



Bandit Sign System



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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 be 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!

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 (Actual)	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.

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)

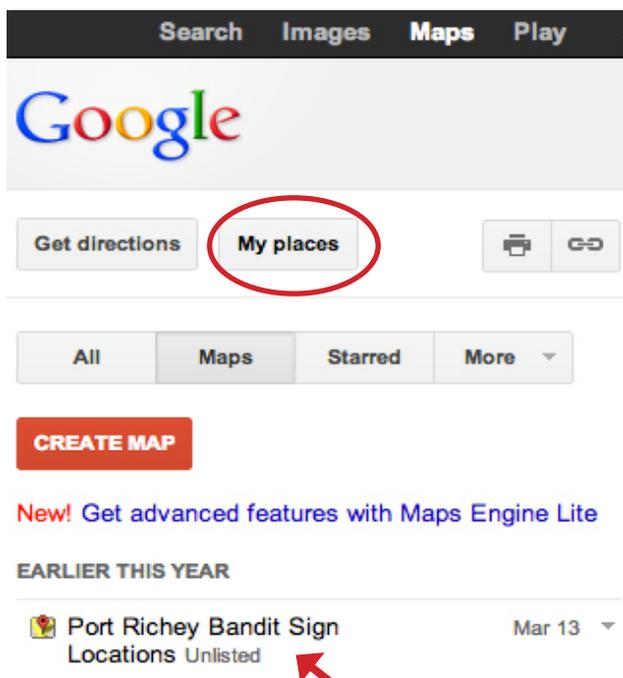
Step #2: Create Your Route Map

If you want to execute a successful bandit sign campaign, you MUST follow a thorough plan. We can't tell you how many investors we see buy bandit signs only to haphazardly post them around town. Not only will such efforts (or lack there of) lead to poor lead generation, but you are also asking for trouble with the city, Department of Transportation, and neighbors – and once you burn that bridge, there is no going back.

Creating route maps, to be used in a rotation schedule, is a key component to successfully outsourcing this marketing method. Knowing the location of your sign helps with testing so you know whether or not your routes are good or not. Your first step is to divide your area up into regions. The number of regions you will want to target will depend on how large an area you want to cover and invest in. We usually break up our regions into 4-8 different target zones. There are many different programs you can use to create your route maps, such as Google Maps, MapQuest, Microsoft Streets & Trips, etc. We've used many different mapping software programs, but the one we've found the most successful is Google Maps.

Creating Your Route Maps Using Google Maps (Google Places)

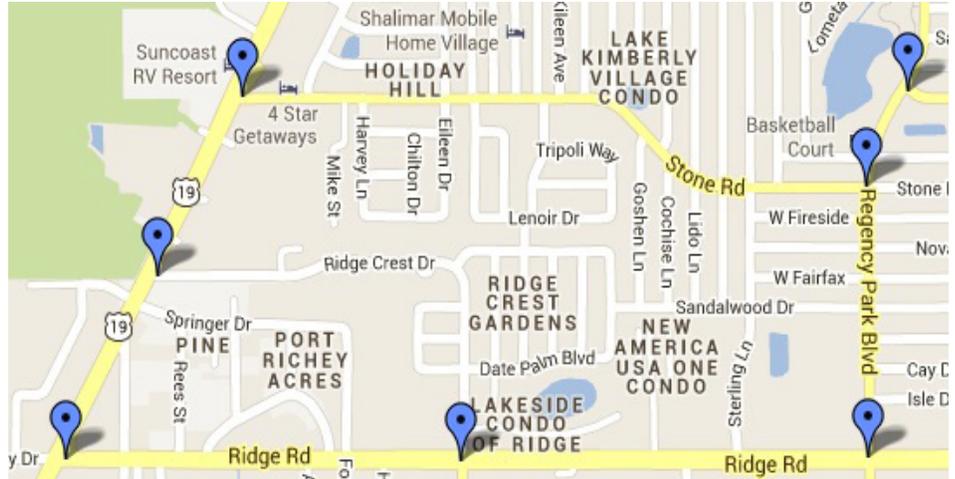
- 1. Go to maps.google.com** and log in to your account. If you don't have a free one already, make sure to create an account.
- 2. Go to where it says "My Places".** My Places will allow you to strategically plan your routes and track the locations of your bandit signs. **Choose a name as well as a description for your campaign,** and remember to target a specific area. Smaller campaigns will be easier to track.
- 3. Do NOT allow your map to be made public** to just anyone – make sure it's "unlisted" so you can choose who you want to have access to your map.



