

# GOLD NUGGETS

**TIPS, TRICKS, STRATEGIES  
THAT HAS MADE MILLIONS AND MILLIONS  
OF DOLLARS**

**BY ELIDER DESIR**

**MATTER HOW HARD YOU WORK, THERE IS ALWAYS SOMEONE, SOMEWHERE WORKING HARDER THAN YOU! GUESS WHAT I AM THAT SOMEONE!**

Where To Find Deals (need 10 to 15 sellers calling me daily)

1. Classifieds (Post "I buy houses" ads)
2. Car Signs
3. Craigslist (I buy Houses)
4. Backpage (I buy Houses)
5. Birddogs
6. Classifieds (online look for divorce, must sell, motivated..)
7. Investors
8. MLS (expires listings or active listings)
9. Absentee Owners
10. Divorce List
11. Over 50 years old
12. Owners of 10 years or more list
13. Distress properties (excessive repairs, deferred maintenance, fire/flood)
14. Probates
15. Bankruptcy list ([www.pacers.com](http://www.pacers.com) )
16. Tax delinquent
17. Post its on doors
18. Yellow pages
19. #1 Direct mail (the right message to the right people at the right time)
20. Farming
21. Market to code violations properties
22. Ask the mailman for vacant houses list and pay them referral fee.
23. Wearing a t-shirt says we buy houses
24. License plate with automatic lighting (Roadmaster Scrolling Digital License Plate Frame)

Where To Finding Buyers

1. Classifieds
2. Craigslist
3. Backpage
4. Auctions
5. Marketing Properties

6. Investment Clubs
7. Bandit Signs
8. [www.gosection8.com](http://www.gosection8.com) (landlords)
9. Property managers (offer them referral fee)
10. Mls (last 6 months of cash buyer closings reo's, clerk county office to see if they close with cash deals)
11. Landlords (rentals classifieds)– Are you interested in selling or buying a rental property?

#### Selling Your Property

1. Using Realtors
2. Classifieds
3. Craigslist
4. Backpage
5. Investment Clubs
6. Drip List (emailing to your buyer's list)
7. Bandit Signs

#### Comps

1. Cyberhomes.com
2. Netronline.com (public record database)
3. Trulia.com
4. Realfreedomcomps.com

#### Foreclosure Properties (don't need to buy a list)

1. Ocwen.com
2. Homesales.gov
3. Resales.usda.gov
4. Firstpreston.com
5. Hud.gov/Bidselect.com
6. Homesteps.com
7. Ushomeauction.com
8. Hudsonandmarshall.com
9. Williamsauctions.com
10. Southernreo.com
11. Lendersreo.com
12. Countrywide.com
13. Propertydisposal.gov

#### Researching Market Areas

1. Hpapts.com
2. Mlsonline.com
3. City-data.com
4. Mmreibc.com/research
5. Realtor.org/research/index.html
6. Housingpredictor.com

#### Rents

1. Rentslicer.com

2. Zilpy.com
3. Socialserve.com
4. Gosection8.com
5. <http://www.huduser.org/datasets/fmr.html>

#### Property Managers

1. Narpm.org

#### Home Inspectors

1. Ashi.org
2. Homegauge.com (software they use, full inspection report available online)  
(Get sample reports first, make sure they have digital pictures and email)

#### Contractors

1. Angieslist.com
2. Nahb.com
3. Reliableremodeler.com

#### Appraisers

1. Appraisers.com
2. Naifa.com

#### Virtual Assistant

1. Elance.com
2. Guru.com
3. Odesk.com

(people you can hire in places like india to do your internet stuff, pay is \$2 to \$5 an hour)

#### Lenders

1. Prosper.com
2. Lendingclub.com

#### Private Money

1. [www.gobignetwork.com](http://www.gobignetwork.com)
2. [www.fundinguniverse.com](http://www.fundinguniverse.com)

#### Hard Money Lenders

1. Scotsmanguide.com

#### Credit Repairs

1. Trinitycreditservices.com
2. Veracitycredit.com
3. lexingtonlaw.com (I personally use and they are great)

#### List of Homeowners in Zip Codes/Price Range/Equity/VA/Good Credit/Bankruptcy

1. [MelissaData.com](http://MelissaData.com)
2. [GuaranteedLists.Com](http://GuaranteedLists.Com)
3. Listsource.com

#### Direct Mail

1. Click2mail.com

#### Proof of Funds/Transactional Fundings

1. Coastal-Funding.com 2 points \$595, within 2 to 3 days notice
2. Ivfinancialsolutions.com 72 hours advance notice, after first deal 24 hrs, 2 points \$495
3. crosslinkfunding.com 24 hrs notice, 2 points \$518
4. jed3.com 1.75 points \$395
5. Aegispartners.com
6. tempofunding.com 48 hrs notice, 2 points \$395
7. chestnuthillfunding.com 3 to 4 days notice, 1.75% \$395
8. Besttransactionfunding.com first time 1 week notice, 1.75% \$395
9. cashformyclosing.com 2 points \$395, 48 hrs notice
10. <http://kentclothierfundinggroup.com> 2.5 points \$495

#### Live Operators Taking Calls To Handle Your Business (Outsource Service)

1. <http://secure.patlive.com/Signup/Default.aspx?Source=BNPECP&Referral=&Promo=>
2. <http://www.voiceconnectinc.com/RealEstateInvestors/AutoPilot/LiveAnswer.aspx>

