



5 Priceless Lessons from Million Dollar Real Estate Investors

Table of Contents

Meet the Expert Investors Pg. 3

Lesson 1: Stop Chasing (Low Quality) Leads Pg. 4–5

Lesson 2: Let Leads Come to You Pg. 6–7

Lesson 3: Custom Sites Aren’t Worth ItPg. 8–9

Lesson 4: Get Personal & Be Recognizable Pg. 10–12

Lesson 5: Start Focused, Then Grow Pg. 13–15

More Awesome Free Resources Pg. 16

Meet the Expert Investors

Mike Wall, EZ Sell Homebuyers

- Investor/Agent
- Closes 3-4 deals per month
- Averages \$25,000 profit per deal



More About Mike: [From \\$0 to \\$100k/mo in 12 Months](#)

Keith Sant, Kind House Buyers

- Wholesaler
- Closes 2-4 deals per month
- Averages \$27,750 profit per deal



More About Keith: [How He Transformed His Business](#)

Tyler Ford, Sell Tucson Home Fast

- Investor/Agent
- Closes 2-4 deals per month
- Averages \$20k - \$30k profit per deal



More About Tyler: [From \\$20k in Debt to Six-Figure Profit](#)

Jeremy Resmer, Middle Tennessee Home Buyers

- Wholesaler, House & Land Investor
- Has generated 6,000 leads
- \$4 Million in revenue



More About Jeremy: [\\$4M in Deals from Three Websites](#)

Beau Hollis, Simply Sold

- Investor
- Averages \$40,000 profit per deal



More About Beau: [What 1,000 Real Estate Deals Taught Me](#)

Alex Pardo, FLA Home Solutions

- Wholesaler & Self-Storage Units
- 750 wholesaling deals over 15 years



More About Alex: [What He Would Do Differently](#)

Ryan Dossey, RyanDossey.com

- Wholesaler, Flipper, Equity
- Went from 6 deals in 2016 to 74 deals in 2017
- Has helped investors generate \$84 million



More About Ryan: [What it Takes to Build a Sustainable Real Estate Investing Business](#)

Laurel Segan, Laurel Buys Houses

- Flipper
- Doubling every two years
- Has flipped more than 500 houses



More About Laurel: [Getting Consistent Leads from Omnichannel Marketing](#)

Lesson 1:

Stop Chasing (Low Quality) Leads

All our top investors tried traditional lead generation methods — like cold calling and direct mail — at some point, but they largely found the tactics ineffective, time-consuming, and unreliable.

Essentially, you're messaging people hoping they're ready and willing to work with you. It's a lot of effort for little return and can take A LOT of time. Plus, if you're in a competitive area, you're likely working the same lists as other investors, meaning at best you're lost in the noise and at worst potential leads are angry about being inundated and won't respond at all.

At the end of the day, top investors weren't seeing a good return for their effort with cold outreach methods early on.

Action Items:

Novice: Look at how much budget and time you spend on cold calling or direct mail. Then look at the number of deals and profit you've generated from these methods. If they aren't generating a good return it's time to try something new. Build connections with local realtors who can bring you deals or launch an SEO-optimized website so leads can find you when they're ready.

Advanced: Are your other marketing strategies working well? Do you have a good online presence and brand? Adding direct mail or cold calling back into the mix now may help extend your reach and build a longtail pipeline. Our top investors also like using local radio and TV ads.



Mike Wall



Mike was spending \$5,000/month on offline marketing (that's \$60,000/year!), but generated zero leads.



Keith Sant



When cold calling, he'd close 1 out of 35 leads and deals would take 6 months to close.

"I was burnt out. I was talking to people who weren't ready to sell, and I felt like I was spinning my wheels."

Now, he closes 1 in 15 leads, with deals closing in as little as 90 days!



Tyler Ford



When you're using outdated strategies, it feels like you're working hard but not getting anywhere. I felt like I was doing all this work, but I wasn't seeing consistent returns, and there was little I could do to change that with my current approach. ... I was spending a lot of time on tactics that weren't bringing in the right leads. I needed a smarter way to grow."

Lesson 2:

Let Leads Come to You

So what do successful investors do instead? They set up an SEO-optimized website designed to attract motivated leads to them. A website targeting the right keywords (like selling a house fast, selling for cash, etc.) gets in front of leads when they're ready to take action and actively looking for a solution. It's a more targeted approach (and supports other lead generation efforts, covered in Lesson 5).

