

Cracking the Craigslist Code For Real Estate Investors



**How To Create A 24-Hour A Day
Fully-Automated Marketing Machine
Without Going Insane In The Process!**

You'll Never Look For Buyers Ever Again!



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PART I

THE CRAIGSLIST REVOLUTION

Marketing Is Job One

The most demanding task for any real estate investor today is marketing: to find sellers, and even more importantly, to find qualified buyers. If you haven't already figured this out, you're not really doing the business. Marketing is probably the most vital task for *any* business to master. No matter how fantastic your product or service, it will die a lonely death if nobody knows about it. The two biggest marketing challenges are simply *getting the word out, and getting it noticed.*

In today's market, finding "motivated sellers" is a lot easier than just a year or two ago. Today, the trick is finding buyers who WANT the houses you've got, who are CONVINCED by the news or their banker that their financing options are limited, and who will FOLLOW YOUR INSTRUCTIONS and do what you tell them to buy the home.

While plenty of gurus do a great job training students to make deals, write contracts, negotiate with sellers, do creative financing and so on, they often relegate marketing to a few quick paragraphs. Some still recommend placing "old school" yard signs at high-traffic intersections, "We Buy Houses" magnetic signs for your pickup, printing up some really clever flyers or even costly mailings of postcards or "yellow letters." Some will tell you that running classifieds in newspapers and shoppers only costs a few bucks. Hah! Right! The AVERAGE cost of a three-line ad in the U.S. is somewhere between \$10 and \$40 a line — that's \$210 to \$840 a week *or more!* — *for every single three-line ad you run!*

That was then, this is now.

The Internet changed all those old school methods years ago! Smart investors today use tools like *websites and online classifieds* instead of those miserable yard signs. It's about time! There

were some intersections so covered up with tacky “We Buy Houses” signs you couldn't see the grass! Driving around with hammer and nails, stapler and tape, spending hours putting up all those lousy signs — just to have someone pull them down the next day; what a waste of time!

The only people who might *possibly* respond to a roadside sign have to be on that one particular street, notice your sign (if it's still there), *then* try to scribble the number while they're driving and actually remember to call you later! Of course, you could choose to traipse around town, posting flyers on front doors, at laundromats and grocery stores. No idea if you're reaching anyone who has the least amount of interest but just maybe, *just maybe!* If you tried to invent a more disjointed, difficult system to find buyers, it would be hard to beat signs and flyers.

These "old school" methods are truly "longshot marketing" at its worst.

On the Internet, you can sell to people in your town, your city, your state and all over the country — even the world, right from your home. Why limit yourself to buyers from one street or even one city? People are relocating, moving up, moving down, trying to get out of the big city or wanting to come to it... every day! **Having a website and doing online marketing costs pennies on the dollar compared to getting qualified leads from traditional methods.** Put in the right preparation and effort, **and you can pinpoint your marketing *right where the prospects are already looking for YOU*** day and night, week-in, and week-out — without you ever having to drive around and pound stakes in the ground again!

Sounds great in theory. But how are people supposed to *FIND ME* on the Web?

Obviously, just having a website isn't enough. After all, there are ten gazillion websites out there! How do you get them to discover yours? **There are essentially only two ways prospects will come to your site:**

1) They might accidentally stumble on your link in an online ad or article while researching the kinds of things you do (acquire houses from sellers and sell houses to buyers using creative financing). Marketers call this "pull" marketing. If the message they

see is compelling, they'll click through to your site to find out more. If not, they keep looking until they find a message that does connect with them.

2) You can send them something with your site address on it. This is called "push" marketing. It might be an email, Adwords or some other traditional marketing such as TV, radio, direct mail, etc. You're trying to find them in the crowd, drive them in to your site, and hope they are interested in what you've got.

Now you probably think this report is all about the second way, but you're wrong!

Big companies can afford to dump tens of millions of dollars into TV, radio, billboards and all manner of online advertising to "push" new prospects to their sites or their stores. We've all grown up with this kind of marketing yelling at us from every television and radio, every magazine and paper. The hope is that through clever marketing messages we'll act on impulse and suddenly think, "Wow, I think I'll go buy a..." hamburger, new outfit, or car, for that matter.

Think of local fender-bender attorneys pounding the airwaves, hoping to find accident victims, or car dealers hawking new models. In this highly-competitive "push marketing" arena spending hundreds of thousands, even millions -- a month! -- isn't unusual! For example, most Google Adwords can be just a few cents for every person who clicks to your site, but for almost any real estate term, big national companies bid \$10, \$20 even \$50 or more -- *per click-thru!* -- shutting out small business marketers completely.

Most of us don't have quite enough of a budget to run these expensive "push" campaigns. Yet that's exactly the kind of marketing most investors try to compete against!

The good news is, local real estate investors CAN crack the code that cuts through all the other marketing clutter and lets prospects "stumble onto you" **on purpose**. When you do, you can enjoy an HUGE advantage over your competition. The reason is simple:

When you can target people at the precise moment they are looking for what you have to offer, they've already decided they're interested in your message.

The Easter Egg Hunt

Anyone who's been a parent; even some who haven't; knows how you hide eggs for kids on Easter. You don't hide the eggs so your little ones *won't* find them, you hide them so they *will!* The objective isn't to hide them like you would a buried treasure -- where no one could ever find them! No, you want to figure out creative ways to "hide" them in plain sight -- *on purpose* -- so your kids get to "discover" them. With online marketing, we want the same thing to happen, and have prospects find you... not accidentally, but *on purpose!*

With that in mind, how do you connect with prospective buyers right at the precise moment when they're looking for you?

Why not put your "eggs" right in their path?

Probably the most brilliantly beneficial Internet concept other than Google is a simple classified ad site called **Craigslist.org**. People can advertise local garage sales, block parties, wish someone happy birthday, sell old clothes, cars, you name it. Their messages reach hundreds of thousands of shoppers every day and Craigslist doesn't charge them for the service (except job posting ads in major markets). Unlike any other medium for real estate investors, Craigslist costs nothing more than the time and effort it takes to use it. While this can be a substantial amount of time, the market opportunity is simply too massive to ignore.

There are Craigslist clones like **Backpage, Google Base, Blurbpage, Freeified, Infozeal** and many others, but our focus is on Craigslist since they're the 800 pound gorilla of the bunch. (Everything in this report can be applied to the other, smaller classified services as well).

Before Craigslist, there was nowhere to get all this:

- You can run your ads in **over 300 specific city-markets** that Craigslist serves
- You're **not limited to one city** (since buyers and sellers of homes in your city come from all over the country, *successful real estate investors run ads in an average of five surrounding cities each day!*)

- **You can run your ads morning, afternoon, and evening — every day and every week of the year** (*repetition is a key to your success*)
- **Prospective Buyers can find your ad through Google searches, too. Your ad is automatically indexed by Google (you don't have to pay for Adwords or do anything else to make this happen!), driving even more people to your ad — and your site!**
- **There's no size limit:** no "3 line limit" to force you to choose description over ad cost. You can have as much or as little copy as you want
- **You don't pay to add photographs or an entire custom-designed advertisement** (try that in a print ad and watch your costs soar!)
- Readers can respond to your phone number, email, or **click directly from the ad to your site**
- Your ad can be seen by thousands, even *tens of thousands of eager buyers* from any part of the country — or the world. Where else can you broaden your reach so easily?
- Best of all, Craigslist classifieds **bring people to you 24 hours a day, 7 days a week, 365 days a year** — Not only is it THE place people go to SELL their homes, it's also where more and more renters go to LOOK for houses to BUY or apartments to RENT.

