



Lead Generation Ideas for CRS Data®(Augusta)

This document covers both sides of the Augusta metro market: Georgia (Richmond and Columbia counties) in Categories A–D, and South Carolina (Aiken County / North Augusta) in Category E. CRS Data covers both states, but Georgia and South Carolina properties should always be run and managed as separate searches. SC contracts, disclosure requirements, and closing processes differ from Georgia — South Carolina requires an attorney at closing. Confirm your SC license is current before outreach on any South Carolina list. These are prospecting frameworks, not scripts. Agents should verify licensing, property facts, ownership status, flood status, zoning, tax data, and local market claims before outreach.

Category A: The "Equity & Visibility" Plays

Focus: Owners with strong appreciation or equity position who need someone to show them the number.

1. The "Masters Week Equity Check"

Long-Term Owners in Premium Augusta Pockets

 Nurture Play

FILTERS	Property Type: Residential Ownership Duration: 7+ years Appraised Value: \$300,000+ to \$400,000+, depending on area Location: Polygon around premium or event-adjacent Augusta pockets
THE ANGLE	<i>Long-term owners in desirable Augusta-area neighborhoods may not realize how much their property value has changed. This is not a "your home is worth more because of Masters" pitch. It is a value-awareness conversation: show what public record data suggests has changed since they bought and invite them to review their options.</i>

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential
Ownership	Ownership Duration	From: 7 To: (blank)
Asset size	Appraised Value	From: 300000 or 400000 To: (blank)

Location	Map Icons (Draw)	Use polygon search around Summerville, Forest Hills, West Augusta, National Hills, Montclair, Country Club Hills, West Lake, River Island, Hammond's Ferry (North Augusta, SC — run as separate SC search), or higher-value Columbia County pockets
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STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Appraised Value - Last Sale Price	Create new column	Difference > \$100,000 = strong appreciation story
Result above	Divide by Last Sale Price	Keep rows where gain % > 40%
Bedrooms	Filter	3+ bedrooms - stronger right-sizing conversation

Keep the language neutral. Do not imply the home is valuable because of a specific event unless you have market data to support it. Lead with public record value change and a current local review.

2. The "Clean Equity Opportunity"

Unencumbered Long-Term Owners

 **Fast Close**

FILTERS	Property Type: Residential Ownership Duration: 10+ years Cash Buyers: Yes Location: Established or higher-value Augusta-area neighborhoods
THE ANGLE	<i>Cash buyers who have owned for 10+ years may have a simpler path to sell because no purchase-money mortgage is identified in available public-record data. Lead with ease and options, not pressure. This works well in established neighborhoods where owners may have significant equity but have not run the numbers recently.</i>

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential
Location	Search bar or Draw	Use a polygon search for established areas such as Summerville, Forest Hills, West Augusta, Martinez, Evans, Riverwood, West Lake, or National Hills.
Ownership	Ownership Duration	From: 10 To: (blank)
No mortgage	Cash Buyers	Select: Yes

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Appraised Value	Sort descending	Highest value at top - prioritize outreach
Last Sale Price	Calculate gain	Appraised Value - Last Sale Price = total appreciation since purchase
Owner Name 1	Scan for trusts	Flag names ending in Tr or containing Trust, Estate, or Heirs

Use cautious language: public record data does not show a purchase-money mortgage. Do not state that there is no debt, lien, or payoff without verification.

Category B: The "Absentee & Burdened" Plays

Focus: Owners disconnected from the property and quietly feeling the cost.

3. The "Fort Gordon Holdover"

Owners Who Relocated but Kept the House

 Nurture Play

FILTERS	Property Type: Residential Owner Type: Absentee Ownership Duration: 3+ years Appraised Value: \$200,000+ to \$250,000+ Location: Military and relocation corridors
THE ANGLE	<i>Some owners keep a home after a relocation, job change, or military move. After a few years, what started as a smart hold can become a management burden: repairs, tenant turnover, taxes, insurance, distance, and uncertainty about current value. The outreach angle is clarity, not assumption.</i>

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential
Absentee owner	Owner Type	Select: Absentee
Ownership	Ownership Duration	From: 3 To: (blank)
Asset size	Appraised Value	From: 200000 or 250000 To: (blank)

