**Press Release & media on page 2.**

A close up of a logo

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**BIO:**

Danny Wood is a public speaker for major conferences and global brands. His focus is on marketing and technology. From generating leads, to lead follow up and after sale systems for repeat and referral business. He currently runs BrokerageNation a collection of 200 real estate offices and over 8,000+ agents who are enrolled in his online training programs. [www.brokeragenation.com](http://www.brokeragenation.com/)

**Social:**

Instagram: [www.instagram.com/calldanwood](http://www.instagram.com/calldanwood)  
YouTube: [www.youtube.com/user/DannyWoodVideos](http://www.youtube.com/user/DannyWoodVideos)

Personal Facebook: [www.facebook.com/DanWoodOshawa](http://www.facebook.com/DanWoodOshawa)  
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**Title:**

​Real Estate Investing Leads | Vlog 5 by Danny Wood

**YouTube Video Link:** [**https://youtu.be/zc\_1KMA1TQg**](https://youtu.be/zc_1KMA1TQg)

**Images:**

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**Description:**

If you're a real estate agent and want to work with more real estate investors... you've found the right video!

In this video I'll share how to get leads from Google, Facebook & LinkedIn (yes LinkedIn and it works).

We also cover using classified ads for prospecting, the 4 call-to-actions you should consider and why building a database of investors is a good idea.

Watch all our real estate vlog videos on this YouTube playlist: <https://www.youtube.com/playlist?list=PLoplBsgKP8pZEcppThI_u5yJ3jvKHtiLk>

Ask me for a copy of the the full webinar. 905-903-5442

#RealEstateMarketing #RealEstateForAgents

More real estate training: [www.patreon.com/DannyWood](http://www.patreon.com/DannyWood)

YouTube channel for Danny Wood: <https://www.youtube.com/user/DannyWoodVideos>

YouTube channel for Karin Carr: <https://www.youtube.com/user/SixFootRealtor>

**Transcription:**

Hey, what's up? This is Danny Wood. This is vlog number five, and I'm going to be covering real estate investors. How you as a real estate agent can connect with and target real estate investors. Now, I'm doing it from the back of my RV because normally, I'd be out in a really cool epic location filming this video, but it's not safe out there. You got to be self-isolating. So, this is where I am. I'm doing it from the back of my couch in the motor home. Now I want to be sharing ideas on targeting and connecting with real estate investors, and it might not be the most ideal time right now for you to be working with investors, and meeting them, and shaking their hand. However, pick and choose the ideas that work with you that you can apply now because I'm going to be sharing ways to remotely connect with them.

But then, also, in the future, because I think there's going to be a whole wave of investors putting their homes on the market because they don't want to be investors anymore. They're just out of the landlord game, especially after people aren't getting paid their first month's rent, that sort of thing. So, this is what I want to do. Real estate investors, that's today's topic. I want you to save this video. You can save it, share it, comment it. At least, get it out to somebody else that you know works with real estate investors. If you can't apply the knowledge somebody else, maybe they can.

When I first started working with real estate investors back in my early, early days, all real estate agents looked at me like I was crazy. They're like, "What? Why would you work with real estate investors? They have no loyalty." That's what they would tell me. I'm like, "Well, so what you're saying is I have a chance," right? If they don't have loyalty to me, that means they don't have loyalty to the other agents either. Now, if a person is under contract, I'm not going to be going after their business, but if it's free game, I will out follow up anybody if I can.

And so, I have a chance, and this is my thought with investors. If I have one investor, that means they have two homes, the one they live in and the one that they're renting out. That means if I have a hundred people in my database that are all investors, that means I have 200 homes, the hundred that they live in, and then, the other hundred that they're renting out. I saw a great value in working with real estate investors. I want to give you my game plan, and you can pick and choose your own adventure.

The first one is that you have to have a strong call-to-action. I want to give you four call-to-actions that I found worked with me, and you can pick and choose the ones that you think will apply to you. The first one is monthly alerts. It was really easy for me to set up people in my database to get monthly alerts of just the duplexes, triplexes, the fix and flips, and the power of sales. And then, what I started doing is a monthly newsletter where I would go through all of the listings that fit that criteria, and then I would pick and choose my favorites, and I would describe why. And I would set up an information gathering where we'd talk about those properties, and I would get people in looking at those properties. So, it was a monthly alert specifically for investors in my city and in my region. And it worked out really, really well.

