



# **PULLING YOUR LIST FROM LISTSOURCE.COM**

---

## **Legal Information Is Not the Same as Legal Advice**

This booklet provides information about Real Estate investing, private money borrowing, lending, and/or brokering. It is intended to help users safely determine their own legal needs. Please understand that legal information is not the same as legal advice. The application of law varies with an individual's specific circumstances. Laws vary from state to state and are in constant change, and although we do everything we can to make sure our information is accurate and useful, we recommend you consult a lawyer if you want professional assurance that this information, and your interpretation of it, is appropriate to your particular situation.

All rights reserved.

© Copyright 2016 by Secured Investment Corp

All rights reserved. No portion of this book may be reproduced in any manner, mechanical or electronic, without written permission from the publisher, except for brief portions, which may be quoted in articles or reviews.

Printed and bound in the United States.

---



# Pulling your List from ListSource.com

---

## **Why use ListSource:**

Any business who wants to get their phone to ring uses a service like ListSource to acquire contacts. This is where your marketing begins. You must have contacts to market too. Through a service like ListSource you can target the contacts you want using a variety of criteria including geography, amount of mortgage indebtedness, property type, demographics, foreclosure status and many other options.

You can work with list brokers to acquire similar lists of contacts but why? Why go through a middle man who dictates to you the criteria for your contact search? Why would you want a list that is dated and has been sold to your competition already? By going directly to ListSource you are in control. You get to dictate the parameters of your search. You pay for only what you want and you are guaranteed that your information is fresh.

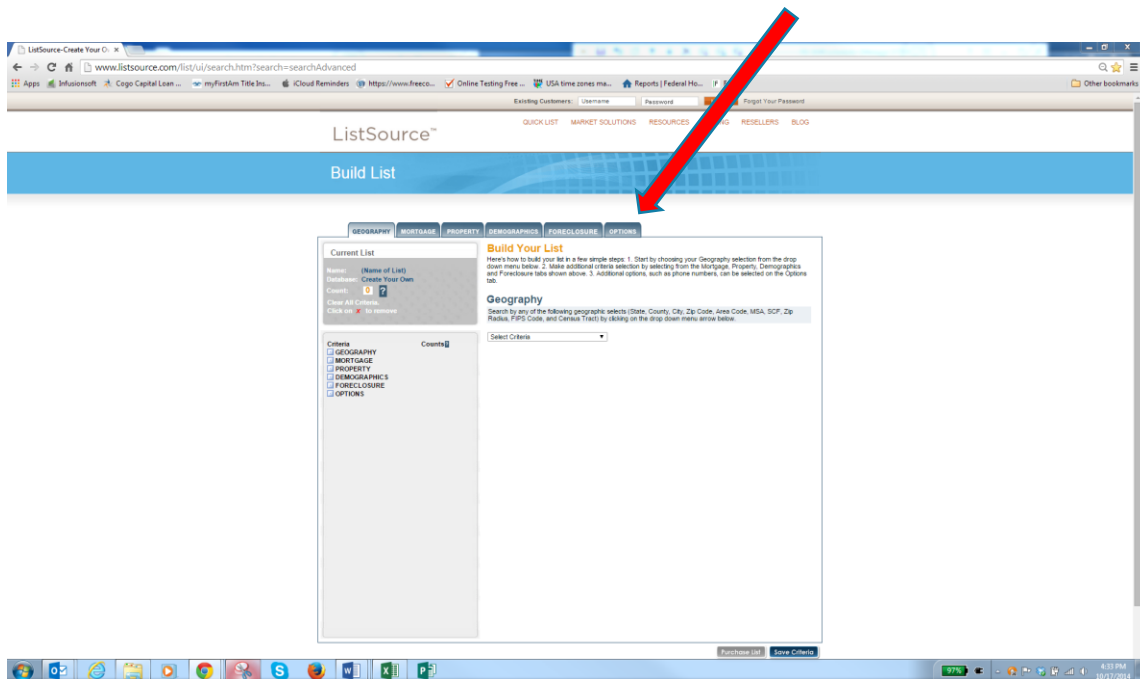
Follow the step by step process below and you will be able to pull a fresh list of contacts just waiting for your marketing to arrive. What are you waiting for...get started now!

