
"The **Only** Way To Make Money In Real Estate In The Next 19 Hours!"

Part Two

Azam Meo's Unheard Of, Controversial And
Trademarked Techniques Show **Anybody** Exactly How
To Make Immediate Cash In Real Estate (In
Literally *Hours*), Buy And Sell Homes All Over The
Country And Completely **Dominate** Any Market In The
World - All With Less Than Ten Bucks To Your Name
And Without Leaving Your House!

"I Invented Every Technique You Are About
To Learn And I Guarantee That You Have
Never Seen Anything Like This..."

- *Azam Meo*

“The **Only** Way To Make Money In Real Estate In The Next 19 Hours!”

Even If...

- You Have **Horrific** Credit
- You Have **No** Experience At All
- You Have Less Than Ten Bucks To Your Name

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*A **Personal** Message From Azam Meo...*

First of all I want to thank you for placing your order with me;
THANK YOU!

I can't say that enough. You have placed trust in me and for that I am deeply grateful. To show my gratitude I plan on **blowing your mind** as I have promised by sharing with you some truly revolutionary ideas and methods that I have invented over the past 10+ years.

You are about to see some of the **core** ideas that have meant a fortune to me and countless students that I have worked with in over nine countries.

I sincerely mean it when I say that these ideas **will change your life**. I literally **cry** when I have students come to me **crying** telling me how much of a difference my systems have made to their lives.

I love it. I really do. That is what I **dedicate** this book to...

That is the **number one** reason I teach this stuff.

This program is just the beginning and it will allow you and I to get to know each other a little better. Plus you will get to *see*, firsthand, just how extraordinary the systems that I have **invented** are for yourself.

I also have a **Mentor Program** where I work with students on a much deeper level; one-on-one, personal, hands on training. The reason *this* program is so affordable is because I know many folks will apply for and join my **Mentor Program**.

I am really excited for you because I know how different you will feel after knowing what I am about to share with you. I thank you again and look forward to working with you on a deeper level in the future...

Your Friend, Mentor, Number One Supporter and Fan...

Azam Meo

So Let's Get Started!

This book is broken up into "Lessons" instead of "Chapters". I did this because putting a book like this together can be a real pain and I would have had over 20 chapters had I broken the book up into chapters.

So there are seven main **lessons** that make up this book.

**The Following Is The Table Of Contents.
You Can Click The [Blue Underlined Links](#) To
Go Directly To That Chapter In The Book.**

Lesson One:

"How To Conquer Your Real Estate Market - How To Think And Talk To Get Results!"

You don't want to be just *another* investor; you want **conquer** your real estate market. To do this you are going to need to know how to talk and more importantly how to **think**. In this section you are going to see **exactly** how to talk to people to get solid results, which phrases and questions to ask and why, the most effective way to have **any** conversation and the simple steps that will turn you into a real estate **Rainmaker**.

Lesson Two:

"How To Pick Up A Home Everyday With No Money, Terrible Credit, No Experience And Start Within 12 Hours!"

If you aren't picking up a home a day then **something is wrong!** In this section we are going to get into some specifics, you are going to see how to buy homes left and right **everyday** you won't need any money and you can do this without even *talking* to a lender. **You will not even have your credit pulled - NO LENDERS OR BANKS!** You are going to be able to do this immediately and go out and pick up your first home **today**.

Lesson Three:
"How To Sell Your Homes **Lightning
Fast, Finding Unlimited Sources Of
Buyers With Money!"**

So now that you can **buy** homes all day long, you need to know how to sell them. After you go through this section you will **never** have to worry about finding buyers again. No matter what type of real estate you are selling these techniques will have you **constantly flooded** with buyers - and you can do this for next to nothing!

Lesson Four:
**"How To Get Investors Wiring You
Thousands Upon Thousands Of Dollars
Right Into **Your** Bank Account - And
How You Can Do This In The Next Few
Days!"**

Being able to work with investors can mean a literal **fortune** to you, if you do it right. Right now you are about to see how to have investors eating out of the palm of your hand **begging** you to work with them. I am also going to show you the little secret to making over \$21,754.22 a month just from investors wiring money right into you bank account.

Lesson Five:
**"How To Run Circles Around Your
Competition And Be The **Only** Game In
Town!"**

I **love** this section this is my trademarked "**Market Monopolizer**". This is one of my favorite sections - I just **love** it! I don't care **what** you do, real estate related or not, if you read and apply even just 2% of what you will learn in this section alone, you will thank me for **years!** This stuff really is that powerful, after reading this you will never ask or worry about "competition" in any market you ever enter, in any industry. This is how we recently went into over 37 states buying and selling homes and **obliterated** any and all local "investors".

Lesson Six: "The Single Quickest Way To Make Money In Real Estate!"

This is my trademarked "**Quicker Flipper**" method and it has become a **new standard** in the real estate investing world. Other gurus are buying this program just to learn about this technique. I taught this technique to a group of about 60 or so students and in **one** day they were able to put over 98 deals together. I **invented** this incredible process. Recently students have been asking me if it pisses me off that other "gurus" are already stealing my ideas and calling them their own. I don't mind, I really don't. Great ideas are always copied and I am just happy others are benefiting. This is truly the **fastest** way to make money in real estate and the best part is you can get started within **one hour** from *right now* (depending on how fast you read) and make money doing this within days or even *hours* - **I AM NOT JOKING** - you don't need money, credit, a lender, a bank, an appraisal, **nothing!** Man, am I good or what?
;)

Lesson Seven: "How To Buy And Sell Homes Without Leaving Your House!"

One major issue that not enough business owners focus on is **time**. To build a true **Cash Cow** you must be able to subtract yourself so your **time** is spent on what you want - not taken up by your "business" - you want to be able to do what you want **when** you want. In this section we will go over the simple steps of another process **I invented** - making money in real estate without leaving your house. Once you understand this you can get your first deal going within 15-20 minutes - I am **serious**...

Lesson One: "How To **Conquer** *Your* Real Estate Market - How To Think And Talk To Get Results!"

You don't want to be just *another* investor; you want **conquer** your real estate market. To do this you are going to need to know how to talk and more importantly how to **think**. In this section you are going to see **exactly** how to talk to people to get solid results, which phrases and questions to ask and why, the most effective way to have **any** conversation and the simple steps that will turn you into a real estate **Rainmaker**.

How do you feel?

Are you excited?

I am.

Why am I excited, I am "working" over here.

I will tell you why...

Over the last seven years I have figured out one very important truth. This truth is so **amazing** and truly spectacular that words truly can't do it justice. I really am incapable of explaining how powerful it is.

I don't even think that there is a standard name for it. Every successful person I have ever met knows exactly what I am talking about but nobody knows what it is called.

When you talk about it with them they smile and look very distant almost as if they are high or inebriated, then

their tone and demeanor immediately changes and reflects something so beautiful and dreamy it is tear inducing.

I mean that, I don't mean to get sentimental on you but it really is fascinating.

Since there isn't a name for it, I came up with a name for it. I call it...

"Your Whopper Moment!"

"Whopper?"

Why the hell did I put that?

Let me explain...

I remember years ago when I was investing in commodities, I was also in stocks but nothing got my blood pumping like commodities. Commodities, by the way, are also called "futures" and it is basically like trading shares of stock except you are doing it with corn, sugar, oats, metals, coffee, orange juice, etc.

Now since weather in Brazil and Malaysia is much **less** predictable than your average annual meeting, commodities are very risky. Some would even call it legalized, standardized gambling. I wouldn't say that, but then again I didn't go broke as most people who look at it that way did.

Anyways...

Here I am very young, very stupid, but still making very good money. Later I found out that "stupid young" and

"making lots of money" are a lot like celebrity couples; they don't usually stay together too long.

But that is **not** what we are talking about here.

I remember spending years reading about money and how to make money and be successful by helping people and providing solutions, etc.

Then it happened for me.

I remember one October day right here in Indy I had just made several thousand dollars in a few hours. I **knew** that my life was never going to be the same.

I got all sorts of compliments from my broker, his secretary, even the computer guy at my broker's office. Everybody was blown away at how effective my stupid little model was.

So I drive around and go to Burger King.

"My Whopper Moment!"

So I get my Whopper and I sit down.

You have to try and understand how I am feeling at this time.

If I made in **one month** what I made just that day I would be making six figures a year. The best part is that I really didn't even try that hard, I made a whole bunch of mistakes.

I was thinking about what this meant and how powerful this new **system** of making money was. I was sitting eating and I had butterflies in my stomach. I always

knew this would happen - **but now it is happening and I loved it.**

I knew how I was going to make millions.

I knew I was **never** going to have to get a job.

I knew that from now until the day I died I would never have to worry about money problems again because the knowledge I had would stay with me for the rest of my life.

I knew the secret!

This was the best Whopper I have ever had.

It was the **best burger** I ever had, and I have eaten a lot of burgers.

I was so elated!

It was one of the best days of my life. Not because of the money but because of the **system** and what it meant for me and my life.

"What Does This Mean To You?"

Why am I telling you this?

Am I just bragging?

The answer is no.

I am telling you this **because it is going to happen for you.**

And the best part is that **I am going to see it happen.**

I think that the greatest gift you can give anybody is by teaching them something. The gift of thought, the gift of knowledge, the gift of learning.

These are so important because once you learn something and **apply** it; your entire life could dramatically change.

I mean that.

I truly want you to have a "Whopper" moment just like I did when you see the lights on the horizon, the light at the end of the tunnel; you see the hope and chance for change and growth.

What do you want?

What are your dreams?

What are your wildest dreams?

Think about it for a second.

Then imagine seeing a very realistic way that you could make them happen.

Just pick **one** dream, one **wild** dream that you are hesitant to even say aloud.

Think about it.

What if you saw a definite, clear cut path to get to your dream?

How would you feel?

Because that is how it will happen.

You won't just end up there by accident. You will come across a vehicle that will enable you to get there. Once you realize that this is your vehicle to get to your dream **it will change your life.**

And this will happen within a few seconds.

"Why I Am Jealous Of You!"

Like I said this moment will be within a few seconds, and when it happens **you will spend the rest of your life** trying to duplicate it.

It is almost impossible to match the first time.

You see I know that you have a **huge** problem and you have dreams that require making more money in less time. That is what I am going to show you here.

But when you see it come together, when you **really realize** that this is that vehicle that is going to get you where you want to be; you will fall in love.

You will fall in love with that feeling of knowing that **you** are going to get what you want. You are going to have what others want but never come close to. You are going to have, in abundance, what our society tricks us to believing only the "rich" can have.

You will know that **it is all yours.**

And when that happens for the first time, it is the best.

"Why Am I Doing This..."

When you consider the folks that are paying me **thousands** to learn how to implement these techniques

and build a cash cow in real estate, you may start to think "Why is he doing *this?*"

After all you paid **next to nothing** when you consider the \$10,000 Boot camps, \$2,500 one day events, \$7,500 mentor programs, etc. So why am I doing this?

The answer lies in all the people that **beg me** for some good practical information. I know that not everybody can afford to pay several thousand dollars until they **know** that this is the real deal.

After you **know** that it works you would be crazy not to find a way to get the money, wouldn't you?

I mean think about it...

Why would folks all over America, Canada, the U.K. and even the Middle East shell out thousands upon thousands of dollars?

Because they all know they **will** make several times that back with my training. They know that once I give them the knowledge and they have their own "Whopper" moment they are **hooked!**

They want more and they want to give what would be considered an arm and a leg for it because they **know** it is **NOTHING** compared to what they will make. Now since some people want to get a feel for just how amazing my techniques are first and they have real money problems, I have created this program.

I am **not** going to be able to personally walk you through every step and hold your hand in the process, that time is reserved students who have already shown they are serious and invested thousands into this.

I am not trying to be short with anybody; I am just trying to be fair. Look at it this way...

Normally my personal students, who I personally work with and train to take their business to the next level have invested thousands in themselves and my training. Let's say \$5,000 is what they invested.

They have this money **invested** into their business and my training. How likely is it that they will follow through to make that money, and ten times more, back?

Now take your investment thus far and ask the same question. Since my time is very limited, do you see why I can only afford to personally work with them through one-on-one sessions and mind blowing techniques and methods.

The reason for *this* program is to help you make the connection, get to the point where you realize that this does work and it will change your life. You have enough information already just in one chapter of the book you got that tells you enough to be able to go out and make it happen right now.

You are very close to having your own "Whopper" moment.

And like I said a part of me truly envies you because nothing is like seeing it come together for the first time...

"How To Make This Happen Right Now!"

So how are you going to get this ethereal feeling?

Better yet, how are you going to get it right now?

There are few things to consider and a few ways of making that happen, so let's get right down to it and see what it takes to make this happen for you immediately.

First of all I want to point out the importance of **connections**.

If you make even the smallest **connection** you are going to look at things totally differently. Just a small tweak in your perception **completely** changes the way you think and the types of questions you ask yourself.

You see what we actually **do** is determined by what we think, and what we think is determined by the types of questions we ask ourselves.

And lastly the questions you ask yourself are determined by **what you know**.

So your knowledge determines what questions you ask which determine what you think about which ultimately determines what you **do**.

Make sense?

The Answer Lies In Knowledge.

So if you make a simple adjustment in your knowledge **your entire world changes**. Just by changing what you know you are going to be able to change every aspect of your life.

Making even the smallest "connection" will enable you to do amazing things, and all you need to do this is the right kind of knowledge. You don't need an abundance either, it can be very small, very specific knowledge, but it can lead you into a totally new direction.

The key here is to understand the importance of knowledge and how it filters down and changes your life by first changing your mindset and then the actions you take as a result.

Knowledge is the key, why? Because it works backwards to affect everything we do.

For example...

If I told you to go to Rome right now, what would you say?

If I said I need you there within 48 hours, go now.

What would you do?

Would you get there?

Probably not, right? Or at least not without asking me a whole bunch of questions first and wanting me to pay for the trip, right?

You would undoubtedly give me a thousand reasons why you just don't have the time, or you just don't want to go, etc.

Why?

Because you have no **compelling reason** to go. You are asking yourself if you should go and you just can't come up with a solid enough reason.

What if...

I told you there was \$100 million waiting for you but you had to be there within 48 hours.

What do you think now?

Now you are **going** to get there, right? If not, then you are in the wrong place and you need to stop right now.

The rest of us would be there, wouldn't we? Without a doubt, no matter what it took **you would find a way to Rome.**

But why?

Why now all of a sudden are you jumping at the chance to get to Rome whereas a second ago you couldn't possibly make it?

Why?

All I did was change your knowledge.

You see once you **knew** that the money was there the question you asked yourself completely changed. I gave you a compelling enough reason so when you asked yourself about getting to Rome there was no question of "if" now it is simply "when" or "how".

I gave you a "why" **not** a how. I will get much more into these two words, "how" and "why, later for now just know that "why" is always more important than the "how".

So instead of asking how to make money in real estate you need to be asking "why" and when you have a compelling reason you **will** find the "how".

Like I said I will get more into that later, moving on...

So now you know that having the **right** type of knowledge changes your entire mentality and what you do.

So to start building your real estate business all you **need** is the right knowledge. Once you have this knowledge you will start asking better questions which will change what you do.

You will know more and ultimately be able to **do more**.

I don't mean work more, I mean get more done. Get more done; make more happen with less time and effort.

Make sense?

Good.

"Here Is What You Need To Know!"

So now you understand the power of knowledge and how the smallest piece of information can mean **huge** leaps for you.

What I want you to do and what all of my information is based on is the idea that **you conquer** your real estate market. You want to run a business so smoothly and so solidly that **nobody** can effectively compete with you.

My guess is you are not *anywhere* near that right now or you wouldn't be here.

So how are we going to make this change from where you **are** to where you **want** to be?

You must change the way you think. Remember this is controlled by your knowledge, because once you get the

right knowledge you start thinking totally differently. So, again, to change your thoughts, words, and actions we need to change your **knowledge**.

Here is what you **must know** to make this happen...

1.) You Can Help **Anybody** That Ever Calls You!

This is crucial to realize.

You must know that anytime your phone rings, you get an email or fax, you have a new voicemail, etc. that anybody whether they are buying or selling a home, or trying to figure things out, **it doesn't matter** - you can help all of them.

If you want to learn how to make money in real estate **stop** learning how to make money in real estate and start learning how to help people.

So if a seller wants **\$50,000** for a home don't think "Do I have \$50,000?" start thinking "How can I help this seller? How can I make sure they get the \$50,000 they want?"

Now your question goes from "Do I have \$50,000?" to "Who has \$50,000?"

What about when an investor or buyer wants a 3 bedroom 2 bath home on the north side of town?

What do you ask yourself then?

Not "Do I have a home like that?"

Rather you ask "How can I help this person get into that kind of home?"

More importantly you want to know "Who has a home like that?"

Just by realizing that **you truly can** help everybody that calls you separates you from almost any investor around you. Why? Because most "investors" are in real estate to make a buck **regardless** of whom they are dealing with.

You need to realize that whenever somebody comes to you, you are the **Rainmaker** for real estate in area and **you can help them**. Now how are you going to help **everybody** that calls you?

How are you going to know what to do with each call? Each buyer? Each seller? Each investor?

I will get to that next, but before I do realize that just by knowing that you can help each and every person and actually **wanting** to help people is going to change the direction your business goes.

Now you are not simply focused on **one** type of deal, or one type of seller, you can work with them **all**.

Now to do that you must realize another important fact, this is more knowledge that you need to have...

2.) All The Resources You Need Are Out There, You Just Have To Find Them - This Doesn't Require **Anything From You!**

This basically means that **you** don't have to have resources readily available, you don't have to have

money, credit, rehab skills, etc. **you don't need any of that.**

What you **do** need is the will and a method to quickly and easily track these resources down. Finding these resources won't be that hard, finding quality people to work with will be one of your toughest challenges.

So whether you are looking for money, homes, buyers, investors, etc. it doesn't matter because **they are all out there.** You just have to find them and be able to work with them.

This point is very important.

I can't count how many times I have heard a student say "I just don't have the money..." or "I just don't think I have any homes for her, so..." or "I don't have anything to offer these folks..."

You see they aren't thinking about what I just told you, are they? They are focused on the fact that they **need to have everything right now.** When the fact is that you don't have to have **anything.**

You see when a seller wants \$50,000, as in the last example, and you start asking "Who has \$50,000?" you are going to be able to find that \$50,000 because it is out there.

And you don't need money, credit, experience to get those resources.

What you **do** need, like I said, is a systematic way of attracting these people and working with them. Now you need to **know** what it is going to take to make this happen.

Here is knowledge for that...

3.) The Key To **Dominance** Is In Relationships!

Just understanding this concept can drive your entire business.

The best way to find and utilize the resources is to build relationships. You want to have a solid relationship with people from all walks of real estate.

You want to **build your team**.

This includes Realtors, title companies, lenders, property managers, etc. You want a solid team of people in your area that **know who you are** and **want to work with you**.

When the right groups of people get together, **miraculous** things can happen. And you want to head your own team; you want every member hand picked by **you**.

Remember that by having the right people in the **right places** you are going to be able to **solve any problem** that ever arises. You will be able to **make things happen**.

This is so important to begin with but the fact that so few real estate "investors" understand this makes it even more **crucial** to know and implement.

I remember once having a home in Colorado that I was trying to move. Now I have never been to Colorado so I had to call around in the area to try and find some people I could work with.

I started to look for Realtors.

I sat down and just started calling them, I went right to it. Now this deal I had **I knew** was a good deal and there was money to be made pretty quickly, and I was willing to pay some of that money to a Realtor in the area that helped me sell it.

I didn't want anybody to **list** it; I just wanted to get a lease option tenant in there. Now before I go any further I want to point out that I had done **everything** up to this point.

I had a lockbox on the home so there was already access. I had 9 buyers that wanted to get inside; each of them had at least \$7,000 they wanted to put down. I also already had **all** of the paperwork done, all I needed was a buyer and we could close **that day**.

So I and two people I was working with, starting calling/emailing/faxing a list of people in that area. We contacted investors, Realtors, lenders, **you name it**.

You know what almost everybody said?

"I don't do that, sorry?"

And the conversation went south from there.

What does that tell you?

They passed up not only a check from this deal but **tens of thousands of dollars** just from the money they would have made over the next several weeks working with us.

Finally, after contacting over 100 people we finally found somebody that said they "**specialized**" in the area we needed.

Do you see the gaping hole here?

By "specializing" all this person was doing was limiting their business.

Now what am I going to do when I come across another deal in that area? Am I going to find another "specialist"?

No, because now **I** am the specialist!

Now we have a list of everybody in that area and we know what they do and how they do it, I can hand a deal off to them and take less profit but also do much less.

The point I am making is that whenever somebody calls you **always** think about how they could get what they want. If you can't give it to them then find somebody who can and build a relationship with them.

These relationships can last a lifetime and will mean a **fortune** to you and your business.

Now while we are talking about relationships and the mindset you need to have to conquer your market, we need to talk about the mentality you need to have when building relationships.

4.) The Secret To Building Killer, Million Dollar Relationships!

The secret is there is no secret.

You want to know how build a loyal group of people that will do whatever you ask of them.

People that will be eating of the palm of your hand and bend over backwards to satisfy your every real estate need?

Then put money in their pocket!

Make your relationships **win-win**.

You want to provide them with incredible value so that they would be absolutely insane **not** to do whatever it takes to keep you happy.

How do you do this?

You create ways for both of you to make money together.

For example...

I had a student in California whose phone was ringing off the hook with buyers. He had more buyers than he could deal with. Some of them qualified for a loan but most did not.

Since we are usually focusing on selling homes on a lease option we knew what to do with the people who had money for a down payment but had credit issues.

But there were other buyers calling, buyers with good credit. Some of them had money and some them didn't.

What do we do those people? (This is very likely to happen to you by the way)

This is when you want to look at how to **profit from excess**.

You want to be able to help these "excess" leads and make money at the same time.

So what did we do, and what should you do?

We took the buyers who qualified and contacted a Realtor and asked if she would want to send them to her lender, get them approved, and find them a home.

What do you think she said?

Here we are going to hand her fresh leads every day. People that are ready to move **right now!**

What do you think was her response?

She jumped on it!

Within a few days she had about four buyers that were approved and she was looking at about \$40,000 in commissions if she could help them buy a home and close it.

Now our cut is 25% of that, I will show you how to make sure you get the same cut later, so my student stood to make about \$10,000!

\$10,000 from excess!

This is money that would have gone to waste!

Now of course we could have got them into something else, a fsbo or something like that, but realize this was all in my student's **first two weeks.**

Now our Realtor is **thrilled!**

So when we told her that we needed some comps from the MLS, she was on it.

When we told her we were going to do some marketing to the "expired" listings, homes that were on the market for six months and did not sell, she not only pulled them up but wanted to pay for the marketing as well.

Do you see her motivation here?

Do you see why she will do almost anything to keep us happy?

That is the power of relationships.

In just a few days my student went from not having **any** resources, to having the entire MLS market at his fingertips.

Does that make sense?

This is another example of a "connection" that changes **everything** you do.

Now that you **know** that, think about if you just implemented this **one idea**. How much would that be worth to you? How much was it worth to my student? How much was it worth to this Realtor?

By the way the last time I checked she had three of the four buyers within two weeks of closing.

Just This Tiny Connection Was Worth Over \$10,000!

But remember that is just **the beginning**.

Do you think it will stop there?

Do you think my student and the Realtor will get better at this as time goes on?

You bet they will.

So it is really worth much more than \$10,000 that is just how much money he will make immediately from this one little piece of knowledge.

I am trying to convey to you the importance of building relationships and how easily they can be started and mutually beneficial.

Whenever you look at starting a relationship you want to know what the other party is bringing to the table and how much it is really worth to you. Then you will have value on the relationship as far as what it means to you.

Of course you also look at what **you** are bringing to the table as well, you want to make sure you bringing huge value to these people and they would **not** be better off working with anybody but you.

How To Start **Thinking** Like A Rainmaker...

Remember that my goal is **not** for you to do just a couple of deals or replace your income; I want you to be the **Rainmaker** for your real estate market.

Now since I only have a limited time here with you I want to get as specific as possible so that you can get the most out of this.

After all this isn't like my **Mentor Program** where we have months and months where I can take you by the hand and walk you through everything, so I have to make this as powerful and influential as possible with the time I have.

If I can just give you some knowledge so that you can make the right connection, this will ultimately **change the way you think about what is possible.**

And as you have seen already, and will see again and again, that it is truly life-changing.

So how should you start to think?

You need to start thinking in terms of benefits and value and the resources to get those benefits and provide that value.

You need to realize that no matter what the situation is, **you can help.**

You want to start thinking about **pressure points** and where the abundance is and how you can tap into that. Remember that hardly *anybody* profits from their excess, so if you just work with people who have an excess you are going to be able to make **huge strides.**

For example...

Let's talk about sellers. Who has access to sellers that we can work with? What types of people will have a flow of sellers that we can help immediately? Where are these people and how can we get in touch with them.

First let's look at Realtors.

How many listings do they have that go expired? This means that the home was listed and actively marketed (hopefully) and was unable to sell over the six month listing period.

These sellers **still** want to sell but the Realtor just doesn't know how to make that happen... **but you do!**

That is just one example with Realtors, there countless more.

Think about how many other expired listings a Realtor has **access** to; they can pull all the expired listings in any area within minutes. These aren't just going to be homes that they listed; they will be homes that *any* Realtor in that area has listed.

Think about how many sellers a Realtor deals with that just want to break even on the sale of their home. These folks will set the asking price just high enough to pay the Realtor off and be able break even.

Many times these people set the prices so high that the home does not sell **at all** and nobody understands why.

I will get more into Realtors later, now let's take another group of people; lenders.

How many sellers does a lender know about that are in trouble?

How many of those sellers just **want out?**

How many other sellers does a lender come across that can't afford to list their home with a Realtor?

Do you see what I am saying here?

You want to start thinking about where these **pressure points** are and what they need to be presented to be able to work together.

Once you focus on the **Profit Pressure Points** as I call them, you are going to have an abundance of deals at your fingertips. You are going to have more homes, buyers, sellers, investors, lenders, etc. than you can **possibly** handle.

I am going to get much more into this, but for now just know that you want to start thinking "Where are the resources? What are the pressure points here and where are they?"

Once you start thinking along these lines your efforts and energy will be put to much better use.

Lastly we want to cover...

How To **Talk**...

As you know one **huge** Profit Pressure Point is the conversations you have and your ability to find the solutions for the folks you come across.

When you talk to these people the better you are at understanding their situation and their problems and providing an explanation for their solution the **more money you will make**.

It really doesn't matter **who** you are talking to but rather **how** you talk to them and your mentality going into the conversation. Regardless of who you talk to you want to say things like...

"So how can I help you?"

"What would you say the problem or challenge is?"

"What do you see as the solution?"

"What have you tried or done to solve this problem?"

"How do you think I can help you?"

"What would be the ideal situation for you?"

"What would be the best case scenario for you?"

"Has anybody else had this problem? How did they solve it?"

You want to start talking along those lines **before** you even think about writing an offer, you want to know **what they want**. You want to know how you can help them.

I know that I keep saying this but even with me going over and over this point I will hear students tell me about a buyer or seller they are working with and once I ask what the buyer/seller wants or **why** they got in touch with the student, their face goes blank.

You must be focused on the folks you are trying to help!

I can't say that enough.

One very quick approach that only involves you asking questions is to take them down a certain avenue. You are going to try and find out **three things**.

First you want to know what they see as a problem.

Second you want to know what they see as a solution.

Lastly you want to know how much it is worth to them to solve this issue.

That is why you want to keep your conversations focused on what these other people want, not what you want. That is why whether it is a Realtor or a seller you want to know what they think the problem is how they think it will be solved, and how much this solution is worth to them.

You want to know what they are willing to pay for this answer.

So whether you talk to an investor, a Realtor, a seller, etc. make sure that you **focus on them**. You want to explain what the benefits are to **them** and how they will make/save money by working with you.

You want to find out their "why", why are they doing this, why do they have a problem, why do they need help, why do they need you, why can't they solve this problem, why are they frustrated, why did they call you, why did they ask for help (even through an ad), why, why, why...

You want to know why!

This is because you want to know what is **important to them**. The best way to find this out is to ask the right questions, find out what their motivation is, what is their pain, etc. then you focus on the **solution**.

When you talk to people you want to have this servant attitude of "How can I help them?" This will change the entire interaction you have with these people.

Now when you are focusing on what they want you also want to make sure they are being **realistic**. So if you have a seller with a home worth \$100,000 and ideally

he/she tells you they want \$250,000 you will have a way to make them more realistic.

You can do this by simply asking "So why do you think the home has **not** sold for \$250,000?"

Now you will know what they see as a problem.

So if they say "My Realtor is an idiot!" Or something like that you can ask a follow up question.

"Is that the only reason, do you think that the Realtor was the only reason the home didn't sell?"

Now you will get deeper and deeper until you find the actual pain, the problem, as this person sees it. Remember that it may a few things; it may the environment, the economy, the Realtor, investor, etc.

Once you find the **core** problem, which won't take long at all, then you work backwards and ask them what they think the solution is.

