

How To Build A Buyers List For Wholesaling Real Estate In 2024

Chances are, you're here because you were sold on the promise of lucrative deals.

You hustled and found the perfect fixer-upper to wholesale. But without a buyers list, it's like hoarding dust.

You sign the contract, your heart's full of dreams. You think, "This is it. The big flip!" Only then, reality smacks hard.

No buyers list, no 5-figure payday coming anytime soon.

To put it simply, a well-curated buyers list is the lifeline of any successful real estate wholesaling business.

I've done real estate wholesaling for years, and by far, finding the right network of motivated and financially capable investors is the biggest hurdle that beginners struggle to overcome.

In fact, I've personally fumbled dozens of wholesaling deals because I had relied on an unproven and untested buyers list, only for them to let me down at the very last moment.

As the saying goes, your network is your net worth.

In this guide, I'll share with you a step-by-step tutorial on how to build a buyer's list for wholesaling real estate so you'll never let another deal slip through the cracks again.

How To Build A Buyers List 9 Different Ways

Whether you already have a few contacts or are starting from ground zero, you need to build a cash buyer's list to get your business going.

The secret to this entire business model is having a wholesale buyers list.

Specifically, an awesome list of hungry and motivated potential buyers for real estate — just waiting, salivating, and hoping to stick a fork into the next juicy wholesale deal that you've got cooked up and served for them on a silver platter.

Anyone who's been at this for even 2 minutes already gets the raw juice that the ability to find cash buyers on tap can do wonders for your wholesale real estate business.

As I like to say, no buyers, no profits. But **'know buyers, know profits.'**

That being said, brace yourself.

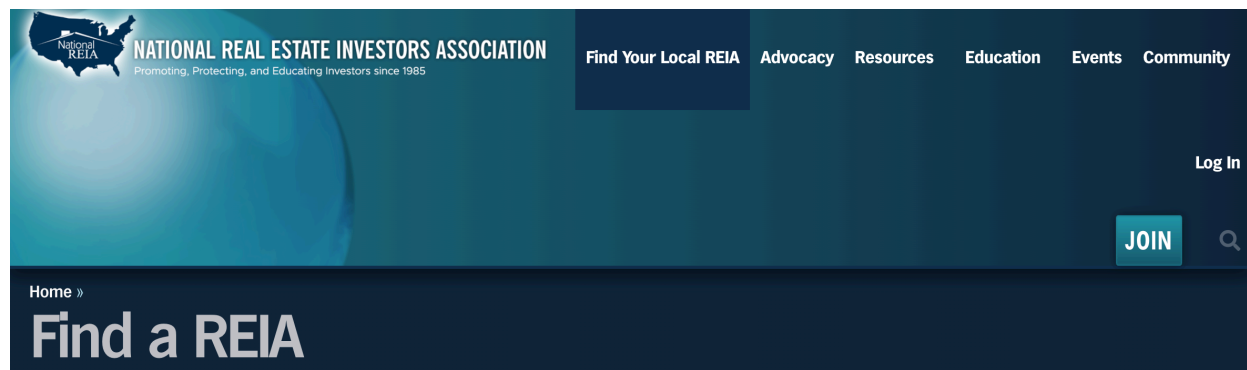
In this knowledge bomb article, I'll drop the top 9 proven, time-tested ways to build a wholesale buyers list.

Step 1: Attend Networking Events

It's probably painfully obvious, but if the thought of networking hasn't hit you like a ton of bricks, then you may wanna give it a shot.

Your local estate investing association (REIA) is a melting pot filled with real estate agencies, private money lenders, rehabbers, landlords, and qualified cash buyers.

With over 120 local chapters and 40,000+ members, there's no reason why you can't find at least a few buyers.



Already a member of a local group? Click [HERE](#)



Enter Address to start finding groups nearby...

This is the perfect place to rub shoulders and shake hands with everyone.

But don't be *that guy* who randomly hands out business cards. Look for ways to make genuine connections with players who could possibly benefit from the deals that you bring them.

Step 2: Put Up Bandit Signs

Pretty much every investor on Earth knows that bandit signs are like magnets for motivated sellers.

What's not so well-known?

They're equally awesome at pulling cash buyers out of the woodwork.

So, next time you snag a property under contract, try popping 10-20 signs around the neighborhood.

Trust me, your phone won't stop buzzing. In the past, my team has landed a couple of new cash buyers every now and then.

