

FOR INVESTORS

The Off-Market Playbook

The best deals rarely hit the MLS. Here's how off-market deal flow works and how to position yourself to receive the right opportunities.

1 Where off-market deals come from

Direct-to-homeowner outreach and trusted agent relationships surface motivated sellers before they list. Consistency and local reputation are what keep the pipeline full.

2 Define a tight buy box

The clearer your criteria - markets, price range, property type, condition, and target returns - the faster we can match you to deals that actually fit. Vague buy boxes get vague results.

3 Underwrite quickly and confidently

Use our Investor Deal Analyzer to check cash-on-cash return, cap rate, monthly cash flow, and a 70%-rule max offer in seconds. Speed wins off-market deals.

4 Creative structures improve returns

Seller financing and other structures can reduce cash needed at close and improve cash-on-cash returns when the seller's priorities allow it.

5 Get on the buyers list

Send us your buy box and we'll start sending qualified opportunities. The investors who close fastest are the ones who've told us exactly what they want.

Want this applied to your situation?

Reach out for a no-pressure conversation: Sales@soundpropertiesgroup.com - 941-397-0060