Location	Map Icons (Draw)	Use polygon search around Grovetown, Harlem, Martinez, Evans, Hephzibah, South Augusta, Belair Road, Gordon Highway, and areas convenient to Fort Gordon, formerly Fort Eisenhower
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STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Owner Address vs Property Address	Flag absentee	Different mailing address may indicate absentee ownership or a non-property mailing address
Owner State	Segment list	Out-of-area Georgia owners and out-of-state owners first
Last Transfer Date	Calculate years held	Rental demand near hospitals, universities, and major employers can make owners hold longer than they planned.
Appraised Value - Last Sale Price	Create column	Larger gain creates stronger value snapshot conversation

Do not say, "I know you are military" or "I know you were transferred." Use neutral language: "I noticed the mailing address appears different from the property address, so I wanted to share an updated value snapshot."

4. The "Medical District Landlord Fatigue"

Absentee Owners Near Major Employment Centers

 **Fast Close**

FILTERS	Property Type: Residential Owner Type: Absentee In-State and/or Absentee Out-of-State Ownership Duration: 3+ years Appraised Value: \$175,000+ to \$250,000+ Location: Medical, university, and downtown-adjacent employment zones
THE ANGLE	<i>Rental demand near hospitals, universities, and major employers can make owners hold longer than they planned. But older housing stock, maintenance, tenant turnover, and changing values create a natural "should I keep this?" moment. Offer a simple review: current value, rental-hold math, and sale options.</i>

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
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Property type	Property Type	Search: Residential
Absentee owner	Owner Type	Select: Absentee In-State AND Absentee Out-Of-State
Ownership	Ownership Duration	From: 3 To: (blank)
Asset size	Appraised Value	From: 175000 or 250000 To: (blank)
Location	Map Icons (Draw)	Polygon around Medical District, Summerville, Harrisburg, Laney Walker, Olde Town, Midtown, downtown-adjacent areas, and Augusta University/Wellstar/VA-adjacent areas.

STEP 2 - AFTER EXPORT: FILTER & CALCULATE		
Export Column	Action	Keep Rows Where...
Owner State	Segment list	Out-of-state owners first - highest distance burden
Owner Address vs Property Address	Flag absentee	Different addresses = owner may be detached from day-to-day property use
Year Built	Sort ascending	Older housing stock may indicate more maintenance conversation
Appraised Value	Sort descending	Highest value rentals may justify more personalized outreach

Keep the outreach property-specific. Do not make assumptions about tenants, student housing, or medical workers. Focus on ownership burden, value, and options.

Category C: The "Event-Driven & Situational" Plays

Focus: Legal triggers, life-stage signals, insurance/flood questions, and market-condition exits.

5. The "Estate & Trust Name Search"

Inherited Augusta Properties Ready for Clarity

 **Fast Close**

FILTERS	Owner Name: Contains Estate, Trust, or Heirs Property Type: Residential Appraised Value: \$150,000+ to \$200,000+ Location: Augusta-area market you are prospecting
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THE ANGLE

Estate and trust-held properties can create listing opportunities when heirs are out of the area, unsure of value, or overwhelmed by the process. The agent's value is not pressure - it is clarity, valuation help, and a simple process.

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential
Owner name - estates	Search bar	Type estate and choose Contains
Owner name - trusts	Search bar	Type trust and choose Contains
Owner name - heirs	Search bar	Type heirs and choose Contains
Asset size	Appraised Value	From: 150000 or 200000 To: (blank)
Location	Map Icons (Draw)	Use polygon search for the area you are prospecting: Augusta, Martinez, Evans, Grovetown, Harlem, or surrounding counties.

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Owner Name 1	Filter - keep estates, trusts, heirs	Rows containing Estate, Trust, or Heirs
Appraised Value	Sort descending	Highest-value properties may justify more personalized outreach
Owner Address vs Property Address	Flag absentee	Different addresses may indicate out-of-area decision makers

Compare owner mailing address to property address. If they match, the heir or trustee may live there, so soften the outreach and avoid assuming the property is vacant.

