

# Marketing and Lead Gen

## How do I deal with a tough, competitive or over saturated market?

There are 2 primary options when your local market is tough. Look at additional marketing strategies for either buyers or sellers, whichever you're having the harder time finding. Nothing works 100%, but everything works a little. Add more spokes to the marketing wheel, and there will be a few things that bring you consistent results. Another option is to go to bluer waters in virtual markets. Even with the greatest technology, this is still a relationship business. If you build a good relationship with buyers and other wholesalers, you'll be able to wholesale marginally discounted deals that may require more effort to market and have thinner margins, or you can co-wholesale deals in other markets. Discuss both option with your Mentor.

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