

Marketing and Lead Gen

What do I do if Realtors won't call me back?

Start by telling the Realtor what you can do for them, and then ask them to pull a cash closed list to confirm they have the ability to produce. There are a million Realtors out there, and they need your business more than you need their help. If you contact 10 Realtors, 5 will be decent, 3 will be willing to work with investors, and 1 will be willing to do what you need them to. It's all a numbers game. You're going to be spending money on marketing, and have a ton of leads that will need to sell for Retail price that you can refer to your Realtors as leads. You're providing more for the Realtor than you're asking from them, so they should be excited to work with you.

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