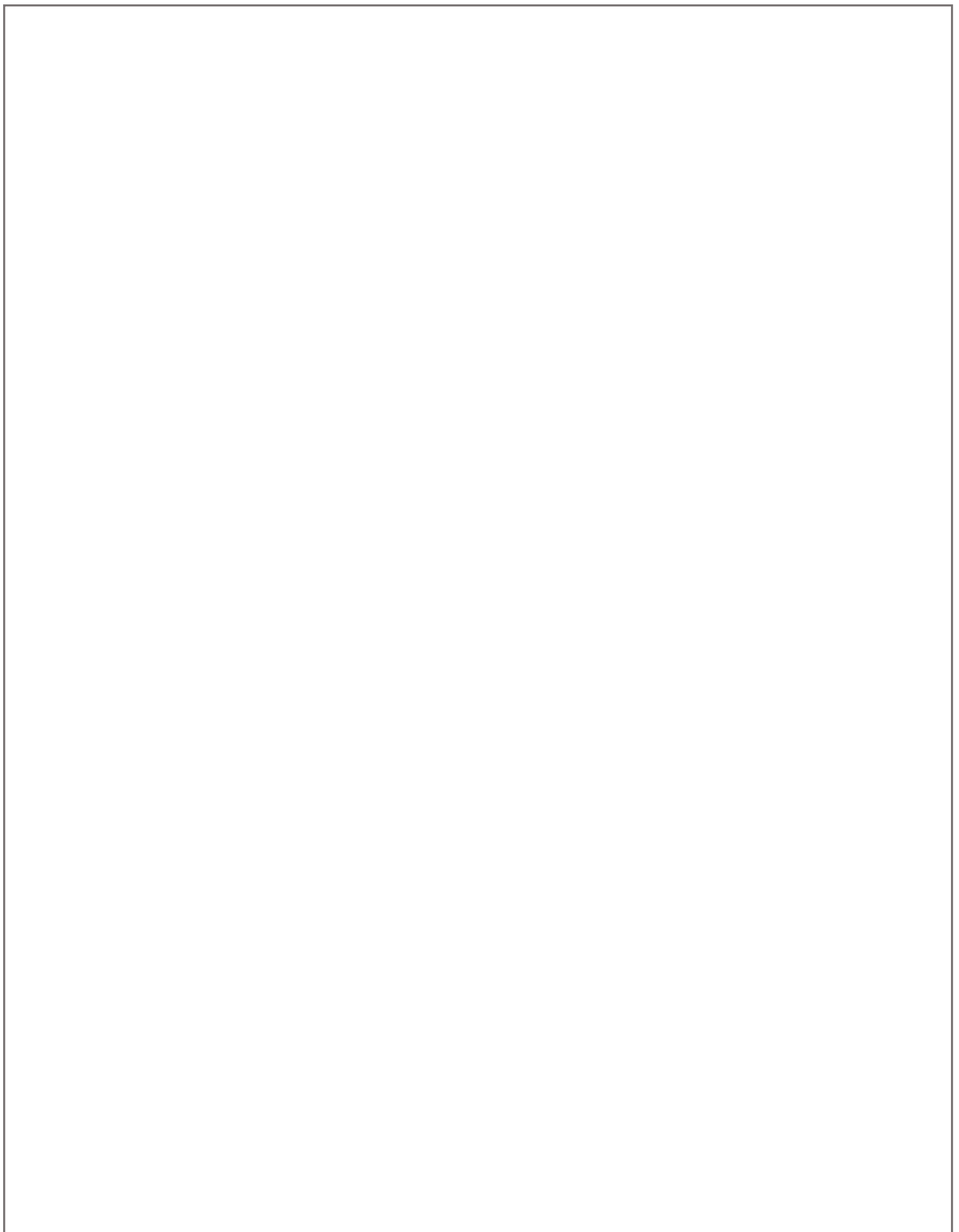




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List Source Marketing List

Residential 2-4 Units
Out-of-State Owner
High Equity



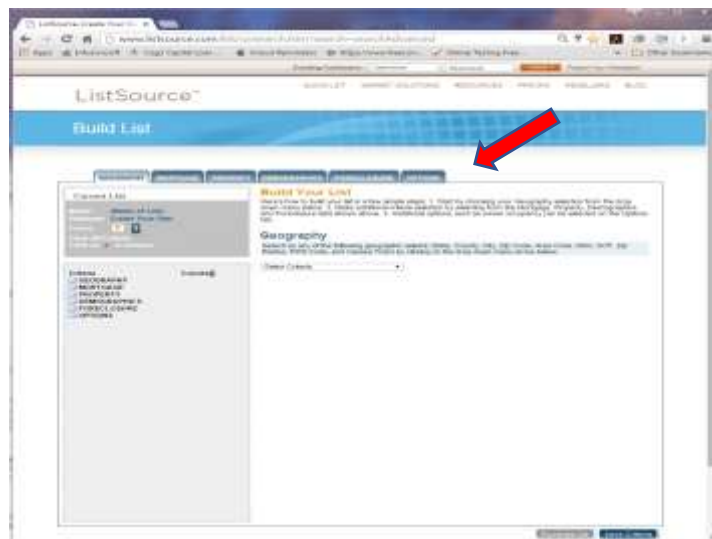
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Step by Step

You must know what type of demographic fits the mold of what you are trying to accomplish. Depending on your goal, you will want to choose different criteria to pull your marketing list. You are in control. We will be looking for multi-family property where the owner lives out of state from the property in question.

Step 1: Getting Started

- Pull out credit card so you are ready to pay for your list at the end.
- Go to listsource.com in your favorite browser.
- Remember, out of state owners with multifamily property in your market is our goal.
- Assuming you are a new user to ListSource, click on the “Build List” button on the left hand side. (If you are a returning user, start by logging in at the upper right-hand side.)
