

Kenny Rushing's
**How to Buy American
Real Estate**



Real Estate Tips and Strategies from
29 Top Real Estate Experts

How To Buy American Real Estate™

Real Estate Tips and Strategies From 29 Top Real Estate Experts

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WHAT OTHERS ARE SAYING ABOUT KENNY RUSHING

Working together with Kenny as my mentor has truly been enlightening. I have never seen such a creative approach to real estate that actually worked! The program gives you all the essential tools to become successful in this business. Kenny helped me develop my own unique marketing strategy that differentiated me from any other “investors”. This program taught me many strategies that enabled me to close one of my biggest deals yet! I netted \$39, 510.50 on just one property! Thanks Kenny. You are the real deal! **Kionna Perry**

Everyday when I was out looking for deals to put under contract I couldn't go more than a couple of streets without seeing Kenny Rushing and his company ads covering every bus stop in town. I was just getting started and after looking for deals for two weeks and not getting one deal I said to myself “I'm calling this guy and I'm going to get him to teach me how to do this"! I wanted to learn how to flip houses ASAP. I left his office with one of his properties under contract, PLUS a blank wholesale and assignment contract so that I could contract my own deals and sell them. Kenny also gave me a private lender contact that turned into a successful business relationship and funded over 30 deals for me! Needless to say Kenny jump-started my career and taught me a lot of valuable secrets along the way. Since that day at his office, I have bought and sold over 35 properties that have totaled over \$700,000 in profits and a new lifestyle that I had only dreamed about. So Kenny, I appreciate the boost and thank you for taking the time to get this ambitious entrepreneur up and rolling!
Donnie McGourty

Kenny Rushing has proven knowledge and this young man isn't afraid to share what has taken him years to perfect and pay it forward. As a result of using Kenny's proven strategies, I've been able to create great wealth for my family.
Vincent Shannon

Kenny's ability to teach real estate is amazing! He breaks down each vital component into easy to understand steps. I especially liked his *Take Action Now* steps at the end of each section. Now there's no excuse why anyone can't start in this business, even if you have no cash, credit, or experience.
Ginger Macias

My Thanks And Deepest Gratitude
To All Those Who Have Given Their Time,
Commitment, And Resources To Make The
How To Buy American Real Estate Book Possible

Wes Hall, Kris Dehnert, Mike Beecroft, Brian Meara, Franklin Cruz, Robert Gries, Dave Lindahl, Ted Thomas, J.T. Foxx, Larry Goins, Tim Taylor, Larry Harbolt, Cameron Dunlap, Kathy Kennebrook, Jason Medley, Mike Cuevas, Brian Odea, Preston Ely, Lee Kearney, Adam Ginsberg, Marshall Sylver, Cody Sperber, Lou Brown, Marcel Umphrey, Mark Whitten, Than Merrill, Zack Childress, Coach Pat Martin

I Remain Committed To Your Success!
Kenny Rushing

Buy American Real Estate™

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Kenny Rushing



MEET KENNY RUSHING

Kenny Rushing is both founder and CEO of *Rush Capital Fund*, a highly successful real estate investment firm headquartered in Tampa, Florida. *Rush Capital Fund* and its subsidiaries, *Kenny Rushing Enterprises* and *Rehabbers Superstore*, have closed more than a thousand real estate deals and have grossed millions of dollars per year through real estate transactions and investments. Kenny is an internationally known author, keynote speaker, educator, civic leader and philanthropist, whose passion is helping others achieve financial independence and security through real estate education. Over the last 10 years, thousands of people have attended his conferences and workshops. On May 6th, 2011 he will launch the three day inaugural **Buy American Real Estate Tour™** event at the Intercontinental Hotel Tampa. The conferences will also be presented in Atlanta, Washington D.C., and Las Vegas. Kenny and his team of top real estate experts will offer their strategies, advanced training and techniques on how to become a successful real estate investor. Kenny and his family live in Tampa.

YOU



Topic 1:

YOU

“The Seller’s Mandate”

Trading Bulk-REO is a like Living Life. “IT” Can be a Bowl of Cherries!

Kenny Rushing

Date Started:

Time:

Date Completed:

Time:

The CORE C BOOK3: Your Mandate for Success

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Topic 1: YOU as the Seller's Mandate

1.1 What is a Seller's Mandate?

A Seller's Mandate is the person with the legal authority to represent the seller, in negotiations with potential buyers in the sale of real estate.

1.1. A. What is the function or position of a seller's mandate?

The Seller's Mandate is the "go-to" person, between the actual seller of Bulk-REOs or non-performing notes and the buyer.

1.1. B. What is the advantage of positioning yourself as a Mandate, on either side?

By acting as a Buyer's or Seller's Mandate, you can generate huge profits, with no cash and no credit. You simply negotiate transactions for a fee.

1.2 What are the responsibilities of the seller's mandate?

Here again, the direct role of the Seller's Mandate is to act as an intermediary, between the actual seller and buyer. As a Mandate, you are responsible for finding qualified Bulk-REO buyers. The actual sell takes place per the instructions set forth by the seller, in a previously written agreement, between you and the seller.

1.2. A. What are the business relationships of a Seller's Mandate?

A Seller's Mandate, you work exclusively with sellers looking to sell Bulk-REO tapes.

1.2. B. What type of seller looks for Bulk-REO buyers?

Banks, Private Equity Funds, Hedge Funds, or Private Investors are all examples of sellers, in the market for Bulk-REO buyers.

1.3. What are the options for compensation, as a Mandate?

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After the sale is completed, the seller's mandate will receive a fee for finding a buyer for the seller. There are several options for payment. A seller's mandate is paid in "points", or by a "spread".

1.3. A. What is the typical method for payment in this business?

Normally, in this business it is getting paid from "points" is common practice.

1.3. B. What is a point?

A point is a percentage. Each point represents 1%.

1.3. C. What is the usual fee for brokering Bulk-REO tapes?

Typically, the fee for brokering REO tapes as a seller's mandate is between one and three points. Each point represents 1%.

1.3. D. What is the best strategy for earning more as a Mandate?

The best strategy for earning the most compensation for your efforts is to make the "spread".

1.3. E. What does it mean to work or make the spread?

When you work or make the spread, you are able to sell the "tape" for more than the seller is trying to net. For example: if the seller is trying to net \$1 million and you sell the tape for \$1.1 million, you are going to make \$100,000.

1.3. F. What is makes a spread more advantageous than points?

Points are limited to 1-3 percent of a transaction. A spread is virtually unlimited; it is whatever the market will bear.



Check-Point Seller's Mandate
Quiz:

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Date Started:	Time:	Date Completed	Time:
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Scenario: 1

1. **Let's say the sales price of a tape is \$1 million.** You are paid three points as a seller's mandate. What is your fee?
2. What is the relationship between a spreadsheet, Bulk-REO tape, and toxic assets?
3. What are the advantages of positioning yourself as a Mandate?
4. What types of products does a Mandate negotiate?
5. What is the potential client base, as a seller's mandate?
6. What is the primary responsibility of a Seller's Mandate?
7. What is the fee earned on a brokered deal of \$156,000, paid by 2 points?
8. What is the motivating factor in working the spread, rather than points?
9. What is the average number of points paid on a deal?

Scenario: 2

Let's use the same figures in scenario #1: You can earn three points on a \$1 million deal. However, as a savvy mandate, what can you do to earn more money on the same transaction?

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Self-Check Your Answers, by Reviewing the Questions.

Trading Bulk-REO is a like Living Life. “IT” Can be a Bowl of Cherries!

Kenny Rushing

Date Started: _____ **Time:** _____

The CORE C BOOK 3: Your Mandate for Success

Topic 1: YOU as the Seller’s Mandate

1.4 What is a Bulk-REO Tape?

A Bulk-REO Tape is a list of properties available for sale in bulk quantities or volumes. A tape is essentially a spreadsheet.

1.4. A. What is the size of a tape or a transaction?

The size of a tape can vary from a few hundred to thousands. Bulk REO transactions run from the order of as few as five, to hundreds, or even thousands. It all depends on the buying capacity of the buyer.

1.4. B. What terms best describe a tape?

A tape that is un-sanitized has all the information about the properties listed, including the physical address. A sanitized tape will only list a description of the property with the city, state and zip code.

1.4. C. Where can you find Bulk-REO tapes?

Bulk-REO tapes are available from the banks or in some cases from private sellers.

1.4. D. What is the primary reason for sending a sanitized tape?

A sanitized tape, which excludes the actual addresses, is used to protect your position as a mandate, while at the same time providing location information to the potential buyer.

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Than Merrill



Nathanial “Than” Merrill. Founder and President of the New Haven, Connecticut based CT Homes, LLC and FortuneBuilders, Inc. is currently one of the most successful real estate investors and speakers in the nation.

Than has quickly established himself as a respected expert in the fields of real estate marketing and wholesaling.

Than Merrill applies and grows his knowledge daily in his company and then shares his ground breaking techniques with his students. His company is currently buying between 8-12 properties per month.

Than’s success can be attributed in large part to his team building talents and cutting edge business systems.

Than was born in Fresno, California. He is a graduate of Yale University and he currently resides in San Diego, California. After a very successful college football career, he played in the NFL for two years with the Chicago Bears and Tampa Bay Buccaneers before moving on to real estate investing full time.

How to Automate Your Real Estate Business and Find More Sellers and Buyers

Understanding the Power of Effective Marketing

If you are a real estate investor there is only one way to ensure your long-term success in the business. This is by improving your marketing systems needed to run your lead generation efforts. The business of real estate investing is the business of generating seller and buyer leads. It is the foundation from which your real estate business is built. In fact, it is the single most important area of your business. Your level of competence in this area will directly determine the amount of income your business generates over the long term.

There is No Silver Bullet

Most real estate investors and entrepreneurs do not understand how committed you have to be to consistently generate leads with your marketing. Most hope to find a single, no hassle way to generate leads from sellers and buyers. Some investors go to great lengths, looking for this "silver bullet" that will eliminate all of their marketing hassles. Unfortunately, there is no "silver bullet" marketing method that will solve all of your problems. There is no one direct mail piece that will generate 25% response rates. There is not some superstar salesperson or marketing company you can hire to take care of all of your marketing and sales needs.

You will also have to practice the art of patience. There are manual strategies you can practice which will produce results right away like door knocking, but these strategies will require a lot of YOUR time. What I want to help you set up is automated marketing methods which do require some up front time and planning. However, once these methods are put into place they will not require a lot of your efforts. In my own business it took me about 3-4 months before people started contacting me on a regular basis via the automatic marketing channels I set up. So, you're going to need to be patient.

The first step you must take to improve your marketing is to gather knowledge about how to attract more sellers and buyers. Then you must develop marketing systems to put your lead generation efforts on auto-pilot. Finally, you must take action and put these systems in place. The speed with which you implement these systems will determine how much success you experience over the long run.

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The most basic concept as an investor is to buy low and sell high. So how do you do this? First, you must identify sellers in the present time who are willing to sell you properties at 65 cents on the dollar or less. Second, you must identify buyers in the present time who are willing to buy these properties at 70 cents on the dollar or more. If you can do this consistently your chances of success will dramatically increase. Like any business it all begins with a lead.

Step 1: Target Your Marketing

The first step to finding motivated sellers is to narrow down your market and zero in on who is your ideal prospect. Realize, you do not have the luxury to spend millions of dollars marketing to everyone. You have to think about marketing from a guerrilla point of view because you can't afford to waste money in the early stages. You have to be smarter and leaner than your competition. You must find creative, low-cost, high-impact ways to become visible and attract sellers. How do you do this? By targeting your marketing and making sure the money you do spend is hitting sellers who have a high probability of being motivated.

Let's start with identifying who a motivated seller is. A motivated seller has a problem you as a real estate investor can solve. More often than not the problem is a financial one. It can also be a personal problem or a problem the seller is having with the property itself. If the problem is large enough then the seller will want to get rid of the property quickly and at a discount. This discount is what you as an investor will negotiate in order to ensure your profit.

So it is your job as a marketer to find as many of these sellers as you possibly can. So how do you do this? By targeting your market and finding lists of people who may be motivated for one reason or another. Pre-foreclosure lists, bankruptcy lists, probate lists, tax lien lists, fire damage property lists, and eviction lists are just a few examples of these types of lists.

It is your job as a marketer to find these lists to market to. You can buy some of these lists, others you have to put together yourself down at the town hall. There are 19 different lists we market to on a regular basis that account for 45% of our deals. We utilize direct mail and email marketing methods to get people to respond. We do live webinar trainings that you can sign up for on "How to Get These Lists" at www.FortuneBuilders.com

Step 2: Create a Compelling Message that Get's Sellers to Respond

Once you have defined your target market of prospects you must now hit them

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with a very compelling marketing message. This message must set yourself apart from other investors who may be marketing to them as well. Few real estate investors do an adequate job differentiating their services and from those of their competition. Without a solid marketing message, your automated marketing system will simply make people aware that another generic real estate investor is trying to buy their property.

So let's start with the end in mind when it comes to finding sellers and buyers. Your goal with all of your marketing is to get the most motivated sellers to contact you first. In order to do this you must entice prospects with benefits geared specifically to their needs. Remember, everyone is self absorbed and all a seller wants to know is "What's In It for Me?" You have to understand this is what your marketing message must answer. The ad copy of all your marketing must address this question otherwise your response rates will be low or non-existent.

You must also realize that sellers in different situations have different needs. Therefore your marketing ad copy must change based on the target audience you are going after. For example, I market to people who own properties going through the probate process as well as the probate attorneys who are working with the homeowners. Realize the message you deliver to each party can not be the same. What is going to motivate the property owner is completely different from what is going to motivate the attorney. In fact, no two lists are alike and this is why the message must be different for each individual list.

You also need to distinguish yourself from your competition. Prospects don't want a pitch. They want value. So your marketing should educate them, give them important information, and leave them wanting. For example, our marketing is very benefit laden and we often offer free consultations, free reports, and additional educational material if they contact us. This increases our response rates dramatically because we come from the role of consultants more than salespeople. Many desperate sellers do not want to get taken advantage and are very scared so this is why it is vitally important how you present yourself through your marketing. This distinguishes us from many of our competitors who do nothing more besides advertise that fact that they buy properties for cash.

Your goal should be to build value and persuade interested prospects to pick up the phone and call you. Also realize your marketing my attract prospects to you, but it won't close the deal. You still need to know have great follow up marketing and effective selling conversations with prospects to assess, fit, and persuade them to sell to you.

Step 3: Create Marketing Systems You Can Outsource

Your marketing not only needs to be compelling it must also be consistent. The

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majority of sellers will not respond to your marketing until they have seen you at least 6 to 7 different times. The problem is most beginning real estate investors never achieve any consistency because they try and fulfill all of their marketing themselves instead of leveraging the efforts of other people. Remember your highest and best use as a real estate investor is to analyze deals and buy properties. Most of the other parts of your business should be automated and outsourced to other people. This allows you to focus on the most important areas of the business that generate the most income.

This brings up a very important discussion. The discussion is centered around the importance of having systems within your business that one can outsource to other people. You see nobody has the time necessary to create consistency if they are relying solely on their own efforts. All successful businesses are run by a series of systems. Even in a business as eclectic as real estate investing it is still a process driven business where many tasks are similar. When you create a solid system and implement the system in your business, you are setting up the infrastructure to be successful. Truly efficient companies have detailed systems in place. This allows them to insert new people at any time into any position and not skip a beat. By doing this, you can remove yourself from certain responsibilities as well as replace employees whenever the need to do so arises. This allows you to run your business rather than have your business run you. If you are not able to create an effective system, you will always be a prisoner within your own business.

So how does this relate to your marketing? Well, the first step to creating consistency with your marketing is to implement a concrete system that can be outsourced for every marketing process whether it is direct or indirect.

Let's use direct mail as an example because it will be easy to understand on a micro level. When I started testing this marketing method I was involved in every process from gather the list, to the writing of the letters, to the printing, and finally to the licking and sticking. These campaigns would eat hours out of my week. I quickly realized this was not a good use of my time so I put together a step by step process driven system I could outsource.

I know have an employee who every Monday gathers data at the courthouse and on the internet. These lists of motivated sellers are whom we are going to target with our direct mail campaigns that week. These lists vary from recent divorce filings to probate filings. Then she will organize the data and import it into our database so when sellers call in we know exactly what campaign they were mailed. After the data is imported a mail merge is performed and the series of letters and postcards is printed out and prepared to mail. If we have larger lists we email the list to our direct mail fulfillment house who fulfills the mailings. A few days after the first mailing goes out the phones will start ringing with sellers wanting to sell their properties. I can also check up on the status of the

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campaigns using reporting functions within the database itself. This gives me the knowledge and ability to see what is going on in any area of my business at any time.

With the help of this system I went from doing everything myself to having over 2,000 pieces of mail being distributed every week. The result was that I was consistently staying in front of people month in and month out and had nothing to do with the entire process. The leads were consistently streaming in and it allowed me to focus on building other areas of my business. To get more information on the database I use to manage all of my marketing needs go to www.FortuneBuilders.com

Step 4: Test and Track Everything

Once your systems are up and running you must test and track everything. Otherwise, you will never know what is working and what you can improve. The results you see are just that, results. If the results are lackluster, then you need to adjust what you're doing. If the results are stellar, then you will want to make sure you will want to shift resources so you can bring in even more of the same thing. The bottom line is that the only way to see if something will work is to test it and measure it. In order to do this properly you need to know how to test your marketing properly as well and track what the results are. This requires a few different systems working in conjunction.

First, you must understand how to properly test marketing campaigns. The best way to test your marketing is to split test two different forms of marketing to the same list. For example, when I first started marketing to a foreclosure list I wanted to find out what letters worked better than others. To do this you must divide the list equally, track which letter gets sent to which person, and then track your response rates. You will then take the letter which got higher response rates and test it against another. Once you are satisfied with the response rates then you will want to start testing different components of the letter and envelope itself. This can include changing the headline, changing some of the ad copy, and trying different envelopes. You will want to repeat this process with all of your different forms of marketing.

Second, you need to track what you are spending on all of your marketing campaigns. This will require accounting software that can track marketing expenses by campaign type. I use Quickbooks to manage all of my businesses and marketing bookkeeping needs. I also utilize the sub-accounts within Quickbooks to track the cost of each individual marketing campaign as well. This way if I want to know exactly how much money I spent on a door hanger campaign last month I can pull it up within seconds.

Finally, you are going to need a way of tracking your marketing response rates. I track everything within my database and at any given time I can run reports on

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how many people responded to a particular form of marketing. I can also run reports on how many deals I have bought within a particular time frame. I suggest to anyone looking to take their business to the next level to invest in a good database that has marketing automation components.

Step 5: Create a Marketing Calendar

One of the most common problems a lot of beginning real estate investors have is they never get consistent seller leads. This is due mostly to workload problems and a lack of up front planning. A lack of leads can be deadly to any business including your real estate business and this is why it is absolutely vital to create a marketing calendar each month. Abraham Lincoln once said "give me six hours to chop down a tree and I will spend the first four sharpening the axe." The same should be said when it comes time to plan out your marketing.

In order to become proficient you should have a calendar that specifies which marketing activities you will do, in what frequency, and in what order each month. That way, marketing becomes a habit, part of your regular routine, and not an interruption of any deals you are working on. It is imperative that you schedule all your marketing activities: direct mail, referral marketing, internet marketing, seminars, trade shows, and other campaigns. Scheduling these campaigns will make it easy to manage other areas of your business as well.

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Preston Ely



Preston Ely is a VERY complicated man.

He is a genius of real estate, but at the same time maintains a set of firm buns like a professional body builder. He looks great in pants, and regularly wears a bathing suit to church.

The fire of God rages inside Ely; he will use this fire to DOMINATE the real estate industry and everything else that he feels needs total domination.

Ely regularly eats 7 tacos from Taco Bell, feels guilty, and goes carbless for 12 months straight. It looks like someone dunked his abdominal muscles in a bucket of knives because they are CUT.

He is also really, really, really, really, REALLY good at teaching people how to get rich without money, credit, or manual labor. You're next probably.

7 Steps To Real Estate Riches

Are you having as much fun reading this as I am writing it? I hope so.

You know, I tell my different business teams that work under me all the time – do the simple things that I tell you to do...and you will be successful. It's as simple as that. But the sad part is most people simply don't do it. Sometimes it

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amazes me. They come to me and complain that things aren't working out, but when I say "ok, have you done this, this, this, and/or this?" they say "no." Or like one very special character told me this week right after quitting, "Nah. I just fly by the seat of my pants." Great. Look where that's gotten you so far. I feel like smacking these people upside their head. Why is everyone so dang lazy??? I have a theory to that end. I think it has to do with "desire". Specifically – the lack thereof.

I was watching the UFC (Ultimate Fighting) the other day. They showed a clip of Georges St Pierre after beating yet another poor sucker down. The announcer was trying to interview him but Georges tears the microphone out of his hand, falls to his knees, and with every ounce of energy and passion he could muster, with veins popping out of all his well trained muscles, and with agony on his face, he screamed out "Please! I am on my knees BEGGING the UFC. PLEASE GIVE ME A TITLE SHOT! I WANT IT SO BAD!" It was intense.

So a few months later, guess who the new welterweight champion is now? That's right – Georges St Pierre. They gave him his title shot against longtime world champion Matt Hughes and he won.

The guy who wanted it most (had the most desire).....got the prize.

Wake up, my friend. Get passionate about life, and let's start DOING something. That way your wife can stop shaking her head at you and start.....doing other things. :)

By the way, are you an experienced wholesaler? I teach my wonderful ways to all sorts of people but you're the funniest I must admit. Check out this testimonial. Since he's "experienced" he likes to stay anonymous of course. But he's real. I swear.....

"Experienced wholesaler takes business to next level with Preston's assistance!"

"In August of this year I had 90 leads come across my desk & not one sale. I decided to join your mentoring program in September, even though I've been doing deals for 2 years now. I realized that I was missing something but couldn't figure out what it was. After joining I had 2 contracts almost immediately, one

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of them I would've surely passed on if I didn't have you to guide me. Thanks for delivering over & above my expectations.”

