

## How To Find More Motivated Sellers In This Market

Posted On Nov 09, Posted by [blogger1](#) Category [BestTransactionFunding](#)

How can real estate wholesalers find more motivated sellers and buyers in this market?

Securing the most valuable and profitable property deals, and getting the best ROI on your time and marketing efforts all comes down to finding and connecting with motivated sellers, as well as buyers.

This requires understanding who is motivated and what trigger points will lead them to convert.

Who Are The Motivated Sellers In This Market?

There are both institutional and individual motivated property sellers in this market.

The overriding theme here is high inflation and high living costs, which could last for many years according to some experts. A factor which may also be compounded by soaring unemployment due to high costs and the rise of AI.

According to Axios, small US banks actually hold 70% of all commercial real estate loans. They also hold almost 40% of all residential real estate loans. These institutions are coming under increased financial pressure as consumers run out of money and demand their deposits back, and default on loans. They need to convert more assets to liquid cash. Which could make them a prime source of wholesale property deals in the near future.

For those that don't think they are in trouble, it is worth noting that a coalition of these small banks have been pleading with the government to insure all of their deposits for the next two years.

Then there are all of the individual homeowners who are grappling with financial and emotional struggles.

### What Is Convincing Property Owners To Sell?

Owners generally don't take the action to actually sell and go through with the process unless they are really feeling stress in their current situation, and perceive more relief and pleasure from it.

According to a US News & World Report, the top things keeping people awake at night this year include high living costs, pandemics, gun crime, climate change, and the presidential election.

### How To Put This Into Play In Your Business

Utilize the above information to hone in on who your highest converting prospects are likely to be.

Use it to craft your marketing campaigns and in how you pitch your purchase offers.

Then use this same data to understand how to best pitch your properties for sale to meet the needs and desires that your prospects are looking for. Highlight how your properties check their boxes.

Now check out our [Fall Loan Deals](#) for financing as low as 1% on your wholesale properties.

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