- We will be using the list of tabs located horizontally across the page – Geography, Mortgage, Property, Demographics, Foreclosure, and Options.

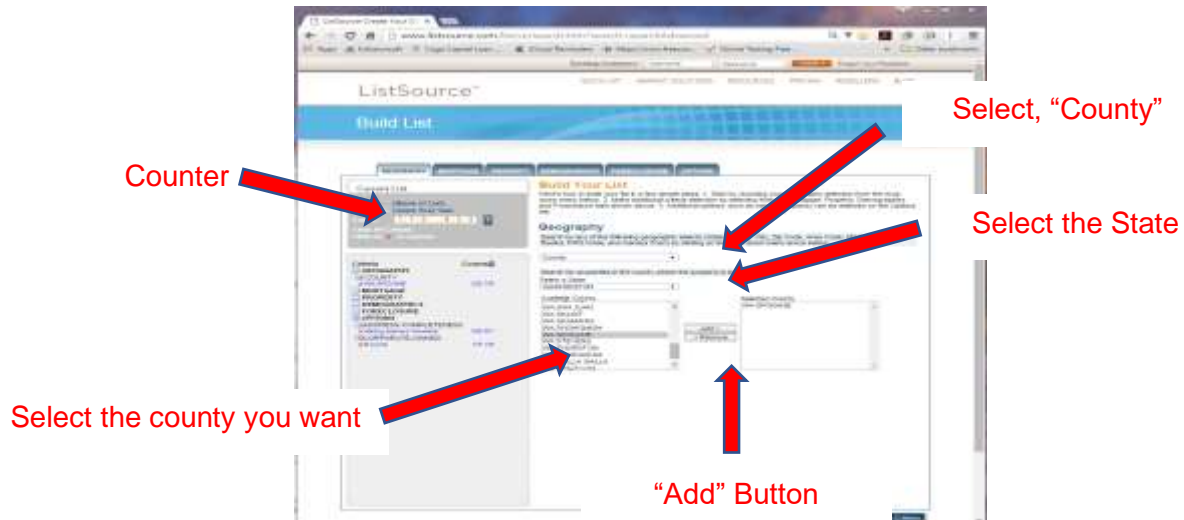


Step 2: Geography Tab

- Under the Geography tab use the drop-down menu “Select Criteria” click on “county”.
- In the “Select State” drop down menu click on your state.
- In the “Available County” menu select the county or counties that you are interested in finding properties in. Click the add button to include them on your list.
- Watch the “Count” gage on the left to monitor how many contacts you have found with the criteria that you are using. Each time you change the criteria the count will be updated. Typically, you will want to pull between 350 and 500 names. If your list falls out of this range adjust your criteria. You should have a very large number (in the

