

The Five Laws of Lead Generation

- 1) Never compromise—You're only looking for properties that meet your Criteria and motivated sellers who will meet your Terms.
- 2) Be a shopper not a buyer—It's better to miss a good one than buy a bad one.
- 3) Timing matters—Be the first or last person to make an offer.
- 4) It's a numbers game—The quality is in the quantity.
- 5) Be organized and systematic—Protect your time and your money.