

## Lead Types: Why Target These Leads?\*



### **Divorce Records**

Couple is possibly going from 2 incomes down to 1, and need to sell. There could be equity in the property and in order to complete the divorce need to liquidate the asset (home), to facilitate the split; or there could be bad memories and the home will be sold for a "fresh start". (Divorce properties sell 22.1% of the time in the first 12 months from the Divorce Filing).



### **Notices of Defaults / Lis Pendens Filings (Mortgage Default)**

Homeowner is not paying the mortgage, could be planned, could be a hardship, but these homes sell. (52% of NOD's result in the sale of property within 12 months from the NOD filing).



### **Notice of Sales / Lis Pendens Filings (Mortgage Default)**

A higher level of distressed homeowner, may have more reasons to sell, with foreclosure date closer than an NOD. May need to sell. (52% of NOS's result in the sale of property within 12 months from the NOS filing).



### **Probates**

When people pass away without a will, the property may go to the Probate courts. In most cases, the heirs will sell the properties, not move into these properties. (Probates sell at a rate of 19.1% during the 1st year of probate.)



### **Empty Nester**

Homeowners who have 3 plus bedrooms in their home and have lived in their homes for at least 30+ years (these tend to be homeowners that are looking to downsize).



### **Out of State Owner**

Home is non-owner occupied and the owner has an out of state mailing address. These are homes that tend to sell more frequently than owner occupied property.



### **Bankruptcy**

Homeowners that have filed for either chapter 7 or chapter 13 bankruptcy protection are located in this lead category. Many homeowners experiencing bankruptcy choose to sell their properties due to their difficult financial situations.



### **Affidavit of Death**

When a property is owned by two or more parties as "Joint Tenants" or "Tenants in Common" and one of the owners dies – an "Affidavit of Death of Joint Tenant" or "Affidavit of Death of Tenant in Common" is recorded. This affidavit is filed to transfer ownership interest from the deceased owner to the surviving owner or joint tenant(s). These surviving owner(s) may not want a property so large or may not be able to afford the property on their own and so may sell.

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### **Next Sellers**

Not all homes sell at the same rates. Smaller homes and smaller lots (“Starter homes”) tend to resell more frequently than larger homes on larger lots. This filter quickly identifies the homes that are in that “sweet spot” to sell (more likely to sell) that have not yet sold, based on location and years of ownership, amongst other factors.



### **Involuntary Liens**

Liens can be filed on a property when the homeowner does not pay certain financial obligations – Entities like the IRS, State Tax Boards, or financial institutions can and will file liens on an owner's property when they are legally owed money. These show financial distress and lead to property sales.