Besides that, here are some tips to help you get started with putting up bandit signs.

1. You can start by calling up a few fellow wholesalers and see if they'll let you hawk one of their deals. Or, you could 'accidentally' leave a sign from another deal out. When the calls roll in, just play it cool, like, "Oh man, too slow! That one's gone. But hey, what kind of properties are you hunting for? I'll keep you in the loop for the next one."
2. Keep the signs simple. Hand-written ones actually pull in more interest because they scream 'real deal' rather than looking too polished with pre-printed perfection.
3. Set that alarm early on Saturday morning and scatter these signs at local hardware store entryways—think Home Depot, Lowe's, Ace.

Step 3: MLS Mining and Sniping

Here's a little insider strategy we keep on rotation—it hinges on having direct MLS access, but trust me, it's a gold mine.

Every time we run MLS comparables on a property, we always scope out other properties nearby that recently sold for cash.

Why?

It's all about understanding the going rate for distressed properties in that micro-market, and hey, those cash-paying investors might just be interested in the property we're analyzing, too.

So, as we're digging through potential deals, our virtual assistant takes down the names and tax-bill addresses of these investor-buyers—just a quick copy and paste it into a document for future reference.

Essentially, while we're doing our daily comps, we're also stealthily pinpointing potential cash buyers from those comps, building up a list on the side.

Then, about once a month, we reach out with a personalized letter, inviting these investors to connect for more juicy opportunities like their recent purchases.

This approach has been super effective for us and is ridiculously easy to delegate to an assistant.

Step 4: Google PPC Ads

Google's PPC marketing is a powerhouse when it comes to getting your offers seen online — quickly and effectively. Whether you're targeting motivated sellers, tenants, rent-to-own prospects, or even cash buyers, mastering Google PPC can turn into a rainmaker for your business.

However, tread carefully, as it's also notorious for gobbling up budgets if mishandled.

It demands a hefty dose of diligence, patience, and a bit of trial and error to truly excel.

For those reasons, diving straight into AdWords marketing isn't generally my first recommendation unless you have a seasoned expert crafting and monitoring your campaigns.

Yet, the potential for lead generation that Google PPC holds can't be ignored.

Here's a sneaky tip for ya: PPC stands for "Pay-Per-Click," meaning you only pay when someone clicks your ad.

To get more bang for your buck, consider including your phone number directly in the ad text. This clever move lets potential cash buyers call you directly, bypassing the need to click the ad, saving you money and potentially increasing direct inquiries.

Step 5: Speak With Hard Money Lenders

Remember, not all your buyers need a stack of cash sitting in the bank.

Investors using hard money loans fit perfectly into your wholesale strategy as long as they meet certain qualifications.

So why not make friends with your local hard money lenders?

Get to know them, and then gently probe if they'd be willing to introduce you to their investor clients who are on the hunt for some hot deals.

Here's a quick tip: If the lenders aren't keen on making introductions, no sweat—you've got a workaround. Dive into your county's online public records and check out which properties are under liens from these lenders.

Once you find them, track down the owners directly.

Bam, you've got yourself a new avenue for potential buyers!

Step 6: Snoop Around Section 8

Your local Section 8 office usually has a list of 'approved properties' for the Section 8 voucher program. Each listing has all the landlord contact details you need.

Just give your local housing authority a call and ask for the list.

If that doesn't work, why not drop by and chat with a rep in person?

Let them know you're a local property investor scoping out the Section 8 scene and curious to compare what's already out there.

One way or another, snag that list and then hit up every landlord on it as we talked about before.

It's a super straightforward method to discover cash buyers and even sneak a peek at what they're looking for in their investments.

Also, don't sleep on [AffordableHousing.com](https://www.affordablehousing.com). It's an under-the-radar gem where landlords can post their Section 8 properties for rent, along with all the contact info you might need. Do a quick zip code search to see all the Section 8 rentals in your area, and then you're all set to make your move!

Step 7: Ask Closing Attorneys and Title Agents

Think about it: who's got the inside scoop on the cash-heavy hitters more than the lawyers and title agents who are sealing their deals?

They're already in the loop and pumped about keeping the good times rolling with these players, so naturally, they'd be more than willing to hook you up with another stellar client who's all about closing sweet deals and padding their pockets.

Money talks.

So, the next time you're chilling at your title company's closing table, just throw this out there:

"Hey, who else do you handle closings for that shells out cash for properties?"

