



The \$50M Guide to Engaging Homeowners Through Email



2025 LEAD GEN SECRETS SERIES

I generated over \$50M in real estate deals through email. This is how I did it.

An Incredibly-Simple Guide to Engaging Homeowners Through Email

*First, a couple of disclaimers:

1) Most people immediately turn away from this strategy because it isn't familiar or they have limiting beliefs about email. We don't care - it works. If you don't want to succeed, you need to get out of your comfort zone.

2) You can pay for software and databases to do this for you - that's why we built them. But, there's value in understanding how it works, so that's why I'm publishing this.

3) You can pay a VA \$7/hr to do most of this work for you, but do you really want to? We can achieve in 5 minutes what it takes a VA 20 hours a week to do.

4) I used this approach to source listings, off-market deals, and even air rights for new developments. The strategy works for other use cases, but we're using



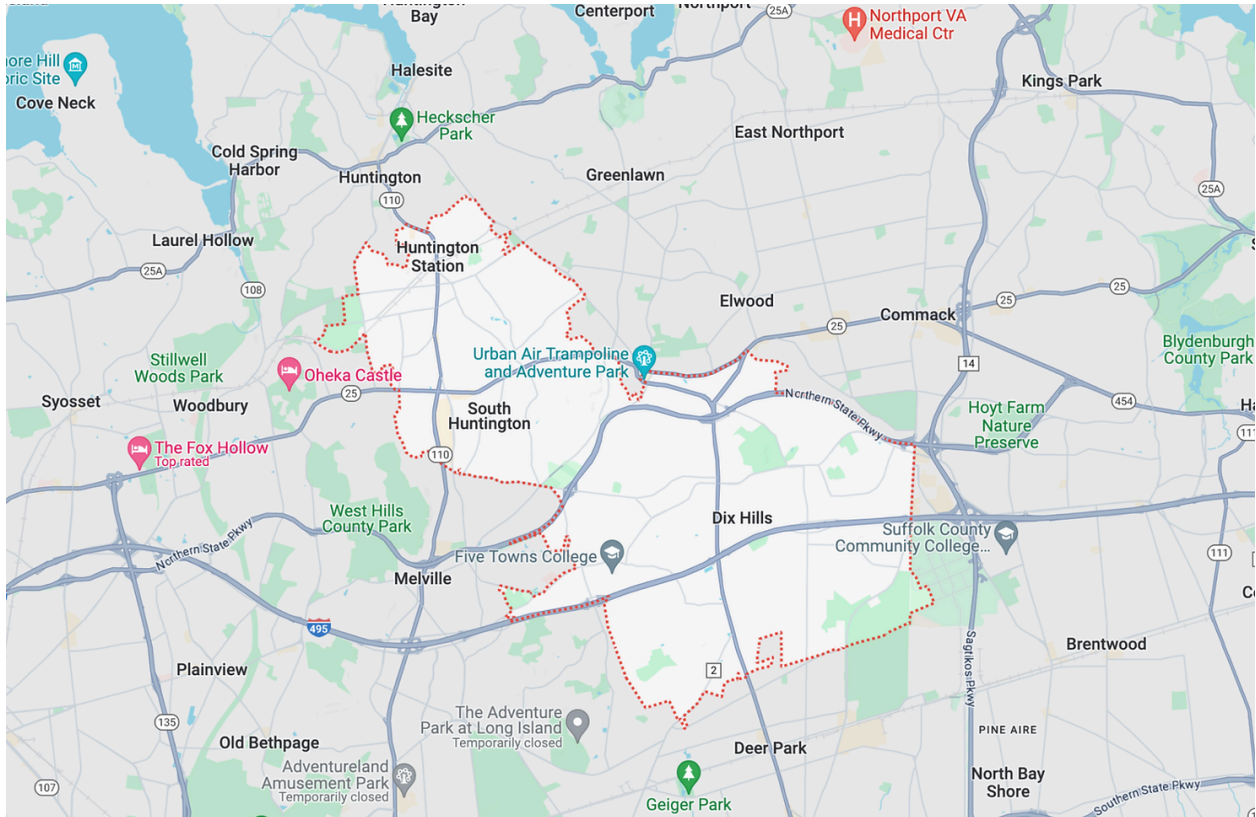
real estate deals as our example. It works in any State for about 40-60% of the properties in the US.