#### Yellow Letters

1. <http://www.investorwealth.com/yellow-letter/get-the-letter.htm>
2. <http://yellowletterscomplete.com/yellow-letters/>

#### Market to Realtors/investors Who Hates Doing Short Sales (Marketing Tools)

1. [www.dontspeaktobanks.com](http://www.dontspeaktobanks.com)
2. [www.shortsaleclienthelp.com](http://www.shortsaleclienthelp.com)
3. [www.getyourshortsaleclosed.com](http://www.getyourshortsaleclosed.com)
4. [www.pattonvideo.com](http://www.pattonvideo.com)

#### Instantly Raise Your Credit Score

1. <https://www.optoutprescreen.com/?rf=t> (Remember when ask if you want to receive offers, say no, your credit score will instantly be raise 10 to 50 points within 30 days and its FREE)

#### Squeeze Page (Examples)

1. <http://mypropertyoffer.com/about> (Preston Ely)
2. <http://realfreedomproperty.com/> (Preston Ely)

#### Free Postings Websites For Your Properties (Sell In 7 Days Or Less)

1. Postlets.com (1)
2. 3daybid.com
3. Dodeals.com
4. Craigslist.com
5. Backpage.com
6. Myhousedeals.com
7. <http://www.classifieds.myspace.com/>
8. [www.ClassifiedFlyerAds.com](http://www.ClassifiedFlyerAds.com)

9. Hotpads.com (twitter)
10. Zillow.com
11. 1americamall.com
12. [www.vflyer.com](http://www.vflyer.com)
13. <http://base.google.com/>
14. <http://www.ioffer.com/info/home>
15. <http://4321.co.il/property/>
16. [www.Rehablist.com](http://www.Rehablist.com)
17. Local.com
18. Lycos.com
19. Olx.com
20. <http://kijiji.com>
21. <http://www.finditclassifieds.com/>
22. <http://wjcorzo.adpost.com/>
23. [http://classified-ads-4free.com/real\\_estate/](http://classified-ads-4free.com/real_estate/)
24. <http://www.inetgiant.com/>
25. <http://www.webclassifieds.us/>
26. <http://www.classifiedsforfree.com/>
27. <http://www.house.info/home.php>
28. <http://usa.adflakes.com/>
29. adlot.net
30. adquest3d.com/
31. <http://classifieds.websitegear.com/>
32. <http://www.webcosmo.com/default.aspx>
33. <http://www.isell.com/>
34. <http://beatyourprice.com/>
35. <http://geebo.com/>
36. <http://bizmanonline.com/>
37. <http://www.bestwayclassifieds.com/>
38. <http://www.bazaar.ae/bazaar/index.htm>
39. <http://www.usnetads.com/>
40. <http://www.findmyroof.com/>
41. <http://planetpads.com/>
42. <http://www.igrealestate.com/>
43. <http://ezclassifieds.com/>
44. <http://www.extrasearch.com/>
45. <http://zzstar.com/redirect.php>
46. <http://www.kconline.com/classpro3/viewads.html>
47. <http://adroad.com/>
48. <http://www.coolerads.com/>
49. <http://american-classifieds.net/>

#### Upload Videos Sites To Advertise Your Business

1. Youtube.com
2. Viddler.com
3. Yahoo.com
4. Aol.com
5. Revver.com

6. Vimeo.com
7. Metacafe.com
8. Googlevideo.com
9. Myspace.com
10. Bliptv.com

#### VIDEO TRACKER

.Video Metrics

-# of Videos Distributed

.Keywords Tagged

-# of Views

-# of Opt Ins/Leads

**Outsource** - \*Train Virtual Assistants using [www.camtasia.com](http://www.camtasia.com), each videos should have 10 keywords, each videos should be use 3 times, have them fill out monthly reports.

\*Use my videos on my blogs, lead capturing websites and brochure sites.

Search Engine Optimization: [www.seobook.com](http://www.seobook.com), [www.seomoz.org](http://www.seomoz.org)

Keyword Research: <http://freekeywords.wordtracker.com>

Pay Per Click Marketing: [www.adwords.google.com](http://www.adwords.google.com)

Video Sharing: <http://tubemogul.com>

Social Networks: [www.activerain.com](http://www.activerain.com), facebook, twitter, myspace

Social bookmarking: [www.dwellicious.com](http://www.dwellicious.com)

Free Classified Ads: [www.craigslist.com](http://www.craigslist.com), Kijiji.com

Property Listing Sites: [www.vflyer.com](http://www.vflyer.com), [www.point2.com](http://www.point2.com), www. Choicea.com

RE Aggregators: [www.trulia.com](http://www.trulia.com), [www.propsmart.com](http://www.propsmart.com)

Article Submission: ezinearticles.com, bussle.com, webpronews.com

Press Releases: [www.pr.com](http://www.pr.com), [www.pr9.com](http://www.pr9.com), [www.prbuzz.com](http://www.prbuzz.com)

Forums

Blogs: [www.blogspot.com](http://www.blogspot.com), [www.wordpress.com](http://www.wordpress.com)

#### **Directories For Advertising Your Business and Properties**

Dmoz.com

Dir.yahoo.com

Business.com

Botw.com

Joeant.com

Gmpsy.com

Uncoverthenet.com

[lii.org](http://lii.org)

sbd.bcentral.com

whatuseek.com

cannylink.com

123world.com

Americasbest.com

Chiff.com

## **OBTAIN BUSINESS CREDIT FROM:**

1. [www.grainger.com](http://www.grainger.com)
2. Staples.com
3. Officedepot.com
4. Rapidforms.com
5. Homedepot.com (you can have both, black card reports to Experian, gray card report to DB)

### **TIP #1**

The other thing that I want you to remember is always make your first offer over the telephone, on the first call. This is very important. This is the way we are able to buy multiple properties every single month, by making our first offer over the telephone.

