

Utilizing \$15K to Generate Leads and Close Deals in Real Estate Investing (REI)

Marketing Start-up Roadmap

If you're ready to speak with our team to generate more high-quality quality motivated seller leads [click here](#)

This plan is designed for maximum ROI by balancing in-house efforts, agency support, and scalable marketing channels. Key performance metrics (CPL, CPA, CPD) and links to resources are included to ensure clarity and efficiency.

Phase 1: Planning and Allocation

1. Set Clear Goals:

- Target 3–5 deals within 90 days.
- Metrics to track:
 - **Cost Per Lead (CPL):** \$50–\$150 (for Meta Ads, dependent on target markets).
 - **Cost Per Appointment (CPA).**
 - **Cost Per Deal (CPD).**

2. Break Down Budget:

- **Cold Calling:** \$2,500 for VA support or a cold-calling agency (e.g., Lead Mining, REI Call Center or Lamassu).
 - **Direct Mail:** \$3,500 for campaigns
 - **Digital Ads (Meta):** \$6,000 (split between ad spend, agency fees, and follow-up systems).
 - **CRM and Tools:** \$1,000 for tools like GoHighLevel, Podio, or InvestorFuse.
 - **Miscellaneous:** \$2,000 for testing and contingency.
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Phase 2: Execution

1. Cold Calling

- **Option 1: In-House Setup:**
 - Use Mojo, Batch Dialer or Call Tools Dialer for efficient calling.
 - Purchase and clean lead lists via PropStream or BatchLeads.
 - Train VAs/Cold Callers using REI Cold Call frameworks.
- **Option 2: Hire an Agency:**
 - Agencies like **Lead Mining** or **Lamassu Leads** provide trained teams and systems for cold calling.
 - Perfect for unstable budgets and scalable lead generation.
 - Tip: Start with Lead Mining based on your budget

2. Direct Mail

- **Setup:**
 - Target absentee owners, pre-foreclosures, or tax lien properties.
 - Use services campaign management.
- **Execution:**
 - Personalize mailers with seller-specific pain points.
 - Track response rates to improve subsequent campaigns.

3. Digital Ads

- **Budget:** Minimum \$6,000 (inclusive of ad spend, agency fees, and systems).
- **Platforms:**
 - **Meta Ads (Facebook & Instagram):**
 - Agencies like **Hesel Media** specialize in real estate ads.
 - Use video ads, user-generated content, and retargeting to nurture leads.
 - Set up landing pages optimized for speed and simplicity.
 - **Google PPC:**
 - Focus on intent-driven keywords like "sell my house fast in [city]."
 - Work with agencies or freelancers for optimized campaigns.
- **CPL Goals:**
 - Meta Ads: \$50–\$150 depending on location and market.
 - Google PPC: \$100–\$500 depending on location and market

4. Lead Management and Follow-Up

- Use a CRM like **GoHighLevel** based CRM like **REIrocketforce.com**, **InvestoFuse** or **Podio** to automate SMS, email drips, and calendar bookings.
- Ensure **speed-to-lead** response within 1–2 minutes to increase conversions by 391%.
- Set up multi-touch follow-ups:

- **Day 1–5:** 3x/day. + 3 touch back-to-back calls
- **Day 6–10:** 2x/day.
- **Day 11–20:** 1x/day.

Phase 3: Sales and Closing

1. Sales Process Optimization

- Follow the REI Discovery Call script:
 - Build rapport.
 - Use Socratic questioning to uncover deep seller motivations.
 - Overcome objections with authority and trust-building techniques.

2. Offers and Negotiations

- Provide multiple offer types:
 - **Cash Offers:** Quick closings for motivated sellers.
 - **Creative Financing:** Novations, seller financing, or subject-to deals.
 - **Top-Dollar Offers:** For listings or JV partnerships.

3. Conversion and Closing

- Use a two-step close process:
 - Pre-qualification by Lead Manager.
 - Sales specialist handles offer presentation and objection handling.

Phase 4: Scaling

1. Scale Marketing Channels

- Allocate additional budget to top-performing channels:
 - **Cold Calling:** Scale if ROI exceeds 4x.
 - **Direct Mail:** Expand campaigns if response rates are >0.5%.
 - **Meta and Google Ads:** Grow campaigns with a retargeting focus.

2. Agency Partnerships

- Explore additional agencies for scaling:
 - **Lead Mining:** For cold calling at scale.
 - **Hesel Media:** For advanced Google PPC and Meta Ads strategies.

3. Build a Team

- Hire:
 - **Lead Manager** for nurturing and follow-ups.
 - **Dispositions Manager** to handle closings and buyer relationships.
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Key Links and Resources

- **Meta Ads Library:** Analyze competitor ads [here](#).
 - **Google Ads Transparency:** Research top-performing keywords [here](#).
 - **Cold-Calling Agencies:**
 - [Lead Mining](#)
 - [Lamassu Leads](#)
 - **CRM Options:**
 - [GoHighLevel](#)
 - [InvestorFuse.com](#)
 - [Podio](#)
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KPIs to Monitor

- **CPL:**
 - Meta Ads: \$50–\$150.
 - Google Ads: \$100–\$500.
 - **Response Rate:**
 - Direct Mail: 0.5–1%.
 - **Conversion Metrics:**
 - Appointments Set Per Day: 2–3.
 - Contracts Signed Per Week: 3–5.
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Expected Outcomes

- **Leads Generated:** 150–200 in the first 90 days.
- **Deals Closed:** 3–5 with a 3x–5x ROI.
- **Scalability:** Systems and insights to grow to 10+ deals monthly.

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