

Marketing MATRIX		Marketing Piece							
		Yellow Letter	Yellow Letter w/ P.S.	Yellow Postcard	Probate Letter	Home-Vestor Letter	Cash Offer Letter	Pre-Foreclosure Letter	Listed Property Letter
Direct Mail Marketing Strategy	Non-Owner Occupant								
	Pre-Foreclosure								
	Probate								
	Divorce								
	Section 8 Landlord								
	Expired Listing								
	Withdrawn Listing								
	Over 120 Days Listing								
	Driving for Dollars (House abandoned or in need of repair.)								
	Modeled Foreclosure List (NOD, 30, 60, 90 Day Late)								



Primary Strategy



Secondary Strategy