

# Marketing and Lead Gen

## What do I do if my direct mail response rate is bad?

Doing direct mail to a list you purchased is just one of the methods to get your phone to ring with motivated seller calls. Direct mail typically gets around a 1-2% response rate. Also, tweak current list and use additional lists or list providers, including but not limited to NOD, 30-60-90, probate, inherited, code violation, eviction notices, bankruptcy and divorce. If your direct mail still isn't working well for your market, your mentor will be able to discuss other options with you such as co-wholesaling, driving for dollars, bandit signs, bird dogs, and dozens of other lead generation techniques that get results.

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