

David Lindahl Presents:

The Real Estate Investor's Marketing Tool Kit

*“How To Get And Keep Your Phone Ringing
With Motivated Sellers
Wanting To Sell You Their Houses!”*

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Chapter 1

Marketing 101

Without a continuous stream of prospects, even the best investor will go broke. You must always be working on your marketing plan in order to have a constant flow of properties to invest in.

The Webster's Dictionary definition of marketing is, "All business activity involved in the moving of goods from the producer to the consumer, including selling, advertising, and packaging."

My definition of marketing for the real estate investor is, "Attracting qualified buyers/sellers to act in their best interest to use our product/service."

Buyers -- Home Buyers
Sellers -- Home Sellers
Product -- Our Houses
Services -- Buying their house, relieving them of debt

Marketing is an essential part of your business plan, and a skill that should be growing stronger and stronger as time goes on. The way you do that is to continually educate yourself.

You could be the best negotiator, maintain the best rehabbing skills, and have the support of deep-pocketed investors, but without a house to buy, all of these skills are wasted.

You must always be prospecting for new deals. Even when you are overwhelmed with deals, you should still be prospecting. **Never shut down the prospecting machine.**

► **Important!** ◀ **You must always be prospecting for new deals. Even when you are overwhelmed with deals, you should still be prospecting. Never shut down the prospecting machine.**

houses, and haven't done any prospecting, you are now left with no more houses to sell, and no other paychecks coming in (famine). So, you do a little more marketing. The

If you do, you will live your life in a feast or famine cycle. You will do a little marketing and get to buy a few houses. Then you will get busy taking care of those deals, and when you are done, you will have a few nice paychecks (feast). But since you have spent the last 60 days working on these

problem is that it takes 30 to 60 days to close on a house. So now you have to wait 30 to 60 days to close, and another 60 to 180 days to sell it to get another paycheck.

This is why you should always be marketing, even if you have more houses coming in than you could possibly handle. You can always make money by wholesaling them to other investors--other investors who don't know how to market.

Two Types Of Prospecting For Deals

There are two types of prospecting:

1. Reactive; and
2. Proactive.

Reactive prospecting is waiting for things to happen. A good example of this is when you put an ad in the paper and wait for the phone to ring.

Proactive prospecting is **making things happen**. It involves going out to the masses, targeting your prospects, and giving them a compelling reason to do business with you.

You will have a mixture of the two types of prospecting in your marketing plan. But you should be doing a **majority of proactive prospecting** and a **minimum of reactive prospecting**.

If you want to be successful, always proactively prospect. The reactive marketing will come as a result of being proactive.

Here is a famous old saying that relates to marketing:

*Some people make things happen (proactive prospectors);
Some people wait for things to happen (reactive prospectors); and
Some people wonder what happened (reactive prospectors going out of business).*

Your Main Purpose For Marketing

Your main objective in marketing for property is to work with motivated sellers. This is what marketers call your "target market." All of your marketing should be directed towards **getting motivated sellers to call you**. You don't want to waste time with people who are not in your target market, so you direct your marketing to places where you will get a high response from your target market.

► **Your Marketing Goal...** ◀
All of your marketing should be directed towards getting motivated sellers to call you.

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For example, if you were looking for rehab junkers (“chunkers”) you wouldn't be handing out flyers in well-to-do neighborhoods. Sure, you may get lucky and find one or two, but your target should be working-class, blue-collar neighborhoods where the possibility of attracting a motivated seller of a junker to call you is much, much higher.

Life is a game of probabilities. Always go with the odds. In the long run you will be ahead of the game.

Before you decide where you are going to do your marketing, you want to figure out what type of people and situations may feed you motivated sellers.

19 Reasons Why People Are Motivated To Sell

Here is a list of motivated sellers to target:

- ✓ Forced Transfer – have to move
- ✓ Loss of Job – can't afford house
- ✓ Failing Business – can't afford house
- ✓ Inherited Property – want the cash
- ✓ Outgrown House – need more space
- ✓ Built New House – can't afford two mortgages
- ✓ Moving Out of State to Retire – want to sell
- ✓ Bankruptcy – losing house
- ✓ Bank-Owned Property – want it off the books
- ✓ Divorce – need to split assets
- ✓ Can't Afford Mortgage Payments – don't want to lose to bank
- ✓ Death of Spouse – can't afford, too big
- ✓ Failing Health – can't maintain
- ✓ Major Lawsuit Pending – hide assets quickly
- ✓ House Too Big – need to downsize
- ✓ Wants to Move Back Home – house too much to handle
- ✓ Too Old to Maintain Property – can't take care of it
- ✓ Pre-Foreclosure – need to sell before the auction
- ✓ Little Equity – can't figure a way out

The Primary Objective of Your Marketing Plan

The primary objective of your marketing plan is to **get these people to call you**. Here are the components of your marketing plan:

- Attract Motivated Sellers
- Screen Out Unmotivated Sellers
- Set up Appointment and Buy. If you don't buy...
- Follow Up, Follow Up, Follow Up!

