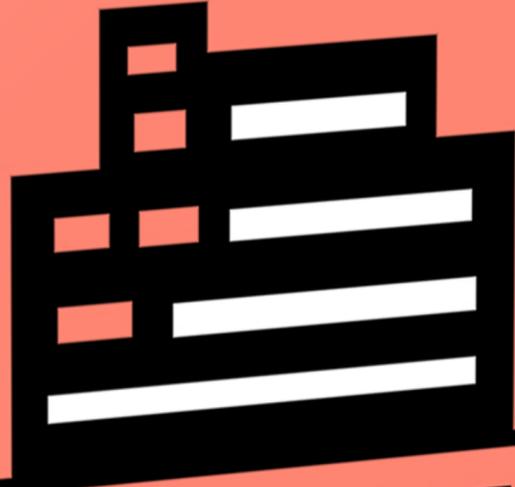




Property Investment Blueprint
Financial Freedom Through Property



GUERRILLA LEAD MONETISATION PART 1

**How to Monetise Every Single Lead
(Even If It's Not a Deal!)**

GUERRILLA LEAD MONETISATION PART 1



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The Small Print

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The Guerrilla Property Manifesto

What is a Guerrilla Property Investor?

It's more than just a "cool" name for a course, it embodies timeless values that have underpinned the success of great entrepreneurs, investors and businesspeople throughout history. Here are those values, in no particular order:

- 1.** The Guerrilla Property Investor is on a mission. Family, friends and colleagues may try to discourage or even mock him (or her) but he ploughs through, making his mission a priority.
- 2.** The Guerrilla Property Investor is a value investor. He seeks to create (usually off-market) deals that have value built into them: either in terms of discount, high-cash flow, or both.
- 3.** The Guerrilla Property Investor has an abundance mindset. He knows that there are more than enough deals out there for everyone, he just has to find them.
- 4.** The Guerrilla Property Investor thinks outside the box. When rules and regulations change, he doesn't cower and whine about it with other lesser "investors", he sees the situation as an opportunity and quickly figures out a way to capitalise on it.
- 5.** The Guerrilla Property Investor cultivates multiple streams of income. He knows that by doing this, if something changes and an income stream disappears, he'll be just fine.

The Guerrilla Property Manifesto

6. The Guerrilla Property Investor is diversified. He has an entrepreneur's mindset and considers all excellent investment and business opportunities, even if they are not strictly property-related.
7. The Guerrilla Property Investor is on the cutting edge. He continually works on his education with quality books and courses in his chosen fields.
8. The Guerrilla Property Investor never lets lack of funds hold him back. He knows that the return on money that is not his own is infinite and knows how to get hold of it. He also knows strategies to invest without it.
9. The Guerrilla Property Investor operates within the confines of the law and has the highest ethical standards.

Don't Forget!

You'll receive Part 2 of this exclusive report by simply attending the "Dream Deal Attraction Formula" webinar! If you're not already registered, you can **register here**.

Scope

This guide is not intended as a training manual for each strategy mentioned -- we simply don't have space for that here! Instead, it's intended as a kind of "menu" for investors to select strategies from, for further study.

Introduction

Much is said about multiple streams of property income. But what does that actually mean?

To me, the true skill of creating extra income is that of creating additional income from resources that you already have.

I once heard of a cafe or catering business that started a new business using their used tea bags. I can't remember what it was they did with them but that's not the point. They were monetising something that they would normally have thrown away.

And that's how we'll be thinking in this short guide. In addition to doing different types of property deals, we'll be looking at creative ways to monetise the property seller leads that you generate but don't end up using.

This will have the effect of uncovering new sources of income in your business but also, will make you a better “property problem solver”. You will have more “tools” in your bag to help your customers with. And this will:

- Make your job more rewarding
- Make your customers love you
- Potentially generate referrals for you
- And increase your bottom line even more!

Do remember that not every strategy will be appropriate in every situation. Remember where appropriate to check that your proposed strategy is OK with lenders, local authorities, leaseholders etc.

So, without further ado, let's get into it!

Sell Your Leads: All

For some, this is a business model in itself. Someone who is particularly good at generating leads -- online or otherwise -- might decide that they don't want the hassle of speaking to sellers and negotiating deals and simply opt to sell the leads.

This is fairly unusual as you'd need to be generating a fairly high volume of leads in order for this to be financially viable.

Unqualified (i.e. the lead has not been called) lead prices tend to range from around £5-£15 each.

Qualified leads can fetch higher prices but obviously you need to put in the time and effort to call and qualify them!