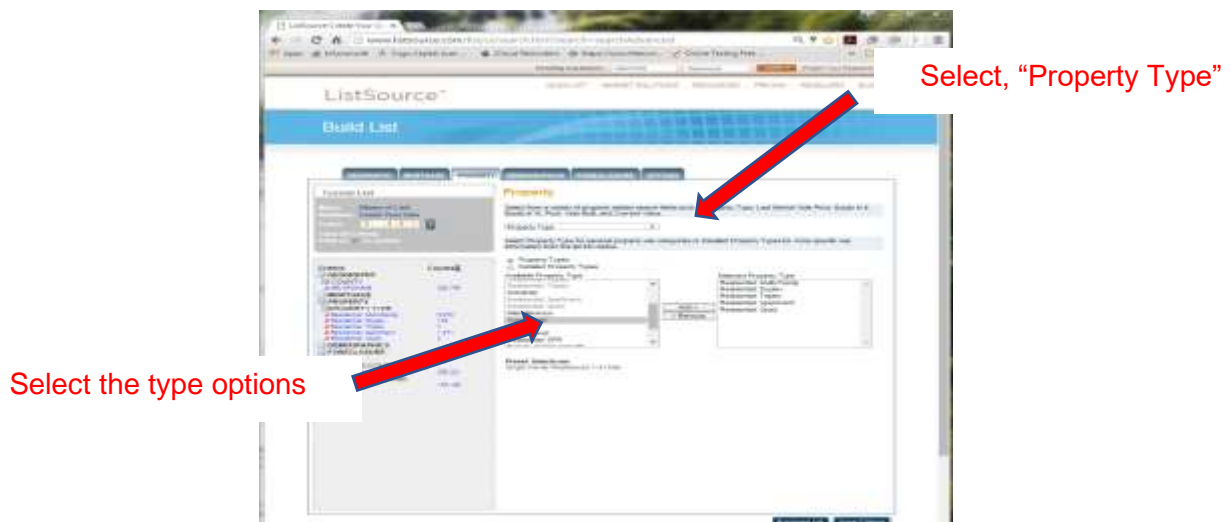
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thousands) of contacts in your list at this time. Do not worry, we will narrow it down in the next steps.



Step 3: Property Tab

- Click on the "Property" tab along the top.
- In the drop-down box "Select Criteria" click on "Property Type." After you complete this step the next box will appear.
- You can explore the options here later. For the purpose of this class the following options were selected: Residential: "Multi-Family," "Residential: Duplex," "Residential: Triplex," "Residential: Apartments," and "Residential: Quad." If needed to control the number count, you can subtract some of these categories or add to them.



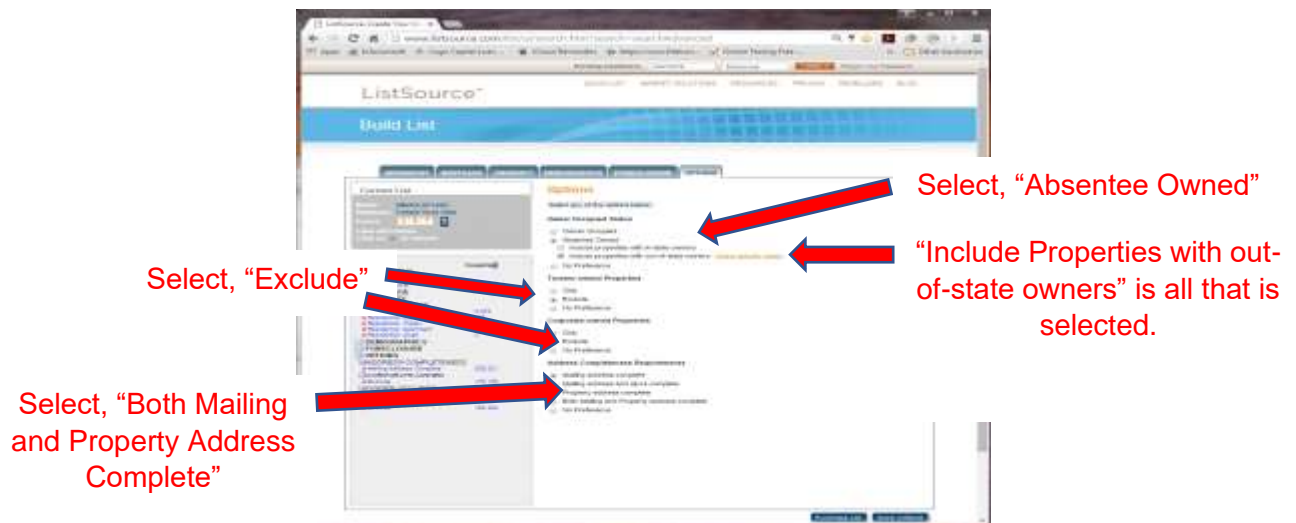
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Step 4: Watch your Counter, Criteria and Other Options

- Watch the Counter on the left-hand side? You should notice a significant change in the number of contacts. You should also notice counts being tracked based on the individual criteria that you have selected.
- Click “Demographics” at the top if you want to narrow your list or target certain homeowners. You can explore your options here but for our purposes we will not use any of these criteria.
- Click “Foreclosure” at the top if you want to narrow your list or target certain properties that are in various stages of foreclosure. You can explore your options here but for our purposes we will not use any of these criteria.