Think they'd be into some of the wholesale deals you've seen me handle?

... Awesome, could you hook me up with an intro?"

Pro Tip: Don't forget title companies can be a goldmine for contacts. They can often hook you up with a list of buyers who've made all-cash purchases in your target neighborhoods, complete with price points and dates. Just pop the question and see if they can dish out the details you need.

Step 8: Attend Auctions

Hit up local property auctions and keep your eyes on the biggest players in the game. Whether it's private auctions, local trustee/foreclosure auctions, tax deed sales, or any other type, the people throwing down bids are gold for your network.

Typically, these folks need to prove they have significant funds ready to roll, which is exactly what you want in a potential contact.

So, why not dive into the action?

Show up, mingle, and use your charm. Just remember, keep it cool and casual. These auction regulars can be a tough crowd, often skeptical of newcomers, so it might take a few visits before they warm up to a chat.

When you do get the chance to engage, be clear and concise—maybe even pull someone aside to avoid overwhelming the crowd with your enthusiasm about your wholesale deals.

Believe me, the effort pays off. Many of these investors are quick on the draw and are primarily familiar with buying from auctions. Once you start sliding compelling deals their way, they'll be left wondering how they ever managed without you.

Here's a bonus tip: Some of the bidders might actually represent a buying or bidding service, stepping in for investors who skip the auctions. If that's the case, do a little digging online. Look up properties this service has snagged and track where they end up post-auction. This can lead you straight to a treasure trove of behind-the-scenes cash buyers.

Step 9: Run Newspaper Ads

This one's a breeze.

Pop an ad in the local newspaper to pull in those cash buyers.

Sure, placing a newspaper ad will cost you a bit of side coin, and you might be thinking, "Who even reads newspapers these days?"

Well, you'd be surprised.

A lot of folks still flip through the daily paper, especially the older crowd who aren't scrolling through Craigslist or surfing the web.

And many of these readers are either retired or nearing retirement, looking to park their cash in real estate investments.

They need what you have.

Here's my two cents: Most folks drop their ad in the "Real Estate Services" section, but let's be honest, who even knows that section exists?

I say flip the script—advertise a red-hot real estate deal instead.

Place it in the "Houses for Sale" or "Investment Property for Sale" section. You want your ad right where the real estate action is, not tucked away under a vague category.

Also, keep your ad light on details, especially exact addresses. The less you give away, the more likely they are to call you. If they have all the info upfront, they might dismiss the opportunity without ever reaching out.

And here's the kicker: Position yourself as a motivated seller, not a wholesaler.

Skip the company name and website. Just make the deal sound irresistible. When they call—and they will—dig into what they're really looking for and tailor your approach from there.

If you're short on actual listings, consider running a 'ghost ad.'

Say something like, "Desperate, Must Sell Fast, 3br Fixer-Upper in U of M area, \$39K OBO. Please call for details, 567-1212."

When they call about the deal and find out it's gone, just pivot:

"Oh, that one's taken, but I get these deals all the time. What are you looking for? I'll give you a shout when the next one pops up."

Additional Tips

Okay, now that you're armed with a treasure trove of tactics to build out your money-making cash buyers list, there are still a few extra things you should know.

Implement a System for Organization

Your buyers' list is like the golden ticket in real estate—it's essential and incredibly valuable.

That's why it's important to keep it up-to-date.

You want to make sure you've got the right contacts on speed dial whenever you're ready to pitch a hot new investment opportunity.

And guess what?

You don't even need a fancy customer relationship management system (CRM) to keep your list organized and thriving. Stick to the basics on your buyers' list, including:

- First name
- Last name
- Email address
- Phone number

Simple, right? Keeping these key details at your fingertips means you're always ready to make a move when the market heats up.

Understand the Acquisition Criteria of Each Buyer

When building your all-star buyers list, here are some key details you'll want to jot down to make sure you're matching the right deals with the right people:

- **Location:** Where are your buyers looking to purchase properties?
- **Type of Real Estate:** What are they into? Single-family homes, multi-family units, commercial spaces, or maybe fixer-uppers?
- **Financing:** How are they buying? Cash, hard money loans, seller financing, or traditional mortgages?
- **Max Investment vs. ARV:** What's the max they're willing to shell out, including all those purchase, closing, and rehab costs, as a percentage of the property's value after repairs?
- **Cash-on-Cash Return:** What's the minimum return they expect on each dollar invested?
- **Deals Per Year:** How many properties are they aiming to purchase annually?
- **Price Range:** What's their sweet spot for spending, from purchase price to the total dough, including fixes?