There's a LOT more to Craigslist than classified ads.

New York Times Business reporter Stephanie Rosenbloom has followed the Craigslist phenomenon for several years. She writes that people from all over the country are increasingly "seeking and selling housing on Craigslist.org." And because the ads are free, people can "go on at length about who they are and what they want; their postings provide a sociological window into housing trends and desires across the country, from the neon cityscape of the Las Vegas Strip to the wheat fields of Wichita, Kansas."

The service lists more than **2 million new job listings each month**, and more than **10 million new images per month** are posted on its ads and forums. And the forums themselves, discussing all kinds of issues, draw another **100 million user postings on over 100 unique topics**. So Craigslist has incredible traffic, awesome visitor participation, and gives you a venue to present your deals that's unequalled -- online or off.

Craigslist gets more than *12 billion page views per month*. That makes it **the #8 most-visited website worldwide -- more visitors than Amazon and Disney!**

That's great. How does that help me in my local real estate business?

For local real estate, Craigslist has really become THE place to go!

Craigslist is at its core focused on LOCAL information in over 300 hometown markets. It's designed to help people narrow down their options to their own area -- their city or town. Thousands of users from your neck of the woods join more than *40 million people in the U.S. alone that use Craigslist each month* to find products (including houses) and services (including finding buyers); over 50 million users worldwide.

In September 2008 alone, 464,718 homes were listed for sale by eager sellers. Even more important, *there were also 647,675 rentals listed that month*.

That's an average of 1549 houses and 2159 apartments and rental homes listed for each of the 300 metropolitan areas across the country — in ONE MONTH!

Why is that important? Because those numbers just represent the ads that were *posted*. Every single day each of these ads are seen by thousands of people from YOUR area, all on Craigslist looking for homes, or apartments, or roommates... the list goes on and on. Exactly the kind of people most investors are looking to connect with.

One of the very best places to find homebuyers, for example, is among people looking for a place to rent. They are much more likely to be interested in buying a home than someone who already owns one. They also have the most to gain (rent often costs more than a mortgage) and are considering their future housing options at the very moment they log on to Craigslist. Prospective first-time buyers are more ignorant of the process and what it takes to buy a house today, which means they need a good guide to help them — and probably some creative seller financing options. Know anyone like that...?

The bottom line is, if you're not *aggressively* using this incredible resource, you're missing out on what many consider the greatest, most targeted marketing tool for real estate investors ever created.

PART II

THE CRAIGSLIST DOWNSIDE

Craigslist's greatest advantages are also its greatest flaws, at least for business marketers. Even though Craigslist is a "for-profit" (their non-profit arm is the Craigslist Foundation) with eBay as a partner since 2004, the company's general attitude towards business ads is more like a non-profit. According to their FAQ page, they continue to use the .org domain name because it "symbolizes the relatively noncommercial nature of craigslist, as well as our service mission and non-corporate culture."

They do make money. Most of their estimated \$150 million+ in revenues comes from job postings in major markets, erotic ads and brokered apartment listings in NYC. Other than these revenue streams, though, they show very little interest in making a profit — and even less interest in helping your business make a profit.

Basically, Craigslist is designed to serve individuals who want to promote a garage sale, or sell a car or some family heirloom. Craigslist has plenty of rules and restrictions designed to keep business postings off the site. They make it difficult and time-consuming — some might say **adversarial** — for you to run ongoing advertising campaigns over a period of days or weeks. In fact, *Craigslist constantly looks for new ways to screen out businesses trying to get freebie ads.*

Using Craigslist been described as climbing a "Sinking Ladder"

We have to recognize that Craigslist a constantly-changing *LIST*, as the name implies. This alone creates many of the problems marketers face in using this tremendous resource.

Craigslist users self-publish more than 30 million new classified ads each month. Dozens and dozens of ads are added in each category, in each market each day. As each new ad is added to the top of the list all the previous ads are pushed down.

Go to any category on Craigslist. Look at the top ad. Give it a few minutes and refresh your browser. Chances are you'll see a new ad on top and the former "top dog" dropped down a notch on the page. The list is constantly updating as new ads are being posted.

It's like trying to climb a ladder that keeps sinking into quicksand. You've got to keep climbing to get to the top, and as it keeps sinking down you have to keep climbing up step-by-step, over-and-over, again-and-again.

Since ads stay up 30 days, if a visitor goes back to look for, say, a used truck that caught their eye last week, they'll have to scroll down, down, down through pages of ads before they find it, IF they find it. Or, if they remember the details in the ad they *might* find it using the Craigslist search engine.

The key to success, as they say, is ***location, location, location;*** and the best location is always at or near the top of the list. If you want to **STAY** at the top of the list, it won't happen without consistent re-postings throughout the day. That's the only way to stay near the top.

Any Successful Real Estate Marketing Strategy Using Craigslist Requires These FOUR Essential Elements:

The FIRST Essential Element is repetition. A basic tenet of advertising is the more times you can repeat a message, the more likely your audience will hear it and respond. In order to get any kind of repetition in Craigslist, you have to *repeatedly go in and manually stuff Craigslist with your ads* over and over throughout the day: *At least three times per day per ad, per city.* It's a list, so you have to keep going back in to keep your ad near the top or on the first page of your category. It's a lot of work, but nobody will find you after you drop off page one... you have to go back in morning, afternoon and evening to stay in the game!

The SECOND Essential Element is consistency. Posting one ad this morning, two tomorrow, then skipping a day or two is a wasted effort — regular posting like clockwork is required to use Craigslist effectively. When your ad drops off the screen, you drop off the radar and you have to start all over again. Thus, it is necessary to post your ads every day, in every city, and do it consistently three times a day!

The THIRD Essential Element is “reach.” Reach is how far out your message travels. In real estate, the farther the better because we all know buyers don't come only from our home town. In fact, some may live hundreds of miles away. How many people are looking to move into a large metropolitan market from surrounding towns and cities? How many are looking to move to a bedroom community from one of these municipal markets?

Unlike advertising on local TV, radio or newspaper, Craigslist isn't limited to your town or city alone. There's very likely a specific Craigslist for five or six surrounding cities — so why set arbitrary limits on yourself! We recommend running your classifieds in a **minimum run of 5 cities to expand your boundaries** and bring in as many qualified, interested buyers as possible.

The Craigslist "Anti-Aircraft Guns"

Craigslist's stated "non-profit" mindset means their system is designed to shoot down any ad it thinks might be from a business. On a basic level, this means if they see any ad more than once or twice from the same account, they'll figure you're a spammer -- and you're guilty as charged. When this happens they will either "ghost" your ad -- meaning everything looks fine when you post it, but when you go to look for it, it isn't there -- or they'll shoot down the whole account blacklisting it to block any more ads from that email (every Craigslist user account is linked to a specific email address).

