



James Cappelmann

t Would I Do? y James Cappelmann	

What Game is This?

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?



Dear Bet. My name is Bet Jemmongs. Jam net an atterney or Toetar. I am the noot servines invester you will ever come across. Id like to buy year house at 1848 Any Street. Please call me at (916) 207-2359. Llock financed to hoveing from yea. Sincerely. Pleat Jemmingar.	
My name is Bet Jemmerge. Jan net en attorne pe rester. I den the nort services institute jour soil detractive decrease. Id like to buy year house destricted decrease. Id like to buy year house decrease call not at 1916/207-2339. Please call not at 1916/207-2339. Sincerely.	
Please call me at (916) 207-2339. I look forward to hearing from you. Sincerely.	Dear Part.
Please call me at (916) 207-2339. I look forward to hearing from you. Sincerely.	My name is Pat Jemmings.
Please call me at (916)207-2339. I look forward to hearing from you. Sincerely.	I am not an attorney or realtor. I am
Please call me at (916)207-2339. I look forward to hearing from you. Sincerely.	come across I'd like to business buse
Sincerely,	at: 18345 Any Street
Sincerely,	Please call me at (91/1)207-3389
	I look forward to hearing from you.
Pat Januarings	Sincerely,
	Pat Jemminas

Step 3: Market to Find Deals

- Mail
- Measure results
- Make adjustments based on Results

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