Anonymous

On with the show –

A Wholesaler's Specialty – Finding Leads

By R. Pre\$ton Ely

This is what the world loves us for – finding and bringing in the good deals. And man, I tell you what, there is no better feeling that wrapping up a good deal under contract for \$15,000 when you know for a fact it is worth \$90,000.

What? “That's not possible” you said? (Sigh) My work is cut out for me I can tell already. I'm going to have to perform worldwide brain surgery on all of you via electronic mail. I was actually describing a real deal I did a year or so ago here in Florida.

Your first task is to surround yourself with people (like me and my students) who are REGULARLY contracting on houses for 50 cents on the dollar. It's pretty much the only way you'll believe it's possible. And if you don't believe it's possible then you're just not going to find any of them. That's how the world works; like it or not.

But forget about how much we buy them for. First we have to get our phone ringing with motivated sellers. I was just doing a teleconference with my good friend Mike Collins, owner of www.rehablist.com and he mentioned that he still gets over 30 leads a day. That's over 300 leads a month. That's awesome. Wholesaling isn't even his main business anymore. Actually, come to think of it, one of my students just told me he got 40 fresh leads in just yesterday.

So that's the goal – LOTS of leads. I go into this in detail in <http://www.learntowholesale.com> my new e-book , but for now I am just going to paint a picture for you of what the goal is and you will be able to figure out from there some “next steps” for yourself –

The goal is for everyone in your town (or “farm area” as nerdy Realtors like to say) to know who you are and what you do. That way if someone hears about a

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distressed seller, they will naturally think of you and call you.

Guess what that means.

That's right. Time to network. I didn't used to like it either so don't feel bad. It's uncomfortable. But ,what the heck. Whadya want more – to be comfortable? Or to be wealthy? Take your pick. You can't have both. Success demands sacrifice. There is no way around it. You absolutely are going to have to get out of your comfort zone and start meeting people. It's the only. There is no such thing as success on your own. You will need the help of others.

Here's what to do –

Get business cards printed up. “I Buy Houses” and your phone number will suffice. But the folded card I use is the best. Set a goal of how many you will hand out per day and stick to it. Be religious about it. I handed out a card to a complete stranger once and made \$50,000. It was literally 2 weeks after printing the cards up.

Attend networking groups. I tell you the #1 BEST worldwide group to join in...you guessed it.... My Learn To Wholesale Ebook.

In 2007 we are networking with Realtors BIG TIME. I never used to do this on account of I Hate Realtors With All Of My Hatred. Unless you're a realtor, then I take that back. This year we are getting LOADS of leads from Realtors. I guaranty you any Realtor you meet (which should be every other person on the street just about) will know of at least 2 motivated sellers they can refer to you. Leave those business cards stacked and displayed everywhere. Especially businesses that allow it.

That's enough for now on networking. Networking is the foundation of your business. On top of that I recommend the following marketing efforts –

- bandit signs
- classified ads
- internet lead generation
- flyers
- direct mail

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direct telephone prospecting

Big Baller Marketing

And there are subcategories underneath all of these. But you get the point. This isn't rocket science. Just always be thinking to yourself "Self, who would be very likely to sell me their house below market value?"

That's enough for now. There's only so much I can do for free ya know. Be on the lookout for my e-zine The Flip Factor. I'll be giving you fresh ideas on the regular.

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Mark Whitten



Growing up in Baltimore, Maryland can be a very daunting task for young African-American men. Most choose the path of the streets while a very small number go on to finish their education and find a career in Corporate America. Mark Whitten, a 28 yr old Baltimore City native decided in the middle of 2008, three years after receiving his Bachelor Degree in Marketing from Morgan State University, that Corporate America was not for him and neither were the streets.

Today, Mark is a full-time Real Estate Investor & Coach who primarily wholesales a ton of houses. "I always had a hustler's spirit and the drive to be successful, not to mention I was fully aware that real estate has made the most millionaires in the history of the United States" says Mark. Mark formed The Equity Depo, LLC in February 2009, which has rapidly grown to one of the nation's top Wholesale Real Estate companies completing over 150 real estate transactions.

But HOW do I find Sellers Willing to Make a Deal Like That?

I know that you are reading this and saying to yourself "Making \$18,000.00 cannot be that easy!" But, I assure you - it IS that easy. All you have to do is have a plan and series of processes, and get to work! Here I will show you some of the basic fundamental steps. I encourage you to not stop here. Join me on-line and learn more from me at MarkWhittenTV.com.

I teach new things each and every day. If you TRULY want to change your financial future -come meet with me personally at one of my FREE live events. I post the events on my page, so you will see them there and be able to get registered and get started.

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The truth is that our own educational system has conditioned each and every one of us to learn better in a live classroom environment. Our kids may turn out differently, but that is how we learn. Knowing this, I tell you that it is worth a trip to spend a day with me because I will lay it all out and make sure that you get what you need to get started.

I frequently even have bus tours that walk you right through my properties. For me, seeing believes. That is why I showed you just a few of my checks and that is why I will show you my houses. I want YOU to touch it. I want YOU to see it. I want you to know, beyond a shadow of a doubt, that this can be your business, too.

Know this - I am about as real as it gets. I don't believe in hype and I don't consider myself an expert or a guru. I am a teacher who himself, strives to learn more and grow deeper in knowledge each and every day. So, when you come and spend time with me, I will teach you everything that I know. I may not know it all, but I know that my systems and processes have allowed me to live the life that I want. And, I know just how easy it is for you to do the exact same thing.

Now that you have an understanding of what it means to “Flip Houses” or “Wholesale Real Estate,” let’s start looking for some houses to flip, shall we?

Keep in mind that we are dealing with motivated sellers only. A motivated seller is someone who is, quite simply, very desperate to sell their house. This desperation could be due to situations like:

- Bankruptcy
- Divorce
- Delinquent taxes
- Pre-foreclosure
- Problem tenants/renters
- Undesired property inheritance etc.

You are most likely to get your houses at the right price when you’re dealing with sellers who are **MOTIVATED** to sell their property. In my experience, vacant houses are tied to high motivation because the property is just sitting there not making any money. It is a **BURDEN** to the owner to keep the property. Vacant houses are the easiest to wholesale because in most cases you don’t have to schedule appointments to show your buyers or entertain a bunch of questions as you send your buyers in and out of the property with ease.

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Please, Please, Pretty Please, with sugar on top don't waste your time dealing with sellers who are not motivated. Time is your most valuable asset! In this e-book, I will list and break down some marketing outlets that have allowed me to flip 5-6 houses a month from motivated sellers. Here you will be able to find online the physical addresses of houses likely tied to motivated sellers. You will also use some gorilla marketing strategies that will get your phone ringing off the hook!

I cannot possibly teach you everything here, but I can teach you how to get started and get your phone ringing. That is step 1. When you have people calling you - needing to sell their properties - THEN, you are ready for all of the additional information available on my website and in my trainings.

Get familiar with Google Map so that you are well aware of what areas to avoid.
<http://maps.google.com>

Marks's Action Tips:

One thing that is very important at this point is the use of an online map—I prefer Google maps at <http://maps.google.com>. The reason why is simple, I want to stay away from the HOOD, LOL! But, seriously, houses in war zones are very hard to sell and you don't want to be known for putting out deals in these types of areas. With Google maps, you can take a virtual tour of an entire neighborhood, see exactly what is there and prevent yourself buying any house in an undesirable location.

Why? Because Investors will take themselves off of your buyers list if you develop a reputation for selling low-end properties in bad neighborhoods. You do not want them to stop purchasing from you, so feed them quality properties and they will remain buyers. What you will see, is that as you develop a closer relationship with them, you will get to know which types of properties they want and in what neighborhoods. So, when you first start into new areas, check it out completely!

Methods to Finding Motivated Sellers Leads on Lists

1. The Housing Code Violations List
2. Delinquent Tax Lists
3. Probate Lists
4. Bankruptcy Listings
5. Pre-Foreclosure Lists
6. Newspaper Classified Ads
7. Rental Court Filings
8. Expired MLS Listings

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9. Craig's List/ Backpage

Leads By Advertisement

1. Bandit Signs
2. Flyers
3. Farming Neighborhoods
4. Care Magnet/Vehicle Wrap
5. Squeeze Pages
6. Bonus: Social Media Connectivity: Twitter, YouTube, Facebook, and LinkedIn

Leads By Networking

1. REIA Meetings
2. Hard Money Lender Referrals
3. Video Ads
4. Bird Dogs

Leads on Lists

Leads on lists is the section which covers the places where you can find motivated sellers from data sources that are likely already available to you. Many of these data sources can be accessed on-line from the comfort of your own home. Now, I know that most people save the best for last, but, like I said, I am different! So, I am going to go ahead and start with one of the tactics I use to find motivated sellers - The Housing Code Violation List.

Housing Code Violations List

Houses end up on Code Violations List when the city or county has issued a violation of code such as high grass, abandoned vehicle(s) on the property, trash all over the yard, broken windows, chipping paint etc. These properties, especially when vacant, are good sources of leads because the owner may be MOTIVATED to sell because they have accumulated fines and the property is just sitting their vacant - not making them any money. At this point, the property if often more of a liability to the owner than it is an asset. The property just sits there, accumulating more and more fines. Now, these are motivated sellers who are more likely to sell their property at a discounted price.

Here are the websites for my local area. Even if you are not operating in the Baltimore area, you can take a look at these sites and get familiar with the information that is here. Then, when you locate your on-line resource, you will

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know exactly what it is you are looking for. These sites often can be found online by searching your city's or county's Housing Code Enforcement Department or Housing Department. If not, contact your city or county Housing Department and ask if they have on-line resources for the list. In rarer case, you may have to physically go down to the office to search the records.

When searching for code violations properties, I always search first for the vacant houses, as we discussed earlier. In Baltimore City, the site actually has a search criterion which allows you to search specifically for vacant and/or occupied houses.

Another search criteria that I like to utilize is owner occupied vs. non-owner occupied homes. Non-owner properties are likely tied to an investor who is fed-up with the property. Especially if it is a home that is both vacant and non-owner occupied. Add to that, I will approach the seller living in their home differently than I will an investor with a vacant property. The mental, financial, and emotional state of the two different owners will affect their needs. By understanding where they are coming from, I can better cater my message to make sure that they understand what my intentions are and what it means to them. This search criteria is not as easy to come by in my area. In Baltimore County, in order to determine if a property on the housing code violations list is owner occupied vs. non-owner occupied you must check the property tax record. This means that I get the data out of one website, and then look up the same property in the tax assessors' website. This really isn't bad at all. I just keep both websites open and head to my tax assessors tab when I see a property on the violations list that I like.

I know that you are saying to yourself right now - "Just give it to me." Well, most gurus would tell you to go find it yourself, but I am not a guru. So, I am going to do what they won't. This technique is something that I came up with on my own and is just one of the many unique methods that I employ each day to bring in checks. Look around! You will not find this in other courses or teachings.

Not only am I going to share the information with you, I am going to tell those of you in my own area exactly where to go find it. My fellow Baltimore real estate investors -

<http://baltimorecountymd.gov/Agencies/permits/codeenforcement/index.html>
and http://cels.baltimorehousing.org/Search_On_Map.aspx

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Marcel Umphery



Marcel Umphery started his investing career early during his sophomore year in college taking a refund check most students on financial aid received towards the end of each semester and investing it in Tax Sale Certificates. Buying his first house for just \$850.00 and then later selling the house 18 months later for \$25,000 which got him hooked on Real Estate Investing. Having the opportunity to start out at an early age he has gone through a lot of ups and downs in the business making mistakes along the way and learning from them. At the same time, his company has renovated over 25 houses since 2005 and has bought, sold and controlled over 10 million Dollars in Real Estate.

Along with being an investor he has spoken at several Real Estate Association meetings in the Baltimore/Washington, DC/Virginia Metropolitan areas on Investing & Wholesaling Real Estate and is now sharing his knowledge and experiences with new and seasoned investors through his coaching programs, Blog and informational products.

Finding the Absentee Owners Fast

When first starting out, you may not have any money for a Big Time marketing campaign. I want to share with you the same exact system I used when I started and that we currently teach our students and still use in our business today. By now you should have a list of properties that you accumulated from Cruising 4 Cash. Take that list and start from the first street address you discovered. Type the exact address, city and state into google maps search bar and hit enter. A map will appear along with view options for satellite, traffic, and terrain, but for

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right now just stick to the map view. Now this next step is going to increase both your lead flow and deal flow BIG TIME! I will be holding a “LIVE” training event very soon where I will show you how to accumulate hundreds of absentee owner leads in no time.

Step 1. Type in the address of the property you decided to search for. It will appear and you will most likely see a view of other streets surrounding that particular address you typed in. Now I want you to take out a piece of paper and write down each street within a five block radius north, south, east and west of the target property. This is going to take a little patience but trust me the time you spend doing this is going to pay huge if you do it and start implementing this strategy right away.

Step 2. Now, I can't promise all of you that this next resource will be online for you and totally free; if your city has an online real property data base you're going to be using it a whole lot. For starters if you're not aware of the real property database in your marketplace, simply Google for example Arkansas real property data, North Carolina real property data, for me its Maryland real property data.

I discovered another awesome site as well that pretty much has links to all of the property data sites all over the country that are available online, visit www.netronline.com. I have a membership site coming very soon with training videos on how to use this online resource coming. Once you have figured out how to gain access to your marketplace's real property data search, you will probably have a different, more specific, search criteria's to choose from such as name, address, lot number, or tax ID; you want to focus right now on address searches. By simply typing in the name of one particular street without the address number, a list of all the properties on that street should appear. In my marketplace you can easily figure out who the absentee owners are by two letters, N and H. The N's stand for non-owner occupied and the H's stand for owner occupied.

While every real property data base is different, you will always be able to tell when searching for absentee owners because the mailing addresses will most of the time be different from your premise address you are interested in. You can create a very powerful list of prospective sellers and future buyers with this information. If most of the properties that you discover are vacant, the owners will most likely be willing to sell, and there are a lot of absentee owners out

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there going through financial hardship that are looking to liquidate their properties as well. At the same time you will find that the absentee owners who aren't motivated to sell are most of the time willing to look at some good deals to buy. Those are the types of people you want to add to your buyers list. Remember you already started locating potential wholesale deals in the neighborhoods where they already own investment property, once you get one under contract you can easily market the deal to them to buy from you. Keep this in mind-most investors especially landlords like buying properties in neighborhoods they are familiar with and have had success investing in already.

Now when you're out Cruising 4 Cash and you come across a vacant house and you run the address through your real property data search and it comes up as owner occupied and you know for a fact its vacant, don't worry you just have to do a little more research. By now you see how you can create a huge list of potential leads. Now it's time for you to convert those leads into sellers or buyers. I want you to remember it's going to be a numbers game so get ready!

The absentee owners are going to be your main focus; you're going to get in contact with them by phone or mail. If you're just starting out and don't have the money for postage, don't worry in fact I prefer more direct contact anyway, right over the phone. That's right it's time to make some calls so get ready to have some NO's thrown your way. Believe it or not the worst thing that someone said to me over the phone when I called in the last five years was, "You sound like one of those scammers I would not sell you my &\$%#ing dog's house" and I literally burst out laughing while the guy was still on the line! You have to learn to take these things in stride.

Don't rule out door knocking either as a lot of time you may not be able to get in contact with the owner by cold calling or mail. By having or finding their home or office address you can easily drive over and knock on the door to inquire about a property that they own. I have always kept a pack of yellow sticky pads on me while door knocking in case they were not home or did not want to answer the door for a stranger; leaving my name, phone number and quick message about the property in question.

Step 3. Here are some free and fee based resources for you to get phone numbers, mailing addresses and other important information on your prospective seller: use your local 411, or national directory (716)555-1212 which are free; and and Private Eye which are fee based.

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Now that you have the resources to get their numbers, it's time to pick up the horn and get to dialing right away! Below are a few scripts you can use if you're unsure about what to say:

The Absentee Owners Cold Call Script

“Hello may I speak to Mr. or Mrs. Johnson? My name is (your name); I am calling in reference to one of your properties on (address of property). I happened to be doing some research on the internet and wanted to reach out to you to let you know I am buying houses in that same neighborhood. I just wanted to know if you might be interested in selling that property. If not I will be liquidating some properties in the area for some really low prices and was wandering would you be interested in hearing more about them before they hit the market before anyone else?”

Absentee Owner Door Knocking Script

“Hello sorry to bother you today, is Mr. or Mrs. Johnson home? My name is (your name). I could not reach you by phone or letter so I decided to stop by in reference to your property at (address of property). I am buying and selling houses in that neighborhood. I just wanted to know if you might be interested in selling that property? Just to let you know, I will be liquidating some properties in the area for some really low prices and was wandering if you would be interested in hearing more about them before they hit the market.

You can tweak these three scripts to fit your personality anyway you'd like! Our company has been using them over the phone and in person and have found these types of scripts to be highly effective. If you noticed in the language I told the Johnson's, “I will be liquidating some properties in the area”. This is a great way to start building your buyers list fast. Make sure you get their direct contact number so you can call them as soon as you put a contract on a deal and get their email so you can send them all the details. Those two pieces of information will be a major factor in helping you sell your future wholesale deals. Get the Wholesale Kids FREE 28 day eCourse

“Learn how to Wholesale from Scratch at www.Flop2FlipWholesaling.com

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Louis Brown



Louis "Lou" Brown Students in all fifty states have long regarded the training, systems and forms created by Louis as the best in the industry, across Canada and ten foreign countries including as far away as Australia and New Zealand. He has been quoted by "The Wall Street Journal" and "Smart Money" Magazine, among others, as an expert in real estate investing, managing and financing.

He's invested in single-family homes, apartments, hotels, developed subdivisions and built and renovated homes and apartments. He's bought and sold in many ways including auctions so you will learn from his wide experiences. Each of these experiences has given him a proving ground for the most cutting edge concepts in the real estate investment industry today. He's widely known as a creative financing genius with his deal structuring concepts.

A Better Way To Real Estate Wealth

Most real estate investors think the way to riches in real estate is to buy a property, fix it up, sell it, and cash the big fat check then do it again.

Do it again? Start all over and do it again? That sounds like WORK to me. Doesn't it to you? That's not what investing is.

These good souls have the real way to wealth all confused. Whether I am investing time or investing money, to me investing is doing something today that pays you forever. Flipping is a job. You've got to do it again and again just to stay afloat. That's not what investing is. First these "fast flippers" think that in

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order to make a profit they have to buy cheap. That's true but that's only part of the story. I say you make your money going in, but you realize your profit when you sell. You must be able to sell the property and sell it quickly to realize that profit. What if you could realize profit when you sell PLUS get cash every month as well? Most long-term investors these days are watching their returns erode at an alarming pace. Property taxes, insurance, maintenance, yard care... it doesn't stop. But even more costly is the interest on the loan to buy and repair the property. This can all be avoided when you understand where the real money is.

As I said, you make your money when you buy but you don't realize it until you sell. When flipping every expense between these two events comes right off the bottom line. Your final check, after all costs and expenses, tells the story. How long it took to make it and how much pain and suffering you went through to get it may not show on the check. But the net check is all you have to show for your efforts. How about another way? A way I have found that makes this business so brain dead simple and profitable it will surprise you. It's what I call the *Street Smart*® way. What's really powerful about this is that by buying right and buying cheap, using the right method of financing, allows you to offer the property with very favorable terms to your buyer. Instead of sending your buyer TO the bank you BECOME the bank through several programs I'll discuss later.

Due to space limitations I had to edit out parts of this, but it will help give you the gist of a few of the things you will learn when we meet.

A Better Way

So what is the *Street Smart*® way? When it comes to the safest way to make the most money quickly it's to get your buyer before you buy. That's right. Have potential clients already lined up. They tell you exactly the type property they want, when they want it and where they would like to live. Interview anyone and everyone... from the restaurant server to the shoe store clerk. From the nurse to the policeman... from the teacher to the fireman... interview everyone you meet. Become a housing consultant (I'll teach you how). Soon you will find out the power in this. *Action Step: Learn how to find the buyers before you buy.*

Generate Leads Now

Everyone you meet is a prospect. Everyone. There are two scripts that I use... you should memorize them. This is just one of the many proven lead generators you will learn in my "House Monster™" system. We use them in our business

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every day. This is SO powerful, productive and profitable it has changed our entire business. Even though the Federal tax credit program is gone we replaced it with a marketing piece called “Uncle Sam Bucks” as there will always be some program we can discuss. It looks like money so these bucks grab attention and give people a chance to dream of something they weren’t thinking. *Action Step: Memorize and use these scripts.*

Uncover Your Money

Once you have found the prospect and generated interest, you uncover any money the potential buyer may have. We use a “Preliminary Application” form that does the work for you. Ask, “How much do you have to work with towards your next home?”

It’s amazing to me that since I started doing this I have uncovered numerous real people with real money they can put down to buy a property.

Recently at one of my down-payment auctions a visitor told my friend and coaching client, Ron, that he had bad credit and he would not be able to qualify for a loan. Ron explained that with our program that was not a problem. Ron asked him how much he had to work with. He said \$50,000. Turns out he has some serious credit issues but those were caused from buying a property that has lost a lot of value and he's way upside down. He tried to get a workout but the bank wouldn't listen. He said he was giving up and moving on. He loves our program and has looked at 3 houses. We are working with him now.

In just our first few weeks of “House Monster™,” marketing we found two people with \$40,000 for down payment, one with \$20,000 and two more with \$10,000. Not to mention lots of people with \$2,000 to \$3,000 cash!

So why am I telling you this? The reason is there is plenty of money when you have something that works for real people. The House Monster™ solution I’m sharing with you transforms the typical investor strategy into a way to help people and make money at the same time. *Action Step: Ask the right questions to determine how much cash your prospect has, or has access to.*

Create a Business with a Greater Purpose than Money

Hey, most so called investors either rent or sell homes and apartments. If asked what they do they say they are a real estate investor. I suggest you change that. I want you to change your life and others by becoming an “Affordable Housing Provider”. Our mission statement is “Transforming Lives Through Affordable Housing to Empower Families and Individuals to Enjoy the American Dream of

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Homeownership”. Do you believe having a company that does this is a good thing? Do you feel your company would be blessed if you embrace this mission? We do and you should too. This truth will show through. You can earn publicity that you simply can't buy. It will open doors with churches, government, non-profits and more. What a difference you can make! *Action Step: Adopt a new mission for your company, serve the community and serve yourself.*

Understand Your Client and Their Issues

It's the rare bird who can qualify for a home loan in this economy. In fact, 73% of the home loan applicants are turned down! Therefore your client will likely have credit issues. The large majority of buyers today have some kind of credit issues. Damaged or no credit will be your specialty. This opens your doors to many more clients than the few who can qualify for traditional loans. I'll show you how we let the real estate agents find the good ones and give us all of their leftovers.