## **Step by Step:**

**You must know what type of demographic fits the mold of what you are trying to accomplish? Depending on your goal, you will want to choose different criteria to pull your list. Remember, you are in control. If you do not like the results you are getting you can change who you target with your marketing. All you need to do is adjust the criteria you use to pull your list. Note, if you do choose to retarget your marketing you may need to adjust your marketing letter along with the list you pull. For the purposes of this demo we will be looking for property where the owner has significant equity and lives out of state from the property in question.**

## **Step 1: Getting Started**

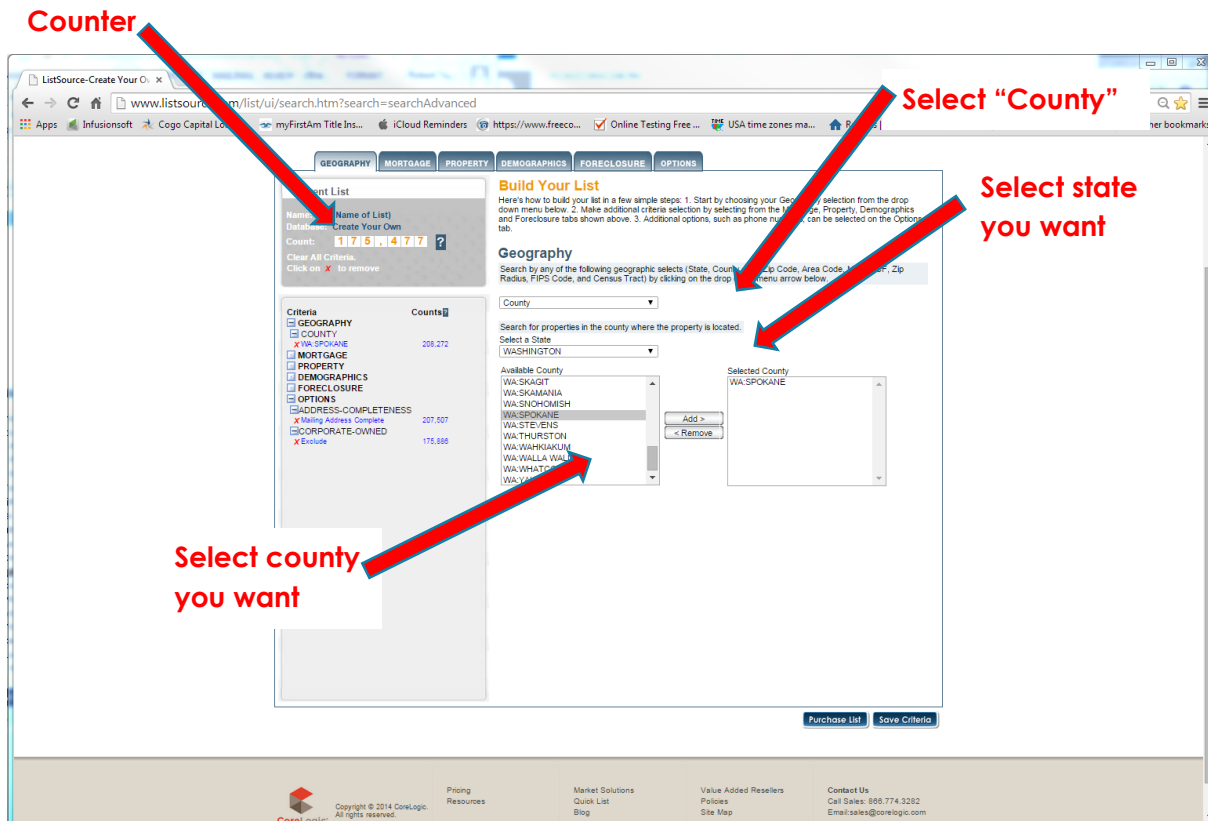
- Pull out credit card so you are ready to pay for your list at the end.
- Go to listsource.com in your favorite browser.
- Remember that out of state owners with significant equity in property that is in your market is our goal.
- Assuming you are a new user to ListSource, click on the “Build List” button on the left hand side. (If you are a returning user, start by logging in at the upper right hand side.)
- We will be using the list of tabs located horizontally across the page – Geography, Mortgage, Property, Demographics, Foreclosure, Options.



