



How To Stay Front And Center

Your primary purpose is to stay in front of the REO agents for future good deals. It relaxes them because they will begin to understand that you are persistent and professional in your pursuit. Additionally, it will serve as a constant reminder and keep you on top of their mind. If your email happens to be in their inbox, they don't even have to look up your information. They can simply respond to your email, or they should be able to find your phone number on the signature of your email. Sometimes just having your number on the first page of their screen will be the difference between them calling you and forgetting to.

The email campaign works great when you are consistent. If you are diligent about doing this every two weeks, you will be amazed at the long term results. You will typically only get responses from those agents with whom you have spoken. You may find it helpful to send to 40 or 50 agents, but it really only works if you take the time to call them. When I send the email to 100 agents with whom I have never spoken, I will get responses from about 8-10 agents the first day and another 5-6 agents within 7 days.

After being consistent for a number of weeks with the email, you will have better conversations with the agents on the phone. I recommend that you try to talk with all 20 agents at least once a month. Call them about a specific property and then ask if they have any good deals. Do not spend too much time on the phone with them unless they are encouraging long conversations. Because they are so busy managing these properties, you may put yourself at a disadvantage by talking with them too long. You will be rewarded in the long run. Visit www.zzzinvestors.com for more tips and information about getting ahead in the real estate market.

How do you get to the good deals first? To start, you need to personally know the top 20 REO agents in your area. If you do not know who they are, you can discover that quickly by searching all the listings or through the websites. Visit www.zzzinvestors.com to learn how to obtain this vital information. The best way to get to know them is to meet them face to face at least once. Either show up at their office, or invite them to lunch. At the very least, make sure that they know you from multiple phone conversations. Do not put them on the defensive.

Brad Zitzner is a real estate investor, coach, and realtor. Brad has bought or sold over 150 properties. His web based Property Management System "ZZZ Real Estate" helps real estate investors remove the chaos and paperwork from their real estate business. To get Brad's FREE real Estate ebook go to www.zzzinvestors.com