
List Stacking: Stack, Score, and Sort

The Chapter 2 system for finding the sellers who NEED to sell, using PropStream + Excel or an AI assistant.

The idea

Leads are not created equal. Every list below is a distress signal, and the more distress signals an owner shows, the more motivated a seller they're likely to be. So you pull multiple lists, “stack” them, and mail the owners who appear on more than one list FIRST. Somebody on the tax lien list, the code violation list, AND the absentee owner list all at once is a person you want to reach this week.

The lists to pull

List	The distress signal
Tax lien / delinquent taxes	Owner is behind on property taxes
Code violations	The city has cited the property
Absentee owners	Owner lives far from the property
Pre-foreclosure / foreclosure	Owner is losing the house
Inherited / probate & pre-probate	Heirs often don't want the property
Zombie properties	Vacant, abandoned mid-foreclosure
Tired landlords	Long-time landlords done with tenants
Senior owners (esp. two senior owners)	Downsizing and life transitions
Auction lists	Sale already scheduled — clock ticking
High equity + any list above	Room in the deal to say yes

How to stack in Excel

- Export each list from PropStream as a CSV.
- Combine them into one spreadsheet, one row per owner, with a column noting which list each row came from.
- Use COUNTIF on the property address to count how many lists each property appears on. That count is the lead's SCORE.
- Sort by score, highest first. Mail the top of the list this week.
- Re-pull and re-stack monthly — lists go stale fast.

How to stack with an AI assistant

Upload your CSVs to ChatGPT or Claude and paste this prompt:

`"These files are seller lead lists. Merge them on property address. Add a column counting how many lists each property appears on, note which lists those are, and give me back one deduplicated spreadsheet sorted from most lists to fewest."`

Then spot-check a few rows against the originals before you mail — you're responsible for your list, not the robot.