PROPERTY MARKETING SOP

Once a contract is signed to buy a property it is added to deal pipeline and it will also create the property in the Marketing app in Podio. It will automatically be set to status of New Property. Once we Huddle on the property were will update the marketing app copy. Below are the statuses and what each means and does.

1 - New Property - Selected when a property is first created. Notifies to Sales Rep to fill in the information

2 - Pending - Automatically changed to this status when the Ad Type, Ad Headline, and Ad Body are filled in. Notifies Marketing - Item Owner to Market the property

3 - Marketed - Change MANUALLY once the house is fully marketed. This will update the status in the Deal Pipeline to be Marketed.

4 - Closed - Automatically selected when the property is marked "Sold" in the Deal Pipeline. Notifies the Marketing - Item Owner to stop marketing

5 - Dead - Automatically selected when the Deal Pipeline is marked as Dead.

Every new property that goes under contract to buy has a huddle after pictures have been taken and the After Inspection Notes have been entered into Podio. The pictures are placed in a Google Drive shared folder called Photos in the folder named by the address of the property.

During Property Huddle which is where the entire team gathers to go over the deal and look at comps, photos and inspection notes to determine if we need to move forward, renegotiate or cancel the contract.

During the huddle the marketing manager needs to take good notes about the property for anything that should be included in the property description for marketing. List any features that can be put in the marketing description. Things like fenced in yard, great fix and flip, great cash flow rental, fireplace, pool, etc. Also include all of the information that is in the template of the Ad Copy field in the Marketing App. Here is the template list:

AD HEADLINE:
Cash Price $
Amount of Repairs Needed $
Potential Rental Cash Flow $
Potential Fix & Flip Profit/Equity $
Other similar houses in the area have recently sold for $
Home Type:
Bedrooms:
Baths:
Square Feet:
Lot Size:
Year Built:

Updates/Repairs That Have Been Done:

Potential Updates/Repairs Needed:

Property Description:

In the Huddle we will decide if we will start marketing it right away or wait on the title search to come back before marketing it. Once you edit the Ad Copy field with the marketing description with information gathered during the property huddle, you will then set a task in the Marketing App for Larry to review and approve the Ad Copy. Once Larry has completed the task, you will then be able to market the property in all of the channels listed in the marketing app in Podio. As long as it is time to market the property.

Pictures: You will need to choose 10 of the best pictures from all of the pictures to use for marketing. Create a folder within the Property Folder called Marketing Photos. You can look at a previous or current property to see an example of this. Make sure you have a good front view of the house as well as other pictures that show the houses features and rooms. Remember, these will be used for marketing so we want the best 10 pictures in this folder. Put the link to the Marketing Photos in the Google Shared Drive in the Marketing App near the bottom of the page. There is a field called "Google Drive Marketing Photos.

Make note of any changes to price, terms, flash sale, etc. from the weekly meeting and update all marketing accordingly.

Once you market a property on a specific channel you need to click it in the Marketing App in Podio so everyone knows it has been marketed on that specific channel. You will then place the link to the post in the Marketing App field called Links To All Marketing Ads.

Once all marketing has been done then you can change the Podio Status from Pending to Marketed.

We track our marketing efforts by using a different tracking number for each marketing channel. It is very important that you use the correct phone number in each marketing channel.

Here is a list of the numbers and when to use them:
InvestorsRehab Website: 803-610-2164
Craigslist: 704-235-1577
Facebook: 704-235-1573
Printed Flyers: 803-675-7165
Zillow: 704-275-9150
Print Ad: 803 573-3503 (rarely used)
MLS: 704 703-4600 (rarely used)

Posting on <u>InvestorsRehab.com</u>

Login on the carrot.com website. You will get the content to post a property from the Marketing App in Podio. You will use the pictures from the Marketing Photos folder in google drive.