At this point they have already been dealing with you on some level and you have had a chance to build some rapport.

Once you do **find the pain** and the **solution** you want to repeat the solution back to them. You can say something like "So you want us to start making the payments on your home and to start within 90 days?"

Now you are going to get an answer, you are going to get a solid answer as far **what their bottom line is**. You want to know if what you suggested will work for them or not.

Either way you are trying to help people but some people are so brainwashed that they will never look outside of the box and see what really makes sense.

It is sad but that is the way it is.

Wrapping this up here...

The way you talk to these folks it is a direct reflection of what you can do for these people, and since you want to be able to help each person you come across and make money at the same time - you want to talk like that with everybody you meet.

Don't worry this isn't some MLM scam where you have to sell your friends and family. This is the real deal.

When you talk to people you want to find out what their problem is, how it is going to get solved. Now if you want it solved you absolutely must **get on it**.

Remember to stay focused on them and what you can do for them, and then repeat the solution and confirm it, this way you are constantly keeping the conversation on **them** and what they need.

By repeating the solution you are also asking "So if we can do 'x' you are happy?" This way you will know **exactly** what you can do for them and how to help them.

Realize that even if you don't have the solution readily available **you can get it**.

So to sum up the conversations...

You want to know what the problem is; this includes what they think the problem is.

What the solution is and/or what they think the solution is.

How much it is worth to solve this problem.

Repeat the solution and the value.

Realize that throughout all of this that you can provide the solution, maybe not yourself but through your strategic **Pressure Point** relationships.

Make sense?

That does it for **Lesson One**.

Lesson Two will piggyback this lesson and make more things clear.

Lesson Two:

"How To Pick Up A Home **Everyday** With No Money, Terrible Credit, No Experience And Start Within 12 Hours!"

If you aren't picking up a home a day then **something is wrong!** In this section we are going to get into some specifics, you are going to see how to buy homes left and right **everyday** you won't need any money and you can do this without even *talking* to a lender. **You will not even have your credit pulled - NO LENDERS OR BANKS!** You are going to be able to do this immediately and go out and pick up your first home **today**.

So here we are in **Lesson Two**.

There are some methods of buying and selling homes that are **timeless**; they will always work in any area, in any market, regardless of the economy, no matter what. These methods are powerful but it is not enough to just know these techniques alone.

You must also learn to systematically implement these techniques so that you can do deals left and right. The methods of buying that I am going to cover here are not new or wildly unique.

It is the **way** that we are going to be using these methods that will make the difference.

But first, like always, you have to get into the right mindset. Here are few things you **must** know before we go any further.

"The Three Things You **Must** Know To Buy And Sell Homes The Smart Way!"

Before we can go much further you need to understand the following, these are some crucial points about investing in real estate that far too **few** "investors" understand.

Here they are...

- 1.) Always Control Homes Before You Buy Them**
- 2.) Always Sell Homes Before You Buy Them**
- 3.) Make Sure You Get Paid To Buy Every Home - You Should Always Walk Away From Closing With A Check**

NOTE:

You never have to get a loan, use any of your own money, or even get your credit checked to control, buy or sell homes doing it the Smart Way.

Now I will be going over many other things that you need to know but for now that will do.

See the mistake many people make when trying to make money in real estate is over complicating the situation, I just made it very simple and very clear to you.

First you control a home.

Second you sell it.

Third you buy it.

When you buy it you want to make sure you make money and walk away from closing with cash.

This way you know **exactly** what you are going to make before you go any further into the deal.

This is my "**Control - Sell - Buy**" method and it is pretty self explanatory just by the title. This is the order you want to go through using this method.

Using this technique will cut down your time substantially because now you know what you need to do to make money and help the people around you.

Once you know how to spend your time, you are sitting on a goldmine. This is because **the way** you spend your time will dictate how far you get, not just in real estate but in life in general.

More on that later.

So now you know that you want to control homes first, then you sell them, and then you buy them.

Now let's look at the two types of homes you are going to buy.

"The **Only Two Ways You Want To Buy Homes!"**

Now this doesn't mean that you are only going to be able to make money with these two types of homes, this is just the only two types of homes that you are going to buy.

You can make money and help everybody, but you don't want to buy all the homes yourself because not **every** deal makes sense to buy.

Here are the two ways that you want to buy homes...

1.) Substantially Below Market Value - Usually 30% Or More

2.) On Terms - Over Time With Payments

Either your seller will be willing to lower the price by at least 25-30% or they are willing to wait and take payments.

Now again, you wouldn't be a **Rainmaker** if those were the only two types of people you would work with, so we will get into making money with and helping everybody that comes to you, later.

So let's look at the first deal and see how the "Control, Sell, Buy" model fits with that.

1.) Substantially Below Market Value - Usually 30% Or More

Let's say you have a seller that wants to sell their home, they want to sell **fast**. To do this you explain that the price is the ultimate factor to sell a home fast.

You go on and tell them that if they lower their price enough the home will sell. You also explain that you can get them the full market but they will have to wait and get it down the road with payments until then.

They just want to sell.

We will say the home is worth \$100,000 and they are willing to sell it for \$70,000. You could even do it for \$75,000, but the idea is that you are getting a price that is **substantially** below the market value.

Now what do you do first?

You control the home.

You tell the seller that you will try **and get them cash** for \$70-\$75k and you will do it within 90 days. You write up a purchase agreement and both of you sign off on it.

You tell the seller that you will try you **best** to make this deal happen and for them to get their cash. To protect both you and the seller you tell them that you will take the offer and make it assignable to another person that you work with.

This person will step in and pay the seller their price; they will also pay **you** for bringing them the deal. The protection comes in the fact that you are going to make sure that any other person you involve must sign off or **approve** the deal as well.

So you basically tell the seller that you will try and get them their \$70,000 by finding an investor to step in and pay you a premium, usually \$3k-\$5k, and then pay the seller their amount. You will try and get this done within 90 days and it all depends on you finding this person and them approving the deal.

What if you don't come through?

This is why you let the seller do whatever they want with the home in the 90 days as long as they **let you know**.

This way the seller **loses nothing** and you have the chance to help them and make money.

So when a seller just wants **cash** and they are going to discount the value of the home to do this, you control it, find a buyer and assign it.

In this case you "buy" the home by assigning your interest in it.

Normally you want to make at least \$3k-\$5k on each deal you assign. This is a very quick way to make money and you can do this within 7-10 days.

So that is a **cash deal**.

This method is so **misunderstood** by so many people that go out and try to make money, by learning it from me you are going to save yourself a lot of time and money.

You see too many people hear about "assigning" or "flipping" a home and then they go out write an offer on a home and try to find some investor to take it over.

Then it doesn't work and they say the method is a "scam" or it just doesn't work.

What these people don't realize is that the offer they write doesn't make sense and the investors they deal with are not serious investors. There are usually other investors trying to do the same thing *they are*.

Unless you are properly trained in evaluating properties and **providing value** you will not be able to do this.

How do I know this?

Because they call me **everyday**.

These people have some "great deals" that they are trying to push. When you look at the numbers it just doesn't make sense. This method is actually much **harder** than doing the **Smart Way** - my way.

You see when you write an offer you want to **know** that you are going to be able to move it. You want to have people **lined up** ready to give you cash for the homes you find.

You want to create the market.

I am going to get more into that later, I just want to point out the problems with doing this and the importance of understanding how to do this right.

I will get more into finding these sellers and investors to hand the deals off to later, right now just know that you **risk nothing** and you should write up the offers within minutes.

Now let's move on to the other way you want to buy homes...

2.) On Terms - Over Time With Payments

This will be a different type of seller and you will buy the home differently. This seller either has **equity** or they don't. Equity, again, is the difference between what a seller owes on the home and what it is worth.

So if the home is worth \$100,000 and the seller owes \$95,000 they have about \$5,000 in equity. This is a negligible amount and usually this seller is lucky to be able to break even on the sale.

In our last example our seller had to have at least 30% equity to be able to sell their home for \$70,000 when it is worth \$100,000, or the seller would have to come up with cash and **pay** to sell the home.

The **cash** deals we discussed earlier are not going to be as common in these types of deals. Many investors will strictly focus on just the cash deals which is a **huge** mistake because they are leaving a lot of money on the table by not doing these **terms** deals.

So, like I said, this seller either has equity or they don't. If they do they will **not** get it for usually 12-24 months even though we are going to ask for 2-3 years.

If they don't have equity or they just want to be able to walk away and have their mortgage paid off for what they owe, they are going to still wait for 12-24 months while you tell them 2-3 years.

You will explain to them, in detail, what you will do but you want some cushion room which is what the 2-3 or even 3-5 years allows for.

For example...

Let's say you have a seller that owes \$95,000 and the home is worth \$100,000 and they need to sell their home. If they list with a Realtor they will normally pay between 5-7% to the Realtor just to sell the home.

So even if the Realtor sells the home quickly, which is 2-3 months for most "good" Realtors, the seller continues to pay their monthly payment which they can't afford and then they pay about 6% of the \$100,000.

When you figure closing costs our seller will have to **pay** \$3,000-\$5,000 to sell the home. Now since they can't afford the home to begin with it is not likely they have that cash sitting around.

They need help.

This is where you come in.

You tell the seller that **you** will start making the monthly mortgage payment; we will say this payment is \$900 a month, and then you will pay off the mortgage balance within 12-18 months or as much as 2-5 years.

Do you see why this makes sense for the seller?

They just want to be able to walk away from this home and **not** have to pay an arm and a leg to do it.

So now you have given them a way to do that. You say that **you** will make the payments and pay off their mortgage. You tell the seller, just like you did with the cash deal, that you will try and find a buyer to do a lease option with the home.

You will try and close within 90 days, your offer is assignable by you and it depends on you finding a suitable buyer that approves of the home.

The seller knows all of this and they are **thrilled** that you will even try and help them.

Do you see how these offers are completely risk free to you and the seller. So when you write up the purchase agreement **you now have control.**

You can do whatever you want with the home, but you want to sell it before you buy it - remember that. This is because if you can't sell it without owning it then actually buying it won't do you any good either because you **still** won't be able to sell it.

So now you have control and you need to sell before you buy.

I walked through an example like this in the main book by the way.

So now you find a lease option tenant for the home that will pay you \$3,000-\$5,000 for the home. This tenant will live in the home as a true buyer, they are not renters and you are not a landlord.

Now remember that you will **not** buy the home until you have found a buyer and they have paid you the down payment for a home. This way you don't waste time and energy buying a home and having to pay out of pocket for the expenses.

So after you find the buyer, in this case lease option tenants, then you buy the home. So you **never** buy the home until you have sold it and you have gotten **paid**.

Make sense?

Here is the order...

First you control the home.

Then you find a buyer and sell the home.

Then you buy it.

Remember that you **never** want to risk your sellers' finances or your own; you just want to **help** and make money at the same time, the quickest way possible.

Remember this seller does not have very much equity and they are just trying to get out from underneath the payments. You are going to pay off the seller's mortgage, and since they don't have much equity what they owe is going to be about the full market value.

So you are going to be able to buy the home for full market value but it is just going to take time to do this.

Now in this last example our seller did not have much equity, whatever equity they did have they were happy to walk away from.

Another type of seller **will** have equity.

Let's say the seller in our last example has a neighbor with the exact same type of home that is worth \$100,000. The difference is that this seller only owes \$70,000.

Now we *could* do a cash offer, right? We write an offer to pay the seller \$70,000 or even \$75,000 and make the offer assignable and find a buyer to pay us a premium and pay the seller their money.

We could do that, but what if the seller is not that motivated?

This is where too many investors walk away, but **you** will be able to still help the seller and make money at the same time.

In this example if our seller lists with a Realtor he may or may not be able to sell the home within 2-3 months. We will say that his payment is only \$700, this is still pretty high but we are being conservative as I always try to be in these kinds of examples.

So if our seller lists with a Realtor he will have to pay the 5-7% to the Realtor's as their commission. Then they will have to pay closing costs, the mortgage payments during the time the home does not sell, etc.

The bottom line is our seller may be able to **net \$90** or maybe a little more. So our seller will get about \$20,000 of their total \$30,000 equity.

So they are still going to have to **pay** to get their equity and they won't get all of it. The benefit is that they will get it all **now**.

With a seller like this who has equity, if they don't need to drop the price then you shouldn't force them to. You are going to give this seller a way to get **all** of their equity and **then some**.

This will take time to do.

Here is how this works...

You are going to tell the seller that **you** will start making their mortgage payments **and** an additional payment to the seller for "financing" the \$30,000 of equity they have.

You are going to pay the seller's mortgage of \$70,000 off and you are going to pay the seller their \$30,000 in equity within 2-5 years. In the meantime you are not only going to make the seller's payments but you are

going to make a payment to the seller as well on their \$30,000.

Let's say you pay the seller \$250 a month on their \$30,000 and you pay the \$700 a month on their mortgage, you are at \$950 a month.

Do you see the similarity here?

This works the **same way**.

The difference is that this time you are going to pay the seller as well as the bank, not just the bank. You are going to pay the seller's mortgage off and make payments to the seller as well.

You are going to do this from the money you get from your **lease option** tenant. You are going to charge the tenant a down payment, a monthly payment at least \$200 more than you are paying, and a back end purchase price 10-15% above the market value.

Does that make sense?

So again here is the order of this...

First you control the home.

Then you find a buyer and sell the home.

Then you buy it.

Again by buying homes this way you are going to **ensure** you never risk a penny or your credit. You are also going to be providing the seller and your buyer a **priceless** service by making this happen.

Do you see the power of this approach?

You are going to be able to do deals systematically using this technique. Although a lease option is not anything new since rent to buy programs have been around for ages. But the way you are going to be doing this is **unheard of**.

This is why you will be able to do deals over and over again.

Now I just gave you a pretty detailed walk through, but let's get into even more detail and go through **exactly** what you need to do to make this happen.

First I will cover some buying basics and then we will get into how to do this **everyday** non-stop so that your business is a **cash cow** and you make money again and again.

Here are the basic ways you want to **buy** these types of homes, remember that you don't need to buy every home you come across, but for the ones you do buy these are the best ways to do this.

Doing it this way will make sure you get **all** the benefits of ownership without ever getting a loan of putting yourself at risk.

"Three Ways To Buy Homes Without Having A Penny To Your Name, Your Credit Being Pulled Or Having Any Idea What The Hell You Are Doing!"

I don't know if I should say that, because after you read this you *will* have some idea of what the hell you are doing, but I think you get the point.

There are basically three methods you will use **after** controlling and selling homes to buy your homes. I want to **stress** that we are only talking about the homes you buy for yourself **not** every deal you come across will fit this criteria.

For those that don't you will use another method or technique to monetize on all the deals.

So here are the basic ways you want to buy homes; **land contract, multiple mortgage, subject to.**

Land Contract

In some states these are no longer used, instead you will do "seller financing addendums" which would fall into the multiple mortgages category.

A land contract is a **contract** between you and the seller of a property, this contract outlines the terms of the sale and specifies items like the monthly payment, the term or length of the contract, and the ultimate purchase price.

You can make **millions** by just buying properties on land contract. These are also called wraps, a contract, or a contract for the deed as well. The name really doesn't matter it all relates to the same thing.

When you buy a home with a contract you own it much like most people own their car. While you are making payments on a car the bank holds the title while you **control** the car.

You can do whatever you want with car; drive it, sell it, rent it out, wreck it, burn it, etc. You don't get the deed until you pay the car off.

Buying a home on a land contract works the same way.

The owner holds the title **but** your contract is recorded and you become the owner of record. You have the property "tied up" and you get the deed once the you fulfill the terms of the contract.

This is basically a rent to buy but it is more powerful because you have a recorded form of ownership. You are going to get the contract recorded **immediately** this way instead of just evicting you the seller will have to **foreclose** on you.

Evictions are with rentals or lease options, and that is how you are going to be **selling** your homes. If there is a problem you will evict the tenants. I will get more into that later.

So if you buy a home with a land contract, there is an actual contract written up, signed by you and the seller, notarized, and recorded.

Now you own the property on land contract. You have a claim to the title. You have essentially bought the home.

The contract can be put together by an attorney at any title company and you can have the buyer and the seller pay for it, or pay for from your profits, split the costs, etc.

If you have the title company do it they will record it. You want to make sure that you get an "editable" contract from the attorney so that you can use it again and again.

The problem with contracts is that you may have to use a completely **different** one for a home down the street

depending on the city and county laws, surveying, parcels, etc.

But either way once you have one that is accepted and can be recorded you can meet at Burger King and close there. In fact you don't even have to be there to close the deal.

Remember the first thing to do is control the home, then sell it, then **buy** it. The contract can be signed and notarized at any bank. Then you just record it, which can be done my mail, and you are done.

Those are the basics of a land contract.

Who is the land contract for?

This is for the seller who has equity but doesn't want to give you the deed. They may have no equity too, and just not want to give you the deed.

So let's say that with our last example when the seller owed \$70,000 and the home is worth \$100,000. You can tell the seller you will buy the home from **them** on a land contract.

Then every month you pay the seller directly, then after 2-5 years you will pay off the balance of what you owe to the seller. In the meantime you find a lease option tenant and get them to refinance the home and pay you off so you can pay the seller and the bank off.

Make sense?

Those are the basics of a land contract, let's move on.

Multiple Mortgages

This is also called "seller financing" and this technique has been around for a while. We are going to make some adjustments that have never been done, but the basics are the same.

In a land contract we did **not** get the deed, with a multiple mortgage deal you **do**. This is one reason why a multiple mortgage ownership position is stronger than a land contract.

A multiple mortgage is another way to get the seller their equity. So if they are willing to wait and get payments on it, then this is one way to go.

The seller basically "loans" you the money and then puts a lien on the home that you have to pay off. So the seller becomes a lender and you are the borrower.

So in our last example where the seller owes \$70,000 and the home is worth \$100,000, you can have the seller put a lien on the home and become the lender for their \$30,000.

So now you have a first mortgage of \$70,000 that you will owe to the bank and a **second** mortgage payment that you will have to make to the seller.

You may run into a seller that just wants the \$30,000, or whatever their equity is, at the end and you don't have to make them payments. One reason will be because the payments are already too high and instead of refinancing the seller just wants to get out from under the payments.

The benefit to you is that you get the deed and now the seller has to foreclose, the seller's benefit is recorded ownership to their equity.

Make sense?

So the seller is going to be **just like the lender** and you are going to make them payments and pay them off just like you are going to do with the original mortgage.

Again the title company can set this up and you go from there.

That is how a multiple mortgage deal works.

Who are multiple mortgages for?

This is for the same type of seller that the land contract is normally for; a seller who has equity but wants to wait and get the most out of it.

This seller is somewhat "smart" in the sense that they realize that to get the **full market value** they can simply wait for you to come through. Even if you don't the seller hasn't lost anything.

The big difference here is that with the multiple mortgages you are going to get the deed.

Subject To - Sub2

This is the strongest form of ownership among the three.

In a Sub2 the seller quit claims you the deed to their home, or signs a General Warranty Deed, and you become the owner of the home.

The home is in your name and now you begin to make the mortgage payments as if you bought the home. The seller just walks away while the mortgage, taxes, insurance, everything stays in their name.

This is a very motivated seller.

This seller's only other choice is sometimes foreclosure and you are their last option. Normally the seller will walk away and be happy; they normally don't have any equity.

If they do have equity and they want some of it you can put their equity position on the home as a lien or add an addendum and when it comes time to pay the mortgage off you pay them off as well.

You can structure their equity with no payments, no interest, etc. if that is how the deal is set up, remember you make the rules.

In a Sub2 it is questionable whether the seller can do anything to get you out of the picture, their recourse is minimal at best since you have the deed and they are exposed.

This is why you **never** want the deed until you sell, or move, the home. When you promise a seller that the payment will be made you make **sure** it gets made.

All across the country investors are given a bad name because of people who took advantage of sellers and the lack of education to this process.

Never do that.

When you promise a buyer, sellers, Realtor, *anything* you make sure you **make it happen**.

It is important that everybody who you come across knows that you can help them and you aren't going to hurt or take advantage of them. **This is crucial.**

So when you do a Sub2 deal you really only need a few pieces of documentation. Only the seller has to be present to quit claim a deed, and they can quit claim a deed fifty times but the first person to record it becomes the owner.

That is why you want to record it immediately. It is better to have a General Warranty Deed signed by your seller, they are pretty much the same thing except for the time that the seller "guarantees" the title is longer with the General Warranty Deed.

Plus a "General Warranty Deed" just sounds better than a "Quit Claim Deed", but either way you are becoming the owner of the home.

You don't qualify, talk to a lender, put money down, etc. you just **get the deed**. There are some other ways of getting the deed involving a trust account and beneficiaries but for now just realize that you are getting the deed while everything stays in the sellers' name.

Now remember you get the deed after you have sold the home and you know you have a buyer lined up. One way to protect the seller with a quit claim is to quit claim the deed right back to the seller while they agree not to record it unless there is a problem.

This helps the seller trust you but it does leave the chance that they will record the deed anyway and leave your ownership position out. This risk is offset by the fact that you have the seller's credit in your hands and if you did the job right they love you for what you did for them.

Who is the Sub2 for?

Like I said this seller is very motivated and they usually just want to **get out right now**.

In the first example we used in this section our seller owed \$95,000 on a home worth \$100,000, in that case the seller just wants out and if the payments are too high they will work with you and do whatever you want to get the home moved.

So you first **control** the home, find a buyer, have them put money down and sign the paperwork effectively buying the home, and then you buy it.

Make sense?

This seller needs out right now. You help these people out of foreclosure and you are going to see how powerful just one referral will be to your business.

So those are the basics of the Sub2.

Those are basics will all three methods.

Now I want to talk about controlling homes, I keep saying that at first you want to control the homes then sell them and *then* buy them.

So since controlling homes is going to be a big part of your business it is important that you understand **exactly** how to do it.

So following, these are some crucial points about investing in real estate that far too **few** "investors" understand.

"How To Control Homes The Smart And Easy Way!"

When you control a home you are essentially buying it.

Think about it.

Once you control a home and you can sell it, buy it, and refinance it, what is the difference between you and the owner? You guys are basically in the **same boat**.

That is what makes controlling properties so great. Essentially you are going to get an option on the home. You are going to tell the seller you will **try** to help them and make money.

You are going to try and move the home, you either sell it and buy it or just sell it for them and take a profit, I will get into this later.

To "buy" or control a home really doesn't take much and you should **immediately** move forward with it - later I will show you how to do it without even seeing the home.

The paperwork involved in controlling a home is pretty minimal and **you have everything you need**.

You will either use the purchase agreement or the Letter Of Intent or the Lease Agreement Memo; the last two are pretty much the same thing.

When you send this to your seller and they sign there is a huge **perceived** commitment they are making, it isn't as solid legally so it is more of a way to qualify your seller and let them know you are serious.

You won't take many sellers to court because they didn't follow through on what they signed, because after all you can't force somebody to sell you a home.

That is why the signature is more of a gauge that tells you how serious they are and how quickly you can help them and make money.

A key **Profit Pressure Point** to realize here is that no matter what the situation is once you **control** the home you have effectively "bought" the home.

Your control has value **by itself**. This control needs to be established as quickly as possible. You want to be able to pick up homes left and right.

But first let's get into how to control a home.

You can use just about **any** document you want to establish control. This document will basically outline what you are going to try and do for the seller and how you are going to make money. This will also outline your involvement as well as the sellers'.

The main way you are going to **control** homes is by using the Purchase Agreement or the Letter Of Intent/Lease Agreement Memo.

These two methods do almost the same thing. The Purchase Agreement, or offer, is a much longer and less friendly version but it goes into more detail.

The Letter Of Intent is specifically for sellers that you are going to find a lease option tenant for but you can use it for just about any seller with a few adjustments.

The point here is to explain what you are going to try to do and see if that helps the seller out. If it does you want them to sign something that gives you the **right not the obligation** to move the home.

Once this is signed there is an inherent **perceived or psychological commitment** made on the part of the seller. Now while you are trying to help them you will be able to build rapport and provide value so they **trust you**.

This will eliminate objections as you move ahead.

At this point when you go through paperwork like the Purchase Agreement later on, this seller will have fewer, if any, objections and you can close deals much more smoothly.

This is much more effective than sending a 5-6 legally binding agreements over after talking to somebody for a few minutes. You want to be able to do deals quickly and easily and keep the people you work with happy.

That is the whole point of the Lease Agreement Memo and the Letter Of Intent, outlining the situation so clearly that **saying no** is just plain dumb.

So on almost any deal you do you are going to have the Purchase Agreement signed anyways, but sometimes you are going to go through the Letter Of Intent first. Especially when dealing with landlords.

So the quickest, easiest way to control a home is simply fax the one-page memo over and have them fax it back to you signed. This takes, literally, less than 10-15 minutes. I have done it from live events in fewer than six minutes.

This, by the way, is the quickest way to make money in real estate. You will make several times the thousands and you are going to pay me back by doing just one deal.

So to **control** a home you simply have either the Purchase Agreement or the Memo signed. We are going to call this making the **offer**.

The quickest way to do this is to simply **do it; just get it signed**.

When you are talking to a seller over the phone or you get an email **immediately** find out their situation. Here is main info you need to know...

Do they have equity?

Do they want all of the equity or do they want to just walk away?

Already you know what type of offer to make them. If they have and want all of their equity you can do this over time with payments. If that won't work you can still **control** the home and I will show you how and why in the next section.

If they don't have equity or just want to get out you can start making their payments.

Either way you can control the home immediately by knowing what type of offer to make them. You run the **benefits** by them and see if that is what they want. Once they tell you what you can do to help them you send the paperwork over immediately, you can email or fax it, just get it signed.

Now you have essentially bought the home. You still have to profit from selling and then **owning** the home, but you have controlled the home within minutes.

Does that make sense?

Once you start talking to sellers more you will be able to write offers left and right, you should have no trouble writing several offers a day, you should **easily** be able to pick up one home a day.

Now there are dozens of ways to find sellers, next I will talk about just a few.

"How To Find An Unlimited Source Of Sellers And The Biggest Mistake Wannabe Investors Make With Sellers!"

There are dozens of ways to get in touch with sellers; the key is that they don't have to be **motivated**.

If you can only work with a **motivated** seller then you are losing money. You want to be able to help **anybody**, that means any seller.

Now you don't want to have tire kickers calling you all day but you don't have to focus on people about to be foreclosed upon either.

You want to help everybody.

We don't have time to get into everything right now, I am trying my best to cram **over six months** of info into this course. So much information, so little time.

Here are just two solid ways to get sellers calling you...

1.) Classified Ads

2.) Signs

Remember that you want your phone ringing off the hook, and then you want to be able to help everybody that calls you and make money at the same time.

You will need a system to do this.

Part of the system is bringing in leads systematically again and again so that you know what to expect. I teach several ways to find sellers, I will cover a few more later, but like I said I won't be able to get too much into in this course because there are other areas we need to focus on as well.

So let's talk about the first method; ads.

1.) Classified Ads

Over the last several years I have tested and retested many, many different types of ads and these are the most powerful. You want to run your ads in a local newspaper with a decent circulation and you want it to run in the "real estate wanted" section.

You want to get as close to the top as possible, your paper may arrange the ads alphabetically, by seniority, size, etc. I will show some ways to get to the top in a second.

So now you know where to run the ad, now you want to run the ad for at least 7-10 days straight. Your paper may or may not have a minimum size; usually it will be about three lines.

Here are some examples of ads for sellers and what types of sellers you can expect to call you from each ad.

"A Guaranteed Offer
On Your Home Within
24 hours!" Call Azam
317-573-7864 24 hrs.

Or...

"I Will Make A Guaranteed
Offer On Your Home Today!"
Try Me - Call Azam 317-573-7864
24hrs.

You can make it shorter...

"I Will Make An Offer On Your
Home Today!" Try me - Azam
317-573-7864 24 hrs.

These types of ads will get you a wide range of sellers, it is best to run this ad first so that you have a standard to compare against. Marketing is all about **testing** to find the winners. So when this ad starts to generate calls you will be able to go back and tweak the ad to get more calls. You always want to test your marketing.

The main difference in these ads is the first word "A" and "I", if your paper lists the alphabetically you want to go with the "A" you can even do "An Absolute Guaranteed..." to get even higher on the list.

Like I said this ad will get you various calls. I will explain why these headlines are so effective soon.

Here is another type of ad to run for sellers...

Need Help? Late Payments?
No Equity? "I Will Make An

Offer On Your Home Today!"
Call Me Now at 573-7864 24 hours.

Or...

"Jenny And I Will Start Making
Your Mortgage Payments!" Call
Us Last 317-573-7864 - Jenny

Another version...

"Jenny And I Will Start Making
Your Mortgage Payments!" Try Us
Call Jenny 317-573-7864 24 hrs

These ads will get you sellers that can't make their mortgage payments, these sellers are usually the very definition of "desperate and motivated" **they need out.**

This is a great way to pick up Sub2 deals.

Those are just a few examples of how using a simple ad can generate an **enormous** influx of business.

Now on to **signs.**

2.) Signs

I love signs.

I really love signs.

I have made, literally, **millions** with signs. No joke.

Some people **hate signs.**

They just don't understand.

