gurus' out there who are holding events all over the place, virtually every week. They may not always buy what is being pitched at the main event, but they can still be serious and qualified cash buyers for your deals. Get out, connect and trade business cards.

## 8. Facebook Groups & Pages

Create your own real estate groups and pages on Facebook to cultivate lead connections.

## **9. LinkedIn**

LinkedIn is perfect for professional networking. Its ads are quite expensive in comparison to Facebook or Google, but you can use it to search for investors and acquisition specialists. Look up others by interests, job title, and those who should be interested in your product.

## **10. Local Property Contractors**

Local building contractors are wired into the market. They know who is buying, who is flush with cash and financing, and may be able to connect you on a level that is hard to achieve through other channels. Find them at job sites, building supply stores, and at lunch.

## **11. Hard Money Lenders**

Many hard money lenders can be both buyers of property with their own capital, and may also have a pool of private lenders and investors behind them who are actively and constantly looking for passive income opportunities. You'll find these lenders market quite heavily today and will reach out to you once you make yourself known online. Just respond and see what you can work out.

## **12. Angel Investors**

Individual angel investors don't just invest in tech startups. In fact, they are finding that harder than ever to do today. They need opportunities to invest their cash for solid returns and cash flow too. They don't just want big IPOs to brag about. They also want to do good with their money. You can find them at local groups, or online via sites like Angel List and 1000 Angels.

## **13. International Agents & Brokers**

Most US real estate investors and property sellers simply focus on local, and maybe national buyers. A great deal of investors in American real estate and the cash being put into it is from foreign buyers. You may go to a real estate event in the US, where barely anyone actually has cash to invest, versus a property show in London where there is \$2B up for grabs in a single day. Google's advertising tools also make it easy to market overseas, and beat your competitors to the punch. You don't just have to go direct to individual buyers one-by-one either. Try connecting with international real estate agents and brokers who constantly need new inventory to promote to their databases.

## **14. SMS Marketing**

The biggest challenge in most marketing today is getting through to prospects. It has become increasingly difficult and expensive to get through, even via Facebook. Direct mail and email still work, but can be more challenging than in the past. The phone was a primary marketing tool for a long time. Now you are luck if 30% of your calls get through. People are much more responsive to text messages. SMS marketing can be ideal to reach those hard to get to leads, and get them to call you.

## **15. Ringless Voicemail**

Like texting, ringless voicemail puts your message right in the mobile phones of those you want to reach. They don't even have the chance to bounce your call. It just goes right to their voicemail box. Almost everyone will listen to it.