Here is detailed description of how to post a property from the Carrot website:
https://help.carrot.com/tutorial/listing-properties/

Here is the page you will go to in order to post a property.
https://investorsrehabmain1.carrot.com/wp-admin/edit.php?post_type=property

In addition to posting the property and the 10ish marketing photos, you will need to download ALL of the pics of the property from the Shared Drive to your Personal Google Drive and put them in a folder named by the address of the property and then share the link as "View Only" on the website property post to the folder with all the pics. You will use the red graphic that says "CLICK HERE FOR MORE PICS". It can be found in the Google Drive folder for Marketing. You have to download the pics to your own google drive because Google Shared Drives do not allow creating links for people outside of your company email to view.

Here is an example of a post with the link to the additional photos using the graphic.
http://www.investorsrehab.com/property/3br-brick-fix-flip-or-rental-in-mooresboro-only-49900/

Make sure the show the status as Active. Once we have a signed contract with a deposit then you can change the status to Pending and when it closes change it to Sold. If for some reason we do not close on the property, change the status to Sold.

When we find a buyer for a property and the buyer signs the contract, mark pending on the website and once closed mark it sold.

If for some reason we do not close and a property gets marked as Dead in Deal Pipeline app, then mark it as sold on InvestorsRehab.com website.

Craigslist
Login into Craigslist here:
https://accounts.craigslist.org/login/home
You need to post in the Charlotte Market as well as Hickory market for all North Carolina Properties.

Create a new posting in Charlotte - Housing offered - For Sale by owner - Fill in the details from the Podio Marketing App, add the marketing photos and hit publish. Make sure to use the Lead Tracking Number for Craigslist.

Repost the ad weekly.

Bandit Signs

This is posting signs in the neighborhood and town where the property is located. We have what we call "sign jockeys" that will put them out. First there needs to be a campaign set up in SimpleCrew.com

Go to SimpleCrew.com and login - Click Create Campaign and name the campaign using the property address. Then add the team member who will be putting out the signs. Then notify the team member and let them know they need to come to the office to pick up signs and put them out for this property.

Once the signs have been posted and you can verify in the SimpleCrew app then you can mark in Podio that it has been done.

Printed Flyers

We use printed flyers to take to local meetings to promote our propertied. There is a saved template in the Marketing Folder in Google Drive. Use the template for each new property and create new flyer and save it as a PDF in the property folder in Google Drive. Make sure to use the Lead Tracking Number for Printed Flyers on the flyer.

MailChimp

Each week on Tuesday morning (after our weekly meeting as we typically have them on Monday) send out an email blast to the buyer's list for the current inventory. it should go out either the day we have the weekly property meeting or the next day. We need to discuss which properties to market in the email blast for the current week. Make sure to send it out in the AM before lunch so the office will still be open as the calls start coming in from the blast. Replicate the previous weeks email template, make necessary changes/updates and send out a test email to yourself and Larry@larrygoins.com and Kandas@larrygoins.com and once approved then send out the email blast to all buyers in MailChimp.

Use the Sale Rep role in Podio as the "From" email address so if anyone replies it will go to the person selling houses. Right now that would be Lorraine@InvestorsRehab.com.

Text Broadcast

Each week on Tuesday morning (after our weekly meeting as we typically have them on Monday) send a Text Blast for a property. Using the Marketing App in Podio go to the Blast App. Once there, create a new Blast. From there you will select a property that you want to Blast. Then you will enter the text you want to send in the text message. You will then "Save the blast. Once it has been saved, then set a task for Larry to approve the blast. Once it has been approved by Larry you can then open the blast and click "Transmit". This will start the blast going out. Like sending out emails, Make sure you click Transmit in the AM so as the blast is being sent out, it will still be during business hours so we can answer the phone.

Zillow

Post every property on zillow.com. Use the Ad Copy description and the Zillow Lead tracking phone number in the ad and contact information. Use the Marketing Photos from Google Drive to post in the listing.

Here is a link with detailed instructions on how to post a property on Zillow:
https://zillow.zendesk.com/hc/en-us/articles/215448007-How-do-I-post-my-home-for-sale-by-owner-

MLS
Occasionally we will list a property on the MLS but only if we own it already. If we are going to list it on the MLS, set a task for Kandas to list it through our flat fee listing company.

Facebook Posting
We post all properties in Facebook Marketplace. We then share them on our pages and then many groups depending on where the property is located.

To post go to Marketplace - Sell Something - Item - Home sales - Fill in the price, title, location, description and pictures. Then click Post. Do not share on groups at this time.