I remember one time the head of a condo's association called me up bitching about my ugly neon yellow signs. He threatened to call the police if it wasn't down within the hour.

To show how touchy and bold he was he even left his home number and address on my message.

You know what I did?

I went to **his condo** and knocked on the door.

He was much less demanding in person.

I explained to him that my two sellers, Rhonda and Billy, were in a jam. They couldn't afford the payments anymore and they tried everything they could think of to sell their home.

They listed it with a Realtor, tried to go FSBO (for sale by owner), renting it, doing a lease option, they even bought a course just to sell this home.

Nothing worked.

They were trying to avoid bankruptcy and foreclosure.

As I am telling this guy, Gene, about their situation he says "Well I had no idea, but that sign of yours is hideous and a direct violation of the association rules."

"I know Gene, but let me finish here, please?"

"Okay Azoom?" (People always mispronounce my name)

So I go on and tell him that about a week ago Rhonda called me and I agreed to help them. I told Gene that

my sign did in just four days what **three top producing Realtors** couldn't do in nine months.

I got a quality lease option tenant in the condo, now Rhonda and Billy have been **saved**. They no longer have to go through foreclosure or bankruptcy proceedings.

And I did this in just a few days with that hideous rule breaking sign.

"So why is my sign still up?" I ask Gene.

"Because Rhonda has two friends that are in a bad financial shape as well and they live right here in this complex. And if keeping my "ugly" sign up means that their financial lives are going to be saved do you think I am going to think twice?"

I explained to Gene that I am not taking advantage of anybody I am just trying to help people, and is that ever a bad thing?

Bottom line: my signs stayed up for weeks untouched.

About a year later I got a call from Gene, he wanted me to help a friend sell *their* condo, this time I put the sign in the yard which is sacrilegious to those condo Nazis.

My point is that if you don't like signs then **you need to wake up** because I have saved financial disasters from happening with signs.

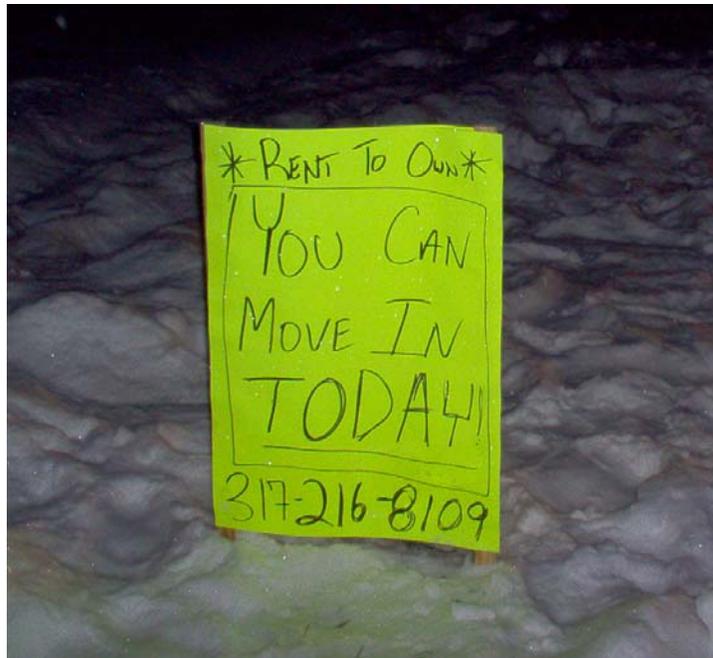
The biggest issue with signs is actually **doing them**. Every now and then I get a student that avoids putting signs up, that is fine because you only have to resort to these guerilla marketing tactics if you don't have a great deal of money.

But you must do **some** marketing. I will show you the best ways to market with the least amount of time but you must do the marketing yourself to see this work.

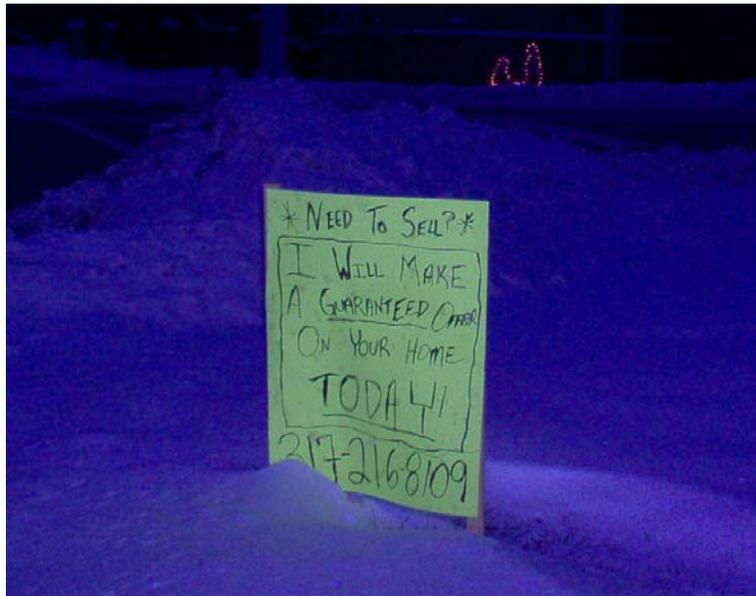
So you can spend time or spend money or both and really watch your business soar.

Either way, I love signs and every student I have ever had has found success with their signs.

Here are some signs **and proof** these signs can go through just about anything and stay standing. What you are about to see is my signs after 13 inches of snow and 20-30 mph winds, check it out...



That is for buyers, here is a sign for sellers...



This sign is a little hard to read but there is already a copy of the text in the main ebook.

So there are the main two types of signs you should use, you can use different headlines with the seller signs but the buyer signs are good to go as they are.

These signs will outdo just about any other type of sign you ever use, a good place to get standard signs is www.banditsigns.com they are cheap but they will probably not be nearly as effective as these handwritten ones.

Like I said you should always test your marketing efforts to find the winners, you can try different types of signs, I have used and tested about 100 different types of signs and found this to be the universal champ.

This sign gets underneath your "advertising radar" and gets noticed.

Now before we wrap this lesson up let me share with you some wild marketing secrets that investors, Realtors, and "experts", prove every year that they don't understand.

"Marketing Secrets That Will Put You Head And Shoulders Above All Other Wannabe Investors!"

Marketing is crucial to your business, getting leads and converting them into dollars by providing value is the **lifeblood** of your business.

It would be silly for me to educate you on making money in real estate without covering this aspect in depth.

You just saw some ads and signs that I use and countless students have used to make a **bundle**. But what is more important than the ad or headline that works is the **mentality** that goes behind putting together the ad.

You see marketing really never changes; the same techniques that are **most effective** today are the same techniques used **hundreds and even thousands** of years ago.

The main difference is the medium in which the marketing is being done. I have done sales training and consulting work where I had to start from scratch and retrain salespeople, managers, entire sales forces, etc. and **none** of them understood this simple concept; **marketing has not changed**.

There is no such thing as **Internet Marketing**.

I know that seems to be a hot topic today, but believe me any **true** marketer will tell you; **there is no such thing**

as Internet marketing. You can market using the Internet, but this is still just marketing.

You apply the same principles to a different media. Basketball will always be basketball whether you play in a stadium, on a soccer field, or underwater, **it is still basketball.**

My point here is that you want your marketing to be solid, not based on some trendy gimmick, you want to use the same secrets that have made **billions** in the past.

By the way **all** the techniques I will show you to buy homes with no money down can be used with commercial real estate, stocks, businesses, corporate buyouts, etc. as long as you understand and apply the **concepts.**

I will get more into marketing in my **favorite lesson** about creating the standard in your area. For now we will just focus on the direct marketing aspect with ads, signs, flyers, letters, etc.

The first thing you need to understand is the **headline.**

Any ad, sign, letter, **anything** you do **must** have a headline. This headline must grab the reader by the throat and scream to them "HEY, I am talking to you!"

The headline is probably the **most** important part of your marketing piece because this dictates whether or not your prospect will continue to read what you have to say.

The headline must include a **pain or benefit.** Two things that move us more than anything is pain and/or pleasure. You want your headline to be specific and personal.

You should always try and use the words "you" and "free" they are the most powerful words you can use in your piece.

Your headline can also mention something of your offer; it qualifies you and the prospect. You can use questions to further qualify your prospect, after the "pain exposing" questions, you provide the solution.

Remember our ads?

Need Help? Late Payments?
No Equity? "I Will Make An
Offer On Your Home Today!"
Call Me Now at 573-7864 24 hours.

Here you are targeting a very specific person who is having trouble and letting them know "Hey, I can help you!"

Aside from the headline your piece also needs to have personalization, either you are talking about yourself and what qualifies you to help them or you are solely focused on them.

"Jenny And I Will Start Making
Your Mortgage Payments!" Call
Us Last 317-573-7864 - Jenny

Here we are using a woman's name which really helps the response. But we are also making it personal saying "I will..." we let the prospect know that we are personally overseeing every aspect of this.

This is another reason why the handwritten signs pull so well, I have had many students call me shocked with the calls they get and then when they hear people tell them

they only called them because it was handwritten and it showed that they took the time to personally write them, they become "believers".

Aside from your headline you also want to have an immediate **call to action**. This basically lets the prospect know exactly what they need to do to get the benefit you are offering.

I can't believe how many Realtors fall for that "top of the mind awareness" idea where they throw handfuls of money at ineffective advertising where they are sitting behind a desk or standing by a home with no **call to action** or throat-grabbing headline.

It blows my mind.

They would say "If a company like Coca-Cola spends billions getting their name out there, why shouldn't I?"

Because you are not a multinational conglomerate, that's why.

Never spend a penny on advertising unless the results are quantifiable and immediate. You want to know if your marketing is working immediate, are you making money or not?

So the **call to action** is where you tell them what to do, call, email, mail, whatever, you tell them to do it immediately. You should always have a call to action.

Now words like "24 hours" or "24 hour recorded message" can usually increase your sales because people will feel less like they will be talking to a sales person.

Another technique to personal your piece is to follow up the promise of an outrageous offer with words like "Try me" this again adds to the personalization and lets the prospect know that *you* know your ad is promising and perhaps a little too promising.

The last thing I am going to talk about here is the **deadline**.

When you mention the pain or pleasure you want to add some sort of deadline to it, something like "within 24 hours" or "TODAY!" something that lets the prospect know that you have a model in place for they're benefit.

Make sense?

Remember you need a compelling **headline** that denotes a pain or pleasure.

Then you have a solid **call to action**.

You have a deadline that solves the problem within a certain amount of **time**.

On top of that personalization always works.

Does that all make sense?

Good.

This was kind of a **crash course** section where I am trying to jam as much as I possibly can in the shortest possible time. We will get more into these concepts later.

So now you know how to pick up a home a day, and **much more**.

Remember that you want to go out and start writing offers immediately, find out if they want a discounted cash offer or a full market value sale over time with payments.

Then you will know how to put the deal together and you can control the home immediately. Even if the deal does **not** fit that criteria you still control it, we will go over why shortly.

Lesson Three: "How To Sell Your Homes **Lightning** Fast, Finding Unlimited Sources Of Buyers With Money!"

So now that you can **buy** homes all day long, you need to know how to sell them. After you go through this section you will **never** have to worry about finding buyers again. No matter what type of real estate you are selling these techniques will have you **constantly flooded** with buyers - and you can do this for next to nothing!

Whenever you deal with controlling or buying homes you want to be able to quickly and easily **sell** these homes. Whether you buy the home or not you can still sell them, help the buyer, seller, and make money.

Remember creating these win-win situations is what this is all about.

There are basically two types of deals that you are going to be doing.

1.) Homes That You Are Going To Take Ownership Of

2.) Homes That You Are Going To Take An Assignment Fee Or A Down Payment For

The difference here really comes down to the residual income you will make. If you take ownership of the home with a contract, Sub2, or a multiple mortgage (MM) then you are going to go for monthly income and a back end pay off on the equity.

If you just assign the deal to another investor or just take the down payment from a lease option tenant and hand everything over to the seller, you will not get the monthly income or the equity payoff.

Don't worry I will explain each in depth.

You see in the last section we talked about controlling homes, profiting from selling them and then buying them by **taking ownership**.

But you only want to take ownership if you are going to make money every month and at least \$10,000 on the back end when the home refinances.

Otherwise you are still going to do the deal, help the folks involved, and make money, but you are going to do it a little differently.

Let me explain the first type, first.

1.) Homes That You Are Going To Take Ownership Of

Remember this is a seller whose home you are going to take ownership of, you are either going to do a MM, contract or Sub2. Again the only reason you are going to go through this is to make the residual income and the equity payoff.

So the **immediate** task is to find a lease option tenant for the home. You want to get somebody to pay at least \$3-\$5k down and start making monthly payments.

Your profit will come from not only the down payment, but the monthly income and the purchase price your lease option tenant refinances the home for.

So the first thing to do is get a **lease option tenant** into the home. This is easier to do if the home is vacant, if the seller is still living there or waiting for you to move the home, then you are going to have to schedule showings and make sure the seller is **not** there.

But the first thing you need to do is get **access** to the home. You can do this by getting a lockbox with a key in it and putting this on the front door. You can get these from a hardware store or a Realtor will let you use theirs which I will explain later.

So you get a lockbox on the home and then you get a **sign in the yard**. You put the neon yellow sign in the yard facing both ways **do this!**

I remember a student who had a home on a very local street who kept telling me that nobody would see the sign so he didn't see a point in putting one up even though they cost **nothing** compared to what you stand to make.

For over a month he told me the same thing, finally I reminded him what he paid \$7,500 for and **told** him to get a sign in the yard.

He moved it within three days, **from the sign**.

The sign in the yard moves homes, especially the signs we will be using. So you want to get a lockbox on the home and a sign in the yard.

If the home is on a corner put it on both sides of traffic, as close to the road as possible. Using my signs is a great idea because they will be almost at the **exact** level of a driver which is another reason why they are so effective.

You can go to busy intersections, especially STOP signs in the neighborhood or outside of the neighborhood and put signs there as well. **You want to generate calls.**

You want to be able to answer the phone when these people call as well, when somebody calls you as they are passing by and you can get them into the home **right then and there** you are going to make money.

How To **Talk** To Buyers

When you do speak with a buyer you want to ask them a few questions to **qualify** them before you let them see the home. The people that call you will fall into a few categories and you want to know which ones they fall into as quickly as possible.

The better you get at this the more helpful you will be.

Here are the categories your buyers will fall under...

- 1.) They Have Money And/Or Good Credit (Will qualify for a loan)**
- 2.) They Have Money And Bad Credit (Will not qualify for a loan)**
- 3.) They Have No Money And Bad Credit**

You can still work with each type of buyer but you want to find out as **quickly** as possible which category your buyer falls into. So as soon as they call you want to start qualifying them so that you can give them the best solution.

So before we get into each type of buyer let's look at how you can quickly find out which type of buyer you are dealing with.

Here is a quick dialog with questions that will help you find out which type of buyer you are working with.

"I am looking for buyers not renters, do you want to rent or buy?"

This way you are immediately establishing that there is a **difference** and you don't want to be a landlord. You can tell them you don't care how bad their credit is because you can still get them into their ideal home and show them how to buy it but you must know they **want** to do that.

"Have you thought about buying, do you have credit issues is that why you want to do a rent to buy?"

This is where you are also going to mention that in less than 24 hours you can find out **exactly** what they will qualify for. This is a very effective way to find out if they have credit issues, most people won't send you to get them approved if they **know** they have credit issues.

If they don't know then you can probe and pre-qualify them yourself. Basically you want to know that they have been making on time payments for the last year or two,

any bankruptcies have been discharged for two years, they have had the same job or line of work for two years, etc.

Just asking this will tell you if it is a waste of time to try to get them approved for a loan or not.

You can find out if they have credit issues pretty quickly and go from there. If their credit seems to be "worthy" and they could qualify for a loan then you get them to a lender, I will explain the best way to do this later.

"Have you done a rent to buy before, do you understand how it works?"

This is basically a leading question to see if they have money or not, or if they have credit issues. Their answer will let you know whether or not they understand how this works.

If they don't understand this then you can explain how they need a down payment, then make monthly payments, and then refinance the home for the agreed upon purchase price.

You can give them a brief overview, either way you want to get to the down payment aspect.

"How much money would you have for a down payment if you found the right home?"

You want to make it **clear** that you can find them their ideal home, this way you will get a better idea of how much money they have for a down payment for a home, **not** what they are willing to pay for the home they saw or a home that you have.

Even if you don't have the home they want right now you will be able to get them the home the **do** want, we will go over this as well.

If their answer is anything less than \$3,000 you tell them that the minimum down payment is \$3,000 and ask if that would be a problem.

Always remember to ask how much they have instead of just coming out and telling them what you want for a down payment.

I remember years ago when I was asking for \$3,500 down and before I could mention that my buyer told me she had \$8,000 to put down.

I adjusted her purchase price and monthly payment accordingly and got her into the home for \$8,000 down. This is why you **never** mention what you want down until after they tell you how much you have down.

You are not taking advantage of these people or "milking" them, remember that you adjust their payments and price based on how much they put down if they go above and beyond what you had in mind.

You are rewarding them and giving them back **much more** than they are paying you. You are just going to do it over time.

"How soon do you want to move?"

You want to ask this pretty early on just so you know whether they want to move right now or not, if they don't want to move now then you can still keep them on your

list and explain that your inventory changes everyday so when they are ready they need to let you know.

"What is your ideal home?"

You want to know exactly what they want, you want to know where they want to be, how big the home should be, the school systems, etc. the more specific you get the better.

A follow up question to this can also help.

"If we find that ideal home, how much money would you have for a down payment?"

Once you start talking about their ideal home you can find out how much they have for a down payment, you are finding out how much it is worth to them to get into their ideal home.

This is awesome because now you have a **cash recipe** that will tell you exactly what you need to do to **make money**.

"How much do you want to spend a month?"

You want to know where they want their monthly payments to be so that you can find a deal accordingly.

That about does it for the basic questions, once you get these answers you will have a good idea of where the buyer falls in terms of credit, money, income, etc.

You want to keep a list of **every** buyer that calls you, every single one, you want to know what they want,

where they want it and how much they are willing to pay for it.

This information is priceless. Then you want to keep in touch with them and make sure they know that they **need** to do to work with you. As long as you give them a compelling enough reason they **all** will work with you.

So what do you do once you know what type of buyer you have. Let's take a deeper look at each one.

1.) They Have Money And/Or Good Credit (Will qualify for a loan)

If they have money for a down payment, you can start with \$3,000-\$5,000 down; you want to get them a home **immediately**.

You want to know what *they* want, how quickly they are ready to go, and exactly how much they are going to pay you to help them get it.

So if they have money **you move** and you do it quickly. If they have good credit as well you send them to a lender, you find the lender by calling a Realtor and seeing how they handle buyers.

Any decent Realtor will have a lender that they have closed deals with. By working with them you are already qualifying them because you know that they have done deals in the past and are serious on some level.

This also helps you work with the Realtor because now you have a relationship started with them and they will help you as far as pulling up listings, getting expired listings, getting comps, etc.

If they don't have good credit, or it doesn't look like they are going to qualify that is **not** a problem because you will still be able to get them into something using their money.

2.) They Have Money And Bad Credit (Will not qualify for a loan)

If they have money then you **move** immediately. Has this sunk in your head yet? Whenever they have money you get them into something immediately.

You find out what they want and then you keep them on your email list, I will explain how shortly, and make sure they constantly have a list of homes from you.

You can still work with these people by using their down payment money, they need at least \$3k-\$5k.

Another option you give any buyer with money whether they have good credit or not, is the "7-10 Program".

You tell your potential buyer to go out and find any home they want to live in, their ideal "Dream Home". You want to get a list of about 10 homes, they can go out to any area they want to be in and they think they can afford.

You want a list of about 10 homes that your buyer wants and they are willing to pay their \$3k-\$5k, or whatever amount they have down, to move into.

It doesn't matter if this home is listed with a Realtor, for rent, fsbo, **it doesn't matter.**

When you explain to your buyer that they can do this only about 50-70% will do it, but they almost always get excited when you tell them that this is a possibility.

You want to put a deadline on this and you also want to use the word "qualify", here is an example.

"I can probably get you into your ideal home within your budget by next weekend, to do this I am going to need you to get a list of some homes that are perfect for you.

You can drive around in your ideal area and find any home, whether it is listed with a Realtor, for rent, for sale by owner, whatever, it doesn't matter. Just get me a list of about 10 homes that you want to get into and you want to put five grand down (or whatever their amount is) on.

Then I will go through the list and see if they qualify for my program. If you send me 10 homes I can usually get you into at least one, so make sure any one of the homes will work for you.

Now you can do this yourself by contacting the owner, the difference is I am setting up the lease option, getting you the equity, credit counseling, contingent approvals, lender verifications, etc.

So can you come up with a list of 10 perfect homes?

I will need it in the next day or two..."

This is effective for a few reasons. One is because it puts the ball in their court; they have to go out and find the

homes they like. If they don't they can never come back and blame you for not doing your part to help them.

If they do then you are most likely going to be able to get them into something. On top of that you are getting leads brought to you by serious buyers.

You are also saying the word "qualify" meaning that you will qualify the homes and the sellers to see if your lease program will work. You are doing the buyer a huge service because the money he/she pays you is just a fraction of what they would be paying working with somebody else.

This is an awesome way to get buyers into homes **immediately**. Plus you are providing them with a **huge value** by getting them into a home they love and charging them much less than what anybody else will.

You are making it happen for these people. Just the fact that you are going to be able to tell them what **nobody** else is telling them; that they get into their ideal home, you are going to putting yourself in a great position in these people's eyes.

Everybody loves shopping for homes, **everybody**. It feels good to know that you are "moving on up".

3.) They Have No Money And Bad Credit

With these people you want to suggest doing a straight **rent** for some time, if they are serious about moving quickly you can send them to a property management company.

This company will specialize in doing rentals and you can send your renter over to solidify and build a relationship with them.

You can mention to this buyer that after renting for some time they should be able to come up with some money and also they will be able to build their credit up as well.

The benefit of sending these people to your property management contact is basically for the sake of the relationship. You will be the first one to hear about lease option homes they are willing to send you, owners that need to sell, buyers that are ready to qualify; the Realtor at the company can help you, etc.

As a Rainmaker you always want to think about forming strategic relationships.

These relationships **alone** are going to be worth **millions** to you.

Every time you talk to a buyer you want to keep them on your emailing list, they **need** to hear from you every 7-10 days. You can go to www.infacta.com and download a **free** Group mail program that allows for this kind of emailing capabilities.

I will explain what to send them later, just know that **every** buyer you talk to should hear from you regularly because as long as they are serious about buying a home they **will** come to you if you convey the value in doing so.

You want **everybody** you ever come across to hear from you regularly, more on that later.

So now **exactly** how to talk to the buyers when they call you and the importance of keeping a list of **every** buyer that does call you, let's get back to what we started talking about originally.

Just a reminder...

1.) Homes That You Are Going To Take Ownership Of

I got a little off subject but I have **severe** attention deficit, "what are you gonna do?" ;)

Remember this is a home that you are going to buy for yourself but first you have to sell it, you want to find a lease option tenant or **assign it**, which I will get into later, before you take ownership.

Like I said the **immediate** steps are getting **access** to the home and putting a sign in the yard, you also want to send an email to everybody letting them know that a new deal has become available.

Now when your phone rings you want to be able to **answer** it, if you can't then get back with these people as soon as possible.

Here is a voicemail **trick that makes a real difference...**

Although having a generic "Hi this is Jack" voicemail is fine you want to record a deadline on your voicemail.

Call 317-216-8109 and hear my voicemail, I make it clear that I **will** get back to you "today or tomorrow at the very latest", on my cell phone it says "Within an hour"

and I would suggest you use this "hour" deadline until you have too much business to handle.

I have been running ads and marketing for almost two decades and I was amazed at how many **more messages** I got when I put a definite "deadline" on my voicemail explaining how long it would take for me to get back with the people leaving me a message.

It really made a "dollars and sense" difference to me. You must at least try this and see how many extra voicemails you get, and then you return the call immediately you start the relationship off looking great because you followed through.

Make sense?

This goes for any marketing you do and anybody calling you, but to be more specific right now we are talking about buyers calling, and buyers calling you from your signs.

When a buyer calls you from the sign you have in the yard or nearby, it is very likely that they are right there and are able to see the home at that time.

This is why getting vacant homes is great because you can send the buyers right in after qualifying them. We will say your home is vacant for now; the first thing you do is make sure the buyer wants that type of home and those they can afford it.

You can ask the buyer what type of home they are looking for, how many bathrooms, bedrooms, levels, a garage, backyard, etc. You want to find out what they want even if it doesn't match the home you have.

Still find out what they want and how much **money** they have.

I already went over how to talk to your buyers, if they call off of a sign the main thing you want to know after you have found out that this is the type of home they want is do they have money, can they **afford** it.

Do they have \$3,000-\$5,000 down?

Can they afford the monthly payments?

Then you ask them when they want to see it, you give them the code for the lockbox and tell them to call you as they are leaving so you can walk them through closing it because it is "tricky" and you won't be there until later and you want to make sure it gets locked up.

You can tell them to take their time but add "So I will talk to you as you are leaving..."

This way they **know** to call you. This second conversation as they are leaving does a few things...

First they are much less likely to tear the place up knowing that they are going to have to talk to you, as long as you do this my way this will **never** be a problem, with your buyers or sellers.

Second, you truly want to make sure the key and lockbox are back in place for the next call, and judging by the time they take to call you back you will know how well the showing went.

Thirdly this will give you time to find out what else you have in that area that fits their criteria. As you will soon see I will show you how to get **swamped** with deals, but you always want to be able to access them from a notebook, a folder, a file on your computer, etc. this way in a moment's notice you can tell **anybody** what you have and where you have it.

Think about how great you look when within just minutes you have some more homes for these buyers to look at, how likely is it that they are going to want to work with you?

Remember **you are the Rainmaker**.

Another reason for the second call is that you can find out what they thought of the home this will also give you a chance to mention the 7-10 Day Program. So even if you can't come up with a home for them right now you can still work with them.

Make sense?

So that is how you **show** homes without getting off your lazy ass, have you ever heard of anything like that, in that kind of detail?

Now you have a whole new set of items to deal with once your buyer wants to **buy** the home. Before I get into that let's talk about the other type of homes that you will be buying and controlling but **not** taking ownership of.

2.) Homes That You Are Going To Take An Assignment Fee Or A Down Payment For

These are homes you are **not** going to take ownership of, you are simply going to make a one-time profit from finding an investor to pay you and take the deal over **or** you find a lease option tenant and take the down payment.

Cash deals are an example, and we have already gotten into those, we will leave them alone for right now.

The other types of deals you will be doing this with are "for rents" or landlords out of the paper. Listed homes on the MLS that are "lease options", fsbos who need help, sellers that are upside down, sellers whose homes you don't want, other investors who need help, the list goes on and on.

These deals can be a lot of fun and very **profitable** you are going to be leaving money on the table but you aren't going to be doing that much either.

When you come across a home like this where you are simply finding a lease option tenant and taking the down payment you are going to proceed pretty much the **exact** same way as if you were going to buy the home and take ownership yourself.

You need **access** to the home, if there is already a lockbox then you can use that, if not then you can put one on of your own. You want a sign in the yard, if there is already one, put yours up anyways because you will get more calls, and you want to go to your list and present the deal.

You talk to the buyers the same way, you qualify them the exact same way, you deal with them the exact same way.

If the home is **not** vacant then you will have to talk to the seller, owner, or whoever is living there and schedule a time. This can be tiresome if you don't explain the importance of getting people in there immediately to the seller.

This is also why you want to qualify the buyers that call you so that you don't show your homes a thousand and one times, when you only show the home to serious buyers you won't have to show it very many times before you move it.

This is all quite similar to selling the homes that you are **going** to take ownership of, so where is the difference?

The difference comes when your buyer is ready to **buy**.

If you are taking ownership of the home yourself you have the lease option tenant meet you with a certified check, never take personal or business checks because they can take up to six weeks to bounce, and then you fill out the lease agreement and the Option To Purchase with them.

Then you take **ownership** from the seller using whatever method you agreed upon. This can all be done within an hour of the buyer saying "I want it!"

Now, if you are moving a home and just take the down payment...

You have the owner sign **half** of the lease agreement and the buyer the other, you use the sales disclosure so everybody knows what is going on, and you use the Purchase Agreement that makes you a principal in the transaction.

You want to make sure you are the principal in the transaction, because you need a real estate license to represent somebody in a transaction so you only want to **represent yourself**.

You do this by being the principal and assigning your interest.

So you use the Purchase Agreement to document your rights to and control of the home and then the lease agreement and the Option To Purchase as if it was you closing the deal except it is for somebody else.

If your buyer or seller wants to use their own documents let them go for it, this will help you as well because you will get a copy and be able to use it and/or offer it in the future to the people you work with.

Do you see the difference there? If you are going to take ownership then the buyer deals directly with you, if not then you hand everything off to the seller except the down payment.

Everybody knows what is going on with the "further conditions" in the Purchase Agreement and your assignment forms and disclosures.

