



## Real Estate Agent Marketing Plan for Distressed Properties

Marketing distressed properties as a real estate agent requires a different approach compared to marketing traditional properties. These properties might include foreclosures, short sales, or properties in need of significant repairs. The goal is to attract potential buyers who are interested in these types of opportunities. Here's a comprehensive marketing plan:

### Research and Analysis

1. **Define Your Research Objectives:** Start by clearly defining the objectives of your research and analysis. Determine what you want to achieve, such as identifying distressed properties for potential investment, understanding the market dynamics, or developing a distressed property investment strategy.
2. **Identify Distressed Property Metrics:**
  - a. Determine the specific metrics and criteria that define distressed properties, such as foreclosures, short sales, bank-owned properties, or properties with substantial repair needs.
3. **Online Databases and Public Records:**
  - a. Utilize online resources and public records to identify distressed properties, including property listing websites, county tax records, and foreclosure databases.
  - b. Analyze historical data to identify trends and patterns in distressed property listings and sales.
4. **Competition Analysis: Identify Competing Investors**
  - a. Research and identify other investors or entities that are actively involved in purchasing distressed properties in your target area.
  - b. Analyze their strategies, property portfolios, and success stories.
5. **SWOT Analysis:**
  - a. Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for your own investment strategy, considering what advantages you have over competitors and potential challenges.
6. **Rental and Sale Market Analysis:**
  - a. Assess the demand for both rental and sale properties in the area.
  - b. Consider factors like employment opportunities, schools, amenities, and local attractions that can impact demand.
7. **Trend Analysis: Historical Property Price Data**
  - a. Collect historical property price data to analyze price trends and fluctuations in the local market.
  - b. Identify whether distressed properties have a specific trend compared to the general market.
8. **Local Government Policies:**
  - a. Investigate any local government policies or initiatives related to distressed properties, affordable housing, or urban development that may influence the market.
9. **Financial Analysis: Determine Investment Criteria**
  - a. Define your financial criteria for evaluating distressed properties, such as acceptable purchase prices, renovation budgets, and expected returns.
10. **Financial Modeling:**

- a. Create financial models to assess the potential return on investment for various distressed property scenarios.
- 11. Risk Assessment: Identify Risks
  - a. Identify potential risks associated with distressed property investments, such as unexpected repair costs, market volatility, and legal issues.
  - b. Develop strategies to mitigate these risks, such as building a contingency budget, obtaining appropriate insurance, and seeking legal counsel.
- 12. Execution:
  - a. Put your research and strategy into action by actively searching for and evaluating distressed properties, negotiating deals, and managing the acquisition and renovation process.

Regularly update your research to stay informed about changing market conditions and be flexible in adapting your investment strategy as needed. Networking with local real estate professionals can also provide valuable insights and opportunities in the distressed property market.

### **Market Research and Segmentation:**

1. Research the local real estate market to identify the demand for distressed properties. Understand the trends, location preferences, and price ranges.
  - a. Segment your potential buyers based on their preferences and intentions, such as investors, house flippers, or first-time homebuyers.
2. Property Analysis:
  - a. Analyze the distressed properties you have or plan to acquire. Document the condition, location, and potential for renovation or improvement.
  - b. Categorize properties based on the level of renovation needed and potential return on investment (ROI).
3. Tailor Marketing Strategies:
  - a. Craft marketing materials that cater to each buyer segment. Highlight the specific benefits and opportunities that distressed properties offer to them.
  - b. Utilize online and offline marketing channels, such as social media, real estate websites, local newspapers, and real estate investment forums.
4. Network and Collaborate:
  - a. Attend local real estate networking events and join investor or house flipper groups.
  - b. Establish relationships with real estate agents who specialize in distressed properties and can refer potential buyers.
5. Online Presence:
  - a. Create a professional and informative website that showcases your distressed properties.
  - b. Use search engine optimization (SEO) techniques to ensure your website ranks well in relevant searches.
6. Educational Content:
  - a. Share educational content on your website, blog, or social media channels. Offer tips and guides on buying, renovating, and selling distressed properties.
  - b. Host webinars or workshops to educate potential buyers about the opportunities and challenges of distressed properties.
7. Data Collection:
  - a. Collect data on the effectiveness of your marketing efforts, such as website traffic, lead generation, and conversion rates.
  - b. Use customer relationship management (CRM) software to track and analyze leads and their preferences.
8. Follow-up and Nurture:
  - a. Implement a follow-up strategy to keep potential buyers engaged and informed.
  - b. Provide personalized assistance to help them find the right distressed property for their needs.
9. Evaluate and Adjust:
  - a. Regularly review your marketing and sales efforts to determine what's working and what needs adjustment.
  - b. Stay adaptable and update your strategies as the market and buyer preferences evolve.