### **TIP #2**

MILLION DOLLAR IDEA - I'll ask a question I know the answer to. For example, if it's a two-bedroom, one-bath wood frame house built in the 1950s I might ask: "Does it have a pool?" Even though I already know the answer is "No," I say "Ohhh," which implies some disappointment and gives me some leverage in the negotiation.

### **TIP #3**

I always like to ask them why they are selling. What are they going to do with the money, is another good one. Here is another good question. "What would it take for us to do business today?"

### **TIP #4**

Direct marketing – Send out mail to your farm area once a month for 6 months. Preferably yellow letters.

### **TIP #4**

Your price, my terms.

### **TIP #5**

Best marketers will win.

### **TIP #6**

Work on my business, not in my business, where im buying homes and I have a team taking out signs. Develop a system where im making money whether im there or not.

### **TIP #7**

Wholesaling to renters – Calling landlords ads who wants to rent to sell, putting a contract on the house for down \$1,000 selling in a year for \$100,000 then put another sublease for \$10,000 sell in a year for \$150,000

### **TIP #8**

Working with free and clear homes. (Price of home \$250,000)

1<sup>st</sup> offer – wholesale contract 40% ltv

2<sup>nd</sup> offer-\$10,000 down in 3 or 5 years 6.5% interest, at \$210,000 (Owner Financing)

3<sup>rd</sup> offer-100% at \$250,000



(Lease option, you sell the property on an 18-month lease option for \$243,000 to a tenant/buyer)

(I can get the \$10,000 from a hard money lender but they will need to be in first position of mortgage and the seller will need to be in second.)(Tell the seller im taking out the money for improvements or repairs)

### **Collect a non-refundable option payment**

As for the option money you want to charge your tenant buyer, there is a simple formula that goes: AMAYCG ("As Much As You Can Get!").

Typically you'll collect from 3-5% of the value of the property as a non-refundable option payment from your tenant buyer. In our example you would be fine with an option payment of \$10,000 (but wouldn't complain if someone volunteered to give you \$15,000.)

This is how you price your properties. Ultimately the only way to know if your numbers are good is to have real buyers come through the house. If you aren't getting people to say yes they want the property, there is something wrong with your pricing or the house shows poorly.

**KEY POINT:** Most tenant buyers are NOT buying price, they are buying monthly payments they can afford and an up front payment they can handle.

### **Talk the tenant buyer through the numbers**

Now lets go back and learn how to talk through the numbers with your potential tenant buyers, John and Sarah.

**Investor:** Do you know how the lease option program works?

**John:** A little bit, could you explain it to us though.

**Investor:** Sure, you simply put down an up front payment that will all go towards your purchase of the house if you buy. Then you rent the house. You have a set price you get up front that you can buy the house for at any point over the two-year lease.

It's kind of a one-sided agreement. I have to sell it to you at the agreed upon price, but you don't have to buy it. You have the option to buy or not buy. It's up to you. Depending which option you choose, a portion of your monthly rent gets credited towards your purchase of the property. Did I make sense there, Sarah?

**Sarah:** Sure.

**Investor:** Okay, let me go through the pricing with you. The house is currently valued at \$250,000. As you probably know, houses in this area have been going up in value at about 5% each year. If this house goes up at just this same 5% it will be worth \$275,625 at the end of the two years.

We set our price at below this to give you a large chunk of that future growth and to build in a profit for us as investors. Does that make sense?

**John:** Yes it does.

**Investor:** The price you have is just \$259,980, which is over \$15,000 less than the projected future value. You have three options to choose from.

Option one is with a rent of \$1,495. If you choose this option then none of your rent goes towards your purchase of the property.

Option two is if you pay an extra \$100 per month in rent, you'll get \$150 per month credited off the purchase price. Over two years that's \$3,600 of money being saved up to help you buy the house.

And option three is for you to pay \$200 extra per month. With this option you get \$400 per month credited off the purchase price. Over two years that's \$9,600 credited towards your purchase. How much up front money did you have to work with again?

**John:** \$9,000.

**Investor:** Oh, \$9,000 to \$10,000...Okay. [Using the Range Technique]

**John:** I guess we could manage \$10,000.

**Investor:** Let's just use that number for the moment as I go over how this works for you. As you can see your final price left to pay on option one is \$249,980. Your final price left to pay on option two is \$246,380. And your final price left to pay in option three is just \$240,380. That's over \$35,000 less than the projected two year value! Did I explain that okay?

**John:** Yes.

**Investor:** Well John, which of these three options is most comfortable for you?

**John:** Hmm...what do you think, Sarah?

**Sarah:** I think we should choose the second option. I like the idea of the rent credit, but I am not comfortable paying more than \$1,595 per month right now.

**Investor:** Okay, Sarah. How about you John?

**John:** I'll go along with Sarah and choose option two.

When you are talking them through the numbers make sure you go slow and let them be faster with the math than you are. It is important that you maintain the good feelings you have worked so hard to create earlier in this process.