Once on FB marketplace, you can then share it to our Pages: Larry H Goins, OFFICIAL Larry Goins Students and Investors Rehab page.

Then you will want to share the post on the following groups based on the County or State the property is located in. Make sure not to share on too many groups at once. Maybe 5 and then do something else and then share in 5 more groups. FB will shut us down for an entire week if we post or share too fast. You also need to renew each active property whenever it is available to be renewed by clicking on the Renew button.

When we find a buyer for a property and the buyer signs the contract, mark pending on Facebook and once closed, mark as sold.

If for some reason we do not close and a property gets marked as Dead in Deal Pipeline app, then you mark it sold on Facebook. Make sure to use the Lead Tracking Number for Facebook in the post.

Here is the list of the Pages and Groups and which properties to share in each group.

POST EVERY PROPERTY HERE

POST EVERY PROPERTY IN THESE PAGES:
OFFICIAL Larry Goins Students

OFFICIAL Larry Goins Inner Circle Partner Program Students

Investors Rehab

Larry H Goins

POST EVERY PROPERTY IN THESE GROUPS:
Charlotte NC Buy ,Sell *** For Your Real Estate Needs***803-221-1232

[Charlotte NC Community - Buy, Sell, Trade, Jobs, Events](#)

[Charlottes Selling/Buying/Trading Post](#)

[Mecklenburg County Yard Sale Page](#)

[Charlotte, NC Online Garage Sale](#)

[South Charlotte Yard Sale](#)

[Charlotte, NC Online/ Garage Sales](#)

[yard sale union county and Mecklenburg county](#)

[Mecklenburg County Yard Sale Page](#)

[Mooresville NC Yard Sale](#)

[Mint hill yard sale!! few rules](#)

[Charlotte, NC Online Yard Sale - Buy Sell Trade](#)

[Charlotte North Carolina Real Estate](#)

[Charlotte Real Estate Investors](#)

[Metrolina Real Estate Investors Association (REIA)](#)

[Metrolina REIA (Real Estate Investors Association), Charlotte, NC](#)

[Charlotte Metro Real Estate Investors](#)

[Invest In Charlotte](#)

[Charlotte, NC Real Estate Investors](#)

[Charlotte Real Estate](#)

[South Charlotte Real Estate](#)

[Charlotte Real Estate Professionals](#)

[Hobby Millionaire Charlotte](#)

[Charlotte Real Estate Insiders](#)

[Charlotte Real Estate Investors Association / Alliance](#)

[Real Estate Investors Charlotte NC | RealEstateInvesting.com](#)

[J. Parker Network](#)

Charlotte, NC Real Estate Visit YardPad.com

What's up Fort Mill and Indian Land

The Best Wholesale Real Estate Deals

Real Estate Flippers, Wholesalers, and Investors

Motivated Sellers & Cash Buyers

Real Estate Cash Buyers

Wholesale Real Estate USA

Charlotte, Fort Mill, Lake Wylie Buy/Sell/ Free

One Mans Junk Charlotte, NC

ALL NORTH CAROLINA PROPERTIES POST HERE

[Carolina Properties and Real Estate](#)

[Carolina Real Estate Deals](#)

[North Carolina Real Estate Investors](#)

[North Carolina Real Estate Network](#)

[North Carolina Commercial and Residential Real Estate Investing](#)

[Real Estate - North Carolina](#)

[North Carolina Real Estate Investors Network](#)

[North Carolina Real Estate Investors Network](#)

North Carolina Real Estate

ALL CATAWBA COUNTY NC POST HERE

[Hickory NC Online YardSale](#)

[Catawba County Online Yard Sale](#)

[Hickory, Conover, Newton Yard Sale](#)

[Catawba County Online Yard Sale & More](#)

[Catawba County Yard Sale Group](#)

Homes or mobile homes for rent or sale in Catawba County surrounding areas

One Mans Junk Catawba County NC

The New Catawba County Flea Market Site

One Mans Junk Hickory NC

Catawba County Small Business

ALL CLEVELAND COUNTY NC POST HERE

[Yard Sale-Shelby Nc](#)

