**Marketing Chart Sequence**

Enter targeted zip code in marketing spread sheet, Sheet 1.

Log in to **listsource.com**

Select “Create Your Own” to build list

1. Geography Tab
   * Select Criteria (drop down box) 🡪 Zip Code
   * Enter targeted zip code then select “Add” (total houses will appear on left side of screen)
2. Property Tab
   * Select Criteria (drop down box) 🡪 Property Type
   * Select “Residential: SFR” then select “Add” (Total SFR in zip on left side of screen)
3. Foreclosure Tab
   * Default (Pre-foreclosure) Initiated
     + Select Criteria (drop down box) 🡪 Recent Added Date
     + Preset Selections: “Last 6 months” then select “Add” (Total Pre-  
       Foreclosures on left side of screen)
   * Bank-Owned (REO) Properties
     + Select Criteria (drop down box) 🡪 Recent Added Date
     + Preset Selections: “Last 6 months” then select “Add” (Total REO properties on left side of screen)
4. Remove dates
5. Finding Cash Buyers
   * Options Tab
     + Select “Absentee Owned”
   * Property Tab
     + Select Criteria (drop down box) 🡪 Equity %
     + From: 99 To: 100 then select “Add”
     + Select Criteria (drop down box) 🡪 Last Market Sale Date
     + Preset Selections: “Last 6 months” then select “Add” (Total number of cash investors on left side of screen)

MLS (skip step) (Student must create relationship with realtor)

Go to Trulia.com

1. Search Targeted Zip Code
2. Hover over “More”🡪 Local Info 🡪 [Zip Code] Market Trends
3. Scroll down to chart, you will find the Market Median Value bolded under the most current 6-month range in All Properties.

Return to listsource.com

1. Remove Last Market Sale Date, Absentee Owner, and Equity %
2. Property Tab
   * Select Criteria (drop down box) 🡪 Equity %
     + From: 31 To: 100 then select “Add”
   * Select Criteria (drop down box) 🡪 Currant Home Value

* From: $1 To: median price then selects add (total houses on left side of screen)
* From: $1 To: Bottom 3rd, then select “Add” (Total houses on left side of screen)
  + Remove price range
  + Take Median Price and times it by .33 to find bottom 3rd number
    - From: $1 To: bottom 3rd number then select “Add” (Total houses on left side of screen)
  + Remove price range
  + Take Bottom 3rd and multiply by 2 to finding middle 2/3 number.
    - From: \_?\_ number +1 To: bottom 3rd number then select “Add” (Total houses on left side of screen)

**Pulling Prospect Counts for Qualified Zip Codes**

**Log in to List source.com**

Select “Create Your Own” to build list

1. Geography Tab

* Select criteria (Drop down box) 🡪 “Zip Code” Copy and paste all qualified zip codes from marketing chart. Select “Add”

1. Property Tab

* Select Property type (Drop down box) 🡪 Scroll through options and select “Residential: SFR.” Select “Add”
* In property tab Select (Drop down) 🡪 Select “Equity% / 31-100%”
* (Drop down box) “Total Assessed Value” 🡪 Enter From $1-(Assessed value from your criteria)
* (Drop down box) 🡪 Select “Last Market Sales Date” change year from 1900 - (-4 years from current year) *Example: 1900-2014.*

1. Options Tab

* From owner occupied Status section🡪 Select “Absentee Owned”
* Trustee-owned Properties🡪 Exclude
* Corporate-owned Properties🡪 Exclude

1. Purchase list button (at bottom right hand corner)

* Select (Purchase list” Note: You are not paying for leads here, only viewing the counts. We can order your leads at a discounted rate.)

1. List source Checkout Page

* Under “Total list Price” 🡪 Select “Remove duplicate property mailing addresses”
* Order summary should indicate count which excludes duplicate mailing addresses