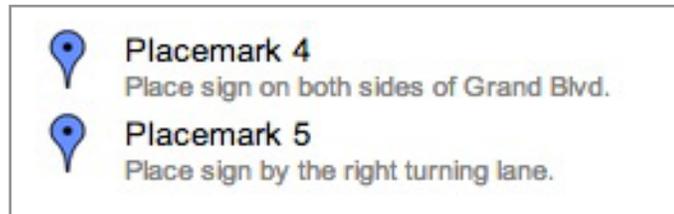
Map/Route Name

Bandit Sign System

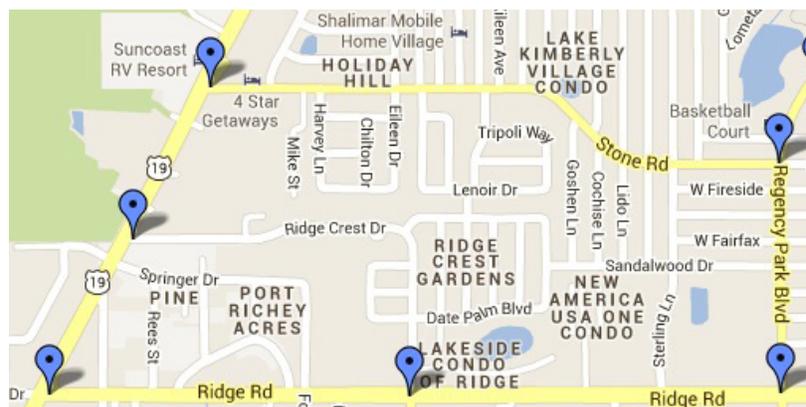
- Next, drag the placement marker to place your first bandit sign in a specific location on the map. Target main passageways where traffic faces towards main streets and freeways. This will ensure the most views and generate the most leads.



- Once you've placed your sign in its position, give it a name and a description for the exact way/location you want your bandit sign to face, including the specific side of the street where you want your sign to be placed.

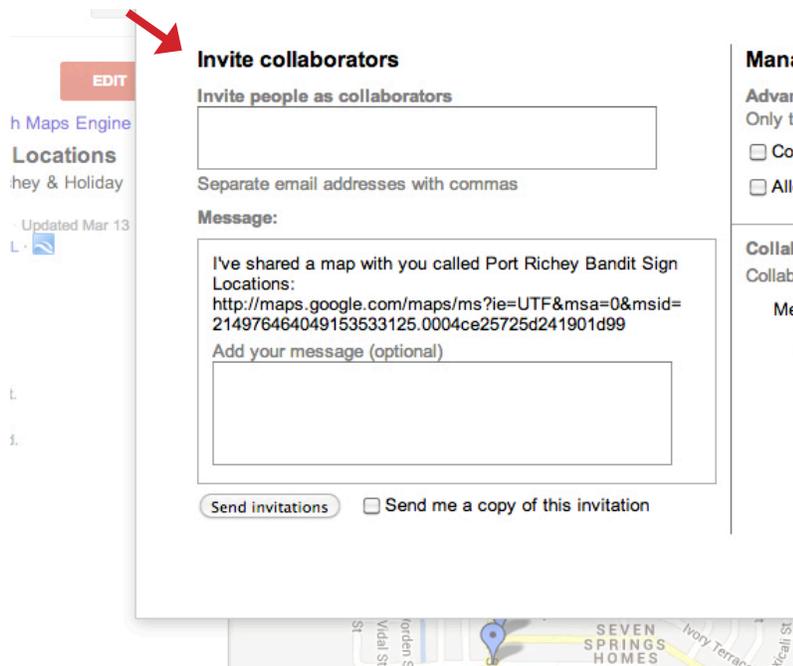


- You can add as many additional markers as needed. Be sure to not overly saturate corners and specific areas – this will increase your risk of being noticed by city officials.