Make sense?

So now you know how to close these deals, talk to buyers, work with buyers, get them on your email list, etc. Now it is time to find buyers.

I could have covered this earlier but the truth is it doesn't matter how many buyers you come across if you don't know how to deal with them, help them, and make sure they work with you, you are **wasting** time and money.

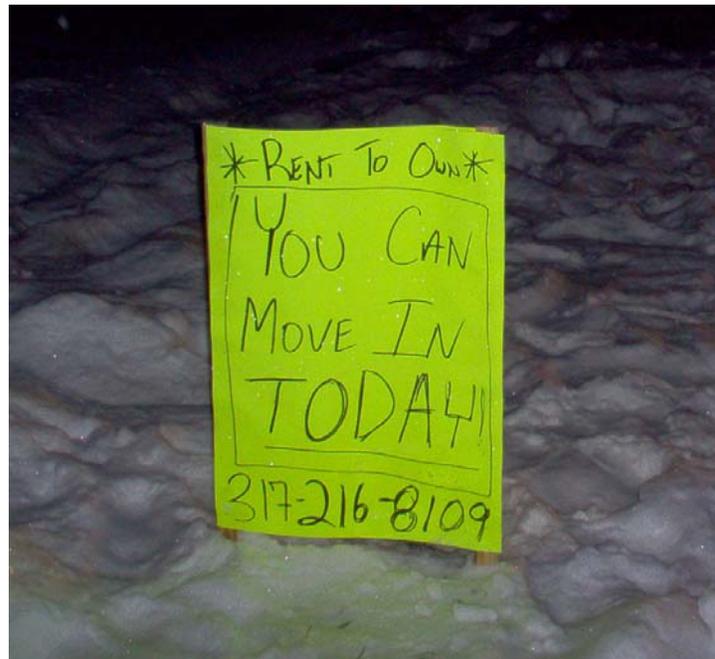
"How To Find More Buyers Than You Can Handle!"

Now that you know how to deal with buyers you want to know how to find them. We only have time to get into a few techniques here but they will **get your phone ringing off the hook**.

You will have no problem reaching buyers using these methods.

I want to point out again that your marketing techniques are going to be dependent on your budget. You don't need to resort to guerilla marketing with signs, flyers, etc. but you can and it **will** pay off for you.

So one great way to get buyers calling you is by using my ugly neon yellow signs, here is the buyer one again...



You want to put this sign in yards and/or by stop signs and busy intersections.

This sign is going to stand out and you will almost always get calls on this type of sign, I would say 9 out of 10 of my students, from all over the country, have great success with this buyer sign.

This will usually outdo the seller sign.

Remember the sign you are seeing went through 13 inches of snow and winds nearing 20-30 mph, these signs are real **survivors**.

Also remember that you can find the home **after** finding the buyer, so there is no reason not to start your marketing today.

The other method we will talk about here is **classified ads**.

When you run ads you will want to test, test, test. But remember these buyer ads will almost always outdo your ads for sellers, but it won't really be that big of a problem because you will be able to work backwards and **reverse engineer** the process to make it work either way.

Here are some proven ads that will get your phone ringing. Afterwards we will look at what type of buyers will call.

9 Rent To Own Homes
No Qual. "You Can Move
In Today!" Call Jenny 317-
216-8109 24 hrs.

This ad will normally bring you people with credit issues, they may or may not have money to put down but they usually won't qualify for a loan.

The key here with these ads is to use "You Can Move In Today" because that will qualify **everybody** that calls so at least know these people would like to move right now. The "quotes" help separate this from the rest of the ad.

If you get too many calls and not enough buyers with money you can qualify the ad and run one like this...

9 Rent To Own Homes
No Qual. "You Can Move
In Today" 3% dwn. Call
Jenny 317-216-8109

This ad will normally get you less response but your buyers will usually have **some** money down. You can use 1% instead and test that. The key here is to qualify

the ad so you get people calling you with money. Some of these buyers will be able to qualify.

Here is another type of ad...

FREE LIST of 17 Rent To Buy Homes. All Areas, No Qual. "You Can Move In Today!" Call Jen 317-216-8109

This will get you a vast response, you can always qualify it with adding the 1% or 3% down. These buyers will usually have credit issues and not be able to qualify.

Another ad...

Zero Down - (area, size,) You Can Move In Today! Must Qualify. Call Jen 317-216-8109

This buyer will usually have good credit, on any ad you run adding the words "must qualify" or "must qual" will cut down your calls but leave you with more serious and credit "worthy" inquiries.

This is an add you run for a buyer that will get a loan for a home.

When you run the ad you can run it in the generic "homes" section or a particular section of the paper, like the "north" or "south" side if you are trying to focus.

If you know one area is hotter than the other you can run the add in that section. You can do the same thing with signs; put them in higher income areas to get higher priced leads.

Another excellent source of buyers is the Realtor you are dealing with. I will get more into this later, but remember the buyer leads you send them?

They can send you **buyers** they come across that don't qualify. So can the lender the Realtor is working with, remember the lender is also making money with you so it is in their best interest to keep you happy. Don't forget the property management company either.

All in all you should have no problem getting **several hundred buyers a week** when you implement these models properly.

So to recap...

You want to qualify your buyers and get them into the proper categories, if they have money find them something they love and get them into it, if they qualify get the Realtor and the lender working on it as well, if nothing else have the property manager get them into a rental.

Always find out what the buyer wants, what their ideal home is, **never** mention the down payment until they tell you how much *they* have. Once you know what they want and how much they are willing to pay for it **you are sitting on a check.**

It is your duty as a **Rainmaker** to make it happen for them, provide them incredible value, and make money doing it.

Remember if you focus on what these people **want** you will be able to move your homes faster than you can say "Zero Down Cash Cow."

That is it for Lesson Three.

Lesson Four: "How To Get Investors Wiring You Thousands Upon Thousands Of Dollars Right Into **Your** Bank Account - And How You Can Do This In The Next Few Days!"

Being able to work with investors can mean a literal **fortune** to you, if you do it right. Right now you are about to see how to have investors eating out of the palm of your hand **begging** you to work with them. I am also going to show you the little secret to making over \$21,754.22 a month just from investors wiring money right into you bank account.

So let's get started.

You wouldn't be much of a **Rainmaker** if you didn't have a group of serious real estate investors on your team. You want to have investors that focus in **various** areas that you do not.

This is one way to ensure that you are able to act on any deal that comes your way.

Finding investors and being able to set up successful and profitable relationships will make a huge difference to your business.

When you create strategic relationships you are **leveraging** your time and your money by using a whole new set of resources. You won't want to use some of the resources out there, but you will be able to handpick the ones that you do want.

I can't count how many times I come across investors that just don't understand this simple truth; **relationships are priceless**. Most investors have **no clue** how to provide value to those around them.

As you can tell I have a pretty high level of disdain for "investors", so then why would I stress the importance of working with them?

Because this is just like any other industry, about 5% of the people are responsible for 95% of the results. This statistic is true for any business or sales force.

The few "doers" go out and make it happen while the rest of the wannabes fight for the scraps. You want to be in the 5%, just by reading this you are proving that you are willing to **improve** your business model and get a better footing in that 5%.

Even if you implement just **one** of my ideas you are going to be a **powerhouse**, I guarantee it, *literally*. When we were putting deals together all over the country in each of the 37 states we were in, **not one** investor we ever came across was able to effectively compete.

Why?

Because we used the techniques I am teaching you, the same ideas and radically superior methods you are learning right now.

By the way I am **not** bragging when I talk about how we eliminated competition, I am not one to brag. I am telling you this so that you see what is easily doable if you **take action**.

You are seeing how easy this is to do and soon you will have your own stories to tell.

So...

We are focusing on investors right now, and how to get started making with them. Notice I am saying making money **with** them not taking money them **from** them.

First let's look at **why** you are going to be dealing with investors and how you and the investors can benefit from this.

"How Working With Investors Is Going To Make You A Fortune!"

I am a firm believer in incentive-based ideas.

You **must** give people a compelling reason to do anything. So before I suggest or expect you to go out and deal with investors I want to make it very clear **exactly** what these relationships mean to you.

I want you to know exactly why you are doing this and why this is going to make you a bundle of money if you do it .

First of all since you are going to be in that top 5%, you want to **work with other people** that are in that 5% as well. Some of these investors won't be but you will be able to show them how they **can be** if they work with you.

No achievement of greatness has been done by just one person, even if they are the only ones to get the credit,

they had a team behind them and every move they made.

That is why **you** want a team of people behind you, a team of people that know who you are, how you work, and want to work with you.

There are basically **three** types of real estate investors.

Here are the three types of real estate investors you will come across...

- 1.) Fresh newcomers who have little to no experience but what to get started in real estate to "get rich"**
- 2.) Part-time investors who have bought/sold some homes but are not dependent on their real estate income**
- 3.) Full-time investors whose income is primarily from real estate**

You want to be able to work with each type of investor you come across. The first two types of investors usually buy homes the old fashioned way by getting loans and risking their credit.

They will usually be looking for income and long term appreciation. They will take chunks of cash if they can get it, but they usually don't know how to do this.

They normally have a job and hate it, they would **love** to be able replace their income and quit their job with their real estate income.

You show them how to do it and they will **love** your for it. Trust me I do it for folks **everyday**.

The last type of investor will have their income from real estate as a primary source so they will be depending on real estate to make a living.

These guys, or gals, are usually buying homes, fixing them, and selling them (rehabbing) **or** they live off of their income properties.

Either way they have an **income** source from real estate and they are constantly looking for new deals.

Why am I telling you this?

You see before you can provide huge value or build a relationship with *anybody* you have to know what they want. You must know what they are looking for; you **must** be able to give them what they want, what they **need**.

Remember that the only reason **anybody** is not going to work with you is because you have not given them a compelling enough reason to do so.

Think about it. If you have a good enough reason to do **anything** you are going to do it. This is why you want to make it so easy and profitable for investors to work with you and that they have **no choice**.

The only way you are going to be able to give them a compelling reason to work with you is if you **know** what they want. You want to know what gets them **excited**. You want to know what they are willing to **pay** for.

By knowing this you can go to your list of investors and turn that list into a **cash cow** that will make you money over and over again.

So let's look at what these people want and you can make money giving it to them.

Some investors want equity, some want income; some just want homes that they can fix up and turn around to sell at a higher price. Basically any investor is looking for one of two things; **immediate profits** and/or **residual profits**.

You want to create a **list** of investors. You want the people on this list to hear from you every 7-10 days. You want them to be **looking forward** to hearing from you. You can use the email program I told you about earlier to keep in touch with little to no cost.

You can get it at www.infacta.com and it is the free Group mail Program, I will get more into that later.

So you want to create a list of investors.

You want to find out what they want.

You want to keep this list **constantly** updated with deals that fit their criteria and simple steps they can take to make money with the deals you send them.

This is creating that compelling reason for them to work with you.

So how do you this?

Remember the "why" is **always** more important than the how. So let me give you a "why" first and then show you how.

Let's say that you come across 20 investors a week. The ads I will show you normally get you **at least** 20-30 calls, but let's say that the ad **only** brings you 10-15 calls, this is literally **half** of what the ads almost always pull in.

On top of that we will say that you come across 10 more investors by just going to the ads in the paper, signs, Realtors, lenders, other people sending you business, landlords, etc. You will **never** only come across 10 investors if you apply these ideas, but as always I am being **ultra conservative** so you get a very real idea of what is possible.

So you come across 20 investors a week.

Using the 95-5 rule only about 5% of them will be "doers", so that means every week you are getting two solid investors on your list. $20 \times .05 = 1$.

So you have one solid investor a week. That means that every month, assuming you **don't improve one bit**, you are adding four solid investors to your list.

As you may recall our target with each deal, whether we take ownership or not, is to make \$3,000-\$5,000. So of your 20 investors that you are dealing with every week your goal is to make \$3,000 with each deal you do.

Since we are assuming that **only one** out of the 20, or **just 5%**, are going to be actually doing deals and taking action you will have a one new **serious** investor every week.

As we have also explained the **only** reason a serious investor won't be working with you is because you fail to give them a compelling enough reason; if you **fail** to give them what they want.

So as long as you deliver and provide your investor with what they want, I will get into how to do this next, you will be able to close deals with them left and right.

Remember that this **one** investor out of 20 is **serious** so as long as you do what I say and make it vital for him/her to work with you, **you will make money.**

So how much money will you make with this **one investor?**

Remember our goal is for \$3,000-\$5,000 per deal, so you want to make at least that on each deal. So then the question is **how many** deals are going to be able to do with this one investor.

Since we are being **ultra conservative** throughout this example we are going to say that with all your resources you are only able to do one deal a month.

With all of your marketing, your Realtors, lenders, buyers, fsbos, emails, various campaigns, flyers, signs, referral systems, etc. you **only** find one deal a month for our investor.

Again, being conservative, we will say that you make **\$3,000** on this one deal.

This means that you make \$3,000 a month with your investor.

Do you see where I am coming up with these numbers, one investor, just one deal a month, **\$3,000** a month. Most Americans could quit their full-time jobs by using this **one-deal-a-month** model.

So you are making \$3,000 a month.

How does that sound?

A distant cry from the **millions** you seek.

You are forgetting...

The second month!

Remember that this **one** investor came from just **one week!**

Now you have three more weeks until the month is over, that is four more investors. Now as long as you stick with the same mediocre and **conservative** numbers I went over and only find that serious **5%** their deal a month, you are making **\$12,000** a month.

This is the \$3,000 per deal times the 4 investors.

$\$3,000 \times 4 = \mathbf{\$12,000}$ a month!

How does that job look now?

Now assuming you get no better at dealing with investors you are still going to continue to grow. What about the next month when you have a total **of eight investors?**

$\$3,000 \times 8 = \mathbf{\$24,000}$ month!

That is over \$24,000 a month by MONTH THREE!

Now on top of that realize that I am **not** including the money you made in the two months beforehand, the first month you made \$3,000, the second month you made \$12,000 and the third month you made \$24,000.

Add that up and you get **\$36,000**.

That is \$36,000 in your first 90 days!

What type of business does that?

Also remember that this does **not** include the other deals that you are doing, this \$36,000 is only from dealing with investors and all within the 15 hours a week you are putting into this business.

Now is this **really** possible, just because we have done it does it mean that you will be able to do it?

I have intentionally left some details out, details that I am about to get into now. You see to make this happen you need to keep you eye on the ball, you need to focus on the **Profit Pressure Points**.

The main Profit Pressure Points are relatively simple. In order to make this happen you really only need to be able to do a **three things...**

- 1.) Have A System For Getting In Touch With Investors**
- 2.) Find Out What They Want**
- 3.) Have An Unlimited Source Of Deals That You Can Send Them That Fit Their Criteria**

That is logical, right?

As long as you are finding serious investors, finding out what they want, and having the means to give that to them, what **else** do you need?

You want to build a relationship with these guys so that you can do this over and over again, but first let's get into the three main **Profit Pressure Points...**

"How To Find An Unlimited Source Of Investors Throwing Money At You!"

Now that you know the numbers you are much more curious aren't you?

I have given you a "why" and now I am going to give you the "how".

So how are you going to find investors, where do investors come a dime a dozen? There are few ways to do this, remember the push-pull marketing factor; if you have money you can do less if you don't then you are going to have to make up for it by doing it yourself.

So here I am only going to get into two ways to find investors; ads you place, and ads they place.

Like always, even though I am only scratching the surface here, you are still going to be **flooded** with business from just these two models.

First we will get into ads you place in the local newspaper where you are looking for investors. Here are the ads and the types of investors that will come from them.

Free List of 27 Income Properties
You Can Own Today No Qual.
Call Jen 317-573-7864 24 hrs.

This add will bring you a series of calls, you will get calls from all **three** types of investors. You may be wondering where in the world you are going to get 27 income homes, don't worry I will get to that soon, but you can do that in a day or two.

You can assign these investors Sub2 deals, contracts, MLMs, etc. where they will pay an assignment fee and you walk away. The main thing to be careful about is **who** you assign the deals to, you want to make sure that your seller is protected and you assign the deal to somebody who is going to take care of it.

One way to ensure this is to do a temporary lease with the investor so that you are satisfied the seller is in good hands. If there is a problem you just have to step in and do it again, while keeping the assignment fee for your trouble.

Putting "No Qual" on your investor ads will increase your response and you can explain the assignment technique pretty easily, they will be very open to this because they don't even have to **speak** with a lender.

This add has many attractive features that you can modify to filter the calls that you get. Another version is below...

List Of 27 Income Properties
That You Can Own Today No
Qual. \$9.95 Call Jen 317-573-7864

Or...

List Of 27 Income Properties
That You Can Buy Today Must
Qual. Jen 317-573-7864

On the second ad you will get an investor that normally has pretty good credit. You get this because you put "Must Qual" instead of "No Qual". By putting "Must Qual" you are going to get buyers that can get a loan on homes, so you can still have them buy deals from you.

So now you need to send these people out a list, but first you need to talk to them and find out where your 5% of doers are.

Here is another ad...

Handyman's Special - 13 Homes At 40%
Below Market Value - Desperate Seller!
Call Jen 317-573-7864

Or...

13 Homes 40% Below Market Value
Need To Sell! Call Jen 317-573-7864

On the first ad you will get more of the rehab investors, they love seeing ads like that. These guys will normally work with a Hard Money Lender so you will have to wait to get your money.

These are good ads to run when selling rehab homes or looking for rehab guys, Hard Money Lenders (I will explain later), wholesale buyers that can get a loan, etc.

Those are the types of people that want to buy distressed properties, fix them, and profit from reselling them.

Here is another ad focused on income seekers...

Investor's Special - \$400/month net income, Good Shape. Own Today No Qual. Must Sell. Jen
317-573-7864 24 hrs

Or...

Investor's Special - \$400/month net income, Good Shape. Own Today Must Qual. Need To Sell. Jen
317-573-7864 24 hrs

The difference again here is the "No Qual" versus the "Must Qual". You can increase the income and include more than one home in the package. So if you have 4 homes that would net \$800 a month collectively, you can put "\$800/month net income" in the ad.

Here is another ad...

Must Sell - \$20k equity \$800/month net income. No Qual. Jen 317-573-7864 24 hrs.

I put different wording in to let you know you can test different things as far as "Call Jen", "Call Jen Now At...", "Jen 317-573-7864, etc. ultimately you want to test the ads for yourself and see which ones are going to be the winners for your area.

These ads will all work in any area in the country.

You can also use the same ads on websites like www.craigslist.org and other investor and seller sites.

When you run these ads and get flooded with calls you want to get everybody's contact info, but by tweaking the ads you are going to get investors **ready to move**.

These people will want to get started right away and they will happily hand you a check and pay you to solve their problem and make them some money.

You can run the ad in the "investment property" section, the real estate in general section, or a specific side of town's section in your paper. You normally don't want to run an ad in the "investment property" section first, you can test the other areas first.

So those ads will get your phone **ringing off the hook**.

Now let's talk about a cheaper way to get in touch with investors.

This is the cheapest and quickest way to get your investor list going; **just call them**.

All over the country in virtually every newspaper you will find ads like "I Buy Homes", "We Buy Homes", "We Stop Foreclosure", "Cash For Homes, etc.

These people are **not** your competition.

Never think that!

Nobody, and I mean *nobody*, will be doing what you are doing so you will never have to worry about competition.

You want to work **with** not against these investors in your target area.

When you follow my steps you are going to **create** a market where nobody can touch you, so never be scared of seeing ads, signs, billboards, etc. they are **not** a threat.

So you can want to call these investors up. What do you say?

You say the same thing when they call you off of an ad.

This conversation is very important because it sets the expectations and sets the tone for the entire relationship.

"Talking To Investors - What To Say And How To Say It So You Know Exactly How To Make Money Together!"

Remember that you want to find out what they want, right?

The best way to have somebody enjoying the conversation they are having with you and dying to speak and work with you again is to **focus on them**.

You want to gear the entire conversation to them and what *they* want. Remember you want to find out what they want so that you can send them deals and make money helping **them** make money.

Although *some* people try this they never use the right system when approaching investors and they end up focusing on the wrong ones.

They fail to realize the 95-5 rule and they end up giving up before they have even begun to do it properly.

So right now let's cut to the chase and go over **exactly** what you should say to them, would you should ask, how you should respond, etc. so that you can get to your **\$36,000** a month income just by dealing with investors.

Here are the questions and then an explanation of **why** you are asking them...

I want to point out that this conversation should be just that; **a conversation**. You don't want this to sound so "canned" or like you are reading a script or questions. You want to make this a very painless conversation.

If they question you or you feel awkward just tell the the **truth** and explain that you are trying to build long term relationships with serious investors in your area. One way to eliminate objections is to cater to their ego, I will explain how to do this later.

What types of deals do you do?

This is an obvious one. You want to know what types of deals they are doing right now and how they are making money.

What types of deals do you want to do?

How do you want to grow?

Where do you see your focus going?

These questions are after the same answer; **where do they want to go**. You want to know what is moving

them, are they happy with the level of business now? If not, what do they think will make them happy?

By knowing where they want to go and how they want to expand you will be able to send them deals that fit their goals and direction. You won't know this until you ask.

This is where you will find out what types of properties they want; income producing, fixer uppers, Sub2, etc.

Where do you normally find your homes?

If you keep hearing the same area you will get a good idea of where certain types of deals are hot and you will be able to move them the quickest there.

I am calling off or your ad/sign, what kind of response to you get from that?

How are you normally getting your leads?

You may get some resistance on that question, if you do just skip over it and don't worry these are same people that are going to be begging to work with you later.

Finding out how they are getting leads can be a priceless piece of info, you can compare notes and see which avenue is pulling the best for them.

But remember most investors have no idea what they are doing so just because they say a particular method doesn't work it doesn't mean **anything** to you.

How are you buying your homes?

Do you make cash offers and use your own money?

Are you working with a Hard Money Lender?

These questions are focusing around the same answer as well. A hard money lender by the way is a usually a private individual or group that lends money at high interest rates.

They require the borrower to put money down and usually give the money in installments once the work is completed.

You want to know where your investor is getting their money, or if they are just making payments on homes. If they are using their own money you can ask what type of return they are getting.

Once you know what type of **return** they are getting now, you know what you can present them with to make them buy. You can offer the same or better return once you know what it is.

When you ask this you also want to find out how much money they are putting into deals. That sets up the next question.

What is your minimum profit on a deal?

In other words, what is the minimum profit you must have in order for a deal to be worth your time?

Or...

How much are you normally making on each deal?

When you know this you will again get a better idea of where their mindset is as far as investing. You want to know how much they are making so that you can show them **much** more money with deals you have.

This won't be very difficult to do; you will have **no problem** sending them more profitable deals than they are doing right now. You just have to make sure they understand that.

You want to help them look at their business in a way that very few people actually do, you don't want to just look at the **money** you want to look at the **time** they are spending to make that money.

So with the next question you use the answer you got from this one.

So you make about "x" dollars on each deal, how long does it normally take you to make that?

So you are netting about "x" on each deal, how long does it take before you get all of that?

I put different ways to ask certain questions to try and make it easier for you to implement these techniques. You can ask this question any you want, but these are the most effective ways to build rapport and get the answers you need.

Now when you know how long it is taking them to close deals and how much money they are making per deal you have a much clearer picture of what they are doing and how you can help them.

About **half** of the people you will talk to are "rehabbers" these guys are a strange group. They will often spend \$30,000-\$50,000 to make a lousy \$4,000.

On top of that it takes them **months** to close deals, 60-90 days if they are good.

So you know you have a good sense of who you are talking to, so it is time to look deeper and find out how to make money together.

What is your ideal home?

What kind of deal do you love to see?

This answer will tell you exactly what they are looking for. Next you want to confirm it. You want to use the answer they just gave you and confirm this a deal they want.

So if I had some deals that were 3-4 bedrooms on the north side that you could make about \$300/month from, you would want to buy them?

This is a very weak close, but that is why so many students really excel using it, you don't have to be pushy at all. Any investor will say "Yes!" to this.

If they don't, all you have to do is work backwards and find out what you missed. You can say something like "Sorry, what types of deals **would** you want?"

Do you see how powerful this is?

In just these few questions and this very focused dialog you are getting **right** to the heart of building a strategic and profitable relationship.

You are going to be able to do deals systematically this way. By finding out what they want and going over how you can give that to them **you can't lose**.

As long as you do it my way there is no room for error, if there is hesitation or they don't agree with you all you need to do is go back and find out what you missed.

You are asking them **exactly** what they want and then repeating it back to them and adding "If I had some deals like... You would want to buy them?"

This next question will get you all sorts of answers.

I am trying to build relationships with serious investors like you. I think we can make some real money working together, I want to make money and I know you do as well. How could I help you make more money?

How could I make money helping you?

Essentially you are going to set the expectations of the relationship in this part of the conversation. Remember you are looking at least \$3-\$5k and you want them to know that.

But first you want to see what they say. If you are just starting you can pretty much play it by ear, but once you have some resources like buyers, sellers, Realtors, etc. you want to let the investor know that.

You don't want to be arrogant about it you just want them to know that you are somebody they want to work with remember you are the **Rainmaker** here.

I can't count how many times I would talk to an investor and they would go on and on about how well they are doing and how **tough** it is to find their types of deals "around here", once they got to know what I had to offer they immediately change their tone and start **kissing my ass** for me to send them business and work with them.

This **will** happen to you as well, you just have to set the expectations properly and then convey the value you are providing.

So if their answer is vague or they are asking you a question in return you can respond with something like...

Well right now Jack I have about 46 deals that match your criteria, 134 buyers, 19 Realtors, 13 other investors that specialize in various areas, etc. on my personal list. I call it "Azam's Underground Real Estate Source" and I publish a new edition every week.

But I think you and I can make some money here, I think I can assign you some deals, normally my assignment fee is one fifth to one tenth of what you will make on the deal, my minimum is usually around \$3,000-\$5,000 for the assignment fee.

How does that sound? I guess the real question is what kind of deal is worth \$3k-\$5k to you?

This was assuming you have a list if you don't I will show you to get one started within a few days, in the meantime here is another effective way to talk to ask this.

Well Jack I am just getting started here so I come across some deals that fit your criteria do you want me to let you know?

(They will all say "Yes,")

Great, now how much can I expect to make from any deal I send you, I know that eventually I should be doing this for several thousand dollars but just to get this started I am willing to take a hit there, if I find deal like (give the numbers again) how much can I expect to make just right now?

Here you are stating that for **right now** or "the time being" you are willing to take assignment fees for much less than what you will normally get.

By mentioning the "several thousand" figure you are putting the seed in their mind and setting the expectations for the relationship.

Now there are a few more questions you want to ask these investors, you want to make it clear that you are going to be in contact with them and you want them to know what they can do to make money with you.

You will have buyers and sellers lined up quickly, so once you do you go to them to possibly move the deal.

Right now I have 7 homes that need lease option tenants, I think I can work with some investors

and we can both make some money here, can you help?

Do you normally come across lease option buyers, because I have got more homes than I know what to do with and I would love for us to work together and make money getting folks into these homes, what do you think?

I have got about 73 lease option buyers that need homes, do you come across many lease option homes? Do you have any homes, obviously you would get a cut of the deal, do you have any right now? Do you come across many?

These questions are an excellent set up because you are doing a few things at once.

First of all you are actually asking a question, but you are also qualifying yourself and letting your investor know that not only are you doing deals but you are happy to work out a cut.

You are letting them know that you **want them** to make money. In every scenario you are mentioning something about how you would actually enjoy working with them and making money together.

You are also finding out if they are going to be a big help with your lease option deals. If they are, there is no reason you can't make a fortune working together, I literally mean **millions**.

Do you have a list of homes that you are trying to sell now?

Do you need help moving some deals right now?

Are they any homes I could help you move right now?

Here you are going to get a list of homes, not nearly every investor will have this list for you. In fact most of them won't have any deals or profit centers that they are working with.

But if you talk to 10-15 investors you will find at least **one** with a list of homes.

Guess what?

Now you have some deals you can present to your *other* investors.

When you talk to these people with a list of homes you want to ask about a "cut" and see what they are willing to pay. Remember to mention the "for right now" script so that they know that you will take this amount, usually around \$500, for right now but normally you will be taking much more but also giving them much more.

Now you have a list of homes that you **make money** with and also **help your investor** with as well. You will solidify your relationship with the investor, with your buyer or investor that you sell the home to, and you will make money.

If the investor has lease option homes you try to get a lease option tenant, if they are discounted or full price cash deals then you can see what your Realtor and buyers can do, if they are simply rehab deals you see what the investors want.

Either way you send these deals out to everybody on your list.

Does that make sense?

Those are the basics of talking to investors.

Going through this process will put you in touch with investors so that they know who you are, they will also want to work with you because of the resources you have in place, you will have deals you can move immediately, and you will have several ways to help these folks and make money at the same time.

Now that you have a list of investors and you know what they want, how are you going to give that to them?

How do you find the deals that they want?

Then how do you make money handing them off to your investor?

Let's go over that right now.

"Finding An Unlimited Supply Of Deals For Your Investors So You Can Make Your \$30,000+ A Month - Just With Your Investors!"