All of this is done through clever programs and spambots that detect and shoot down offenders. As soon as marketers figure a way to get around the clever programs, Craigslist puts in new, different programs to detect the marketers' latest efforts. It's an ongoing cat-and-mouse game played out every day, much like the game played between hackers and anti-virus software makers.

Sounds like a lot of work!

It is. Posting ads every day — several times a day, day after day — can quickly become tedious and time-consuming. It can seriously take away from other more interesting and profitable activities like doing deals and making money. If all that wasn't enough to deter most investors from tapping into this resource, there's another twist to consider:

So the FOURTH Essential Element is staying beneath the radar. Craigslist isn't some unmonitored bulletin board. You have to realize someone or something is paying attention to every ad that's posted. They're watching... and waiting. They don't particularly want you to have an ongoing, successful campaign and they'll make things difficult for you. You have to decide if you want to just back down and lose out on this market or not. *If you want to capitalize on this incredible resource, you have to constantly adapt and change your tactics to succeed, or they will shoot you down.*

Regardless of ALL this, only a FOOL would pass up this incredible resource of buyers for their properties!

There are just too many overwhelmingly great reasons to use Craigslist! In spite of all its peculiarities, in spite of all its difficulties and obstacles... savvy real estate investors know they can utilize Craigslist to reach prospects BEFORE their competition. In fact, many deals are done this way *without the prospect ever speaking to another investor!*

**People all around you use Craigslist every day,
BEFORE looking in the local paper,
BEFORE calling a FSBO or Realtor to find a home.**

And if you don't get your message in front of these folks, somebody else will! Ideally, when they go to Craigslist, the person they'll find to help them find a house will be YOU!

Learning to "Crack The Craigslist Code" lets you expand your business more cheaply and effectively than any other resource — well beyond any limitations you've experienced before. If you are a serious real estate investor — not a hobbyist or wannabe — the only question you have to ask yourself is: *Are the rewards of using this resource worth the time, effort and energy I'll have to put into learning and maintaining it?* None of these benefits come without some kind of cost, so using Craigslist is never really "free." That's OK, neither is any other marketing tool! Once we take the false concept of "free" out of the equation, we can honestly look at the value and cost of using Craigslist as a marketing resource — one that is unparalleled by any other option.

The most important question is: *is it worth it to YOU?* The only way to answer this is to understand what's really involved in running an aggressive, lead-generating campaign to find buyers, sellers or tenants. You simply have to know how it's done, and that's what we're here to show you.

PART III

SPECIFIC STEPS TO CRACK THE CRAIGSLIST CODE & AVOID THE "ANTI-AIRCRAFT GUNS"

What follows are specific steps you can take to harness the power of Craigslist and avoid getting ghosted or blacklisted. **These steps are proven to work, and they are all necessary.** There's no point trying to skip any of them because Craigslist will already be there ahead of you, and will shoot you down before you get started.

In fact, we'll organize each step based on specific obstacles placed in your path by Craigslist, those "*anti-aircraft guns*" designed to shoot down your ads. Then we'll show *proven solutions* you can use to safely fly over or around or through each of those guns. Doing this successfully will allow your marketing to get through to the buyers, and you'll find yourself covered over with qualified prospects.

Understanding how it all works is important. However, nothing changes the fact that it's a lot of work, and no software is up to automating the task. Fortunately, savvy investors and marketers have joined together to provide services so you can profit from this resource working "*Smarter, Not Harder,*" and have better results, faster and more consistently than trying to do it all manually.

Craigslist Anti-Aircraft Gun Number One:

The Email Shuffle

We've said you need to place multiple ads every day to stay on top of the list for your markets. However, we've also shown that running more than one ad a day from the same account risks having Craigslist ghost your ads before you even get started. So how do you get past the spambots and other "enforcers" if you're running several ads a day in five or six cities?

You DO NOT want to use the same Craigslist account for all your ads because that's a dead giveaway. Having a lot of similar-ads is one thing, but having a bunch from one account is "Game Over!" The single-minded spambots automatically correlate this with spamming: "Must be a spammer! Shoot them down! Blacklist them!"

So it's best to have a lot of Craigslist accounts so you don't have any breaks in your marketing when you're trying to sell a house. Each Craigslist account is attached to a separate email address, but the solution here is really pretty simple:

Solution:

***Grab Lots Of Email Addresses And
Set Up Lots Of Craigslist Accounts!***

Go to [Google Gmail](#) or [Yahoo](#) or some other free email service and get lots and lots of email addresses. Be sure to forward them all to a single address to make getting your leads easier. Having plenty of Craigslist accounts is an essential strategy for keeping yourself under the radar, far away from the anti-aircraft gunners.

You can waste a lot of time manually setting up all those email addresses one-by-one, or you can use a program that will do it on the fly like [Jiffy Gmail Creator](#). For a one-time cost of \$77 this jewel lets you create unlimited Google gmail accounts in seconds without breaking a sweat.

Once you've got them all set up, you'll want to constantly rotate through your Craigslist accounts as you place ads every day, and don't use the same account more than once in a day. Be sure to keep track of all this! This can become complicated really quickly if you don't.

Craigslist Anti-Aircraft Gun Number Two:

Here It Comes Again – Blam!

Most people think of an ad as a single message, one that is still the same ad no matter how many times you run it. After all, if you run an ad in your local paper for a week, it's the same ad every day, right? Not to Craigslist! Each time you post that ad, it's new. Here's the problem: if it even *looks* like it could be the same one you posted a few hours before, you may well be shot down before you know what hit you.

The spam gunners look for things like the same body copy or headline, or even the same links or phone numbers. If you re-run the same ad several times, you'll need to make a new headline for each ad, and you should probably rearrange at least half the body copy as well. Another technique is to include hidden text in the body (text not visible but seen by the Craigslist spambots), because they just need to see a bunch of different text, whether it has anything to do with your ad or not.

Solution:

Write, Write, Re-Write And Repeat

While you're writing your ad copy, whip out six or eight different headlines to keep the ad unique and fresh each time it runs. You might as well doctor the copy at the same time, too. It can't look exactly the same each time around so make several different versions or use different hidden text in each version or ad different hidden text in each version

One key point: Get somebody to help you with the copy — both for your ads and your websites! Don't assume that you can mimic other ads or just put down whatever comes to mind and have great results. **Well-written ads stand out, convert more people who see them, and will separate you from all the wannabe investors on Craigslist.** Good, experienced copywriters who can write killer copy will charge you around 25-\$50 per ad, so figure \$250 to \$500 at most for 5 good ads including headline variations and some alternative body copy.

A national partner with the REIAssure is **WEB3Direct.com**. They've done thousands of campaigns in the investor real estate arena for 15 years, including for some of the big name gurus out there. Don't cut corners here; get the best copywriting you can, because ultimately that's what you're depending on to compel those buyers and sellers into action! (Incidentally, if you don't already have websites in place, **WEB3Direct.com** can also handle getting compelling sites set up to capture leads for you like we described earlier).

