



HOW TO FIND REAL ESTATE INVESTORS

TO GROW YOUR BUSINESS



Whether you are a broker, wholesaler, realtor, property manager, etc., there are ample benefits to working with residential real estate investors. So how do you find them? This is a niche, albeit enormous niche, market with very targeted networking opportunities. We put together this list of the best outreach opportunities from our personal experience in the industry.

Real Estate Investors Associations (REIAs)

REIAs can be a goldmine for resources, information and networking. Local groups hold regular events, making it easy to meet investors, and even wholesalers, lenders, contractors, etc. REIAs are also very educational and can help you gain insight into the industry. To find a local REIA visit the National Real Estate Investors Association website: <https://nationalreia.org/> or visit MeetUp.com.

LinkedIn Groups

There are many groups on LinkedIn specifically for real estate leaders- brokers, investors, wholesalers, realtors- to connect with each other. Here are some of the ones that we like:

- **Pete Asmus's Real Estate Networking Group- Investor Strategies:** Focused on building a global Community on LinkedIn to provide networking opportunities for those dealing in commercial or residential real estate
- **Real Estate Investors Referral Network:** Allows real estate Investors to network with other Investors, find Real Estate Agents that specialize in locating investment opportunities, and keep updated on current market trends so that you, the real estate Investor, know where the best deals are at any given time
- **Real Estate Investing Forum:** Share important information that will help your real estate investing efforts. Specifically, regarding wholesaling and rehabbing houses

Events

There are ample annual industry events that are great for meeting investors. We have put together this list of our favorites:

- **Pitbull Conference:** Two day event for real estate professionals focusing on a wide range of topics pertaining to real estate based private money financing
- **Single Family Rental Summit:** This conference brings together top subject matter experts and skilled SFR practitioners
- **IMN SFR Investment Forum:** IMN's established conference hosts key market participants including REITs, Funds, Aggregators, Fix and Flippers, etc.
- **Five Star Conference and Expo:** Expect exhilarating keynotes, educational academic labs, and endless networking

Property Auctions

Property auctions are another good avenue to meet investors. Here are some ways to find them in your area:

- **Auction Websites:** We recommend Auction.com and Hudson and Marshall
- **Newspapers:** Auctions are typically in the legal notices section of your local paper
- **The U.S. Treasury:** Visit www.treasury.gov/auctions for the listings and upcoming auctions
- **Google Search:** Simply type "foreclosure auctions" and your city into Google

Online Search Engines

Tools such as Zillow, Trulia, and Craigslist are great resources for finding landlords. Just browse rent listings, and see who posted them.