It worked out so well that we started a monthly tour based on that email. Obviously, right now, with COVID-19, you're not going to be running out doing tours even though Uncle Dan is telling you to do a tour. Save this idea for the future. But the tour has worked out really well when the timing did that we could get people in a car meet up at the office, and we would get 10 or 15 people at the office. I would give them all a map, give them all the printout of all the listings we were looking at, and then, they would drive themselves, and we would do a caravan style going from one property to the next, looking at investment properties and talking openly about how rents work and whatever questions that they had.

But we were answering those questions while we were looking at investment property. The first tour that we did, we sold one to a complete cold internet lead, and I was like, "Well, we got something here." And so, we started doing more of it. Now, with COVID-19, you got to do a lot of remote work. I would suggest doing more of a webinar or seminar style where... I could do a webinar right now at the end of this video. I could film a webinar on real estate investing right from this same couch. Right? I don't even have to get up. I don't even have to get changed. Really easy. So, webinars have a lot of power in today's world because it gives you content that you can then market. So webinars, a good one, and then a free book offer. We used to offer once a month, we would pick our favorite book on real estate investing, and then offer that as a free carrot.

It was like a free call-to-action. So, if we did a Facebook ad targeting real estate investors in our region, we would offer them the free book, but they had to come to our seminar to pick it up. And it wasn't one of those cheesy free books that I downloaded myself, and didn't even write. I would buy a real book by Robert Kiyosaki or somebody like that, and then, give away free books on real estate investing. On average, it costs $15 to $20 per book, but I saw a great value in having real face-to-face relationships and meeting people in real time, and I gave that book away as a carrot. So, what I want you to do is pick and choose one of the four that I just laid out below. Probably the monthly email newsletter and the webinar are the two best ones in today's world with the way COVID-19 is rolling.

There is a strategy where you could use classified ads for free business. I could be a brand new agent in any city in either Canada or the U.S, and I would have business next month, 100%, and I wouldn't even have to get dressed. I wouldn't have to leave the house. I could do it all from my couch just by going through the classified ads in the newspaper or online. So, say I'm in the newspaper, and I go to the classified section, and I see a home for rent. It's $2,000, and the landlord gives their phone number. I would call that landlord up, and I have two main scripts that I'd be rolling with. The first one talks about listing their home with us because a lot of landlords don't want to be a landlord anymore. So, I give them the possibility to find out what the value is worth, and if we could put it on the market at the same time, and cast a wider net.

If we don't bring them any offers they don't like, they don't have to sell the home, but at least, they know that they could have. The other one is if they're like, "Nope, I'm never selling, I love being a landlord," then I would say, "Well, hey, that's great. Well how about you got set up on our monthly email alerts because we have a duplex, triplex, fix and flip, and power of sale alert that goes out just for Durham region, and I don't want you to miss out. Is that okay if I include you too?" And a lot of the landlords would be like, "Yeah."

So, number two here was my plan B, and I would just continue to build and grow my database of landlords. Here's an example. I go to a classified website. In Canada, it's called Kijiji. Craigslist is something in the States that a lot of people use. They use that here in Canada too. But Kijiji just looks nicer.

If I go to the homes for rent, it shows me that there's 2,419 listings of homes for rent in my particular city. That is a lot of opportunity. A lot of those landlords do not want to be landlords anymore. Do you not think if you called 2,000 people, even if I cut that number down to just 400. If I called 400 of them, I can guarantee I'd have business from it, guaranteed. I would get business by just calling these people from the comfort of my home with those two scripts. Super, super easy. It shows you how many people are offering, and how many people are wanting. Under the wanted section, all those people, if they're willing to rent for $2,000 I could also find them a home that they could buy for $2,000 on a monthly basis. There's so many different ways that you could approach this. Those are two of my favorite, for sure.

Next up on the list is dominating Google. It makes a lot of sense that you would want to be there. An investor is in your city typing any of the keywords about real estate investing that you would appear. So, here I say, "Toronto investment properties for sale." I'll zoom in so that you can get a better picture of what I'm talking about. I had the city that I'm serving, so in this example, it's Toronto. Investment properties would be my keyword that I'm going after, and the word for sale is a qualifier. If they add all of those keywords into the Google search, the city, the property type that I'm targeting, and the words for sale, I know that's a keyword that I want to target.

You could set up something like this for $150 a month, maybe even $99 a month. If you just go after the real... Pick off three phrases. Don't go after every keyword that you can think of. Just go after the ones that name your city, investment property, for sale. That's the one and only one that you have to go after, and just put all your money on that. You know they're interested in your city. You know the keyword that they're going after, and then the word for sale, it's just like, "Why are you not there? Where else are you putting your money? I don't get understand."