6. The "Legacy Home Right-Sizer"

Long-Term Owners in Larger Older Homes

 Nurture Play

FILTERS

Property Type: Residential
Owner Type: Owner Occupied
Year Built: Before 1995
Ownership Duration: 15+ years
Appraised Value: \$250,000+ to \$300,000+

THE ANGLE

Owners of larger, older homes may have more house than they need and more maintenance than they want. This works best as an educational equity conversation: show current value, likely demand, and options if they ever decide to make a move.

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential
Occupancy	Owner Type	Select: Owner Occupied
Older homes	Year Built	From: (blank) To: 1994
Long ownership	Ownership Duration	From: 15 To: (blank)
Asset size	Appraised Value	From: 250000 or 300000 To: (blank)
Location	Map Icons (Draw)	Use polygons around Summerville, Forest Hills, West Augusta, Martinez, Evans, National Hills, Montclair, Country Club Hills, and established Columbia County neighborhoods.

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Bedrooms	Filter	3+ bedrooms - confirms right-sizing opportunity
Total Sq. Footage	Sort descending	Larger homes may indicate higher carrying costs and maintenance burden
Appraised Value - Last Sale Price	Create column	Equity proxy - quantify the gain they may walk away with

This is a relationship play, not a cold call. The conversation should be educational: value, options, timing, and maintenance burden.

7. The "Savannah River / Flood Map Review"

River-Adjacent Owners With Insurance or Buyer-Question Pressure

 **Situational**

FILTERS

Property Type: Residential
Flood Zone: Effective High Risk Areas / SFHA, where applicable
Ownership Duration: 5+ years
Appraised Value: \$175,000+ to \$250,000+
Location: River, creek, or low-lying corridors

THE ANGLE

Riverfront, creek-adjacent, or low-lying properties may come with insurance, flood-zone, maintenance, or buyer-education questions. The agent's value is helping owners understand how the property may be viewed by today's buyers, not making alarming claims about risk.

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential
Flood zone	Flood Zone	Select: Effective High Risk Areas (SFHAs), where applicable
Ownership	Ownership Duration	From: 5 To: (blank)
Asset size	Appraised Value	From: 175000 or 250000 To: (blank)
Location	Map Icons (Draw)	Use polygon search along Savannah River corridor, Augusta riverfront, Rae's Creek-adjacent areas, Butler Creek-adjacent areas, and other local low-lying pockets.

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Owner State	Segment list	Out-of-state owners first - potentially more sensitive to carrying costs
Owner Address vs Property Address	Flag absentees	Different mailing address may indicate absentee ownership or a non-property mailing address
Flood Zone	Verify	Confirm zone before referencing risk in outreach

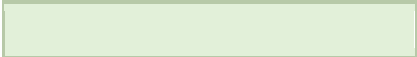
Avoid quoting insurance costs unless verified and current. Encourage owners to consult an insurance professional for property-specific guidance.

Category D: The "Augusta Regional Growth" Plays

Focus: Military relocation, medical/university demand, suburban growth corridors, downtown activity, and rural edge-growth parcels.

8. The "Columbia County Growth Corridor"

 Nurture Play



FILTERS	Property Type: Residential and/or Land Ownership Duration: 7+ years Appraised Value: \$250,000+ Optional: Acreage 1+ for land or larger parcels Location: Growth corridors
THE ANGLE	<i>Growth is not evenly distributed. Long-term owners near expanding suburban corridors may not understand how demand, commute patterns, retail growth, or nearby new construction have changed buyer interest. The agent's value is helping them understand today's value and timing options without overpromising.</i>

STEP 1 - SET UP IN PROSPECTING		
Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential; optionally run a second search for Land, Agricultural, or Farm if targeting acreage
Ownership	Ownership Duration	From: 7 To: (blank)
Asset size	Appraised Value	From: 250000 To: (blank)
Location	Map Icons (Draw)	Use polygon search around Evans, Grovetown, Martinez, Harlem, Appling, Riverwood/Greenbrier corridors, I-20 access points, Columbia Road, and Washington Road growth corridors.
Acreage (optional)	Acres	From: 1 To: (blank)

STEP 2 - AFTER EXPORT: FILTER & CALCULATE		
Export Column	Action	Keep Rows Where...
Ownership Duration	Sort descending	Longest-held properties first - owners may not know current value
Acreage	Sort descending	Larger parcels may have broader buyer demand
Owner Address vs Property Address	Flag absentee	Different addresses may indicate inherited, investment, or holdover properties
Appraised Value - Last Sale Price	Create column	Low historical purchase price may reveal a strong appreciation story

This is not a development-promise pitch. Say: "A lot has changed around this corridor. I am helping owners understand what recent nearby activity may mean for value and timing." Verify zoning, access, utilities, road frontage, and land-use restrictions before making any land-value claim.