Being willing to work with those who have had credit problems in the past gives you so much more opportunity than the traditional investor gets. During the interview process you will uncover core issues that have prevented these prospects from buying in the past and worse yet stopped them from even considering it. As you learn this new way of approaching your business you will uncover issues that debilitate really fine people.

I have a saying, “Sometimes bad things happen to good people.” When you reveal that it is possible for someone who never saw themselves owning a home ending up with one, it blows them away. Not only that but doesn't this make you feel really good about yourself and your business? It doesn't stop there because this is really profitable for you and your family as well. *Action Step: Get to know your prospects – ask more questions.*

Have Many Solutions to Solve Client's Problems

Now for the real magic of the *Street Smart*® way. Most investors have one way to sell... All Cash, usually paid with a new loan from the buyers lender. With the *Street Smart*® method we have many ways to sell our properties. Four of them are:

1. Rent (with Profit Centers and Protection)
2. Rent-To-Own (using a strategy I have developed over 20 years or trial and error)
3. Owner (In-House) Financing – Agreement For Deed
4. Cash (typically FHA or conventional financing)

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5. Plus other programs

Action Step: Learn all the Street Smart® methods to take any lead and turn them into a client. (Don't worry – I'm going to teach you these in this system and keep you out of trouble as well.)

Discover All the Ways to Add to the Down Payment

Cash is not the only source of down-payments. Government grants for housing are plentiful. Find it locally and I'm going to tell you how. Again, you will scoop your competition as they do not know these things. You will sell while everyone else stands by and wonders what's happening. "Truly amazing" they will say. You will say, "I'm sure glad I found out the *Street Smart®* way to sell."

Okay, so now I've given you some ideas on how you can help others while making a very tidy profit for yourself. I'm looking forward to meeting you and giving you a lot more details on how we recently bought AND sold over 50 properties in 12 months and how you can easily copy what I do to this day.

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Wes Hall



Wes Hall is America's #1 rising "Power Speaker!" Hall, an author, educator and life coach, specializes in helping individuals increase their "Self-value," and overcome the barriers that limit their true potential. In 2001, Black Enterprise Magazine featured Hall in their October edition (B.E. Magazine, pg. 161, Oct. 2001) and named him a "Successpert."

Hall has provided keynote presentations in some of the top markets in the United States including; St. Louis, Denver, Phoenix, Rochester, and New York City. Hall's book, "You Are the Money!" received high acclaim from best-selling author and world-renowned speaker, Les Brown, "This book is for anyone who is serious about obtaining wealth. Wes has tapped into an area of tremendous power! You Are the Money is dynamite reading!"

You Are The Money!

ACTION

"Action is greater than thought. He who thinks only and does not act, will forever remain locked in his imaginings. The reward goes to the man who steps out on his belief and takes action", We Shall 217

Bringing Dreams to Life

All other tenets in this book are meaningless without this key principle --action is the motivating force in the universe that produces all results. Thought absent of action is a dream.

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Contrary to popular belief, you cannot “think and grow rich.” Although the thinking aspect is relevant to creating the proper mindset for attracting riches, it cannot, in and of itself, produce its monetary equivalent.

Those thoughts you think, those visions dancing in your head can only reach fruition through action and the action that produces results must be direct. Life does not respond to what you think, what you hope, or what you desire. Life only responds to precisely directed action.

If thought is the mother of invention, then action is its midwife. For it is through action that matter is manipulated into form. Every great thought that made its way from the imagination realm to the physical canvas was escorted by action. You Are the Money!

Do the Thing

Noted author James Allen said, *“Doubt and fear are the great enemies of knowledge, he who does not slay them -thwarts himself at every step. You cannot bring the fullness of your talents to the surface if your thoughts are shrouded with fear.”*

The action of identifying and facing the things you fear allows you to control the outcome. For instance, if you are afraid of snakes, visit a place where snakes are handled in a controlled environment. After a while, you will become used to the snake’s movement. The more knowledge you gain about snakes, the easier it will be to overcome your fear of them.

Every person at the height of his game has identified, challenged and conquered his fears. When you observe great actors, golfers, boxers, lawyers, doctors, etc., you will recognize they appear fearless. Those individuals are human and they do experience fear. The difference is they learned how to react when their fear buttons are triggered. Through identification of the fear and by placing themselves in situations where that fear is produced, they taught themselves how to control the impulse.

Those individuals challenged their fears. They applied the necessary action to put themselves in control and not let fear control them. Every fear falls to direct action. There is nothing on this planet greater than you. You have been granted dominion over this world and everything in it. The application of action allows you to conquer your fears and become the great person you were intended to be. You Are the Money!

Expanding Your World

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This is your time on the planet. Be bold and audacious as you make your way. Let action be your ruling star and life will bend to your resolve. Move forward through your fear, understanding you are its master, and when you tell it to recede “The mind, once expanded to the dimensions of larger ideas, never returns to its original size,” said Oliver Wendell Holmes. He was right however unfortunately most people never take advantage of his knowledge.

Many people live their entire lives in the city of their birth thinking the same thoughts and doing the same things. If you did move away and ever want to go back in time, all you have to do is visit your hometown. People, who stay at the same conscious level, day in and day out, never grow –and the sad fact is they don’t even recognize they are not growing.

Those individuals at the top are not necessarily the best on the planet but they had the audacity to step out on their dream and take action. Every major city has a “playground legend” who didn’t make it to the NBA. He had the talent but he didn’t follow through to victory. He settled for being the one who “could” have made it.

You’ve probably heard the saying, “Reach for the moon. Even if you miss, you will land among the stars.” A valuable secret is hidden in that phrase. Your ability to discover who you are and what you are capable of can only come as a result of placing yourself in situations that are greater than you have ever experienced.

In other words, when you reach for a level higher than you have ever been (the moon), you stretch yourself and discover talents within yourself that at least place you where you belong (among the stars). You Are the Money!

Begin today identifying opportunities that stretch you. Place yourself in settings where you can meet new people. Don’t wait for them to come to you. Go to them. Introduce yourself, tell a joke, shake hands, and make eye contact. e, it must obey.

Theodore Roosevelt put it this way:

“It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes short again and again, who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause, who at best knows achievement and who at the worst if he fails at least fails while daring greatly so that his place shall never be with those cold and timid souls who know neither victory nor defeat.”

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Life speaks to each of us through urges and circumstances. What you may consider the worst time of your life may be life's way of pushing you to the change you have to make. You may experience a time where everything in your life is going haywire. Result, you may change jobs, relationships or cities. Only after you make the change do you recognize you ended up where you needed to be. You Are the Money!

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Mike Beecroft and Kris Dehnert



Mike Beecroft & Kris Dehnert, aka “Mr. 3 Days” are two of the Nation’s most recognized leaders in Short Sale Real Estate. They are investors, teachers, coaches, speakers, motivators, and entrepreneurs! They are located in Tampa Florida, but making an impact NATIONWIDE!

Crushing Deals With Realtor Referrals

Why it is Effective

Succeeding in Real Estate Investing

In order to succeed in real estate investing, particularly in the Short Sale arena, one must create goals for the business.

These goals can be based on a desired revenue level for the year or a number of “deals” that you wish to close over a period of time

You must also create a budget that will outline your project expenditures over the same period

Clearly your budget will be closely tied to your revenue and cash flow expectations

In order to attain those goals:

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- A “short sale pipeline” of potential transactions or deals must be established
- The “short sale pipeline” concept is based on the fact that all transactions will go through the same process
- Every deal can and will have different time frames to completion and different outcomes, some of which are unavoidable and completely out of your control

Example:

An investor is working on three separate short sale transactions that were acquired around the same time frame. It is quite conceivable that one short sale will fall out due to seller issues (seller is uncooperative, becomes non-responsive, does not deliver documents, has vanished etc.), another falls into foreclosure (the lender does not agree with the offer and is difficult to deal with) and the third transaction is still churning away in loss mitigation negotiations and has not produced any revenue yet. The number in the pipeline has gone from 3 potential transactions to 1 and the revenue opportunity has been reduced as well.

The Realtor Market

The main benefits of using the Realtor market as a referring and lead generation source are:

The Realtor referral strategy ensures that there is a constant influx of new transactions into the pipeline

The pipeline will be active and will increase in size

If a property falls out for any reason, the impact of that lost opportunity is easily absorbed and less painful to you, the investor, as the volume of the pipeline becomes larger

The revenue goals that have been desired and set are in a much better position to be achieved

There is no need for direct marketing to sellers but we certainly recommend using VA's to assist you.

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One or two Realtors can quickly and easily deliver a pipeline of 10 transactions (which could result in 3 to 5 closings (conservative estimate,) and can be achieved with just a few telephone calls and minimal marketing to the Realtor base -The pipeline is always able to expand

There really is no limit to the number of transactions you can be involved with

If you require additional help to manage the number of properties in the pipeline, then you will have the revenue and cash flow to absorb those costs if needed.

From a budget perspective:

Working with Realtors costs virtually nothing.

They already market and farm areas and their real estate firm are constantly advertising for.

You as the investor do not have to pay for direct marketing up front and can maintain better control and management of your cash flow, while having deals delivered to you on a constant basis.

You would be hard pressed to find another method to increase your revenue opportunity dramatically without incurring any cost along the way.

SECTION 2:

The Step-by-Step Process of Crushing Deals With Realtor Referrals

Step One – Are You Ready?

Prior to contacting Realtors directly, you should have some basic support items created or ready to go in advance. This will demonstrate that you are serious about working with them, and also that you are professional in nature. In addition, it will differentiate you from other investor “short sale” companies competing in your area!

Ensure you have the following prepared:

1. Basic Business Set Up

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The basic business set up refers to items that are required to demonstrate to others that you are in business and are ready to move forward if they deliver you a client, such as business cards and a possibly a website.

Ensure that you have the appropriate descriptive information on your web site. Also include a list of properties you are currently working on or have sold (if available) and include testimonials and referrals from your sellers and buyers. This will increase your profile and value in the eyes of the Realtor and their clients and provide substance.

2. First Call Script

This will be used to organize your thoughts and guide you through a telephone conversation with the Realtor. Your goal with this call is to pique their interest and describe the benefits of working with you in a manner of minutes and to have them agree to a face to face meeting, where you can further introduce yourself and fully explain the process and what you will do if they work alongside you.

The first call should not be more than 10 minutes in length and you need to be cognizant of their time.

Remember that you are going to evaluate them as well and that they need to know that. You only want to invest your time in Realtors that will produce results for them and you.

3. Introduction Email

This is a brief description of you, what you are offering and a few bullet points of the benefits in working with you and your system. Again, it is designed to simply pique the interest of the Realtor and should be concise and obviously highlight the benefits of working with you to the Realtor. Send this email if you cannot reach them by telephone after a few attempts. The purpose of this email is to solicit a response and the goal is to gain a meeting where you can meet them face-to-face.

4. Follow Up Email

Use a follow up email after a telephone conversation with a Realtor. It should once again highlight the benefits of working with you and your system, and can

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be tailored to thank them for their time spent on the telephone with you. Use this opportunity to confirm your next meeting time if appropriate. You can add more information to this email in order to reinforce what was discussed during your telephone conversation.

5. Frequently Asked Questions (FAQS) & Objections

After you have completed a number of telephone calls and had a few meetings, you will notice that the questions Realtors will ask you are very similar. You will also notice that there will be common objections to working with you. It would be wise to create a document that you can send them that outlines these items and removes their objections easily.

(A free FAQ page can be found at <http://Mr3Days.com> when you opt into the Shortsale Rockstar Gameplan.)

This will demonstrate that you have thought this process out and are aware of their concerns and have or are prepared to deal with them effectively. It will also assist you in getting them to work with you as any potential questions or issues are addressed right up front and there is no time delay for confusion or excuses.

6. Presentation

It is crucial to have a presentation prepared for your meetings with one or more Realtors. This can be used as a guideline for your discussions and should highlight the main benefits and process of working with you. It will also demonstrate to the Realtor that you either do this often or will be doing this more often. It is designed to create some excitement and to motivate them to move forward with you. You and your knowledge system are a special commodity and will hopefully be working with a number of different Realtors.

Step Two – Gather Information – Digging for GOLD!

Understand that this is numbers game!

It is important that you contact as many Realtors as possible in order to create a pipeline of potential deals and generate opportunities. Some of them will agree to a meeting and will work with you, while others will be skeptical of you and your system and defer a meeting and discussions to a later date. (That's OK – it's not a lost opportunity) Others will say "no" immediately and some will

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already be working in some capacity with another investor, title company, etc. on the short sale. And of course, there will be a sampling of Realtors that simply will not return your call and do not see a need for investors and your services.

The next step is to identify the Realtors that you want to meet with and interview. You need to find out who they are and whether you need to establish contact with them or not, essentially creating a preferred partner list. There are many sources to create your list. They are as follows:

1. Realtor Signs

Drive around neighborhoods you would like to work in and notice which realtors have signs out on their listings. Their telephone numbers are always on those signs. Also be aware of the rider signs – some will say “short sale” or “foreclosure” You will be able to see that certain Realtors have particular market areas that they farm, acquire listings, and succeed in. Take note of their names, contact numbers, and real estate companies they work for.

2. Real Estate Publications

Every community has many free real estate booklets and publications where Realtors advertise their listings. Grab a bunch of these and look through them to determine who you will contact. You can find many of these publications in the front of grocery stores or variety stores. Specific communities will also have publications available for the public. You may find these in community centers, churches, sporting locations, etc. Search through and determine which Realtors and companies have activity and listings

Some Realtors may advertise “short sale” as comments on their listings.

3. Internet Marketing

Search for Realtors and short sales within your market area on the Internet. Notice the results and positioning of those results. Also review the Realtor.com site and see what listings are in your local area

Many real estate companies will have websites that highlight their listings and provide contact information for their agent base. Another great place to find Realtors would be on Facebook, Linked In, and Active Rain... The reason social

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media is so important, is because you can create a profile showing yourself as an authority in the field, even if you have never done a deal. Perception is reality!

4. Real Estate Office

Drop in and talk to the receptionist in a few local real estate offices. The receptionist can most likely tell you who the top produces are in the office and you can review their listings when you are there. Also, every Realtor's business card will be available to you in that office and is yours for the taking. Ask the receptionist if the office handles short sales or not, how many overall listings they have, and if there are specific Realtors that work with investors.

5. Real Estate Investment Clubs

Typically, you will find a handful of Realtors that attend to these meetings. Their purpose is to show their listings to investors and help investors sell their properties with the use of their services or buyers lists. They are already there to meet and network with investors, so it will be fairly easy and comfortable to approach them and ask if they would be willing to engage you in a discussion. SIDE NOTE: you can quite often run into other investors like yourself at these meetings, and from them you can ask what Realtors THEY work with, and pursue from there.

6. Open Houses

Drop by an Open House over the weekend, and chances are that there will be more than one Realtor inside. This may be a good opportunity to introduce yourself and gather more information about them and their real estate firm and explore opportunities. It also tells you that they are a real go-getter!

7. Personal Referrals

Ask all of your family, friends, and sphere of influence for Realtor contacts. Realtor business is based on networking and referrals so a telephone call that was initiated based on referral for the Realtor should be well received. From the information that you have gathered, create a contact list of Realtor names from most desired to least. This will become your hit list for making contact. Create a spreadsheet where you can track who was called and when. Also, take note of their responses during every call in order to evaluate your delivery and content.

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Brian Meara



Brian Meara, also known as the Short Sale Stallion, started investing in short sales less than two years ago and had ZERO experience when he started! Out of financial necessity he obtained his real estate license to make ends meet in the spring of 2007. That is just when the market turned and short sales started popping up everywhere. He decided to make that his niche.....as a Realtor!

Two years later, after having worked with many investors on short sale flips, he decided to change hats and “become” the investor on the deals where he was previously the Realtor.

In addition to this he never sees the houses that he buys, nor does he meet the sellers, AND he lives in the mountains of Northern Italy 1 month every quarter or 25% of the year.....a completely “virtual” operation.

Realtor Compensation

How “exactly” the Realtor/Partners are paid on each deal

As a short sale investor, working primarily with Realtors as your lead sources, you will always be asked the same initial question over and over again; “How exactly do I get paid and how much?” This is a normal question and to be expected. I know because I have been asked by almost ALL Realtors that I have been speaking to and working with the exact same thing. What they want to know are the details, such as what percentage of the deal will they get, how much will be paid out on each transaction (assuming 2 separate HUDs), etc. I know that at first glance this model could appear somewhat confusing. That is

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why I decided to devote a brief chapter solely on this subject; allowing me to explain in detail...down to the penny!

First of all, Realtors must “always” be paid on the HUD-1 settlement statement. In our model, there are 2 separate and distinct closings, A>B, & B>C. These transactions are completely separate from each other and must always stand on their own. A is the homeowner in distress selling to the investor, B. The investor, B, then sells the property to the end buyer, C. There are two ways to compensate a Realtor.

Option 1: The first compensation model is to present the obvious upfront. *“In a normal short sale transaction you would be looking at a MAX of 3%, assuming they don’t cut your commission...AND you do ALL of the work (bank negotiations, lien removals, etc.). By working with my team and me, we will take away the “heavy lifting” so that you NEVER have to talk to the banks AND we will get you 4-9% commission (depending on the nature of the deal.)”* The commission to the Realtor/Partner on these deals is written up as them getting 50% of whatever the bank decides to pay out on the Real Estate commission on for the A>B transaction. This is almost always 3%, but sometime 2.5%. The percentage paid out on the B>C will vary depending on the profit made on the deal but is normally an additional 1-3% (to be paid in the form of a listing commission). If they ultimately end up procuring the “C” buyer they will earn an additional 3%. That’s why the Realtors that we work with are called Realtor/Partners; we show them how they can take a deal that they would normally have only made 3% on (best case) and explain that in our model they can earn 4-9%. Realize that in this model you are “guaranteeing” the Realtor that they will earn a MINIMUM of what they would have earned anyway without ever having had to deal with the banks. That would be the worst case scenario. The best case is that they GREATLY increase their commission, and still never had to deal with the banks!

Option 2: The 2nd Option/Compensation model to present to a potential Realtor/Partner is to “truly” offer to partner with them. You will be 50/50 partners with them on every deal. Here’s how it works. Once the profit spread is figured out (the difference between what the investor bought the house for and then sold it for), and after deducting expenses such as the Realtor who brought the end buyer, transactional funding cost, etc., that money goes into an

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imaginary “pot”. The amount of the commission that the bank paid on the A>B closing is then added into the “pot”, along with any other fees that the bank was willing to pay which therefore increased the profit on the A>B. This would normally include a loss mitigation fee, 6% seller concession (which we always go for but they don’t always pay), etc. From there you will have a total profit spread/amount. We figure on 20% to the negotiator, 5% to our BPO Agent, which leaves 75%. That is to be split 50/50 between the Realtor/Partner and the investor.

The amount of the Realtor commission paid on the HUD on the A>B will not/cannot change. Therefore the adjustments are made on the B>C to ensure that the Realtor/Partner received their 50% share. Depending on the deal, that could be written up on the B>C HUD reflecting a 1% commission or a 5% commission. The bottom line is that it will always equal 50%. For every dollar the investor makes, the Realtor/Partner makes the same!

(A>B, B>C Example)

A>B

Home purchased for \$300,000	
RE Commission paid @ 6%	+ \$18,000
2% Seller Concession	+ \$6,000
1% Loss Mitigation/Settlement Fee	+ \$3,000
Sub-Total:	<u>\$27,000</u>

B>C

Home re-sold for \$350k	
3% paid to Realtor who brought buyer C	- \$10,500
Profit Spread	<u>\$39,500</u> (bought for
\$300k, sold for \$350k – 3% to other Realtor)	

Total in “pot”	\$66,500 (this is the total of
the \$ shown above on the A>B closing as well as the profit spread created on the B>C)	
-5% to BPO Agent	- \$3,325
-20% to Negotiator	- \$13,300
“Pot” Remaining:	\$49,875

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50% for Realtor/Partner	\$24,937
50% for Investor	\$24,937

Realtor was paid \$18,000 on HUD from A>B closing. They are now due an additional \$6,937 so that the total equals \$24,937 in the end. The additional \$6,937 will be shown/paid on the HUD on the B>C closing as a %. In this case it will equal 2% ($\$350k \times 2\% = \$7,000$)

Getting back to the original figures and other “options”, the following must be stressed were the Realtor to do this short sale transaction the “traditional” way:

1. They would have to do all of the work themselves negotiating with the bank(s)
2. Their success rate according to NAR is around 23% (deals that actually close)
3. Their average commission is 2.5% which in this case would be \$7,500 ($\$300k \times 2.5\% = \$7,500$)

By doing it this way and by working with the short sale investor, here are the results:

1. They didn't have to speak to the bank even once!
2. The success rate goes up to an average of 75% (deals that actually close)
3. Their commission will be \$24,937 (that's more than 8% because $\$300k \times 8\% = \$24,000$)....meaning in this case, they made an additional \$17,437

***You must keep in mind that there are also times where the “spread” just isn't there (based upon where the bank settled and the ultimate price that the “C” buyer is under contract to pay) and it may not make sense for the investor to actually purchase and immediately re-sell this house. Those transaction ultimately end up going A>C. This simply means that the “B” Investor never actually buys the house. The investor and his/her team will stay in it to the end and get the deal to the closing table regardless. They way that the investor is

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paid depends on how the relationship was structured with the Realtor from the beginning and whether they chose upfront to go with Option 1 or Option 2.