Craigslist Anti-Aircraft Gun Number Three: ***The (Telephone) Ring Of Fire***

OK , so you've gotten all your email addresses and set up all your Craigslist accounts; you've tweaked and changed all your ads so each one is unique... ***and you still get shut down!***

Craigslist has another option for advertisers, to set up a ***phone verified*** account. With a verified telephone number attached to your Craigslist account, the company gives a little more benefit of the doubt when spamming questions pop up. Since you have a phone, you must be real; you're not hiding behind an email somewhere.

If you rotate your phone verified account listings throughout the month, you have an even better chance at not being blacklisted or ghosted.

Craigslist has found that by doing individual phone verifications on accounts, they also increase the "hassle and cost" factor enough to convince even more business marketers from even trying to use their site. Their system for phone numbers is the same as for email addresses: one per account. So if you want twenty or thirty verified accounts, you need that many separate phone lines just to get started!

However, unlike email addresses that are free, verified phone lines come with a cost. They can get expensive, but the real cost is in all the extra effort it takes. *Perhaps now you understand why we said earlier that you really can't measure the value of Craigslist by whether it's free or not... there are many costs, some more obvious than others.*

Solution:

Multi-Task With Multiple Phone Lines

Fortunately, you don't have to go to Ma Bell and pay business phone rates for each line you need! There are services that charge around \$10 a line to set up validated phone accounts for Craigslist verification. But it still takes time to apply, usually at least a couple of days or so to set it up. Getting enough lines for a major campaign can take up to a week. You'll want to have extras, because whenever one is blacklisted — and it does still happen, even with phone verified accounts — you need to replace it with another number and set up another Craigslist account as soon as possible. Just accept that you're going to constantly need more lines each month to replace those Craigslist decides to blacklist anyway. It's just a fact of life.

Craigslist Anti-Aircraft Gun Number Four:

Let a Picture Save a Thousand Words

Earlier we spoke of having to write and re-write ads to keep them different. Instead of having to do all that copywriting and rewriting, you can use images for your Craigslist posts. Your image

may be nothing more than a photo of the house, but if you get creative and build in some copy and contact info — you've created sort of visual flyer — and a way for people to know how to get in touch with you.

Anyone handy with a program like **PaintShopPro** or **PhotoShop** can do this pretty easily. If this isn't your forte, find a graphic artist who can do some simple layouts for you. Then turn your ad into a JPEG image and place it in Craigslist instead of just using text. The catch is that each time you place this nifty image **it needs a different Internet address or URL**. Otherwise you run into those nasty anti-aircraft shooters again.

Solution:

Find A Third Party Picture-Placer

In order to create an unlimited number of unique URLs, set up an account on one of the image hosting sites like **Photobucket.com** or **Snapfish.com**. These sites are normally used for sharing photos among friends, but you can save any kind of image on these sites you want (even your "brochure classified ad"). Every time you upload the picture to another Craigslist ad it will upload with a different URL. It's one more task requiring extra effort, but it's offset by time saved doing rewrites and by the added impact a good image can have on your response rates.

Craigslist Anti-Aircraft Gun Number Five:

Post, Repost, Then Repost Again

Remember that "sinking ladder" description? Well, now that you have multiple email addresses, multiple phone lines, various Craigslist accounts and assorted versions of your ads, you need to post them on the site. Then post them again, and again... and again. You've got to literally stuff the Craigslist system with your classified ads!

To stay near the top of the list, just count on re-posting each of your classified ads **at least three times a day** (morning, afternoon, evening). Multiply that times each city in which you're running the ad and by how many minutes it takes for each one. Most serious investors target at least the four nearest towns along with their own, so figure running five ads for the greatest draw of prospective buyers. If that's all you do, you'll be reposting 15 times a day! That's 105 times a week or a whopping 450 times every month. If it takes you a two or three minutes per ad (including alterations, it could take even more), it's real easy by the end of the month to have logged over 20 hours — that's like an extra half-a-workweek — just spent posting your ads!

There's no heavy lifting involved and you don't have to get out of your chair to do it so don't complain too loudly. Just be happy that this one labor-intensive hassle is enough to stop almost ALL of YOUR competitors dead in their tracks. As a result, **most of your competition totally misses out on the tremendous marketing reach offered by Craigslist** and other online classified sites.

Even though various software programs like **Craygo** and **CL Auto Poster** have sprung up that claim to stuff Craigslist with your ads automatically, the bad news is **there is NO software that can automatically adapt to changes made by the anti-aircraft guns on Craigslist**. Sure, they may be able to post *some* of your ads for a little while before the ever-changing criteria and psycho-killer spam bots stop them. But when the Craigslist staff decides to change their algorithms or re-program the anti-aircraft guns, no software can adapt *on-the-fly*. In some cases, the simplest change can stop these posting software programs from being able to post your ads at all! **By the time these software sellers finally scramble to adjust to today's changes in the Craigslist system, their "updates" are already yesterday's news!**

There you are, counting on all those ads to pull in leads, and the phone doesn't even ring! You keep checking your websites, but nobody's registering. You may even send a couple of "test" registrations through your websites — you know, just to make sure if someone responds to your ads that your site is working OK! Those sweetheart ads that were supposed to bring you deals and money **never even got posted by the online classified software**. It's just tough luck at that point for you. Game over. Sure, it may be rude of Craigslist to not even bother to let you know

your ad was ghosted or blacklisted, but that's how they work. With any piece of software, *you spends your money and you takes your chances.*

Even with commercially-available software, it's not as simple as “*write the ad, click enter*” and you're done. You've got to learn how the program works and how to backtrack to double check each entry.

No software can "learn" itself for you... That's your job. Which usually means a steep learning curve is involved! You have to ask yourself...do you really want to tackle figuring out yet another complicated piece of software at this point in your career as a real estate investor?

So you've either got to become a junior programmer – or hire one – for any of these software “timesavers” to be of any benefit.

Solution:

Put Human Hands On The Tiller

In this case the “solution” is a mixed blessing. The "easy out" promise of software will either take a ton of your time learning to do it all yourself, or you'll have to hire someone to make sure it all works. The person you hire can't be a minimum-wage moron or some afterschool kid! If you're going to depend on them for your business's marketing, you need someone with at least half-a-business-brain! Unless they understand real estate investing, are able to create various ads to attract buyers and sellers and make constant changes on the fly, and have enough knowledge of the Craigslist system to keep all the plates spinning for you... you're throwing good money after bad.

Does all this sound like too much work?

Cracking The Craigslist Code For Real Estate Investors

From talking to hundreds of investors all over the country we know that by this point most just toss in the towel and walk away. This client probably summed it up best,

“Sure, I'd love to tap into that huge 50 million-user market, and I know from talking to prospects now that they all go to Craigslist when they're looking to buy or rent. But even playing around on Craigslist just a little bit showed me it's going to take a whole lot of hours just to get it all going, and a LOT more work every day for me, just to keep it going. I gave up trying to do it myself... it would take another me! I know pounding yard signs and handing out flyers isn't nearly as effective, but at least it's simpler!”