So now you know that these investors will want to know how you're going to give them what they want.

There are several ways to do this.

First I want to point out an important **concept** that I have talked about throughout this and any program. The **Profit Pressure Points** model.

This applies here because instead of trying to find that **one** deal that your **one** investor wants you want to build a relationship with **Pressure Point** people that have access to **hundred** or **thousands** of deals.

Two examples are Realtors and property management companies.

These are **pressure points** because as long as you develop a relationship with them you will always have a steady flow of deals coming, not just for you but for your investors as well.

As a **Rainmaker** you want to be able to work with anybody, remember? You want to have strategic relationships in place that allows you to work miracles with your network of people.

So here are **three ways** to make this happen, these are just a few ways to have a steady flow of deals for your investors.

First you need to realize that a "deal" can be either a buyer or a seller. You can bring a buyer to the table or a seller and you and the investor can both make money doing this.

Here is the first method.

1.) Use your **current business.**

I have already covered various methods to find buyers and sellers, remember that **at least** once a week everybody on your list should hear from you.

You can do this with email using the free Group mail program at <http://www.infacta.com>.

So now every week the buyers and sellers you are coming across are essentially **deals** for you investors. This does not take away from your business at all.

Just be keeping in contact with your investors will establish your credibility and rapport very quickly, and by sending them some details of your business and how you can both make money with your deals, you are going to be that much stronger.

So that is the first, way, **send out your buyers' and sellers'** criteria and see if your investors can help.

Here is the **second way...**

2.) You can use the deals from your other investors.

These won't always be great deals, but as long as the numbers are right you should be able to move them. Remember that you can bring buyers to these investors for the homes that they have.

So you can help them move their homes by moving them to one of your buyers, or to other investors, either way you are going to be able to make money with deals as long as the **numbers** work and they are reasonable.

If you are just starting this is an **excellent** way to get deals on your list and homes you can make money with. Even if you don't close the deals you are going to get a **priceless** education and your investor will know that you are serious.

Also remember that you will still be able to make money from the buyers that call you that do not want that particular home. You can still help them get into something.

As you can see you want to be versatile you want to be able to work forwards, backwards, sideways, etc. whether you find a buyer first, a seller, a Realtor, an investor, **it doesn't matter.**

So that is the second way to start making money with investors immediately. Here is the third way.

3.) Realtors.

You can have Realtors pull up listings, active and expired, that match not only your criteria but the criteria of your investors as well.

You can go to any Realtor at first but then when you see the same Realtor listing the homes that your investors are looking in you can work directly with that Realtor.

You see there are certain types of deals, namely fixer uppers and rehabs, that normally a few Realtors will specialize in, a good Realtor may sell **hundreds** of homes a year.

These won't be million dollar homes; they will normally be very low price homes. But the Realtor has some source

or contacts that enable him to get these deals. Building a relationship with a Realtor like that is a major **Profit Pressure Point**.

So let's say you have some investors that are looking for fixer uppers on the south end of town.

You simple go to your Realtor, tell them you have some investors in place that want fixer uppers on the south end of town, and get the **best** of those homes on your list. Then you send this list out to your investors.

You don't have to put **every** deal, you can just put a few deals on the email and then mention "I have 17 more rehab deals on the south side, call me for info."

Some of your investors are **already** going to be working with Realtors and getting homes like that already, so what do you do with them?

Remember that there will be some Realtors that focus and **specialize** in those types of homes and that area, you will be able to find them by looking at the listing agent with the homes you get. Or you can drive around those areas and see the same company or agent signs all over the place.

But you can find this out just by looking at the listings. So you get in touch with the agent and mention your **list** of investors.

Remember that you have to provide **incredible value** with everybody you work with, so you want to do the same with your Realtors that are on your team.

The way to do this with **this** kind of Realtor is to allow him to profit from your list of investors. You can tell this Realtor about your list and what you are trying to do as far as get your investors deals so they can buy them.

Once this Realtor realizes you have a **list** of homes you are letting them know that you are a **Pressure Point** to their business. Not only will they give you listings but you will also be able to get access to deals before they are even put on the market.

Remember these Realtors get these deals through banks, auctions, foreclosures, etc. so they have a steady stream of them. They know you can move the deals quickly then they will send the deals to you **first**.

Make sense?

You must have serious investors on your list to do this, that is why the questioning is structured the way it is. When you start getting these deals you will get them before anybody else in most cases.

You add that to the deals from your business, other investors, and the countless other ways I teach you, and you are giving your investors a list **they will not find anywhere else!**

So you now you know how to find out what your investors want, how to build a loyal list, how to get more deals than you can **possibly** handle, how to get deals for your investors that they won't find anywhere else, what is left?

That is right, now you need to know **exactly** how to make money doing this.

"Exactly How To Make Money Doing This!"

So now you are starting to see this process come together. Now you need to know where you are going to make money, and **how**.

The way we are setting these relationships up there are **countless** different scenarios and situations where you will be working with investors. The main thing to keep in mind is that the **relationship** is priceless.

This will keep everybody happy, help them, and make everybody money. I know I keep saying this but I **still** have students with difficulty understanding this concept. Always focus on the relationship and how to solidify it.

When people read my information or go through my training or even work with me on a deal they **always** walk away talking about how great I am and wonderful the experience was.

Then they usually talk about how **brilliant** I am and how they can't wait to work together again.

That all feels good to hear but the truth is it has **nothing** to do with my intelligence. Whenever I talk to anybody I think about what is in **their** best interest and how we can work together for an indefinite period of time, **I think about the relationship**.

You **must** do the same.

So now that you are focused on the relationship, let's look at what you need to do make money from these relationships with investors and **exactly** how to do it.

So let's talk about the different ways you can make money with your investors.

Assignment Fees

This is a very basic deal where you find your investor a deal that fits their criteria and they want to buy it from you. You control the home by writing a purchase agreement on it and then you are going to **assign** your rights to your investor.

You want to make at least \$3,000-\$5,000 on each of these deals, you can make less when you find the investors that will take these deals from you consistently.

When you assign a deal you want to make sure that there is money in it for the investor, you can explain this as you send out your weekly email to your list.

You want to show the investor where they will make money and **exactly** how they will make it.

For example...

We can use the example we used in the cash deal scenario; a home is worth \$100,000 but your seller just wants \$70,000-\$75,000 for it so that they can get out of it.

The **cash deals** that you are going to be doing will normally be moved by assigning them to an investor. So you control the home for \$70,000 and then you assign

the right. You have to sell the home for \$70,000 to your investor.

Your investor pays you \$3,000 and they pay the seller \$70,000 and they still have about \$27,000 in profits. You want to explain that \$27,000 to you investor immediately when hear about deals like this.

As long as you keep a solid mention of how much *they* are going to make you will find much less objections and they will want to work with you more and more.

So with a **cash deal** you write up the purchase agreement with the seller, this gives you control of the home. Then you go to your list, or you start creating one, and you **assign** your rights to the home to your investor.

Your investor pays you the assignment fee, they pay the seller their asking price, and now your investor owns the home with **immediate** equity.

Remember to keep your investors' best interest in mind, this is what will keep them coming back again and again. Normally when I close a deal with an investor I do **another** with the same investor within a few days.

You want to do the same thing.

You will get paid one of two ways...

Either your investor will pay you the assignment fee immediately or they will pay you when they pay the seller and they will use the "loan" money to do this.

I say "loan" because the source of funds could come from any one of the countless investors. The point is that they wait on paying you until the closing.

If you have to wait to get your money then you should go for at least **\$5,000**. You can lower it and do **\$3,000** but you don't want to go any lower, you don't want to do a split with these deals normally because you are waiting.

If the investor brings you cash and does it immediately you can work a discount out with them.

Make sense?

Those are the basics of making money with investors from assigning a deal. There are still other possibilities out there.

Finding Buyers For Your Investors

Or...

Using Investors' Buyers For Your Homes

This is basically one in the same; either you have a home and an investor brings you a buyer or you find a buyer for one of your investors' homes.

If your investors have a deal that **you** find a buyer for you want to make at least \$1,000 from the down payment. This is if we are talking about a lease option tenant. The target is \$3k-\$5k but you want the investor to make money as well and you can always take a hit for the sake of the relationship.

So initially just making \$1,000-\$3,000 is fine as long as set the expectations and make it clear that in the future you are going to be working closer to a 50/50 split.

The norm is usually \$500 for finding an investor a buyer. You can explain that you pay \$1,000 to 50% of the down payment and that is the way you want to work.

When starting you can accept this \$500 but explain that this won't last. Once you show your investors you can deliver they are going to be much more likely to work with you.

With a lease option tenant the down payment is usually the only item available to be split, the income and equity is **almost never** split.

So if you have a home that you need a lease option tenant for you can go to your investor list and see what they can do. At this point it doesn't really matter if you are taking ownership of the home because either way you need a tenant.

By paying more to you investors to find you buyers you are doing two very powerful things at once; you are justifying charging more for buyers when you find them **and** you are getting them more excited about working your deals by giving them more incentive to help you help them.

Once you have this up and running you can simply send out some emails and get flooded with buyers from various investors. Many times your investors won't have the time, or the knowledge, to find homes for these buyers.

This leaves a wide open cash cow for you to optimize. You can find any of your buyers, or you investors' buyers, homes and do this quickly and easily.

So once you get a home you need a buyer for, go to your list.

Conversely once you get a buyer go to your list as well and see what is available. You want your investors to look forward from hearing from you.

So if you have some buyers or your investors have some homes that need to be moved, or you have some homes that your investors are going to bring you buyers for, **it really doesn't matter.**

You can make money in either situation.

If you are dealing with other investors' leads or homes you do everything the same way, get access to the home and signs up. You can also start your ads going and your list notification **immediately.**

This will get your phone ringing and you will have business coming in left and right.

Do you see how quickly you can have **countless** homes on your list that you can make money with immediately?

The goal here is to remember that when you use other investors' resources you can all make money. The documentation here is simply the purchase agreement with the "split" stated in the further conditions.

Although this is a legally binding agreement you are still somewhat exposed, this is why you will only need to do this a few times to know who the winners are.

Is this making sense?

Anytime you get a deal you want your entire list of hundreds or thousands of investors to **jump on it**.

I want to talk about one way to profit with investors...

Realtors

Remember that once your investor tells you what they want you can find a Realtor to pull up deals for your investors from the MLS or from their own contacts.

The contacts' list can be much more powerful because those deals are not being marketed yet, you get the first crack at many of them.

These Realtors will be thrilled to send you the list first once they know you have serious investors in place. You can also use these Realtors to move deals **you** come across; you can use each other's lists.

Remember that **anybody** will work with you as long as you give them a compelling enough reason to.

So when you get deals from your Realtor and an investor wants to buy one you will get paid a percentage of the sales price **or** you and the Realtor will work out a split.

Remember your goal here is **\$3,000-\$5,000** at the very least. So you can raise the price of the listing by that much or get a cut from the Realtor.

You will **net** at least \$1,000-\$2,000 and you will only take this **cut** for the sake of the relationship.

Make sense?

Those are just a few ways to **make money** with your investors. You want to make sure they know you and know that you are serious.

There are so many reasons why this relationship approach will make you money that I couldn't possibly list them right here.

For one thing your investors will have **other** deals that they come across, deals that they don't move on usually because they don't know how.

I remember dealing with a "rehab" guy that was complaining about how many sellers call him up with homes in great condition but they had no equity, he didn't know what to do.

I worked with him and within 2-3 days I picked up about five "subject to" deals. These all came from Dale, my rehab investor.

As long as your investors see a way **to make money** they are going to be willing to send you their leads that they aren't able to do anything with.

This makes the investors look great because now he has this great "underground" source that can help him and his clients. The sturdier this relationship is the easier the **cash** will come.

So now let's look at another aspect...

"How To Get Money Wired Right Into Your Account!"

You want to make this process as smooth as possible; this is just one element in building a real cash cow.

You have heard me say it hundreds of times and you will hear me say it thousands more; **relationships are the key to this process.**

In this case you want to have a strong relationship with investors, you want these investors to know who you are and how you work. You also want to know who *they* are and what *they* want.

Like I said you want a steady flow of deals coming in from your contacts, you can get this started immediately by working with Realtors, investors, sellers, etc.

Then you want these deals going out via email to your list of investors, I will explain **exactly** how to send these deals out a little bit later.

But what do you do once you have an investor that wants one of your deals?

There are a few ways to handle this, already you know how to make money and get the investors the most bang for the buck but right now we are going to talk about how to systematize this aspect of your business.

As long as our investors are hearing from you and you make it clear that you have **what they want** and you

show them ways to make money working with you, this list will be a goldmine to you.

Initially on the first deal or two you can meet with the investors, see the homes, walk them through the process, etc. but eventually you want to handle this differently.

You want your investors to wire the money directly into your account.

How are you going to make this happen?

You need to set the expectations of the relationship from the beginning. As long as you do this and make their relationship with you valuable you will **never** have problems doing this.

Here is how you want the deals structured...

When an investor wants a deal they will have to **wire** \$3,000-\$5,000 (or whatever your profit is) directly into your account. This will "tie up" the home for 10 calendar days **not** 10 business days.

During this time you investor/s can do whatever they want with the home, inspect it, appraise it, comp it out, etc. whatever they want.

During this 10 days you only accept back up offers because the money your investor has paid gives them the exclusive rights to the home for 10 days.

Within this 10 days, or at the end, your investor will tell you one of two things; either they want to move forward and close the deal **or** there are issues with the deal and the investor does **not** want to move forward.

If they don't want to move forward with the deal you want to make it clear that you will give them their money back immediately.

But...

Realize that they didn't pay you for you to give them their money back, they wanted to **make money**. So now you need to look at how to salvage the deal and still enable them to make money.

Here is how to do this...

When you talk to the investor and the deal doesn't look like it makes sense ask them what **would** make sense. You can say something like the following.

"Well Jack I am sorry the numbers aren't adding up the right way, I just told you what I knew and what I was told. Before we completely lose this deal here though, is there an offer that **would** make sense to you?"

It seems like the original numbers aren't working or they are slightly off, what do you think it would take to make this deal work? What numbers do you think would work?"

At this point you are basically getting a **counter** offer. You know this investor is serious, he **already** paid you, so you want to work whatever you can out with him.

Probably nine out of ten times your investors will tell you what they need to make it happen. When they tell you this you want to **repeat** it back to them and confirm that at that price with those terms they **will buy**.

You can say this in a few ways, below is one.

"Alright Jack so if we want with \$40,000 instead of the \$55,000 and we did with a one year contract with payments of \$350 month, that would work?"

If we can make that happen then you are ready to close on this thing today?"

If there is hesitation repeat the first "script" to find out **exactly** what it will take for your investor to close the deal **today**. Remember you know they are serious so you want to make them happy.

Once you know what will work for them **call the seller immediately** and tell them the situation. They may have been dishonest about certain details or maybe they didn't know, either way your counter offer is much more powerful now because you already have a buyer in place.

At this point you are not haggling price with the seller just to get them down, you have legitimate concerns that your investor/buyer has regarding the property.

Now when you explain these issues to the seller and why the numbers don't make sense unless they are changed, and you present this with factual information from your buyer who is **waiting** to hear from you so they can buy the home...

This adds up to a pretty closable deal.

Now your seller knows that you have a buyer in place and they have done the research on the home **and** they ready to move immediately.

This is also another reason why you don't have to ask many questions, when you come across deals that looks decent **take it** work out the details later. If the numbers are right you will have no problem moving the home.

If the numbers are **wrong** then you will find this out as you are moving it and you will be able to negotiate much more effectively once you have a **buyer** in line waiting for the details to get sorted out.

Make sense?

You are structuring this so that your homework is being done **for you**. This way you get paid for what you know versus what you do.

So you let your investors know once you have deal, then you make it clear that you **need the money** to tie up any of your deals. They can mail you a certified check or wire the money into your account but you need the money to hold the home for them.

Then they have 10 days to verify everything.

"Are People **Really** Going To Do This?"

I have heard this a few times before.

I guess I shouldn't be too surprised because all of this is so unheard of and revolutionary that it is *truly* unbelievable.

But the answer is **YES!**

Think about it, you are working with investors and finding out **exactly** what they want. Then you are sending them deals and showing them how to make money with them the **same** way, or a better way, than they are doing right now.

All *they* have to do is pay you pennies on the dollar for what you bring them. Any serious investor will do this in a heartbeat once they know you are serious.

Ask yourself.

You have at least *some* trust in me and you have **never** met me.

If I told you right now there was a deal in your area that you could make even just \$10,000 on and this would be doing what you are already doing...

What would you say?

What if I said I need \$3,000 wired into my account and you get 10 days to check everything out? If there is **any** problem just let me know and you get the money back.

If you had the money why wouldn't you **trade** me \$3,000 for \$10,000?

It is a no-brainer.

That is how you want people to view working with you "a no-brainer". Think about this program, buying it was **truly** a no-brainer. Working with me on any level is truly a no-brainer because I make it like that.

You **must** do the same thing; go big or go home.

You want to make it easy as pie for people to work with you. You want to bring so much to the table that people **need** you and they would be stupid as hell to walk away from what you bring to the table.

When the investors go to wire money to you they will need some basic info that can be found on a regular check and sometimes they will need the physical address of your bank.

You can make this info readily available to anybody and everybody.

The beauty of this is that you are able to buy deals and sell them with little to no time or work involved. With just this technique in your arsenal you will get cash coming in without even seeing the deals... Do you see where I am going with this?

You see everybody wants to know how to do this stuff but the real secret lies in the **way** you do business and how you deal with people and what **value** you provide them.

I have been talking a lot about being a **Rainmaker** and providing incredible value, being the best thing since sliced bread, and on and on.

But how do you that?

The next lesson is one of my **favorites** and I think you are going to really love it, so get ready...

Lesson Five: "How To Run Circles Around Your Competition And Be The **Only** Game In Town!"

I **love** this section. This is part one of my trademarked "**Market Monopolizer**" technique and it is awesome. This is one of my favorite sections - I just **love** it! I don't care **what** you do, real estate related or not, if you read and apply even just 2% of what you will learn in this section alone, you will thank me for **years!** This stuff really is that powerful, after reading this you will never ask or worry about "competition" in any market you ever enter, in any industry. This is how we recently went into over 37 states buying and selling homes and **obliterated** any and all local "investors".

I often hear people tell me how many other "gurus" they have listened to and followed. They go on and on about how many *other* real estate courses they have bought and how many times they felt cheated and robbed.

Sometimes they tell me about how the information they got was somewhat useful.

Then somebody will ask "Azam, how is your information different?"

Every time I hear that I think "What the hell is wrong with this person? Did they listen/hear to a word I said?" I am sorry to say that, but it is the truth.

I think this because if you read my site, go through any of my information, talk to any former or current students,

it will **all** point to the same fact; **my techniques are unheard of.**

I mean think about it...

Where *e/se* can you buy homes within minutes?

Be the "Rainmaker" and conquer your real estate market?

Buy and sell homes without leaving your house?

Be a millionaire within several months?

I could go on and on, but the point is **where can you learn that?**

I guarantee, quite literally, that you will **not** get this information anywhere else. As I have said before many, many times the reason is because **I invented** these techniques and strategies.

I am pointing this out now because what I am about to share with you is a **revolutionary** way to look at your real estate business. If you just adopt this mentality it will completely change the way you conduct business.

It changed **my life** and it **will** do the same for yours. I don't know of any "guru" or other mentor, teacher, trainer, etc. that teaches this approach.

And they are missing the boat.

So let's get to it.

The first thing I want to point out is that you are starting a new business; realize that you **are** starting **your new business.**

You must look at yourself and your real estate dealings as a business. You are in business for yourself. When you think about it no matter what you are doing you are in business for yourself, but only certain people realize this fact.

Since you realize you are starting a business now you need to look at how to **run** your business but by just realizing you are running a business you are forced to take this more seriously.

It is **crucial** to take your business seriously. You want to follow through and cultivate long lasting and lucrative relationships. Doing this will **ensure** that you *stay* in business.

You want to run your business with no employees, very small overhead, out of your home, without loans or even credit checks, no experience is okay, etc.

You are starting from scratch. I will get more into how to jump start your business later, for now just realize that we are starting from **scratch**.

Even if you are investing in real estate now, once you implement my ideas into what you are already doing you are going to see an **astronomical** difference so it is like we are starting from scratch anyway.

So now we are at **ground zero**.

What do you do?

This section is simply focused on dealing with your competition, or a better way of putting it, **eliminating** your competition.

You see I don't want you to think there **is** any competition, because there isn't. Did Bill Gates ever wonder about competition? What about Oprah? Steven Spielberg?

What do they have to do with real estate?

Everything!

Let me explain...

Too many people use competition as an excuse not to do something. They will say something like "Well everybody is doing that, there is too much competition!" They will go on and on and give you 10,000 reasons that it won't **work**.

They never realize that **greatness** is always started with an idea that "will never work".

When you think about it, the only way **you** will have competition is if you do something that somebody else is doing. As long as you are doing something that somebody else is doing **you will have competition**.

Is that bad?

It won't be for you, in fact later in this section I am going to show you how competition can be **great** for you and your business. For now let's just focus on eliminating it.

Since competition will always be around if you are doing the same thing as somebody else, what do you do to get rid of it?

The answer is simple; **you do what nobody is doing**.

When you do what nobody is doing you have **no competition**.

Azam, how am I going to do that?

You want to be apart of a real big secret?

"The Secret To Eliminating Competition!"

If you want your business to truly be the only game in town and have literally **no competition** you really only have to do one thing.

What is this one thing?

Create the standard.

What do I mean "create the standard"?

This means that you **raise the bar** and do and/or offer folks something that they cannot possibly get anywhere else. You do this consistently with a systematic model that will allow you to do this over and over again.

You are basically positioning yourself in a way that makes it impossible for anybody to get the benefits you provide anywhere else.

You are creating the standard that folks will compare against. This means that if they decide to "look around" they will come across other people and compare them to you.

They will soon realize that there is **no comparison** and immediately realize they **need** to work with you.

This is the most effective way of working with people; blowing their mind by providing incredible value they can't get anywhere else.

"Why Creating A Standard Is **Vital** To Your And Your Business!"

Almost everybody that has created a standard make literally a fortune. I mean **billions**. This alone should increase your motivation.

Now is that what you will be able to do with your real estate business from your house? Maybe, but what is a little more realistic and much more attainable is **making millions**.

When you create a standard **you** take charge and your business is catapulted to **wild success**.

You are the **first** one in the market, because you normally create the market and everybody else fights for your scraps.

With your real estate business you want to be the **one person** everybody knows and comes to for help, you will be a celebrity of sorts solving every conceivable real estate problem and making money at the same time.

Creating the standard sets you apart from all those other guys/gals. It defines your uniqueness and allows you to make money hand over fist while helping people; never a bad thing.

Now this is great and all, but let's get specific, how do you create the standard for real estate in your area? The first thing to realize is that the **concept** is what is

important here, then the details become clear once you understand the concepts behind the idea.

So now let's look at the concepts and then how to make this happen in your real estate business.

The **Only** Three Ways To Create The Standard...

It really doesn't matter what business you go in to or what you are doing, if you understand these concepts you are going to be able to **slaughter** your competition by eliminating them.

You will have them struggling to keep up.

What I am about to share with you are the **only** three ways to create the standard, I will give you some examples afterwards but anybody that has created the standard will have done it using one of these three methods.

I will also explain why this is so important once you understand these methods.

Here are the **only** three ways to **create a standard...**

- 1.) A Unique Product Or Service
- 2.) Product/Service Uniquely Delivered
- 3.) Education

And Running Them Throughout All Of This Is What Enables A Standard To Be Created Is

Personalization.

Now let's look at each method a little closer.

1.) A Unique Product Or Service

This basically means that your product or service is so unique and different that nobody anywhere has anything like it. This obviously requires that you have something to offer that is not possible to obtain anywhere else.

Example...

You look at a company like Eli Lilly, which I drove by earlier today, and how much money they make on a drug like Prozac.

Lilly created the standard with Prozac and because of their legal protection **nobody** could compete. The generic companies could not legally produce the drug.

Lilly was **the only game in town**.

If you need Prozac you **had** to go through Lilly.

Once the generics were allowed to compete and Lilly's rights expired, thousands of trucks took off all across America to get the generic competition on the shelves so that they could take Lilly's clientele.

These new companies sold the drugs at just a few dollars while Lilly was selling them around \$100, what does this tell you about their profit margins?

They were able to enjoy the wild success of Prozac because they had a legal patent barring anybody else from producing or selling their product.

They created the standard and made billions doing it.

Another example is Microsoft. Microsoft has created the standard for computers; almost every computer made or sold in America today will have Microsoft's products already installed and ready to go.

So now, you must learn how to use Microsoft's products in order to use a computer. Think about how powerful that is, they have created such a strong standard that you are considered **handicapped** if you don't learn how to use their product.

Microsoft had such a stronghold by creating a standard that the United States government sued them for basically being too big and too powerful.

I could go on and on, but the point is that creating a powerful and unique product or service **you** can create the standard and you stand to make a fortune doing it.

I will go over how to do this in a few moments but first I want you to see how powerful these concepts are.

Moving on...

2.) **Product/Service Uniquely Delivered**

This means that you don't necessarily have to have a **unique** product or service you can just deliver it in a unique way. One very effective way to do this is to add **personalization** to it, I will get more into that later.

The point here is that the way you deliver alone can create the standard.

Example...

This should ring a bell; **30 minutes or less or it is FREE!**

Of course I am talking about pizza delivery. This was Dominoes main slogan in the eighties, just by offering a unique delivery **not** a unique product they created a standard.

Soon we saw all the other pizza giants following suit. They all started focusing on the **delivery** and the speed, they had to in order to compete.

They had to do this because now people were comparing pizza places to Dominoes, and since nobody had that same approach people were **forced** to go with Dominoes if they wanted quick pizza.

By creating a **new** standard to compare against, when somebody wanted pizza they were comparing other guys to Dominoes and since Dominoes was doing something that **nobody else was** they had no competition.

They created the standard and made **billions** as a result.

Now the last method is an encompassing one...

3.) Education

This is a little tough but basically anybody that creates a standard will be using **education** on some level. This basically means that you educate folks and let them know that something else is possible.

This new possibility must be something that is not easily obtained or readily available so that folks see **you** as the only way they are going to be able to get these benefits.

Example...

A great example of this is Federal Express.

They first came up with the slogan; "When it absolutely has to be there overnight!"

But think about it, do you remember a time in the eighties before the FedEx hype that **anything** "absolutely had to be there overnight"?

It **never** had to be there overnight!

FedEx gave us the idea that it *could* be there overnight, they let us know that it was possible. They **taught** us that it was possible.

Now with this new knowledge people are looking at delivery totally differently. Now the normal 3-5 "rush" seemed a joke.

By educating people and letting them **know** that you could overnight send something anywhere, we had a new standard to compare against.

Now other companies had to struggle to get a similar program in place just **to stay alive let alone compete.**

Another example is Michael Jackson.

I love Michael Jackson's *music*.

And if you remember before he did music videos like "Thriller" and "Bad" music videos were dull and boring. All you would see on the screen was people standing there and talking to the camera.

Now Jackson and company come along and **make a movie** out of the music video, they wanted to tell a story with characters, a plot, special effects, a script, etc.

When he first decided to do this people thought that the idea was **crazy**.

His people would spend **weeks** on just one scene at a time when entire videos were being done in three to four days.

But once he started making these incredible videos they became smashing successes, "Thriller" is still the number one selling album of all time and the video is played every year around Halloween. This video is **still** regarded as one of, if not *the*, most revolutionary videos of all time.

Michael Jackson created the standard.

He **revolutionized** the entire music industry, he created a standard.

He let people **know**, or **educated them**, that you can make a music video as, basically, a mini-movie or "short film" as he calls them, with dancing, a storyline, special effects, dialog, etc.

Now **millions** are spent on making music videos.

He created the standard by letting people know what was possible he **educated** us as did FedEx.

Does that make sense?

Now let's talk about the final aspect of creating a standard; **personalization**.

Personalization

This is an overriding factor throughout all of this. Anytime you can add your own personality to your business model it adds to being able to create a standard.

Why?

This isn't brain surgery, after all, there is only **one you**.

When you are involved and you are valued there is **no way** anybody can compete because **they don't have you**. By making it clear that you are involved and **personally** look over the details of your business you are adding incredible value.

You are making it clear that **everything** goes through you, and as the Rainmaker you make everything happen, you bring it all together.

By adding personal benefits and features you are making them unique automatically just by making them personal.

Example...

Warren Buffet.

Buffet is one of the richest men in the world, he started Berkshire Hathaway, and was at one time the second wealthiest man in America behind Bill Gates.

Berkshire Hathaway's stocks trade pretty high, when I say that I mean that if you want just **one share** you would be paying about **\$90,000** at the time of this writing.

Buffet is also called the Oracle of Omaha and he is considered the "most famous stock market investor of all

time". You see Buffet's stocks trade so high because he never offered a split.

His investing principles have become legendary.

You see he has created a standard, he turned about \$100,000 into over \$40 billion, yes with a "B", over about 40 years. But even now he makes it clear that **he** runs things.