Option 1: The Realtor would get 50% of whatever real estate commission the bank agreed to pay. In our example above, they would get a 3% listing commission or \$9,000 to be paid on the HUD. Consequently, 3% would go to the buyer's agent (the listing agent if they were the ones who procured the buyer in this transaction). The investor is paid the rescission/release fee from the "C" buyer and would also collect any fees on the HUD that they negotiated such as a settlement fee, seller assist/concession, negotiating fee, etc. From this "pot" the investor would pay out their negotiator (normally a flat fee is suggested in the amount of \$2,500), and simply keep the rest as their profit.

Option 2: The Realtor/Partner would get 3% on the HUD and 3% would go to the buyer's agent. We would still use the "pot theory" in this case. This is to be explained to the Realtor/Partner that "we partner in good times and bad...50/50 all the way". The "pot" would be built as follows:

1. \$9,000 real estate commission
2. \$6,000 rescission/release fee (average)
3. \$6,000 fees collected on HUD/paid by bank (seller assist, settlement fee, etc.)
4. \$21,00 "Pot"
5. -\$2,500 Negotiator
6. \$18,500 Remaining in Pot
7. \$9,250 Realtor/Partner Profit
8. \$9,250 Investor Profit

You will notice that this is still more than 3%...and they NEVER had to talk to the bank (you can't drive that point home hard enough)!

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Franklin Cruz



Describing FRANKLIN CRUZ is simple because his credentials speak for themselves. The character of a man is defined in the ways in which he lives and conducts himself both personally and professionally. Franklin hits a home run in both fields.

Driven by professionalism, integrity, tenacity and a relentless determination, Franklin has gone from the trenches to the top. In his own words, “his Foundation and his current and future successes are attributed to his unwavering faith in God.”

Fresh out of the military and purchasing his first home at the age of 21, Franklin began a journey in real estate that has blossomed into a very successful business as well as opening the doors for multiple streams of income, including: Investments, condominium conversion, full rehabs, commercial real estate deals, probate estates, short sales, property management and even mortgages.

How To Make Money In Real Estate And Still Be Successful

“The eyes are the window to the soul, so go with your gut feeling.”

Before you begin investing in properties you need to create your power team. There are a number of people who are involved in closing a real estate deal, and you need to make sure *your* team is a powerhouse!

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A common mistake many new real estate investors make is overlooking the importance of their team, or assembling one which is not motivated. The team of players involved in closing your deals is the key to whether or not you will make a good profit. Sometimes it can even be what makes, or breaks, a deal. When first starting out you have to know these players are go-getters, and you must understand their roles.

“Your *network* will determine your *net worth*. Build it carefully!”

The following people will help you through the various aspects of your investments. This is a basic guideline for questions you will want to ask your potential team players. These questions are not cast in stone; they simply give an idea of what you need to know. Add some of your own questions as well, and keep in mind something is probably wrong if they don't have most of the knowledge below. Usually the best people for your power team are those who currently hold a real estate position or were real estate investors with a relatively recent history. They already understand what you are trying to do. It's easier to work with someone who knows the game and has played it before. You don't want anyone who insists on playing by an old rulebook, and you *certainly* don't want someone who picks up a baseball and says “Let's play golf!” When I'm interviewing someone for my team, here is what I generally look for:

Someone who is self-motivated, focused, open minded & organized. Very often a real estate deal will move fast. If your team members are not dedicated, you could lose it. They should return every phone call promptly, and work hard toward getting to closing.

Someone local. It is important for them to be connected to the area where you intend to buy or sell real estate. He or she must be familiar with all the major players in the area.

“A Real Estate Guru once told me the MLS (the Multiple List Service where Realtors place properties for sale) is called the *BOOK OF PRAYERS* because everyone is praying their property sells!”

THE TEAM Realtor®/Real Estate Agent: A realtor is trained and licensed to assist people with the purchase and/or sale of properties. As a point of interest, I attended a real estate agent school and they mostly taught me what *not* to do in real estate transactions. They teach the rules without explaining how to be creative with contracts and assigning (wholesaling) properties. There are many more ways to make money in real estate than being a taxi service for someone. Your realtor should be willing to be creative. If he or she is not, find somebody

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who is. Remember, a realtor is *not* an investor - so if you want to learn how to be investor, *don't* be realtor! Ask the following questions of any realtor you are considering hiring. You must be strong, and to the point. This can make you a lot of money. Conversely, not asking the right questions you can *lose* lots of money.

How long have you been a realtor?

Are you a part of the local Realtor Association in your area?

- What events or meetings do you regularly attend?
- What percentage do you make on commissions?
- Is your fee on top of my price?
- Do you work your fee into the sales price?
- If I gave you more than one property would you give me a discount, and if so how much?
- If I only want your services to put my property on the MLS how much is your fee?

Mortgage Broker: A Mortgage Broker is someone who sells a loan to you and other lenders. The first step in the process is called *Packaging*. This is the procedure of getting all the proper documentation into one packet and forwarding it to a lender who in turn approves the loan amount you are requesting. From there, the broker works with the loan processor to meet all the specifications the lender requires in order to give you the loan. Once all those requirements are met (and they can vary by lender) you will close on the loan. The mortgage broker's experience in closing loans is important. New brokers will not be as savvy, and will usually not be able to respond rapidly to provide both you and the lender with solutions, answers, and essential paperwork. It can break a deal if the broker can't close it fast enough, so make sure the one you choose has a turn-around time which works within the constraints of your contract.

“Remember: Focused, Go Getters are the key to every Power Team!”

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→ The best deals are usually the ones which close in seven to fifteen days. Fast deals are best because more often or not the seller is desperate and just wants *out*. It's emotional, and all he wants is for the pain to go away. I know, because I have been there. I have been through a foreclosure, and if someone had said "Here is a million dollars" I would have probably sold even though the group of properties was worth \$2.5 million. People don't like stress. The faster you get these transactions completed, the better it is for both parties.

“Try to look for Win – Win situations where everyone benefits.”

→ You need to stay on top of the *points*. Points are how a mortgage broker gets paid, and each one is equivalent to 1% of the loan amount. This is very important, because if the broker charges too many, he is taking equity out of your pocket. The norm is two to four points, meaning two to four percent of your deal.

→ You need to become well schooled in looking for hidden fees. Study and familiarize yourself with a HUD. There are many itemized fees there for you to review before a closing. Sometimes a processor will put a fee separate from the mortgage broker's on the closing documents to the tune of an extra two to three thousand dollars (a processor's fee can range from \$750-\$1500) even though the processor is working directly with the mortgage broker. This is just another way to squeeze more money out of you.

→ If a mortgage broker tries to charge you an application fee just say, "Thanks, but no thanks." There are many mortgage brokers who need the work and will do the job without charging such a fee. Ask them for all of their fees in writing so you can compare them to other brokers you are considering.

→ Most important of all: Do not let them pull your credit until you know *this* is the broker you want to do business with. Keep in mind, every *lender* will need to pull your credit. A good credit score will mean the difference between saving five hundred dollars to ten thousand dollars.

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Robert Gries



In 2005, Mr. Gries formed *Gries Investment Fund I, LLC*. The Fund has an opportunistic approach but is focused on being a collateralized lender seeking to target strong borrowers who may be experiencing temporary liquidity needs. Investments, however, vary significantly from real estate to corporate opportunities as the Fund remains highly opportunistic.

Prior to forming Fund I, Mr. Gries originated transactions of a similar nature through a corporate entity, Sports Funding, Inc., and its related affiliates. Loans to various companies included professional sports franchises, such as the Tampa Bay Lightning and Orlando Predators, as well as numerous real estate transactions. Mr. Gries, is a Board Member and the second largest shareholder of the Orlando Predators and also serves on the Board of Directors of the Arena Football League.

Prior to forming Sports Funding, Mr. Gries was the managing partner of an entity which developed the 43,000 square foot WWE-New York entertainment facility in Times Square, New York. Mr. Gries oversaw the construction of the facility and negotiated the sale to the WWE in 2000.

Structuring A Deal

The first part of successful investing is getting your money back first and then focusing on making a profit. Consider getting your money back “dinner” and making a profit “dessert.” Understand risk and structure the deal right. If you are able as an investor to do it over and over you have a better chance than the guy next to you. It might seem like common sense about getting your money back first, but many people think about the money they can make instead of focusing on the steps to get the initial investment back.

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Structuring a deal is a critical part of protecting your downside and maximizing your upside, so you get your money back first and then make a profit. When structuring a deal, you must be able to identify red flags. For example, when someone approaches you with a prospective deal, the first thing to ask is how much of the person's own money is he or she committing. Obviously, in a deal, the person will either have money committed or have no personal funds involved at all. The latter is a giant red flag, and I pass on this scenario nine out of 10 times. Why? Well, if he doesn't have his own money in the deal, then he either doesn't believe in it, or he doesn't have money to begin with. If he is so successful, why doesn't he using his own money in the deal? I would rather not invest with people who don't have money because they have yet to develop a track record, and there is too much risk involved.

When people invest in other people's deals they pay far too little attention to the structure of the deal. The first part of the structure is the distribution of the proceeds. Who gets what and when? That is the allocation between investors and usually the general partner. And you can take the best deal and turn it into an average deal or a poor deal if the sharing arrangement isn't fair and reasonable.

The person who invested in the deal should get money back first before the general partner begins getting a piece of the revenue. Say you invested a million and only generated a million. If the deal was structured so that the investors got their money back, at least they got money back and didn't lose any money. How often has that happened to you? If it has happened to you, count yourself fortunate because you have found a good partner.

Investors should get their capital back first. It is reasonable to allow a general partner to earn a management fee because he has expenses, including staff. Two percent annually of money that is raised is typical for a management fee.

In addition to getting money back first to the investors, the second part of an ideally structured deal is that the investors should get a preferred return on their money as well before the general partner shares. Typically, an eight percent preferred return is the accepted norm in the industry. Whatever amount of capital you have outstanding, you should get an additional eight percent per annum. Other questions to ask are, "How do you share the rest of the money?" and "What is fair?"

Generally, the investor should never get less than 50 percent and as much as 80 percent, which allows the general partner to receive to 20 to 50 percent of the profits after he has returned the investors' initial money and a preferred return.

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Most real estate syndicators are accustomed to getting 50 percent on the backend because that is the accepted norm in the industry. If you're going to have a backend where you are only getting 50 percent of the back end to offset it, you should substantially increase the preferred return to the investor. If there is a 50-50 split in the back end, then the preferred return should be 12 to 15 percent.

The accepted norm in big private equity funds is that the general partner gets a 2 percent management fee and a 20 percent backend and investors get an 8 percent return, their capital back and 80 percent of the backend. Let's say you invest a million in a hotel and made two million. The investor gets back a million and investor makes \$800,000 of profit and the general partner receives \$200,000 of that profit.

If you have a deal that is structured poorly then you are less likely to get your money back.

Another important element about structuring a deal is that you have to be aware of whether or not the general partner is making money on other fees. Is he getting an acquisition fee? That involves getting money upfront and the general partner should not receive money up front just for putting the deal together. If a general partner said there would be a 5 percent acquisition fee and take \$50,000 of \$1 million, then you would only have \$950,000 to invest instead of a full \$1 million.

You need to learn where the general partner can collect fees. Don't allow acquisition fees, monitoring fees and disposition fees (for the sale). Those fees are paid by you as an investor.

Deals should be structured in a simple manner. I never do deals where I get any fees other than management fees. Read the documents carefully and ask about fees. Too many fees make a good deal become bad.

It is preferable that the general partner have his or her own money in the deal. It's all about that person having a personal interest, which makes him or her more accountable. If you buy a building and have no personal money invested, you are less likely to have concern if the deal goes bad.

When someone has a personal interest in the deal, he is not likely to walk away because he has committed his own money. It takes time to resolve matters when a deal sours. When a general partner has money in the deal, you can feel more comfortable about his level of commitment.

When someone approaches me for money, the first thing I ask them is how much he or she is going to invest in the deal. If they are not planning to invest

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and ultimately have no money in the deal, that concerns me greatly. Is he or she a first-time investor doing his or her first deal? Or is he or she someone who has been involved in investing for years but doesn't have any money to put in the deal? If either of these cases is true, you should be very concerned.

The number one issue to consider when evaluating a deal is to find out how much of the principal's money is committed to the deal and if there is none, why not? Perhaps the person does not have complete confidence in the deal, and is just hopeful, so he wants to play with someone else's money. Ideally, and depending on the size of the deal, the principal should invest at least 5 to 10 percent of his or her own money.

There are other relevant questions to ask. Is the general partner going to guarantee the obligation? Is he prepared to give a personal guarantee to pay your money back? This is important because it provides collateral. It keeps people tied to the deal. If I do a deal with you today and a year from now you are offered a job as president of the New York Yankees, you might take that job and leave me high and dry. If you are tied to the deal, you won't disappear because you are responsible for getting the money back.

Another element related to structuring a deal is having good legal documents. I previously mentioned that nobody likes spending money on lawyers - and I don't think it is necessary to use the highest priced lawyers for simple real estate transactions - but you do need good legal documents to give you security in case a problem arises. Believe me, you will regret not having good legal documents to support your case if something goes wrong. Keep in mind that you can't rewrite or restructure a deal in most cases, so try to work it out if something goes wrong.

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David Lindahl



David Lindahl, also known as the "Apartment King" has been successfully investing in single-family homes and apartments for the last 14 years and currently owns over 7,000 units around the US. David regularly shares his secrets and experience in show with Tony Robbins, Robert Kiyosaki, and Donald Trump!

Starting as a dead broke landscaper living in a 1 bedroom apartment Dave Lindahl started buying and selling multi-unit properties to create a better life for himself. With no Real Estate experience he created systems that allowed him to create enough monthly positive cash flow to retire within 3 1/2 years.

But he didn't retire, he still buys and sells properties today and those systems have helped him to create a portfolio of over 7,000 units and a monthly positive cash flow that equals what most people make in a year! And the best part is ... he doesn't deal with a single tenant.

David is considered as the Nation's Leading Expert in Buying and Selling Multi-Family and Self Storage Properties.

How You Can Make Money from Commercial Investing

Commercial Real Estate Investing: It's Not Only For Billionaires

With some investments you simply try to buy low and sell high. Commercial real estate gives you a set of opportunities to profit. Let's briefly look at them.

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Equity Build-Up

This is where the real money is. Equity build-up happens in two ways. The first is through paying down the mortgage principal. You'll have your tenants to thank for that, whether set multi-family, office, retail space, or another type of property.

Each month they will give you a big slice of their income in the form of rent checks. You use a portion of that money to make the mortgage payment. In one sense, your tenants go to work each morning to buy the building for you. What a country!

I remember when I first heard of this concept. I was watching a television documentary on the life of Harry Helmsley. When asked why he began investing in commercial properties, Harry said, "I always liked the idea that a group of people would pool their money together to pay off the mortgage on my building. I also liked the idea that they would give me extra money at the end of the month that I could use to reinvest, put into a savings account, or just have some fun with."

That was enough inspiration for me!

The second way to get equity build-up is through appreciation. Over time, real estate values in most areas go up. Yes, appreciation is subject to cycles, but over the long term, the line on the graph trends upward. Some markets appreciate faster than others. The markets on the East and West coasts tend to appreciate higher and faster than markets in the Midwest.

Cash flow may be the vital lubricant of your real estate machine, but appreciation is the giant engine. Cash flow allows you to run your properties, quit your job, and start enjoying the finer things in life. Appreciation comes more slowly, but has the potential to add many zeros to your bank account.

Emerging Markets

Real estate investing is my focus, but the study of emerging markets is my passion. At any given time—regardless of what the national economy is doing—there are markets around the United States that are just on the verge of explosive growth.

They are about to appreciate much faster than other markets around the country, and they can make you a great deal of money in a short period. My book, *Emerging Real Estate Markets*, describes in much more detail how to find and

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profit from these markets.

The key concept to understand is that all real estate markets are local. It doesn't matter what the national headlines are screaming. A factory shuts down in one town, and somewhere else an oil company has just opened a new branch office. A Michigan automaker announces more layoffs, but a foreign automaker announces plans to build a factory in Kentucky.

There are two tricks to making money in emerging markets: First, you must be able to locate these markets slightly before most other investors know that they are set. Second, you must be willing to invest when other people think you're crazy.

That's because you will be buying low, or investing when other people don't see the value. That positions you to sell high—in other words, when other people think you're crazy for selling too soon.

Stetto people thinking you are crazy. It's not hard to do, because soon you'll be much wealthier than they are!

There are emerging markets for commercial properties all around the United States at any given time. The best part is, different types of commercial property follow different paths in the market cycle. Simply because a market is emerging for apartments does not mean that it is emerging for retail space.

As a matter of fact, retail space generally lags behind apartments: First come the announcements that new job stes will be opening up in an area. That creates a demand for office space.

Then the people who will work in those offices begin to move into town. Because homes can't be built fast enough, the apartment market suddenly heats up.

Many people want to see if their job will work out, and they want to get a good feel for the community. They want to check things out by renting first. After their leases expire, they start to buy single-family houses. Retail space tends to follow housing surges, as merchants realize they can make money by moving closer to where people live and work. Discovering how to recognize the signs of emerging markets and then acting on that knowledge—will make you a very rich person.

Forced Appreciation

This is one of the fastest ways to make money with commercial properties. The

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concept is also called a value play. Whenever you look at a deal, always look for ways to force appreciation beyond what the local market may naturally generate.

To force appreciation, you must find a deal with a slight problem. It won't be a problem for you, but it's been a nagging issue for the previous owner. Maybe his rents are under market. Maybe he is charging the correct amount for rent, but has higher-than-normal vacancies. Perhaps his expenses are running high.

These are all opportunities to buy a property with a built-in reward, as long as you buy based on the actual numbers. That is the key to buying right with commercial properties.

Let me take a minute to talk about the numbers that a potential seller will propose to you. Most sellers try to sell based on projected or pro forma numbers. This means that they are basing their price on what they think you can earn after you buy the property. The problem with pro forma numbers is they are not real. You are buying based on future cash flows that may never materialize.

That is a speculator's game, and way too risky for my blood. If you want to gamble, go to Vegas. If you want to make solid investments, base them on actual results.

Back to forced appreciation: All you have to do is raise rents up to market levels. You'll first have to wait until leases expire, because leases transfer with ownership. Apartments usually have one-year leases. Office buildings and other commercial properties have 3-year to 20-year leases.

Here's why raising rents also raises your property value: Commercial properties are primarily valued on multiples of their cash flow. (There are two other valuation methods that I discuss later in the book, but cash flow is the main one.) This means that for each notch that you raise your net operating income, you've just raised the value of your property by multiple notches.

One of my favorite value plays is to find a property with higher-than-normal expenses. Most properties operate with expenses of about 50 percent of gross income. When you see the actual financials of a property with higher expenses, determine if you can lower those expenses to the average level. (Later I show you how.) If you can, you may have a winner on your hands. Without doing any significant work to the property, you can improve net operating income and truly improve the property value.

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Ted Thomas



Ted Thomas is a Florida-based publisher and author. His negotiation articles are syndicated in newspapers and magazines nationwide, which are written from the perspective of the average man. Creative Real Estate Magazine features negotiating tips in monthly articles. Ted Thomas is a publisher and author of 11 books. His guidebooks on real estate have sold in four countries of the world.

“Making Serious Money”

Thomas’ other publications have been carried in bookstores and libraries for many years. Although Thomas is best known for his comprehensive Home Study Program UP FOR GRABS – MILLIONS IN FORECLOSURE REAL ESTATE, a national best seller. Thomas also conducts live tours of tax certificate auctions in most states and conducts negotiation seminars on a regular schedule.

Recession Proof Income

Here’s the Safest High Yield Investment in America You Earn 16% to 36% Interest on Government Certificates

This is a Simple Investment –

You Invest Your Money with the Government and You Receive GUARANTEED Checks in Return from the Government
Interest Rates are Fixed By Law and Will NOT Change with the Stock Market or Bank Rates

Real Estate Investors Love This Investment Because a Small Number of Tax

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Lien Certificates are Unpaid And When the Property Owner Fails to Pay the Tax Lien Certificate Owner Gets the Property Mortgage Free

Here's a once-in-a-lifetime opportunity for you to safely double your money in 3 years..., and you'll have a chance double it again during the year 2011. This is the fascinating story of a whole new way to build wealth, and it's so simple it will astonish you.

Once in a great while a program comes along that's so "Right" I can hardly wait to tell my friends about it. I call these extraordinary programs "Money Machines" and I'm going to tell you about one in this letter.

To qualify as a "money machine" a program must have four crucial elements. It must be easy to do. It must be simple so everyone can do it and it must be fun. Most of all, a money machine must satisfy everyone's most inner desire and that's to simply make money.

You Don't Have To Be Stuck With Lousy C.D. Or Bank Passbook Rates Any Longer

Ask yourself what it would mean to you if you could earn 25% annualized return on your investments. Certainly you could have a better life-style, maybe a new car or a nicer home. If you're after interest, more income and how to build it and how to keep it growing, then you are reading the right letter.

This is the letter that your banker, lawyer and stockbroker don't want you to read

Dear Friend:

Trust me — they would rather eat poison than have you read this letter. Because this is where you'll learn how to make absolute tons of cash — we're talking about serious money — without ever paying them a single penny for their glorified "services". Imagine. More money than you've ever dreamed about..., and never pay a thing in brokerage fees, attorney's fees or bank costs — nada, zip, zero — ever again.

My name is Ted Thomas

And I have discovered what is undoubtedly the best kept secret in America: a way you can amass wealth — real wealth, the kind that lets you live like a king — with low risk and a steady, 24% interest.

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A bona fide, guaranteed money-maker...

The kind that has made fortunes for hundreds and hundreds of people just like yourself. And yet, it was virtually unknown to all but a select few of the nation's wealthiest investors. Why? Because the rich want to keep it all to themselves. But no longer. You are about to embark on a most wondrous journey of wealth, riches and financial security the likes of which you have never experienced before. It is said that the rich are really no different from you or I. Except for what they know. With the knowledge I'm about to give you — you too, could become one of the fabulously rich!

I've discovered what is undoubtedly, the best kept secret in America:

A safe way for you to double your money in less than half the time!