That's exactly to conclusion Craigslist would like you to come to, too. Just give it up. It seems a pretty logical decision, after all, when you consider how labor intensive and time consuming it is to go through all those steps, consistently, day in and day out. Craigslist has it planned it that way — to keep you and every other serious investor out and keep their list "pure"; in other words, limited to one-time ads from individuals selling their old couch or having a garage sale. It's their party, why don't you just go home?

Of course, **the more investors who give up and shuffle away, the less competition you have for the thousands of local Craigslist users...** making them that much more receptive to your ads!

Don't give up! Craigslist is still a gold mine!

Only problem is, it takes some picks and shovels and effort to get to the gold! You may even need to find and hire people to handle specialized steps like writing compelling copy or creating attractive graphic image ads, or to take care of the more technical parts of the job. As we said earlier, all the hard work WILL pay off, but it is difficult, frustrating and tedious... and it stays that way.

We haven't tried to paint a rosy "easy as pie" picture; we've tried to give the upsides and the downsides. The fact is, even without considering the adversarial aspects of the company we have to deal with, there are LOTS of minutiae to learn in order to use Craigslist, just as with any

other program . There are scores of other little details and techniques, more than we have room here to cover. For people who would like to create a hands-off, “Virtual” business, mastering and doing all this is *anything but* — in fact, it's downright labor-intensive. You're not alone if you're thinking...

**"I don't WANT to become some
"Craigslist Marketing Expert!"
I just want *qualified leads!*"**

It's easy to get caught up in all the techno-babble and spend countless hours becoming an online expert, but the thing that makes you money is **getting qualified leads of buyers, sellers, and renters and making deals**. Leadflow is *what it's all about*. Who in their right mind wants to devote hours and days of their life to learning all the ins and outs, all the steps and tricks involved to pull the leads out of Craigslist effectively, when *the real goal is buying and selling houses?*

It's sort of like the fellow who went to the hardware store to buy a drill. He didn't care about all the features of the drills — *he just wanted a hole; that was his real objective*. He had to go out and buy a drill to get it.

Doing deals is what makes pays the rent and buys the new cars. Everything else (Getting the qualified buyers lined up; finding the people you can work with to make deals come together) are necessary distractions that take you away from actually doing deals. Getting good, qualified buyers is just a means to an end. *Doing deals is why you're in the business*.

PART IV

DOING ADS OR DOING DEALS?

It's probably safe to assume if you didn't have to do anything to get qualified leads, you wouldn't. If leads showed up every day in your mailbox, that would be one less thing to worry about in your business. It would be even better if those leads were already prescreened and prequalified, just waiting for you to call them and tell them their next step (buy one of your properties). Would it bother you if leads came to you without a lot of effort on your part? Of course not!

Granted, some people are dyed-in-the wool do-it-yourselfers. We all know people who *call* themselves "real estate investors" but are more like hobbyists. They seem to enjoy putzing around, doing all the busywork of the business themselves, more than doing new deals. They'll spend months rehabbing a property on their own, instead of having a professional crew in and out in a week or two!

Some even call it their "therapy"... could be they *need* therapy!

These folks don't seem to see the value in spending what it takes to "fast track" their business so they can make serious money. They drive around all day, answer all their own calls and emails, place their own ads, and do all their own follow-up calls with prospective buyers and sellers. Spending even more hours each week posting Craigslist ads is just one more thing to pile on their list. "After all," their reasoning goes, "If I don't do it, who will?"

It's not that there's nobody else around to do all the grunt work; *these folks look at any labor- and time-saving technique as a cost, instead of as an investment that frees them up to do more deals and make more money.* Sometimes this is hard to understand, because if they really

believed they could make thousands of dollars from every house — which we know any "real" real estate investor can — why wouldn't they make the investment to get more deals, faster?

If you're this kind of "rugged hands-on individualist," you've got about all the information you need to get going. Dig in and have at it! Knock yourself out!

However, if you're someone who's less interested in the means (stuffing ads on Craigslist over and over again every single day) than the end results — making more deals and generating more cash faster — then finding a way to make this all as simple, easy and as remote control as possible should be a top priority.

Remember the question we asked earlier? *Are the rewards really worth all this time and effort?* We won't insult your intelligence by dismissing this question with, "Well, how much is one deal worth to you?" The reality is *the more time you can spend focused on MAKING deals (instead of hunting down leads), the more money you can make.* So another way to ask the question is:

***Do you want to be paid as a Craigslist ad writer or ad poster,
Or as a real estate investor?***

Obviously, the more mindless, repetitive, brain-draining details you can outsource, the more it frees you up to focus on what you do best: deal making. You can put all your mental and physical energies and focus into arranging profitable real estate transactions, or perhaps simply being the matchmaker between eager, qualified buyers and anxious, motivated sellers.

Is it a fantasy to think you *could* outsource all the tasks related to running a campaign on Craigslist?

If you had searched — even just a few months ago — for a service that *effectively handles all the tasks described above*, and brings you qualified leads every day with practically zero effort on your part, you wouldn't have found one. Finally, there is.

Cracking The Craigslist Code For Real Estate Investors

A Service (NOT A Software)

Specifically Designed For Serious, No Nonsense

Real Estate Investors

By

Experienced, Active Real Estate Investors

And World-Class Marketers...

The AdStuffer CL Service Team

The AdStuffer CL Service Team is a specialized direct marketing agency, managing all the details of running online classified ads for real estate investors. Our hand-picked staff of experienced, knowledgeable experts are all thoroughly versed in all aspects of Craigslist marketing.

Experienced real estate investors have to worked with them, training them to target the specific kinds of markets and leads we want. Top-shelf direct response marketing experts help guide them every day on using the most effective guerrilla marketing techniques to fill your inbox with an endless stream of qualified, excited leads.

You essentially do nothing and we do everything, leaving you to do what you do best:

MAKE DEALS!

**Imagine A Craigslist Ad Stuffing Service Where
ALL You Do Is Provide 4 Simple Pieces Of Information**

ADStuffer CL Checklist	
✓	Which cities do you want to run in?
✓	What property information/offer do you want included?
✓	What contact information (email address, website or phone number) do you want applicants to go to?
✓	What images do you want to upload?

That's It. Everything Else Is Done For You!

You Do *Nothing*,

The Adstuffer CL Staff Does *Everything* For You!

The most important aspect of this unique service is that you don't have to learn to use some piece of instantly-obsolete software, you don't have to hire some minimum-wage college dropout and you don't have to do it yourself.

All of your ads are placed by highly-trained pros using state-of-the-art tools and handling each-and-every one of your ad posts *personally*.

The AdStuffer CL team is 100% focused on doing everything involved in generating hot, excited and qualified leads for you from Craigslist, making your marketing practically hands-free.

Just how "hands-free" is this? What exactly do you mean by "everything"?

