

CASE STUDY · LOUISVILLE, KY

The Louisville Case Study

How one investor generated **\$540,000 in wholesale profits** over 24 months — from inheritance leads, in a single market.

A USLeadList Field Report · By Micah Nicholes, Owner

AT A GLANCE

\$540K TWO-YEAR NET PROFIT	\$270K PER YEAR (2024 & 2025)	7x RETURN ON SPEND	2.5 yrs ON USLEADLIST
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MEET MIKE GORIUS

Mike is a wholesaler in Louisville, Kentucky. He's been a USLeadList subscriber for two and a half years, running a single market with quiet discipline. In 2024 and 2025 — back to back — he generated roughly **\$270,000 in net wholesale profit** per year on a total marketing budget of about \$40,000 to \$45,000. That's a sustained **7x return** over 24 months, from a single data source.

This paper is the honest breakdown of how he does it — the mail stack, the phone system, the deal that shouldn't have closed, and the lessons any investor can apply. No stock photos. No hand-wavy stats. Just the actual playbook, from a live conversation with Mike, quoted where possible.

"If it ain't broke, don't fix it. I can't remember if our first call was a year ago, but it's the same thing."

— Mike Gorius, on running the same system for 2.5 years

PART ONE

The System

Mike's system has four moving parts: **the mail stack, the phones, the appointment, and disposition**. Pull any one out and the numbers fall apart. Here's how each piece runs.

The Mail Stack — Three Touches, Monthly

Mike runs the same three-touch sequence on every inheritance lead delivered in Louisville. Every piece carries a directional **90% ARV offer**. Same sequence, every month, for 2.5 years.

TOUCH 1

Faux Check Mailer

High visual pattern interrupt. Lands within days of data release.

TOUCH 2

Blue Postcard

One month later. Same offer, different format. Reinforces without repeating.

TOUCH 3

Green Postcard

One month after that. Catches sellers who needed time to think — often the biggest deals.

The Phone System — Nothing Sits

Leads route through **lead manager** → **acquisitions** → **Mike**, with only a 10-second hold at each stage. Speed-to-lead is near 100%, and lead-to-opportunity is typically under 24 hours. Appointment-to-contract conversion runs **1 in 3 to 1 in 4**.

The most important discipline: Mike's team knows every USLL file is an inheritance lead. **They never bring it up**. They let the seller volunteer that information at their own pace. That single practice builds more trust than any script ever will.

THE \$37K DEAL THAT SHOULDN'T HAVE CLOSED

A 7-acre property with a private pond. Unusual, hard to wholesale. Mike's team said, *"we're not gonna have buyers for this."* Instead of walking away, they invented a play:

1. Got a **limited un-notarized POA** from the seller — seven days of MLS exposure only, no off-MLS offers accepted.
2. Used the listing to advertise a **one-time buyer walkthrough**.
3. Disposition rep cold-called every active buyer in the ZIP via InvestorBase.
4. **22 buyers** showed up. Every buyer had 24 hours to submit a bid.
5. Ran a live phone auction. Final assignment: **\$37,000**.

The kicker: This was a Touch 3 response. The seller had been sitting on Mike's mail for two months. Cut the sequence short at Touch 1, and this deal doesn't exist.

PART TWO

What This Means For You

Vague lessons are worthless. Here are the five that made Mike's numbers, in the order that matters most.

01 Run one list well for two years.

Mike hasn't jumped data sources. The compounding effect of sustained execution on motivated data is the single most under-appreciated force in this business.

02 Three touches, not one.

Touch 1 catches the obvious ones. Touch 2 catches the reminders. Touch 3 catches the sellers who needed time — and those are often the biggest assignments.

03 Answer the phone.

Speed-to-lead is the cheapest competitive advantage in real estate marketing, and almost nobody actually does it. Near-100% pickup wins the seller before your competition's voicemail is even returned.

04 Don't lead with the death.

Mike's team never brings up the inheritance. They let the seller earn the right to share it. That discipline builds trust no script can match.

05 Get creative on disposition.

The 22-buyer walkthrough turned a "no buyer" property into \$37K. Sometimes the difference between a \$50K wholesaler and a \$270K wholesaler isn't the leads — it's whether they'll invent a new way to move the property.

Ready to see if your county is open?

USLeadList caps every market at three subscribers. Some counties are full. Others aren't. Take one minute to check availability — or reply and I'll walk you through it personally.

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Mike Gorius gave permission to be discussed by name in USLeadList marketing materials. All numbers and tactics in this paper are drawn from a live recorded Zoom interview conducted May 2026. Mike uses Open Letter Marketing for direct mail fulfillment; USLeadList also offers in-house mail through Yellow Letter for subscribers who prefer a single vendor.