5) This is a very tedious, manual, exhausting approach. It will probably feel beneath you and not worth your time. That's why we automated the entire process. I'm glad I did, because once you build it, it works and it takes next to no time to scale.

Let's go.

Step 1 - Identify Your Market

For this example we're going to look at a purchase for a friend in Dix Hills. Specifically, he wanted a single family home between \$900K and \$1.3M. There were just under 3K. Here's the target market.



I would suggest limiting your target market to a single zip code or contiguous zip codes where the homes are similar in price and the data is provided by the same municipality. If you cast too wide a net, the data can get unmanageable since it might be formatted differently from city to city or zip code to zip code.

Step 2 – Property Data:

There are a few places you can get this. Most of it comes directly from the department of tax and finance or County Assessor Property Records. A lot of it comes from the MLS. If you want to personalize messages with data that comes from the MLS (usually bed / bath / sf), you need to get the data there.



As most MLS data is only available to licensed real estate agents or through data tools, you'll need to get it there. The problem with looking for this data on platforms like Zillow, Redfin, Realtor, etc. is that they don't let you access off-market properties that haven't been sold or download the data in a usable format. But, if the data you're looking for is on those platforms (FSBO, FRBO, Pre-Foreclosure, etc.), you may be in luck.

Start scraping (check site licensing rules first) or find a data vendor.

We've compiled nearly every data set that you would want to access and other vendors like Propstream, ATTOM, or Core Logic have it too. Some are a few hundred dollars a month and others start at a few thousand dollars. Most title companies will provide the data if you have an existing relationship and ask nicely.

	B	C	D	E	F	G	I	L	M	N	O	P	Q	R	S	T	U
1	FirstName	MiddleInitial	LastName	Gender	DateOfBirth	HouseNumber	StreetName	City	State	ZipCode	ZipCode4	LengthOfReside	NumberOfUnits	HomeownerCon	PurchaseAmount	MortgageRefDa	Estimate
3	Sam		Lopresti	M	7/1/69	3407	Lakeland Garden	Katy	TX	77449	3825	15		Y			\$112K
4	Donica		Grifno	F		19722	Diamond Hills Ln	Katy	TX	77449	5802			Y			\$170K
5	Aldo		Soria	M	10/28/62	22302	Flintlock Dr	Katy	TX	77449	6537	15		Y			\$39K
6	Theresa	Y	Mustion	F		5919	Spring Silver Dr	Katy	TX	77449	217	10		Y			\$137K
7	Mukta		Khurana	F	8/22/59	3507	Benbrook Spring	Katy	TX	77449	1483	15	1	Y	\$223K	6/30/15	\$250K
8	Daniel		Bernal	M	8/7/80	19307	Cypress Peak Ln	Katy	TX	77449	4102	5	1		\$100K	12/11/17	
9	Brant		Cohen	M	12/12/75	1902	Vanderwilt Ln	Katy	TX	77449	1762	6	1	Y		10/21/16	\$200K
10	John	D	Jeffries	M	3/5/50	20606	Boxridge Ln	Katy	TX	77449	5027	15					\$135K
11	Jill		Laviage	F	11/28/33	2655	Anthony Hay Ln	Katy	TX	77449	3563	15		Y			\$137K
12	Roshunda		Brown	F	10/2/79	18319	Fieldbluff Ln	Katy	TX	77449	2450	8		Y			\$124K
13	Syed		Raza	M	8/31/94	18718	Driftwood Spring	Katy	TX	77449	8316	6	1	Y	\$132K	10/17/13	\$156K
14	Sonya	S	Palmer	F	2/23/75	3607	Morning Cove Ln	Katy	TX	77449	8638	1		Y			
15	Nicole		Terry	F	7/30/71	5118	Cypress Willow I	Katy	TX	77449	2082	9	1	Y	\$136K	11/15/06	\$158K
16	Jesus		Viveros	M		5902	Brenwood Dr	Katy	TX	77449	2008	8	1	Y	\$128K	5/26/06	\$172K
17	David	S	Talavera	M	10/1/66	5219	Gladeside Dr	Katy	TX	77449	6004	15		Y			\$171K
18	Angela	M	Lewis	F	2/9/65	6402	Binalong Dr	Katy	TX	77449	7659	15	1	Y	\$144K	4/4/18	\$202K
19	Marylynn	L	Blackmon	F	4/25/51	22423	Bucktrout Ln	Katy	TX	77449	2906	11	1	Y	\$133K	7/10/17	\$260K
20	Maria		Vasquez	F	9/19/64	20227	Black Hickory Ct	Katy	TX	77449	5601		1		\$104K	3/12/04	\$161K
21	Maritza		Seda	F	7/22/85	3802	Silver Bridge Ln	Katy	TX	77449	12	8		Y			\$197K
22	Allison		Shipley	F	8/16/85	22211	Prince George S	Katy	TX	77449	2843	3		Y			\$205K
23	Lucy		Menzel	F	9/12/42	19311	Cypress River D	Katy	TX	77449	4060	14					
24	Laura		Callahan	F	2/9/72	6531	Briar Moss Ln	Katy	TX	77449	8565		1		\$152K	8/18/09	
25	Corey		Dismuke	M	8/24/85	6511	Garden Canyon	Katy	TX	77449	4226	12		Y			\$219K
26	Michael		Frost	M	1/25/55	20917	Patriot Park Ln	Katy	TX	77449	4266	9	1	Y	\$86K	7/31/15	\$152K
27	Argelia		Romero	F		20814	Clay Landing Ln	Katy	TX	77449	5	10	1	Y	\$165K	4/30/06	\$112K
28	Dorris		Stubblefield	F	1/15/62	4723	Garden Meadow	Katy	TX	77449	4116	3					\$79K