## **Pricing Strategy:**

1. Determine a competitive but attractive price based on the property's condition and market value. Consider pricing it below market value to attract more attention.

## **Marketing Strategies**

Creating a marketing plan for distressed properties involves a unique blend of digital marketing, traditional approaches, networking, and education. By emphasizing the potential and attracting the right buyers, you can effectively market distressed properties as a real estate agent.

1. Digital Marketing
  - a. Website Listings: Create a section on your website dedicated to distressed properties. Provide detailed information, photos, and any available history or reports about the property.
  - b. Social Media Campaigns: Utilize social platforms to showcase distressed properties. Share before-and-after pictures, renovation progress, and success stories.
  - c. Email Campaigns: Develop an email list of potential buyers interested in these properties. Send out regular updates about new distressed properties available.
2. Collaborate with Investors and Flippers
  - a. Network with local real estate investors and house flippers. Build relationships and share potential distressed property opportunities with them.
3. Traditional Marketing
  - a. Open Houses: Conduct open houses to attract potential buyers. Highlight the potential of the property post-renovation.
  - b. Print Media: Advertise in local newspapers or real estate magazines, emphasizing the potential and value of distressed properties.
  - c. properties.
4. Specialized Platforms
  - a. List properties on specialized platforms for distressed properties and auctions to reach a specific audience interested in these types of sales.
5. Highlight the Potential
  - a. Emphasize the potential of distressed properties through "before and after" visuals, demonstrating what the property could become post-renovation.
6. Networking and Partnerships
  - a. Collaborate with Contractors
  - b. Partner with local contractors, builders, or renovation companies. Offer potential buyers estimates and advice on renovation costs.
  - c. Leverage Real Estate Associations
  - d. Engage with real estate associations and groups. Attend meetings and events to network and share information about available distressed properties.
7. Use education to demonstrate your value:
  - a. Create blog posts, videos, or webinars explaining the process of buying distressed properties, the risks, and potential returns. Offer guidance to potential buyers.
8. Provide Support
  - a. Offer guidance and support throughout the purchase process, especially for first-time buyers or those unfamiliar with distress property transactions.
9. Follow-Up and Feedback

- a. Gather Feedback
  - b. After sales, collect feedback from buyers. Use this to improve your strategies for marketing future distressed properties.
10. Follow-Up Services
- a. Offer post-purchase assistance or connections to reliable contractors for renovations, strengthening relationships with buyers.

## **Coni K Meyers, LMC, CBLC, CDC**

**Founder/President**

**[www.BePreparedBeReady.org](http://www.BePreparedBeReady.org)**

**<https://www.Givebutter.com/CKMP-ThankYou>**

**800.634.9677/503.805.6621 (Direct)**

**[Coni.Meyers@BePreparedBeReady.org](mailto:Coni.Meyers@BePreparedBeReady.org)**

Coni is a speaker, 6 x Int'l Bestselling Author, and does international retreats on leadership. Her certifications and masterclasses are in leadership, distressed properties, disasters and how to "Do Well by Doing Good". She has 3 certifications in leadership and executive coaching and can be found in articles, podcasts, blog posts and TV. She has founded 2 national businesses and a nonprofit with over 40 years of experience as a entrepreneur and business owner.

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