By letting motivated leads come to them, investors hustle less and see better returns — both for their timeline and wallets. Keith Sant described it this way: **“The lead quality has been night and day compared to traditional methods.”**

Action Items:

Novice: Set up a website! Carrot makes it easy with templates designed specifically for a variety of real estate investment areas. Your site is live in minutes!

“I didn't have website skills, so that was the great thing about Carrot is you didn't have to speak engineer.” — Laurel Segan

Advanced: Add [localized pages](#) that target surrounding areas and launch a PPC ad campaign for 3-6 months to see how much you can increase your lead pipeline.



“ Mike Wall

Carrot leads are like referrals. You may have to call 1000 people to get somebody to say yes to you. There may be 1000 visits to my site and 999 [don't convert], but that one person who filled out the form, they're motivated to do business with me. Could you imagine having to call all those people and go through all those 'nos'? That's literally life changing because it's really hard to put a price on your time. Even if you don't get a ton of traffic, the traffic you do get is hyper motivated.”



“ Keith Sant

I'm not cold-calling or pestering people anymore. Now, when people reach out to me, they're truly ready to sell. I'm working less, but it's more meaningful.

There's no hotter lead than someone who's physically Googling 'how to solve my problem.'”



“ Beau Hollis

Think about [your website] as a digital bandit sign. Bandit sign leads were always hyper motivated. If someone took the time to call a sign on the side of the road, you're motivated. I've never called a sign and said 'I need that product or service.' A website had that lure to me. It had that lure of 'alright, there's going to be leads waiting for me.'”

Lesson 3:

Custom Sites Aren't Worth It

Many investors want their website to “stand out,” so they turn to custom-built sites. Unfortunately, many of the top investors using Carrot today found out the hard way that custom sites aren't the best way to go. Custom websites typically aren't optimized to convert leads, meaning your “pretty” site is worthless from a business standpoint.

Plus, custom sites are expensive, hard to maintain, and come with hidden fees. They often cost a lot upfront to design and develop, which can be a big lift for a newer investor. When you add monthly hosting fees and additional SEO and content creation tools, the bills add up. If you ever need to make a substantial change to your site, you'll likely need to reengage a web designer at an additional cost.

Using Carrot means a reasonable monthly bill, included tools for SEO and content, web hosting at no additional fee, and websites that are easy to update and constantly maintained for top performance and security. Plus, Carrot websites are specifically optimized for lead generation and come with SEO-optimized starter copy targeting real estate investment leads.

Action Items:

Novice: Don't rely on a website solution not designed specifically for real estate. Even the “cheap” options aren't worth the money if they're not driving deals. Carrot sites are designed specifically for real estate lead generation (and are really good at it, generating 1M+ leads!). You can get help setting up your website or choose the DIY option. Either way, you can have a professional, high-converting website live in minutes.

Advanced: If you have a custom website, set up a Carrot site and run a side-by-side test to see which one converts leads better.



Mike Wall



Mike spent \$7,000 on two custom websites, but wasn't happy with the results.

"I never got any leads from my old custom websites. They looked great, they just didn't perform."



Keith Sant



Unlike custom sites requiring endless trial and error, Carrot is built specifically for real estate investors."



Ryan Dossey



I had a PPC vendor who built a super techy site that they swore would outconvert my Carrot site — it didn't. I paid \$5000 to have a custom site designed that was really pretty, but I got less leads. My expensive, pretty site was converting at 1-2% on SEO when my Carrot site was converting at like 8.5% on SEO."

Lesson 4:

Get Personal & Be Recognizable

One of the biggest reasons consumers like reviews and referrals is because people want to work with businesses they can trust. You can help build that trust and credibility by personalizing your website and making your brand recognizable.

One of the things many top investors have in common is that they're recognizable in their community. They're not an anonymous business or a big corporation. They're community members that care about the area and the people they work with.

“This is a people business and real estate is a byproduct of what we do.”

— Beau Hollis

Put your real photo on your website, [film a short video](#) about your process or what it's like to work with you, share your story and why you got into real estate investing. In short, be a real person that people can connect with and want to work with.

Action Items:

Novice: Ditch the stock photos on your website and replace them with real images of you and your town. Make sure your About Us page is honest, compelling, and personalized to you. Add short videos to your site explaining who you are and what it's like working with you.