## **Step 2: Geography Tab**

- Under the Geography tab use the drop down menu “Select Criteria” click on “county”.
- In the “Select State” drop down menu click on your state.
- In the “Available County” menu select the county or counties that you are interested in finding properties in. Click the add button to include them on your list.
- Watch the “Count” gage on the left to monitor how many contacts you have found with the criteria that you are using. Each time you change the criteria the count will be updated. Typically you will want to pull

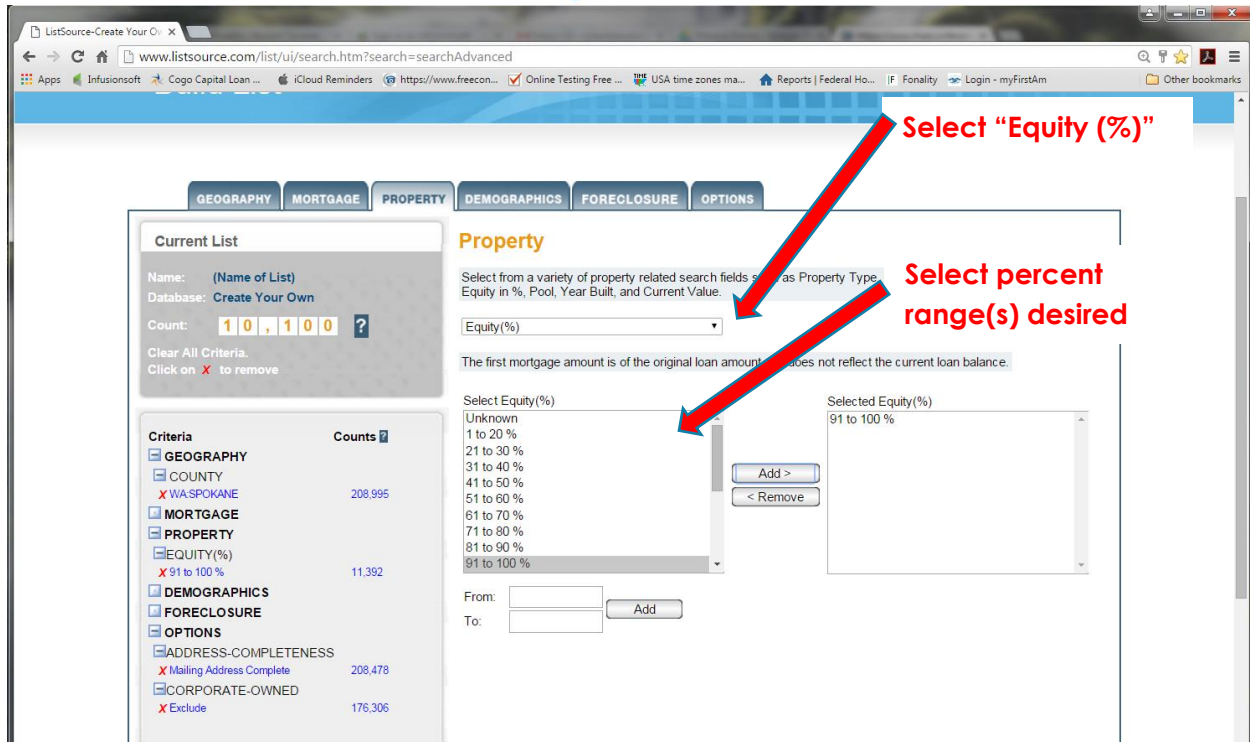
between 350 and 500 names. If your list falls out of this range adjust your criteria. You should have a very large number (in the thousands) of contacts in your list at this time. Do not worry, we will narrow it down in the next steps.



