

Real Estate Investment Network's

Top 120 Ways to Find Real Estate in ANY Market Conditions

A Brainstorm List To Finding All The Properties You'll Ever Need
To Keep Your Momentum Going

*Inoculating Yourself Against The Sophomore Virus
Part #1*



105 – 150 Crowfoot Cres NW #1018 Calgary, AB T3G 3T2
Tel 1-888-824-7346 Fax (403) 241-6685

Top 10 Ways To Find Real Estate

The Ultimate Brainstorm List

The following is a compilation of the many different ways that REIN Members uncover properties that fit the system. This is just the beginning of an extensive list that you are going to continually add to. Remember the Sophomore Virus can infect us at any time, this list will help inoculate you against the inaction symptoms.

Use this list as the beginning of your own personal brainstorm. Which ones can you use, how can you combine two or more. Be creative and you'll be able to add to the lists!

Use newspapers, classified ads and on-line sources:

- a. Rental Ads – Motivated Vendors!
- b. **Bargain Finder**
- c. Edmonton Journal
- d. **Edmonton Sun**
- e. Edmonton Examiner
- f. **Calgary Herald**
- g. Calgary Sun
- h. **Calgary Mirror**
- i. On-Line Ads
- j. On-Line Chat Rooms & Forums
- k. **Real Estate Weekly**
- l. Real Estate News
- m. **Western Investor**
- n. REIN Classified Ads at www.albertarein.com
- o. **Buy banner space on targeted sites. Seniors Sites, U-haul sites, For Sale By Owner, moving company, sites**
- p. List your classified at Buy-Sell.com

Your Ideas:

FSBO's

- a. **Look for Signs in your target area (cheap and faded ones = motivation)**
- b. Look in newspapers and other ad sources for FSBO Ads

c. **Web Sites:**

- a. www.Buysellbyphoto.com
- b. www.ab4sale.ca
- c. <http://canada.homesalez.com>
- d. <http://www.maplespace.com>
- e. <http://www.privateforsale.com>
- f. <http://www.forsalebvownercanada.com>

Build Realtor Relationships:

- a. **Build a relationship and give VERY Specific Instructions with a Realtor.**
Once the relationship is set, use them as your buyer's agent as well.
- b. Access www.MLS.ca Find who focuses on YOUR type of property in YOUR target neighbourhood.
- c. **Fax to Target real estate offices. Be creative – position yourself as a problem solver (eg Looking For Rundown Properties – Can Close Quickly!)**
- d. Review the Real Estate TV channel to find realtors who list your target type properties.
- e. **Take your realtor with you to FSBO's and pay them a cash amount if you buy. Realtors spot FSBO signs before anyone else and they will call you next time they see one... they become a second pair of eyes for you, especially if they know they'll get a fee for finding it for you without listing it.**
- f. Make a list of all the realtors you've ever spoken with and make a point of talking with at least one of them everyday for a month.
- g. **Put your business card on the windshield of every car at the head office of the Real Estate Boards.**
- h. Use a hungry (but not starving) realtor. Hungry keeps them on their toes, starving means they're not that good and will come across as desperate to the other parties.
- i. **Marry a realtor!**
- j. Give incentives (free trips, dinners, show tickets) to realtors who bring you the properties that fit your system.

Your Ideas:

Canvassing – Pounding The Pavement

- a. **Enquire To Multi-Family Property Owners. Pull title and contact owners.**
- b. Network with Fellow REIN Members.
- c. **Knock On Doors.**
- d. Drive through your target neighbourhoods.
- e. **Tell everyone you know that you're looking for real estate.**
- f. Every time you look at a property, ask the owner if they have any others they (or someone they know) might be selling.
- g. **Have your assistant canvas an area for you.**
- h. Give your Property Manager a 'bonus' if they find you a property in the neighbourhood.
- i. Walk a target neighbourhood and leave a "I Buy Houses" in prospective mail-boxes (or knock on the door!)

Be Pro-Active in Your Marketing and Advertising:

- a. **Place Ads In Newspapers – "I Buy Houses – Your Price!"**
- b. Drop Flyers In Target Areas. "Paper" the area you want to buy in.
- c. **Place Ads on www.albertarein.com**
- d. Use "Guerilla Marketing" Business Cards. Tell a story, avoid the corporate look.
- e. **Post Notices / Flyers / Business Cards in local coffee shops & grocery stores.**
- f. Maximize the use of community bulletin boards in your target area.
- g. Create a Letter **"My wife has fallen in love with your house... name your price"** or **"I Will Buy Your House - Your Price"** and get it into the hands of the owner (samples on Members Only Critical Forms of www.albertarein.com).
- h. Offer your tenants an incentive if they let you know when a similar property (in the area) becomes available.
- i. Put a notice up at the local Post-Secondary Institution that says **"Attention First Year Students: Would you like to get your rent back when you graduate?"**
Get any of the people who reply to contact their landlord to see if they would sell. If they will, do a JV with the students. They are first time home buyers, you put the 5% down. They live there, pay the mortgage, pay the bills and manage the property. You split the equity with them when they graduate.