We attract motivated sellers by creating advertising that they will respond to, or we contact them directly through the mail or by telephone (prospecting). In all of our advertising and prospecting, we want to give motivated sellers **compelling reasons to do business with us.**

People do not care if we claim that we are the biggest, the best, or number one in our area. They don't care if we claim that we give the best service, that we are dedicated, or that we have great customer satisfaction. This is called image advertising, and image advertising does not make the phone ring. It might make you feel good, but it will not increase your bank account.

People only want to know how we can help them with their situation. All sellers listen to the same radio station: It's WII-FM ("What's In It For Me"). If you can show them what is in it for them, and how your service will benefit them, then your phone will ring and they will do business with you.

Attention, Interest, Desire and Action

When creating advertising (or when you are prospecting) there are four principles of marketing that you must follow in order to have a successful campaign. The acronym for these four principles is "AIDA". Anyone who successfully makes their living by marketing knows what AIDA stands for: Attention, Interest, Desire and Action.

Attention – You must grab the attention of your prospect. The average consumers see over 10,432 marketing messages a day! You've got to do something with your advertising, so that it breaks through that mass of media and grabs their attention.

Interest – Once you have their attention, you must keep it by creating interest. Your message must be crafted so that it is both entertaining and informative. It must always be answering the question in the prospect's mind, "What's in it for me?"

Desire – Now that you have gotten their attention and they are interested, you must create a list of proven benefits that will result from doing business with you. The benefits should be so compelling that they create a desire for the prospect to call you.

Action – Once desire is established, you must tell the prospect exactly what steps they need to take in order to enjoy the benefits of your service. This is the call to action. Whether you have a small classified ad or a 26-page sales letter, you must always end with

a call to action. Tell that prospect what they need to do and when they need to do it...NOW!

▶ *How to end it...* ◀ **You must always end your direct marketing pieces with a "Call to Action".**

AIDA is the message that you will be sending to your prospects. How will you deliver this message? Below is a list of means by which we have successfully delivered our message to help us create a continuous flow of prospects.

12 Ways To Deliver Your Message

- ✓ Classified Ads
- ✓ Signs
- ✓ Flyers
- ✓ Yellow Pages
- ✓ Direct Mail
- ✓ Realtors
- ✓ Business Cards
- ✓ Radio
- ✓ Television
- ✓ Trade Shows
- ✓ Coupon Mailers
- ✓ Press Releases

You could call all of the "For Sale By Owner" ads in the newspaper, in the "For Sale By Owner Magazines", and from the Internet; you will have some success, but you will also have a lot of rejection. The easiest way of doing business is to get motivated sellers to "raise their hands" and **call you**, telling you that they are interested in selling their properties.

Direct Response Marketing

I learned that it is a lot easier to have someone call me and tell me that they wanted me to sell their house, than it is to call 75 people to get one who might be interested in selling. Having someone call you directly from a marketing piece that you wrote is called "direct response marketing."

You put out an ad, get up some signs, or send out a direct mail piece that attracts attention, creates interest, gives compelling benefits, and gives a call to action. The next thing you know, you have people calling you trying to sell you their house. This is the response that you are looking for.

The “direct” part of direct response is that your marketing is targeted directly to people that might be in a position to sell their house.

The importance of marketing cannot be understated. Although you are an investor who buys and sells houses, houses are NOT your product. **You are actually in the marketing business.**

You must **market** your ability to buy houses to those from whom you wish to buy. You must **attract** these people to you from the compelling offers that you create through your marketing. You will sell your houses after you are finished with them by **marketing** them to the public.

Your business is based on your ability to market.

At least 40 percent of your time on any given day should be devoted to marketing. If it is not, you will find yourself struggling from deal to deal, wondering if you can make this business work.

► ***The Business You’re Really In...*** ◀
Although you are an investor who buys and sells houses, houses are NOT your product. You are actually in the marketing business.

Your marketing should be constantly changing, though you should never change something that is working until it stops working. What is constantly changing are the new ways you find to market yourself and your business.

You must change your marketing to fit your market. You will market differently in a buyer’s market than you would a seller’s market. A lot of people think that there are too few deals in a seller’s market. It’s only true for those of you have not learned how to market in a seller’s market.

In a buyer’s market, there are more sellers than buyers, an abundance of bank-owned properties, a slew of foreclosures, and a lot of distressed sellers. Prices are either stagnant or may even be coming down. It is easier to negotiate since there is not a lot of competition.