Step 3 – Identify the Homeowner and Get Their Contact Info:

Having the property data is fine, but unless you want to rely on “To the current resident” or an ice-cold call, you need the homeowner’s name. You probably also want to contact them through phone or email, so you’ll need more than just an address.

If you’re ok taking time to do this or have a VA then head over to the WhitePages (or tools like RPR). A subscription is around \$109/Mo. for 500 lookups. If it takes a minute to look up each homeowner, budget 8 hours or another \$80/Mo. to get your data.

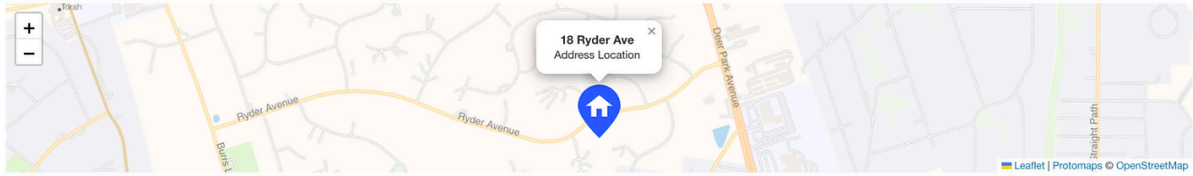
whitepages
SEARCH. FIND. KNOW.

PEOPLE PHONE ADDRESS

18 Ryder Ave Dix Hills NY 🔍

[Log In](#) [Sign Up](#)

Reverse Address > NY > Dix Hills > 18 Ryder Ave



18 Ryder Ave
Dix Hills, NY 11746

Single-Family Residence
Building Type

Dix Hills
Neighborhood

4
Residents

Property Owner & Property Report

[Get Property Owner Info](#)

We found 4 individuals connected to 18 Ryder Ave, Dix Hills NY 11746. Find contact information for the owners and residents. In addition, search the neighborhood to find your neighbors' names, phone numbers, and addresses.

Residents

This address has 4 residents.

<p>Adam Jissy 18 Ryder Ave</p> <hr/> <p> Age -- 0 Phones 0 Emails</p> <p>View Profile</p>	<p>Augustine Ortiz Rd 18 Ryder Ave</p> <hr/> <p> Age 60s 1 Phone 0 Emails</p> <p>View Profile</p>	<p>Jennifer Brinkhuis 18 Ryder Ave</p> <hr/> <p> Age 40s 6 Phones 3 Emails</p> <p>View Profile</p>
<p>Anthony Maurer 18 Ryder Ave</p> <hr/>		

WhitePages and other services will likely have information for around 40%-60% of the addresses you look up and you still need to validate that the information is correct.

DISCLAIMER: You may think you're saving money with a VA or doing it yourself, but in reality, if you're looking up more than 50 contacts/Mo. you'll end up spending WAY more time and money this way in the long-term than paying upfront for a service like Scout. What we built takes around 45 seconds (per



500 contacts) to a minute to find addresses, owners, lookup their emails and phones, clean and validate their email addresses, and reformat the data so you can use it to mail merge.