- j. **Take note of undesirable properties talked about in the media (i.e. The local house filled with cats, you could pick it up for cheap. How about a house where a crime was committed?).**
- k. Create large print media ads to attract people to your ‘We Buy Houses’ web-site.
- l. **Place ads on video and game boxes at independent video stores. Either pay the video store for the space, or give them a ‘bonus cheque’ for every property you buy from their clients who respond to the ads.**
- m. Advertise in niched or professional periodicals. i.e Senior papers, university papers, Western Sentinel (military), ADHA, Nursing etc.
- n. **Pay OTHERS to put “We Buy Houses and your phone number” on their cars, trucks, trailers, cargo vans etc. A great way for some people and companies to get a portion of their car ‘paid for’ How about taxis, couriers, delivery companies, pizza delivery, or independent rental car companies etc!**

Your Ideas:

- o. Place business cards on windshields at fairs, conventions, events etc.
- p. **Develop an ad for the start of movies to be shown in your target community’s movie house.**
- q. Advertise in the local church bulletins in your target area. Either ‘We buy houses, or Houses for Rent’
- r. **Be a part of the local Welcome Wagon program. Develop a flyer that tells them that you buy and sell houses (and you’re not a realtor) and when they’re ready to move you’re there for them. In addition to finding properties, many of the Welcome Wagons go to renters, a good market for your buyers list.**
- s. Sponsor the ‘Lunch Trucks’ that arrive at construction and office sites. Have them hand out flyers, mark their trucks etc with: “I Buy Houses” type marketing.
- t. **Place “I Buy Houses” ads on the radio and the TV Guide channel**
- u. Use REIN Meeting Infomercials Every Single Month.
- v. **Purchase advertising on TV (TV Guide channel etc). Get Potential Sellers To Call You BEFORE they list.**

- w. Bandit Signs “I Buy Houses” placed on telephone poles and in your target neighbourhoods and high traffic areas (check local regulations).
- x. **Place Display Yellow Page ad in “Real Estate Brokers” section stating ‘WARNING – Do Not List Your Home Until You Read This Special Report.’ Call Today to get your FREE Copy!’ Use Red Ink For “WARNING!’**

Ask For Referrals:

- a. From Previous Sellers
- b. From Family Members
- c. From Co-Workers
- d. From Friends
- e. From Divorce Lawyers
- f. From Real Estate Lawyers
- g. From Estate Lawyers
- h. From Current Joint Venture Partners
- i. From Mortgage Brokers

Time For Some Very Creative Strategies

- a. **Target a Property, Pull Title and Contact Owner.**
- b. Maintain contact with local bankruptcy / divorce lawyers.
- c. **Tuesday morning at master’s chambers at Court of Queen’s Bench look for people going to court against banks.**
- d. If title search shows liens against the property, vendor may be motivated.
- e. **Make sure your banker knows you’re looking. They may be one of the first to know when someone is selling.**
- f. Visit garage sales. Often the sales are held as a clean-up before they bring in a realtor (or they try to sell it themselves). Be pro-active and ask the owners if they are thinking of selling. And even if they aren’t, leave them one of your guerilla business cards.
- g. **Most office buildings have security guards who arrive at 6:00am and have nothing to do. Buy them a coffee every morning on your way in if they’ll check the paper for new listings for you before you arrive. Then pay them \$100 for every property you buy that they found.**

- h. Estate Sales, contact the estate sales from the classified ad and ‘solve their problem.’ Tell them you buy real estate quickly.
- i. Build relationships with Divorce and Bankruptcy lawyers**
- j. Use Your Chamber of Commerce Contacts
- k. Use Point of Purchase displays at retail outlets**
- l. Create a relationship with Managers of Old Folk Homes/Lodges where people are on a waiting list to get in. As they get near the top, you buy their house, solving their problem.
- m. Always carry your “ Real Estate Investment Network™” bag everywhere you go, meetings, beach, camping. It works well as a ‘real estate conversation starter, which you can then shape to whatever you’re looking for (to buy, to sell, to rent, to do Joint Ventures)**

Your Ideas:

- n. Develop a school or club fund raiser, you create an ad or insert into their newsletters (to parents or their members), then if you end up buying a property from the ad then the organization receives a bonus fee. This allow the organization to generate passive cash doing what they already do... distribute newsletters.
- o. Look for bad-news media stories about a neighbourhood. Investigate whether it is a long term (or short term) problem. Short term problem provides you with a great buying opportunity. Send flyers, letters out to the owners offering to purchase their property.**
- p. Print-up “I buy houses” golf balls with telephone number... distribute them at tournaments (or play very badly so you lose lots for others to find!)
- q. Contact disaster recovery and fire-flood restoration companies, have them present your ‘I buy houses’ flyers to the current owners.**
- r. Create a media event showing how you saved someone from bankruptcy by buying their house at a fair price. Leaving the viewers with the message that you will treat them fairly AND that you want to buy more of these types of properties.

