

Determining Your Marketing Area

Marketing Area

As I always say, real estate investing is a numbers game; you need to get in contact with as many leads as possible to lock down a deal and get that profit check in hand! That being said, you don't want to just willy nilly send out marketing with no focus in mind. The best approach is to strategically plan where you are going to focus your marketing and target that area. To determine where you would like to target, ask yourself: **How Far Am I Willing to Drive?**

This is a very important question to ask yourself, so make sure you think long and hard about it. You are going to be making this drive more than once; meeting the owner, completing walk throughs and, depending on your exit strategy, you may be making the drive several times a week to supervise contractors and get bids.

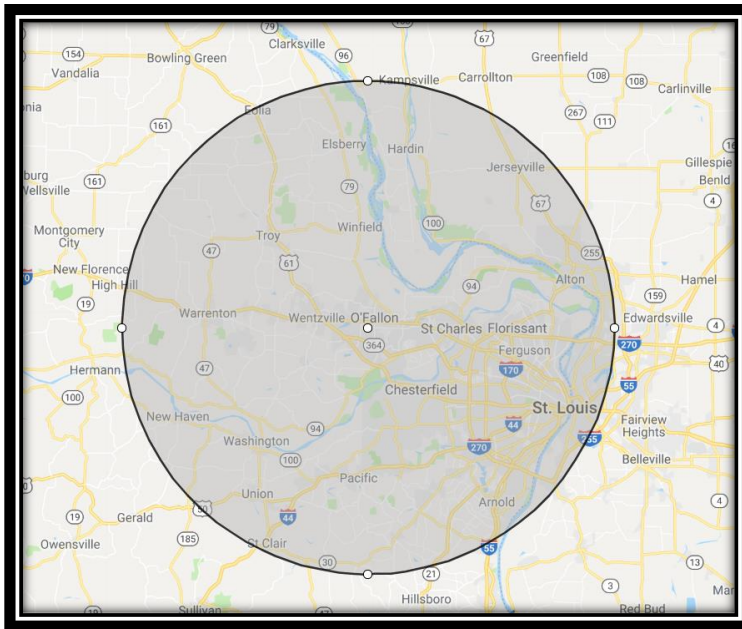
Some people love the open road and could spend hours in their car every day, while others, like myself, get irritated having to drive to the front of the cul-de-sac to pick up the mail! (Hey I get it, it is much easier for the mailman to go to one location and drop off all the mail, but why can't they put it through the mail slot in my house! I miss the good old days! ...But I digress)

Consider your tolerance level for travel as well as your overall time commitment for managing projects. We recommend an hour driving radius. You may need to extend or reduce this time frame if you are in a rural community or a busy city. Just make sure you consider your time availability and tolerance for being in the car.

Once you have decided how far you are willing to drive, use a radius map or radius map app such <https://www.mapdevelopers.com/draw-circle-tool.php> to determine the locations in your area that are within your preferred driving distance. For the example below, I created a 35-mile driving radius from our office location (with St. Louis traffic, that equals an hour!).

How Far Are You Willing to Drive for a Lead?

Fig. 1.1: Sample Driving Radius



Next, determine the counties located within your driving radius. Finally, collect a list of all cities and zip codes within those counties.

Make sure that you are not filtering by too much! (Remember the “Real Estate Investing is a Numbers Game” thing...I told you I say it a lot!) You need leads to get deals. That being said, you do want to pay close attention to the zip codes you are pulling. When pulling zip codes, you may find yourself with a list of cities located in what we term, **War Zones**, or areas you would not walk after dark. (You know the areas the opening scenes of Law and Order are shot at. Can you hear the theme song? Can you say BEST SHOW EVER!!!!) Depending on your location, you may have to take this additional step as well.

DO NOT filter by anything other than war zones. If you get a house under contract in a less desirable area, you can always refer that property to another investor or wholesale the deal. Just because you may not want the property does not mean another investor or buyer will not.

I know I keep beating a dead horse here, but I want to say it one more time and then I will shut up: **too many filters eliminates too much data and too many deals.** Do not just focus on high dollar areas or houses in great school districts. Although there are definitely deals to be found in these areas, everyone and their brother will be trying to lock these down! Cast your net wide and refer any deals you don’t want to another investor, while still cashing a check for the referral!

War Zones:

Unsafe or dangerous areas located in your marketing area. Places you would not walk after dark.