



JAY MORRISON ACADEMY

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100 Ways to Find Great Leads

Pizza Boxes: Pizza boxes are a great way to advertise. Many pizza boxes reserve space on top of the box specifically for advertising.

Apparel: Logos on clothing such as t-shirts, hoodies and hats as well as bags is extremely effective.

Garage Sales: Helpful to know if they are moving.

Vacant Properties: Watch for signs of neglect or boarded up areas.

Relocations: Finding people that need to relocate is extremely helpful for specific loan types.

Neighborhood Familiarity: Good to really get to know the neighbors by walking around or driving through the neighborhood and talking with them.

Direct Mail: We discussed this technique in depth and I told you this was my favorite!

Blue Tarp: If you notice a blue tarp anywhere on or around the property, write a letter to them since this is usually a sign of distress.

Boarded Windows: This is an extreme case of distress that is visually evident from the outside.

Title Companies: Great to meet as many people as possible, especially title attorneys and closing agents. The right title attorney knows all the right individuals.



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Military Transfers: For anyone needing to buy and sell off-base housing, military bases offer a market of individuals who are constantly looking to buy and sell.

Property Insurance Brokers: When someone dies, the life insurance broker is one of the first to be notified. Policy changes from owner occupant to landlord or vacant house coverage.

Business Cards: Great for giving out to any individual that you meet. Hand them out everywhere you go and start building your network.

Advertising: There is nothing better that one can do for their business than advertise. Advertising includes simple ads with a unique selling proposition (USP) in newspapers, flyers, and online.

Eviction Court: If you are looking for a landlord, then look here first. They may just be fed up!

Tax Deed Sale Properties: Do your research first! (May be subject to right of redemption, previous owner may have up to a year after the auction to pay tax balance and keep the home.)

Social Media: The most modern and effective (free) advertising technique, including Facebook, Twitter, LinkedIn, Instagram and YouTube.

Attorneys: Attorneys work with probate, family law, real estate, and divorce issues. They are also extremely connected!

Pens: Always beneficial to buy as many pens as possible with your logo and to put them wherever possible, everywhere essentially!

Expired Listings: An investment friendly realtor is the way to go in this category.



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The Mail man: There is no one better to show you around a neighborhood than a postal worker, they know all the ins and outs of homes in the area.

Judgments: These can be found through the assistance of others or through public record.

Charitable Groups: These groups are keen on cash but tend to receive real estate investments consistently.

Termite and Pest Control Companies: These companies are good lead sources since most great housing investments will have a few problems such as termites and pests. They can direct you to the homes with infestation, make them an offer and see how it goes!

Lis Pendens: If there is a foreclosure, then this notice appears in the ways of a law suit.

Credit Repair Agencies: These agencies see many distressed clients who are in dire need of assistance. Credit repair agencies are geared towards helping people who have experienced credit problems.

Funeral Homes: The staff usually has a relationship with decedents before the information goes out to the public, they are the first to know vital information.

Building Inspectors: They look at plenty of real estate and often discover a distressed property or two... Why not pay them for referrals?

Nursing and Retirement Homes: People are looking to sell their home just so that they will be able to go into one of these facilities.

Withdrawn MLS Sellers: These listings are usually eager sellers.



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Bulletin Boards: Advertising on the boards in supermarkets, coffee shops, restaurants, and shopping malls is effective.

Auctions: These are extremely quick and can be costly if the right precautions are not taken into account. It is important to research auctions if you plan on going to one. The first few times, simply observe the auction taking place, then learn values and repair costs before bidding on a property. Some auctions are great to attend and to bid but don't get too excited, stick to your number and practice the art of patience.

Foreclosure Auctions: These auctions are not for the faint of heart and are reserved for very experienced individuals.

Sheriff Sale: No different than IRS or Foreclosure sales.

Web Sites: These days, blogs and other websites are very popular. The internet is the best place to gain valuable information and to gain an online presence as a home buyer. For page ranking, search engines prefer blogs over other types of websites.

Appraisers: Same reason as building inspectors

Farming Target Areas: Beneficial to become the expert in your area!

Real Estate Agent Referrals: There is no better person to reach out to than a real estate agent. They are paid to know about the homes and properties in a specific area and when a referral is involved, everything works out better overall.

Public Speaking: This is a great networking opportunity. Start by becoming a member and start talking. Some leading public speaking groups are the Rotary, Lyons, and Kiwanis Club groups.



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Bandit Signs: Beware of violations prohibiting signs (especially in small towns), many areas only allow signs on weekends. A bunch of money can be made using bandit signs, but check local ordinances first to avoid the hassle.