### Step 3: Property Tab

#### Option 1:

- Click on the "Property" tab along the top.
- In the drop down box "Select Criteria" click on "equity (%)". After you complete this step the next box will appear.
- In the box "Select Equity (%)" select the percent ranges desired and click "Add" to the right of the box. We are interested in homes with significant equity therefore in this screen we want homes with **HIGH** percent of equity. For this example we will select the categories that include 51% or more equity. This can be adjusted later to include only the highest category, "91 To 100%" if needed, to control the number count.



## Option 2:

You can acquire a similar list to the list in option 1 above by doing the following:

- Move to the “mortgage” tab by clicking on it.
- Make sure the “All Mortgages” button is clicked. We want to find out about all mortgages because many, many home owners have taken out equity from their property through second and third and even fourth mortgages. If you do not ask specifically for “all Mortgages” it will not be included in the information you receive guaranteeing you some surprises latter on. We do not like those kinds of surprises!
- In the drop down box “Select Criteria” click on “Loan to Value”.
- Make sure the “Combined Loan to Value” button is clicked.
- In the box “Available Loan to Value” select the percent ranges desired and click “Add” to the right of the box. We are interested in homes with significant equity therefore we want homes with **LOWER** LTV’s. For this example we will select the categories that include 50% or less LTV.

The screenshot shows the 'Build List' search interface. On the left, a 'Counter' displays '16 | 4 | 7 | 8'. Below it, a 'Criteria' table shows counts for various filters:

| Criteria               | Counts  |
|------------------------|---------|
| GEOGRAPHY              |         |
| COUNTY                 | 228,272 |
| MORTGAGE               |         |
| All Mortgage           |         |
| COMBINED LOAN TO VALUE |         |
| 1-10 %                 | 655     |
| 11-20 %                | 2,201   |
| 21-30 %                | 3,194   |
| 31-40 %                | 4,383   |
| 41-50 %                |         |
| 51-60 %                |         |
| 61-80 %                |         |
| 81-90 %                |         |
| 91-100 %               |         |

The 'Mortgage' section on the right includes a 'Lien Position' dropdown set to 'All Mortgages' and a 'Loan To Value' dropdown set to 'Combined Loan To Value'. Below these are two lists: 'Available Loan To Value' and 'Selected Loan To Value'.

| Available Loan To Value | Selected Loan To Value |
|-------------------------|------------------------|
| Unknown                 | 11-10 %                |
| 1-10 %                  | 11-20 %                |
| 11-20 %                 | 21-30 %                |
| 21-30 %                 | 31-40 %                |
| 31-40 %                 | 41-50 %                |
| 41-50 %                 |                        |
| 51-60 %                 |                        |
| 61-80 %                 |                        |
| 81-90 %                 |                        |

Buttons at the bottom include 'Purchase List' and 'Save Criteria'.

#### **Step 4: Watch you Counter and Criteria & Other Options**

- Are you watching the Counter on the left had side? You should notice a significant change in the number of contacts. You should also notice counts being tracked based on the individual criteria that you have selected.
- Click "Demographics" at the top if you want to narrow your list or target certain home owners. You can explore your options here but for our purposes we will not use any of these criteria.
- Click "Foreclosure" at the top if you want to narrow your list or target certain properties that are in various stages of foreclosure. You can explore your options here but for our purposes we will not use any of these criteria.
  - Note that if you are interested in marketing to pre-foreclosure properties, it is suggested that you pull a list of owners who make less than \$49,000 annually. Statistics tell us that the highest default rate is for those who make less than \$50,000. This list can be generated using the "demographics" tab – "Household" button – "Estimated Income" selection from the drop down menu labeled "Select Criteria."

### Step 5: Options Tab

- Click “Options” at the top.
- In the “Owner Occupied Status” select “Absentee Owned.”
- Under “Absentee Owned” Make sure “include properties with out-of-state owners” is all that is selected. This is because we are going to focus on out of state owners.
- In the “Trustee-owned Properties” section select “Exclude.”
- In the “Corporate-owned Properties” section select “Exclude.”
- In the “Address Completeness Requirements” select “Both Mailing and Property address complete.”
- Watch the Count on the left. Remember that the goal is between 350 and 500. If this is not achieved you will have to go back and adjust the criteria that was chosen.

