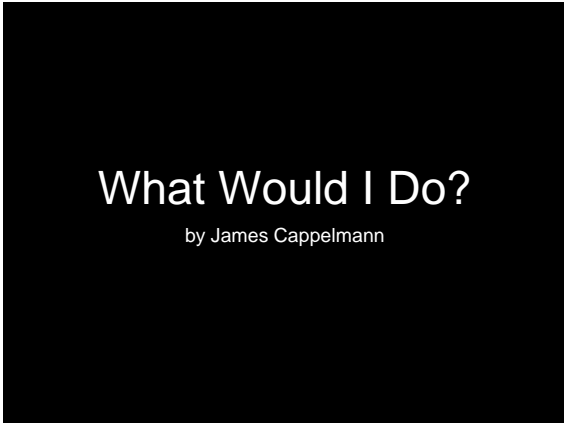




James Cappelmann





In Business to Make
a Profit.

Find a Property...
Add Value...
Sell for a Profit.

- Step 1: Evaluate the Landscape
- Step 2: Develop a Plan
- Step 3: Market to Find Deals

Step 1: Evaluate the Landscape

- On Buying Side:
 - low inventory on MLS
 - what else can you do?

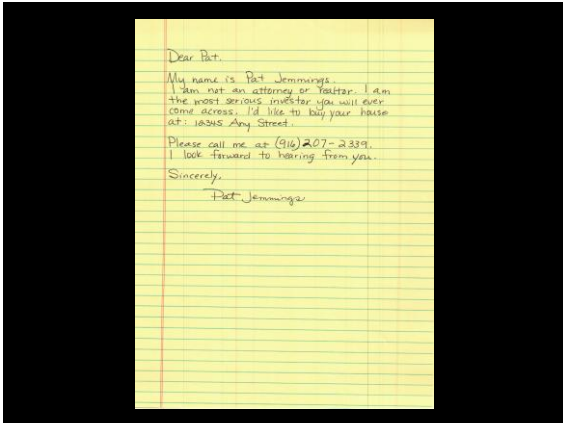
Step 1: Evaluate the Landscape

- On Selling Side:
 - Properties are selling quickly
 - Hedge funds paying top dollar...hmmm?

Step 2: Develop a Plan

- What kind of deals are you looking for?
- Pick a Farm Area
- Who do we mail to?
- What do we mail?
- What to say to people when they call?





Step 3: Market to Find Deals

- Mail
- Measure results
- Make adjustments based on Results

Review:

- Step 1: Evaluate the Landscape
- Step 2: Develop a Plan
- Step 3: Market to Find Deals

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