Getting a handle on these specifics can make your list a powerful tool for zeroing in on the perfect investment opportunities for each buyer.

Provide Important Details To The Buyer

Know your buyer; that is the name of the game.

Leverage what you know about your buyers' wish lists to fine-tune your approach to finding sellers.

Say you've got a buyer itching to snap up as much property as they can handle.

In that case, pour your energy into scouting out a bunch of properties you can lock down under terms that fit this buyer's needs like a glove.

On the flip side, if you have buyers who are only in the market for one or two properties a year, you might want to dial back the time spent chasing down those harder-to-find deals for them.

Keep your efforts aligned with your buyers' interests, and you'll make the most of your time and their investments.

Common Mistakes To Avoid

Before you go off and start amassing your wholesale buyer's list, make sure you read our top mistakes to avoid.

It might just save you a lot of money and sleepless nights.

Mistake 1: Failing to Get An Inspection

Most wholesalers are so proud of their charismatic ability to close deals that they don't realize that they might just be getting played themselves.

Sellers might hide issues or be completely oblivious to them.

Always get the property inspected in case there's trouble lurking in the shadows, like a mold problem or gas leak.

Never put a house under contract that nobody wants to buy.

Mistake #2: Jumping In With No Emergency Cash

Up-and-comers are drawn with the allure of making big five-figure paydays without needing any money to get started.

As a wholesaler, all you need to do is sell contracts to investors who buy them from you.

But just because you don't necessarily need money doesn't mean that you shouldn't have any available to invest in this business.

You're responsible for all the marketing, such as running ads and paying for bandit signs. And if, for some reason, you can't find a buyer, you'll be responsible for paying for the house.

Mistake #3: Ignoring The Buyer's Need

The goal of any wholesale deal is to make a profit. But it's easy to focus on your own gain and totally forget about the buyer.

In order for this to work, you need to make sure that it's a win-win for all parties, including any real estate investors that are involved.

That's where you have to factor in the renovations that your cash buyer may have to put money down for.

Pros and Cons

Pros:

1. **Little to no upfront capital:** You don't need a lot of money to get started. Just the willingness to hustle for months or years to gain traction.
2. **Potential for big payouts:** The average wholesaler makes between [\\$5,000 and \\$25,000 per deal](#).
3. **Gateway to real estate investing:** It's a good stepping stone to eventually becoming a full-time real estate investor.

Cons:

1. **Complicated legal terms and paperwork.** Each state has its own [laws](#) on brokers, so you could get yourself into legal trouble if you don't properly communicate with the buyer and seller.
2. **A lot of patience:** It took this wholesaler [ten months](#) to land his first deal.
3. **Inconsistent deal flow:** One month, you might have a lot of interested buyers; another month, it's crickets.

Additional Resources

Don't expect to build a money-making cash buyers list overnight. Chances are, this is something you'll need to cultivate for years and years until you bring the right people to your real estate investing business.

All that said, if you need more help, here are a list of additional resources you can turn to:

- **Bigger Pockets** is a website with over 2 million members that helps people find deals, partners, and financing and make the best decisions possible. They also offer investment education, webinars, and networking forums.
- **LandGlide app** contains a treasure trove of information, including a database of nationwide properties to help you find potential sellers.

- **Dealmachine** takes the tedious parts away from driving for dollars. It's a CRM-based tool that lets you track where you've been and consolidates those potential leads in one place.
- **Propstream** is a high-tech research and marketing tool that gives wholesalers the intel they need to succeed. It lets you generate a leads list, get details on a property, estimate rehab costs, analyze deals, and contract potential sellers.
- **The Beginner's Guide To Wholesaling Real Estate: A Step-by-Step System For Wholesale Real Estate Investing** by Jeff Leighton: In this book, Jeff gives you a roadmap for starting a successful real estate wholesaling business. He also covers effective ways to build a cash buyers list and common mistakes to avoid.

Conclusion

TAKES A SIGH OF DEEP BREATH

There you have it.

I proudly present to you the 9 battle-tested, surefire strategies to build a lucrative cash buyers list for your wholesale deals.

All in a good day's work.

Hopefully, you're now in a much better place because you have a Rolodex of strategies at your disposal to find your next deals.

Happy hunting!