You read that right! We're talking about a virtual no-risk investment that pays you up to an amazing 50% return...and yet, is so simple and so rock-hard safe, that you'll wonder why everyone isn't involved in it...why anyone would even bother with the roller-coaster ride stock market...or why anyone in their right mind would even risk a single penny investing in low paying C.D.s, Money-market funds, or anything else!

But I'm getting a little ahead of myself. You'll have to forgive me, but I get so excited about this exceptionally lucrative investment — that I sometimes jump head long into the amazing details of this investment without bothering to tell people anything about who I am. So, first things, first. My name is Ted Thomas, and I'm the author of this revealing letter you are now holding. Others brag, but I can honestly tell you — I have made and lost a virtual fortune...and then made it all back all over again!

A Hard Lesson Learned— A Fortune Recaptured!

Like all the other “movers and shakers” of the world, I was heavily invested in real estate. Only to have the bottom fall out in the early eighties. I was left holding the bag...and losing millions in the process...with bills to pay, and a mortgage to meet — just like you.

If it is true that adversity gives us character — then I've got more character than you can shake a stick at! In short: Unlike the other “Glamour Guys” who claim to have struggled and “paid their dues” — try losing it all to an unprecedented drop in the real estate market!

I've been there — done that!

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That's the beauty of this exciting, simple investment. You can quickly make a small fortune with low risk, without staking your money on something that could "come and go" with an unfortunate turn of the market. Your money is protected by the property tax laws. Your checks are deposited into government bonded accounts. Wealthy people have been investing in these government certificates for decades.

This is the deal. The millionaire maker. I know, I've watched hundreds of people just like you participate in this program. They invest their money with the government and the government returns their money plus 16%, 18%, 36% interest. With this simple, exceptionally safe investment, you'll have a chance to:

- Create the income you'll need to live comfortably for the rest of your life!
- Make huge profits on small or even large investments.
- Earn more money from one year of trying this single investment, then you call earn from investing in C.D.s, stocks or Money market funds for the next four or five years!
- Earn up to 8 times more than what your local bank will ever pay you on passbook accounts.
- Create a life of prosperity and affluence for yourself, the likes of which you have only dreamed about!
- Create so much wealth — that you'll never have to worry about money again. A life of leisure and comfort, where you'll relax, play, and enjoy life to the fullest.

The Millionaire Maker

It's called a Tax Certificate. In hundreds of counties throughout the United States, local governments have millions of dollars in outstanding and overdue property taxes, due in full from property owners who will not or cannot pay their property taxes.

To fund the daily services of police, fire, hospitals, welfare, etc., the local governments create and sell these Tax Certificates to investors like you and I. The certificate is secured by the real estate it is attached to.

You are not actually buying the real estate — you are buying the government's lien on the real estate. In a sense, it's just like a mortgage! When you buy a tax certificate you are paying someone else's property taxes.

Best of all, your reward is, the government actually gives you the right to receive all of the tax money due — including fees, high interest and penalties.

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To encourage taxpayers to pay their property taxes, the government charges “punitive”, sky-high interest rates which are passed directly to the Tax Certificate “purchaser”, that’s you.

Government guaranteed checks of 16%, 36%, up to 50% Interest paid directly to you.

This Is Your Chance To Make A Fortune With A Government- Controlled Monopoly!

For “safety-first” investors like you and me, these government certificates are the premier investment —the absolute best wealth builders of the Just imagine receiving continual, high rate from the government — because Tax Certificates are just like the Municipal Bonds and Treasury Bills...you invest your money with the government and when the government collects the past due taxes, the government sends you a guaranteed government check, paying you back, plus high interest.

Best of all, these government-sponsored certificates are armored-car safe, you don’t have to be stuck with lousy C.D. returns the banks and institutions are giving you anymore!

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Larry Goins



Larry H. Goins is not only licensed as a mortgage lender and mortgage broker in North Carolina and South Carolina, he is also licensed in both North Carolina and South Carolina as a Real Estate Broker and General Contractor. He is a member of the North Carolina Association of Mortgage Professionals and a member of the National Association of Mortgage Professionals. Larry has been investing in Real Estate for over 20 years.

Larry is an active real estate investor and travels the US speaking and training audiences at conventions, expos and Real Estate Investment Associations on his strategies for buying 10-15 properties per month without ever leaving his office. His new home study course, The Ultimate Buying & Selling Machine has been a HUGE SUCCESS and the testimonials keep rolling in!!

Larry offers a unique opportunity to investors by offering complete investor services with a personal, high touch approach that dramatically increases the company's loan closing ratio.

Filthy Riches

1. Funding Your Deal

Funding your deals is actually the easiest part, you only need \$5000 to get started. You'll only need this one time and I am going to explain that in just a minute. You might have even paid more for training!

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Now, let us talk about funding your \$5000 deal,

1. You could sell some things on E-Bay, I know a lot of people that just sell stuff laying around the house

2. You can also get an unsecured business line of credit with no credit check. In fact, there are people out there selling entire courses on getting unsecured business lines of credit. I have got all their websites in my training portfolio and I am going to go through some of that

3. Peer to peer lending sites like prosper.com, lendingclub.com, can also get you there. You can get on these sites and borrow \$5000, \$10,000, \$15,000, \$20,000, \$25,000 for your deals, but you only need \$5000

4. Cash partners

5. Credit card partner, we are not talking about a lot of money here, we are only talking about 5000\$

- Your own credit card

Car title loan companies. There are some title loan companies out there that if you own a car free and clear Self directed IRAs is another good source

- Table funding using your note buyer and the way that works is you get a person to buy the note for you and they are going to buy it from you at closing when you buy the property, so they are in essence doing what we call table funding your deal. You are using your note buyer's money to pay-off the seller or the bank when you close.

Me, I will fund the first one for you. That's a part of what I do. That is one of the main reasons that I am teaching other people how to do this. Sure, I am going to make a few bucks on the deal, but that is okay with you because you get to do your first deal

2. Locate.

Remember we do all of our business by phone, fax, Fed-Ex, E-mail, and the Internet. Which means you can easily do this anywhere you want to and you will never run out of properties to buy. There is no way you can ever run out of properties and I am going to show you what I am talking about here in just a minute. There is virtually no competition for this. You've got other investors chasing after houses all the time. There is virtually no competition on these types of houses.

You know how you hear a lot of times the realtor will come back and say, "we need your highest and best offer." It rarely happens in this market because they

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have trouble getting rid of these properties. I am going to show you how to be the one to scoop these properties up at 15%, 20%, 25% and 30% of the list price. Here is a key point though: it is very important that the property not be a total rehab. If the property is too far gone then you probably want to stay away from it.

It has got to be close to living condition. You do not want a house that is gutted. You don't want a house that is infested with mold everywhere. Sure, a little bit of mold is okay, but where you have to go in and abate all that and get it all out and replace all the sheet rock, that is another thing. You do not want the roofs caving in or the floors rotting out or anything like that. I am going to show you how to do all your due-diligence without doing an inspection or an appraisal.

Let's also talk about how to find the kind of neighborhoods to buy your properties in. There are several ways to do this and one of them is a website like zipskinny.com. I have a lot of these sites in the bookmarks inside my program. You have got to be able to find out the exact kind of neighborhood the house is in before you buy it.

Here is what we do: we call the police department on a non-emergency line, do not call 911 to find out, call them up on a non-emergency line. Give them the address to the property and ask them how many times in the last year the police were called out to that property and in addition to that, how many times the police were called out to that street. Then how many times in the last year the police were called out to that specific neighborhood.

This will give you a very good indication as to what kind of neighborhood it is in. You do not want to be buying properties in the war zones or as I call some of them, the "no income areas." Not low income, that is okay, but you do not want them in the no income areas where people are hanging out in the streets all day long because nobody is working.

Now, let us talk about ways to find a property. You've got:
bank owned REO's, vacant houses, realtors, auctions, online classifieds, online home sites, e-Bay for rent signs, for rent ads, hard money lenders, private money lenders, property managers, bulk reo purchases, bird dogs and much, much more.

I tell you the truth though you're going to find a lot of these from the banks through realtors. One thing I have found out is, it is easiest if you can go for the low hanging fruit, and that is whatever works best in your area.

Banks have a tremendous amount of these. In fact, the reason I like to buy them from the banks individually through the realtors is because as I mentioned

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earlier with all the problems doing bulk purchases, the houses that we're actually buying from the banks, are the houses that the realtors are having trouble selling. They normally have to reduce the price two or three times on these.

So if they dropped the price and it does not sell for a long time, they are going to pull it off the market. They're going to put it in a bulk package along with 10, 15, 20, 25, 50, or more properties. They are going to sell it with a quit claim deed and also any back taxes owed. They are also not going to pay for any code violations.

All of this changes when you are buying a property through a realtor that is bank-owned property and listed individually.

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Tim Taylor



Tim Taylor is a Real Estate mentor/coach who helps his students set-up and systemize a turnkey real estate investing business of buying and selling single-family homes. His lifestyle serves as an inspiring example of how people can leverage the power of their mind to trigger an unstoppable drive toward creating and living the life of their dreams - mentally, emotionally, spiritually, and financially.

Tim entered real estate investing in 1995 in a small Ohio town with only \$338 in his bank account and \$23,000 in credit card debt. He used sheer determination and passion to achieve his goals by spending evenings and weekends seeking out mentors to educate him how to invest in real estate with no money.

What separates Tim from the other real estate coaches is his unique ability to go beyond "what to do" to create wealth. He helps his students find true success, balance, and happiness in all areas of their lives in addition to making millions through real estate investing.

Until You Own The 6 Inches Of Real Estate Between Your Ears, You Won't Own Any Real Estate Beneath Your Feet

The level of success you achieve in life is directly related your Mindset. We can have anything in life—not just success in real estate, but in all facets: our careers, our finances, our bodies, and our relationships. The truth is that there are certain laws of the Universe. There is a science to success, which if you follow, will enable you to achieve anything you want every single time. Very few people know what these universal laws are. There is no limit, and there is no scarcity, as long as you follow the steps that need to be taken.

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It's like having a combination to the padlock of life. If someone just threw you a padlock and said, "Open it," you'd sit there spinning the dial left and right, back and forth, if you didn't know the combination. You'd never get it unlocked. That's how most of us go through life. We are thrown this thing called "life," but were never given the combination to unlock its treasures.

The people who figured out the combination—people like Einstein, and Edison, or the Rockefellers and Fords—figured out how this universe works. Regardless of whom it was or what they achieved, they used these three steps to get there:

- 1) Consistent focus toward a specific vision
- 2) A burning desire to achieve that vision
- 3) Consistent massive action towards their vision

First, you need to have a crystal-clear vision of what you want. Whatever you focus on, you'll get more of. If you focus on problems, you'll get more problems. Today's quantum physicists are proving that everything in its most base form is energy. This includes our thoughts. How and where we focus our attention will determine the direction of our lives.

Second, you must have a burning desire that pushes you toward your dream. This desire is what fuels your internal fire that gets you up early in the morning and keeps you working late at night. It's what enables you to overcome limitations and obstacles. When you unleash this desire you can and will bypass the people and events in your life that have created your limiting beliefs.

The third step is having consistent, massive action in pursuit of your vision. There are no limitations, so shoot for the moon! The universe works effortlessly, but you have to be crystal clear on what it is that you want. Your vision has to be backed by the fuel of desire, and you must take steady action to get there.

You don't need to see the whole staircase in order to know that you're moving toward your vision. You just need to take the first step, and the universe will line up the rest of the steps for you. If you use this 3-step combination, the lock will open every single time- no matter what your vision is, no matter what you're doing or where you're going. Just know that you will be moving forward.

There are several key factors that separate the truly wealthy from the rest of the world, but there is one factor that stands out above all the others—ACTION.

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Those who are consistently successful in every arena take massive, immediate, intelligent, consistent, and persistent ACTION towards their goals and they NEVER quit.

There are seminars aplenty for whatever area of life one wants to master—wealth, relationships, spirituality, real estate - anything. What happens during these seminars? Participants get consistent focus for three to five days, but for the most part, they're not taking any action.

After the seminar is over and they're back home on Monday, guess what happens? Life takes over. They're back at their regular job and dealing with family and the regular conditioning and routines of life. Very few actually keep the same focus they had while they were immersed in the seminar environment. They have all this great information, but they don't know what to do with it. One must apply this information in accordance with the Science to Success—consistent focus, maintaining a burning desire, and taking consistent action.

Typically in any seminar, including real estate seminars, you'll find that only 3 to 5% of the attendees truly able to become successful. That's because there are only 3 to 5% of those that can go home on Monday and consistently hold that same focus, and consistently apply what they've learned. The other 95 to 97% either just dabble in it or do nothing at all with the knowledge. Then they blame it on the seminar. It had nothing to do with the seminar. Their failure can be attributed to their lack of desire and massive action.

We need to build a new muscle, which will not happen in three days. You can't work out at the gym for only three days and think you're going to look like Mr. or Mrs. Universe. It will take time. But if you consistently workout every day, your body will eventually see the results.

The same goes for our intimate relationships. If you focus daily on how you want your relationship to be - how you can make it grow, and make that other person feel significant- you're eventually going to have a phenomenal relationship.

We need to develop consistent, focused habits and integrate them into our daily lives. It's no different in real estate investing. The Science to Success works in every area of life. The Universe will always line up the outer resources that we need, but our inner resources must be in alignment with focused intention,

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burning desire, and a commitment to taking consistent action before we can really be successful. You don't need to know the how's; you just need to know that you're going to do it. When your intention is clear, the method will appear.

Once you have the Success Mindset in place you then begin taking MASSIVE ACTION towards setting up your real estate investing business.

There are Five Key Steps to becoming wealthy in real estate investing. This blueprint consists of very specific investing strategies that, if you follow, will allow you to buy 25 houses and earn \$250,000 or more a year, all while working less than 20 hours a week!

The Five Key Steps to Successful Real Estate Investing:

- I. **Effective Marketing.** The first thing you must have is Effective Marketing in place that will attract motivated sellers to you.
- II. **Prescreening Sellers.** The second thing you must have in place is a system to Prescreen Sellers so you're only spending your time working on qualified leads. What I have found is that out of all the leads that come in after I've put out my marketing, I buy about 1 out of every 40 leads that cross my desk. I need to have a system that allows me to quickly sort the leads so I can identify which ones have a high probability of making me money. This way, I do not spend a minute of my time on unmotivated sellers. This is how we develop our business so that we work less than 20 hours a week.
- III. **Buying & Selling Strategies.** After we have sorted and prescreened our leads, we need to learn the six different ways to construct and present offers. These strategies pertain to both low-end houses and luxury homes. Most importantly, all 6 strategies do not require any of our own money or credit.
- IV. **Automated Follow-up System.** When I'm constructing and presenting offers to sellers, I NEVER want that seller to accept my first offer. I'm going to be very upset if they do because that tells me I offered too much right off that bat, so typically I'll start low and work my way up.

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The majority of these offers will not get accepted. However, this doesn't concern me because I know I have an Automated Follow up System in place to keep all these leads from slipping through the cracks. Whether it's two days, two weeks, or two months down the road, you want to have an automated follow-up system in place to remind you to follow-up on the offers that were previously rejected. If you don't have this system in place, you'll forget the details of the offers you made months ago and lose out on a ton of money.

- V. Once you've bought your house, the final thing you need is a system to Sell Your Homes Quickly. There are 4 different ways to sell houses quickly and each selling system must work in an up market or down market. The 4 selling strategies are: wholesaling, rehabbing and retailing, lease options, and selling with owner financing.

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Larry Harbolt



Larry Harbolt, a popular national real estate speaker and teacher whose time-tested strategies and nuts and bolts teaching style has helped thousands of aspiring real estate entrepreneurs realize their financial dreams with little or no money and without the need for credit. Larry has been successfully buying and selling real estate for over 30 years and has written numerous popular articles and courses. He is so respected in the industry that NBA Super Star, Shaquille O’Neill has purchased his courses and he is one of only two real estate teachers whose works have ever been inducted into the Library of Congress. Larry Harbolt’s reputation of being one of the best “kitchen-table” negotiators with the ability to make a deal out of anything has made him a sought after consultant and coach for real estate investors with challenging deals.

Real Estate Investing

Real Estate Investing, In My Opinion, Is One of the Greatest Business Opportunities Available to Everyone, Regardless of the Investors Credit Score and Cash Reserves.

When I started over 30 years ago I had neither good credit nor money to buy real estate. All I had was a burning desire to create money to care for my family and live a lifestyle I could only dream of at the time. At that time in my life it took all the money I could earn just to feed and clothe my 6 children. I’m sure many of you today, like myself back then, are unable to get a loan even if you try, but why let that stop you from participating in one of the greatest and most

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profitable businesses known to mankind. Did you know that more millionaires have been created from real estate than any other business?

Hello, my name is Larry Harbolt, because I started with no money and not-so-good credit, back in the mid seventies I had to be creative structuring every deal I did, or I wouldn't be able to buy any properties. As I look back, for me it was a blessing because it quickly taught me how to use what I had, which wasn't much, to get what I wanted. Now, today as investors are finding it nearly impossible to find financing for the deals they do, it is essential for you to know that if any property you look at is not a foreclosure or Bank owned, every other property you look at will always fall into one of three categories. Once I learned about the 3 legs of real estate investing, it truly changed the way I did business from that day forward.

It Seems That Every Time We Turn on the Television or Open Up a Newspaper, We Are Constantly Reminded About All of the Properties Being Lost to Foreclosure Nationwide, and that's a fact! But just as interesting is the fact that we seldom hear that between 30% and 40% of all properties in this country are FREE & CLEAR, while last time I heard, only 16% of all houses nationwide were in foreclosure. I am finding those who are dealing only with foreclosure properties, which are new to the real estate investing business, are trying to become short sale experts -with little money in most cases. Most of these newer investors don't have the experience to know what to do with all of the properties they come across that are not in foreclosure.

This is why understanding the 3 legs of real estate investing are so important in today's real estate market. Years ago when I figured out this theory for myself I started teaching how it worked to my students. This idea alone will change the way real estate investors buy houses from that day forward. Ladies and Gentlemen... this fact is truly where the rubber meets the road in today's real estate climate. This is the missing information you have all been looking for. So why, if this is such important information, don't more investors know about it?

Why is it many investors are resistant to change? Why do so many refuse to learn the simplest and easiest, cutting edge, buying and selling techniques that will surely work in a market like the one we are currently experiencing? Why do so many investors continue to make offers to buy property, using the same strategies that have been used over and over during the past decade, that no longer work today? I don't have a clue!

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I continue to talk to investor's whose only focus is to make offers to buy property contingent on getting institutional financing, hoping they can find an end buyer who can qualify and get a loan to actually fund the purchase. If the investor is forced to actually close on the property before they can find an end buyer, the investor will be forced to get what is known as a bridge loan (transactional funding) for a period of a few hours to a few days before the money must be paid back. This will give the investor seasoning they need so the new buyer will be able to get a new loan to fund the deal. If investors don't have all of this availability to get funding in place, they then decide to become short sale experts. This, in today's real estate climate, as we have been talking about, will be very difficult for the investor to do so that they can eventually get the property sold and get their profit check.

Over the Past Year We Have Been Telling Investors All Across This Country how they can find more opportunities, using less cash and not be forced to try to get institutional financing that is nearly impossible to get. If you don't believe us, just try to think of anyone you know who can walk into a Bank today and get a loan to buy an investment property. Being able to buy real estate that doesn't require Bank financing is something you need to know if you want to survive as a real estate investor. Actually, buying real estate in this manner has been used by seasoned investors for many, many years. Before Banks were invented, when a seller sold something and the buyer only made an income in the fall of the year when their crops were harvested, the seller allowed the buyer to pay a portion of what was owed to them each fall until the debt was completely paid off. This type of financing has been used since before biblical days, and it is still being used successfully today.

Knowing this is very important because Banks aren't making loans to investors today. In most cases the only loans Banks are making today are either for First Time Homebuyers or FHA buyers. Real estate investors usually don't fall into either category. It is important to know this, because using the same methods that were used when money was easy to get, no longer works. Therefore, if you don't learn different ways to get your deals financed, you will be forced out of the investing business or starve to death from lack of doing profitable deals. You will quickly become a statistic rather than a success story!

The techniques we are talking about have been continually used even in times when money was easy to get. I am going to let you in on a little secret most of

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you might not know, even Donald Trump is a huge proponent of creative seller involved financing on every deal he does.

Creative seller financing is not at all difficult to learn when you know what to look for and how to quickly recognize the good deals from the bad deals. When you know the right questions to ask the seller, as well as the right answers to give the seller, regardless of any objections they may have. By knowing how the system works you will not only know what to look for, you will also know what the sellers are thinking as soon as you meet them. Once you learn how to get sellers to eat out of your hand, knowing how to write killer offers that generate what the seller really wants or possibly even more and still be a great deal for you, will be easy for you to structure.

In Today's Real Estate Market Being Able to Structure A Deal Creatively Is Not Only Important It's Essential.

The days of "Full Priced Offers" that will close in 30 days are almost non-existent in this time of massive numbers of foreclosures and record unemployment, unless the buyer has lots of cash. As I talk to real estate investors across the country, I hear the same problem repeated over and over. Most real estate investors are having trouble getting Bank financing or private money to fund the deal they are buying. Over the past 10 to 12 years institutional financing has been easy to get until recently. If the borrower could fog a mirror, they could easily get some type of financing to pay for the properties they were buying. This has all changed.

The other day I was listening to my favorite radio station when I heard the song, "The Times They Are a Changin'". As I listened, I was thinking that truer words have never been spoken, and it is becoming more and more evident. It has become all but impossible for investors to get any type of financing today.