I recommend that if you have a calculator handy, let them work the numbers (with you telling them exactly what buttons to push along the way!)

#### **TIP #9**

Calculating cap rate for residential properties

Price - \$70,000

Rent - \$1000

Annual rent \$12000 (gross)  
Gross income X .65(expenses) = 7800 (NOI)  
7800 divide 7000=11.14 Cap rate

**TIP #10**

If it ends up not selling then here is what you do: Go to the seller PRIOR TO THE END OF THE INSPECTION PERIOD and say "look - this property didn't pass my partner's inspection (always blame it on your partner). We can't move forward. However, if there was something you could do on the price I could possibly go back to him and try to talk him into it."

Try to get the price down, and then market it again. Even then you need to have it assigned before the inspection period expires.

**TIP #11**

Always include the ARV in your housing advertisements.

**TIP #12**

Post around your deal bandit signs that says "Handyman Special" and a phone number. (Hand write it)

**TIP #13**

. Flat Fee MLS Listings

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Most wholesalers never think of this!

Include in your purchase contract:

"Seller gives Buyer (you) the right to relist the property with an agent of your choice"

Then in your MLS listing, be sure to mention that it's "subject to prior sale."

**TIP #14**

Online Groups & Forums

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RealEstateInvestor.com, Yahoo and Google Groups and email them asking for investors to sell your properties to,

MySpace and other social networks and then invite others to become your friend that have the keywords "real estate" in their pages.

REI group, etc., they have a lot of buyers.

**TIP #15**

Go Web 2.0

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YouTube, Viddler, Twitter, MySpace, Facebook ... the key is massive organic search engine exposure!

**Wholesaling REO's**

Putting the properties in a land trust or llc and then selling that interest to another investor. Or putting an addendum to include the new buyer name.

The only contingency is the inspection period. If I didn't sell it walk away or ask for price reduction. If im wrong on the value, ask for a price reduction, go back and tell them you may found a mold.

If my buyer can't close, I will take his deposit or walk away.

### **Buying at Auctions**

1. Contact the auction company beforehand and get approval to purchase in a Land Trust
2. Bring copy of Land Trust to auction
3. Tie property up in a Land Trust and assign your beneficial interest in the trust to wholesale buyer  
ex. 123 Main St. Trust, Elider Desir Trustee
4. Collect fee from wholesale buyer and reimbursement for deposit

On purchase and sale agreement "Investing to be determined at close of escrow" for contingency, don't know yet if closing with land trust, name or llc.

Establish relationship with REO agents and tell them to send you deals before they are put on the market.

### **TIP #16**

Email landlords that renting house on craigslist, gosection.com, and others and tell them I have house I desperately need to sell please get in contact with me if you are interested, this will go within the next few days, thanks.

### **TIP #17**

Place bandit signs around the property you are selling, place them in front of vacant properties, when the owner calls tell them with enthusiasm "Im glad you contacted me, im interested in buying your property, if I can pay cash and close quickly whats the least you will accept."

### **TIP #18**

Google Adwords

Title

Description 1

Description 2

Website

\*Ad question mark after your website

### **Tattoo Design**

Over 10000 to chose **tattoo design**

From various colors and more

Choo-tatooo.com?**tattoo-design**

### **TIP #19**

The best ones are the ones that have been on the market a while or had a price change.

### **TIP #20**

Learn to fill out a land trust, visit <http://www.viddler.com/explore/mikebutler/videos/17/> or [www.5mlandtrust.com](http://www.5mlandtrust.com)

## **WAYS TO BUY A HOUSE IN BANKRUPTCY**

1. Have the owner voluntarily stop it.
2. Let the bankruptcy expire.
3. Court approval of the sale.
  - a. Fill out form
  - b. Hire an attorney

### **To Use For Your POSTCARDS/LANDING PAGE/Squeeze Page**

You're about to discover secret real estate deals that most investors will NEVER know about!

Inside you will...

- Gain access to real properties for sale! This is not a service or gimmick. We are wholesalers in the South Florida area and are offering true "below market" deals for sale. We are looking to assign the deals for a quick profit and move on.
- Click here to see a sample property (this property is currently for sale right now and we are looking for the best offer in the next 3-4 days)
- Talk to the real seller of the property. Many wholesalers that you speak to are selling other investors properties that they have no control over. We have valid contract with the sellers of these properties and are ready to make the deal with you today!
- See interior and exterior photos.
- Be able to talk to a real person. A real live phone number is on each listing so that you can contact us with any questions that you may have about the property and discuss price.

Important: This is NOT a subscription website. We are REAL investors with REAL properties. No BS!!!

#### **TIP #21**

To find more buyers in selling my properties, contact landlords who are renting properties out in gosection.com, showmetherent.com, and other rental sites and tell them about the property for sale.

#### **TIP #22**

Contact property management companies and ask them for referrals of landlords and what they are looking for.

#### **TIP #23**

To find more buyers email my properties to investors who advertise their properties on craigslist and backpage.

#### **TIP #24**

To find buyers and sellers at the same time, place a for sale sign at a vacant property and places handyman specials sign around the area.

#### **TIP #25**

In newspapers (any other advertising) on FSBO, send a voice blast all at once to FSBO's asking them if they will be interested in Lease Option or Seller Financing, or any other offer, the motivated ones will call me back.

-Voiceshot.com, can send prerecorded messages or text messages to masses.

