

Marketing and Lead Gen

What is Driving For Dollars?

Driving through target neighborhoods looking for potentially motivated sellers. You will want to write down the address, and take a picture of the front of the house. This will include all houses that look run down(long grass, broken windows, newspapers on porch, etc), any house with a For Sale or For Rent sign that isn't a professional Realtor sign, and especially any sign with vacant/winterized paperwork on the front door or windows. You can leave post-it notes on front doors of vacant/distressed houses. Knock on the neighbors doors to ask about the distressed house next door, and offer a finders fee if they can help you get in contact with the owner.

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