

# 65 Ways to Find Motivated Sellers

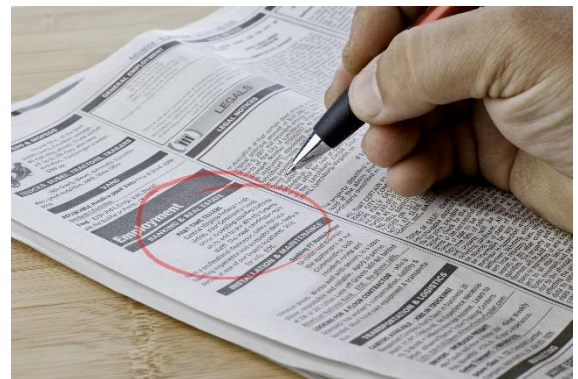
Looking for new ideas for ways to market for motivated sellers? Following is a list of 65 of them. Pick and choose the ones you like, and get busy!

## 1. **Accountants and CPA Firms:**

They have clients with financial problems where a real estate investor can be of help.



## 2. **Advertising:** Never stop. Use simple ads with a USP (Unique Selling Proposition): Quick Closing, All Cash etc., I Buy Houses Ads, Newspapers, Flyers.



## 3. **Attorneys:** Attorneys know when people need money, often to pay their fees! Not just probate but divorce, family law and real estate attorneys.



4. **Auctions:** Do your homework in advance. Auctions move very fast and a single mistake can be costly. Visit your local auction a few times to just observe. Know values and repair costs before bidding.



5. **Apparel with Logos:** Hats, T-Shirts, Golf Shirts, Hand Bags



6. **“I Buy Houses” Bandit Signs:**  
Check your local sign ordinances. Some places have no issue with them, others do.



7. **Bird Dogs:** Bird dogs are people you pay to go out and find deals for you. It is important to know your local laws about compensating unlicensed people, however, so do your homework first!



8. **“Blue Tarp” Houses:** often blue tarps on roofs signify major roof damage. Contact the owner to see if they want to sell the property.



9. **Drive for Dollars:** Look for houses with boarded up windows or in a state of visible disrepair and contact the owner to see if they are interested in selling.



10. **Business Cards** - different types: one for sellers, one for buyers, one for professionals (banker, attorney, CPA). Keep them on you at all times and pass them out every chance you get!



11. **Builders Models:**  
Frequently builders will sell a model home at a discount.



12. **Car & Truck Loans:**  
Some folks would rather keep the wheels than a roof over their head. Buy here, pay here dealers can be a good lead source.





13. **Car Repos:** If the car is going the house isn't far behind.



14. **Carpet Cleaners:** Many of their customers are preparing a house for sale.



15. **Charitable Groups:**  
Frequently receive gifts of real estate, but they'd rather have the cash.



16. **City & County Inspectors:**

Code violations and red tags. If you develop a reputation of buying distressed properties and improving them, you become an asset to the community.



17. **Classified Ads:** Look for specific keywords that could possibly mean the seller is motivated such as: transferred, motivated, divorce, owner financing, must sell, etc.



18. **Condemned Houses:**

Many counties will provide you a free list.



19. **Consumer Loan Companies:**

When their loans go bad they are frequently willing to deal rather than foreclose.



20. **Courts:** Eviction Filings, Probate, Divorce Cases, Tax Liens, Code Violations



21. **Credit Repair**

**Agencies & Counselors:**

Many times the only way someone can get their spending under control is to sell a house they can no longer afford.



22. **Direct Mail:**

Pre-Foreclosure Letters,  
Probate Letters, Out of Town  
Owners, Bankruptcies,  
Divorce, Delinquent Taxes,  
Military Owners



23. **Door Hangers:** You can also use pre-printed post-it notes to leave messages at target properties. Be sure to advertise on both sides, you can even sell the back side and recover your advertising cost!



24. **Door Knocking:** Distribute flyers and go door-to-door asking residents if they know of anyone planning to move because you'd like to buy a house in their neighborhood!





25. **Drive or walk Neighborhoods:**

Get to know them well and take notice of changes.



26. **Estate Sales:** often the real

estate will also be available and perhaps with owner financing



27. **Eviction Court:** great place to find landlords



28. **Expired Listings:** Connect with an investor friendly real estate agent



29. **Family Members:** Talk about what you do and ask for referrals



30. **Farm Local Areas:**  
Become the local neighborhood expert. If you see people outside, let them know what you do and see if they know of any vacant properties or anyone moving. Give them a business card.



