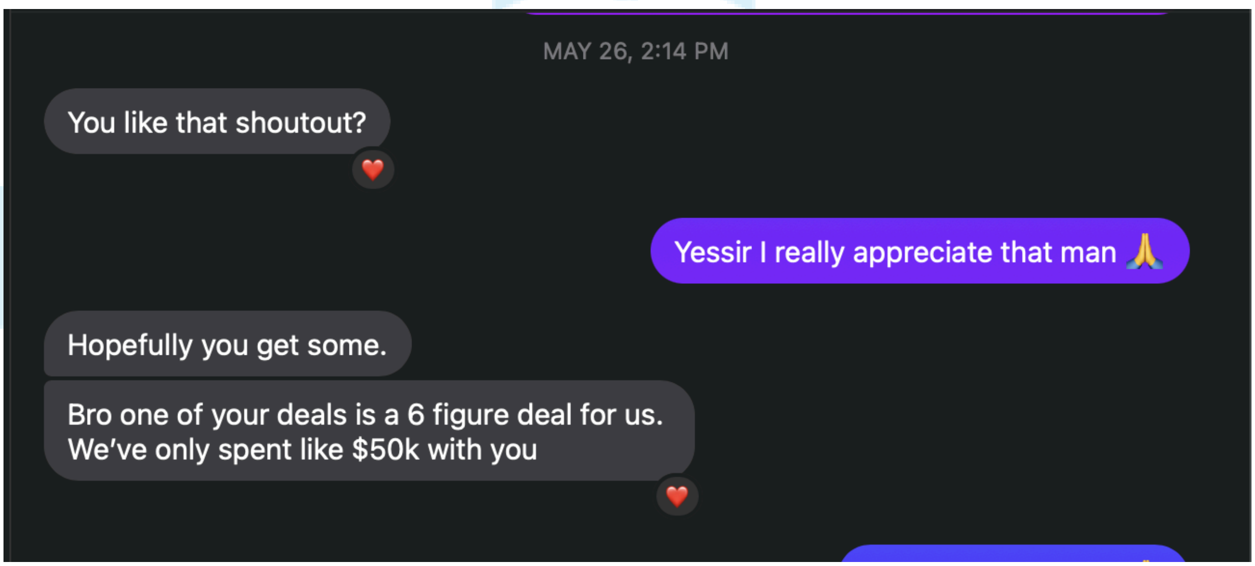
How we Scaled a Partner to Over $330,000 in CLOSED Assignment Fees within 8 Weeks with Bolt Deals.

Preface: This is a case study of a current active partner of Bolt Deals who has given us explicit permission to share this case study with others. Please understand that the sales figures stated on this page and discussed in the service are our personal sales figures and in some cases the sales figures of previous or existing clients. Please understand these results are not typical. We're not implying you'll duplicate them (or do anything for that matter). All Results are extremely dependent on the Investor or Client's Network, Experience, Sphere of Influence and many more factors.

WATCH THIS FIRST - Testimonial for Proof: https://www.youtube.com/shorts/MEYAl9bMgfw

- It'll explain and is proof of the results further listed in the case study.



Context & Experience before working with Bolt Deals
Like 99% of Bolt Deals Partners, Chris is a real estate investor and wholesaler who focuses on acquiring properties that are either distressed or working with distressed sellers in order to potentially buy it for his portfolio or assign it to a cash buyer and profit in the form of an assignment fee.

Chris had reached out to Bolt Deals in September of 2022 in order to learn more about Bolt Deals and our service however never pulled the trigger to move forward. Fast forward to February of 2023, after Chris had gotten a partner and interviewed and even worked with a few other agencies who were cheaper than us, in addition, he had worked with a close friend of his who "couldn't deliver on his promise" and terminated their engagement after 30 days. He had decided to finally work with Bolt Deals.
In our conversation in Q3 of 2022, he had mentioned being a Carlos Reyes mastermind student and was leveraging VAs for Coldcalling and Text-Blasting for his business however they had wanted to setup a Inbound marketing system to get higher quality leads for his Acquisitions Team.

Plan of Action:

With no proper inbound marketing system in place for us to get data from, we had to completely start from scratch and setup a brand new campaign in order to establish a starting point for his marketing campaign. At first we started with a Google Ads/PPC Campaign and in 2 weeks his team had requested to setup a Facebook Ad Campaign As well. Starting with the PPC Campaign we started out at only $20k Per month In Adspend here are some of the Details.