It is **his** company, **his** methods, **his** ideas, **his** business.

When you invest in Hathaway you know that your money is under the watchful eye of Buffet **himself**. He makes it very clear that **he** runs the show.

This is part of the reason his investors are so loyal to them; he offers a **personalized** standard that they can't find anywhere else.

Anytime you add **personalization** to your product/service and you are able to convey value relating to your input you are going to be able to raise the bar and create an even higher standard.

So those are the basics of creating a standard.

I also want to point out that each section can overlap into another section, Dominoes could be under the "education" section because they let us **know** that we could get a pizza quicker.

FedEx could be in the "products/services" section because they were doing something nobody else was.

I was using these examples to help drive home the importance of and value of creating a standard.

I should also mention that if you are having a hard time seeing how what you bring to the table or what you offer is a wildly unique product/service, has a unique delivery, or carries some education with it, then you are probably looking too hard.

You can add your **personalization** to any of those headings and **make** it unique. You can also use education to simply let people know something about the industry, product, service, etc. that nobody else is explaining.

I will get more into this in a second I just want to make it clear that this is much easier than it may seem. Sometimes students will tell me that this seems almost impossible to dominate and rule their market.

But once I go over the next section with them it all becomes clear as day.

I got into each aspect in detail so that you are perfectly clear about what it takes to create a standard as well as the importance and the enormous benefits creating a standard has.

Now let's focus here and look at how you can make this happen.

"How To Create A Standard With **Your Real Estate Business - Quickly And Easily!"**

Now that you understand the importance of creating a standard how can you make this happen with your real estate business?

Better yet, what is the quickest, simplest, most profitable way to do this?

There are few answers to this **great** question.

This is such a great question because once you **create a standard** you are going to dominate, conquer and rule any real estate market you want to run into.

In reality you can apply this model to **anything** you ever sell or any market you ever choose to enter **not** just real estate. I have done consulting work with doctors, car dealers, insurance salesman, restaurant managers, you name it.

And in **every** situation after applying this one model, this **one** technique each and every person was able to grow their business exponentially. **You** can do the exact same thing.

For right now I am only going to focus on **one** way to incorporate this model into your real estate business. If you do just this one technique you will see a huge difference as your business run circles around everybody around you.

So let's see how to make this happen for you...

The first thing we need to do is **identify** how you are going to create the standard; which technique are you going to use to make this happen?

We already know that **personalization** will be used on some level no matter how you do this, so that is a given. You are going to **personalize** your business so that your name is used throughout your relationships and points of contact.

Your name will personalize your business and **everybody** will know that you personally oversee the details of your business. So when somebody, *anybody*, works with you they are going to get your personal attention and care.

But how do you do that, and do it effectively?

I will get to that in a second but first let's look at how to create the standard with **education**. Then we will look at how to add personalization with education to create a **real** powerhouse.

You see everybody that you come across needs to **know** without a doubt that **you** are the one to work with. Even if you don't close a deal with them, they need to know that you are an invaluable resource to have on their team.

How are going to accomplish that?

It sounds pretty difficult I know, I am basically saying that you have to **make people** love you and **beg** to work with you.

So are you going to pull this off?

Brainwash them?

Manipulate them?

Go "Godfather" on them and give them "An offer they can't refuse"?

No.

This wouldn't be much of a program if I told you to take a loaded gun and put it to your clients' heads forcing them to work with you. Actually now that I think about it...

Joking!

So let's get to it, how do you make this happen?

The answer lies in a **creating a standard**.

Even if you had the absolute best resources a buyer, seller, investor, etc. could ask for and even if you were the **best** person for these people to work with, it doesn't mean anything unless...

They know that!

It doesn't matter how good your product/service is and it doesn't even matter what industry you are in, if you can't distinguish yourself and make that distinction of common knowledge in your market you are going to starve.

So not only do you want to be the **Rainmaker** and the best choice for anybody you come across, but you want them to know that.

You need to **educate** them.

This doesn't mean you run up to them screaming about how great and wonderful you are, you want **them** to tell you how great and wonderful you are.

I **always** hear comments like "Azam you are absolutely brilliant" or "Thank you so much Azam you are a lifesaver!" but I **never** tell any of these people how "great", "wonderful" or "brilliant" I am - I hardly believe them when they say it - but that is not the point.

The point is that people are drawing their **own** conclusions based on what I do for them, based on what

I show them, based on how I deal with them, based on the **standard** I have **created**.

So the way to create the standard does not require a Mohammad Ali attitude, just a Mohammad Ali mindset for results.

Now you are realizing that we need to educate the people you come across so that they think to themselves "Man I would be a real dumb ass **not** to work with Jack!"

How long do you think this is going to take?

Years?

Months?

Weeks?

Not even a day!

You can get this done **immediately** as long as you do it my way.

Here is how...

There are basically three steps.

"Three Steps That Will Have People Begging To Work With You!"

There are a few ways to handle these steps, but here they are...

1.) Find Out Their Problem - Get To Their "Why"

2.) Go Over All Options And Find The Best Solution For Them

3.) Provide Solution/s And Compelling Reasons To Work With You

That is it.

If you do this you will **never** have lost business.

Now I *am* simplifying this because there is some work involved in making this happen. But once you understand this concept you can apply it without thought and **never** having to worry about losing a sale or any business.

Remember the goal here is to be the **Rainmaker** for your area, you want to be the one-stop solution for everybody, so it is important that you start thinking along those lines.

You want to take these three steps with **anybody** you ever talk to so let's take a second and look at each one and *then* apply it to specific types of people you will be dealing with.

1.) Find Out Their Problem - Get To Their "Why"

I always wonder what people are thinking when they are working with a seller or buyer and they don't know **why** that person is buying or selling.

Don't be that person.

Whenever you talk to somebody you want to find out **why** they need to buy/sell a home, the "why" will always overshadow any "how".

Whenever you talk to **anybody** you want to find out exactly what **they** want. Why are they selling? Why are they buying? Why are they investing? Brokering?

Why?

Why?

Why?

This will tell you what their problem is as they see it. You want to know what their **problem** is; what their pain is.

For example...

If a buyer wants to move into a new area you want to **ask why** they want to move. Is it so the kids will be safer? To be closer to a sick family member? Is it to get away from the highway? Is it because of annoying neighbors?

You want to know why.

This "why" reveals pain. If you know their "why" then you will know what their pain is. Then once you identify their pain you are providing a solution **not** being a salesman that is pushing a product to a customer.

If these reasons are **not** real estate related it make it even better.

For example...

A seller may want to sell their home to move out to the country and retire, live closer to their kids, get out of a bad area, move closer to work, move to a warmer climate, etc.

A buyer may want to buy to start a home business, play in the yard with kids, provide a gift to their significant other, start a family, live by family, etc.

These reasons are **not** real estate related but this is what is important to this person. These are their "whys".

You usually want to get at least three "whys" to start with. Finding this information out is going to make you much more effective in dealing with these people because you truly **know them**.

Now besides using their three reasons for more questioning, what else do we do?

I will show you **exactly** what to do after we discuss the other two steps.

2.) Go Over All Options And Find The Best Solution For Them

Now that you know what they want, you want to work **with** them and find a solution. You can go over every potential scenario with them and see what makes sense to them.

This is just **one** place where asking, and remembering, what your folks said is going to make you look brilliant. Just by listening to them and knowing what they **want** will enable you to provide the best solution.

Whether you are talking to a buyer or seller you can walk them through their options very quickly. Of course this will require **you** to know what their options are as well.

By knowing what their options are and being able to **teach** these people and **educate** them as to what can

be done, you are going to be able to retain this information much more effectively.

So you want to walk them through their options.

For example...

A seller wants to sell their home but they aren't that motivated so they want the full market value of the home.

You walk the seller through their options, they can list with a Realtor and pay between 7-15% depending on the closing costs and time on market, they can try to sell it themselves as a "For Sale By Owner", or they can have you find them a lease option tenant that will give them all their equity but will do it over time.

There are other options like refinancing as well but those are just some basic options and solutions for this example.

Now once you have walked your seller through **every** option that they have to sell their home at full market value you see what make sense to them; what is their **best bet?**

Remember you want to know **why** they are selling, this way you will know what conditions need to be met for this seller to be happy. So remember that knowing **why** these folks are selling, or buying, home/s is crucial to providing the solution.

So you are working with them and finding options and solutions.

What is the difference between an **option** and a **solution**?

Great question!

An **option** is just a choice, something they *could* do this is not specific; it is a choice anybody in their situation has. A **solution** is an effective option that is specific to their problem, a solution is the **best** option for that person at that time in that situation.

See you *could* jump off of a skyscraper; that is an option. A solution would be using an elevator or the stairs.

A seller could list their home with a Realtor even if they have no equity they *could* do it but they would have to pay for the Realtors' fees and commissions out of their pocket.

But they *could* do it.

A solution would be based on their specific **problem**. If their problem is they have no equity, the payments are too high, and they **need out** - then the solution is for the payments to be made.

Their solution is much more effective and attractive than their option.

Make sense?

You want to go through **all** of their options. When you are talking to a buyer, seller, investor, etc. make sure you go through all of their options with them.

You take what they need and go over all the ways that they can get it.

You may be thinking this will take a lifetime, but that is not the case. When you think about it these people are only going to have a few options and even less **solutions**.

Even though there are countless ways to put deals together, this is all based on the solutions you are providing. You see there are countless ways to structure a Sub2 or a contract sale, but the benefit to the seller is not nearly as diverse.

They are going to get payments, the only difference is their ownership and equity position.

So whenever you talk to somebody you want to know why they are selling, why they want to buy, etc. Then you simply repeat this back to them to confirm what they said.

"So Jack you want to buy a new home so that you can live closer to your Mom, away from the busy streets, and your daughter Jenny into a better school?"

Right there you have identified three solid "whys" and now you know what is moving this person. You know what they want.

Now immediately you want to explain what needs to happen, what needs to be done next for them to get into a new home. You want to go over **all** of their options.

You want to explain that if they have credit issues they are most likely going to do rent or a rent to buy. I am going to get more into specific examples in a moment, for now just know that you want to explain their options to them.

One **excellent** way to word this is to repeat their situation and what they are trying to accomplish, something like...

"If you have high payments, no equity, and you want to sell your home fast there are basically three options..."

Again I want to **stress** the fact of presenting the options and then finding the solution that fits their situation. As you are going through each option you explain the benefits and whether or not it fits **their** criteria.

An example...

"You could go list with a Realtor but you would have to come out of pocket because you don't have any equity."

Is this making sense?

You are basically going through all of their options and finding the solutions. Then you are finding the one that gets them most excited.

You can simply ask them which solution works best for them. At this point you **never** need to mention specifics like "subject to" or "land contract" instead you take the benefits of each and put them into a question.

Agreement on the questions translates to agreement with the concept.

So by the end of this step you have gone through their options, found the solutions and found the **best** solution for them. The one that helps them the most by giving them **exactly** what they want.

Now what?

3.) Provide Solution/s And Compelling Reasons To Work With You

The keyword here is "**compelling**".

When I say compelling I mean they are thinking "I don't care what it takes I **need** to work with (Your Name)!"

Providing the solution will make you look like a **HERO** to these people. So once you have done that you want to make it clear to these folks that you are the **obvious** choice.

How do you this?

I will get to that next the main idea right now is to **understand** that simply finding the solution is **not** the end of your work. If you do not provide compelling reasons to work with you then you will **not** be able to effectively close these deals.

This is such a **crucial** part of this process.

Providing folks with compelling reasons to work with you is one of the largest and most sensitive **Profit Pressure Points** you will ever come across.

Realize that whenever you talk to somebody, or get an email, or **any** point of contact that you have will be the start of a relationship.

You want this relationship to be long term and lucrative for all those involved. Even if you don't want to be in real estate very long you still want to keep these relationships because they will **always** mean money to you.

I always hated hearing the words "long term" it always felt like I would have to pinch pennies until this mythical day long from now arrived.

That is NOT what I am telling you.

You will be able to make money regularly but you always want to think two ways; long term and big.

So as soon as you talk to somebody a relationship is starting. The **only** reason why this person will not work with you is because you have not given them a compelling enough reason to do so.

For this reason as soon as you talk to somebody you want to start the relationship on right foot and immediately provide these compelling reasons.

So how do you this?

Let's talk about that next...

"How To Provide Compelling Reasons!"

All you really need is a clear idea of what your people want, once you know this all you have to do is show them that you can make it happen.

You want to have the resources required to help them solve their problem, that is the first thing. You must **have** the resources and knowledge to help them and provide their solution.

After that it is just a matter of letting them know that **you** have these resources. You must convey to these people that **you** have the answer to their problem.

You want to create the standard.

It has taken a while for me to explain all the details of creating the standard but we are getting there, slowly but surely. You want to be the standard that people compare against.

Once you talk to somebody you want to **immediately** let them know that you have the answer and you can provide the solution and **nobody** can do it better.

By telling these folks what you have to offer, all of your resources and how they are geared to help them, as long as these resources are unique and only **you** have them - you are creating a standard.

Does that make sense?

This will clear things up...

First of all you want to have constant contact with the people you come across. Once you talk to somebody, from the first point of contact, you want them to see the value in working with you.

You aren't going to brag and go on about how great and wonderful you are, instead you are going to lead these folks to that conclusion by **being** great and wonderful.

I keep referring to "points of contact" and "keeping contact" with your clients, I hate that word but sometimes you have to use it, so how do you maintain a cost effective way to keep in contact.

One answer lies in emails.

If you haven't already go download the **free** Group Mail program from <http://www.infacta.com>.

We are going to use this program to send emails out to **everybody** you speak with.

As soon as you have a conversation with somebody you want to send them an email, this email will be a short, standard template with some unique information that will state the compelling benefits and their specific situation.

Then they will hear from you once a week along with **everybody** that you come across. You will call this an "e-zine" or "Jack's Weekly Email Alerts" or "The Underground MLS For Boston" or something to that effect.

This is **creating the standard** as you will see.

What email are you going to send them initially?

How will this include **compelling** benefits to work with you?

I will break this section down so we can look at the main types of people you are going to come across and what email to send them immediately afterwards to ensure **everybody** you come across works with you.

By the way, although I am saying "email" you can send this out as a letter or even just *say* it while you are speaking with them. The point is that you understand the concept and the **power** behind it.

Now we will look at each type of person and what we already know and how to solve their problem. Remember the three steps are...

1.) Find Out Their Problem - Get To Their "Why"

2.) Go Over All Options And Find The Best Solution For Them

3.) Provide Solution/s And Compelling Reasons To Work With You

Now let's look at the main types of people you are going to come across, remember that we already have an idea of what they want so our real challenge is finding out their "why" and conveying the value in working with us because of the resources we have.

The main groups of people we are going to talk about are **sellers, buyers and investors.**

Sellers

You can't buy and sell real estate without talking to sellers, so you **must** understand this process. Remember that when you talk to a seller you have an idea of what they want - **buyers!**

Regardless of their situation your sellers want **buyers** so to give them a compelling reason to work with you they need to know that you have buyers that you work with.

These are buyers that **nobody** else has, this adds to your value and their desire to work with you. So during the conversation you are going to find out **why** they want to sell, you want to know what their problem.

You want to know what they are going to do with the money, if there is any money that they will get. Then you want to find as many ways as possible to get them all of those benefits.

Remember this **why** is crucial. Then you send them an email (or letter, fax, recording, *something*) that goes over their problems, their solution, and **compelling** reasons you are the one to work with.

I know I keep going over this but you would be amazed at how misunderstood these concepts are. Now there are a few parts to this point of contact that I will cover later, but here is an example of an email to send out immediately...

Start

Gary,

We just spoke about selling your home so that you can...

- > Stop paying interest and taxes on your vacant home
- > Invest more money into your mutual funds
- > Possibly buy some rental homes

I just faxed you the paperwork that we will go over tomorrow at 5:30 pm.

I am certain that we can use my *personal* list of 756 investors, 152 homes, 19 rentals, 13 Realtors, 321 buyers, 160 pre-approved buyers etc. to help you sell your home.

Remember to keep an eye out for emails from me because the homes, deals, investors, and other resources on "Azam's List" are almost always exclusive and can't be found anywhere else.

Thanks again Gary and I look forward to working with you...

I will talk to you at 5:30 p.m.

- Azam Meo
Publisher "Azam's List"
"The Underground MLS For 37 States"

317-573-7864 - 24 hour Direct Line

End

This email goes over their "whys" and their pain, it covers the solution **and** it positions you as a provider of unique solutions.

Like I said once we are done with this section we will break this down and look at why it is so effective, but if you just read through it you will be convinced.

Imagine if you needed to sell your home and you just got off the phone with somebody who could help, and **immediately** you got an email like that.

How would you feel?

This is how to **create the standard**.

Remember that your sellers' main concerns are focused on buyers, so you mention buyers, pre-approved buyers, investors, etc. In this example I mentioned homes and rentals because this seller was **not** an investor but indicated that he might want to pursue that route.

So now he knows if he does want to go that way that I can help.

When you mention that you work Realtors you are doing so in case your seller is thinking of listing with a Realtor.

You can explain to them that you work with one of the top producing Realtors in your area and he can come out to their home and see what he can do for **free**.

If you talk to a well known Realtor in your area you are going to be able to build **immediately** credibility with your seller by explaining that you work with him or her.

Using "credibility builders" like this will enhance virtually every aspect of your real estate business because a lot of what we are doing relies on relationships.

So in the point of contact with the seller you **need** to mention **WHY** they are selling based on what they told you which is based on what you asked, then you explain that you have a **personal** list of buyers that you are willing to use to help them.

Make sense?

We will get more into this point of contact later, but you **must** use it - **it will mean millions to you**.

Let's move on to buyers...

Buyers

To sell real estate you must have a buyer so it is pretty important that we go over this so you can effectively deal with them

By now you already know how to speak with them and as long as you stick to my techniques you are going to be able to work with **every** buyer you come across.

Right now we aren't really focusing on how to **talk** to buyers, remember this section is about showing them how vital it is that they work with you.

You can use these methods when you are talking or people but I am going to show you how to **create the standard** with a follow up point of contact.

To give your buyers compelling reasons to work with you requires that you understand their situation; you need to know what they want and need.

As we discussed you always want to know why somebody wants to buy or sell a home, that is their specific "whys" but we have also established that there are generic needs that these people want as well.

You want your buyers to know that **you** can get them into a home, even if they have lousy credit and they don't think they can get into a home.

The following is the email you want to send them immediately after talking to them.

Start

Jackie,

We just spoke about buying your home so that you can...

- > Get Tiffany And Jason into a better, safer area
- > You and Todd can live closer to your parents
- > You can have your own yard for Jason to practice soccer

As I explained I have several programs that can

get you into your new home regardless of your credit - you can move in today and I can get you help with your credit issues.

I am sure that my *personal* list of 152 no-qual homes, 27 lenders, 19 Realtors, etc. can be a great help to you and your family.

I also work 7 *liberal* lenders that are known for saying "YES!" when everybody else says "No!" and I can see what they can do for you at no charge.

Remember to take advantage of my "7-10 Day Program" and get back with me within the next day or two so we can get you into your ideal home by next weekend.

Also remember to keep an eye out for emails from me because the homes, other resources on "Azam's List" are almost always exclusive and can't be found anywhere else.

Thanks again Jackie and I look forward to getting you into your dream home...

I will talk to you at Tuesday March 10th at 5:30 p.m.

Azam
Publisher "Azam's List"
"The Underground MLS For 37 States"

317-573-7864 - 24 hour Direct Line

End

In this email, or letter, fax, etc., you are making it clear to the buyer that **you** are the solution. You are not only mentioning the issues that they are facing and the

solutions but you are also providing solid resources that enable you to help them.

You mention the homes that you have and how they are being sold "no-qual" meaning your buyers don't need to qualify to move in.

You are also mentioning that you have lenders that you work with, Realtors on your team, a series of programs that enable them to own and get the help they need **fast**.

You are also making it clear that the homes you have are **exclusive** and your list of homes cannot be found anywhere else. You are able to ensure this because you deal with every seller, every home that is on your list either by dealing directly with the seller or somebody else who has control.

Remember your goal here is to convey the value in working with you; to provide **compelling** reasons to work with you. You are doing exactly that by honing in on what your buyer wants and showing them how your unique and strategic relationships can make that happen.

Now let's talk about another group of people you will be dealing with, **investors**.

Investors

I have shown you how to make five digits a month working with investors so you already know that this is a lucrative avenue to pursue.

Now we need to look at what is **compelling** to investors, what do they want and need?

The obvious answer is **more deals!**

So now you need to show them that you can bring them more deals and ultimately make them more money.

Here is the follow up you want to send to investors.

Start

Jerome,

This is Azam we just spoke about doing rehab deals together so that you can...

- > Replace your income and retire in the next 7 years
- > Be able to start your computer building and networking business
- > Be able to spend more time with Joyce and supporting her Christian writing career

As you know my *personal* group of 503 buyers, 343 investors, 125 homes, 23 lenders, 12 Realtors, etc. are all working together and I think you and I can make some real mo-ney.

I also have 4 sources for finding homes selling at least 45% below market value.

Remember to keep an eye out because the deals you get from "Azam's e-zine" are exclusive and you won't find them anywhere else - so you have to move fast.

It was my pleasure to speak with you earlier and I look forward to closing many, many deals together. I will plan on hearing from you tomorrow, September 21st, at 1:30 pm after you leave the warehouse downtown.

Your Friend,

Azam
Publisher Azam's E-zine
"Indy's Underground Source For Real Estate"

317-573-7864 (Direct Line)

End

Here you are letting the investor know that you have **all** the resources they need to make money.

It is that simple.

You want these investors to know what you are serious and that you are what **they need**.

There is not an investor in America (or Canada, or Europe *anywhere!*) that will not **jump** at the chance to work with you after you let them know what you can do for them and explain how much money they can make working with you.

Now that we have gone over this info that you want to send out to these folks, let's break this down and look at **why** this is so effective. By understanding the mentality here you are going to be able to apply these concepts to **anything**.

"Why This Is So Effective - The Secret Behind Creating The Standard!"

If you are paying attention and have a pulse then you are **excited** because by just reading this info you see the potential of using this model.

You already **know** that nobody in your area will be able to keep up with you, you know that you are going to be

able to make a fortune with these ideas - **you already know this.**

But now I want to take you on a trip "behind the scenes" so you can see the **mentality** we are using here. This way you can apply these concepts at anytime in any market with any product or service.

Right now I am going to take a sample email, the seller one and break it down so you see **exactly** why each word is used and why it is used in the **exact** place that it is in.

Remember that this doesn't have to be in email format and if you can't send it out right after speaking with these people you can set aside a time every night or morning where you send these out.

This won't take long you will have a template of the emails ready to go all you have to do is change two parts which will **force** you to have effective conversations. I will get into these two items in a moment.

The text from the email will be **bold red** while the explanation in plain black.

There are a few ways to handle these steps, but here they are..

Gary,

We just spoke about selling your home so that you can...

- > Stop paying interest and taxes on your vacant home**
- > Invest more money into your**

mutual funds

--> Possibly buy some rental homes

This is one of the two parts of the email that you are going to change every time. This will only take a few moments but it is so powerful because it forces you to find out **why** your seller is selling.

It forces you to focus on them and not you.

In this section you are going to cover their main goal, in this case selling their home, and then you are going to use specific reasons why they want to do this; the reasons that they gave you.

Just by sending this out and making it so specific to **them** you are already creating a standard and letting these people know that you mean business and you care about what *they* are trying to accomplish.

You want this email to go out immediately after your first conversation but within 24 hours will work.

I just faxed you the paperwork that we will go over tomorrow at 5:30 pm.

I am certain that we can use my *personal* list of 756 investors, 152 homes, 19 rentals, 13 Realtors, 321 buyers, 160 pre-approved buyers etc. to help you sell your home.

Here you are explaining that you sent them the paperwork and you expect to get it signed tomorrow when you speak with them. If they are going to be consulting somebody else, a spouse or another decision maker, you can add "I look forward to walking you and Janet through this paperwork tomorrow at 5:30 pm".

You want to add something that will remind them of the **deadline** you have already agreed to when you spoke to them. This puts accountability into the situation.

I have had too many students tell me after they speak with somebody they can **never** get a hold of them later, using this technique will help eliminate that problem.

So you mention the deadline and let them know that you already sent the paperwork discussed so they know they should already have it.

Next you are telling them about the resources you **personally** have and how these resources will be used in an effort to solve their problem.

When you start out you may only have a handful of investors, homes, buyers, Realtors, etc. but that is perfectly fine. The main point is that you convey that you are working with people like this.

If you don't have that many it will still come across effectively because just having a few can mean quality over quantity. The main point to get across is that you have these people wanting to work with you that are in a position to help this seller, buyer, or whoever you are dealing with at that point.

This accomplishes a few things...

First it gives you credibility because these resources are at your fingertips.

Second it creates desire to work with you because these very resources that you are letting them know about are resources that they **need** to solve their problem.

Plus you are making it clear that you are willing to use these resources to help them any way that you can **all** you need is the paperwork completed.

You are also **creating** a standard for them to compare against. Let's say they call ten other "investors", how many of them are going to send them information anywhere as **compelling** as yours? How many of them will even call these people back?

The answers, in order, are **nobody** and **not many**.

Remember to keep an eye out for emails from me because the homes, deals, investors, and other resources on "Azam's List" are almost always exclusive and can't be found anywhere else.

This is where you are going to let them know that they will be hearing from you, once every 7-10 days is the minimum. You are also letting them know the name "Azam's List" which will **personalize** these points of contact.

They have already talked to you on the phone and now they are hearing from you, they **will** know who you are by now and remember you.

You are also making it clear that this is **your list** and these resources are unique to you and your business. So you are positioning yourself as the **pressure point**; if they want to get access to all of your resources they only need to deal with you nobody else.

Thanks again Gary and I look forward to working with you...

Remember I can't do anything until we go over the paperwork tomorrow at 5:30 p.m.

Here again you are making it clear that the appointment you set over the phone is a **solid** appointment and you **do** plan on speaking with them and getting the paperwork signed when you **do** meet.

This is such a great way to approach this because you don't deal with people blowing you off, sending you on wild goose chases, not returning your calls, etc. you make the appointment clear and **then** you give them **compelling** reasons to work with you.

You do this, and just this alone, and you will never have to worry about people not calling you back or not choosing (begging) to work with you.

- Azam Meo
Publisher "Azam's List"
"The Underground MLS For 37 States"

317-573-7864 - 24 hour Direct Line

This close is important, here you put the title of your "e-zine" or your alert system. You probably won't be starting in 37 states so you can just put your city, something like "The Underground MLS For Boston" or "Albany's Best Kept Real Estate Secret!".

This name can play a big role in your retention rate of people hearing from you. Have you ever had a conversation with somebody who just didn't take you serious? They thought you were just some wannabe investor?

Instead of arguing with them all you have to do is put them on your list and your resources will do the rest. I have seen investors completely change their attitude within minutes of talking after they read about us.

When we were in over 37 states this last summer we would come across some real interesting people, mainly investors. These guys would be coming off telling us what we could and could not do in their area.

Their justification was always something like "Well you can't do that out here, maybe it works in Indiana but I have been investing here for 20 years and I can tell you it just doesn't work like that out here, you are wasting your time..."

They would go on and on, it was really annoying. Especially because right after we did **exactly** what they said we couldn't they would call us and want to listen instead of talk.

It is amazing how quickly "You can't do that!" turns into "How did you do that?" It usually starts with "So what was your name again?"

I always have some students tell me what some "investor" or "expert" has said about a technique they are trying and it drives me crazy that people are so quick to shut down ideas without even giving them thought.

They think just because *they* can't do it that *nobody* can, how smugly ignorant is that?

Anyways...

On this close you want to make it clear that this is the **standard** for real estate in your area, hell you can even say that; "The Standard For Boston Real Estate!"

You can even add a testimonial and make it sound even better; "The Ultimate Standard For Miami Real Estate!" - Carol Smith New York, New York...

Something that was an actual testimonial.

Make sense?

These are the same little tricks that Fortune 500 companies use, now you can use them without having to run Super Bowl commercials.

Now we aren't done yet.

That is just the first point of contact.

Remember I said that **everybody** you talk to should hear from you every 7-10 days. Also remember that you can use the **free** program at <http://www.infacta.com>.

So now we need to talk about how you are going to keep in touch with these people.

"The Final Step In Creating The Standard!"

Now everything is falling in place.

This is the last step we are going to talk about here, this is an **incredible** way to dominate your real estate market.

Every week you want to send an email out to everybody you have ever spoke with. This email is going to go a long way in creating loyalty among the people you deal with.

This email is going to take just a few minutes to send out because you can use the template I have below and just modify it slightly each time you send it out.

You will just hit a button and poof it goes out to everybody. I have used the Group Mail program to send out to hundreds of thousands so you should not have any problem with it.

Like I said the free program goes up to 100, the full version is \$100 and it can go out to an unlimited number of recipients.

Here is an example you can send out. I actually modeled this after a student of mine, James Derr from Minnesota. I was so proud of James for putting this together just days after joining my Mentor Program.