Glad you asked! We run the gauntlet so you don't have to. We handle all the complex and time-consuming tasks for you, allowing you to tap into the unlimited lead resource of Craigslist while freeing you up to do deals. We take care of ALL of the mindless, time-draining steps outlined above, including:

- ◆ **Setting up multiple Craigslist accounts**, as many as it takes **to make sure you have *the most effective campaign possible, generating the most leads possible, week after week, month after month.***
- ◆ **Creating unique email addresses** — one for each of your accounts — to keep your ads up and running. You don't have to try to figure out endless variations of usernames, or buy some program to do it and have to learn how to use it, or program dozens of emails to all forward to one inbox...we do it all for you.
- ◆ **Unlimited validation phone numbers** — as many as necessary for the life of your campaign. Most active investors require a minimum of ***a hundred lines or more*** over the course of a year (*Note: The phone service does have a one-time charge of \$9 per line*)
- ◆ **Re-posting every ad three times a day** — ***every morning, afternoon, and evening, every day of the week*** — giving you the maximum "top listing" exposure and keeping you on top longer. No worries about remembering to repost your ads or whether some low-level employee is taking care of your vital leadflow campaign while you're away... and you get automatic email notification of each and every post!
- ◆ **Posting in as many cities as you request, extending your reach far beyond your own city or town and *taking the limitations off your business!***
- ◆ **Customizing and changing your posts** — If you have a hot deal or need extra leads from a particular market, just let us know and we'll shift the posts around to adapt to your needs at no extra charge.
- ◆ **Creating unlimited text changes for your ads** — including hidden text and headline changes — so you don't have to spend time writing and rewriting variations to get past the spambots. (We can also provide **compelling sales copy** for your ads or you can write your own — or you write some and have our experts write others — however you like it)
- ◆ **Hosting of all your images in an online image site to provide unique URL addresses for your ads**, sneaking past the "anti-aircraft" guns aiming to shoot you down.

- ◆ **Instantly adapting to any changes in the Craigslist program or algorithms**— something NO software can do! — because real people become aware of the changes the instant they happen!
- ◆ **Monitoring your accounts** by trained staff members to catch any blacklisting by Craigslist.
- ◆ **We can create your image ads or HTML ads** (with hidden codes built in, so readers can click right through to your site or email), or you can provide them yourself, if you prefer. Again, mix or match as much as you want, whatever works best for you

And, if one of your accounts gets blacklisted, or an ad gets ghosted or doesn't run for some other reason...

Only AdStuffer CL clients have Guaranteed Account Replacement and Guaranteed Ad Re-posting, Absolutely Free:

AdStuffer CL Exclusive

Unconditional Ghosting & Blacklisting Guarantee

- 1) Any Ad That Is Ghosted, Deleted Or Fails To Run For Any Reason Will Be Reposted At No Extra Charge.**
- 2) Any Account That Is Blacklisted Or Blocked For Any Reason, Will Be Replaced With Another Account At No Extra Charge.**

You can't lose. You supply the basics and we do the rest. You can focus on making deals, without worrying about whether your ads were posted this evening to keep tomorrow's leads coming in.

**All you have to do is talk to the buyers and sellers
when the leads come in...**

(and we can even do that part, too!)

**(Want to cut to the chase? Find out more at www.AdStuffer.com
or call toll-free 888-909-REIA (7342)**

What could be simpler? What could be better than having your campaign handled seamlessly by experts who do nothing else? We work with you based on the services you need most, the number of leads you want, how large you want your business to grow and how quickly you want it to explode. Talk about the answer to a real estate investor's prayers! This frees up an extraordinary amount of time, and *what is more precious than your time?*

It All Sounds Great — How Much?

Compared to all other marketing methods, it's absolutely the most bang you can get for the fewest bucks. The fully customizable **AdStuffer CL Service runs as little as \$10 a day... or less per city!** That's how much it costs per ad for an annual campaign running two targeted, unlimited-length ads (they can even have graphics and html if you want!), each posting **THREE** times a day. **That means AdStuffer CL is...**

- Cheaper than using newspapers classifieds or display ads!
- Cheaper than radio or television spots!
- Cheaper than direct mail letters — even cheaper than postcards!
- Cheaper than roadside signs or flyers (and with zero wasted gas and effort)

Cracking The Craigslist Code For Real Estate Investors

- Cheaper than other online marketing, including Adwords, banner ads and email campaigns to targeted lists

Plus, even more importantly, AdStuffer CL gives you...

- Hundreds more exposures to tens of thousands of active, interested and qualified users looking to own or rent homes in your city!
- The perfect way for buyers to find YOU, instead of you chasing them!
- The easiest way possible for people who Google terms like “owner financing” or “lease option” to also find YOU!
- The fastest possible way to build a huge list of qualified buyers, for the least money!

Because **AdStuffer CL** is customizable for your needs, pricing can vary depending on how large and fast you want your business to grow. Once you're set up, your monthly costs depends upon how many ads you run and which other services you choose to delegate.

There are NO hidden fees for standard services (which include just about everything you need for a totally hands-free lead generation program using Craigslist)

<input checked="" type="checkbox"/>	Charge for changing out your ads or shifting targeted cities at any time	\$0
<input checked="" type="checkbox"/>	Charge to rerun ads if they get shot down (and some will, it just goes with the territory)	\$0
<input checked="" type="checkbox"/>	Charge for changing your ad copy to make each one look a little different	\$0
<input checked="" type="checkbox"/>	Charge for setting up new email addresses and new accounts as needed	\$0
<input checked="" type="checkbox"/>	Charge for setting up new phone numbers — average account needs 100+	\$0

Depending on how aggressively you want to grow your business, here are a few examples to show how AdStuffer CL pricing works:

Sample AdStuffer CL Fee Structure

(Prices shown are based on a 12 month campaign)

(A)	(B)	(C)	(D)	(E)	(F)	(G)
Number of Cities/ Areas	Number of Ads	Total Ads (A) x (B)	DailyPosts per city (C) x 3	Ads Posted in 30 days (D) x 30	Cost per Ad Posted	Price per 30 Day Cycle (E) x (F)
2	1	2	6	180	\$3.00	\$540
2	2	4	12	360	\$3.00	\$1000
5	1	5	15	450	\$2.22	\$1100
5	2	10	30	900	\$1.67	\$1500
7	2	14	42	1350	\$1.30	\$1750
8	2	16	48	1440	\$1.25	\$1800
Running over 10 cities drops pricing below \$1.00 per ad. Contact us for more details, or to discuss special marketing needs not represented here.						

While you can run one ad per city, the minimum number of cities is two. This is because we've found the key to the greatest success using this system is marketing beyond your own city or region. You'll also notice some of the rows show two ads in each of the markets. Savvy investors know that if they target only narrowly defined areas such as people looking for owner-financing, they'll miss out on a lot of other strong, qualified leads — like people looking to rent who don't realize how much you can save them. So running multiple ads in each city is the strongest strategy. Most serious investors average five cities (highlighted row): their hometown plus 4 surrounding cities or towns.

The more ads we post for you each month the more efficiently our program works for you (both in cost and increased leadflow). For example, running five different ads three times a day — 15 ad exposures every 24 hours — rather than just a couple of ads in a couple of cities **gives you 25% more ads only a \$100 more**. At this level it costs about **\$10 a day to run one ad three**

times a day in each city. And, depending on how aggressively you want to pursue new business, **ad posting prices can be less than a \$1.00 apiece.**

One-Time Setup Fee

A single initial setup fee of \$1500 covers EVERYTHING needed to create an autopilot advertising dynamo in up to 15 Craigslist cities. This includes ALL necessary Craigslist account setups including unique emails, (remember, you need a different account for each ad variation or posting) and setting up ALL phone verification numbers.

