Direct Mail Template A

[Use this template to connect with more buyers and investors]

Dear [Firstname],

Have you been looking for better investment opportunities?

Maybe like me, you’ve been looking for better investments. Investments that offer more value, good returns, reasonable safety, and aren’t too complex or require taking big risks. Should that really be too much to ask?

We look in most directions today and there is either no real downside protection, spreads so thin that one little quirk can put you in the red, or fantasy investments which really mean taking on a new, extra full-time job you don’t really want.

I found something better. We recently partnered with one of the top sources of turnkey rental property deals in the country. This means access to completely hands-free, done for you rental properties. Entry prices start at just $40k, with full service tenant placement and ongoing property management. Annual returns average 12% and up.

This is really one of the only ways I know to realty generate reliable returns, and true passive income in today’s markets.

If building wealth and residual income streams, with strong returns, and plenty of downside protection is what you’ve been looking for, I’d love to tell you more about this.

Give me a call, or drop me an email with the best time to reach you.

Sincerely,

[insert signature]

Direct Mail Template B

[Use this template to connect with existing investors]

Dear Investor,

As a fellow real estate owner I wanted to turn you on to this new source of investment properties.

The media has done a great job of trumping up the hype about inventory shortages, declining rents, etc. Until recently I was also frustrated by high local property prices, unrealistic seller asking prices, bidding wars, and numbers that were risky at best.

Too often the property ‘deals’ that were being brought to me were nothing more than a gamble, and a lot of work, without many guarantees.

Then I found I new source of deals.

Not only is this pipeline flush with enough distressed and discounted property deals to go around, but they are in one of the top markets for rental income growth this year, and start as low as $40k. These are mostly single family homes, and some multifamily properties. Target returns are 12% annually and up. All in sold working class and family neighborhoods with sound and well researched fundamentals.

What I love the most, is that they are completely turnkey, with experienced local management on the ground, and a 22 year positive track record.

If you’ve been looking to add more good deals to your portfolio I’d love to introduce you to this source. Text or call me at [insert your phone number] for the details.

Sincerely,

[insert signature]

Direct Mail Template C

[Use this template to reach out to friends and family]

Hi [first name],

Hope all is well with you? What have you been up to?

As you know I have been working on this real estate investing thing for a while. It’s been going pretty good, but I recently got invited to partner with one of the longest running and most reputable nationwide investment companies. It’s been a really exciting opportunity!

Real estate investing can be really profitable and fun, but we know it isn’t always as easy and glamorous as made out on TV, right?

Since I’ve been in real estate I’ve seen many people trying different strategies. A lot of them end up working harder than before and can be more stressed out than on their old 9-5, even if the money is better. I still think fixing up and flipping houses is great, and very much needed. Though I’ve now discovered this even easier way to invest.

I know have access to turnkey rental properties in the best markets in America. It’s all done for you. We get the properties at discounted distressed prices, the local team does it all the renovations for you, screens and puts in new renters, and then deals with all the monthly property management. Now it is just a matter of watching the monthly deposits go in the bank. What’s really great is these rental properties start as cheap as $40,000 or just $16,000 for those that finance them.

If you know anyone who is investing in real estate, or is looking for new investments I’d really appreciate you passing on the word. If they know anything about real estate they’ll know this is a pretty sweet deal.

Let’s catch up soon!

Thanks,

[insert signature]