#### **TIP #26**

To build a buyers list, visit [www.hud.gov](http://www.hud.gov) and view the bidding results. Look up the buyers who has closes on the deals and look up the mailing address on the tax record and send a mailing or look up in the yellow pages to contact them directly to add them to your buyer's list.

#### **TIP #27**

To have someone else create articles for me, go to

1. [www.guru.com](http://www.guru.com)
2. [www.hiremymom.com](http://www.hiremymom.com)
3. [www.elance.com](http://www.elance.com)

#### **TIP #28**

Call realtors – ask them if they cash buyers that are looking to buy wholesale deals, if they don't have cash buyers, I tell them that if they bump into any great deals, they should call me and if the deals good enough we can buy with cash and close in less than 2 weeks.

#### **TIP #29**

Newspaper ad – “Free list of 45 foreclosed/distressed homes” call or visit [www.urhomecash.com](http://www.urhomecash.com)

#### **TIP #30**

Hud homes – watch for a great deal, park outside the home and talk to the people that are seeing the property, give them your card and get their info. Tell them that you run into great a lot of deals and ask them if they would like you to give them a call when you run into something decent.

#### **TIP #31**

Talk to your current buyers – ask them if they know of anyone else that's buying and let them know there is also a referral fee.

#### **FREE MARKETING**

1. Emailing landlords (craigslist, backpage, gosection8) asking them if they are interested in selling, if so, go to my website to provide me with more information.
2. Calling sellers (newspapers, backpage, craigslist, gosection8)

#### **TIP #32**

FINDING CASH BUYERS – Use yellow signs, handwritten,

#### **Cash Buyers Only**

Must Sell 3bed/2bath

Market Value: 150K

Price: 70K

305-519-0949

#### **TIP #33**

As a wholesaler, need to put in offers daily.

#### **TIP #34**

\*Net Operating Income divide by the Sales price will give the cap rate, look for 10 and above.

#### **TIP #35**

### Contingencies

- Subject to appraisal acceptable to the buyer
- Subject to inspection and approval
- In event of buyers default, the deposit is sole remedy (they not going to sue me for specific performance)
- Subject to Clear Title.
- subject to review of lease and all docs pertaining to existing tenant.
- Subject to appraisal acceptable to buyer.

### **PROBATES: HOW TO?**

Bring a note book and go down to the court house and ask the person at the front desk where you can find probate property information.

When you get to the information take down the following:

- The case number
- The name of the person who died
- The property address
- The property value (if you can find it)
- The attorney's info
- The info for all of the beneficiaries (heirs)
- And the personal representative info

When you get the information write a letter to the heirs and the PR. Be very considerate in your letter (give your respects to the family) and let them know that your interested in buying the property. Make sure you tell them that you are buying the property in "As-Is" condition. Tell them that you can close quickly and that they can call you when they are ready. Give them your contact info.

Wait for the phone to ring.

If you send out enough of these letters you will be buying dozens of houses in no time.

Sometimes you have to go through the attorney. Be very professional with the attorney. Build a relationship with them. The attorney can find you more deals like this in the future.

When you buy these houses its up to you to decide on what to do with them. Personally, I would run an ad and sell them for a profit.

Go try it out!!

P.S. Try to go to the court house every Monday and you will see excellent results. After you get the hang of it, train someone else to do it for you.

# 30 Day Plan Of Action

## Building Professional Connections

\_\_\_\_\_ Choose 3-5 Local Networking Groups to Join (to generate new warm market leads)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> <a href="http://www.meetup.com">www.meetup.com</a> (best start) | <input type="checkbox"/> <a href="http://www.eventful.com">www.eventful.com</a> | <input type="checkbox"/> Local Real Estate Clubs                                |
| <input type="checkbox"/> Chamber of Commerce Groups                                      | <input type="checkbox"/> The Learning Annex                                     | <input type="checkbox"/> Job Fairs  |
| <input type="checkbox"/> Toast Masters   | <input type="checkbox"/> Real Estate Associations                               | <input type="checkbox"/> Home & Garden Shows                                    |
| <input type="checkbox"/> Real Estate Expo.   | <input type="checkbox"/> Cash-Flow events                                       | <input type="checkbox"/> <a href="http://www.kiyosaki.com">www.kiyosaki.com</a> |
| <input type="checkbox"/> <a href="http://www.bni.com">www.bni.com</a>                    | <input type="checkbox"/> <a href="http://www.facebook.com">www.facebook.com</a> | <input type="checkbox"/> Book Clubs   |

