Bandit Sign System

Preview Of What You Will Learn

Sections:

You Will Be Able To:

- Learn the step-by-step process to create and outsource successful bandit sign campaigns to bring in massive leads for your real estate business

Introduction

America is a society on wheels. To run a well-oiled marketing machine, you must follow your customers' living habits. This is why outdoor signs are a necessary component of every marketing plan. Signs create multiple points of contact with prospective customers and they are a cost-effective method of establishing awareness of your services in the marketplace.

For years, bandit sign campaigns have been one of our top marketing strategies to find both sellers and buyers. But as simple as the marketing strategy seems, there is so much to be learned if you want to consistently bring in leads week after week – and at the same time, maximizing response rates and minimizing costs. Any real estate investor can put out bandit signs a time or two, but it's only the smart marketer who has long-term success with the strategy.

The smart marketer considers all factors and is constantly testing, tracking and tweaking their marketing campaigns in order to maximize their return on investment. The smart marketer tests the message, the media, the frequency, and the method of delivery. Likewise, the smart marketer does not just merely post a few scattered signs; he or she designs a system ensuring their signs are distributed each and every week without their involvement.

Running a successful bandit sign campaign is a science, which requires a very detailed system for consistent fulfillment. That's where the FortuneBuilders Bandit Sign System comes into play. The objective of this guide is to help you build a successful bandit sign campaign, and implement this proven system to generate leads and maximize your long-term success.

When you can effectively target the location of your bandit signs, map the route and outsource the rest, you'll by amazed by the flood of new leads (motivated sellers) you'll attract. This is one of the reasons why highly successful real estate investors have been using bandit signs as one of their main marketing methods for years!

Real Estate Lead Generation Through Bandit Signs

In This Section, You Will Learn:

- *Ways bandit signs can be an effective component of your marketing campaigns*
- *How to generate motivated seller and cash buyer leads using bandit signs*
- *Bandit Sign Risks vs. Rewards*

What Are Bandit Signs & Why Are They Effective?

Bandit signs are like mini-billboards, a form of advertising allowing you to create 24/7 lead generation in a highly targeted way. Also known as street signs, bandit signs are corrugated plastic signs with basic marketing messages printed on them - usually 12x18 or 18x24 inches wide. As mentioned earlier, they are also one of the fastest ways to generate leads for real estate investors.

Think about the effectiveness of running bandit sign campaigns – these signs are strategically placed in areas trafficked by homeowners owning the type of properties your looking for. The seller hasn't put in a stitch of effort to find you, nor have they been harshly solicited. They have a problem – a house in distress to sell, and you offer a service - "We Buy Houses" and a phone number where they can inquire about that service. It's a very non-invasive way of attracting qualified sellers, with very little cost or effort expensed on your end. We've relied HEAVILY on bandit signs, and recommend ALL investors, both beginning and seasoned, implement a bandit sign campaign to get the phone ringing fast, literally generating leads overnight! We strongly believe that this should be the #1 campaign all novice investors should start with.

BANDIT SIGN PROS & CONS

PROS	CONS
Fastest Way To Generate Calls	**Most Municipalities Don't Like To See Signs:** Some are very lenient and you can be there literally every week without issue. Whereas, with some they are not lenient whatsoever and as a result you will get calls right away telling you to remove them or you will be fined, so be aware of that.
Motivation: People who call from signs have some level of motivation.	**They Can Be Removed Easily:** That means you'll have to continually replenish the signs.
Fairly Inexpensive: The cost for these is literally $1 per sign upwards of $2.50 per sign, depending on the vendor you use.	**Fulfillment System:** You need to have a detailed system for fulfillment to ensure your signs are actually being placed and not thrown in the dumpster.

Bandit Sign Laws

There is a reason why these street signs are commonly known as "bandit signs." In many municipalities, these signs are not permitted by local city code. You must always remember to check with your town officials before you post bandit signs, since most places have sign regulations.