[Shelby NC Yard Sale](#)

[Cleveland County Sales](#)

[Yard Sales-Cleveland County, NC](#)

[Kings mountain buy,sell,trade](#)

[Our Cleveland County buy & sell](#)

[Gaston Cleveland and Lincon County online yard sale](#)

[GAFFNEY buy,sale or trade](#)

[ONLINE Yard Sales in Gaston/Cleveland Co. Area](#)

[Buy ~ Sell~ Trade Cleveland & Gaston County](#)

[Gaffney/Cherokee County Buy Sell or trade](#)

[Gaston, Cleveland County Online Flea Market](#)

[BUY , SALE . OR TRADE OF GASTONIA !](#)

[Buy and Sale Gaston County Group](#)

[Gastonia's Junk for Sale](#)

[Gaston County Flea Market](#)

[Gaston Market Place](#)

[Gastonia, NC Yard Sale](#)

[MARKETPLACE OF Gaston/Lincoln County](#)

One Mans Junk Gaston County And Surrounding Counties

One Mans Junk Cleveland County NC

One man junk Gaffney/Spartanburg/Blacksburg/Shelby

One Mans Junk All Things For Sale Shelby / Kingsmountain

One Mans Junk Boiling Springs, Shelby NC

One Mans Junk Another Mans Treasure Gastonia NC

For Sale in Cleveland County

Swap & Shop - Rutherford & Cleveland County

One Man's Junk - Cleveland County & surrounding areas

Cleveland County Real Estate

cleveland county,nc cheap or free stuff only

One Mans Junk: Boiling Springs/Mooresboro NC

Houses and Properties for Rent/Sale Gaston County NC and Surrounding Areas

One Man's Junk - Shelby, Kings Mountain, NC

LINCOLN COUNTY NC POST HERE

[Lincolnton NC Online Yard Sale](#)

[Vale online yard sale](#)

[Lincoln County NC Yard Sale](#)

[Lincoln County, NC Online Yard Sale](#)

[Lincolnton Online Market and Real Estate.](#)

[Facebook Flea Market Lincolnton NC](#)

[Iron Station & Lincolnton Trading, Buying & Selling!](#)

[Buy Sell Trade ONLY Lincoln County](#)

[Gaston Cleveland and Lincon County online yard sale](#)

[MARKETPLACE OF Gaston/Lincoln County](#)

[BUY , SALE . OR TRADE OF GASTONIA !](#)

[Buy and Sale Gaston County Group](#)

[Gastonia's Junk for Sale](#)

[Gaston County Flea Market](#)

[Gaston Market Place](#)

[Gastonia, NC Yard Sale](#)

[ONLINE Yard Sales in Gaston/Cleveland Co. Area](#)

[Buy ~ Sell~ Trade Cleveland & Gaston County](#)

[Gaston, Cleveland County Online Flea Market](#)

One Mans Junk Gaston County And Surrounding Counties

One man junk Gaffney/Spartanburg/Blacksburg/Shelby

One Mans Junk Another Mans Treasure Gastonia NC

Houses and Properties for Rent/Sale Gaston County NC and Surrounding Areas

RUTHERFORD COUNTY NC POST HERE

[Spartanburg County Yard Sale](#)

[Rutherford County Yard Sale](#)

[Rutherfordton, Forest City & Spindale Yard Sale](#)

[rutherfordton,forest city, yard sale](#)

[Rutherford County Free Market Sale page](#)

[Rutherforton ,forest city, spindale. buy/sell or trade.NC/SC](#)

[Rutherford County, NC Buy/Sell/Trade](#)

[GAFFNEY buy,sale or trade](#)

[Gaffney/Cherokee County Buy Sell or trade](#)

[Spartanburg County Yard Sale](#)

One man junk Gaffney/Spartanburg/Blacksburg/Shelby

Rutherford County Misc. Sales Page

One Mans Junk Rutherford County NC

Swap & Shop - Rutherford & Cleveland County

FOREST CITY JUNK PAGE

Rutherfordton County Anything For Sale

sell whatever you got Rutherford county and surrounding areas

One Mans Junk Lincoln County NC

LANCASTER & YORK COUNTY SC POST HERE

[Ballantyne, Waxhaw, Fort Mill & Indian Land Community Marketplace](#)