## Leads for FREE or under 10 bucks....

- |   |  |                                       |
|---|--|---------------------------------------|
| _____ Conduct Surveys   | _____ Brochure   | _____ Car Shows*                      |
| _____ Real Estate clubs/classes*  | _____ Notebook at stores*                                  | _____ Chamber of commerce *           |
| _____ <a href="http://www.meetup.com">www.meetup.com</a>                                      | _____ <a href="http://www.myspace.com">www.myspace.com</a> | _____ Friend's Referrals              |
| _____ <a href="http://www.craigslist.com">www.craigslist.com</a>                              | _____ Family Referrals                                     | _____ Business cards                  |
| _____ Door to door fliers   | _____ State Fairs*   | _____ Book Stores*                    |
| _____ Door to door surveys  | _____ Buttons  | _____ T-shirt(s)                      |
| _____ Car wraps or stickers   | _____ Parades*   | _____ Networking                      |
| _____ Job boards*   | _____ Phone book*  | _____ Networking groups*              |
| _____ Magnets ( <a href="http://www.vistaprint.com">www.vistaprint.com</a> )                  |  | _____ Job Fairs*                      |
| _____ Washable magic marker in a bathroom stall*  |  | _____ Public computer screen savers*  |
| _____ Chalk marker on your car window   |  | _____ Email Signature & auto reply    |
| _____ Business cards left in ATM or gas station CC slots*                                     |  | _____ Business Journal*               |
| _____ 3 ft Rule (tell everyone you meet within 3 ft of you)                                   |  | _____ Chalk marker on your car window |
| _____ 10 ft Rule (tell everyone you meet within 3 ft of you)                                  |  | _____ Newspaper*                      |
| _____ Ask for referrals to people who would be interested*                                    |  |                                       |
| _____ Insert Marketing Materials into Invoices and Bills                                      |  |                                       |
| _____ Rat droppings (drop a flyer, biz card, something everywhere you go)                     |  |                                       |
| _____ Staple an individually wrapped piece of candy to each flyer passed out at public events |  |                                       |

EVERYTHING WORKS AND NOTHING DOESN'T! -Chad Wade

## \*Goal Setting & Goal Getting\*

You are Your Business So, consider the following with:

“To have what you have never had, you must do what you have never done”

## Every Day Deserves to Begin/Include the following:

1. 15 minutes, 3 times a day (morning/noon/night) Visualize CLEARLY and SPECIFICALLY:

- what you want
- how you are going to achieve it
- how long it will take you to reach this goal

Include what you are giving in return to make it happen.

2. 15 minutes of exercise a day. Get your blood flowing and your heart pumping with walking, running or something every single day.

3. 15 minutes of reading a day (start with books from the reading list on page 23)



4. 30 minutes listening to a personal development coach/inspirational speaker in your field.

### Personal Development

“Your business will grow, as you grow”. You must be committed to personal development. Go to seminars, do coaching, network with other entrepreneurs, just take action.

Associate with people who are moving the same direction you are and every week: choose a book, carry it with you everywhere until finished. Then choose another and start again.

A Millionaire Mindset Reading List (in no particular order)(There are other books I have read that are not on the list)

- \_\_\_ The Slight Edge by Jeff Olsen
- \_\_\_ Multiple Streams of Income by Robert G Allen
- \_\_\_ Leadership Secrets of the Huns by Wess Roberts
- \_\_\_ True Leadership by Jan Ruhe & Art Burleigh
- \_\_\_ Financial Freedom by Dave Ramsey
- \_\_\_ Breaking the Rules by Kurt Wright
- \_\_\_ The Magic of Thinking Big by David Schwartz
- \_\_\_ You Were Born Rich by Bob Proctor
- \_\_\_ How to Master the Art of Selling by Tom Hopkins
- \_\_\_ As A Man Thinketh By James Allen
- \_\_\_ Mach II with Your Hair on Fire by Richard B Brooke
- \_\_\_ Think and Grow Rich by Napoleon Hill
- \_\_\_ The Automatic Millionaire by David Bach
- \_\_\_ Cultivating An Unshakeable Character by Jim Rohn
- \_\_\_ Investigative Selling by Omar Periu
- \_\_\_ The Power of Positive Thinking by Norman Vincent Peale
- \_\_\_ Rich Dad, Poor Dad by Robert T Kiyosaki & Sharon Lechter
- \_\_\_ How to Win Friends and Influence People by Dale
- \_\_\_ The 7 Habits of Highly Effective People by Stephen R Covey
- \_\_\_ The Millionaire Next Door by Thomas J Stanley & William D Danko
- \_\_\_ The One Minute Manager by Ken Blanchard & Spencer Johnson
- \_\_\_ The 21 Irrefutable Laws of Leadership & Failing Forward by John C Maxwell
- \_\_\_ All You Can Is All You Can Do, But All You Can Do Is Enough by Art Williams
- \_\_\_ 21 Success Secrets of Self-Made Millionaires by Brian Tracy
- \_\_\_ The Greatest Salesman in the World by Og Mandino
- \_\_\_ The Science of Getting Rich by Wallace D Wattles
- \_\_\_ Acres of Diamonds by Russell H Conwell
- \_\_\_ The Richest Man In Babylon by George S Clawson
- \_\_\_ Conversations with Millionaires by Mike Litman & James Oman

\*Many of these books are also available on audiocassette and/or CD.

“You can make money or excuses but you can’t do both”

**\* Motivated Home Sellers \***

For us to turn a property lead into a successful purchase, we need to be dealing with a highly motivated home seller. This is the key principle that will determine your level of success as a property locator.

We can only work with property owners whose number one goal in life right now is to sell their piece of property. They are often dealing with a time-sensitive circumstance, as well as financial and emotional stress.

However, bear in mind that there are two kinds of motivation: positive as well as negative. The possibility of exchanging their old house for a better property may also provide a motivation to sell even when the negative motivators are absent.

Some examples of negative situations are:

12. ***They're having difficulty making their mortgage payments:*** This is a big reason people may need to sell. While finding these people isn't obvious, some indicators are delinquent taxes, bankruptcy, and houses in great disrepair. What happens if they continue to not make their payments? The bank forecloses, they lose their home, and they're thrown into a world of financial trouble. Their best option may be to sell and sell fast.