Even Hard Money Lenders have radically changed their qualification rules. Many Hard Money Lenders are requiring nearly as much documentation as the institutional lenders, such as several years of income tax returns, a higher credit score, as well as a good payment history with no exceptions. They want the borrower to have a lower debt to income ratio, and some Hard Money Lenders are even requiring that they be put on title of the property they will be lending money to buy. Some Hard Money Lenders require the borrower to pay for any needed repairs out-of-pocket as they will not escrow repair money and will only

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lend 50% of the After Repaired Value of the property. Because of these stiffer borrowing requirements it has become nearly impossible for investors to get any type of financing, especially those who have small cash reserves and less than stellar credit. This problem will eliminate many investors in the early years of their real estate investing business. This is completely different than what we have experienced over the past 10 years and I personally don't like what is going on. I know there are other ways to finance the deals we do. I believe as I have for years that the secret to your success will be to use some sort of Creative Seller Involved Financing. This type of financing is essential in today's real estate investing market. Because Seller Involved Financing isn't what most investors are familiar with and use to pay for the properties they buy, we are seeing many short sale experts coming out of the woodwork and most, because of a lack of financing options and a knowledge of creative deal structuring, are nearly starving to death today.

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Cameron Dunlap



Cameron Dunlap is the nation's leading expert in flipping Bank Owned Foreclosure Properties (aka REO's) in today's market. Since 1993 Cam has mastered the craft of turning foreclosure properties into immediate paychecks and he'll teach you his simple step-by-step system so you too, can get in the business and grab your share of today's once-in-a-lifetime foreclosure opportunity. He's also the guy who will provide you with the funding you need to do the deals. Put Cam on your power team and you'll be a "player"!

Cam's been training good folks like you since 1995 and his style will rivet you to your seat. Understand that what Cam teaches is NOT some "old wine in new bottles" strategies but rather, up to the minute, what's working right now in today's market, tools and techniques. There's a big difference. What worked in the past is just that... the past. You need to know what's working now! Cam's got the goods!

The 2 Biggest Reasons People Quit or Fail In The Business of Real Estate Investing

First, let me introduce myself. My name is Cameron Dunlap (my friends call me Cam); I live in Finger Lakes Region of Upstate NY. I'm married and have one daughter. I've been buying and selling residential and commercial Real Estate since 1993, and unlike many others who "teach" the business, I remain full time in the business today.

In fact, as I write this, I have 2 houses under contract to sell, 2 houses under

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contract to buy, a Mini-Storage Complex under contract to purchase, and I just made an offer on 3 other Mini-Storage Complexes owned and being sold by one individual.

This is typical for me and has been for many years. I absolutely walk the talk.

I've bought and sold hundreds of properties over the years and have made millions of dollars. I own a number of businesses all intertwined within the field of Real Estate and so I guess you could categorize me as a "Serial Entrepreneur".

I started teaching the business of Real Estate in 1995 with my good friend and mentor, Carleton Sheets. We first met as a result of me sending him a testimonial letter. It was his program that got me going in the business. After meeting, he and I went on to own a lot of income properties together and we remain close friends to this day. In 1995, he gave me an opportunity to share some of my experiences with a class he was teaching, and I really enjoyed it. So Carleton started having me come to all his events and eventually I took over and he stayed home.

Not long after getting started teaching with Carleton, I attended a huge motivational seminar where there was a speaker named Zig Ziglar. I'm sure you've heard of him. He said something that hit me like a brick. He said, "Help people get what they want out of their lives, and you'll have anything in the world you would ever desire." It was in that moment that I realized my true calling, which was to help other people achieve their dreams through the vehicle of Real Estate.

Since then, I've had the good fortune of helping 10's of thousands of people move closer to their goals and dreams. I have, and continue to literally change people's lives on a daily basis. This brings me great joy, as you might imagine.

Well, over the years, I've done a lot of speaking and training of course, but I've also done a lot of listening. Listening to my students. As a result, I know a LOT about what makes them tick. I know what challenges they face, what strategies work best and yield the greatest financial results with the least amount of risk and effort, and what causes some to quit or fail.

You could say that I always have, and always will, pay attention to the market, and how it affects me in my investing business and how it affects my students. I keep my finger on the pulse of the market. After all, the business of real estate is liquid. It's always changing. So what I teach are NOT antiquated, outdated strategies, like some old wine in new bottles. What I teach is what's working

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right now, in the moment.

Ok, so now that you know a little bit about me, let me discuss the 2 biggest reasons that I've discovered, why people quit or fail in the business of Real Estate Investing.

First, there is the fear that if they buy a property they won't be able to sell it, so they never make offers to purchase, and without doing that, they're simply not in the Real Estate Business. In other words, they don't even leave the gate, at the race.

If you think about it, this is a very reasonable fear. Who wouldn't be fearful if they were questioning their ability to re-sell? This can happen to anyone. Perhaps it's happened to you.

The solution isn't easy, when there is a buyer's market going on. One where buyers and the financing they need are scarce or non-existent. In fact, conventional wisdom will attempt to convince you that in a buyer's market where financing is scarce; there is **NO WAY** to make money in Real Estate. This simply couldn't be further from the truth and if you buy into it, you'll simply miss **THE** biggest opportunity to create massive wealth that we will likely ever see again in our lifetimes.

The time to create massive wealth for yourself, your family and your heirs, in Real Estate is right now! Heck, at the rate we're going with the growth of government and over burdensome regulations, it may well become illegal to accumulate wealth or to operate as a capitalist. So... you need to do it **NOW!**

Here are a couple of quotes that help me make my point:

"The greatest wealth is created in the greatest times of chaos"

"When people are greedy, be scared. When people are scared, be greedy"

Ok, so how do we overcome this fear of being able to sell? There are 2 strategies you need to employ. First, build a massive buyers list, and second, sell **CHEAP!**

Selling cheap sounds easy, but for some, it's not. You've got to take greed out of the equation, forget trying to retire on any one deal, and give your buyer a **SMOKIN'** deal. When you can do this, you'll sell quickly, when others cannot.

How do you build a buyer's list? There are 2 strategies involved. First, leverage the Internet by using it as the tool that captures buyer's contact info. Drive them to your web site, explain who you are and what you do, then give them

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something of value in exchange for their basic contact information. Second, harness the power of the public record. In particular you want to know who the Cash Buyers are, in the area where you are investing. Most of them are investors, who are easy to deal with, and who will buy over and over again.

Then, when you have a deal, communicate with them efficiently, give them the details of the deal, and then, make the urgency of the situation known. When you sell cheap, there is urgency built right in!

Spend a little time with me and I'll get very detailed on the "how to" build and communicate with your buyers list. The fact is, my students sell properties quickly and easily, when others cannot.

Now onto the second big reason people quit or fail at the business of Real Estate Investing. It's not knowing where the money is going to come from, to make your deals happen. In most, not all, deals you need access to funding so you can close quickly. Closing is, among other things, essential to preserving and building your reputation as someone who follows through and does what they said they would do.

I've fixed this problem too. One of my many businesses is in Transactional Funding. This is where I provide short term funding for my students, using MY money, so they can close their deals. With this, the cost is dirt cheap, your credit is irrelevant, there is no application to fill out, and you don't need to put any of your own money in the deal.

In a market where assigning your contract to purchase is all but impossible, the funding is needed, where in years past, it was not. While assignments are still possible with private sellers, with bank sellers they are not, and let's face it, in this market, most of the good deals out there, are sold by banks. "Floating the Funds" from your buyer's escrow to your seller's escrow used to be a way to avoid having the funds to close, but those days are over too. Title Insurance companies will not issue a title policy unless you or your funding source provides the cash to close. It cannot come from your buyer's money!

With my funding, you skip right over those problems altogether and blow your competition out of the water!

Naturally, I also provide Proof of Funds, a requirement if you want your offers to be considered. I back up those letters, so if your seller or seller's agent wants to know more, or wants to see a bank statement to verify there are funds on deposit to cover the transaction, I provide that, happily. I do this because I want you to get your offer accepted, because then you'll need my funding.

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I want to fund your deals.

So I've eliminated the 2 big reasons why people quit or fail in the business. This makes it possible for my students to do deals when others cannot, and to get their share of the opportunity that's at our feet, right now.

The time to act is now! It's not a week, or a month, or a year from now. It's **RIGHT NOW!**

Your willingness (we all have the ability) to take action will have everything to do with your success, in any endeavor, especially in Real Estate.

I hope very much to meet you, look into your eyes and make a connection with you, and then I hope to help you achieve your goals and live your dreams.

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Kathy Kennebrook



Kathy Kennebrook is the ultimate success story. She spent 12 years in the banking industry and another ten in sales logging thousands of miles each year in order to make a living before discovering the world of real estate. After attending some real estate seminars and club meetings this 4 foot 11 mother of two got really excited and before you know it she'd bought and sold hundreds of properties using none of her own money or credit.

Kathy has been speaking throughout the country and across Canada for over 8 years and has shared the stage with Ron LeGrand, Donald Trump, Dr. Phil., Dan Kennedy, Mark Victor Hansen, and Suze Orman to name a few.

The secrets that she's going to share with you will increase your business several fold if you implement them and make it easier for you to find the highest number of deals with the least amount of work.

VERDICT: GUILTY!

“If you were arrested for being a Real Estate Investor would there be enough evidence to convict you?” I was once asked! I wholeheartedly responded with a resounding, “YES!” How? By doing the things that make you stand out from your competition. This concept should be an integral piece of any business you own or are starting. And one of the techniques that will make you stand out in your business is implementing Direct Mail Campaigns.

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Implementing Direct Mail needs to be part of your overall marketing strategy and goal, and you'll want to diligently test and track your results as you go. You **MUST** be able to determine what marketing tools work best for you in your market place in order to draw the highest number of motivated sellers for your Real Estate Investing business or draw the highest number of clients or customers for your business.

People often ask me, "What is the best way to attract motivated sellers for my Real Estate Investing business?" My response is to do that which your competition will not and do a lot of it. Dare to be different in your approach to locating motivated sellers or drawing new customers to whatever business you have.

Analyze, discover and continue to rediscover the best combination of marketing methods that will generate the highest number of leads for your business. Develop three to five marketing techniques, which must include direct mail, that give the very best lead-generating leverage possible and devote your resources to those marketing techniques which net the very best results. As simple as it may sound---don't spend time on something that is not productive.

Constantly test and track new marketing techniques since your market and your business will continue to evolve and change over time. In most cases, change IS good, especially if YOU plan that change. Spend time listening or reading about those who have come before you and developed marketing strategies that draw high numbers of motivated sellers or clients in whatever business you are in and then implement some of those same strategies in your own business. Don't waste time trying to re-invent the wheel.

Spend your time and energy constantly seeking new knowledge about new combinations of marketing methods to create even more leads. Pursue innovative marketing methods in your business to bring you the highest number of potential leads. Be innovative. You'll get "status quo" results if you stick to the status quo!

So What Marketing Technique Works Best?

Direct mail is the primary method that I use to attract highly motivated sellers for my Real Estate Investing Business. In fact I have even developed a marketing product called Marketing Magic which will show you exactly how to use all of the Direct Mail campaigns I implement in my own Real Estate Investing business.

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Direct Mail is a method most of your competitors do not use in their business but yet it brings the highest number of quality leads for the fewest dollars. You'll also want to repeat your mailings on a residual basis so you are in constant contact with these sellers. When their circumstances dictate that they do so, they will contact you first, even if they have been contacted by someone else in the meantime, since you have taken the time to build long term credibility and integrity with these sellers. So by creating residual mailings you are creating a machine that will bring consistent long term results. So...not only are you creating deals today, you are constantly sowing seeds for future deals as well. Direct Mail is the only marketing tool that can create this type of residual business for you.

Just think about the messages you receive from various vendors in the mail. One that comes to mind for me is a large bedding and bath store near our home. I get a post card from them almost weekly with coupons and specials to draw me to their store. By constantly bombarding me with their message, they are more likely to get my business. This is how you want to create your marketing plan for long term success, in a way that your prospective sellers or customers continue to see your message and be reminded of whatever it is you offer in a positive way.

The Secret to Creating Effective Direct Mail Campaigns

Effective marketing is the process of delivering your specific message to a targeted audience through the use of various types of direct mail. Direct mail campaigns could include letters, packages, post cards or flyers. For the Real Estate Investor, implementing direct mail campaigns enables you to find the sellers who really need to sell, as opposed to those who just want to sell. When you find the sellers who really need to sell, you'll end up buying a lot more houses at much better prices and terms. Direct mail has created consistent leads and profitable deals to my business for the last several years, no matter what the current real estate market was doing.

The secret to the really great deals is to find them before anyone else even knows about them. A lot of the deals you will find won't be actively marketed. These sellers have a variety of problems they simply don't know how to solve. Their motivation comes in a variety of forms: age, health problems, financial difficulties, change in marital status, liens and judgments, job transfers,

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landlords who are tired of having their properties abused, change in family size — just to name a few.

Other reasons are more directly related to the property itself, such as estates, properties needing extensive repairs, code enforcement violations or properties that have been vacant for a significant period of time. So, how are you going to find these sellers and how should you market to them? As a Real Estate Investor, you have an array of choices. My personal favorite marketing technique is through the use of direct mail in order to find the highest number of leads using the fewest dollars.

As I mentioned earlier, you should always implement at least three to five ways to market your business simultaneously in order to promote your business and draw as many different sellers to you within your market. You must understand a seller's motivation for selling a property in the first place. This is important because if you try and reach sellers in only one way, and you don't find a property in a relatively short period of time, you may become discouraged and quit. You really don't want to do this.

There is more business out there than you can imagine! Accept the fact that you'll need to do more than distribute some flyers and put up a website and hope some motivated sellers call you. This is actually true of any business you might have. You have to use more than one type of marketing in order to keep your message in front of the consumer.

One of the first things you'll need to do is identify your market. Decide where you want to buy and what types of properties interest you. Then develop a marketing plan that fits your personal needs and budget. This way, you eliminate the need to call sellers. You want them to contact you first. I promise that this will result in much better deals for you.

Marketing is a numbers game: the more leads that come in, the more opportunities you'll have to make deals. You won't buy every deal that comes your way, but when you develop an ongoing, producing marketing strategy that brings in quality leads, you'll be able to pick and choose the kinds of deals you want to do.

As a Real Estate Investor, you need to find a seller who is either flexible on the price of the property or on the terms of the sale. If a seller wants full price and

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all cash for a property, it's nearly impossible for you as the investor to make a good deal. The investor who wants to create a win-win deal and make money should be looking for a seller who is flexible on the terms of the sale.

Many of the prospective sellers I mail to practically beg me to take their properties off their hands for a variety of reasons. These are the kind of motivated sellers with whom you want to deal. For more information on how to implement successful direct mail campaigns for your Real Estate Investing business, be sure and visit with me during Kenny Rushing's Buy American Real Estate Tour.

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Jason Medley



Jason Medley, also known as “The Money Man” is an active, seasoned Real Estate investor and The Nation’s leading transactional funder closing 25-30 deals a month, month in and month out. His company, iVisionary Financial Solutions, has helped explode the businesses of investors across the nation by providing a funding program that provides funding for investment property via back-to-back closings regardless of your income, assets, credit score, or employment status. Jason has kept “NO MONEY DOWN” real estate investing alive and kicking in today’s market and his niche funding has helped many investors revolutionize their business while accelerating their journey to financial freedom. And YES, without using any of their own money.

Anatomy Of A Private Deal

Jason: The other thing I want to share with you on this is probates are often – they’re not super competitive. Everybody’s doing short sales. Everybody’s doing REOs. Probates are a form of leads that are not hyper-competitive.

You can actually get those types of leads. You can get them in multiple different fashions. You can research them in courthouse records. You can buy probate leads from companies like Real Quest, which you could Google Real Quest, or just Google probate leads on the Internet, and you can get those leads wherever you live at.

Again, that’s not a real competitive space, and a lot of people don’t go after that because it’s not a predominant lead source, but I can tell you a lot of times in probate situations, a lot of times in probate situations, there’s a lot of equity. A

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lot of times the house is owned free and clear. For those of you that are realtors on the call, I can also tell you that's a huge gold mine where if you're coming in from the investor aspect of it, and they don't want to sell at your price, you can list the home or you can refer that deal to a realtor. So there's a lot of power in probate leads.

Franklin: Well, I will tell you one last thing too to help everybody on this call. Please write this down. Whenever you're dealing with a probate deal, there's usually the house has been left alone for a long period of time. If you want to just make a couple thousand dollars, if not a couple hundred dollars for just picking up a phone call, calling an estate liquidator. Call him over and then they would sell the items inside that home, and they only get a 20% cut, and you get 80%.

So anywhere from 20-30 they'll make and that's from doing nothing. That's just calling somebody and saying, hey, can you go check out this house I just purchased it. There's probably some items. I was going to throw it out anyway. Can you go check it out? That could save you and make you a lot of money.

Jason: I'll tell you guys a quick silly story. I've gotten a probate home before. This was probably about four years ago. I was doing some wholesaling in addition to short selling. I got a probate property and the house was full of stuff. The gentleman was kind of like a hoarder.

You've seen those TV shows. I immediately turned it for a profit, but the gentleman who bought it and rehabbed it, he took all the contents out and some of the contents – this gentleman had 62 bowling balls in his house.

Sixty-two bowling balls. The guy simply put them all up on ebay and auctioned them off, along with a lot of other stuff in the house. There are some people who make a lot of money from the contents that come with the house on probate deals, but let's keep moving forward here. It was a probate deal. A \$30,000 purchase price, \$125,000 After Repair Value, about a full week rehab, 60-90 days to sell it, so about 120 days total. Four or five months I anticipate that my money would be out. A 12-month loan, 12% annualized interest with monthly payments, no points, and nothing down.

I mean basically, at the initial discussion, I was going to lend Franklin the entire amount. So that's another huge advantage of working with private lenders. I'm not just making that exception because I know Franklin. He lives here in Tampa.

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Most private lenders when you bring them a deal with the right amount of equity will lend you 100% of their acquisition price, the purchase price and the repair and closing costs.

The value. Franklin told me, hey, I'm rehabbing some properties in this area, but you're going to check the value yourself, so I'm not sending you comps. Pull your own. You're going to do it anyway. He told me that he would email the pictures to me and send me a copy of the worst estimate that he had. Now we're going to show you all these beautiful masterpiece that we're talking about here. If you're reading, here comes 308 E. Francis.

Gorgeous, lovely mansion with a pool boy to boot. Exquisite fireplace, as you can see. Lovely wallpaper above the mantle there too. I think that's definitely a keeper, but enough humor, gang. You can see here this house I mean it's got burnt up linoleum. What is that on the bathroom floor? Is that mold? That black stuff?

Franklin: That looks like termite damage.

Jason: Termite damage. Okay, so bottom line is, gang, you can see this house needs a lot of work, but we figured we'd show you some pictures of 308 E. Francis. Now as a lender, one of the things that I wanted to do is I want to make a certain amount of assessment before I ever both actually physically going to look at the home.

So what I did – and this may be something again when you create a package, what I did was I went to Google Maps. I typed in this address, and when I do that, I can actually look at the entire street. Across the street, and down the street in both directions. I'm basically, as a lender just hey, making sure that this is a decent house in a decent neighborhood that can be remodeled and sold to probably a first-time home buyer. If I were trying to put a very detailed tight package together as an investor, just like you all, I might go ahead and get that link and insert that link into the package that I created or just email it over to the private lender and say, hey, here's the link to Google Maps because they may do that already.

So the first thing I did when I went to Google Maps and just kind of checked out the street. I may be able to see something in that street scene that could prevent me from doing this deal before I even have to get in the car and go over and take a look at it. So I use Google Maps to check out the street scene.

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Now one of the things that you heard earlier was you heard Franklin, when we were talking about values and comps, you heard Franklin talk about a company called Real Quest. Real Quest is a service that allows the investors to pull comps. Now if you've got access to MLS or you know a realtor, you can use MLS to pull your comparable sales.

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Mike Cuevas



Michael began his real estate career nine years ago, directly after graduating from Southern Illinois University with a degree in Advertising and Integrated Marketing Communications. Mike rose to the top in his first 2 years in real estate, and was ranked in the top 10% of agents in Chicago three out of his first five years in the industry. Mike brings to the table energy and enthusiasm that is unique in the short sale industry.

Five years ago Mike noticed the housing market starting to dip and immediately adapted his business model to start helping those in need. Short sales became his niche as he traveled the country learning how to successfully handle short sales from the experts.

Presently, Mike has taken his knowledge and experience nationwide with the introduction of Short Sale Redefined in late 2010.

Deficiency Judgments

Deficiency Judgments

What many people tend to ask next is what happens to all the money that is never paid back to the bank? The term used to describe the loss suffered by the lender is called a deficiency. There are several ways a lender can handle a deficiency and they are listed below. Once again you, as the short sale specialist, will assist the seller by providing knowledge about how the deficiency may be

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handled by the bank. The following outcomes for handling deficiencies of the debt owed are another extremely important detail that the seller must be aware of. This will help the client in their decision to move forward with the short sale.

1. Forgiveness

One of the biggest misconceptions about the banks and mortgages is who actually owns the note. Typically, most banks are simply acting as servicing companies (the ones you send the payment to and call when you have questions) for the true investor of the note or loan. The banks originate the loan, sell the loan on the secondary market, service the loan until maturity or sale/refinance, and process the foreclosure should the note go into default. Who actually owns the note will determine the outcome for the deficiency and if debt forgiveness will be applied. This would mean the lender or investor would simply forgive the deficiency amount. Therefore, the total debt is forgiven and the borrower is released from any further liabilities. Certain banks have certain approval letters and this is the best case scenario for any borrower facing foreclosure. When negotiated correctly this is what you will get for your seller. It's important to note that when a bank offers forgiveness of debt it will most likely be in conjunction with receiving a 1099 as well.

2. Promissory Note

A lender can issue the borrower a promissory note to the seller for a specified amount to be paid monthly over a number of years (sometimes referred to as "hope note"). The banks will try to negotiate this into the deal and many inexperienced realtors will allow the seller to sign off on a promissory note, which is madness. I hear so many stories about borrowers signing off on promissory notes to get their short sale approved. The bank will most often sign off on a short sale without a promissory note being issued if you know how to negotiate. This is just a way of getting more money out of the seller – which an experienced negotiator will kibosh at the outset. There are too many times when the agent gives into the bank immediately when they should hold off and play hard ball. You need to remember that you are doing the bank a favor by participating in a short sale not the other way around. Fight for your clients! You are holding all of the cards!

