CASE STUDY:

HOW TO 2X
YOUR REAL ESTATE CLOSINGS

"My goal for the year was to double my Seller appointments in less time and for less money. Geopoint helped me do just that."

~ TRAVIS - Geopoint Client

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DATA

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DATA

WE BUILD REALLY
COOL algorithmic data models
that predict when someone is
likely to sell their home.

We recently had the chance to sit down with Geopoint client Travis to learn how he doubled his sales in 2019. The following was our conversation...

Morning Travis, why don't you start by telling us a little bit about your background.

Sure, I started my career in real estate back in late 2016. However, I've been in sales and owned multiple B2C sales companies over the last 20 years, so I'm no stranger to getting a deal closed.

At the end of 2016 I was backed by a few investors to build rental portfolios. I wholesaled a ton of deals as well that didn't fit our model.

I started out slow in my first few months in real estate but by the middle of 2017 I was averaging around 4 deals closed a month.

I was using all of the traditional marketing means that most wholesalers and realtors use. I was doing a ton of online ads, cold calling, a little door knocking, and mailers as well.

My second year, 2018, was a really good year for me but I was getting frustrated as the growth of business was stalling.

My online ad cost had almost doubled in my market due to competition. I also couldn't find enough hours in the day to try and focus on the growth of my company. Then I met you guys!

When we first talked you had some goals for 2019. What were those goals?

I really wanted to become more efficient in my time management allowing me to focus on marketing and doing what makes me money, sitting at kitchen tables with sellers.

My main goal was to double my sales by the end of 2019.

I wasn't sure how I was going to do it at first. I knew I would have to probably hire more people, spend more on marketing, and never sleep... hahaha.

You guys helped me find a better path. Sure it's been a lot of work, but you helped change the way I generate business and how I do things.

Well we obviously greatly appreciate you saying that, but we know how hard you work. Why don't we get into how we helped you become more efficient.

Well that's really easy. You guys gave me a rifle when before I was using a shotgun. Geopoint's data helped me dial in on my marketing audience across all of my advertising channels.

This really did several things. First, it was putting me in front of people truly looking to sell and less tire kickers which made me MUCH MORE efficient.. Second, you lowered my cost per acquisition by about 30-40% overall depending on the marketing channel.

40%
Drop in acquisition costs.

Effectively it doubled my reach and focused my efforts on a stronger target audience. On top of that, the emails and phone numbers you provide helped open up a new marketing channel for me.

Well I think that's what most people reading this are going to want to hear about. Just exactly how do you use our data across your marketing channels?
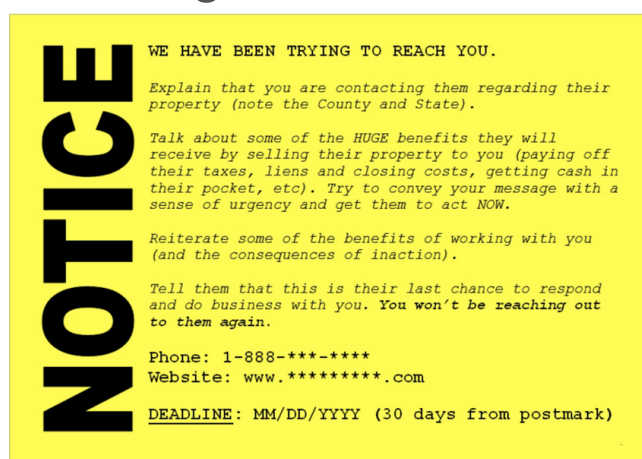
My 4 channels are mailers, cold calling, social media, and a little door knocking. I will break each one down.

1. Mailers

I've been doing bulk mailers since I started. This is the channel where I saw the biggest drop in acquisition costs as a result of Geopoint.

I do a lot of your typical "Urgent Notice" postcards as well as personalized handwritten envelopes. Prior to Geopoint I was mass blanketing neighborhoods. I did mail vacants and stuff which was great but your data stacking and distressed homeowner lists were game changers for me. Again, before I had a shotgun and you guys gave me the rifle.