13. ***They've inherited a home they do not want or cannot afford:*** Often the best solution for heirs of an estate that contains property is to liquidate the property quickly. This is simply because cash could help them more than suddenly owning an extra house.

14. ***They've recently divorced and want to sell:*** No one plans on getting a divorce but, unfortunately, situations can change. Often, the house becomes the responsibility of one individual who cannot make the payments by him/herself.

15. ***They're moving and need to sell fast:*** Work or family situations cause people to have to move in a hurry. In this case, selling quickly is usually essential.

16. ***Their house simply won't sell:*** Many sellers see their houses sit week after week, month after month on the market with little interest. When their agreement expires with their listing agent, they're forced to figure out what to do next. Just listing it again is a costly and poor decision.

17. ***They're tired landlords:*** Many landlords who have dealt with a series of problem tenants are simply fed up with the headaches and ready to sell their properties.



18. ***They own a vacant house:*** Houses can be vacant for many reasons, and we've found that owners of these houses are often willing to negotiate a sale.

The very best lead you could submit is one where the owner is facing foreclosure, behind on their mortgage and/or they owe more than the property is worth.

For people in situations such as these, we are the fastest, easiest solution, and they'll be thanking you and us for helping them out!

### **\* Finding Motivated Sellers \***

You may already know of friends, family members, or co-workers who we could help. Great! Let us know today! But because we all have a limited number of direct contacts, we have to do some work to find other property leads.

Now, this work is going to take some time – and possibly some money – but everything worthwhile in life seems to take a little of both. Because the resources you can commit will be different than our other members, we'll provide a number of marketing options to choose from. Some are free, others require a small investment.

We just mentioned a key term, and that's **marketing**. This is an essential concept to understand. Without marketing (i.e. getting the word out), no one will know that we're here to help!

The fact is that there are a lot of highly motivated sellers out there, but they just don't know whom to call. So we have two options: 1) We can try to track these people down, 2) We can let them find us

Both strategies work, but it's generally easier to let motivated sellers find us than for us to track them down. And how do they find us? **MARKETING, MARKETING, MARKETING!**

One note: we only want to deal directly with homeowners.



Let's talk about some different marketing ideas. Some of these strategies will require an understanding of the ideal types of neighborhoods and properties that result in most of our deals.

We find most of our properties in blue collar neighborhoods where the majority of homes are 20 years old or older. Our ideal property can be condos, townhouses, single family homes or income properties.

=. The home will typically need of a good deal of repair or cleanup.

If you have a pre-qualified property in mind, but it doesn't exactly fit our ideal specifications that's fine! Deals come in all shapes and sizes, so submit it to us anyway and we'll do what we can.

We've labeled each of the following strategies with icons denoting the time and money investments they require. Notice that many require no money at all.

When somebody contacts you as a result of any of these strategies, all we will need is their contact information then we will take it from there.



### - Flyers -



These are a fantastic (and inexpensive) way to spread the word. Along with the welcome email you received, there is a link to a marketing flyer. Feel free to print it out as many times as you'd like with your phone number. Use neon paper (orange, yellow, or green) that draws attention from a distance. Hand it out to neighbors, post it at public bulletin boards, drop it off at laundromats, bus stops, coffee shops, etc.

### - Business Cards -



These you can pass out to everyone you meet, leave them at restaurants, put them in your bills that you send off when you pay them, etc. Try setting a goal of handing out 5 business cards per day.

Feel free to design and print your own business cards or use a service like [www.vistaprint.com](http://www.vistaprint.com). The message on the card should be similar to the message on the flyer. It's basically your flyer in pocket form.

Remember that all it takes is one card to make you **\$1,000!**

### - Bandit Signs -



You've probably seen them driving down the road. They are the ones that say something like "I BUY HOUSES" or "STOP FORECLOSURE." These signs work very well. They cost around \$1 to \$2 each depending on where you buy them and how many you buy.

There are a lot of companies that make these signs. Here are a few online sources:

[www.banditsigns.com](http://www.banditsigns.com)

[www.signwarehouse.com](http://www.signwarehouse.com)

[www.signssupercheap.com](http://www.signssupercheap.com)

[www.dirtcheapsigns.com](http://www.dirtcheapsigns.com)

Many online sites require a minimum amount (50 or 100), so you can check with local sign shops if you want less.

The most effective signs are 18" x 24" plastic corrugated and hand-written. You want a simple message such as "I'LL BUY YOUR HOUSE TODAY! CASH!!" or "SELL YOUR HOUSE FAST" and a phone number.

They should have white or bright colored background and dark lettering. Make sure the phone number is big enough that people can read it as they drive by, but the signs should be placed near intersections where people have to slow down or stop.



You should also draw a map and keep track of the locations of your signs. Check with the city/county before putting them out. In most areas, you can put them out Friday evening and take them down Sunday evening.

**- Print Ads -**



These are the ads that you see in the local newspaper classifieds. You could purchase a series of ads that run every weekend. Again, they say something like:

WE BUY HOUSES CASH  
555-555-5555

or

STOP FORECLOSURE  
555-555-5555

**- Internet Scanning -**



Websites such as [www.craigslist.org](http://www.craigslist.org), [www.foresalebyowner.com](http://www.foresalebyowner.com), and [www.backpage.com](http://www.backpage.com) have motivated sellers posting their houses all the time! Look for key words such as **motivated**, **must sell**, and **FSBO**.