[Homes in Upstate SC For Sale or Rent](#)

[Buy Sell Trade in & around York County SC](#)

[***Fort Mill SC Buy, Sell ***Real Estate*** Buy,Sell or Rent 803-221-1232](#)

[Fort Mill*Tega Cay*Rock Hill*Lake Wylie Buy/Sell/Trade](#)

[Charlotte, Fort Mill, Lake Wylie Buy/Sell/ Free](#)

Lancaster Area Buy,Sell and Trade

Buy, sell, swap anything in Lancaster , York and Chester, SC

Lake Wylie Buy,Sell and Trade

York County, SC - Buy, Sell, or Trade

Rock Hill Flea Market York county

Buy/sell/trade in Rock Hill and surrounding areas

Rock Hill S.C. Buy, Sell, Trade

Lake Wylie No BS Buy Trade Sell

Rock Hill SC Yard Sell

York County SC Online Buy & Sale Facebook Group

What's up Fort Mill and Indian Land

Clover, SC Market

Lancaster / Rock Hill / Chester County Barter or Sale

For Sale Wanted or Free in Lancaster SC

Rock Hill Area Buy/Sell/Trade! Invite Friends To Join Today!!!!

Lancaster SC Yardsale Online Deals/ Buy, Sale or Trade

South Carolina Real Estate Connections

South Carolina Real Estate Investors Network

South Carolina Real Estate For Sale

South Carolina Real estate by owner

The South Carolina real estate promation and marketing network

Real Estate Investing South Carolina

Real Estate For Sale or Rent in Upstate, South Carolina

Real Estate in South Carolina

[Homes for Rent or for Sale in Upstate, SC](#)

[Fort Mill Yard Sale , swap and give away](#)

[The Good Stuff Yard Sale Rock Hill, SC](#)

[York County, SC - Buy, Sell, or Trade](#)

[Buy/sell/trade in Rock Hill and surrounding areas](#)

[Clover s.c. post and sell](#)

[Lake Wylie, SC](#)

[Lake Wylie Market](#)

[Fort Mill, SC Online Garage Sale](#)

[Lancaster SC Online Yard Sale - Buy Sell Trade](#)

[York County SC Online Buy & Sale Facebook Group](#)

[For sale, free or wanted- Lancaster/York/Fort Mill/Rock Hill](#)

[Lancaster County and SOME rules Sales Site](#)

[For Sale wanted or free In Rock Hill SC](#)

[Rock Hill , Fort Mill , York, Clover, Lakewylie, And Surrounding Area](#)

[For Sale Wanted or Free in Lancaster SC](#)

[Rock Hill SC Biggest Networking Group Join Today!!!](#)

[Fort Mill Yard Sale , swap and give away](#)

[One Mans Junk York County SC](#)

[Lake Wylie: Marketplace](#)

[Lake Wylie Online Garage Sale](#)

[Fort Mill Yard Sale , swap and give away](#)

Lancaster SC FREE, FOR SALE, OR WANTED!!!

sell anything you want in York county no begging Classifieds

YorkCounty, Lancaster, Chester South Carolina Anything from A to Z

♡Indian land, Fortmill,& Surrounding Areas Online Yardsale🖾🪙🤝

Places For Sale Or Rent In Chester/Lancaster/York In South Carolina

Responding To Facebook and Craigslist Inquiries:

Your goal here is to get buyers contact information and put them in Podio as a new contact and then set a task for Lorraine to call them back about the property.

Any inquiries that come in you will need to send them the following information:

"Yes it is still available. I have been getting a lot of inquiries. Please send me your name, phone number and email address and I will have Lorraine my Asset Manager send you more information, pics and the address. We don't post the address online because some of our properties are occupied."

After they give you the information or if they fail to respond then send them this:

"Please call my Asset Manager Lorraine at "USE CORRECT TRACKING NUMBER HERE" or email her at lorraine@InvestorsRehab.com for more information, pics and the address."

Once you create a Contact Record in Podio then you will set a task for Lorraine to call them about the property.