Usually a cash contribution is required in order to get the bank to drop the promissory note. Remember the bank is not always the bad guy. They are

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simply a servicing company for the true investor of the note and each investor has short sale guidelines the servicing company, or, bank must follow. Think outside the box! If a bank were to counter-offer you with a promissory note the best and easiest way to get around it would be to offer a one-time cash contribution paid at closing. Settle the debt now so that the seller can walk away from this house, that's doing the right thing for the seller. I already know what you are thinking. If the seller is in foreclosure there's a high chance that they do not have the extra funds to offer a cash contribution to the lender so they are stuck signing off on the promissory note because it is certainly not coming out of my commissions. However, what if you can convince the buyer of the property to pay the cash contribution on behalf of the seller? You can still make this deal work when dealing with the right buyer and the right offer.

The better the price the buyer is getting on the property the more likely that they will offer a cash contribution on behalf of the seller. Remember the seller is still the seller of the property and can counter their terms to the buyer. Who cares where the money is coming from - it is your job to get the seller out of the house with the least amount of financial damage as possible, right? This is an example of why obtaining the highest price is not the most important factor in selling a short sale property. When negotiating takes place with the bank, we are trying to get the bank and buyer to agree to all terms while insulating the seller with the least amount of financial damage. It is more likely that a buyer would be willing to give a cash contribution on behalf of the seller, if the buyer believes it's a good deal. Let's look at the following example.

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Brian Odea



Brian O’Dea started his real estate career in 1999 as a mortgage banker when he was 25 years old. He quickly proved himself to be one of the top mortgage bankers in the Chicago area. His specialty was forming relationships with regional and national homebuilders. He found out at an early age that automation and relationships were the keys to success.

Brian’s business literally went to 0 in a matter of a few months. Brian needed to compete in a market where he was a “Commodity.” Almost every lender was wiped out. He decided to stick with what make him successful in the past (Relationships and creative marketing) and started perusing Real Estate Agents.

In 2010 Brian took a step back from the mortgage business when he met his now partners, at Short Sales Redefined, Mike Cuevas and Sean Chapman.

Video Creating Crash Course

This is a crash course in video production and highlights several of the KEY components that you need to know when making a video to post online. Creating videos and uploading them to broadcast your message over the Internet can be, and should be, fun and exciting. Just having a website is not enough today. The availability of affordable quality video cameras and video hosting alternatives like youtube.com anyone can post videos online in order to broadcast a message.

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You will need all of this information because at the end of this report, there will be a link to our custom Facebook software application that we created for your “Fan Page” called “Help For Homeowners.” This custom app will serve as the platform to broadcast your video and message on Facebook. It is Free for you and designed and tested to pull in short sale leads to your “Fan Page” and give your video the best chance of going “Viral.”

First, You need to make a video about your message and what you are doing to help homeowners that are having hardships. The application gets leads for investors and Real Estate Agents.

If you are not making a connection with people through video and distributing it online, you are doing your business and the homeowners who need you a disservice.

This guide will show you how to do both for free!

I. Anatomy Of A Video

You should be able to break down your video messages into 3-Parts called;

The Front Bumper:
The Meat
The Back Bumper.

A. The Front Bumper This is your introduction and should be customized/tailed to be relevant to your target audience. This should be simple and to the point.

Front Bumper Example:

Hi, My name Is Brian, I am making this video for you today because....

B. The Meat This is your actual message. Whatever message you are crafting it should be clear and concise so that your audience can clearly understand what point(s) you are trying to convey. Like everything else in video keep it simple and stay on point. Write out a script and highlight the major points you want to cover in the message.

C. The Back Bumper This is your call to action. You created a message now the audience has heard it so what do you want them to do? This is where you give your audience a call to action like; “sign up for a newsletter”, “stay tuned for more info”.

Back Bumper Example:

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“Thanks so much for watching. If you are facing any kind of hardship on your home please message me on Facebook. I can promise you that the 1st step is the hardest and I am here to answer any question or concern that you have no matter how small or insignificant you think it is. Everything will remain totally confidential.”

“Also, Please take 1 second to share this page by clicking the share button below this video. Almost a third of your friends that own homes are upside down or facing some kind of financial hardship. Most of them have no idea what their options are. When you share this page it could help someone’s family and not even know it. This is all about awareness and I appreciate you watching this video and spreading the word.”

Remember to keep it simple! Craft your message, film it several times, then watch it and show it to colleagues or friends for some constructive criticism. You will find that with repetition you will get better at filming and conveying your message.

II. Sculpting Your Message

You should be broadcasting your "Message" in as many places as you can and video is a great way to deliver it.

Your Message Should Contain The Following “CORE” Components:

Empathy: People need to trust you. Empathize to build trust.

Proof: People want to see what you are talking about works.

Experience: No Body Wants’ A Rookie, **YOU ARE THE EXPERT.**

Call To Action: (Tell them what to do) Call you, send email, tell friends.

Message: Should be about 2 - 5 minutes In length.

Take some time doing this. Your message will change over time and improve with repetition and experience, however the video will always need to have the same "Core" components. In reality, video scripts are just spoken sales copy. Don’t make this too difficult. The best sales copy ever written and/or spoken follows this basic model.

Use this as a framework when crafting your message:

1. “Here’s What I Got.....”

“Here’s What It’s Going To Do For You....”

“Here’s What To Do Next.....”

That’s It!

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You can even SAY each one of these things as you transition from section to section in your script. Works like crazy!

III. Video Making Tips

These are just "Tips". Use what tools you have available to you and take action and make it better later. Don't let any of this stuff stand in your way of getting a video made to announce your message. In many of our first video's we didn't have absolutely everything required to make that perfect video, but we improved our techniques and capabilities as time went on. Now you can take advantage of everything we have learned along the way and now implement into creation and broadcast of your message!

A. Lighting Make sure you have lots of ambient light. Lighting should come in from all directions, right/left sides, above, and in front of the subject. The subject is what ever is being filmed, and in these cases it will be YOU.

Go get some shop lights from Lowes and point them directly up at the ceiling so the light reflects back down at you. Good lighting can make a bad camera look great and vice-versa. For Better Results: Get long rectangular shop lights that come with plugs and spots for 2 bulbs.

They are called "T8's." They cost @ \$12 Each. Have one on each side of you and one pointing down at your body from above and behind the camera.

If you also buy "Diffusers" they will help eliminate shadows. Diffusers are the plastic sheets that go over the lights. I just buy a couple big ones and cut them and adjust as needed. The best bulbs that I have used are "GE 32W T8 Sunshine Bulbs." Here is an example of this. Some of the best video that you see online comes out of "Studio's" like this. This shows the exact light that you need to buy.

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Lee Kerney



Lee Kerney has been investing in real estate for about 7 years. He is the ultimate testimony of someone who bought property before the market turned and learned how to successfully adjust his investing plans after it fell. Lee was so successful that he flipped 17 REO properties in one month! Lee gets excited just talking about REOs! He also started his short sales business at the same time. Now he is teaching others how to make a lot of money doing it themselves! Lee shares his secrets on how to find cash buyers in your area, how to get into hot target areas and how to buy properties that other investors are buying. He'll show you how to get organized, the importance of networking with other wholesalers and how to prioritize your properties. The banks have more properties to sell than they know what to do with. Lee will help you hit the ground with your feet running to have OTHER people sell these properties FOR you!

REO Rockstar

By Preston Ely, Featuring Lee Kerney

Lee: I can give you 10 reasons why I stopped going to the auctions when we get into this, it's because REOs are so much they're so much better than auction properties that there's no comparison.

Preston: How so?

Lee: I did foreclosure auctions and got into pre-foreclosures making a couple good deals and quite a bit of money where people were in foreclosure and had equity. I said I'll stop your house going to sale, give

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you (x) amount of dollars, give me a deed we're done and that was a good gig.

Then, even that began to dry up a little bit. I couldn't depend on my paycheck each month coming from just that. One of the biggest mentors in my life, which is a guy who lends me money said Lee—actually before I got into buying REOs I was buying from other wholesalers— he said to me one day you're an idiot.

That hurt me. This is my hard money lender talking to me now, my greatest mentor telling me I was an idiot. I said, what do you mean I'm an idiot? I said I'm making plenty of money. I'm doing great. I'm buying all these houses from wholesalers.

I'm doing well and he said you can buy them straight from the bank. I asked him what he meant. He said, these guys aren't doing anything they put these things under contract and call people like you, make \$5,000 or \$10,000 and go on to the next deal.

He said why aren't you doing that? I stood there and said I don't know. He said you might want to think about that. This guy is brief, to the point and then he's on to the next call. He's a multi-billionaire so when he talks I listen to every word. I said I have to think about that.

Then about a year ago Preston I went back to the drawing board and said, I need to analyze what I'm doing. I found that auctions weren't that good anymore. They're good sometimes you might get one deal a month. Pre-foreclosures are tough because no one has any equity and I said these wholesalers are charging me more for the same property I could buy myself.

That's when I decided to get into the REO game.

Preston: Did you get into short sales at all or no?

Lee: Absolutely. I get into short sales. I actually kicked off the REO game and short sales at the same time. Nathan was actually my mentor in short sales. He taught me all about it. Having the short sale kid hold your hand and show you how to do short sales is awesome.

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I started both of those businesses at the same time and it's been the best decision I've ever made in my life.

Preston: You mentioned 10 different reasons why REOs are better, were those the reasons that you just listed there?

Lee: Sure. I'll give you the reasons right now.

1. You buy something at an auction you don't know what condition the title is in.

For those who don't know what I mean, you could have liens, back taxes, prior claims; when you buy something at auction, you can have someone come swipe it two weeks later. I had that happen to me.

In the middle of the night these attorneys would put together a case that I didn't even need to show up to. They'd swipe the property from me, I would realize two weeks after the auction that I didn't even own a property. If you want to talk about a cutthroat game, try to buy properties at auction.

It was ridiculous. If you buy a property from a bank you get title insurance and everything is clear. If there is a problem you can always see the title company, which is why you have title insurance.

2. The seller pays all the closing costs.

When you buy from a bank they pick up all the closing costs. For those of you who don't buy in bulk, by the end of this year I'll have done over 100 houses.

So, if you're saving \$2000 to \$3000 on each house on closing costs do that times 100 and that's the kind of money you save by buying bank owned properties over auction properties.

3. You get to go look at the house before you buy it and you get 30 days to close.

At the auctions, you'd have 50 properties go on the auction block and only three would sell, so until we got the last update two hours before the sale, I wouldn't go look at any houses until two hours. So I would look at

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a house for five minutes, then buy it and not know if I have clear title on it.

It was a ridiculous thing. I was lucky I didn't get killed.

Preston: That's crazy.

Lee: With a bank owned property you go look at it, put it under contract and you have 30 days to close, so that's another reason for REOs. On top of that, you have time to sell it.

At an auction you have to pay cash for the thing the next day. Again, with an REO you have 30 days before you have to shell out any money, which is plenty of time. Preston, you know as well as I, 30 days to wholesale a house I mean, if you're buying something right, could

Preston: What happens if you don't find a buyer?

Lee: There are a couple different options. You have to weigh short-term versus long-term. It's easy and I could show anyone how to get out of a contract; there are multiple loopholes, but the best one is the closing date. Banks never close on time.

So what you want to do, if you pick up a dud, the day before closing you email the bank, let them know you're ready, willing and able to close. You're not asking them for specific performance you're just saying if they don't close tomorrow that you want to be released from the contract.

Then you send them another email at five minutes to five on the day of closing saying, I'm ready willing and able to close, I'm no longer asking for you to close I'm simply stating I want out of the contract. That is your ticket to getting your money back every single time, because banks never close. They're so disorganized Preston. I would say nine times out of ten the bank doesn't even close within a week of when they say they're going to close.

Preston: Really!

Lee: Absolutely.

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Preston: Interesting.

Lee: I've done enough properties I can tell you, on average that's about it, nine times out of ten whatever my closing date says isn't when they want to close because they're not ready.

So you have 30 days and if you pick up a dud you can still get out of it.

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Adam Ginsberg



Adam is recognized as the World's #1 speaker and trainer on how to make Big Money Online using eBay, Amazon, Craigslist, Google and even Facebook.

Having turned the world's biggest online auction site on its head, Adam continues to be on the leading edge of internet income systems, strategies and software... the very latest of these being Speedlings. Haven't heard of it? You will.

Adam is the consummate teacher – he makes learning the secrets to online wealth easy and fun with a unique style that will enlighten and inspire.

The story of Adam and eBay is justifiably famous. In less than five years he became such a master of the eBay marketplace he went on to sell 20 million dollars of product, more than any individual seller in the company's history.

Adam is the consummate teacher – he makes learning the secrets to online wealth easy and fun with a unique style that will enlighten and inspire.

21 Secrets Of An Auction Millionaire

Secret # 1: Think Like a Millionaire eBay Seller

When you sell on eBay it's important to understand that your customer is anyone who is looking to buy something. More and more people are doing the majority of their shopping on eBay now. It is a given that they will get a better price for their everyday items, hard to find items and for their big ticket items such as electronics, cars and even real estate. They can shop in this virtual

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marketplace from the comfort of their own home and they know that they are protected when they shop through a secure and reputable company.

When you sell on eBay, you don't have to put up a big investment like you would if you have an online or physical store and purchasing inventory was a requirement. With eBay, the investment is as small or as big as you want it to be. You can sell items you already have for no cost at all, you can find items at a discounted price and resell them at a higher price or you can even get your items for free and sell them for big cash. I will show you all of this within this book.

The only fees you pay is when you list your items and when your items sell. Depending on how advanced you choose your listing to be will determine how much the listing fees to eBay will be. The selling fees are based on the selling price of the item and the category that item is listed in. However, I've got secrets for that too.

Let's get back to the mindset of a top eBay seller. Remember, that your customers are coming to you because they want your item for a better price than they can find anywhere else. There will be something about your listing, the description and the pictures that will make the buyer choose you above the rest. It is up to you to create the listing that they want to see. As a consumer, you want to be sold. As a consumer, you are looking for the ultimate deal. As a consumer, you want something that makes you feel prestigious, but also doesn't make you feel like you are being ripped off. As a consumer, you want your listing to have the feel of someone who has been doing this and has a good reputation with their customers. If you are just getting started, it may take a little while to build your reputation but it must begin somewhere.

In order for your listing to look professional and like it's coming from a successful seller, you must have the right mindset. When I first started on eBay, I didn't realize the potential could be so great. But, like any successful entrepreneur, you have to alter your approach in how you are going to operate so that you have the right mindset and perception when selling.

Once you open your account and you put up your first listing, you are a business owner. No matter how small or big, this is your business. You are about to receive money for a product or service and that is a business. From this point on, if you can think and act as if you are a successful eBay seller and the owner of a successful business on eBay then you will begin to perform as such. Successful people live the belief "fake it until you make it".

Your attitude will determine your altitude. The more positive you are, the more you will succeed.

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Your belief system is critical. The more you believe in yourself, the more you will succeed.

Success is not luck, it is a choice. CHOOSE to be successful and you will be.

Now remember, Rome wasn't build in a day and neither will your eBay business. This isn't magic and you simply can't "blink" and have money in the bank.

To be success, live by these principals. Model successful people. From time to time people have tried telling me that these philosophies are great but that they have nothing do with eBay. And then they wonder why they aren't more successful with online selling.

Attitude is first. Confidence will come. Education is critical however knowledge without action will leave you smart and broke.

This is about YOU. It's about your success and guess what, YOU CAN do it. Yes you can. Establish the belief system of success and then having the mindset of a successful eBay seller becomes a foregone conclusion.

I know thousands of people that started with nothing. The first they established was the mindset – which has since allowed them to be successful in whatever they wanted to do in life, not just sell on eBay. YOU CAN do this. Are you ready? It starts now. No more excuses. Flush them. No time, FLUSH IT! No Experience, FLUSH IT! No experience, FLUSH IT! No support, FLUSH IT!

Flush your excuses and no longer except mediocrity. You are better than who you think you are and YOU can DO this. You can make the change you want in your life for you and your family. YOU can live the life "as if" you have already become a successful eBay seller. I believe in you – no it's time for you to believe in yourself!

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Marshall Sylver



You may know Marshall Sylver as the #1 leading expert on subconscious reprogramming and irresistible influence. Sylver's journey started on a Michigan farm where a mother, who worked three jobs to support her ten children, raised him. As a child, he experienced such hardships as no running water, no electricity, and no telephone. Through his mastering of the subconscious mind, Sylver turned his world around. He is a respected business consultant sought by Fortune 500 companies and also the creator of the number one personal development program worldwide. For over twenty years, Sylver has entertained, educated, and transformed the lives of thousands of people. He is the author of *Passion, Profit, and Power*, and through infomercials has sold over a million copies of his personal development programs worldwide.

Develop a Millionaire Mindset

Let's start talking about how you can change the habits that keep you poor, and instead adopt the "millionaire mindset" that will transform your life and make you wealthy. The novelist F. Scott Fitzgerald said, "The rich are different than you and I." In my book of life, there are three big differences.

Distinction #1: Millionaires eliminate minimum wage activities from their lives.

Take out your own trash? Pick up around the house? Do your own laundry? If you answered "Yes!" to any of those questions, then you're involved in minimum wage activities. If you want to generate a million dollars, or more, in revenue every year, then you must recognize that money is math. To do that, joyfully or otherwise, based on a 40-hour work week, 50 weeks a year, your

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time is worth \$500 an hour minimum. Any action someone else can do for less doesn't fit millionaire habits. See which minimum wage activities you can eliminate from your life. Start looking at more efficient ways to live your life, and take action. For example, do you spend two hours arguing about a cell phone bill because the phone company overcharged you \$10? If you are, you'll never be a millionaire, because, even if you win, you only made \$5 an hour from that discussion.

You may say, "Well, it's the principle." The principle is, You are struggling and you don't deserve to struggle. Would a millionaire spend two hours a night watching cable television? Probably not –unless they owned the network! A millionaire consistently asks themselves, "What is the highest and best use of my time?" Abraham Lincoln said that if you have one hour to chop down a tree, spend 40 minutes sharpening the axe. You could chop down the tree by slamming it with a dull axe. The tree may fall after an hour, but your hands will be bruised and blistered and you won't be able to chop down the next tree. If, however, you spend 40 minutes sharpening that ax, in the next 20 minutes, you can chop down the tree with little effort. In fact, because you sharpened the axe and did the foundational work in the beginning, you then can chop down the next tree, and the next, and the next. Letting go of instantaneous gratification is the lesson here, and in the long run it creates wealth. If you work 40, 50, and even 60 hours per week, and come home at night exhausted, you can't afford cable TV. I'm not talking about the monthly fee; you can't afford spending those two hours when you could spend them sharpening your "ax." You may be uncomfortable at first, but remember the principle: Money is math. You have the same hours in your day as a millionaire or billionaire who knows how to best utilize their time and resources.

As you do, you'll begin to grow to a place where you no longer have to trade hours for dollars. The media has dubbed me "The Greatest Hypnotist of All Time," but what I do isn't magic; it's mindset. motivated you in ways that were successful. When I was growing up, my mother would tell me, "Marshall, work hard, get ahead," and she meant well, but her mindset hindered my life for years. This angel on earth raised 10 children, largely on her own, and worked three jobs to put food on the table for us, but her idea of creating greater wealth was to sleep one less hour so that she could work one more hour. For years, I traded my precious hours for too few dollars. I was always asking myself, "How can I get more work done?", and always struggling, until one day in my early 20s. I was searching frantically for enough spare change in the couch to buy a package of Kraft Macaroni 'n Cheese. I managed the apartment complex where I was living, but was about to be kicked out because I couldn't afford even the discounted rent. I realized I had to start clearing my mind of the pauper thoughts that were holding me captive. I started asking, "How can I create more wealth?",

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and as I did, I began to see a second big difference between millionaires and paupers:

Distinction #2: Millionaires upgrade the value of their time.

What do you think is more valuable, a Moped or a Rolls Royce? A Rolls Royce, of course – unless you live on a mountain, with goat paths for roads. Depending on where you live, a Moped is far more valuable. What I'm saying is, What something costs has nothing to do with its value; it's what others are willing to pay that matters. You are rewarded in life by what you create as value for someone else. Look at all the new service businesses and products we have today that didn't exist 20, 10 or even five years ago. Could you ever imagine that someday, you might pay a "pet-sitter," while you were at work or on vacation? Did you ever think you would spend \$5 for a cup of coffee, \$1 for a bottle of water, or use a "sponge-less" mop to clean up a spill? How many times have you seen a product advertised on television or in a store and thought, "I wish I had come up with that idea. What a timesaver!?" You can create value for others with the most common, or most exotic, idea or concept. To create wealth, you also have to upgrade the value of your time, so that others are willing to pay for it. How do you do that? Give more than you ask. Remember that those who receive the value of what you dollars – it's worth it, if my words inspired you to go out and make billions.

Distinction #3: Millionaires ask, How much will I make from this opportunity?

As a millionaire, I know that I have to take risks to create wealth; I must put my money, my reputation, and my talents on the line. Millionaires constantly look at the upside and seldom focus on the downside. If something costs me \$1 million to buy, but earns \$1.5 million, cost is irrelevant. Paupers are always concerned with cost, because they have a very limited view of what is possible. How much faith and follow through are you willing to give to launching your own business?

Faith = follow through

To be an entrepreneur means you will be moving ahead without clear direction, and often in the face of fear. When everyone else gives up, you have the energy and enough belief in yourself to keep going. You understand your customers, because you work hard at understanding what they want. You're confident about your goal, so that others will follow you because they want to share the faith and adventure you instill in them. For you to be able to lead and persuade others towards your vision, you must possess these three specific skills:

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Skill# 1: Control Your Thoughts and Emotions

You may already have a good idea of how wealthy people – athletes, entertainers, and real estate tycoons – make millions of dollars joyfully every year, so there are only two reasons why you don't have what you want right now. Either you don't know the ABCs of making your dreams come true, or, if you do, you can't get off the couch to take consistent action on a regular basis. Want to lose weight? After years of study, scientific research, thousands of examples and cases of people who were successful at taking the fat off of their body that they wanted to take off, we have come up with a genuine formula that works every single time: Eat Less – Move More! Want to make more money naturally? Apply the same thinking: Work Less – Add More Value! Wealth and attracted financial security to you? In this chapter, start thinking like a millionaire – even if the money hasn't been deposited into your bank account yet.