Average Timeframe To Set Up: Two Weeks

Literally, as soon as two weeks from today, you could have everything in place and leads already coming in on a daily basis.

Locked-In Pricing

We've all seen prices on everything increase, and the costs to do this service have increased as well. However, we guarantee the price you begin your annual campaign with is the price of your program for at least 36 months.

AdStuffer CL Exclusive

36-Month "No Worries" Price Freeze Guarantee

To allow you to maximize your marketing and budget long-term lead-generating strategy, we will LOCK IN the price at whatever ad placement level you begin at for a period of 36 months of continuous campaign use.

We will absorb any increases in ad posting costs, phone placement and verification expenses, and any other standard expenses. That's our commitment to you for your lead-generating campaign success.

Other Services

Some of our clients ask us to do other services as well. For example, while you may already have a graphics person, or handle your own copywriting, or do your own prescreening calls to prospects... you don't have to.

You can choose to have the **AdStuffer CL Team** handle your **Graphics and HTML Ads**, or create **Compelling Copy** to improve your response rates. For copywriting we partner with a group used by many of the real estate "gurus" for the last 15 years, **WEB3Direct.com**. In fact, they were key players in creating the **AdStuffer CL program**.

The **AdStuffer CL Team** can also take care of all those monotonous **Pre-Screening Calls to your buyers or sellers**. Prescreening helps eliminate people who will never be serious prospects so you don't have to waste your time weeding out the bogus and the tire-kickers yourself, and can just deal with real players.

Once the leads have passed their basic prescreening, you may want to take advantage of our more in-depth **Customized Prospect Qualification** service, where we talk with the buyers and renters over the phone **to make sure they meet your standards, before they're even sent to you.** This service can be totally customized to your particular requirements, including specific questions you need to know to proceed.

Most serious investors tell us they'd rather not get 50 leads and have to plow through 40 losers. Clients who take advantage of these services would say, "I don't want them all, just the ones that are ready to roll and get with the program — MY program!"

Anyway, our team provides almost every marketing service you may need to get set up and producing qualified leads fast, so *you can start getting leadflow in as little as two weeks time.*

Verified Phone Line Charges

Our standard service already includes all the work to set up your phone accounts. It takes several days to get them activated, and once they are, we also handle all the verification calls from Craigslist so you don't have to. *However, as we mentioned before, there are charges from the phone company* that provides these specialized verification accounts! It normally costs \$9.00 a line, and the average real estate investor campaign starts out with 100 lines, so that can add up pretty quickly.

**However, for all new accounts running five cities or more,
We will pay 100% of your phone company setup fees as well:**

**No Extra Charge For Phone Service Fees
On Any Campaign of Five Cities Or More!
A \$900 Value**

This way, you can get up-and-running for nothing more than the standard \$1500 set-up fee, with no other charges for verified phone lines regardless of how many you need. And, since phone

lines are added as needed (remember, Craigslist does close accounts they see lots of ads come from), we'll continue to pay for your phone service fees throughout your entire campaign contract. And with the **AdStuffer CL Exclusive 36-Month "No Worries" Price Freeze Guarantee**, you'll never have to pay for ANY phone lines for the first three years! So saving \$900 is only the minimum... running 15 -30 ads a day, the actual value to you over the life of your lead-generating campaign could be hundreds more.

Once you contact the **AdStuffer CL** Team to get your campaign started, we can have you up-and-running in as little as two weeks. Are you ready to start getting daily leads of interested, qualified buyers... right in your inbox? Leads who want what you have, who will do what you tell them and don't care nearly as much about the selling price as they care about their monthly costs. There are literally thousands of these qualified buyers out there who don't care that it's supposed to be a "buyers market", they just need an expert to match them up with a motivated seller and structure a winning deal.

Who's going to be their point-person to get them into a house? YOU! So are you ready to start getting these excited, qualified leads in your inbox every day? If you are an active "real" real estate investor, this should be an obvious decision. We'll make this an even easier decision: When you sign up for a new annual account now for at least 5 cities— that's at least 15 postings a day — and pay the normal setup fee,

***We Will Waive The Fees For One Full Month's Ads ...
Giving You A Full 30 Days Of Unlimited FREE Leads.***

This report was not mailed to a random list of people. You received it because of your special interest as an investor. Frankly, we've tried to limit it to more proven, serious real estate investors, the kind that understand the value of good, qualified buyers and have long-term goals to grow their business and dominate their market. There are loads of wannabes out there, and unless we missed the mark, you aren't one of them. The person who provided this report for you is a national REIAssure partner, and they agreed to send it only to the ones they felt would

recognize the value the most. In return, we have agreed to give **ONE FULL MONTH of Leads Absolutely FREE** to the first 24 who respond.

What can a full month free mean to you?

- **30 days of FREE Leads are worth a minimum \$1,100 value — and all those extra leads are yours, all of them, and all FREE.**
- **30 days of FREE Leads could mean hundreds, even thousands of interested, eager buyers, all wanting you to help them buy a house!**
- **30 days of FREE Leads could mean tens of thousands, even a hundred thousand dollars or more... without any more effort on your part!**
- **30 days of FREE Leads, and YOU get to pick and choose the best of the best, but they're all yours! It's like getting 13 months of leads for the price of 12!**

What would you do with hundreds of FREE leads of ready, motivated buyers and sellers? Do you think you might find a deal or two among them?

We should hope so! After all, no other investor in your area will receive the exact same responses you do... *some of the eager buyers who respond to you will have never even talked to another investor!* Imagine having interested, cooperative buyers willing to work with you to structure a workable deal — whatever it takes!

As a seasoned real estate investor, you KNOW what to do when you have people lined up, wanting YOU to put their deal together. In fact, we're so sure you'll know how to turn these leads into money,

We Will GIVE You Unlimited Leads For ONE WHOLE MONTH, Absolutely FREE!

But this offer is only available for a short time, and we can only offer this FREE MONEY deal to the FIRST 24 who qualify for a new annual account running five ads or more. But you won't just get 12 months of leads... you'll get an extra FULL MONTH, FREE. Will you be one of the ones who gets in on this incredible offer? Only if you act fast!

Call 800-909-REIA (7342) Now,

or go to

www.AdStuffer.com

To Get Your Lead Campaign Up-And-Running

Within The Next 14 Days!

(And Get An Extra FULL MONTH Of Leads, FREE!)

But Wait There's More!

Many of our clients use the marketing and copywriting expertise of [WEB3Direct.com](#). This group has agreed to throw in something worth more to you than money. This group charges from **\$5,000 to \$10,000** to do a full on-point review of serious investors' marketing collateral — all of your email, ads, signs, TV spots, radio spots, online articles... you name it. Whatever you're doing now, they'll analyze and give you specific points to make it work better.