Regulations vary from one place to another and punishments vary greatly as well. In most cities, punishment for violating a city's sign ordinance can include fines ranging from $200, $500 or more per violation. These fines can become hefty if the city wants to come down hard and charge you a fine for each sign you have posted. Furthermore, it's important to mention that many neighborhood residents see the signs as ugly street spam littering their neighborhood. So, you can expect to encounter not only city officials, but sometimes angry neighbors as well.

Although there are risks associated with bandit sign placement, it's such an effective method of marketing and some investors tend to decide that the risk (penalty) is well worth the reward (lots of leads & potential deals). You will need to weigh your risk vs. potential reward – and the final decision whether to take this risk will always be up to you.

Remember!

When putting out bandit signs, you may get fined! Decide if the risk is worth the reward! Regulations vary from one place to another, so always check with your city or town officials before you post signs!
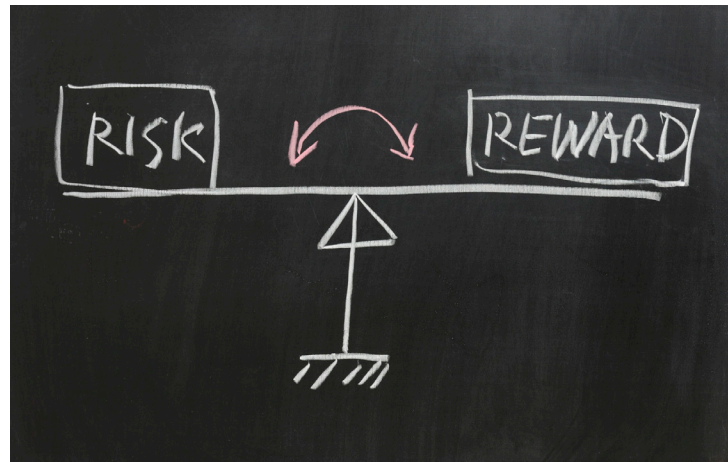
Determining Your Budget & Plan

Determining a budget for your bandit sign campaigns is crucial to your real estate investing business. Ask yourself: What is a realistic budget that you can consistently utilize every single week? Although you may not have an answer when first starting your campaigns, you may want to make a few up front assumptions about the response rate and budget to determine an approximate return on investment. This will help you to evaluate whether your marketing campaign expense is justified. It may be out of your comfort zone to spend money that you can't justify immediately, but it's all about setting a goal and committing to the process. Remember, you're building a replicable system, and it only takes one deal to make all the money spent worthwhile.

To help you stay organized, we've created a spreadsheet to organize your marketing campaigns. As it pertains to bandit signs, it's important to track costs needed for your supplies, and your responses from each campaign (so you know what's working, or if you should tweak your locations). If you have a couple different signs in various locations, use this tool to track which signs are working the best. Here are a few sheets we use to track our campaigns:

DEAL TRACKER

Marketing Strategy	Target Market	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Leads
Bandit Signs	Total	0	1	0	0	0	0	0	0	0	0	0	0	1
Letters	Total	0		0	0	0	0	0	0	0	0	0	0	0
Postcards	Total	0	0	0	0	0	0	0	0	0	0	0	0	0
Newspapers/ Magazines	Total	0	0	0	0	0	0	0	0	0	0	0	0	0
Email Campaigns	Total	0	0	0	0	0	0	0	0	0	0	0	0	0
Open	Total													0
Bus	Total													0
Vehicle Signs	Total			1										1
Banners	Total													0
For Sale Signs	Total													0
Door Hangers	Total	0	0	0	0	0	0	0	0	0	0	0	0	0

MARKETING TRACKER

MARKETING	$ Budget /Week	Time Budget /Week	Expectation	Week 1 (Acutual)	Week 2	Week 3	Week 4	Date of Implementation
Bandit Signs								
Classified Ads 1								
Classified Ads 2								
MLS Offers System								
Direct Mail 1								
Direct Mail 2								
Direct Mail 3								
Foreclosure Auctions								
Craigs List								
1-800-Sell-Now								

Bandit Sign System

Setting Up Your Inbound System

Before you even think about putting out your bandit signs, you must decide how you're going to handle responses. You need to have your lead intake systems in place. Are you going to take phone calls in your office? Are you going to use a call center? Or are you going to send your prospects to your website to submit information to you? There are a variety of services you can utilize that are equipped to handle your leads.