9. The "Downtown Revival Holdout"

Long-Term Owners Near Downtown and Redevelopment-Adjacent Areas

 **Situational**

FILTERS	Property Type: Residential and/or Land Ownership Duration: 7+ years Appraised Value: \$100,000+ to \$150,000+ Optional: Absentee Owner Location: Downtown and redevelopment-adjacent polygons
THE ANGLE	<i>Long-term owners near downtown, medical, university, riverfront, or entertainment-adjacent areas may not realize how buyer interest has shifted around them. This can be especially useful for absentee owners, inherited properties, older rentals, and small parcels.</i>

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential; optionally run second search for Land
Ownership	Ownership Duration	From: 7 To: (blank)
Asset size	Appraised Value	From: 100000 or 150000 To: (blank)
Absentee (optional)	Owner Type	Select: Absentee for tighter list
Location	Map Icons (Draw)	Use polygons around Downtown Augusta, Olde Town, Laney Walker, Harrisburg, Medical District, riverfront-adjacent areas, and entertainment-adjacent corridors.

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Ownership Duration	Sort descending	Longest-held properties first - likely least aware of current value
Owner Address vs Property Address	Flag absentee	Different mailing address may indicate absentee ownership or a non-property mailing address
Last Sale Price	Compare	Low historical sale price may create a strong value-change story

Appraised Value	Sort descending	Highest value at top - prioritize outreach
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Avoid saying or implying that redevelopment is guaranteed. Use language such as: "I am helping long-term owners understand how recent nearby activity may be affecting value and buyer demand."

10. The "Heir-Held Acreage Around Augusta"

Inherited Land, Family Property, and Rural Parcels

 **Fast Close**

FILTERS	Property Type: Agricultural, Farm, Land, or Residential with acreage Acreage: 3+ or 5+ Owner Name: Contains Estate, Heirs, or Trust Owner Type: Absentee Out-Of-State optional Location: Rural and edge-growth counties
THE ANGLE	<i>Many residential agents skip land, which creates opportunity for agents willing to help families understand value, access, road frontage, utilities, zoning, and buyer demand. Heir-held land can be especially relevant when the family no longer farms it, lives out of the area, or has no clear plan for the property.</i>

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Agricultural, Farm, Land, or Residential with acreage
Acreage	Acres	From: 3 or 5 To: (blank)
Owner name - estates	Search bar	Type estate and choose Contains
Owner name - heirs	Search bar	Type heirs and choose Contains
Owner name - trusts	Search bar	Type trust and choose Contains
Out-of-state (optional)	Owner Type	Select: Absentee Out-Of-State for tightest list
Location	Map Icons (Draw)	Use polygons around McDuffie, Burke, Jefferson, Lincoln, Wilkes, Columbia County outskirts, Harlem/Appling areas, south Richmond County, and rural edge-growth pockets.

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
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Acreage	Sort descending	Largest parcels first - may justify more personalized outreach
Owner Address vs Property Address	Flag absentee	Different addresses = heirs or family may be detached from the property
Last Transfer Date	Calculate years held	Longer holds may indicate unresolved planning, uncertainty, or a need for updated value clarity
Appraised Value	Sort descending	Highest assessed value at top - prioritize review

Land outreach requires extra due diligence. Verify zoning, access, utilities, wetlands/flood zones, road frontage, and local land-use restrictions before making any claim about value or development potential.

Category E: The "Aiken & North Augusta" Plays (South Carolina)

Focus: Cross-river market plays for agents licensed in both GA and SC – equestrian properties, lake and rural land, and North Augusta growth corridors.

