

# The Real Estate Wholesaler's Marketing Workflow

## Marketing Phase 1



### Prep Property for Sale



Clean Out Property (if Needed)



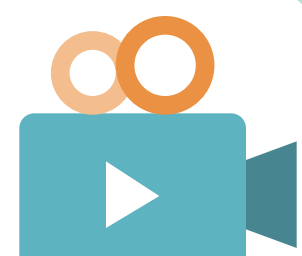
Get a Lockbox On the Property



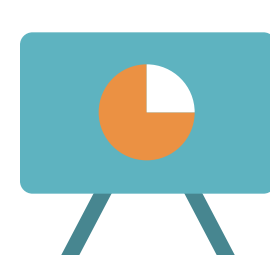
Put Up "For Sale Sign"



Take New Pictures



Conduct a Walkthrough Video and Upload to YouTube



Create a New Property Sales Presentation



Upload Sales Presentation and Video Walkthrough to Your Website



Send the Property Information Out to Your Best Buyers, Based On Their Criteria



Send The Property Out to Your Buyer's List

## Marketing Phase 3



### Post an Ad for the Property On the Following Platforms:



Craigslist



The Local MLS System (If You're Licensed or Work with a Real Estate Agent)



List on Property Listing Sites, Like Zillow.com



Facebook Marketplace