We've listed a few ways below:

✓ **Google Voice:** A free virtual phone service that can be redirected to a 3rd party number (your cell or office). In addition, the system also records and transcribes the voicemails and emails them to you for review at your convenience. We often use this service.

Other similar online companies offer this in conjunction with other telephone number management services, i.e. voicemail service, answering service, call forwarding, text notifications, etc. There are many other automated services you can use as well, so make sure to do your research.

✓ **Call Center:** Hire an actual live receptionist/call center to answer the calls coming in to add that extra professional touch. Create a script and intake form so phone representatives can answer calls for you 24/7 and email/fax you the lead sheets for your review.
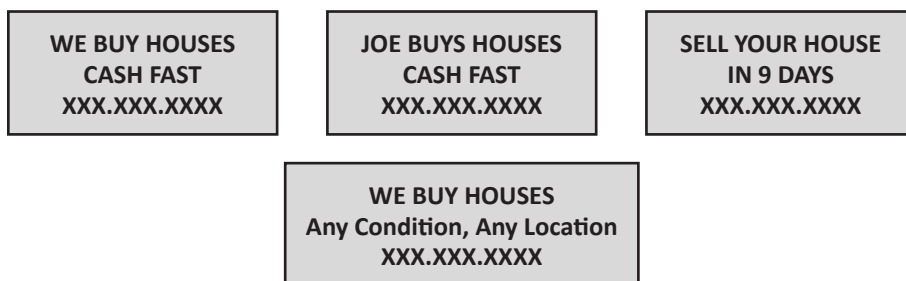
✓ **Website Squeeze Page:** If you're going to be using a website response option, be sure to use easy-to-type URLs. Utilize a landing/squeeze page style website designed specifically to capture your prospects name, contact info (email/phone) and address of the subject property they're interested in selling.

Important Elements of a Marketable Bandit Sign

Creating Your Marketing Message

Along with an easy-to-remember phone number, your headline is the most important thing you will put on your bandit signs. When choosing your message (or several messages if you are ordering multiple signs), make it blunt and keep it short and to the point. MAKE SURE THE FONT YOU USE IS AS BIG AND BOLD AS POSSIBLE…unused background space is not your friend! A driver only has a few seconds to see your sign and decide whether or not they will call the number, so make sure it's clear. The success of your bandit sign campaigns involves testing different signs with different messages to see what works best in your area.

Here's our rule of thumb – no more than 2 lines of text plus the phone number, that's it. Here are the messages we find most effective:

| WE BUY HOUSES CASH FAST XXX.XXX.XXXX | JOE BUYS HOUSES CASH FAST XXX.XXX.XXXX | SELL YOUR HOUSE IN 9 DAYS XXX.XXX.XXXX |

| WE BUY HOUSES Any Condition, Any Location XXX.XXX.XXXX |

Memorable Phone Number

Establishing an effective easy-to-remember number is VITAL to your bandit sign campaigns being successful. An easy-to-remember number (a number that spells something on the phone keypad) can either be a local phone number or toll-free 800 number, known as a "vanity number".

Interestingly, we've found that a local number often times works better than a vanity number. Typically, homeowners looking to sell their home (especially in a complicated situation) prefer to work with an investor who does business in their area. Local numbers tend to be more personal, and often give a good impression of your local presence. But on the other hand, there are situations in which a vanity number works better (i.e., 1-800-JOE-BUYS), so it really depends on the actual number itself and how easy it is to remember. Both options are something worth testing in your local market.

