

THE BUYERS-LIST STARTER SHEET

What a real buyers list looks like - and the first-10 conversations that start one.

A buyers list is not a spreadsheet of names scraped from the internet. It is a short list of investors who told you, in their own words, what they buy, where, and how fast they can close. Every field below exists because a deal died without it.

Track these fields for every buyer

- ☐ Name, company, best phone, best email
- ☐ Buy box: property types, neighborhoods/ZIPs, price range
- ☐ Rehab appetite: cosmetic / mid / full gut - in their words
- ☐ Proof of funds: seen it? when? how much?
- ☐ Close speed: fastest real close they have done
- ☐ Last deal they bought + price (proves they are a buyer, not a collector)
- ☐ How they want deals sent: text / email / call - and how often
- ☐ Last contact date + what they said

Where the first 10 actually come from

- Landlords who own rentals on the streets you hunt - they already buy there.
- Buyers at local investor meetups and REIA meetings - ask what they bought last, not what they 'look for'.
- The cash buyers behind recent cash sales near your target areas (county records show who closes).
- Your title company's investor regulars - ask who closes fast and clean.
- Contractors and property managers - they know exactly who is buying this month.

The first-10 script (60 seconds)

"Hey [name], I'm [you] with [company]. I come across off-market houses in [area] and I'm building a short list of real buyers before I send anything out. Two quick questions so I never waste your time: what exactly are you buying right now - area, price, condition? And when a deal fits, how do you want it - text with the numbers first?" Then write down the buy box word for word, send nothing until a deal fits it, and follow up when you said you would.

Rules of the list

- Quality over count: 10 real buyers beat 500 names.
- Never blast a deal to buyers whose buy box it doesn't fit - that is how you get ignored forever.
- Update the sheet after every conversation. A stale list is a dead list.
- A buyer who never answers is not a buyer. Archive and move on.

Education only. Assignment and marketing rules vary by state - see the State Law One-Pager before you market contract interests.