- When your map is complete, make sure to click Save. You can then **send it to yourself or someone else on your team by clicking "Collaborate"**

Share Your Map



- Your custom map enables you if you choose to hire someone to complete this task for you. You can **send them your map of the exact locations you've targeted** to put out your signs.
- You can also use your map to **pick up your signs on a Sunday evening or very early Monday morning** before city officials get back to work.

Google Maps is critical to your business and tracking which bandit sign campaigns are working. Setting up this system in your area will require investing time and energy upfront, but will financially pay off ten-fold!

Bandit Sign System

Steps to Preparing & Outsourcing Your Bandit Sign Campaigns

Employee: John Smith

Date				18-Apr-13	19-Apr-13	
Town	Region 1	Region 2	Region 3	Region 4	Region 5	Total
Hours						
Gas Expense						
# Signs Remaining						
# Signs Posted New						
# Total Region Signs						
Payment Amount						\$ -

Each day as your sign worker completes a region, he or she will fill in the required information for each day including Hours, Gas Expense, # Signs Remaining (that did not need to be re-posted), # Signs Posted New, # Total Region Signs (this number is listed on each of your route maps). You'll calculate the Payment Due using the Sign Worker Expense Excel Spreadsheet when they come in and turn in their time sheet and route maps.

Date				18-Apr-13	19-Apr-13	
Town	Region 1	Region 2	Region 3	Region 4	Region 5	Total
Hours	3.5	2	3	2.5	3	
Gas Expense	\$ 15.00	\$ 5.00	\$ 10.00	\$ 5.00	\$ 10.00	
# Signs Remaining	3	1	4	4	3	
# Signs Posted New	20	11	14	12	18	
# Total Region Signs	23	12	18	16	21	
Payment Amount						

The bandit sign manager will review the sign workers time sheet and route maps, and compare the two with the lead tracker. These figures will then be input into an accounting spreadsheet to calculate the payment amount due. Here is an example of a completed spreadsheet:

Date	15-Apr-13	16-Apr-13	17-Apr-13	18-Apr-13	19-Apr-13	
Town	Region 1	Region 2	Region 3	Region 4	Region 5	Total
Hours	3.5	2	3	2.5	3	14
Gas Expense	\$ 15.00	\$ 5.00	\$ 10.00	\$ 5.00	\$ 10.00	\$ 45.00
# Signs Remaining	3	1	4	4	3	15
# Signs Posted New	20	11	14	12	18	75
# Total Region Signs	23	12	18	16	21	90
Payment Amount	\$ 50.00	\$ 25.00	\$ 40.00	\$ 30.00	\$ 40.00	\$ 185.00

Step #4: Hire Your Sign Worker/Driver

Placing Your Ad to Hire

Once you've created your pay schedule and completed your timesheet for your new hire, it will be time to place your ad. We always recommend running your campaigns a few times and testing it before hiring someone – so that you can truly outsource your campaigns. Doing your campaign a few times yourself first also allows you to be able offer proper guidance for the person you hire to take on the project.

It is recommended to post ads and always have at least two people working for you on a sub-contract basis due to the high turnover rate for this position. We've had good results posting ads on www.craigslist.com. "KISS" rules apply...Keep It short and sweet. Don't try and make the position look more glamorous than it is and don't go into great detail. You can explain the position to potential applicants when they come in to interview. Here's a sample ad that you can place on Craigslist.

Craigslist Ad For Driver

DRIVER WANTED

Real Estate Company needs someone to work 5 to 10 hours a week posting signs. Looking for someone reliable and who feels comfortable driving around and getting out of car to put signs on poles and in the ground.