Markets: Indianapolis, Colombia, OKC, Seattle, Raleigh, Jacksonville, Tampa, Atlanta, Birmingham, Colorado Springs, Greensboro, Tulsa, Nashville, Salt Lake City, San Diego, Orlando, Fayetteville, Chattanooga, Knoxville.
Adspend: $700 Daily
Keyword Match Type: Only Phrase & Exact Match
Landing Page Strategy: Bolt Deals builds out all the landing pages, funnels, forms and surveys for the client and we decided to opt for a in-depth 3-step Funnel Strategy:

- Optin Page: 13 Questions to get Seller's Motivation, Timeline, Price, Listing Status, Property Address, Contact Info and a bit more info 😏
- Property Information Page: Bed/Bath, Square Footage, Repairs or Maintenance, Status of AC/Garage/Roof/Basement, etc.
- Calendar Booking Page: Schedule an Appointment to speak with the Acquisitions Manager

In addition to running Google Ads, Chris and his team had wanted to increase lead flow by testing out Facebook Ads as well for their business. The main objective for their business was to use Facebook Ads as a way to run retargeting campaigns and get easy leads to opt in and increase their presence online.

Idealogy behind this:

When most Real Estate Investors come to us from other agencies who were running their PPC campaigns, one of the biggest things we've noticed is how they always complained about the same thing, and that was the Avatar of the Lead (Retail Seller, Wholesaler, Unmotivated Seller) and when we conduct audit on their accounts we see the same thing over and over again. That one thing is that they're always running Broad Match Keywords. Broad Match in other words is like having your ad show up when a user types in a synonym (words that have the same meaning as each other) and this is by far one of the biggest issues that causes the poor lead quality so we only go for Exact and Phase Match Keyword Targeting which would remove the issue of unmotivated sellers, wholesalers opting in, or retail sellers looking to list their property.
When it comes down to the markets, the rule of thumb is the "the more, the better". My tip is to always get markets with a minimum of 50k population and get as many of those as possible. This helps with getting alot of lead flow while not needing to spend as much. Think "More Bang for your Buck".

Note: One of the biggest misconceptions with Paid Traffic is that the more markets you want to go into, the more expensive it is. Best thing is that it's actually the other way around, so if you're struggling with lead flow with your current agency, give them more markets that you're able to service and that will almost help instantly.
Pivoting to our Landing Page strategy, I don't really see many investors leverage this type of strategy simply because they believe that the lead cost would be too much. *It will be if you're doing it incorrectly. Bolt Deals always likes to do a 3-step funnel process because of the fact that we want it to almost be a laydown sale for the Acquisitions Manager. If we're able to gather almost all of the necessary information before the lead even gets on the phone, it makes the quality and intent of the lead that much better. For someone to answer of 30+ Questions just to speak to a representative is alot but the quality is ALOT better.

- Most Investors and other Agencies would highly disagree with this strategy because they know it kills lead flow and can turn off sellers. But the way we like to look at it is that it's better to have 3 good leads than 30 bad ones. In addition, since this Partner is already a well-established investor, going the volume route would be a massive disservice and a complete was of time.
- Our goal for the Acquisitions Manager is to pretty much get on the phone and make it a letdown sale as they have all the information they could possible need in order to make an offer and lock the property under contract.

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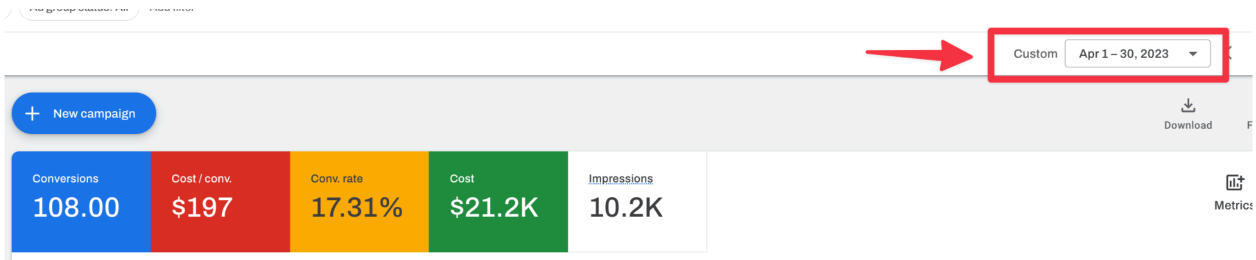
30 Day Results:



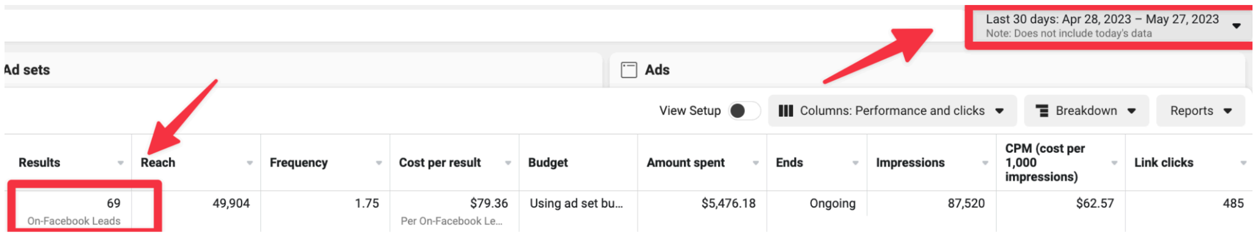
	Page Views		Opt-Ins	
	All	Uniques	All	Rate
Survey Optin Page	4614	3934	454	11.54%
Property Information Form Page	563	473	359	75.90%

Landing Page KPI's:
Conversion/Optin Rate: 11.54%
Property Information Page Completion: 75.9%
- In other words. 11% of Clicks Opted in & Converted into a Lead. Of that, 75% fully completed the Property Information Page, (30 Questions Answered)

Benchmark KPI's
Leads generated: 108
Cost Per Lead: $200
Conversion Rate: 17%
Adspend: $21.2K
Appointments: 60
Cost per Appointment: $353
Contracts Generated: 13
Deals Closed: 10
Deals Terminated: 3

Revenue Generated: $330,000
10.84X ROAS (Return on Adspend)
8.84X ROI (Return on Adspend + BD Management Fee)
***Note: As their Adspend and Campaign Strategy was so effective, we were basically outbidding all of their competitors and always winning the spot of being at the Top of the Page.**

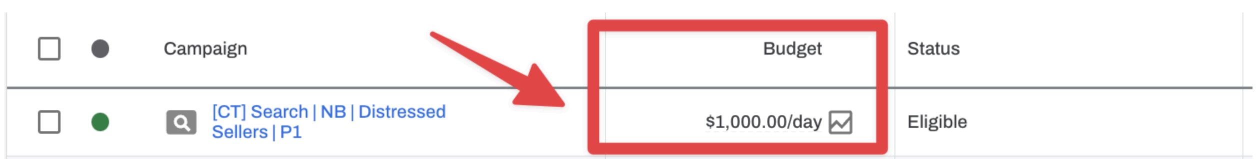
Facebook Ad Campaign KPIs



* Watch Testimonial Video Above for Proof*

Things you MUST Understand:
This Partner had a solid team of acquisitions managers that were absolute “monsters” on the phone, an ironclad follow-up process and leverage softwares like Investor Lift to Dispo their properties. A combination of all this and other systems/processes have enabled them to achieve these results.
From our Experience, most Investors fail with Inbound Marketing due to the fact of poor lead followup, poor expectations, giving up too quickly and the ability to take ownership for their results.

Plan to Scale them to over $500k+ Per Month within the next 6 Months.
One of their other business partners have already began this process and the plan is to simply hire and scale the ad campaigns. This means that they’ve already bought on another 2 Acquisition Managers to handle the Leadflow that we’re generating for them and once we’ve maxed them out, it all comes down to scaling and spending. As of the month of May we’ve already increased adspend to $30K Per Month ($1,000 Daily Ad Spend). Within the next Quarter, the plan is to scale them to $80-100k Per Month in Ad Spend.



We believe that this is possible due to the fact that within the first 2 Months with Bolt Deals, they have been able to build out systems, processes and adapt so quickly that the only thing they really need to scale is more acquisition managers, leads and potentially a leadership team (Acqs Team Manager), in order to fully remove themselves from the day to day.

Lessons Learned from Both Parties

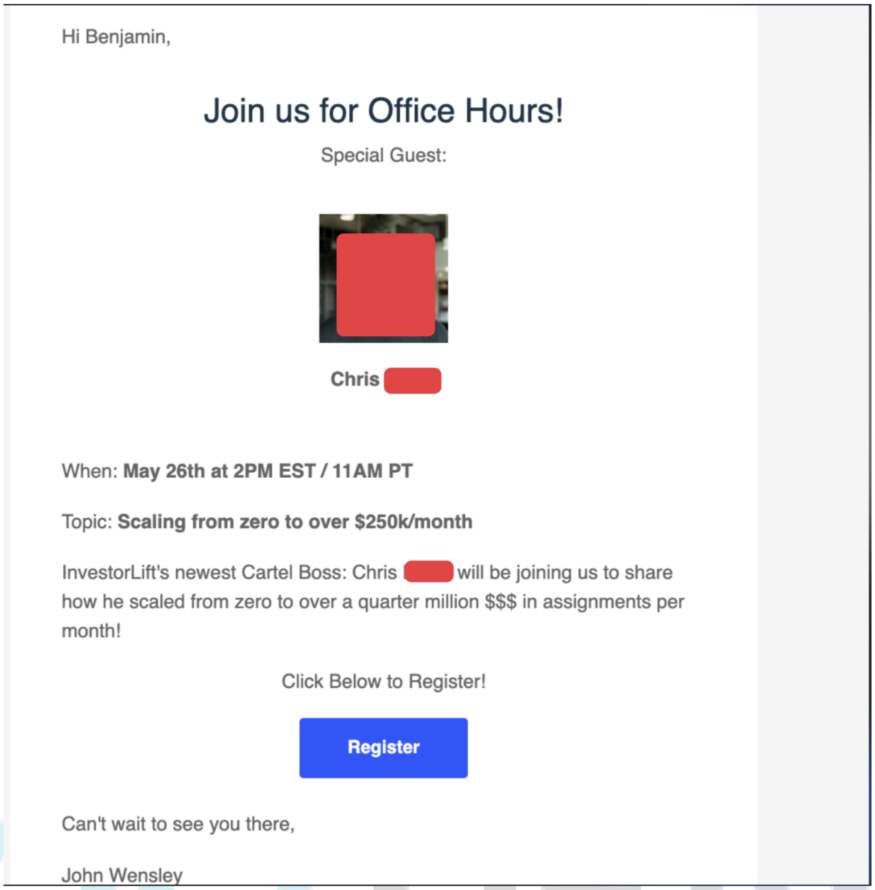
1. Cheaper isn't always better: Chris had decided to work with other agencies before Bolt Deals and even though they were cheaper, they were unable to generate ANY results working with them. Chris made this explicit on our enrollment call in March when he started that he had "learned his lesson when going cheap".
   - The best way to look at it is this: Marketing and Sales is the bloodline of your entire business, with that said, why would one cheap out on it and put it in the hands of an inexperienced marketer?
2. If everybody does their job correctly, we will all win.
   - This Investor is one of our biggest clients and what we've noticed is that they needed the least amount of attention and didn't complain about anything at all. Engagement and Check-In Calls were always fun and full of good news.
   - This was the exact definition of "The Clients that pay the least complain the most and the clients that pay the most, will leave you alone"
3. More Communication is the Key
   - They were so busy closing all the deals that they barely had time to update us so we were always on the edge trying to figure out whether or not they were doing good or not.
4. If you want to make more and scale, all you have to do is spend & hire more.
   - The key to scaling a business is to never stop selling and never stop recruiting. If you nail those 2 traits, you are guaranteed to scale. Hire good people, pay them well and let them do their job.

- This is a combination of lessons that the Bolt Deals team and the Investor learned from this experience.

Conclusion / How you can achieve similar results.
With the dozens of clients that Bolt Deals partners with on a monthly basis, this is just 1 of the dozens of case studies that we have. This is by far one of our best due to the results we were able to generate in such a short period of time. We've learned alot from the client themselves both explicitly and implicitly. We look forward to scaling them to $500k+ Per Month and will rewrite another case study doing so when we get there and hopefully you will get insights out of this to scale your own real estate investing company.

Why I wrote this:
Simple. Provide Value on what's working for our real estate partners, give you actionable insights and show you what's working for NOW. It also gives us the opportunity to document what we're doing, the results we're generating that most other agencies cannot provide due to the lack of experience they have scaling Investors like you. We also want to show you that we've actually DONE it. Our goal at Bolt Deals is to keep our promises, overdeliver for our Investor Clients and deliver an Unrivaled Client Experience, in an industry that breaks them, underdeliver and treats you like sh*t.

In addition: This client was apart of Investor Lift's “Office Hour” Coaching Call as a guest speaker and had gave us a massive shoutout which had drastically benefited us and it would be a disservice to give back and provide insights that most agencies can’t.



Hi Benjamin,

Join us for Office Hours!

Special Guest:

Chris [redacted]

When: **May 26th at 2PM EST / 11AM PT**

Topic: **Scaling from zero to over $250k/month**

InvestorLift's newest Cartel Boss: Chris [redacted] will be joining us to share how he scaled from zero to over a quarter million $$$ in assignments per month!

Click Below to Register!

Register

Can't wait to see you there,

John Wensley

With that said, if you’re already an Established Real Estate Investor/Wholesaler who would like to achieve similar results with inbound marketing, Bolt Deals is partnering with **ONLY 5 Investors** for the rest of this MONTH.

Apply & Book a Call [HERE]