Advanced: Ask happy clients to film a short video talking about their experience working with you and how pleased they are with the outcomes. Seeing satisfied clients talk about the process will give leads confidence that you're the best person to work with.

“ **Ryan Dossey**



People want to know what kind of experience they're going to have with somebody before they fill out a form or call. You've got to deck out the 'About Our Company' [page]. Our data shows that's the second most visited [page] and if it just shows Derek H. with a stock looking image versus here's me with my wife and kids, here's my bio, and here's why I love the market ... one of those makes me feel warm and fuzzy, the other makes me think maybe you're a scammer.”

“ **Laurel Segan**



[Leads] will have gone on the website and they'll know where I went to school, all kinds of things. People spend time on the website. The more people spend on the website, the more interesting information you can put on the website, the better your SEO goes.”



“ Beau Hollis

You have to differentiate yourself. Carrot is a template, you have to customize this template. You have to make it your own, put your own pictures on it. What's your service, what do you do? Personalize stuff. If you're a local business, go to the closing with the seller, sit there, get your cellphone out and take a selfie with you and your seller. It brings credibility to your business. What's something that you provide that some other business locally does not provide? Me, I'm showing what I call the body of proof. I still go to the closing and I have a body of proof on the site. Our body of proof is unbeatable. I wanted to build a brand of 'we're here and we're the pros' and that's what I did.”



“ Jeremy Resmer

I want to make sure I have the brand so that if someone is thinking about selling their house in my market they're thinking about my company. You don't always get that when you're getting deals from PPL or driving for dollars.”

Lesson 5:

Start Focused, Then Grow

Simply setting up a lead generation website (even a great one) won't get you to the million dollar club. You need to put effort into your marketing — from continuing to add to and optimize your site to expanding to new marketing channels.

The key, according to expert investors, is to focus on a few high yield marketing strategies first, then expand when you're ready. Start by dialing in your website so it serves as the hub for all your marketing.

“Everything we do has our website on it and our phone number.” — Laurel Segan.

Once you have a strong website that converts well, add one or two new marketing channels. Don't do everything at once, they warn, or you won't master any strategy. Another important consideration is to give strategies enough time to be successful. If you try something different every month, it won't have time to work. If you focus your energies and budget on mastering one marketing strategy before expanding, you have a better chance at finding success. (But if something truly isn't working, feel free to pivot. Don't continue to sink your budget into a strategy that isn't successful for you at this time.)

Several investors find success diving deep into SEO, others like TV and radio ads to expand their brand recognition. Many top investors even return to direct mail when they're ready to expand their marketing. At this point in their careers, it's a more effective marketing channel for them because they've built a brand and have a strong website to reinforce their cold outbound marketing.

Action Items:

Novice: Truthfully assess your marketing strategies. Are they performing well? Have you mastered them? If you're running multiple strategies that only perform so-so, pick the best-performing one and double down. If you're working with a single strategy, assess how well it's working. If it's not performing well, pivot to something new and give that strategy at least 3-6 months before expanding or moving on.

Advanced: Don't rest on your laurels just because you're successful. Do you have an active plan to expand your marketing? Identify new marketing channels (like PPC, TV, radio, or expert content marketing) that could increase your lead generation and brand recognition and put a plan (and budget) in place to try them. [Hiring a marketing agency](#) is an easy way to accelerate your reach quickly.

“ Alex Pardo



I would get really, really good at one or two marketing channels. One of the mistakes I made is that I would tackle everything. I would scratch the surface on a bunch of marketing channels but I really wouldn't get good at any one. I would put the laser focus on one or two marketing channels, really dominate that before I add something else.”

“ Laurel Segan



Have a program for your website, your SEO, it can't be random. You can't get complacent because [Google] is always changing something. Make sure you're putting fresh stuff on your website — videos, blogs.”