- Flexible Hours
- \$10/hr + gas expenses covered
- MUST have a vehicle and valid driver's license
- If you own a digital camera it is a bonus
- Great part time job
- Start immediately

If interested, email (Your Name Here) at (Your Email Address Here)

Location: (Your Area Here)

Compensation: \$10/hr + gas money

Principals only. Recruiters please don't contact this job poster. Please, no phone calls about this job!

Please do not contact job poster about other services, products or commercial

Once an applicant responds to your ad, send him/her an application to fill out and email back to you. This is their first test. If he/she can't complete this test in a timely manner, then there is no need to interview, because it will be a waste of your time. You don't need a highly skilled person to fill this job, but you do need someone who is responsible and not afraid to get their hands dirty. So look for one who you feel can last for at least 6 months.

Driver/Sign Worker Application

Personal Information

Name: _____ Email: _____ Date: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Home Phone #: _____ Cell#: _____ Fax#: _____
 Social Security # _____ - _____ - _____ Date of Birth: ___ / ___ / ___ Drivers License: # _____
 Permission to Run Background Check? Yes () No () Drivers License Exp Date: _____

Current Job

Current Employer: _____ Position: _____
 Supervisor Name: _____ Work Phone: _____
 Cell #: _____ Email: _____
 Permission to Call Supervisor: Yes () No ()
 Current Job Description: _____

Salary or Hourly Rate: _____

Prior Work History

Former Employer: _____ Position: _____
 Supervisor Name: _____ Work Phone: _____
 Cell #: _____ Email: _____
 Permission to Call Supervisor: Yes () No () Dates of Employment: _____ to _____
 Job Responsibilities: _____

Reason For Leaving? _____ Salary or Hourly Rate: _____

Former Employer: _____ Position: _____
 Supervisor Name: _____ Work Phone: _____
 Cell #: _____ Email: _____
 Permission to Call Supervisor: Yes () No () Dates of Employment: _____ to _____
 Job Responsibilities: _____

Reason For Leaving? _____ Salary or Hourly Rate: _____

Former Employer: _____ Position: _____
 Supervisor Name: _____ Work Phone: _____
 Cell #: _____ Email: _____
 Permission to Call Supervisor: Yes () No () Dates of Employment: _____ to _____
 Job Responsibilities: _____

Reason For Leaving? _____ Salary or Hourly Rate: _____

Education

Schools / College Attended:	Degree#	Years	Year Grad.
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Special Qualifications or Job Skills

Are you a vereran of the U.S. Military service? () Yes () No

I CERTIFY that answers given herein are true and complete to the best of my knowledge. I authorize investigations of all statements contained in this application for employment as may be necessary in arriving at an employment decision. I understand that this is not intended to be a contract of employment. In the event of employment, I understand that false or misleading information given on my application or interview may result in termination.

Signature: _____ Date: _____

Applications are considered for all positions without regard to race, color, religion, sex, national origin, age, marital or veteran status, or in the presence of a non-related medical condition or handicap.

Employer Notes

Reviewing Applications

Once the applications have come in, your next job is to review them and choose three to four qualified candidates. Next, interview these candidates over the phone and narrow it down to one to two people you will meet in person at your office.

Phone Interview Questions

During the interview, your main goal is to get a feel for the applicant's stability and trustworthiness. Be direct about what the job entails (and yes, make sure to be transparent and discuss the legal aspect of bandit signs).

Use the Driver/Sign Worker Interview Question Sheet on the next page to help conduct your interview.

Driver/Sign Worker Interview Questions

GENERAL QUESTIONS

1. Tell me about yourself. _____
2. What interests you about this particular job? _____
3. What would you say is the most important thing you are looking for in a job? _____
4. What is your timeline to begin working? _____

WORK HISTORY

1. What was your working environment like at your previous job? _____
2. What type of responsibilities did you enjoy at your previous job? _____
3. How would your previous boss comment on your overall performance? _____
4. Do you have a written referral from your previous employer? ___ Yes ___ No May we call? ___ Yes ___ No
5. Speak with who? _____ Phone _____
6. Describe your previous boss? _____
7. What did you dislike about your previous job? _____
8. What were your work hours like? _____ Did you like them? ___ Yes ___ No