Not only was I getting more phone calls, but I was converting more of those calls into appointments and closings.

WE HAVE BEEN TRYING TO REACH YOU.

Explain that you are contacting them regarding their property (note the County and State).

Talk about some of the HUGE benefits they will receive by selling their property to you (paying off their taxes, liens and closing costs, getting cash in their pocket, etc). Try to convey your message with a sense of urgency and get them to act NOW.

Reiterate some of the benefits of working with you (and the consequences of inaction).

Tell them that this is their last chance to respond and do business with you. You won't be reaching out to them again.

Phone: 1-888-***-****
Website: www.*********.com

DEADLINE: MM/DD/YYYY (30 days from postmark)

2. Cold Calling & Text

Considering I've owned several B2C sales companies, cold calling and mass text campaigns have been huge for me. Anyone in this industry not doing it is probably getting crushed by their competitors.

Once again you helped me target people more likely to sell. Using your data I cut my phone time in almost half while still seeing more sales.

Text campaigns have also really been growing for me, something I'm going to expand on in 2020.

I love text campaigns because I can build a reall

That would be awesome! I think it would be very beneficial for our other clients. (Note: See end of case study)

3. Social Media

It was actually you guys who made me aware this market trick was even being possible.

After buying a data list from Geopoint with phone numbers and emails, I upload them to Facebook and build a custom audience.

Once again, I saw about a 30% reduction in my cost per acquisition on Facebook as a result. With how expensive online advertising is becoming this was a game changer. Something I know I need to still do even more of, and can probably improve on significantly.

30% Drop in acquisition costs.

4. Door Knocking

Finally, I have a few people who door knock for me now. I was really torn on how this would work with your data because it's less efficient for my guys to be driving house to house rather than just going down a block.

Boy was I wrong...

At first it wasn't working, but then the light bulb went on. I got ultra specific on my data orders with Geopoint and went after the houses I really wanted that I knew there was some distress indicators.

Then I developed a series of packages my door knockers would bring to the house. If nobody was home my door knocking team simply left the flyers. If they were home my guys were ultra prepared, some even getting contracts signed right on the spot.

What kind of packages?

It can vary depending on the target market and I'm always trying new things.

I make sure my guys always have a blank contract and know what I will pay for the home. The packages have information about our company, the sales process, and market statistics as well as a handwritten post it note from me.

This is another thing I want to do a lot more of in 2020. It has changed the door knocking game.

That's my strategy in a nutshell. Nothing too crazy, but with your data my business is becoming much more efficient and growing.

Any final tips for us?

I think the main thing I have learned over the last few years is that you have to be willing to try new things.

If you have never cold called you need to, never done mailers, you need to, and so on...

It's funny, a lot of my competitors say they hate cold calling. I think it's the best strategy out there. It's easy and I can do it from home, costs virtually nothing.

I can generate business on demand.

Finally, start using Geopoint's data no matter what marketing channels you use. You guys are market disruptor and have truly been a game change for me.

I've already doubled my business from 2018 and still have over a month left in 2019.

Congratulations! Keep up the great work. We greatly appreciate you taking the time and sharing your knowledge with us. Here's to a successful 2020!!!

INTRODUCING DATA STACKS

Our proprietary data stacking allows you to add additional filters to any data list. Some of our most popular flags include vacant, high equity, elderly, low income, and low credit.

The value of this data is HUGE. Never before have so many stacked consumer databases been made available to the retail public at these prices.

Ideal For: Realtors, Investors, & Wholesalers

Save money & time marketing to fewer homeowners with a much higher conversion rate.Want the homeowners phone numbers and email as well? We got you covered with our skiptrace/append.

Some of Travis's Favorite Lists

Stacked Vacant Lists>> Click Here

Stacked High Equity Lists>> Click Here