“ Jeremy Resmer



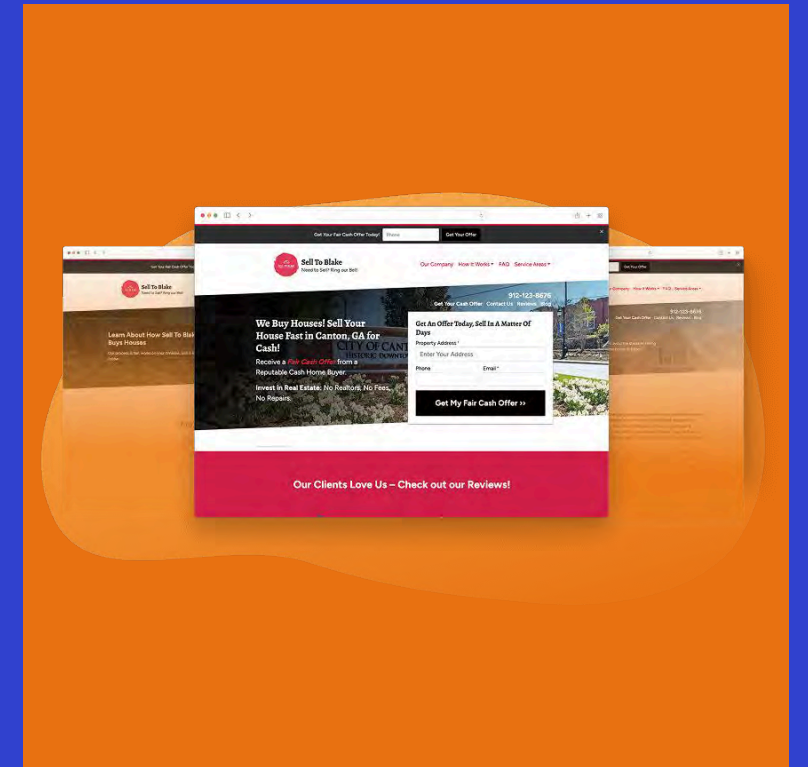
Find one channel that works, once you have a positive ROI do not take that money out of your business, reinvest it into your business into lead gen so that now you're able to go from lets say one deal every 60 days to one deal every 30 days, then maybe you're doing two deals every month. So you go from direct mail to let's say maybe TV or SEO or PPC and you keep adding.”

Drive More Leads with Carrot

Launch a Website in Minutes

Ready to get started with an awesome real estate investing website? Carrot has SEO-optimized templates for a variety of REI specialties. Carrot websites rank better than the competition, convert 44% more leads, and drive \$13,930 more profit per deal. Get online in minutes and start generating leads!

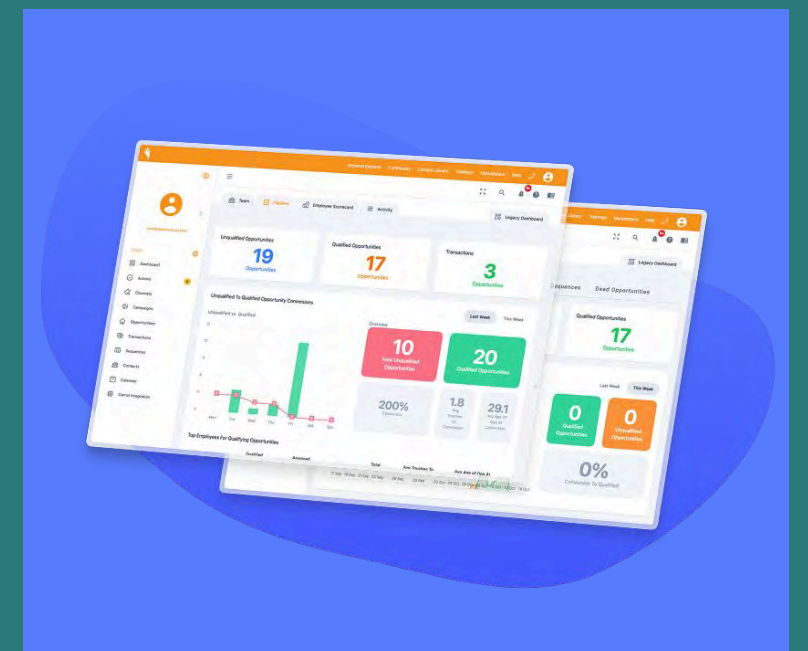
[Setup Your Website](#) →



FREE Real Estate Investing CRM

Whether you're a seasoned pro or just starting out, good lead management and follow-up are critical to making it in this business. Don't rely on spreadsheets! Instead, get the tools and features you need with a CRM custom made for real estate investors.

[Manage Deals with Carrot CRM](#) →



Supercharge Your Online Lead Gen

Need help optimizing your Carrot website, setting up proper SEO, or launching paid ads? Carrot has a marketplace of trusted vendors to meet your full range of marketing needs.

[Browse the Vendor Marketplace](#) →