STRENGTHS & WEAKNESSES

1. Everyone has strengths and weaknesses. Tell me about your strengths. _____
2. What are your weaknesses? _____
3. Have you ever failed at something in your professional career? _____
4. Tell me of a time you took a risk and failed? _____

POSITION SPECIFIC QUESTIONS

1. What interests you about this job? _____
2. Will you be looking for work in addition to this job anytime soon? _____
3. Do you have an interest in other areas of the real estate business? _____
4. Does you have the flexibility to ad more hours? _____
5. Are you comfortable driving a route I give you, pulling over, posting a sign with a sign stapler or a sign stake, getting back in the car, and driving to the next location to post a sign? ___ Yes ___ No
6. Do you feel comfortable putting signs out in high traffic areas? ___ Yes ___ No
7. Most cities have ordinances against posting street signs on utility poles. You may encounter city officials or angry neighbors. I will provide you with training on how to handle these situations. It's extremely important that you never reveal the name or location of our business, are you comfortable with that? ___ Yes ___ No
8. Do you like A&E's Flip this House? ___ Yes ___ No (If no...tell them to leave immediately!)

Those are the simple basics you need to cover; you really just want to get a feel for each candidate. Once your candidate is hired, it's time to execute your campaign!

ers will tell you, "I saw your sign at the entrance to McDonalds", etc. This will help you to understand where your signs are getting the most exposure.



When you analyze your numbers, you may see that a certain area accumulates higher response rates, and others may be much lower – but don't get discouraged! You have to look at all elements of your campaign; the size of the sign, the design, marketing message, phone number, etc.

Here's an easy way to track your responses:

Marketing Strategy	Target Market	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
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	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
Business Cards	Total													0

Quantity & Frequency of Your Campaigns

As we examine this simple yet effective campaign, remember that your long term success is completely dependent on the systems that you implement. The reason we have had long term success is because every area of our business is efficient and we're very systematic about how we distribute our signs.

Obviously, there's a catch-22 when it comes to frequency. It's well known that when it comes to marketing, the more frequent you are the better. However, when it comes to bandit signs, you have to be cognizant of your frequency and be reasonable with the amount of signs you put up. If you litter neighborhoods by putting signs at every corner, you're asking for trouble with the city and dealing with angry neighbors. We recommend you put out about 15 to 25 signs per area in which you are marketing. Don't over saturate a specific spot...it is more important to be able to have your signs up as long as possible.

Once the signs are posted, most will need to be reposted in as early as 1 day or up to 2 weeks. This is due to removal by the town, nearby residents, the weather, and sometimes other investors. Once you become familiar with each town's response rate, you can plan future weeks accordingly. A good rule of thumb is to rotate the areas in which you post so you only hit an area once every four to six weeks. Clearly, it is best to focus on the towns with the largest number of calls and maintain a

others in the neighborhood about the property is a great way to build a list of buyers quickly. The more properties that you have for sale, the more buyers will call you and the quicker you will build your buyers list. Remember, you want to put them out on Friday evening or Saturday morning for best results.

Plain white corrugated signs can be used not only for “We Buy Houses” signs, but you can also use them to sell your houses. In our experience, handwritten signs often sell properties quickly. Most investors take comfort knowing that they are dealing with the person who can get the deal closed. Make sure your sign says something like this:

**CHEAP HANDYMAN SPECIAL
4 BED 2 BATH ONLY \$49,000
MUST SELL NOW CASH ONLY!
CALL 561-123-4567 RIGHT NOW**

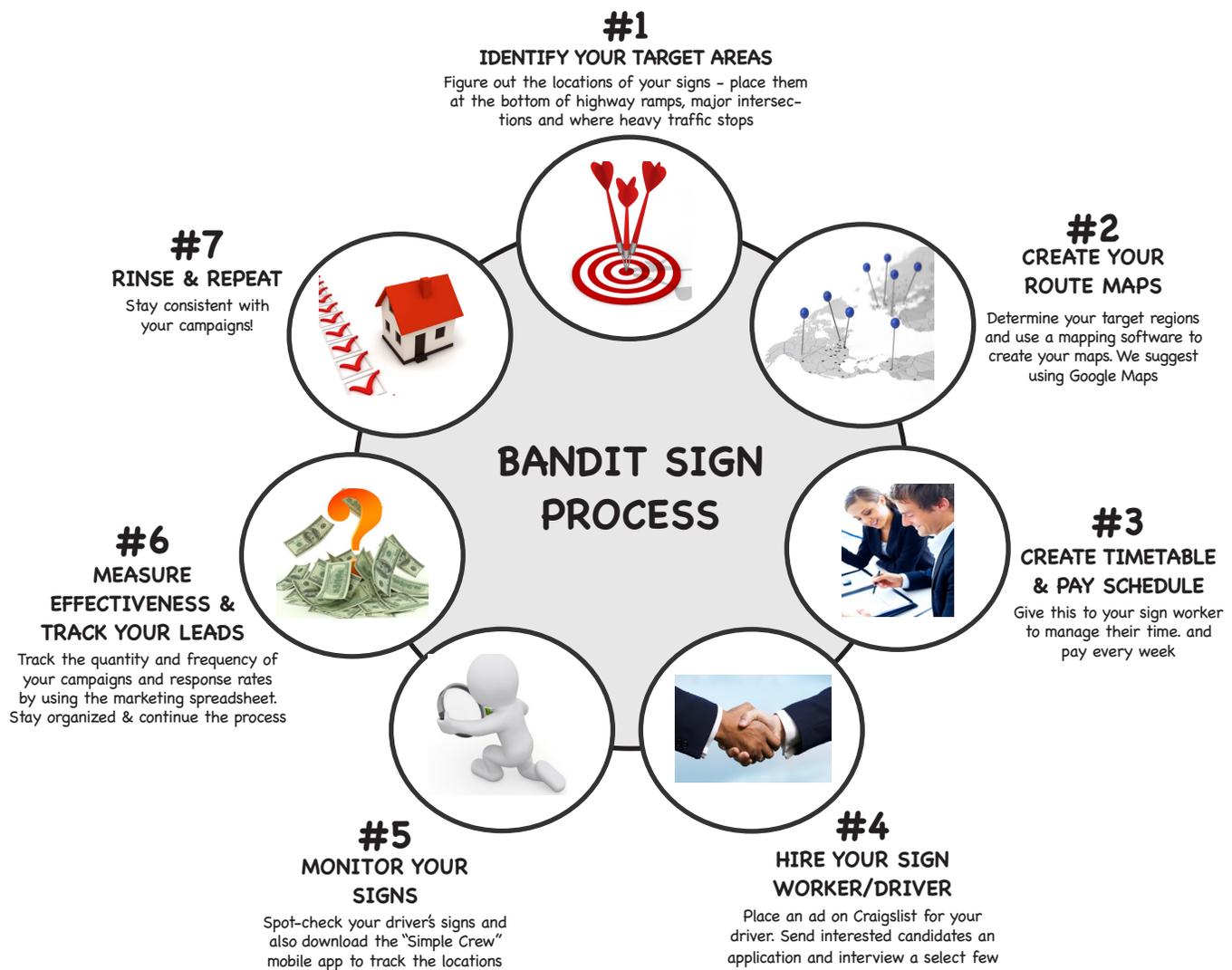
Consistency Is Key!

One important thing to remember about getting the most results from your signs is to actually put them up. This is one type of marketing that you don't want to overanalyze. Simply take action! Never get lazy—bandit signs are well worth the hassle. They cannot work as an effective tool if they just sit in the back of your car or in your office. Sign placement is a job that can be very easily outsourced for a low labor cost, so there is no excuse.

Your first sign campaign may not yield the greatest results. You're new, so have realistic expectations - don't get discouraged! Market the same area at least twice before moving to a new neighborhood. If you've done your homework, you know where investors are buying and where people are selling. Be sure to put signs in that neighborhood every weekend or every other weekend. Rotate a few other batches to do test runs of other neighborhoods. Be sure a test run is 2 weekends in a row.



Wrap Up



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