Choosing the Size & Color Scheme of Your Signs

When making decisions on your sign design, the point is to make sure it's SIMPLE. They come in variety of sizes 6" x 18", 6" x 24", 12" x 18", 24" x 36" with the most common size being 18" x 24". Our experience has been that 18" x 24" signs generally last between 3 to 10 days. 18" x 24" signs are well-read when passed at 40mph and we've had the best results with this size. However, 12" x 18" signs do tend to be out for a little longer and don't bend when it get's windy.

Bandit Sign System

Signs are available in a large variety of background colors, the most popular being either white or a bright yellow color. When choosing your color scheme, keep in mind the purpose of bandit signs is first and foremost to draw attention. They create awareness about your company and they can serve as multiple points of "contact" with potential sellers. Secondly, if you have a common color scheme that you use in all of your marketing, you should keep things consistent. The purpose is to make sure people read your signs; it's not to look pretty. We've tested every color combination there is, and have found the most effective in our area to be yellow or white signs with black text.

Lastly, keep a similar theme with all of your signs. Try to use similar color schemes and a consistent message. Remember, results are going to vary, so keep an eye out for what your competition is doing and differentiate yourself.

Helpful Tip!

If you are a Realtor, make sure to check with your local Board of Realtors to see if you need to represent that you are a licensed realtor on your signage. Some states may require this.

Ordering Your Supplies

Now that you are getting ready to run your first campaign, it's time to order all the necessary supplies needed to build out your bandit signs. There are hundreds of vendors who sell signage. Go online and Google "bandit signs" – there are tons of companies that are quite competitive in pricing. There are many resources online as well as local places in your area that will carry them; however, make sure you shop around and compare who can give the best deals.

The overall cost for a bandit sign campaign is very low, and what we would consider the cornerstone of any successful real estate investors marketing campaign. It's one of the least costly forms of marketing out there, which is something to be aware of as you're jumping around trying to make decisions on your campaign budget.

Supplies Needed:
- White or Yellow Signs
- Sign Stapler, Yard Stakes
- Large Black Sharpie (if you plan on doing yourself)

Remember!

Put any vendor contacts into either your database or your "Master Contact List For Your Team."

How Many Signs Should I Order?

When first starting out, you should order between 200-500 bandit signs. Obviously, you get better pricing when you order in bulk. It is imperative to test the effectiveness in your area before ordering more than that amount.

The average price for 12" x 18" signs is around $1 to $2 per sign. For the slightly larger signs 18" x 24", the average cost is $1.30 to $2.50 per sign, depending on whether you purchase blank signs (do-it-yourself), or pre-made signs. With pre-made signs, the amount of lettering printed and/or graphics also plays a role in the cost. However, it's important to keep in mind that we're looking for quantity over quality.

Here are the specs you should use when making your bandit sign order:

Ground Signs	Pole Signs
Size: 18 x 24 signs	Size: 12x18 signs
Coroplast Color (*background*): White or Yellow	Coroplast Color (*background)*: White or Yellow
Sign Material: Coroplast	Sign Material: Coroplast
Sides: 2 sided	Sides: 1 sided
Flute Direction: Vertical	Flute Direction: Horizontal
Color of Main Text: Blue or Black	Color of Main Text: Blue or Black

Purchasing Your Sign Stapler & Yard Stakes

Obviously, signs will be more clearly visible posted on a utility pole with a sign stapler; PLUS signs put into the ground are likely to be taken down VERY quickly. However, stakes have their uses as well. Stakes serve as a great tool when there are simply no poles on which to hang your signs. So it's a good idea to have them on hand in such situations.

The sign stapler is a MUST when it comes to your bandit signs. In addition, you should start out ordering **100-250 sign stakes** and then re-order as necessary. We usually order about 1 metal stake for every 2 signs, because we don't always use stakes and put our signs in the ground - we hang many of our signs on wooden telephone polls using the sign stapler. We use the sign stapler to put signs up very high on telephone poles which increase the longevity of the signs we use.

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