

# Marketing and Lead Gen

## What information is a bird-dog responsible for retrieving to a wholesaler?

It depends on the wholesaler. There is no real definite responsibility. One bird dog may be totally thorough and give a 10 page report, and another may just hand you an address of a vacant property. In my opinion, either way if a deal comes out of it, I'm happy with them. Leads are leads...

At a minimum I'd expect an address and outline of the property and the surrounding area. Maybe not exact values or anything, but a general description (ugly house in a nice neighborhood, vacant house in a middle class average area, etc.)

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