

# LEVEL UP YOUR REAL ESTATE INVESTING

---

Newsletter of Iowa Realty Commercial



Joanne M. Stevens  
Real Estate Broker



Dan Dempsey  
Real Estate Broker

## MASTER THE ART OF NETWORKING

---

Dear Esteemed Clients,

The popular catchphrase, "It's not what you know, but who you know," still rings true today. Networking skills can be important in any industry but are vital for real estate investors and entrepreneurs.

The right connections can make all the difference in finding properties, property management referrals and finding the right contractors, accountants, lawyers etc. so you have the right talent on your team.



## Disclaimer

What you know is still important! You should strive to improve yourself, gaining knowledge and experience. Reading books and attending professional development courses are key to continuing education.

With that out of the way, we want to focus on **networking**. We are going to cover some of our favorite ways to build your network. Some have been around since cavemen were gathering around a campfire and others came about with social media, AI and the internet.



## Sphere of Influence

The first, most basic and arguably the easiest place to start is what most people would call their sphere of influence. If you're like me, you are probably already talking to your friends and family about real estate.

Why not be more purposeful in those conversations and see what kind of connections might be found at school events, church groups or youth sporting events? If you find out your son's flag football coach works for a local property management company, it's probably worth following up on.

## Local Real Estate Investing Groups

One of my favorite networking events is a local real estate investing group. The group has weekly in-person events and special events monthly. I know the people I meet there will already have some interest or expertise in real estate so we can jumpstart the conversation. I have found inspectors, general contractors, insurance agents and more through regular attendance over the course of several years. Another perk of this type of networking is that it is generally free.

## State, Regional, and National Events

Similar to the local real estate groups, you can attend larger state, regional or national events. The downside to these events is that they usually cost a bit more money. Some can cost A LOT more money and you may have to be ready for a sales pitch. You could be looking at event ticket prices, airfare, hotel rooms and more. What I love about these events is the access to talent and speakers that you might never meet in your local area. The enthusiasm and motivation at these events can make for a unique experience. Ed Mylett and Jesse Itzler are a couple of the more exciting speakers I've enjoyed. These are a good place to inquire about other markets you may be interested in as well.

## Social Media Networking

Social media networking has put a tremendous amount of networking power at our fingertips.

Using tools/apps like LinkedIn, Instagram, TikTok and Facebook we are able to reach and connect with people that never would have been possible in the past. Creating content about real estate or viewing other's content is a great way to share and learn about what others are doing in real estate. Don't be shy about commenting, liking, and messaging possible connections with shared interests.

Focus on one strategy or try a bit of everything, but remember to keep growing your network!

We hope you found these networking tips valuable and that they help you advance your real estate investing career.

Kind Regards,  
Joanne M. Stevens and Dan Dempsey

**CONFIDENTIAL Market  
Evaluation of your property**

**Contact us for a FREE**

### WHAT IS YOUR PARK WORTH?

I am always happy to do a FREE, NO OBLIGATION, Real Estate Review for your park(s). You ought to know today's market value of your real estate investments.

If this is something you would like, simply give me a call at 319-378-6786, email me at [joannestevens@iowarealty.com](mailto:joannestevens@iowarealty.com), or visit <http://joannemstevens.com/>

Joanne Stevens is a specialist in listing and selling mobile home parks and manufactured housing communities throughout the U.S. With her 20 plus years of experience in developing, zoning, owning, retailing, managing, turning around and brokering parks, she can maximize your sale price.