Step 4 - Start Your Outreach:

Send them an email! This is the first thing I do.

Every. Single. Time.

It's not that I hate cold calling (I do), but I find that a "warm call" is a lot easier. And starting off with "I sent an email earlier this week" is a great way to start off on the right foot. Plus, Apple recognizes my phone number in their email and suggests my name when I follow up on the phone.

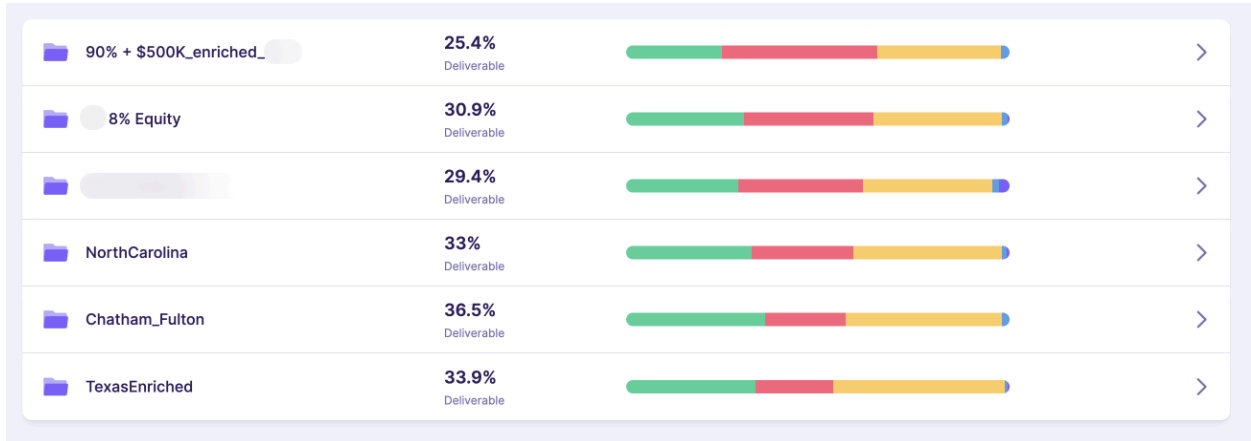
The email should be short, sweet, to the point, and NOT about you. It's always about them and the value you're trying to bring (not the value to you...). I have a great template that I start off with:

Hi {{ first_name }}, I'm sure you weren't expecting this email but...

Keep it to under 4 sentences.

A 2-touch campaign works wonders and a 3-touch is even better. You'll need some email automation software for this. So we built that too.

IMPORTANT: Validate your emails and batch them out!



90% + \$500K_enriched_	25.4% Deliverable	<div style="width: 25.4%;"><div style="width: 100%;"></div></div>	>
8% Equity	30.9% Deliverable	<div style="width: 30.9%;"><div style="width: 100%;"></div></div>	>
	29.4% Deliverable	<div style="width: 29.4%;"><div style="width: 100%;"></div></div>	>
NorthCarolina	33% Deliverable	<div style="width: 33%;"><div style="width: 100%;"></div></div>	>
Chatham_Fulton	36.5% Deliverable	<div style="width: 36.5%;"><div style="width: 100%;"></div></div>	>
TexasEnriched	33.9% Deliverable	<div style="width: 33.9%;"><div style="width: 100%;"></div></div>	>

Yes, those statistics are real. And with Yahoo! and Google now actively dinging accounts with Spam rates over 3%, email validation tools may become your new best friend. Emailable, ZeroBounce, or NeverBounce work wonders.

As a general rule, keep it under 60/day for email addresses that you've never connected with before.

Step 5 - Keep Calling:

Now all you have to do is sit back and wait for the emails to start rolling in, right? Wrong. They won't. You need to call them. Or DM. Or do anything to make sure you don't reach a dead end.



While you may get a few hits (I've actually gone end-to-end through email alone), 99% of deals require additional outreach.

If you have their number, don't stop calling until you connect.

If you don't have their number, keep emailing them or send a handwritten card (or automate that too).

I've done this hundreds of times. And if you're serious about your outreach, you should be lining up face-to-face meetings weekly. Even more if you're ok with a Facetime walkthrough.

In a sellers market, I'm lining up 3+/conversations week. And if I can do it, you can too.