**- Newspaper Scanning -**



You already read the Sunday paper, so just take a few more minutes to scan the houses for sale. Again, look for key words like **motivated**, **must sell**, and **FSBO**.

**- Door Hangers -**



This is a great strategy that gets strong response simply because homeowners cannot miss them. Door hangers can be purchased from [www.doorhangers.com](http://www.doorhangers.com) .

You'll want two-sided hangers, preferably in color. The front should be vivid and attention-grabbing with a brief headline. The back should provide all the details about who and how we can help, along with contact information. Again, use the above flyer as a template for the information on your hangers.



The perfect time to distribute door hangers is mid-day when most people are at work. You may want to use a map to keep track of the areas you have covered. Be sure to take note of the ideal neighborhood and property profile described above.

### ***- Driving (or cycling) for Dollars -***



Do you know of any vacant or “distressed” homes in the area? Simply write down the address, snap a quick photo if you can, then submit the information to us the next time you're behind a computer.

Look up the phone number at [www.whitepages.com](http://www.whitepages.com) and call the owner. Qualify them and obtain the information requested at the top of page 3. If needed you can obtain missing information at the County Tax Assessor's website, which in Portland, Oregon is <http://www.PortlandMaps.com>.

Do you drive the same route to work every day? Try alternative routes and stay on the lookout for houses that match our ideal property profile! Some common symptoms are overgrown yards, rusted cars in the yard, FSBO signs, broken windows, etc.

If ALL the properties in the area exhibit the above symptoms, it's not a good sign. But if it's a single house surrounded by several decent houses, you may be looking at a deal. The common rule in real estate is to find “the worst house in the best neighborhood.”

How about garage sales? These happen every weekend in the summer and often signify that the homeowner is moving. Simply stopping by and asking if they'll be selling their house – or if they know of any neighbors who may be interested in doing so – can result in some solid leads.

It's a good idea to print out several of the lead sheets at the end of this guide. Then when you run across a vacant, distressed, or available home as you're out & about, just fill in as many blanks on the sheet as you can.

Remember that each property you refer us, you will earn 10% of the profits!



### **- Direct Mail -**



We send letters to homeowners in pre-foreclosure, bankruptcy, property tax delinquency, and other situations. We get tremendous response from our mailers. Sending mail simply requires:

25. Pulling a list from a trusted online source or from divorce files, probate files, out-of-state owner files, or NOD lists at the County Courthouse.
26. Cleaning the list based on our criteria
27. Merging the list with our pre-written letters
28. Folding, stuffing, addressing, stamping, and sending the letters



Dear (Seller First Name Here),

Hi, my name is (your full name). My  
brother (first name) and I would like to  
\$ Buy \$

your house at

(property address here)

Please call us at

(your phone number)

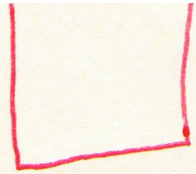
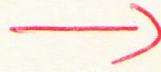
Please call.

Thanks,

(your signature)



First Class  
Stamp  
Here



(Seller Name Here)

(Seller Address Here)

(Seller City, State, Zip)



↑ Return Address  
Mailing Label  
Here



# WE BUY HOUSES!

## **FINAL NOTICE!**

Need To Sell Immediately? **NO PROBLEM!**

**WE CAN CASH YOU OUT IN 5 DAYS!**

We Specialize in buying homes from people in foreclosure.  
We pay all costs, plus make up any back payments.  
Don't list or sell before calling us first.

# 800-574-9221

[www.WeBuyHousesForCash.net](http://www.WeBuyHousesForCash.net)

Dear: \_\_\_\_\_  
(Re. \_\_\_\_\_)

Thinking of Selling! Sell and walk away with:

---

**CASH TO YOU!**  
**IN 5 DAYS.**

And we take over your back payments  
and loan balance of:

---

**(800) 574-9221**  
**Call Today!**

P.S. for your free report on "How to Stop Foreclosure"  
visit us online @ [www.WeBuyHousesForCash.net](http://www.WeBuyHousesForCash.net)

**We Buy Houses for Cash  
Investment Group, LLC.**

404 N. 2nd Ave.  
Upland, CA 91785



**ADDRESS SERVICE REQUESTED**

# We Buy Houses for **CASH** .net



▶ Any Condition ▶ Any Area ▶ Any Size

- ▶ Is your home vacant or in need of repairs
- ▶ Is your mortgage payment too high, or worse yet are you behind in payments or already in foreclosure?
- ▶ Are you facing a divorce, loss of employment, reduction in income, or temporary disability?
- ▶ Are you being transferred out of state?
- ▶ Are you a landlord with difficult tenants or just simply tired of the hassle?
- ▶ Have Realtors turned you down for not having enough equity?
- ▶ Are you perhaps thinking of either downsizing or moving up to a bigger home?

*Well whatever your situation is, we specialize in providing quick solutions to seemingly impossible real estate problems.*

*Avoid Realtors fees and sell directly to us. We will guarantee you an offer within 24 hours and we can close in as little as SEVEN days. Don't worry about the paint, carpet or repairs...because remember, We Buy Houses ANY CONDITION.*

# 800/574-9221

*or visit our website at*

**[www.WeBuyHousesForCash.net](http://www.WeBuyHousesForCash.net)**  
*for even more information.*





**I Buy Houses**

 **CASH**

[www.WeBuyHousesForCash.net](http://www.WeBuyHousesForCash.net)