
GROWING YOUR RENT ROLL

Attracting Investors & Landlords to You!

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Your Partner in the "Business" of Residential Property Rentals



The Dilemma to Find Landlords & Investors

- They don't live in the property
- So how do you connect with them?

Investor 'Events'

*"If you feel it's hard to find leads,
create opportunities to attract them to you."*

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**Investor / Landlord
Focussed Events**

Investor / Landlord Focussed 'Events'

- Types of events
- Who should you invite
- Ensure you offer VALUE
- Getting the word out
- Finding out who your attendees are
- Keeping In Touch

'Events' - Online vs In-person

- In-house events are the best
 - Time to ,mingle'
 - They are very time consuming to arrange
 - COVID regulations
- Online is the next best alternative
 - Zoom 'events'
- Office events vs YOUR events

'Events' – Who to Invite?

- Current clients
 - Encourage them to invite their friends
- 'Strategic Partner' clients
 - they will be 'migrated' to your database as well
- Sales Consultants clients
- Investor Organisations

'Events' – The 'Value Offering'

- FOMO
- It has to be worth their while
 - Solve a problem / take a problem away
 - Help them make more money / save money
 - Market Information
- Choose a topic with clever marketing
 - Examples??
 - How to get your property rented faster! (TPN video)
- Strategic partner involvement
 - Example: Are you missing out on tax savings on your rental property?

'Events' – Getting the Word Out

- Current client list – landlords & Tenants
- Your database
- Strategic partners
- Facebook
 - Your page / profile
 - Repeat!!
 - Local community groups (online and in person)
 - Letterbox drops
- We CANNOT rely on FB – want to migrate followers to your database

'Events' – Finding Out Who Your Attendees Are

- You want to know who is who
 - Enables you to categorise them for future communications
- In-house events
 - Registrations
 - Prize
- Online events
 - Zoom registration & Custom questions

'Events' – Keeping In Touch

- Add all attendees to your database
- Set up a newsletter schedule
- Share USEFUL information
- Types of information to share:
 - Informative/ Know-how videos
 - Market stats
 - Info on properties recently rented

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**Other Ways to Attract
Investors**

Other Ways to Attract Investors

- Videos
 - Current information
 - Rentals 'tips'
- YouTube
 - 2nd biggest search engine
 - Share to FB & others from there

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Newsletters

Newsletters

- Consistency!

“The man who stops advertising to save money is like the man who stops the clock to save time.”

—Thomas Jefferson

Newsletters

- a multi-tool in your lead generation kit
- need to serve multiple needs without getting too bogged down
- communicate the latest news, ensuring that it is relevant to your clients!
- send to your tenants, your current clients, your strategic alliances, and potential clients
- Don't only send articles relevant to current clients or current listings

Newsletters

The secret to your newsletter generating leads is to
NEVER forget about the potential client who is yet to decide who they
will use
or those who went with / use another company.

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Educational Videos

Educational Videos

- If you got a call that said
- *“I’m a landlord and I’m not at all happy with my current agent. The tenants have about three months left on their lease. So, when the lease is up, I’m going to give you a call. Is that ok?”*
- the sales pitch spiel that you would have delivered over the phone is EXACTLY the sort of thing you need to put in an educational video.

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Ideas on What to Share

What to Share - Newsletter

- ask strategic alliance partners if they have an article that would be suitably valuable advice for your investor clients.
- This is a two-way win.
- They get the free exposure to their business and you get known as the person supplying useful information.
- You can also offer an article in return, that can be shared in their newsletter.
- By doing that, they are telling their customers that you're their preferred property manager of choice!
- information would be useful for

Building Your Rent Roll

'Homework'

Investor Events - Homework

- Who do you WANT to attend your investor evenings?
- What value will you offer your audience?
- Call, call, call to invite clients and prospects
- What will you use to categorise your attendees?
- What is your follow-up procedure?

Building Your Rent Roll

Accountability

Top Of Mind Awareness

Q&A