He had just started but already had resources that he was able to use. Here it is...

Start

Jack Smith's Weekly Update...

"The Twin Cities Underground Source For
Real Estate!"

15 Investors, 14 homes, 7 buyers, 5 lenders,
3 Realtors

*** HOMES AVAILABLE ***

This weeks deals.

More homes become available everyday.

For more information on any of these properties
or any questions - contact me directly at
317-555-1234.

RENT TO OWN

No Qualifying.

You can Move in Today.

I can get you into your ideal home in 7 to 10
days - call me directly at 317-555-1234.

Blaine - HWY 65 & CO RD 10

20K Down - No Qualifying

Available 02/11/05

\$331,900 Price

5 BD 2 BA - Inground Pool

\$2075.08/mo

2400 SQ FT

Andover - Bunker LK BLVD NW & Hanson BLVD NW

14K Down - No Qualifying

Available Now

3 BD 2 BA

\$1656/mo

1500 SQ FT

Lakeville - HWY 77 & Upper 167th St W

Low Down - No Qualifying

3 BD 2 BA

\$1363/mo

1410 SQ FT

---> I have 19 more all areas - You Can Move In Today -
call me for info

INVESTORS SPECIALS

New Hope - Winnetka Ave N & 42nd Ave N

HANDYMAN SPECIAL

\$199,900

3 BD 2 BA

New Hope - 14th and Broadway

HANDYMAN SPECIAL

\$99,900

3 BD 2 BA

Havenport - 116th and German

Discount - 35% Below Market Value

\$110,000

3 BD 2 BA

---> I have 11 more call me for info

HOMES FOR SALE - General

Mound -- CO RD 110 & CO RD 44

\$574,900 Price

4 BD 2 1/2 BA

2,690 SQ FT

Bloomington - France Ave S & HWY 494

\$276,900 Price

4 BD 1 1/2 BA

Glenco - Dairy Ave & CO RD 55

\$424,900

3 BD 2 BA

1604 SQ FT

10 acre lot

---> I have 23 more call me for info

For More Information on any of these properties
or any questions - contact me.

Jack Smith

Publisher - "Jack's List"

"The Twin Cities Underground Source For
Real Estate!"
Jack_smith@website.com
317-555-1234

End

You want to send an email like that to **everybody** you come across, every 7-10 days this email should go out. You want to stay in constant contact with everybody on your list.

The email above contains a sections and areas of importance focused towards investors, buyers, sellers, Realtors, lenders, **you name it.**

Anybody you deal with would get value out this publication. Now since it is delivered via email your costs are virtually nonexistent. Plus you are able to send this out to as many people as you want.

This is so effective for many reasons, but what is equally as important is what you are doing here; **creating the standard!**

That is all we have been talking about through this entire section and now you see how to make this happen. You don't even need to find your own homes, you can use investors' or even Realtors' homes and market them.

The list that you are creating is so unique because nobody will talk to the exact same people as you, even if they do they won't have your programs in place the way you are learning from me.

You see just by sending this out regularly you are going to get recognition, you are going to be letting people know that you are serious about your real estate business

and the way that you are conveying your resources will make you **irresistible** to anybody.

By creating the standard here you are also setting yourself up to become well known in your market.

How To Become A Household Name In Your Real Estate Market!

How many active investors do you know in your area?

Hundreds?

Maybe, but even that is pushing it. There are **not** many serious real estate investors in any area in any market, there are only a handful that are making the difference.

Remember the 95-5 rule that says that the top **5%** will be account for 95% of the results.

So how can you become a friendly name with that **5%**?

Simple.

You get them on your list.

Think about how simple it is to say "Do you want me to let you know when I find a deal that fits your criteria?"

Everybody agrees to that, **everybody**.

Now you can do that with **any** investor you ever come across. Now even if you are just adding 10 serious investors a week, within a couple of weeks you have a **following**.

You probably won't be signing autographs, but that's not the point - you are becoming **known** as a Rainmaker in

your area. Now when people start asking about you it will go from "Who?" to "Yes I hear from Jack all the time, he has a lot going on..."

You want these people to know that you are bringing something heavy to the table - **you**.

To do this you must justify why **you** are such a heavy hitter and why anybody should work with you.

So to get well known in your area simply add **Profit Pressure Point** relationships to your arsenal. Whenever you come across a serious investor, get their email. Even if they aren't that serious still get their email and keep them on your list.

Whenever you talk to a landlord that doesn't want to do a lease option because he/she likes the income, tell him you can get them updated list of income properties every week...

When you deal with a buyer that is broke and you can't get them into a lease option, send them to a property management company to get them renting. In the meantime send them an updated list of no-qual homes you have.

When you come across a lender that can send you sellers in trouble and buyers they can't approve, make sure they hear from you about new deals and buyers.

Are you seeing the big picture here?

You can **very quickly** become the standard that people compare against.

Plus...

NOBODY IS DOING THIS!

How do I know?

We were just in 37 states and virtually *everybody* we dealt with was **blown away** - wouldn't you be?

The key here is to isolate what each type of person wants.

You want your **buyers** to know that you have programs in place and homes they can move into immediately without qualifying. This lets them know **you can help them**.

You want your **sellers** to know that you have buyers, pre-approved buyers, investors, Realtors, etc. that you work with that are looking for homes in their area.

You want **anybody** you deal with to know that you have the resources to make miracles happen. You want them to know that you are the **Rainmaker**.

Make sense?

By the way when you send this email out you only want to put 2-3 of each type of deal on the email. So pick the best and most attractive deals and put the details, never the address only the nearest major intersection.

Then after each section end with a headline and a "call to action" reminding them to call you directly with any questions.

While we are talking about let's go over some email tips.

Email Tips

Remember that you don't have to send this list out over email you can mail it out, fax it, leave recordings, use a website, etc. there are other ways to do this but email is very handy because of the speed and cost.

The following tips will help you get started, very few people follow these simple rules so as long as you do this you will be on an even higher plane.

Line Length

You want to make sure that you put a "hard return" every 60-70 characters. That means that after every 60-70 letters (or numbers, symbols, any character) you start a new line.

You can use programs like Textpad to do this that will automatically put a hard return at whatever interval you want, or you can just use notepad and hit "Enter" every 60-70 characters.

If you do this the long way you can simply count out 65 characters with just one line. You can then keep this line at the top and type away, as soon as the line you are typing gets as long as the first one you hit "return".

You can then use old issues to model after.

You want the text to be **narrow** so it is easier to read. Everyday I get emails that I have to scroll to the right, then to the left and then back to the right - just to read it.

Don't do this.

Make your emails very easy to read by making them narrow.

Use Plain Text

You ever get those pretty emails with pictures and talking images?

Don't send out emails like that.

Make your emails very straight and to the point. You always want to use plain text in sending them out. It costs time and money to send out HTML emails and your emails will have a hard enough time getting through as it is.

Don't Use "FREE" Words

No matter what you do you will have problems getting your emails through - this will always happen. It is getting harder and harder to make this happen.

You want to make your emails as likely to get delivered as possible. For this reason you don't want to use words like "free", "make money", or even "subscribe" or "unsubscribe", there are other words as well but those are hot ones.

If you use these words your emails are likely to get filtered out by spam filters. So instead you can add a "-" or a period like "." in the middle of the word.

Like "Fr-ee" or "Mo-ney", or something like that.

Make sense?

Follow Up

One great way to make sure your emails are getting delivered is to follow up correctly. Whenever you talk to

somebody tell them when to expect the email and then give a deadline time as well.

Say something like "If you don't have it by 3 pm let me know because then it didn't get through."

You want to pick a time that you **know** you will be able to send the email out. It is best to be able to send them the email within a few minutes and have them check in about five minutes, but if you aren't able to make that happen or they are away from the computer then you can do it this way.

You want to provide a time deadline that they should contact you by if they have not received the email.

Does that all make sense?

Good.

Let's do a quick recap here...

I am telling you, I **promise** you, if you apply this model to any business in any industry, you will see dramatic results.

Right now I am teaching you how to set up a lucrative real estate business so we are focused on that, but **creating the standard** will change virtually every facet of any operation you undertake.

Any **business** you start.

With your real estate business you want to make sure that every buyer or seller you work with hears from **you** about the resources you have in place, how many buyers, no-qual programs, discounted deals, etc.

One reason this is so powerful is because now your folks are going to **compare** anybody else that they deal with *against you*.

You are the standard used to compare against.

Think about it...

Now if and when you have a buyer or seller that goes out and tries to buy or sell their home, or when an investor looks for deals, or a Realtor needs investors to work with - when **anybody** who has dealt with you tries to **replace** you or work with somebody else or *without you* in any way...

They will compare what somebody else is offering to what **you** offer. So as long as what you offer is unique you will **never** have to worry about competition.

So if a buyer comes across somebody else that wants to sell them a home on lease option, or really any way, your buyer will have in mind that **you** have programs to get them into homes, lenders and credit counseling that will help them, homes exclusive to you, etc.

This way your buyers are compelled and ethically bribed to work with you. As are your sellers and **everybody** else you come across.

When people are done working with you they will compare anybody else they deal with to **you** - remember that and how powerful it is.

You're creating the standard by using each of the three methods, here is just a quick recap of how to do so...

Unique Product/Service

You yourself are dealing with these people so that **alone** makes your service unique. On top of that the homes you have and the programs you offer are **exclusive** to you and your list.

Delivery

You are getting buyers into home within days, without having them qualify, you can move sellers' homes in hours because of your list and constant marketing, you can get your investors deals the same day you meet them, you can have kitchen table closings in ten minutes, etc. you are going to be doing things at **lightning speed**.

Education

You are letting people know there is a one-stop solution to any problem they have. Buyers know that even if they have lousy credit you can work with them, sellers know if they are in a hole and need out you can help them, investors don't have to qualify to get out of their home, you are letting all these people know there is another way.

Personalization

You are the Rainmaker.

By keeping a list and having systematic contacts with this list you are going to be able to convey the value in working with you again and again. You will let these people *know* that **you** are the Rainmaker.

Does that all make sense?

That about does it for Lesson Five, I would strongly suggest going back over this information most students I have go over this section 8-10 times and they get something new **every** time.

Lesson Six: "The Single Quickest Way To Make Money In Real Estate!"

This is part one of my trademarked "Quicker Flipper" technique and it has set the standard for real estate investing. Other gurus are buying this course just to learn part one of this technique. I taught this technique to a group of about 60 or so students and in **one** day they were able to put over 98 deals together. I **invented** this incredible process. Recently students have been asking me if it pisses me off that other "gurus" are already stealing my ideas and calling them their own. I don't mind, I really don't. Great ideas are always copied and I am just happy others are benefiting. This is truly the **fastest** way to make money in real estate and the best part is you can get started within **one hour** from *right now* (depending on how fast you read) and make money doing this within days or even *hours* - **I AM NOT JOKING** - you don't need money, credit, a lender, a bank, an appraisal, **nothing!** Man, am I good or what? ;)

So now let's talk about the single quickest way to make money in real estate even if you don't have a **penny** to your name right now. I love this technique.

I created this process once when **I** was having cash flow problems. I had money, plenty of it, but it was tied up and I needed money right **now**. I remember at a buying event a student who was having some real money problems came to the event and was sleeping in their car because even at the discounted rate, the rooms were too expensive.

Of course the student tells me this at the end of the event so there was no way to get them a room. This student goes on to tell me how **incredible** this one technique that I am about to tell you about was and how much it meant to them.

Bottom line; within about a week she was able to make a quick **\$3,000**.

You can imagine her marketing budget.

So let's get down to it, what is this method and how do you make it work?

In a nutshell you are simply going to deal with landlords and see if they want to do a lease option with their home. You agree to find a lease option tenant for the owner, you qualify the tenant, you provide paperwork and verifications, etc. you handle virtually **everything**.

For this you are going to take the entire down payment your lease option tenant brings to the deal. You are then going to hand the seller over all of the monthly income and the equity when the lease option tenant refinances.

Make sense?

So you are basically going find a lease option tenant, or a "rent to buy" buyer and take their down payment as a profit for getting them into a home that they can buy.

"Why This Technique Is So Effective!"

There are a few reasons why this technique is so powerful, right now I will go over just a few.

Cost

One of the biggest attractions here is the **cost**.

This hardly costs a penny; you are essentially able to **pull money out of thin air**. You know some **powerful** methods to get buyers but the cheapest and most cost effective method is signs and referrals.

If you are starting you probably won't get many referrals so we will focus on signs. There are plenty of other ways to find buyers but we don't have time to get into all of them here so we will just stick with one sure fire way to get buyers; **signs**.

I just had four students in my Mentor Program email me in the last 24 hours who were able to find **sellers** from the "You Can Move In Today" signs. This was on top of the buyers they were getting. This is in addition to the buyers they had calling them.

So you have a dirt cheap way to get buyers. Besides this you can talk to lenders and Realtors and find an unlimited supply of buyers from them as well - but we are just focusing on the signs for now.

Abundance/Availability

In any area in the country you will always find people that have bad credit. You will also find homes for rent. You can pick up your Sunday paper and find deals right out of the paper.

This is **nothing** like calling the fsbos out of the paper because you are giving the landlord everything they want; you are not calling them up to get a "deal" or haggle them around to drop the price or provide terms.

The "for rent" ads are already asking for help, they are **qualifying** themselves because we know they need income from their vacant home. Not only are you giving them the income but you are also going to provide them with a higher quality tenant because your tenant is **not** going to have the mentality of a regular renter.

Your lease option tenants **know** they are **buying** the home so they look at the situation completely differently than a regular renter would.

Your tenant knows they are going to refinance the home and get a loan on it so it is in their best interest to keep the home in good condition because it is **their home**.

Because of these reasons you will **never** have a hard time finding "sellers" like this for your buyers. You can always find buyers and sellers in any area or market.

Ease

This is about as easy as anything you will ever do. I always tell people that if they can't make money in real estate using my ideas and techniques then real estate is just **not for them**.

I recently took a roomful of students, most of which had never met me before and after a couple of hours of training we set them **loose**.

We wanted to see how many deals these 60 or so students could put together in a couple of hours...

They did **98!**

It really is that easy, all you have to do is follow through. I just explained how abundant these buyers and sellers

are so if you know how to find a ton of them at the drop of a hat you are **guaranteed** success as long as...

You know how to help these people and make money doing it.

Since this process really only involves a few phone calls you are sitting on a goldmine and losing a small fortune by **not** doing this.

Speed

I just told you about a student who was sleeping in their car and how they were able to do this in a matter of days, about a week, and they were able to put a deal together.

Because this process is so easy and the resources are so abundant, you can put these deals together in a matter of minutes once you know what you are doing.

After knowing just this little piece of information, after understanding just this *one* technique you are going to **know** that you can go into any area, anywhere in the country and put deals together left and right.

You will have a constant **Cash Cow** at your fingertips and you will know the steps to take to solve your cash problems as they come up.

You won't have to wait around for inspections, appraisers, lender verifications, title work, closing scheduling, etc. you **make** deals happen when **you** want them to.

There is one more aspect of this that make is so attractive...

Flexibility

I remember years ago watching a special on Bruce Lee.

He was regularly challenged by martial artists everywhere he went. These guys (I don't know of any women who challenged him) studied their whole lives to become masters at their trade and they didn't believe Bruce Lee was all that he was cracked up to be.

For years Bruce would annihilate his opponents; **anybody** who challenged him was put down with ease. This added to the legend of Bruce Lee.

One day in an interview Bruce was asked how he did it; what was his **secret** - after all this guy knew something that nobody else seemed to know.

Then Bruce Lee revealed his secret.

"Be like water." He said.

Bruce then goes on to explain how fluid water is and how it takes the shape of anything you pour it into, water has no defined form or shape; it can adapt to **anything**.

He goes on and explains that "...the softest thing cannot be snapped."

I remember hearing that and immediately applying it to my investing attitude; I never wanted to be so rigid that the slightest variation could **break me**.

At the time I was heavily leveraged in commodities, which is basically legalized gambling, only in Vegas you can't lose more than you have. So I starting thinking

about how **rigid** my business and investing model was and how I wanted it to be stronger.

I quickly changed my attitude and developed a much more liquid strategy, the same strategy I applied to real estate investing.

To this day I have a giant portrait of Bruce Lee knocking the hell out of an ice block. At the bottom it reads...

"Empty your cup so that it may be filled; become devoid to gain totality."

- Bruce Lee

What does this mean to your real estate business?

A lot, if you are paying attention.

By keeping your business and your techniques readily available for **any** type of circumstance or situation you are **eliminating** the chance of failure.

Think about it...

If you know how to work with **any** seller and **any** buyer, what is the worst could happen. As long as you got in touch with buyers and sellers your ship is **unsinkable**.

That is how you want **your** business to be; **unbreakable**.

You don't want one paycheck or **one** deal to make or break you. You don't want one closing, one loan, one lender, appraisal, buyer, refinance, or any **one or two things** to phase you at all.

You are the Rainmaker - remember that.

You don't want your business to be rigid or your criteria set in stone; you want to be like water. You want your business to be able to adapt and quickly change course if you need to depending on your needs and goals.

You want to be able to make money and help **anybody** you come into contact with; *anybody*. You can't do this if you only know how to work with a certain type of seller at a certain time.

This is one of the biggest problems I see with "investors"; they only know how to work a very specific type of deal. If their seller doesn't fit very specific and narrow criteria they turn them **away**.

Then the investor will actually **blame** the seller saying "they just aren't motivated" or something like that to justify their own incompetence.

It amazes me, but I guess everybody has their ways...

The point here is that this technique we are going over in this section is very **flexible**; you can find the buyer first or the seller first, or both at the same time.

This model allows for almost any variation and if there is a "problem" that would wipe out any other investor, you just switch gears and keep on going.

This technique, like every thing else I teach you, is **unbreakable**.

As long as you follow my directions you will **never** back yourself into a corner.

With that said...

Let's get into the meat of this.

Like I said you are going to talk to landlords by calling the "for rent" ads from your paper. You are going to see how many of them are willing to do a "rent to buy" as opposed to a straight "rent".

Then you are either going to move this home to your buyers that are on your list or you are going to **find** a buyer for that home.

So let's cut right to it and see how to quickly **make** a deal happen.

"How To Get Started Today And See Your First Check By Next Weekend - Or Even By Tomorrow!"

I remember when I first started making money investing I would have **killed** for some instructions like the ones I am about to give you.

Is it realistic that you will see your first check in a **couple of days** as I promise?

Well it depends on just how **bad** you want it.

I have done it the *same day*.

I have had students do this *the same day*.

Will you do it this quickly?

The **only** reason you won't is because you didn't follow through, that is the **only** reason. I am talking about pretty dramatic results here, and it won't take dramatic effort for you to see results but...

If you want dramatic results you must take dramatic actions.

If you wanted to have washboard abs within 15-45 days, could you do it?

There is no doubt you **could** do it, the question is will you?

This is very possible, you just have to make it happen.

So, how do you get started?

Here is **exactly** what to do...

1.) Put Up 10-15 Signs Immediately

If you really want some results put up 20 a day. Make almost **all** of these signs for buyers.

2.) Call 10-15 "For Rent" Ads Out Of The Paper

If you really want results call 20 a day. Don't have that many in you area? B.S. get in touch with a Realtor and get the "lease" homes off the MLS. Also go **outside** your area if you must.

3.) Deal With Buyers And Market Homes You Get Control Of.

When buyers call you, make sure they have \$3k-\$5k, mention the 7-10 Program and find out **exactly** what they want. Then immediately go to the "for rent" ads and target homes that fit their criteria.

When you get the LOI signed immediately get signs in the yard and/or surrounding areas and get access to the home.

Does that make sense?

Like I said, if you push you **will** make this happen, there is no doubt about it. Most people are far too **comfortable** to push that hard which is why I also gave you "watered down" assignments as well.

Now you know exactly what to do to get your phone ringing and you already know how to talk to buyers, but what about the landlords?

Before we get into the closing details let's talk about getting your Lease Agreement Memo (LAM or LOI for Letter of Intent) signed.

"How To Talk To Your Sellers And Get Control Of Homes In Minutes!"

Remember you can pick up the phone today and start making these calls. We aren't going to get into **all** of the approaches here, but here is one **solid** approach.

The following is a script handout that was given to each student at the Buying Event I was telling you about earlier.

Landlord Script

Address of Property:

Owner Name _____ Owner Phone # _____

Owner Email: _____

Beds: _____ Baths: _____ Sq Ft (approx): _____

Description: _____

How much do you want for the monthly rent?

What is the condition of property?

Would you consider renting your home with an option to buy?

Value of Property – How much would you sell for?

How much do you think it's worth?

If they would consider a Lease Option (dialogue):

“Well...here’s what I can do. I find people who want to lease option houses. I have a really good source of folks who want to live in your area, but who don’t qualify for a mortgage right now. But they can afford the monthly payment and will qualify within 1 or 2 years. They will also give you full market value for your house... sometimes a little bit more than that.”

“In addition for that, they tend to take care of the property better than a normal tenant because they see it as their property. And you will have a written agreement with them that makes them responsible for repairs to the house. So if the furnace goes out, they fix it or if the toilet stops up, they don’t call you. It saves a lot of landlord headaches. I make money in the deal by charging the buyer a non-refundable assignment fee... that doesn’t cost you anything.”

“Does that sound like something that you want to take a look at?”

If the answer is “No” or “I’m not sure” or “Maybe”, ask the Motivation Questions below.

If the answer is “No” or “I’m not sure” or “Maybe”, ask the Motivation Questions below.

MOTIVATION QUESTIONS: (find the pain and help)

How long has it been vacant?

Have you been a landlord a long time?

Why are you a landlord? Do you like it?

Ever had to evict a tenant before?

How much do you spend on repairs?

Did you ever live in this house? (tax savings if sell before 3 of last 5 years rule expires)

Would you prefer a longer or shorter lease (what length?)

How much fix up did you do since the last tenant? Or since you moved out or since you got it?

What is the most you've ever received for rent before?

What if I could get you \$50 or \$100 extra payment?

If the answer was YES, I'm interested:

"Well... tell you what. I've got a very simple, one page agreement that I could send over. If you like it, sign it and I'll come over and pick it up and we'll get started."

PRICING Dialogue:

"I probably won't offer this property to my list of buyers until I have your price but I would like to go ahead and get a sign in the yard."

"It doesn't really matter to me how much you want for it, but if we put it much over market value, I won't be able to find a buyer."

"There is no reason you shouldn't be able to get full market value or maybe a little more because the way we are selling it. My buyers are pretty motivated."

If the Seller doesn't know the value of the property, have them call realtor for comps or a CMA. Get an agent name from www.realtor.com if they don't know who to call.

SIGNS

Go ahead and start with a sign in the yard so you can generate calls – fill in price as soon as they get it. The sign should say look like...



I

ALSO – Put another sign in the yard that says, "I Will Make A GUARANTEED Offer On Your Home TODAY."

Send them a copy of the lease option agreement by email.

Do follow up emails if they say maybe. Use the letter I wrote for this purpose.

You can use this same script on FSBO's except the first question is "Would you consider selling your home with a lease option?"

DEPOSIT DIALOGUE

"If you do it the way I'm suggesting... with a Lease Option... you don't get a security deposit from the tenant. The Buyer Tenant pays an assignment fee to me instead. So if they default, they will end up losing more money than they would with a security deposit. That makes it less likely that will happen. This makes them better renters."

"If you get a deposit from a normal renter, you'd still have to give it back to them when they move out. You only keep it if they default and you win a judgment... and who wants to go to court – just go find someone else to lease option it for even more money. If you weigh the benefits, the lease option is much better than normal renters. By the way, what is the most you've ever received for rent before? What if I could get you \$50 or \$100 of extra payment?"

HOW YOU WILL HELP DIALOGUE

"I have a very good source of buyers who are interested in this area. I will get it to those people right away and I have other things I do that bring new buyers in almost everyday. "

"Would you allow me to show the house if we wanted to see it right away?"

Your goal here is to basically see if they are willing to do a rent to buy, all the rest is finding their pain and seeing how you can help them.

A quicker way to approach this is to simply ask "Would you do a rent to buy?"

Then you can explain "I have 12 qualified lease option buyers that are looking for a home like yours right now, I want get them into your home and take the down payment from them so it doesn't cost you anything, how long has the home been vacant?"

Then after they answer that you get back to what you asked "So is that something that you think would work for you?"

It is a much more direct approach that some students favor but many more students prefer the other approach, it is more conversational and less of a close.

Now what do you do if the landlord wants nothing to do with a lease option?

"How To Make Money With Every Call You Make!"

Remember that you want to strive for **greatness**; be **legendary**.

As a Rainmaker you want to be able to adapt to **any** situation, remember to "**be like water**", so when a landlord doesn't want to do a lease option see what they **do want**.

The only reason a landlord wouldn't want to do a lease option, unless you offended them, is because they are

happy with their current monthly income and they don't want to give that up.

Remember that you can offer them lease option terms for 5-10 years, so if they don't want to do that, what *do* they want?

They want income!

So now you can ask them about income properties...

"Well it looks like you are happy with the income here, do you have a loan or did you ever get a mortgage on this home?"

They will almost always say "Yes." Even if they don't your response can be the same because you are showing them they can get income without qualifying.

"Well I have 17 income properties you can own without qualifying, would you want to take a look at them? I can send them over since you are pretty happy and focused on long term income."

Now you have an addition to your list.

You keep them updated with what is going on and what you have to offer **every** week - remember you are **creating the standard**.

You can also ask them about the calls they are getting from their ad that you called on. See what they are doing with those leads, they are probably discarding them. You can explain that you can help those people and pay the seller a cut of any homes you close with their leads.

You can also put together a lease for them and simply take the leads that call from the sign in the yard, this way they will put your sign up.

Since they are discarding these leads anyway **you** can use them.

Does that make sense?

So with every call you make you **will** get an addition to your list. Once these folks see what you are doing and the **standard** you are creating whenever they want to do *anything* in real estate you will be the first one they call.

"Finding An Unlimited Source Of Deals Without Leaving Your House!"

Since you know how to get in touch with buyers you just need to find a steady flow of landlords. You can do this by going to the paper, that is a great resource, but there are plenty of others.

Here are three more...

The Internet

You can go to websites like:

<http://www.rentclicks.com>

<http://www.rentlist.com>

<http://www.homerentalads.com>

These sites change everyday and some areas will not have seller contact info, all you have to do is search at

Yahoo or Google and you should have no problem finding more.

When you find these sites you can send the owners an email like the following one.

Start

Hi,

Would you consider selling your home?

You can call or email me back, thanks.

Azam
317-573-7864

End

You will get many more responses on this email versus the **next** one, this shows you how powerful just one word can be.

Start

Hi,

Would you consider selling your home on a lease option?

You can call or email me back, thanks.

Azam
317-573-7864

End

This email will get you a **ton** of responses, if it becomes overwhelming you can send out an email that will more qualified responses, like this one...

Start

Hi,

Would you consider selling your home on a lease option?

I am working with 74 buyers and 32 of them want to do a rent to buy with a home like yours in your area.

Will that work for you?

You can call or email me back with any questions, thanks.

Azam
317-573-7864

End

Whenever you are doing this kind of marketing you can always try to get the **maximum** responses and then go back and qualify your leads accordingly.

Another source is property management companies.

Property Management Companies

If you are calling the "rent" section out of your paper you are likely to come across at least one property management company.

They are not going to bend over backwards to work out a lease option with the owner because the management company's profit comes from the monthly rent and income.

But...

You can still work with them when they do have homes that need to be sold or sold on a lease option. You can

send them your lease option buyers or they can send you their homes. You can work out a split just like with the landlords and investors if necessary.

So if you had a buyer that had money and was ready to do a lease option today, you could go to your property management company and tell them what you need and mention all you are taking is the down payment.

Then if the company has a home they need to move and not rent like they are normally doing they would be **silly** not to work with you.

You can also have them send you homes as they become available. You can also send them buyers with no money and credit issues so that the company or agent can find your buyer a rental for the time being.

That is how to start your relationship with these people. There will probably be initial resistance but as long as you follow up correctly, put them on your list and compel them to work with you - it will be simple and easy.

Realtors

Realtors can search the MLS and find homes for lease and lease option all day long. When you come across these listings you will probably have to deal directly with the agent.

You can send the email just like to the landlords only slightly different, something like this...

Start

Hi,

I have 19 buyers that are looking for homes

just like the one you have listed on the south side for lease.

These buyers are ready to move today with a lease option, do you think you and I could do something for them?

I also have 74 more buyers that are ready to move today as well so maybe we can work together on future deals as well.

Please call me today or tomorrow if you want to move forward with this, thanks.

Azam
317-573-7864 - 24 Hour Direct Line

End

Now the Realtors will have to get paid, but they already have something worked out with the seller if it is a rental, if it is a rent to buy the Realtor may be taking the down payment or a percentage of it.

You can give them up to 50% of the down payment as long as they understand it is for the sake of the relationship.

Now you can also structure the deal so that the Realtor gets paid on the back end when the home refinances.

This is just an overview of some creative ways to get these types of deals; the point is that if you **really** look you will have no problem finding deals all day long.