- s. **Position yourself as a ‘problem solver’ to the Human Resource Departments, Headhunters, Military contacts, major employers. You buy properties from transferring employees at a fair price – quickly.**
- t. Advertise “I buy houses” in “Pay Day Loan” companies offices and Pawn Shops, once again positioning yourself as a ‘problem solver.’ Never take advantage of people in tough situations!
- u. **Pay people to attend large events (fairs, Stampede, concerts, Festivals) wearing your “I Buy Houses” T-shirts and to hand out your guerilla business cards for everyone who inquires. As a bonus, the person wearing the shirt puts their name on the card and you give them a bonus for every property you buy from someone calling off of the card they distributed.**
- v. Sponsor teams to get your name out in your target areas. Dragon Boat teams, minor hockey teams, baseball/softball teams etc. They become the “We buy houses” team! A great way to support the community you’re investing in.
- w. **Create relationships with builders and developers. Buying the older houses from the people who are getting new houses built. Renting them back to the people as they wait for the new house to be finished.**
- x. Get in with developers and builders. Often they will have prospective purchasers who need to sell their home in order to buy from the developer. The developer can save them time and money by putting them directly in touch with you the buyer.
- y. **Upon reviewing the “For Rent” ads, call the owners and ask if they are interested in selling Always ask the seller if they have any other property they are considering getting out of.**
- z. Create a relationship with a local U-Haul office, post flyers. When people are considering moving, they often check out U-Haul prices etc before hand.
- aa. **Watch for neglected houses in your target area, pull the title and contact the owner. Often they are very motivated to sell.**
- bb. If you are looking for the Legal Land Descriptions to pull titles for contacting the owners of properties you are interested in buying, try www.spin.gov.ab.ca , click on Public Access, select map search. It's a little awkward at first but you can find any LLD in the province.
- cc. **Set up a web site for people to list their properties on... then buy the best ones!**

- dd. As you drive around, keep an eye out for neglected properties. Pull title on these properties and direct-mail the current registered owner.
- ee. **Give incentives to taxi drivers, couriers and pizza delivery, newspaper paper delivery people, cleaning companies, electric meter readers, mail carriers etc to scout properties for you. They become your eyes in the marketplace. Give them the parameters you're looking for – pay them for every property they find that fits the parameters (or that you buy).**
- ff. Place ads/signs on all of your rentals that say 'I Pay You To Find Me Houses! Realtors Welcome!' Call 555-5555 for more details

WAY OUT OF THE BOX IDEAS – Read with caution. Use these ideas only to spark your own ideas.

- a. Go to unemployment lines, or look for 'major lay-off announcements' and solve their problem, if they are afraid of losing their house you may buy it (giving them the money they need to live) and they may even want to rent it back from you. The key is not to be a vulture, but to help them!
- b. **Develop relationships with Funeral Directors and divorce lawyers – Solve the property disbursement problem by having your 'classy and caring' ad in their office.**
- c. Buy "Above Urinal Ads" stating 'Landlord Pi*s you off, call us and flush away your problems.
- d. **Buy 'In washroom stalls' ads. "Ready to dump your house, we buy houses for cash, quickly. Call us today at "**
- e. Attract RRSP monies by advertising in Union Locals' publications
- f. **Create fortune cookie messages "The time to sell your house is now. Call Bob at 555-5555"**
- g. Operate a float in the local parade in your target area.
- h. **Operate a booth, on an ongoing basis, at the local Farmer's Market or other community event**
- i. Get your dog a sweater to wear in the winter that says 'We Buy Houses!' Dogs already attract people, why not make it a conversation piece.
- j. **Sponsor Chuck Wagon Canvases. Expose your message to a large market**

- k. Buy 'Hockey Board' space with your message either in local arenas (in your target communities) or at the NHL level. At the higher levels, might be a great joint venture with other investors – share the cost, share the leads.
- l. Create a “mascot” who attends all of the ‘Home Shows, Car Shows, Festivals, large community events’ wearing a shirt with ‘I Buy Houses’. They hand out your contact cards.**
- m. Look for “Vacation / Recreational Property for sale” ads. This may be an indication that the vendor is selling their other (residential) property due to a change in their situation (financial or personal) and may be quite motivated
- n. When you buy a car for your kids, put ‘We Buy Houses’ on it so the cars will become your billboards, and often can be a tax write-off in your business. A cheaper way to get your kids the car they want.**
- o. Put on a “How to Sell Your House” Seminar, do a joint venture with another investor. Show them how to sell their house AND at the same time see if there are any properties in the group that you want.

Now it's your turn. This list of over 120 sources to find real estate was developed exclusively by and for REIN™ Members. It is designed to be an ideas-sparker, or brainstorm sheet.

After reading the amazingly creative ways in which your fellow REIN™ Members find real estate in any market, you'll have probably thought of a list of your own. Make sure you write them down on the space below. Don't edit your ideas, make them as outlandish as you can... it does not mean that you need to follow through with most 'out-of-the-box' ideas, however they too will assist you in the future as part of your brainstorm exercise.

Your fellow Members have graciously shared their strategies, now it is time to add to the mix. Put together a list of strategies (1, 2 or 10 strategies, your choice) that adds to the above and send it directly to admin@albertarein.com. We'll make sure that Members are supporting Members on an ongoing basis... and that is what helps to make this the most successful real estate networking group in North America.

Your Ideas:
