

Investment Property Borrowers: High-Value, ROI-Driven Clients

Real estate investors are one of the most profitable borrower segments. They typically fall into identifiable **demographic and financial profiles**, making them ideal for targeted, data-driven campaigns.

Why Investors Are Valuable

Investors often share characteristics such as:

- Ages 35–65
- Higher net worth
- Multiple property ownership
- Strong credit profiles
- Income-driven decision-making

They respond best to messaging focused on ROI, cash flow, and long-term financial strategy.

How We Target Investors

We use a combination of:

- **DSCR segmentation**
- **Portfolio-based modeling**
- **Rental-income analysis**
- **Demographic overlays** such as age, income, and household composition
- **Geographic investment patterns**

This allows lenders to reach investors with **precision and relevance**.

Campaign Types

- **Direct Mail** with ROI-focused messaging
- **SMS** for quick investor updates
- **Email** with DSCR scenarios
- **Call campaigns** for high-value follow-up

What Lenders Get

- High-value clients
- Repeat transactions
- Strong qualification
- Demographically aligned targeting