Estate Sales: This is an amazing resource since financing is often involved along with a variety of wonderful properties.

Car Repossessions: Take into account, if a car is getting repossessed, then the homes is not too far behind.

Quit Claim Deeds: Get familiar with this type of deed, usually means there is something not right with the property or owner(s) and they may want out!

Short Sales: Amazing deals can be found through this option.

Family Members: The best referrals come from family members, so be vocal and tell everyone what you are up to and what you are doing.

Retirees: Great for seller financing since many are out of work and seeking residual income opportunities.

Hair Salons: People talk at hair salons and that's why they are great places to gather information and spread the word. There is no place better to gossip than that at a hair salon.

Properties with Liens: These properties include tax liens, HOA liens and mechanics liens.

Door Knocking: Tell everyone that you are looking to buy a home in the area. This method is not great for everyone but does work great for some.



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Bird Dogs: These are usually people who are new to the industry. You can train these individuals to search your criteria and become extremely helpful to your business venture.

Television: The reality is that advertising on cable is usually very inexpensive, especially when utilizing off-peak times.

Mobile Homes: These properties tend to be neglected, owners often get fed up and want out! It is best to get to know park managers whenever possible.

Section 8 Landlords: There is a list maintained by each county. Send mailers to them regularly.

Carpet Cleaners: If there are these cleaners parked in front of a home, the owners may be looking to get the home ready a sale.

Radio Ads: Generally, radio ads are not very expensive. The only catch is that for them to work, they must be on for a very long time. But, they can be helpful if the right due diligence is followed.

FSBO Signs: Mail a letter or directly contact them since this illustrates a for sale by owner situation.

Courthouse Data: This data is very helpful. Information such as probate court, divorce proceedings, code violations, evictions, and tax liens are included within courthouse data.

Friends: Friends come in very handy in terms of home sales. Most people know at least 1 or 2 people who are looking to sell their own home.

Condemned Houses: This free list is provided by a variety of different counties.



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Networking: This is the chief way of conducting any type of business. Networking could include speaking with investors at REIA's, work parties, investment groups, religious services, clubs, and events. Get to know everyone!

Structural Damage: These properties are much more inexpensive than traditional properties and most problems can be fixed with minor maintenance. Fire damaged homes are especially valuable.

Flyers: To save the most amount of money, cut flyers in half and print 2 to a page. The most important aspect about this is distribution, put them on car windshields, at the mall, at restaurants, while traveling, etc.

Car and Truck loaners and dealers: Many people who choose to get a car might be losing their home soon since some people put precedence on a car over a home. They may even be looking to sell a vehicle, which means they are behind on bills. Make sure to look for "buy here, pay here" car and truck dealers.

Wholesaler Lists: Important to find the best wholesalers in your area by being a part of the local REIA. The right wholesaler will be able to find multiple properties.

Lenders: Smaller regional banks are perfect for insider REO's. Banks and REO's including private lenders, hard money lenders, and mortgage brokers.

Classified Ads: "For Sale" section and search for keywords: divorce, want to buy, for rent by owner, transferred, owner financing, motivated, and etc..

HUD Foreclosures: Some great websites for this includes homepath.com and Hudhomestore.com



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Rental Agents & Property Managers: Great to get to know them and tell them that you are looking to buy. If you buy, they can manage, it's the perfect package deal!

Investor Package Deals: There are many things that an investor might be interested in from discounts, seller financing, as well as retiring and cashing out their portfolio.

Magnetic Car Signs and Wraps: Many people are doing this nowadays and it is extremely effective for getting the word out. There are certain rules when it comes to certain vehicles, but if you are able to put a car sign or wrap on a car, then drive that car as much as possible and park it in a shopping mall parking lot on the weekends.

Title/Quick Loan Companies: People in need of money turn to these places for a way out of debt. Build a relationship with the employees for lead referrals.

Door Hangers: Pre-printed post-it notes work in this situation as well as traditional door hangers. There should be messages printed on the front as well as an advertisement or another message printed on the back. On Pre-foreclosures, door hangers are extremely effective.

Accountants and CPA Firms: Accountants have many clients and know a lot of people, ask them about their clients who have financial problems and could possibly use some assistance.

Tax Lien Certificate Properties: It is very beneficial to buy tax liens, but it can be a challenging if not, daunting experience. A great level of education needs to be put into place when buying tax liens. Sending letters to homeowners of tax lien information is also helpful, and the information is usually posted online at a later date.

City & County Inspectors: It is great for the community if you buy distressed properties and rehab them. But, it is important to always search code violations. If you are looking for violation data, several jurisdictions publish this information online.