**Current List**

Name: (Name of List)  
Database: Create Your Own  
Count: 198,511

| Criteria  | Counts  |
|---|---------|
| <input type="checkbox"/> GEOGRAPHY  |         |
| <input type="checkbox"/> COUNTY   |         |
| <input checked="" type="checkbox"/> WASHINGTON                            | 203,995 |
| <input type="checkbox"/> MORTGAGE   |         |
| <input type="checkbox"/> PROPERTY   |         |
| <input type="checkbox"/> EQUITY(%)  |         |
| <input checked="" type="checkbox"/> 81 to 90 %                            | 1,947   |
| <input checked="" type="checkbox"/> 91 to 100 %                           | 11,392  |
| <input type="checkbox"/> DEMOGRAPHICS                                     |         |
| <input type="checkbox"/> FORECLOSURE                                      |         |
| <input type="checkbox"/> OPTIONS  |         |
| <input checked="" type="checkbox"/> ADDRESS-COMPLETENESS                  |         |
| <input checked="" type="checkbox"/> Mailing and Property address complete | 176,976 |
| <input type="checkbox"/> CORPORATE-OWNED                                  |         |
| <input checked="" type="checkbox"/> Exclude                               | 176,305 |
| <input type="checkbox"/> TRUSTEE-OWNED                                    |         |
| <input checked="" type="checkbox"/> Exclude                               | 6,667   |
| <input type="checkbox"/> OWNER OCCUPIED                                   |         |
| <input checked="" type="checkbox"/> Absentee Owned                        | 198,511 |

**Options**

Select any of the options below.

**Owner Occupied Status**

- Owner Occupied
- Absentee Owned
  - Include properties with in-state owners
  - Include properties with out-of-state owners
  - No Preference

**Trustee-owned Properties**

- Only
- Exclude
- No Preference

**Corporate-owned Properties**

- Only
- Exclude
- No Preference

**Address Completeness Requirements**

- Mailing address complete
- Mailing address and zip+4 complete
- Property address complete
- Both Mailing and Property address complete
- No Preference

**Annotations:**

- Select “Absentee Owned”
- “include properties with out-of-state owners” is all that is selected
- Select “Exclude”
- Select “Both Mailing and Property address complete”

Purchase List Save Criteria





**Step 6: Purchase your List**

- If the Count is close to what you want click the “Purchase List” button at the bottom right.
- Create a Title for your list by filling in the box that is label “Enter a name for the list you are building:”
- Follow the instructions on the page to create your ListSource account and then to purchase your list.
- Make sure you select the button that says that you will be using the data purchased through ListSource for “Direct marketing solely for my individual or company use.”
- Note that there are several add on option that you may or may not be interested in at check out. For our purposes none need be selected.
- Pay for list – PayPal/credit card etc.
- Download/export list into an Excel file.
- Clean up the formatting of your list in Excel to include the following columns in this order - Last name of owner, first name of owner, mailing address of owner, full property address, phone number of owner.
- Market to your new list!

Training for use of list source is available through the ListSource website and is a good use of time.

**Formatting your List for Optimal Usage:**

Once you download your list from ListSource you will discover that the list is not very user friendly. You will need to reformat the spreadsheet to optimize it for your usage. Here is the format that is preferred:

| LAST NAME | FIRST NAME | MAIL ADDRESS | MAIL CITY | MAIL STATE | MAIL ZIP CODE | PROPERTY ADDRESS | PROPERTY CITY | PROPERTY STATE | PROP ZIP | PHONE NUMBER | Notes |
|-----------|------------|--------------|-----------|------------|---------------|------------------|---------------|----------------|----------|--------------|-------|
|           |            |              |           |            |               |                  |               |                |          |              |       |
|           |            |              |           |            |               |                  |               |                |          |              |       |

To achieve this you will need to eliminate some of the columns you receive with your ListSource purchase. Other columns will need to be moved around.



As you proceed through this reformatting, be careful to maintain the distinction between the mailing address of the owner and the property address.

There is a companion formatting template available to accompany these instructions. It is an Excel spread sheet with the headings from above filled in. You will need to copy and paste the data into the correct columns.