Skill #2: Use the Right Tools

Most companies are started by people who figured out how to “build a better mousetrap.” Leverage a great idea, or create your own – it doesn't matter. Figure out how to do a business better; that's the path to wealth. Learning to sell and market your idea is critical, and knowing effective business systems is so important, that I devote much of the next chapter to describing this one external set of tools. By having the right tools, you understand the processes that others have used to create wealth, and you use them for yourself.

Skill #3: Take Action in the Present Moment

When? Right now. “Tomorrow” never comes. What you don't do in this moment, most likely you'll never do at all. If you're like most people – if you don't exercise in the morning –, chances are you won't, as the day's demands and distractions mount up. That's unfortunate, because what keeps you healthy and on track should be the highest priority of your day, not the lowest. Do yourself a favor and circle the word “Action” above. No risk, no reward. Millionaires know that at times, they have to “fail forward fast” to become wealthy. They know that not all seeds fall on fertile soil; that's just a part of the game. If you've ever played the game Monopoly, you know there's a very specific strategy to winning: You buy every single property you land on. Do that, and halfway through the game, you'll run out of money. It looks like other people, who have more money than you, are winning. To buy more property, you now have to borrow against your existing properties, often reaping half their value and paying lots of interest. When everyone runs out of property, though, you're be able to cash in, because those properties are now income-generating

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assets. By playing on that strategy, you'll always win. Such thoughts are common to a millionaire's mindset. You'll begin to notice that paupers jump on the stock market, real estate or business bandwagon, when rich people are jumping off with their profits. Buy low, sell high. Buy when everyone is selling. Leverage other people's creativity. To become a shepherd, do the exact opposite of what the sheep are doing.

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J.T. Foxx



J.T. Foxx started investing 6 years ago with nothing more than a rusted out Ford pick-up truck, \$974 dollars and the clothes on his back. Now just 6 years later, he has closed over \$40 million in real estate deals, become an internationally recognized speaker and developed a multitude of successful business ventures - all by mastering the Art of partnering, branding & marketing.

J.T. is most recognized as a very successful real estate investor and entrepreneur but he is also a popular nationally syndicated weekend radio personality of the "J.T. Foxx Show" and the "Canadian Wealth Show". His radio program features such celebrity guests as Senator McCain, Secretary of State, William Cohen, Rev Jesse Jackson, Trump, and George Ross (Donald Trump's right hand man), and celebrated authors like Robert Kiyosaki, author of Rich Dad, Poor Dad and Bob Proctor, from The Secret and Mark Victor Hanson from the Chicken Soup for the Soul series.

Mindset Is 80% Of Real Estate Success

“Where do I start?” is the probably the most frequent question I hear from beginning investors looking to get into the real estate game as well as from the seasoned investors wondering how to get deals like they used to. The reality is that real estate has changes. The way I made money investing in real estate four years ago is not how I make money today. I wouldn't say I have reinvented the wheel when it comes to real estate investing, but doing it the Foxxonomics way has definitely given me a big advantage over my competitors. I hope this information provided to you in a step by step format will allow you to avoid some of the mistakes I made in the beginning of my real estate career and accelerate your learning curve so that you can make things happen right away

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instead of playing the trail-and-error game. If you are an advanced real estate investor, I hope this information will provide you insight to how I was able to build a successful empire in a short time period.

The secret to coming a real estate investor

The secret to becoming a real estate investor is not the theoretical and practical information I will teach you throughout my hone study course but rather the idea that you need to work on yourself first. In a great real estate market, everything seems to come easy, but in a down market, you have to think very creatively and open your mind to possibilities – or else success will come slowly. I have had the pleasure of teaching a lot of great students and working with them on their deals, and I have found that the students who have worked on themselves first and overcome their fears achieved the greatest success.

Whether you are a successful real estate investor or just a beginning investor, success is already in your mind. The main issue now is whether you are willing to unlock it. A lot of us are any already set in our ways, and attempting to unlock anything that is new and outside our comfort zone can likely cause us to shut down and revert to old habits. One of the hardest things to do, especially for real estate investors who have already done deals, is to make yourself try new ways of looking at real estate. A lot of my friends who were successful in real estate investors two years ago can't find a good deal in today's market because the game has changed. If you ask them where they went wrong, they will most likely blame the market, but the real reason is that they have not changed their mindset. I have found that they have not changed their mindset. I have found that there are two types of mindsets.

Fixed Mindset

People with a fixed mindset believe that success, sales, creativity, confidence, personality, and the gift of gab are all attributes with which you are born. They think their true American dream is not attainable. Instead they settle for a lesser version American dream – get a good job, own their own home outright, and retired someday.

Old version of the American Dream

Job that you hate – Pay check – Save – Buy a white picket house

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Build appreciation – Retire someday on the equity and 401k

Result

Settling for societies status quo and never really getting ahead and
enjoying life to it's fullest.

Get Self-Made in Real Estate Version of the American Dream

Invest yourself – Job and real estate until you can quit

Flip quick riches or hold for long term wealth

Result

-Freedom

– Control of your own destiny

– Reward yourself and those around you

– Retire wealthy and happy when you want with multiple streams of income

After you have achieved success beyond your wildest dreams, you will realize that the old adage: It's not who you know that makes you wealthy and successful but rather who you know. Information will only get you so far, but it is your ability to build relationships that will take your American dream to the highest level. As you grow into successful, well-rounded real estate investor you will make contacts outside the real success in real estate. Everyone wants to be associated with a winner, the principles I teach apply to any entrepreneurial venture you wish to start someday. The moral of the story is that as long as your mindset is in the right place and you are open to improving it, your potential for success is endless.

I am trying to give you a glimpse of what future could be, as exemplified by what I have accomplished in the last four years. But if you believe that success is a birth right that only a select few are entitled to, you will find yourself living in the shadows of your own fear. No one is born with the success; it is something we all grow into – I can tell you that the man I was four years ago is not the same man you see today. Had I closed my mind to those opportunities,

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listened to the negativity around me, and not made a commitment to my mindset growth, success would have been nothing but a dream.

Developing growth mindset

People with the developing growth mindset know that business and success are not easy, but if they feed their mind, it will nourish their growth. Your success in real estate will be directly defined in how much effort you put toward your education and into the seeds for success you plant. Only then will you be able to sit back and watch your crop grow and reap the benefits and amazed opportunities. When I first started investing in real estate I knocked on a lot of doors, got rejected more times than I care to remember, and made a lot of phone calls and got hung up on. Every time I heard no I felt I was one stop closer to quitting. Looking back, part of the problem was I did not have the property relevant education to be in the business. That almost became my downfall because my lack of relevant education meant I spent a lot of time on deals and strategies that did not work in my market. The guru from whom I learned this business gave me the inspiration to get started, but his information was not applicable to my market. Also he clearly had not done a residential deal in the last decade because if he had he would have been teaching the things in this manual.

Five years ago, I was a poor speaker and could never have been on the radio or a successful real estate investor. I was also told that I was not a good negotiator, that I was always selling past the close and selling myself out of the deal. I was told that negotiation and speaking abilities were attributes that you were born with, and because I did not possess these qualities, I could never make it in this business. Part of the reason nothing was working for me in the beginning is that I was close-minded to any growth possibilities and was accepting the word everyone telling me that to buy properties well below market value in a hot market was impossible. I think I must have heard that phrase over times, and now those same people are saying it's the worst real estate market ever and therefore the worst time to get in, Had I continued listening to those people, I wouldn't be here teaching you the methods of my success and how to create your own.

The tide turned for me when I stopped listening to the naysayers and realized that I was spending more time worrying about what people said than focusing on developing my mind so I could overcome my shortcomings. I needed to work on

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speaking, negotiating, and building credibility. Three of my biggest weaknesses four years ago are now my biggest strengths.

If you are going to be successful, you have to understand the vast majority of the people have fixed mindset. If someone can't do something themselves, they tell you that you can't do it. People want you to do well – but not too well – because if you do they wonder why they aren't doing it themselves. I hate to sound pessimistic, but it's the law of the entrepreneurial jungle, I guess. It was not until I stopped worrying about what others think that I started developing my mindset and started getting positive results.

Working smart, hard, and having true persistence can easily replace lack of talent. There are plenty of people, athletes and acquaintances I know, who have so much talent and potential but have wasted it because of their lack of passion and persistence.

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Zack Childress



With no major education nor experience he went onto create systems through automation that allowed him to generate five figures a month in through automation that allowed him to generate five figures a month in positive cash flow. When most people would retire he didn't, he still buys and sells real estate today in this using those same systems. He is one of the leading experts on Automating you Real Estate Business and Virtual Investing. He invests in 6 different markets across the U.S. using his investing strategies. He coaches students all over the United States for over five years including some of the biggest names real estate investors in the market.

HOW TO START MAKING MONEY NOW WITH WHOLESALE

Zack Childress, of Automated Real Estate Systems , has a widely diverse business background and experience in successful Real Estate Investments & Business Development. Zacks Investment Company has been successfully operating for over six years, with a funding company for over three years, and a coaching program for over 4 years. He is always strategically developing his businesses based on market trends and cycles to stay ahead of the pack. When it comes to building a strong investment portfolio and ways to invest he finds the

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best deals out there using automation and the internet to grow his business. Zack Childress has been inspired to share his success with others similar to him that wants to generate positive cash flow and increase their net worth through real estate investing. Zack has created systems through automation that allows him to generate five figures a month in positive cash flow. Most people in his position would retire but he has not, he still buys and sells real estate today in this turbulent market using the same systems he has mastered over the many years of investing.

To touch on one of the many systems Zack has created here is one on how to Start Making Money Now with Wholesaling. When Zack was starting out he didnt have money or credit so he had to Wholesale his my into being a Real Estate Investor. So he has put a list of the 10 things you should do to get started has a Wholesaler in Real Estate . He has also created a powerful tool called the www.MLSGorilla.com that can mass market you business.

1. Get Focused on What You Want:

a. You are starting a new adventure right now, and you need to have direction. Set your goals first so you know what you are looking to achieve with your new venture in Real Estate. As we all know our goals will change from time to time and that is okay, but you need to have a plan when starting anything in life? So, set your goals first so you know what you want as a Real Estate investor.

b. The second important part to starting any business is staying organized so you can get what you want. Staying organized will help you stay focused on your goals. Have you ever sat down at your desk and started a project without a plan of action and halfway into the project you find yourself working on several other things? You must have a system to get organized. A follow-up system is essential when investing in real estate. Prioritizing your projects is needed to become efficient and successful. A clean desk leads to a clean mind allowing you to focus on the project at hand.

c. Remember that this business is about motivating yourself to keep moving forward when times are tough. What 90% of investors do is quit when times are

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bad, and the reality is that you are just about to break through, and the fountain of money is about to pour down on you. I know it is hard when you are first starting out and you have not done a deal in quite some time. I remember when I started and my wife kept watching me write checks and not cashing checks. This is the part where you have to believe in yourself more than anyone else can even imagine is possible. You can and you will make it if you stay positive and keep yourself motivated no matter what challenges you may face.

2.What to look for in a wholesale deal:

a.You will want to segment your market so you know what the median house price is for single family residents; knowing this is a key part of getting started with your marketing efforts. So, you are looking for properties that are under the median price rang in you niche market. This will help you find more buyers, because they will be easier to buy.

b.You are looking for the most common properties on the market, and the properties that will have the easiest resale ability. You should be looking for 3 bedrooms with 2 bathrooms; these are hot properties for first-time home buyers.

c.Your goal is not to get rich on one wholesale deal. Your goal is to build a relationship with your investors. You need to make sure to leave enough equity in a property for the investor you are wholesaling the property to so that the investor will continue to buy your wholesale deals.

3.How to Get Good Comps:

a. Accurate comparables are challenging to find if you do not know your search criteria or the neighborhood. Two people can look at the same comparables, and they both may have different After Repair Values (ARV); therefore, to get the best ARV possible you need to use both sold and listed comparables. The reason you want to know how much the comparables sold for and what the comparables in the area are listed for is, because you need to know what people are willing to pay for the property based on the sold comparables (market value),

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and you need to know what your competition is doing for when you put your property on the market to sell.

b. Your search criteria when finding sold comparables should consist of the following: 1/2 mile from subject property (1 mile if no comparables found), 6 months back (3 months in bad market), no variances in bedrooms and bathrooms; in other words, you want to search properties that have the same exact bedrooms and bathrooms of subject property, but if you are unable to find comparables with the same bedrooms and bathrooms of subject property then you can have a variance of 1 bedroom and 1 bathroom; meaning your search will show properties with 1 less and/or 1 more bedrooms and bathroom from subject property.

c. If you are unable to find accurate comparables you may need to contact a Realtor, and ask the Realtor for a Current Market Analysis (CMA). Provide the Realtor with the address and ask for a two-line CMA report which must include sold and active properties, Days on Market (DOM), bedrooms, bathrooms, square footage, address, etc. Let the Realtor know your search criteria such as to 1 mile from subject property, 3 to 6 months back, etc.

d. Another great site to get good COMPs from is www.EasyCompsOnline.com

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Cody Sperber



Cody Sperber grew up in Arizona. When he turned 18, he joined the Navy and ended up in San Diego. He moved back to Arizona to attend ASU & received a degree in Finance. He started dabbling in real estate and lost all his money on his first two deals! Then he learned quickly the important of "Location, location, location"!

When he met his girlfriend and fell in love, he flipped a house and bought a ring!

Then he started an investment company called Klever Investor that specialized in wholesaling & rehabbing houses. He then began perfecting his investing skills and building a rental portfolio.

He became a lead generation master owning some of the highest ranking real estate websites in AZ.

Cody is the internet real estate guru. Leveraging the enormous lead generation power of the internet, Cody created a groundbreaking automated system to bring him below market deals, investors and buyers. Using that system he has been able to generate over \$1.6 million in profits in just the last few years.

How To Avoid Dealer Status When Wholesaling Real Estate

Recently I was asked by one of my coaching students what the "dealer status" meant and how did that affect them trying to be a real estate wholesaler. While I am not a tax attorney or CPA, or trying to give any legal advice I wanted to help them understand the basic implications of being classified as a dealer so they could sit down with their CPA and come up with a game plan. I think there are many new investors that get caught in this "tax trap" that can actually be easily avoided with a little entity and business planning...and that is why I am writing this blog post for you!!! ;-)

First, let's review what is wholesaling. Wholesaling real estate is simply placing a property under contract at a significant discount and immediately reselling, or assigning your contractual rights to another end user or investor at a discount.

The difference between significant discount and discount is your profit as the wholesaler. A typical wholesale transaction happens within a 30 day period, but some last a little longer. I have never seen one take longer than 12 months.

The reason I bring up the months is that when an investor sells a property within 12 months they are subject to short term capital gains which is taxed in your individual tax brackets. This would be true if not for the "dealer" classification.

Treasury Regulations Section 1.402(a)-4 defines a dealer as "a person who is engaged in the business of selling real estate to customers with a view to the gains and profits that may be derived from such sales." In other words they look at you like any other business that sells widgets and tax you a 15.3% self employment tax that is added onto your personal tax bracket. Here are some other downsides to being classified as a dealer:

- 1) If you hold rental properties in the same entity that you wholesale through you WILL lose the ability to take depreciation (because they will view your rentals as inventory)!
- 2) You cannot 1031 Exchange your profits into another investment.
- 3) Probably the worst downside is the fact that you cannot "defer income" if you use creative seller financing to sell the property over time (which is a huge tax benefit to an installment sale). You would have to take the entire tax hit immediately.

The crappy thing is there is no set of transactions that has to be met in order to classify you as a dealer. In fact there are no real guidelines as to when you are or are not a dealer at all...instead the IRS conducts an "Intent Based Test" which looks at things like history, purpose, frequency, time & effort, extent of involvement, profit, etc.

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SO WHAT IS THE SOLUTION?

So being classified as a real estate dealer SUCKS but there is hope. If you plan on owning rentals then definitely keep them away from the entity that you wholesale thru. If you plan on making wholesaling a profession then try setting up an LLC and elect it to be treated as an S-Corp. The reason is just an LLC alone is not good enough. An LLC is a pass-through entity and since an LLC is disregarded for tax purposes the dealer status will flow right through to you. But an LLC treated as an S-Corp or setting up a C-Corp will do the trick because it is not a pass through entity and you personally will not incur a self employment tax along with all the other downsides of being a dealer.

IF YOU ARE WHOLESALING TALK WITH YOUR CPA OR TAX ATTORNEY AND PLAN AROUND THE DEALER STATUS AT ALL COST! I use an LLC treated as an S-Corp and because of the amount of transactions I do (100+ per year) it works great for me but your situation may be different. So rely on your power team members to help you design your business in a way that not only helps you maximize profits, but minimize taxes which is just as important!

Hope this gets you thinking about making and saving money...now go take action and start generating income wholesaling real estate. Now is the best time in our lifetimes to generate true wealth by investing and flipping real estate.

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Coach Pat Martin



Who is Coach Pat Martin?

If you are going to be a success, you will need to find a coach or mentor that you have a connection with. Making this decision is the beginning of taking control over your future success. I believe in your success. How can I say this? When you're hungry for change and something better for yourself, quitting is never an option! I hated being broke and living paycheck to paycheck enough to do something about it so I started listening to teaching tapes on how to invest in real estate. Four months later I flipped a house and made **\$29,992.43**. Many have called the current economic situation and real estate industry a disastrous crisis. I disagree and so does my bank accounts. I personally call our current economic situation **"The Perfect Storm"**! This really is the "Perfect Storm" in this "Perfect Foreclosure Boom".

What Coach Pat can do for you!

I can show you exactly what to do to make boat loads of money without going broke in the process, starting from scratch or adding to your existing real estate investing business. My passion in life is being a **Wisdom & Wealth Coach** and seeing our clients reach and achieve their dreams. One of our main niches is taking advantage of the current **Foreclosure BOOM** with a proven **"JV" joint venture profit system** in both residential and commercial **short sales!** I do take an active role in each and every deal we do. When you see the numbers, you will understand the reason why I take an active role in each and every deal. **I not only coach and teach the business...I do the business on a daily basis!**

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Check out our website at www.CoachPatMartin.com. I'll look forward to meeting you at Kenny Rushing's **Buy American Real Estate Tour** product table we'll have set up. I will be speaking about how to have a "Multi-Millionaire Mind" and that you are a "Money Magnet". You **do** deserve to be rich because you add VALUE to other people's lives!

Blessings, Coach Pat Martin

More Products Available by Kenny Rushing



Rushing To Riches Personal Real Estate Coaching Program

Real estate investing has created more millionaires than any other form of investing because of its many advantages. Those who are the most successful are that way because of the level of education they have invested in. Kenny's Rushing to Riches coaching and mentoring programs are designed to empower each student with the specialized knowledge, training and tools needed to guarantee their success.

Kenny will help you identify your strengths and weaknesses to design a program to fit your real estate investment objectives. His passion is for you to stop wearing your 'student hat' and begin to wear your 'investor hat'. PLUS he'll show you how to get started with or **without cash or credit!!!**

Kenny's Rushing to Riches coaching program offers a customized real estate investment plan to map out where you want to go and what you'll need to do to get there! Then, over 3 days of one-on-one, step by step mentoring, you'll set your plan in motion. You'll learn Kenny's valuable secrets, techniques and strategies on such diverse topics as purchasing, re-selling or development of rehab projects, rentals, new construction, lease- options, short sales, subject-to deals, buying vacant land, commercial properties, tax deed sales, foreclosures, auctions and wholesaling homes for maximum profit.

By having a personal coach, you'll take Kenny's tested real estate principles and quickly apply them in your own business and life. **The focus is on YOU!** Kenny will even come to your city and help you invest in the market you live in. **When you choose one of our top level coaching programs you'll receive a house that is equal to the price you paid for the education!!** That's how committed to your success Kenny is!!!

How To Buy American Real Estate™

Real Estate Tips and Strategies From 29 Top Real Estate Experts

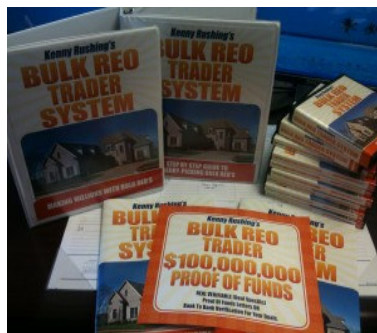
New Jack Investor Complete Home Study Course



This system includes:

- Kenny Rushing's New Jack Investor Guide: Manual
- Kenny Rushing's New Jack Investor Guide: Workbook
- Kenny Rushing's 12 Day Action Kenny Rushing's 25 ToDo Check List
- Kenny Rushing's Top 10 Real Estate Secrets
- Kenny Rushing's Contracts, Forms, and Addendums
- Kenny Rushing's Power Broker Unlimited Access Directory

Kenny Rushing's Bulk REO Trader System



In this system I will show you...

How To Buy American Real Estate™

Real Estate Tips and Strategies From 29 Top Real Estate Experts

- A currently profitable real estate vehicle that makes money right now.
- Where to find real sellers of Bulk REO packages.
- Proven ways to buy houses for less than the price of one month's rent.
- How to buy commercial properties for pennies on the dollar.
- How to get big checks with as little as two hours of work in just 14 – 21 days.
- Where to find properties for 30% - 70% less than foreclosures listed on the MLS.
- How to only work with the most qualified buyers with millions in funding and ready to close.
- How to get prime properties FREE and CLEAR
- Learn how to fund your real estate deals without risk
- Learn how to buy houses at the foreclosure auction
- Learn how to do a short sale and make massive profits without the headaches
- Learn how to raise private money to fund your real estate deals
- Real estate investment strategies that can skyrocket your net worth

**To Order Any Of Kenny's Wealth Creation
Systems Call Shari Coombs At:
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Real Estate Tips and Strategies From 29 Top Real Estate Experts

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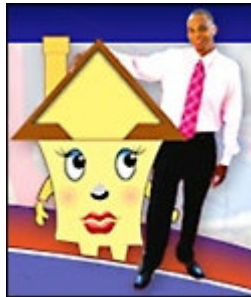
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