



## 60/90 Day Late Campaign

The SalesTeamLive 60/90 Day Campaign targets homeowners who are 60 to 90 days late on their mortgage, along with potentially distressed homeowners highly motivated to sell. Effective in all market conditions, the SalesTeamLive 60/90 Day Late campaign reaches a small population in a given market area and can be considered a pre pre-foreclosure list. Moderately higher mail volumes may be required in hot and post hot markets.

### Campaign details include:

#### Market

- Owners of single-family homes who are 60 to 90 days late on their mortgage
- Works to reach homeowners before public foreclosure notice
- Mailing list provided by SalesTeamLive (*at NO additional cost*):
  - Variable list size depending on market area and economic conditions
  - Available by Zip Code or County in any quantity desired
- Recommended for all market conditions – hot, post-hot, emerging, flat or declining

#### Message

- Message written by Richard Roop, known as “The Marketing Consultant for Real Estate Investors”
- Message created to conform to credit bureau standards
- Personalized to address homeowners by name
- Targeted to distressed, highly motivated homeowners
- Expresses interest in buying property:
  - Quickly and easily
  - At a fair price
  - On the date of the homeowner’s choosing
- Letter includes “firm offer of credit” as required by credit bureau
- Realtor version available
- Ideal for partnering with local mortgage broker partner

#### Media

- Direct marketing using First Class mail
- Yellow 8 1/2 x 11 notepad letter, typewriter text (handwritten available) with large handwritten envelope

#### Multiple/Months

- Each property receives one mailing
- The mailing list is sent immediately upon publication
- Updated mailing lists acquired monthly
- Per credit bureau regulations, homeowners may only be contacted once per list. Additional guidelines/requirements may apply

#### Money

- Investors should expect to spend from \$1000 to \$1,500 for this campaign per deal. Note: Expenditures necessary to obtain a deal will vary depending on local market conditions



### Investor Tip:

The historically hard to get **60/90 Day Late** list comes from the credit bureau and requires that strict regulations be followed, including pre-printed disclosures at the top and bottom of each letter...all “Done for You”.

“The 60/90 Day Late Campaign lets you reach homeowners before they go on the widely published foreclosure list. Be a Big Fish in a Small Pond”

Richard Roop