Step 5: Options Tab

- Click “Options” at the top.
- In the “Owner Occupied Status” select “Absentee Owned.”
- Under “Absentee Owned” Make sure “include properties with out-of-state owners” is all that is selected. This is because we are going to focus on out of state owners.
- In the “Trustee-owned Properties” section select “Exclude.”
- In the “Corporate-owned Properties” section select “Exclude.”
- In the “Address Completeness Requirements” select “Both Mailing and Property address complete.”
- Watch the Count on the left. Remember that the goal is between 350 and 500. If this is not achieved, you will have to go back and adjust the criteria that was chosen.



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Step 6: Purchase your List

- If the Count is close to what you want, click the “Purchase List” button at the bottom right.
- Create a Title for your list by filling in the box that is label “Enter a name for the list you are building:”
- Follow the instructions on the page to create your ListSource account and then to purchase your list.
- Make sure you select the button that says that you will be using the data purchased through ListSource for “Direct marketing solely for my individual or company use.”
- Note that there are several add on option that you may or may not be interested in at check out. For our purposes none need be selected.
- Pay for list – PayPal/credit card etc.
- Download/export list into an Excel file – see, “Formatting your List for Optimal Usage below
- Market to your new list – see, “Yellow Letter” below.

Formatting your List for Optimal Usage

Once you download your list from ListSource you will discover that the list is not very user friendly. You will need to reformat the spreadsheet to optimize it for your usage. From the home page of the Lee Arnold System of Real Estate Investing membership site, click on the icon that says, “The Rule of 56 – Basic Version.” Here you will find a video walking you through the steps to reformat the list. The video is titled, “How to use the Tracking Spreadsheet for Implementing the Rule of 56.



The Rule of 56 – Basic Version

The image shows a screenshot of an Excel spreadsheet. The title bar at the top reads "Rule of 56 Tracking Spreadsheet - Microsoft Excel - Rule". The ribbon at the top includes "File", "Home", "Insert", "Page Layout", "Formulas", "Data", "Review", "View", and "Help". The spreadsheet grid is visible, with columns labeled "OWNER'S NAME", "OWNER'S CONTACT INFORMATION", "SUBJECT PROPERTY INFORMATION", "INDUSTRY OF COMPANY", and "NOTES". The first row is highlighted in orange. The spreadsheet is currently empty, with a "GROUP 1" label on the left side of the grid. The status bar at the bottom shows "Rule of 56 Success Matrix", "Mail & Call Tracking Sheet", "Networking Event Tracking Sheet", and "Other Tracker...".

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A pre-formatted tracking spreadsheet for your use is also downloadable from this location. Find the icon that says, “The Rule of 56 Tracking Spreadsheet.” The video noted above includes how to import the data you receive from list source and how to utilize the tracking spreadsheet once you import the data.

The video will show you what columns need to be moved around and adjusted. Some will even be eliminated. As you proceed through this reformatting, be careful to maintain the distinction between the mailing address of the owner and the property address.



The Yellow Letter

There are a few things you need to do to conduct an effective “yellow letter” campaign. Make the letter handwritten or use a font that looks like handwriting for the letter. Print it on yellow paper. Use a nonstandard envelop, colored preferred. Do not put a business name on the envelope, just a return address. Below is a sample letter for you to use:

_____, 2020

Dear _____,

My name is _____. I am a real estate investor, interested in purchasing your property located at _____.

I have all cash and can close quickly. Please contact me directly at _____ or via email at _____.

Yours in Success,

Real Estate Investor

PS: IF you have another property in the area that you considering selling or you are just not sure, give me a call and let's talk about it.

THE *Leafly*
SYSTEM OF REAL ESTATE INVESTING

THE LEE ARNOLD SYSTEM
Step One
Training You to Achieve Real Estate Investment Success

COGO CAPITAL
Step Two
Providing Funding For All Your Real Estate Investment Deals

LAKE CITY SERVICING
Step Four
Servicing Your Private Money Loans So You Can Make True, Passive Wealth

SECURED INVESTMENT CORP
Step Three
Providing You Strong, Double-Digit Returns as a Private Money Lender