This will get you in touch with as many as landlords as you can handle, this will also get you as many **deals** as you can handle as well.

"How To Make Money With These Deals Within Days Or Even Hours!"

Now you know how to get in touch with landlords, how to talk to them, how to find buyers and how to talk to your buyers.

All that is left is connecting the dots.

Remember when I said that if you wanted to get started today you should go out and put signs up as well as calling the landlords out of the paper?

You can also add the techniques we just talked about as well.

But when you do this you are looking for one of two things; a buyer with money and/or a landlord that signs the LOI and wants your help.

Once you get a buyer with money you find them a deal that matches their criteria, we have already talked about that. Now once your landlord signs the LOI you immediately get a sign in the yard or the surrounding area.

We have already talked about both of these steps.

Now you need to understand the reasoning behind this so that you can do this at **light speed**.

A sign in the yard will usually move a home, especially if the home is being sold with a lease option. This is **not** difficult to make happen.

But you want your signs up **regardless** of if the home sells or not, even the seller backs out you are still not

bothered - remember be like water - because now you have other buyers calling you from the sign.

Now you already know what area the buyers want to be in and you know that you can find homes there because you just did it. So once you find an area where you are able to find landlords that want your help, get signs in these areas.

You can run ads, flyers, emails, etc. as well, but in this section we are only focusing on the signs.

So now you are **working backwards**.

The key to making money is solving problems in the fastest way possible. So once you get a home signed up, get your signs in that area.

When your buyers call find them their home, even if that home doesn't work get your sign in *that* new home as well.

Is this making sense?

You want your phone ringing off the hook as you are constantly adding inventory. As long as you do this and keep bringing buyers and homes into your circle - **you are going to close deals**.

As long as you keep growing at this rate it would be harder **not** to close homes and get a check than it would be to **make money**.

These steps are what you are taking so that you can find your buyer their ideal home - then you **close**. You are trying to find the quickest way to make these folks happy and get them what they want.

Once you have a buyer and seller on board and the buyer wants it, you are ready to close and you are about to get your check.

While we are talking about getting your check...

We need to cover exactly how to get your check and close these deals. The way you are going to be closing these deals is pretty **different** than the way most other people close deals.

It is because of this that you will be able to do these deals so quickly.

"How To Close And Get Your Check Within Hours By Doing Your Own Closings!"

With these deals, and really *any* deals that you do, you want your closings to happen **immediately**. Once your buyer calls after leaving the property and they say they want it - **you make it happen**.

You will have some incentive here because this is when you get paid. You tell your buyer that you need a certified check and you schedule a time to meet.

Below is the order of operations for these deals.

There are the three steps.

1.) First the seller signs the Letter Of Intent. This gives you the right to find a buyer for the home. This agreement is a one-page watered down commitment they are making to you.

Once you have the LOI or the Lease Agreement Memo signed you immediately market the property to your list and get a sign in the yard or area.

2.) Once you find a buyer you have the seller sign the **Purchase Agreement** with you and the Lease Agreement and Option to Purchase based on the terms agreed upon - this will be between the buyer and the seller.

In the "further conditions" section of the Purchase Agreement you will outline your rights to the home and the fact that they are being assigned.

3.) Your buyer signs an **assignment form** to take control or your rights you have from the Purchase Agreement. Then your buyer signs the **lease agreement** and controls the **Option to Purchase**. At this time your buyer gives you the certified check as an assignment fee.

As long as you do deals this way you will **never** have to wait around for paperwork, closing documents, lender approvals or any other of those costly and time consuming issues.

You go for the throat.

Once your buyer is ready you **immediately** get the documents from the seller and meet your buyer. You can meet them both at once, which some landlords will prefer, which will make this even easier because you can do this the **same hour** your buyer calls you.

At any rate, you can do this **anywhere**. You can meet at your bank, or their bank, and have the documents notarized as well.

This is **not** necessary but always helps.

So now not only do you know how to find an abundance of landlords and buyers to work with, but you also know how to do **lightning fast** closings as well.

You can apply this model with *any* buyer you ever come across to get them into their ideal home and get your check as quickly as possible.

Lesson Seven: "How To Buy And Sell Homes Without Leaving Your House!"

One major issue that not enough business owners focus on is **time**. To build a true **Cash Cow** you must be able to subtract yourself so your **time** is spent on what you want - not taken up by your "business" - you want to be able to do what you want **when** you want. In this section we will go over the simple steps of another process **I invented** - making money in real estate without leaving your house. Once you understand this you can get your first deal going within 15-20 minutes - I am **serious**...

So now we are wrapping things up and seeing how the different pieces of the puzzle fit together. This section is all about optimizing your real estate business so that you are putting in the least amount of effort to get the **maximum** results.

We have gone over some **amazing** information thus far and I beg you to implement these ideas and strategies into your business. Even if you apply just **one** of the ideas we have gone over it will make a **huge** difference in what you are trying to do.

I remember when I first came up with this idea.

I felt so stupid for not seeing it earlier. When you think about it and break it down to the simplest level you are basically going to set this up as an owner who is out of town.

Think about how many Realtors and property managers **alone** deal with owners who are out of town, ill, on the road, etc. that cannot be near the property.

You are essentially doing the same thing with one **big** difference; you are not just selling the home, you are buying it and selling it. So you are basically an out of town owner except that you are going to have to add a step or two to become an "owner".

But since you sell the homes before taking ownership the **"extra"** work is minimal.

Right now you are going to see how to buy and sell homes and **make money** without having to leave your home. You can do these deals from anywhere you choose as long as you apply the model.

First let's do a quick recap of the kinds of deals you are going to be doing, since you want to be able to work with **any** buyer, seller, investor, etc you must have an arsenal of tools and solutions at your disposal. Now we need to know the categories that each potential deal will fall under.

Remember you are going to buy homes one of two ways...

Substantially Below Market Value

Or...

Over Time With Payments

The **only** other type of home that you will be dealing with is a seller that wants full market value for their home and they want it **now**, with cash. You can still work with

these people as we have discussed but we will get into working with them again a little bit later.

So then within the two main ways of buying these homes you will do one of two things; **you will take ownership or you will not take ownership.**

Remember when you write the offer and control the home you aren't taking ownership, which happens when you write, notarize and record a contract or a General Warranty Deed or some form of ownership like that.

Remember that you only want to take ownership of a home if it means **you make money!**

You normally want **at least** \$200-\$300 a month and \$10-\$15k on the back end when you get the equity cashed out. These numbers are minimal, you want to quickly raise the bar once you have a deal or two under your belt.

So now you know when to take ownership, this will take you seconds to determine as you are talking to the sellers.

Now the first thing you do with any deal is find out which category your deal falls under. Is it a cash deal or a terms deal? Then you need to establish if you are going to take ownership or not.

Now remember you want to have a chain reaction that gets put into place as soon as you get deal, as a **Rainmaker** you want to analyze deals in seconds and take action to move them the same day, or even the same hour, you pick them up.

I also want to point out that even though I am going to show you how to do these deals without leaving your house, when you first start you **should** leave your house to see the process come together.

Sometimes I will have students who just want to run out and do this immediately thinking that there is **no work** involved; that is hardly the case. You want to set your business up so that you can do deals that way, but initially you need to set up relationships based on the value you provide and what **you** bring to the table.

Before we look at how to do this without leaving your house, let's look at what is needed for a deal to come together. There is legwork involved, **you** don't have to do it but you need to know what needs to be done before you can expect anybody else to do it.

No matter what type of deal, whether it is a **cash deal** or a **terms deal** there are some things you will do regardless. This "checklist" of items is crucial and you want it to get done immediately.

Here is what you **need** to get done on *any* deal...

Step 1.) Signed Agreement

This is the first thing you need to get done; you need to **buy/control** the home.

You want the owner and/or the seller to have signed *something* that says that you have bought the home or have **control** of it.

This can be the Letter Of Intent, the Lease Agreement Memo, a Purchase Agreement, or even just a cocktail napkin that outlines your **control**.

You **must** have some documentation of your control. This is for many reasons but one big reason is because you are established as a **principal** in the transaction.

Remember to represent somebody else in a real estate transaction you need a license, you are **not** representing anybody you are simply helping people by buying and selling homes **not** by representing anybody.

By having your "purchase" and control documented you are becoming the **principal**.

Step 2.) A Sign In The Yard

You know how I feel about signs, they are **awesome!** Your entire business can run from just a few well placed signs.

No matter what type of deal you are doing you want that sign either in the yard or in surrounding areas like intersections, subdivision entrances, other vacant yards, corner lots, etc. **get the signs up.**

This will generate calls, once you can effectively deal with these calls it is **money in the bank.**

I can go into **any** area in the country and get a thriving real estate business started just by using signs, and so can **you.**

Remember that you can work backwards and find the buyer first and then find them a home, so you **never** want to skip this point. Even if the deal you are working on falls apart you can get enough calls off of the sign for it to be worth your while.

Each call is a chance for you to help somebody and make money - **never forget that.**

Step 3.) Access To The Home

Depending on the seller you are dealing with, they may or may not already have a lockbox with a key in it at their home.

If they do great, if not, no problem you just want to make this happen **immediately**. Really all you need is the key or a garage door opener code, some **access** to the home.

You want to be able to send people into the home as soon as you qualify them, remember this can be within **seconds** of them calling you. If the home is vacant your job is made easier because you don't have to call the seller to schedule showings.

Remember that you don't want to inconvenience your seller very much by showing the property fifty times before you move it. If you are showing your homes too much it is because you are not **qualifying** the people enough.

Qualifying is essential because it ensures you are sending the right people to the right home at the right time. If you are showing the homes more than 3-5 times you are not qualifying enough or the numbers on the home are off.

Step 4.) "Closing" Arrangements

This will depend on the type of deal you are doing. Remember that regardless of which type of deal you are

doing you want the signs and the access to get done immediately.

The closing can be at the kitchen table, McDonald's, a title company, etc. it doesn't matter.

This is when the buyer and the seller put their commitments in writing and you either assign your rights to the property or take ownership.

This, again, depends on the type of deal you are doing.

Now you know what needs to be done, step one and four will vary depending on the type of deal you are doing but you **always** want to go through step two and three regardless of the type of deal you are doing.

Remember that you are going to do this essentially as an out of town owner, the main step that is being added is you are buying the home as well as selling it.

So let's see how you can do this from your house.

Step One...

Step one is simply getting your offer, regardless of which document you use, signed by both you and the seller. You can do this by simply faxing or emailing the document over to the seller right after you talk to them.

When you send an offer you want to tell the seller you will call back in a few minutes to make sure they got it and so you can walk them through it.

If they can't talk to you right then you want to get a specific time that day or the next day where you can go through it, you can also offer to do a three-way call with

their spouse or another decision maker that will be helping them decide.

So you fax or email that over and get it signed. You can also send it through regular mail, or "snail mail", but it will take longer and there really won't be too many people that can't access either a fax or email at work. If they work from home then they will almost definitely have one or both.

So you can analyze the deal and send the agreement immediately, you don't have to wait on this step, you can send it immediately.

This can be done from **anywhere**.

Step Two...

To get a sign in the yard you are going to need the help of a Realtor, property manager, another investor, etc. this is somebody you have or are developing a relationship with.

They are making money working with you so you can "trust" that they won't take advantage of you because it will cost them money to do so.

We are going to call this person your "rep", short for representative. They won't necessarily be representing you but we need to have a name to call this person.

Your rep will put the signs out and handle the other three steps as well, but they won't be doing you a favor which I will explain later.

For now let's move on to the next step.

Step Three...

Getting access to the home will be handled by your rep as well, they can do this at the same time as putting the signs up. You can schedule a time where your rep can meet your seller or you can just have the seller leave the key in the mailbox, under a mat, behind a patio door, etc.

You need to get the key/s to the home and a lockbox on the property. Your rep is dealing with this.

Whether the home is vacant or not you need to be able to get people into the property quickly and easily. This is easier if the home is vacant because then you don't have to schedule showings but you can still do it if there are people living there as well.

Either way you want a lockbox on the home, a garage code, a keyless entry code, **something** that will give you access to the home, access that you can give somebody else who needs to see the home.

Step Four...

Of all the steps this will be the most involved. This really depends on how you are going to buy the home. With many deals you will simply be assigning your ownership, taking a profit, and walking away. With many other deals you will take ownership of the homes and profit up front, every month, and on the back end as well.

The first thing you need to do is realize **which** type of deal you are doing. There are basically two ways your closings will go; either you assign your rights and just profit once **or** you take ownership and own the home.

Let's cover each in more detail.

If You Assign Your Rights...

Remember that when you are simply assigning your rights to the home you are either going to assign them to an end user which is somebody who is going to live in the home themselves **or** an investor who is going to pay you an assignment fee for the home.

In each case there are **three** basic steps you need to take. We already went over this info but to refresh your memory we will go over it once again.

If you are assigning a deal to an end user, the "for rent" technique is a perfect example, here are the three steps.

1.) First the seller signs the Letter Of Intent. This gives you the right to find a buyer for the home. This agreement is a one-page watered down commitment they are making to you.

Once you have the LOI or the Lease Agreement Memo signed you immediately market the property to your list and get a sign in the yard or area.

2.) Once you find a buyer you have the seller sign the **Purchase Agreement** with you and the Lease Agreement and Option to Purchase based on the terms agreed upon - this will be between the buyer and the seller.

In the "further conditions" section of the Purchase Agreement you will outline your rights to the home and the fact that they are being assigned.

3.) Your buyer signs an **assignment form** to take control of your rights that you have from the Purchase Agreement. Then your buyer signs the **lease**

agreement and controls the **Option to Purchase**. At this time your buyer gives you the certified check as an assignment fee.

Now let's look at if you are assigning a deal to an investor...

1.) First the seller signs the Purchase Agreement. This gives you the right to find a buyer for the home.

Once you have the Purchase Agreement signed you immediately market the property to your list and get a sign in the yard or area for buyers that you can move into other homes.

2.) Once you find your investor you have the seller sign the **Purchase Agreement** with any new terms if they haven't already done so.

In the "further conditions" section of the Purchase Agreement you will outline your rights to the home and the fact that they are being assigned to your investor.

3.) Your investor signs an **assignment form** to take control of your rights that you have from the Purchase Agreement. Then your investor gives you the certified check as an assignment fee.

So in these deals you are in and out.

You are simply matching up a buyer and a seller.

The signing of the initial Purchase Agreement (PA) or the Letter of Intent (LOI or the LAM for Lease Agreement Memo) can be done over the phone.

"How To Get Your Offers Signed Within Minutes!"

You can simply walk your seller through a scenario where you find them a buyer and see if that works. Then you explain that you need to have the initial paperwork signed before you begin.

You want to point out the **benefits** of your program and any drawbacks as well, then you can ask for a time schedule once you know what type of solution your seller needs.

Once you know what solution they want and the time frame you mention that the **only** thing stopping the process at that point is the paperwork being signed off on.

You want to make it clear that your hands are tied until then. So then you can send a fax or email to your seller to get this paperwork signed.

Whenever you send **anything to anybody** you want to set an "appointment" even if it is for the next 10 minutes, this appointment will allow you to walk them through the paperwork and make sure they understand what they are signing.

You want to say it just like that:

"Why don't we talk in 10 minutes so I can walk you through this so that you know exactly what you are signing?"

Another way to word this is to refer to the fact that **you** are signing off on it and doing them a favor by doing so,

and you are going to call so they understand everything you are about to do for them. That would go like...

"Why don't we talk in 10 minutes so I can walk you through this so that you know exactly what I am signing off on for you?"

By wording it like this you are making it clear that you are sending the info immediately and you **expect** to get it signed right then and there. You are not pushing you are just "assuming", this way if there is a problem with that they will let you know immediately.

If they say something like "I need my lawyer to take a look at it" or "I have to run it by my wife/husband first" your response should always be the same:

"No problem how about we talk tomorrow at 7, me, you, and your husband Tom can all get on the line after you have talked about it and we can go from there, how is that?"

Here you are pointing out that you don't care **who** looks at the paperwork, in fact you will talk *them* through it as well. You can say the same thing for lawyers as well. You want to set a solid **appointment**.

Whenever you get off the phone with anybody always know when the next time you are going to speak to them is, **always**. You will lose a lot of business without doing this.

It will also make you look more professional by being on time with these people.

So now you have an idea of how to get these agreements signed without leaving your house. You can do almost all of this over the phone.

You can get the initial LOI or PA faxed and returned signed pretty quickly.

Then what?

We have already talked about how your rep will be dealing with the access and the signs, I will get into why they are doing this shortly, but that still leaves the **closing**.

So what **exactly** has to be done?

You can deal with your seller signing the PA or the LOI yourself.

But your buyer and seller still need to sign the paperwork between each other and you need to get **paid**.

Your rep will be doing this as well. This will **not** take them much time, all they have to do is meet with the buyer and seller once. They can meet together or individually, it really doesn't matter.

Your rep will make sure the paperwork gets signed as you want and make sure you get the certified check that is in your name as well.

Your rep's role is simple; get the paperwork signed and the check to you.

Really all your rep is doing is playing the role a Realtor would play for an out of town seller, except you are making it much easier because the closings aren't going

to take months or even weeks, your rep won't get anything signed until you **know** there is a closing.

Make sense?

Now before I get into how to find and deal with a rep let's get into the other type of deals you will be doing...

If You Take Ownership...

These deals are slightly different.

This is when you are going to take ownership of the home with a land contract, multiple mortgage, or subject to. In this case your closing will be a little more involved.

Here are the three steps with this type of a deal...

1.) First the seller signs the Purchase Agreement. This gives you the right to buy or assign the home but **not** until you find a buyer.

Once you have the Purchase Agreement signed you immediately market the property to your list and get a sign in the yard or area.

In the "further conditions" you will outline exactly how you will take ownership if and when your deal closes, MM, sub2 or contract.

2.) Once you find your lease option buyer you are ready to **close**. You will **take ownership** of the home via Sub2, contract or MM, this is also when you have your buyer sign the **lease agreement** and the **Option to Purchase**.

Doing it this way ensures you **never** risk a penny or even take the home until you already have a lease option tenant in place.

3.) When you have your buyer sign the Lease Agreement and give them control of the **Option to Purchase** you are going to get your **certified check** and take ownership of the home.

So those are the **steps** if you take ownership of the home. The only reason you will do this is to profit from the **monthly income** and/or the equity on the backend when the home refinances.

Otherwise you will just **assign** your rights to an investor or an end user the way I explained above.

"Sell Your Homes Before You Buy Them!"

As long as you wait until you have a buyer with money and **then** you take ownership you will **never** have to make a mortgage payment or pay closing costs - you will sell your homes before you buy them.

This also ensures that you get paid to **take ownership** of homes, you can do your own closings and walk away from closing with cash.

Meanwhile none of your credit is at risk, you aren't putting a penny into these deals, and you don't have to worry about losing anything because you have **nothing** invested.

Do you see the power here?

Just by doing deals this way you will sidestep almost every pitfall that most "investors" run into, pitfalls that cost investors **everything**.

So now you see how to structure deals the **Smart Way**.

Now that you know these steps, how do you do this without leaving your house?

So how do you do this anywhere in the country?

You already know how to do your own closings and make money hand over fist quickly and easily, but how do you subtract yourself and get this done without leaving your house?

To understand that we need to take a look at **exactly** what you *can* do from your home and what you will have your rep do.

You see, that is how you are going to do this; either you do the activity or your rep does. The key to this then lies in your ability to understand what you will and will **not** be doing yourself.

"The Simple Steps You Need To Know To Do This From Your Home!"

Since now you know the steps that you need to take to close these deals whether you are taking ownership or just assigning your rights.

In each case you are dealing with a seller and having them sign an initial offer that gives you **control** of the home. This can be done over the phone and through fax and email.

So you don't have to leave your house for this part.

The part that takes **legwork** is the sign in the yard, the lockbox, and the signing of the agreements when you find your buyer.

This is where your rep gets involved. Here are the issues that your rep will be handling. We have already covered the signs and access issues but we will quickly go over that again.

Sign In The Yard And Access To The Home

Remember that you want to get this taken care of immediately, right after you have an agreement from your seller. You want a sign in the yard and/or at the front of the neighborhood.

You want to use the neon yellow signs as I have said a thousand times but you can also have your rep use normal signs with handwriting on them when you are starting the relationship.

A good resource for signs is:

<http://www.banditsigns.com>

Now you also need to get access to the home so that you can show it. If the seller already has access you can use their lockbox or have your rep get the keys and put a lockbox on the home.

You want your number to be on all the signs and obviously you want to know the password for the lockbox as well. You do **not** want to use the Realtors' lockboxes that require a Realtor's key to open, you want a regular lockbox that anybody with the password can open.

If you are doing deals long distance you can get a local voicemail and test that, but you will **always** get more business by answering the phone.

The Closing And Signing Of Documents

This is the **biggest Pressure Point** in this model; finding a quality rep to handle your closings. The good news is that your closings won't be the traditional drawn out closings; you will get right to the cash and your rep won't do anything until you know there is a solid closing.

Your reps involvement will depend on if you are taking ownership or not, first we will cover the order of operations if you are **not** taking ownership.

In these deals you are simply assigning your rights. You are either assigning them to an end user or an investor. You know how to get the paperwork signed with the seller from your house, and you know how the rep will be handling the signs and the access.

You also know how to talk to your buyers and investors so that you find the right ones. Now once your buyer or investor is ready to move, you **need** to close that sucker immediately.

Your rep will now do what **you** would be doing if you were there; they will meet the seller and get the Lease Agreement and Option signed or Purchase Agreement signed and also meet your buyer or investor and get the Lease Agreement and Option or the Assignment Form signed - they will **also get your check**.

Eventually your investors can wire the money directly into your account and you can get the money this way - we talked all about this in Chapter 4.

Now your rep will get you the check and you are **done**.

We will talk about how your rep will get paid, and **why** they are doing this right after this next section.

That was in the case of you assigning your rights.

Now what about deals you take ownership of?

With these deals the **main** difference is that when you find your buyer you will have your rep **record** the documents of your ownership.

Since you are buying the home on a Sub2, contract or MM, you are going to get those documents of ownership signed, notarized and recorded immediately.

You can use a General Warranty Deed or a quit claim deed, which you have from me, to transfer the title to your name with a Sub2.

A Land Contract or a Contract For Deed, there are different names for it but it all refers to basically a lease option with ownership, will be a little different.

These Contracts will be different for many areas so the best thing to do is have a lawyer in your area put one together for you when you have a down payment - this way nothing comes out of pocket. You can use the lawyer at a title company to do this, you want to ask for an "editable" one that you can use over and over again in that area.

You can also have the title company set up a multiple mortgage; they will create the second mortgage for your seller that **you** will pay on.

You don't have to close at the title company, but sometimes it can be easier because the title company will notarize and **record** the documents for closing.

Again, you don't have to be present for this to happen, your rep can handle all of this. Think of all the Realtors that represent out of town owners, you are in the same position as far as your rep is concerned. Eventually, after you have a trusting relationship with them you can even give them Power of Attorney.

Your rep doesn't have to be a Realtor by the way.

So now that you understand the basics of taking ownership, we don't have time to get into **all** the details here, you need to make this happens immediately.

Once you get your buyer you get your ownership documents in place **immediately** - if you don't have them ready you can let your Title Company, lawyer, agent, know ahead of time so they are ready at the drop of a hat.

Then your rep gets these documents signed and notarized if necessary, this closing can be at a bank or a title company whichever these folks want, and then you get your check and ownership.

You can send notarized documents to your rep as well and they can use them to close. Make sense?

It will become much clearer when you *do it*.

Remember action creates its own momentum.

Leap and the net will appear.

I have created this system to allow you to take action and make this happen immediately.

Now I have been talking about this "rep" throughout this section. I refer to this person as a rep because this person could be from **any** walk of life.

But doesn't it sound like your rep is doing you a huge favor?

Aren't you taking advantage of this person?

Is this legal?

First of all, and I say this over and over again, you should always seek legal counsel when investing in anything, let alone real estate. Have a lawyer look over the paperwork and the deals that you do.

At least initially.

Now back to your rep...

You are actually doing *them* a huge favor and they will **love you** for it.

How is that?

Let's look at this a little deeper.

**"How To Find Your Rep And Why They
Are Going To Love You For Helping
Them!"**

Now you need to look at finding your rep.

You rep can be a local Realtor, property manager, investor, lender, broker, appraiser, soccer mom, **anybody** that you are able to build a relationship with.

For right now we are going to focus on one group;
Realtors.

You can go into any market in the country and find more Realtors than you will ever need to grow your business. The key here is how to work with them by building a relationship that you can both profit from.

Remember the key to your success is going to be by creating **relationships**. You want to build your team of hand-picked movers and shakers that are going to catapult your business, and theirs, to new heights.

Finding quality people to work with will be one of the **hardest** things you ever do. So this won't be easy, but **greatness** never is.

But if you do it the way I show you, it will make it a lot easier.

You can contact pretty much **any** Realtor and immediately start a relationship by telling them what you are doing and how you see the two of you working together.

Remember when you start any relationship you want to look at how **you** can benefit **them**. So as soon as come across a Realtor you want to convey the benefits they are going to enjoy by working with you.

Remember how your goal is to **create the standard?**

You want your Realtor to know this as well. You want them to know that you deal with buyers, sellers, investors, etc. that can help build **their** business.

If you are working with a Realtor in your area you can send them the initial email outlining their goals and desires and you can also keep them on **your** list so they hear from you regularly.

You also want to explain to them that you need a good Realtor that you can send sellers, qualified buyers, qualified investors, investors' criteria, etc. to in order to close more deals.

Remember that **all** you need to start is a buyer, seller, investor, *anybody*. I have shown you **countless** ways to find these folks in any area in the country.

Then when you find one you simply try to get them what they want and **profit from the excess**. This means that *any* subsequent buyers and sellers you come across you want to work with as well.

For example...

If you find a buyer and start calling the "for rent" ads, dealing with Realtors, running ads, and putting your marketing in place to find them a home you **are** going to have an excess.

Even if you just come across two landlords that want your help, with all of your other marketing aside, and your buyer does **not** want the home you will get more buyers from the signs, ads, that you run to move that home.

With each of the buyers the process just starts again and again until...

You close a deal.

But it doesn't stop there, why would it?

You can continue putting this chain reaction in place each and every time you get **any** type of lead.

Then with your buyers that approve for a mortgage, you can send them to your Realtor and their lender for approval. You can also send sellers who want to list their home or want full market value for their homes to your Realtor. You can also have your Realtor close deals with the investors you find in their area.

Any Realtor will agree to give you a 25% cut of their profits for referring them the deal. For real estate agents this fee is a referral, but if you don't have a license you can call this a "marketing fee".

Are you seeing the picture here?

Your marketing will bring you the **crowd** of people begging to work with you. You can hand off the **excess** to others, in this case a Realtor, and watch their business explode from the influx you create for them.

All you are getting in return is for them to help you move a few deals with signs and "closings" that you arrange where simple agreements are signed and your Realtor sends you the check.

For the deals your rep, in this case your Realtor, does you can give them a flat fee or one month's rent as a profit. They will **happily** do this because even though the money you pay them for the deals alone will justify their efforts, you are sending them business from various other avenues as well.

This is business that is **outside** the immediate scope of your **Cash Cow** so it really doesn't cost you anything and you can use these leads and resources as leverage to build a priceless relationship.

This relationship, and ones like it, will allow you to massively leverage your time and knowledge by delegating simple tasks so that your positions in real estate investing can be created and profited from in a remote location without physically being there.

What I am saying here is that these guys are happy to do the legwork because they know that you are a **Rainmaker** and you are a vital part to their business.

The key to doing this is to set up relationships.

People always ask me "Can I really do this from home?"

The answer is "Yes, but why?"

You have to be looking out for **others** and what is in their best interest in order to build and maintain long term lucrative relationships.

Make sense? (Aren't you getting sick of me saying that?)

That does it for Lesson Seven.

Remember to listen to the audio bonus I have included with this program and make sure check out how you and I can personally, one-on-one, take your business to the next level.

Take care and I wish you all the best life has to offer.

In closing I want to share with a quote that has meant a lot to me...

"What Would You Attempt To Do If You Knew You Could Not Fail?"

You have the most incredible money making information ever assembled, the worst thing you can do is **fail** to take action.

Your Friend,

Azam Meo
317-573-7864

Remember...

You can jump start your business and take it to the next level by working with me as I **personally** walk you through every step of this process.

What you have gone through here is just a **small** part of a much larger system I am willing help you implement.

You must **qualify** for my Mentor Program so I apologize ahead of time to those people that aren't accepted. I do this to create a small group of folks with very focused and specialized interests and a common mentality.

I know this sounds silly, and I have lost quite a bit of money by having a pretty high standard of **qualifying** for my Mentor Program, but I strongly believe in keeping a certain type of energy in your life.

Other gurus call me "plain NUTS!" for doing this and walking away from **huge** paydays because of my theories, but what can I say?

I am a little weird.

Thanks again and I wish you all the best life has to offer.

You can read all about my Mentor Program at:

www.33weeks.com

You can also check out my monthly Cash Cow Club at:

www.CashCowClub.com

Your "Weird" Friend,

Azam Meo