And then, Facebook ads. Great, great opportunity on Facebook ads. We can target people on Facebook based on job titles. Some of the job titles that I go after would be if their job title says that they're a landlord, or a property manager, or a real estate investor. If their job title said that, then I would target with them one of my four call-to-actions: the email alert, the tour, if you can do that in a couple of months, the webinars or seminars, and then the free book offer. You can pick and choose the call-to-action, but if you just target these people, and just continually build a database of investors in your city, it's just an ongoing money tree for you and them.

And then, you can also target people based on interests. Real estate investing or if a person is interested in Rich Dad, Poor Dad, or interested in any of the TV shows, there's a lot of real estate investing TV shows. You can target people that are interested in specific TV shows as well. And again, we would target with them, the ad would be about the four different call-to-actions, depending on which one worked the best.

This would be $150 a month, $5 a day could be a good budget for that. We're just setting out all these different fly traps and connecting with people. That makes sense. That's the information that they're looking for, and you can provide it. Why wouldn't you set these up?

YouTube has a thing called video discovery ads. These are my favorite ads on YouTube. It's not the annoying ones that people have to hit the skip button with the five seconds and you can skip. It's more of your video and your branding. Up here is in the search results and on the suggested video column. So, what I like about this is that they actually have to go out of their way to click to watch the video. To me, they're pre-qualifying that they actually want the content, and therefore, you're only paying when they click.

There is a downside to this. There's no URL for them to click. So, when you do the video discovery ads, that's literally it. It's a video discovery. You're paying to get them to watch the video. But, when they're watching the video, there's no secondary call-to-action where you're like, "Hey, click the button to go to my website." So, there's no URL for them to click. You could put the URL in the description, but it's a lot smaller of a click-through rate than you would want, probably. But, if you're going after the branding, this is the best thing you can do because you can target people based on the keywords that they're searching. So, real estate investing, investing in real estate, that sort of thing. If they search any of those words, your videos will appear as long as they're in your city for $100 a month, and it would work really good.

Those videos where the people get the option to skip after five seconds, that's called TrueView in-stream ads, and I pulled it up on the screen here. Those ones are annoying. I don't really like rolling with these ones, but they do have a couple of benefits to it. I'll zoom in. One of the big benefits is that it does give you a button that the people can click so they can go to your website. So, if your idea is about traffic, then I would go for this one over the other one because the other one's not going to get you any traffic. It's just going to build mindshare of who you are and what you do. Both ads can be running for $100 a month. Now, I pulled up LinkedIn on my screen because who knew in 2020 you could actually still use LinkedIn and get business.

I don't even know if you ever could use LinkedIn and get business. However, I stumbled across this thing called a Boolean search, and it's going to be hard for you in this screen to see. But, down at the bottom I say, "real estate investor," and I put it in quotations. And then, I have a bracket, and it has the minus symbol with the word realtor. What this search is going to do for me is it's going to pull up all of the real estate investors in my city, minus anybody who's a realtor. And it'll pull up what, 100, 200, 1,000, whatever the number is. All of those are perfect candidates for you to offer your call-to-action, especially the email alerts so that they don't miss out. That is the best way you can use LinkedIn. And during a webinar that we're going to do coming up, I going to show you, specifically, how to use this Boolean search.

And, it's with the free version of LinkedIn. You don't have to do anything or pay anything above and beyond you having a profile. If you've got a profile, then you can do this Boolean search. I'm going to show you the coding on how to do that so you remove all the realtors and just pull off all of the investors in your city. It's pretty cool, and it's free, and you should do it.

Eventbrite is an awesome tool that we use for running our events. This is where we would get people to register for our power of sale tour, for example, which I'm not telling you to do now. But, maybe your webinar or something, you can use Eventbrite for people to register. When we offered our free book, we did it through Eventbrite. We just did everything through Eventbrite because it made it easier for people to register on Eventbrite than it did on our real estate website. Because, on a real estate website, mentality-wise, I think people just are more open on Eventbrite to giving their information. So, it's free, it doesn't cost you anything, and all the people that register, you can then import into your database, whatever database you're using.

That's it for Vlog number five. I was really dragging my feet on releasing this one because I didn't feel the content fit the time with what's happening with COVID-19, but I feel it went pretty good. Pick and choose what angles you like and appreciate. If you want to go deeper and join us on our live calls, go to [patreon.com/DannyWood](file:///\\DISKSTATION\DiskStation\Upwork\VA%20-%20Dan%20Wood\Projects\Press%20release\patreon.com\DannyWood). It's $20 a month. We do two live coaching calls a month, and you can get all the back archives of everything we've ever covered. All right, so that's it for today. I want to say, "Thank you." I appreciate you, and I think that was good video. Okay, bye.