31. **Flyers:** Cut your cost in half, print two to a page and distribute: Shopping Centers, Wal-Mart, Home Depot, Malls. Put on car windshields or pay someone to do it for you.



32. **Friends:** “Do you know anyone who wants to sell their house?” Most people know someone who will be buying or selling a home this year.



33. **FSBO Signs:** For Sale By Owner



34. **Funeral Homes:** Can be a good lead source before information on a decedent becomes public. Sometimes families are left with an unwanted house. Of course, use discretion and compassion.



In some cases, you could provide a solution to a problem weighing on their mind. Perhaps you could explain to the funeral director what you do and ask if you could leave some business cards.

35. **Garage Sales:** Are they moving?  
Some signs will say “moving sale”,  
which are ideal. But even if they don’t,  
the people could be moving.



36. **Hair Salons:** Lots of  
talking going on during hair  
cuts! You can ask if they  
know of anyone who needs to  
sell, and leave business cards  
or flyers.



37. **Home Builders:** Need to  
sell their buyer’s houses so  
they can close on the new  
place.





38. **HUD Foreclosures.** You can often get these well below market value.



39. **Internet:** Rental websites, EBay, Craigslist, Wholesale Sites, Lead Services.



40. **Insurance Brokers:** Policy changes from "owner occupant" to landlord or vacant house coverage.



41. **Investor Packages:** Investors who are ready to retire and cash out their portfolio. May be able to negotiate seller financing as well as a discount.



42. **Judgments:** Check the public record or hire someone to do it for you.



43. **Large Employers:** Let them know you buy properties so if they need to transfer an employee, they don't get stuck carrying the house. This can be good for renting executive properties for short-term transfers, too.



44. **Lenders:** Banks / REO's: – Mortgage Brokers, Private Lenders, Hard Money Lenders



45. **Liened Properties:**

Mechanics Liens, HOA Liens, Tax Liens



46. **Lis Pendens:** Notice of a law suit, often a foreclosure. You can buy lists of these. However, they can be tricky, so it's good to find out what the suit is about.



47. **Magnetic Car Signs and Wraps:** Check with your auto policy carrier as to whether or not this will affect your coverage. A rider may be required.



48. **Market & Store Bulletin Boards:** Grocery stores, coffee shops, restaurants



49. **Military Transfers:**

Military bases provide an excellent transient market for those needing to sell and buy off- base housing



50. **Mobile Homes:** Get to know park managers. Banks don't like mobile homes but they can become little cash cows.



51. **Networking:** Other Investors, Call "We Buy Houses" ads & signs, Churches, Public Speaking, Investment Associations, Work, Clubs





52. **Newspaper Carriers:**

They know the neighborhood better than anyone else and may be able to alert you to vacant or boarded up homes.



53. **Nursing & Retirement Homes:** Frequently residents need to sell a house.



54. **Pens:** Buy cheap ones with your marketing message on them and leave them everywhere you go.



55. **Pizza Boxes:** many sell advertising or sponsorship spots



56. **Postman:** The same as with newspaper carriers - they know the neighborhoods well and could act as a bird dog for you.



57. **Relocations:** Great for Subject-to or buying on lease option



58. **Rental Agents & Property Managers:** Let them know you want to buy and also find a local manager. You buy, they manage...win/win!!



59. **Retirees:** A growing population with free and clear homes. Excellent prospects for seller financing. You can buy lists of retired people, or by age.



60. **Section 8 Landlords:** Each county maintains a list. This is an arrangement for low-income households to get assistance paying their rent.



61. **Social Media:** A new way to get your message out: Facebook, Twitter, YouTube



**62. Structural Damage:**

Once you know what you're doing, you can buy at a rock bottom pricing.



**63. Tax Deed Sale Properties:**

These do not come with title insurance so do your homework.



**64. Title Companies:** Not all transactions close like they are supposed to. Let the title companies know you can help in a pinch, for the right price.





65. **Trading Up:** Trade your newly renovated property at retail for a property down the block that you can buy wholesale. Try a sign that says “Will Take Your House In Trade”



66. **TV and Radio:** Cable companies may have community service spots for free.



67. **Withdrawn MLS Listings:** Easy to get from a friendly real estate agent.



So there you have it! If you’ve been scratching your head trying to think of new ways to market for motivated sellers- this should get you going in the right direction!