This business model can be in terms of selling all of your leads to one person / company or selling them on an individual basis, using a kind of e-commerce store or email marketing model. Each of these has its own advantages and disadvantages-

Selling in bulk: you'll likely agree a lower "wholesale" price per lead but then you're only dealing with one person so your customer service will be much less intensive.

Selling individual leads: you'll likely fetch a higher price per lead but you'll have more customer service to deal with and although you'll probably have some repeat customers, you need to be prepared to find different buyers for each lead which can potentially be expensive and time consuming in terms of marketing. Also, you need to be prepared for some not to sell at all.

You'd likely end up doing a combination of these two: selling some in bulk to single buyers and some individually.

In both these cases, be prepared to give discounts or credits where the contact details are incorrect.

I have been in a bulk buyer situation a couple of times: I had an arrangement with English investors to purchase all of their Scottish leads. In one case, I paid on a per-lead basis and in another, I paid a fee per completed deal.

Sell Your Leads: Some

In contrast to selling all of your leads as in the situation above, you would do some deals and sell the leads for the deals you don't do.

At first this might sound unethical. Are you not selling the crappy leads that can't be made deals of? Not necessarily. Not all investors will have the same criteria as you do in terms of what makes a deal and so they may be quite happy to take the leads you don't use.

You may also be generating leads outwith your own geographical area and so it makes complete sense to monetise those leads that you'd otherwise throw away.

Partnership: Debt Advisor

In the course of your business, you are coming into contact with people who could be great customers for other businesses in the area. What's more, you will often be the first point of contact for people looking to sell their homes. If you don't end up doing a deal, you can add serious value to your customers by referring them to local professionals who can help with their situation.

The first of these is the debt advisor. You'll find that the people you deal with will often be in financial difficulty and it may be that if a family wants to, they may be able to stay in their home if a debt advisor restructures their debt for them.

Even if you do buy their house, they may have other debts that would benefit from restructuring.

A debt advisor should be willing to give you a small kickback for any business you push their way. Alternatively, given that they may have other customers who may wish to sell their homes, you could agree a two-way referral arrangement.

Partnership: Estate Agent

It's a reality that some of the people who approach you will not yet be truly "motivated". For sellers like this, you will want to encourage them to try selling with an agent first.

Sometimes, just having their home valued by an estate agent can help sellers realise that the value they put on their home was unrealistic and help them become more negotiable.

In situations like this, you can be ready to refer sellers to good local agents.

Again, an agent may be willing to pay you a commission for any completed sales you refer, or indeed agree a two-way referral arrangement.

The smaller independent agents are always going to be more amenable to doing business like this. Also where agents work as independents with under an umbrella office, like RE/MAX or Century 21. But be sure to choose one who is good at what they do as they need to sell the property for you to make a commission!

All have to say is something like: "this property isn't ideal for our company's acquisition strategy, but we work with an estate agent that specialises in homes just like yours that will absolutely get it sold for you. Would you like me to introduce you?"

Partnership: Letting Agent

In a minority of cases, it may become apparent when talking to a seller that the solution to their problem may be to let their property out; either temporarily or on a longer term basis. Also, don't forget that letting agents will normally have many investors on their books and if you have a deal to sell and your buyers come up short, you may be able to split a finder fee with the agent if one of their investors buy it.

Partnership: Mortgage Advisor

If you are genuinely interested in solving people's property problems (I hope you are!) then you'll want to be aware that sometimes sellers who are in financial difficulty can dramatically reduce their mortgage payments -- and thus stay in their home -- simply by remortgaging.

If you can refer your seller to someone who can reduce their mortgage payments they will be delighted and you may stand to get word of mouth referrals as a result.

Deal Packaging: Finder Fee

If you don't want to buy the property yourself, one of the most effective ways to monetize is to package the deal to another investor. We go into much more detail on how to do this on our Guerrilla Deal Packaging course but we'll briefly describe some categories of deal packaging that you can use.

The first is a simple finder fee. This would most likely be a sale to an experienced investor who uses his own power team to complete the transaction and you would be paid a finder fee (maybe 2-3% of the property value).

Deal Packaging: Power Team

If you're packaging the deal to a more inexperienced or first time investor, selling it with power team in place can command a higher fee.

Deal Packaging: Armchair Investor / Portfolio Builder

Popular for investors who want the benefit of buy to let but with none of the hassles. You handle everything right up to refurbishing, letting and managing the property (perhaps via a partner) and would most likely be doing this multiple times per customer. Your fee is going to be much higher again for this type of packaging.