11. The "Equestrian Estate Exit"

Long-Term Owners of Horse Properties and Rural Acreage in Aiken County



Nurture Play

FILTERS	Property Type: Residential with Acreage, Agricultural, Farm (run each separately) Acreage: 5+ Ownership Duration: 10+ years Appraised Value: \$300,000+ Location: Polygon around Aiken city, Whitney Field, Aiken Training Track, Hitchcock Woods-adjacent areas, Woodside, Houndslake, and rural corridors south, east, and west of Aiken
THE ANGLE	<i>Aiken is one of the most significant equestrian communities on the East Coast, drawing buyers from the polo, steeplechase, and thoroughbred training world. Long-term owners of horse farms, training facilities, and rural acreage around Aiken may not realize how far the buyer pool for their property extends — or how much values have shifted with out-of-state equestrian buyers entering the market. The agent's value is connecting the owner to a buyer pool they may not know exists and helping them understand what that demand means for timing and price.</i>

STEP 1 - SET UP IN PROSPECTING		
Prospecting Filter	Field	Set To
Property type	Property Type	Search: Agricultural, Farm, Land, or Residential with acreage
Acreage	Acres	From: 5 To: (blank)
Ownership	Ownership Duration	From: 10 To: (blank)
Asset Size	Appraised Value	From: 300000 To: (blank)
Location	Map Icons (Draw)	Polygon around Aiken city, Whitney Field, Aiken Training Track, Hitchcock Woods-adjacent areas, Woodside, Houndslake, and rural horse farm corridors south, east, and west of Aiken

STEP 2 - AFTER EXPORT: FILTER & CALCULATE		
Export Column	Action	Keep Rows Where...
Acreage	Sort descending	Largest parcels first – highest value and broadest buyer pool
Owner Address vs Property Address	Flag absentee	Different addresses = possible inherited or non-local owner – prioritize
Last Transfer Date	Calculate years held	Longer hold = more potential for value-awareness gap
Appraised Value – Last Sale Price	Create column	Equity proxy – quantify the change for outreach

The equestrian market in Aiken attracts specialized buyers. Before outreach, verify whether the property has horse infrastructure (barns, paddocks, arenas) via satellite view or tax record improvements – this affects the buyer pool and your outreach angle significantly. SC search: run separately from Georgia CRS Data.

12. The "North Augusta Corridor Awakening"

Long-Term Owners Near North Augusta's Growth and Development Activity


Nurture Play

FILTERS	Property Type: Residential and/or Land Ownership Duration: 10+ years Appraised Value: \$150,000+ Location: Hammond's Ferry, Bridgeway Station, SRP Park/Georgia Avenue corridor, North Augusta waterfront, and older established North Augusta neighborhoods (Optional) Absentee owner
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THE ANGLE

Hammond's Ferry, Bridgeway Station, and the development energy around SRP Park have likely shifted buyer attention in parts of North Augusta. Long-term owners in older adjacent neighborhoods — West Terrace, Belvedere, Crystal Lake, and similar established areas — may not have run the numbers recently. This mirrors the Downtown Augusta play (Recipe #9) in structure: long-term owners near shifting demand who haven't connected their property to what is happening around them. The riverfront and walkable development corridor are useful context, but keep the outreach tied to the specific property and verified nearby activity.

STEP 1 - SET UP IN PROSPECTING

Prospecting Filter	Field	Set To
Property type	Property Type	Search: Residential; optionally run second search for Land
Ownership	Ownership Duration	From: 10 To: (blank)
Asset Size	Appraised Value	From: 150000 To: (blank)
Location	Map Icons (Draw)	Polygon around Hammond's Ferry, Bridgeway Station, SRP Park, Georgia Avenue, North Augusta downtown, West Terrace, Belvedere, Crystal Lake, and older neighborhoods near the waterfront and development corridors
(OPTIONAL) Absentee	Owner Type	Select: Absentee for tighter list

STEP 2 - AFTER EXPORT: FILTER & CALCULATE

Export Column	Action	Keep Rows Where...
Ownership Duration	Sort descending	Longest-held first – least likely to know how much has changed around them
Owner Address vs Property Address	Flag absentee	Different addresses = possible inherited or non-local owner – prioritize
Appraised Value – Last Sale Price	Create column	Larger positive difference = stronger value-change conversation

South Carolina search – run separately from Georgia CRS Data. Avoid implying that development momentum is guaranteed or that specific projects will be completed on any timeline. Use language such as: "A lot has changed in this corridor. I am helping long-term owners understand what recent activity nearby may mean for their value and options."