How good are these guys? Their track record speaks for itself:

- One four-year campaign propelled a company to **1500% growth** earning *two listings on the Inc. 500 list* of fastest growing companies.
- Their email campaigns have produced **conversion rates of 48.5%** (documented by Business 2.0 magazine).
- They propelled one developer from local to national projects, and within two years cities were GIVING him homes by the hundreds, and HUD was having him as keynote speaker for their national events!

Cracking The Craigslist Code For Real Estate Investors

Unheard of! This group has created super profitable campaigns for clients all over the world and they're willing to take time to review your marketing. But this is only available for the first 24 companies who sign up for an annual **AdStuffer CL** campaign.

Why should a direct response marketing group with the reputation of **WEB3Direct.com** GIVE away a **\$10,000 Full Marketing Review for Free**? Actually, there are THREE good reasons.

First, they were instrumental in the concept and development of the entire program, and want to support **AdStuffer CL** to help make sure our clients have the most effective marketing possible.

Second, when our clients need strong, compelling direct marketing copywriting, they know we ONLY use the experienced **WEB3Direct.com** Team. So frankly, they'll end up getting some of the ongoing campaign creation work. They are the best in the business and they do this kind of work for their clients all the time. But face it, doing emails and graphics or html ads — that's peanuts for a group like this, however...

Like we mentioned before, **WEB3Direct.com** has done work for a LOT of the largest real estate investors and gurus out there (some when they were first starting out). They know the kind of real estate investors who get real about their business, get decisive about increasing their leadflow and get onboard (without a lot of wishy-washy flip-flopping, can't-make-up-their-mind baloney) are probably the ones with the greatest chance of really exploding their business.

They also know that there's a good chance one or two of the first 24 go-getters who respond will want more than just loads of qualified leads and deals on houses. Some will understand the value of the extra boost first class marketing materials can mean to their overall growth. And that's the kind of long-term client WEB3Direct looks for.

So they're giving ALL of the first 24 respondents their comprehensive \$10,000 Marketing Review. ONE or two of you will probably have the vision for quantum growth for your business... and want to get this group on your team, too.

**Waiting Around Will Only Let Some Other Investor
Get *Their* Marketing Fine-Tuned By These Experts.**

Then *That Other Investor* Will Get The Leads

And Make The Money

That Should Be YOURS!

Call 800-909-REIA (7342)

Or Go To www.AdStuffer.com

To Get Your Lead Machine Up and Running In As Little As 14 Days!

Don't put it off — if you even THINK this would be an explosive boost for your business (and it WILL!), call right away. The cost will never be this low again, and the leads you lose out on waiting and pondering don't make you any money! Just consider how much difference unlimited leadflow can mean in your business!

Then consider all you get by being decisive and taking positive action now and begin an annual campaign of at least five markets (surrounding cities):

Act Now And You Get:

1. One Full Month's Leads Absolutely FREE!

That's A MINIMUM \$1100.00 Value

2. The Comprehensive \$10,000 Marketing Review

Absolutely FREE!

Plus,

3. All Phone Company Line Charges, Minimum \$900 Value

Add It Up! That's A TOTAL Value Of \$12,000!

Plus, You ALSO Receive Our

- ***Exclusive Unconditional Ghosting & Blacklisting Guarantee —***
We'll RePost Your Ads And Even Set Up More Accounts If Needed To
Make Sure Your Leadflow Never Stops!
—And Our —
- ***Exclusive 36-Month "No Worries" Price Freeze Guarantee —***
Your Price Is Locked In For At Least Three Years At The Level You Choose!

To sign up for this awesome and powerful marketing service
Go To [www. AdStuffer.com](http://www.AdStuffer.com) or Call 800-909-REIA (7342)

We look forward to hearing back from you, soon! Just think! As soon as 14 days from now, you could be seeing a constant flow of leads, filling your inbox with eager, willing and able buyers for all the houses and properties you can find. *And all for as little as \$10.00 a day for each market... or less.*

Sincerely,

The AdStuffer Team

P.S. If you haven't tapped into the power of Craigslist classified advertising to generate new buyers for your properties, now's the time! **For as little as \$10 a day**, per city, you can have an endless lead machine of qualified, excited prospects who want what you've got -- *as soon as 2 weeks from today!* Newspapers, radio, television — even yard signs and flyers cost more per lead than **AdStuffer CL Service!**

Plus, the first 24 who act now will receive an ENTIRE MONTH'S WORTH of Craigslist ads — and ALL the leads that result — an \$1100.00 value

PLUS

Cracking The Craigslist Code For Real Estate Investors

**The Comprehensive \$10,000 Marketing Review
And \$900 In Phone Service Set Up Fees — All Absolutely FREE!**

It adds up to a \$12,000.00 Minimum Value, And Your Lead Campaign is backed by our ...

- ★ **Unconditional Ghosting or Blacklisting Guarantee and our**
- ★ **36 Month "No Worries" Price Freeze Guarantee**

What are you waiting for? Start getting it all when you sign up for your campaign today!

**Call 800-909-REIA (7342) Or Go To www.AdStuffer.com To Get Your
Lead Machine Up-And-Running In As Little As 14 Days!**

P.P.S. There are lots and lots of real estate investors out there... one of the things that always separates the mediocre from the super successful ones is *decisiveness*.

The vast number anguish over every decision. They wrestle over how much they have to spend on every property, instead of weighing it against what they'll make. They listen to the naysayers and the negative media voices, and most have circled their wagons to wait out the current financial storm. Suddenly they're going to find winter has come and the snow has closed the mountain pass to their financial success, and there they sit: *stuck in their indecision and wondering how their business ever got so bogged down.*

When you have the chance to blow the doors off your competition; when you're finding buyers nobody even knows are in the market; when you can generate hundreds and hundreds of qualified leads and streamline your business so ALL YOU HAVE TO DO IS MATCH UP THE BUYERS AND SELLERS — then collect your money and move on — when there's so MUCH to gain and nothing to lose by doing it, the decisive know what to do! Hopefully, you're one of the decisive ones!

**Call 800-909-REIA (7342) Or Go To www.AdStuffer.com To Start
Getting Hot, Fresh Qualified Buyers Every Day, Starting As Soon As
TWO WEEKS From Today!**



About REIAssure, Inc.

REIAssure takes business-building to a level beyond seminars, courses and businesses-in-a-box. As a company, REIAssure designs programs to provide serious real estate investor with services and tools to free the investor's time and energy by providing vital, multi-dimensional marketing support. The REIAssure client has very little more to do other than focus on structuring deals with excited, motivated sellers and willing, qualified buyers.

The professional team at REIAssure brings to their work a unique combination of top-level real estate investing, marketing, copywriting, advertising and media experience. They have crafted over 6500 real estate-related campaigns on a national level.

Their expertise has been honed not only from their own investing, but by direct involvement on marketing campaigns for the nation's top real estate gurus including...Ron LeGrand, Dan Doran, Richard Roop, Donna Bauer, Steve Maletos, Jay Mitton, Lou Brown and many others.

This is a company that knows the needs of serious real estate investors intimately, and brings first-hand experience into the development of new programs and services to make your job easier.

REIAssure provides unique "hands-free" systems and services that allow you to do what you're best at: making deals. The company has a simple philosophy::

You Do Nothing. We Do Everything.

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