Your marketing should be targeted at realtor relations, banker relationships, pre-foreclosures, and auctions, along with all of your regular signs and ads.

In a seller’s market, there are more buyers than sellers. Competition is stiff. Prices are rising. Bank foreclosures are few and far between. When you go to the auctions, there are 20 to 30 first time homebuyers bidding up the prices to \$20,000 to \$30,000 more than any sane investor would pay. Distressed sellers are listing their houses with realtors, and they are selling in three to five days!

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Your marketing should be directed towards attracting and weeding out motivated and distressed sellers. Pre-foreclosures, divorces, transfers and bankruptcies are a good target market, along with all of your other signs and ads.

A lot of people make the mistake of not marketing during a seller's market. They figure that there are no deals out there to be found, and they will just wait until the market changes or until a deal falls in their lap.

That's a good philosophy if you want to go back to your job. There are just as many good deals in a seller's market than there are in a buyer's market. Although they may be fewer in number, there are also fewer people chasing them.

Always be marketing and always be looking for new ways to market, and you will have plenty of cans filled with cash buried in your back yard!

Chapter 2

Signs

Signs are one of the most inexpensive and effective marketing tools you can use. **Everyone should be putting out signs.** If you don't want to do it yourself, then hire someone. If you don't get them up, you'll be missing out on a lot of deals!

There are all kinds of signs that you can use to attract sellers to call you. You can use signs that are as small as six-inch stick-ons, all the way up in size to large banners.

You can put signs on your properties, on telephone poles, in the ground at busy intersections, on the sides of buildings, bridges, cars, and even on bus benches and buses!

Signs are inexpensive and attract attention. Any time I want to give my marketing a boost or want to buy a house in a hurry, I go out with 25 to 30 signs and put them up all around my area. Within days (sometimes hours) the phone starts ringing, and I get calls from motivated sellers, and shortly thereafter I have another home under agreement.

For some reason, signs tend to disappear easily and often. Whether it's your competition stealing them, or the local highway department removing them, you will need to be constantly putting out signs.

Always check with your local town and city officials to find out what their sign ordinance is. Some towns and cities levy stiff fines if you put up signs where you are not supposed to. What I usually do is go out and hang a bunch of signs up in several towns. When the next day rolls around and no town officials have called me to take down my signs, I'm happy.

► *Marketing Booster...* ◀ **“Any time I want to give my marketing a boost or want to buy a house in a hurry, I go out with 25 to 30 signs and put them up all around my area. Within days (sometimes hours) the phone starts ringing, and I get calls from motivated sellers, and shortly thereafter I have another home under agreement.”**

If a town official calls and tells me to take down the signs, I go right out and remove them and write myself a note so that I don't put up signs in that town again. I actually have made the mistake of putting up signs in a town that I was previously told to take them down the year before, and that city official was very angry! He gave me an hour to get them down or he was going to give me a big fine. I got them down.

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Signs promote awareness. When a seller sees your signs everywhere, they figure that you must be doing well, and that you're legitimate. I have had people in my office that were either selling a house or buying a house from me, and they saw an extra sign or two lying around the office (you can't miss my signs—they are yellow with red letters!). If they didn't contact me as a result of seeing a sign, their reaction usually is, "You're the sign guy! I see those signs everywhere!"

Then I think to myself, "Oh yeah, well then why didn't you call off the sign?" But I know the reason and the way I look at it is, signs are just one part of my marketing plan. If I don't get them off the sign, then I'll get them from one of the other numerous ways I have to attract motivated sellers.

Whenever someone calls me to get information to sell me their house, **the first thing I ask them is how they heard about my company.** I ask this question because I want to know where my leads are coming from so I know which part of my marketing is working, and I can keep doing more of it.

When someone tells me that they are calling because they saw one of my signs, I know that credibility is going to be one of the first objections that I have to overcome. They must be thinking that they are crazy to call a sign and expect to sell the biggest investment that they have made in their life legitimately. But they also must be very motivated.

I immediately try to put them at ease. I let them know the name of the company and that it is incorporated in my state. I offer them additional information so that they do not think that I'm just some guy who is looking to steal their property and make a quick buck.

Signs and the Better Business Bureau: Good Partners

I let customers know that my company is a member of the Better Business Bureau and they can call the Bureau and see that since we've been in business, we have not had one complaint filed against us (actually the Better Business Bureau only goes back three years, but in the many years that we've been in business, we have not had one complaint).

Being a member of the Better Business Bureau is a smart move. It gives instant credibility. When I meet with a seller face-to-face, I always have my latest letter from the Better Business Bureau to show them that I am a member in good standing.

The Queen Of Rehab's 12-Foot Signs

OK, let's talk about some other signs. Robyn Thompson, the "Rehab Queen" uses the biggest sign I have ever seen: She has 12-foot by 3-foot pink signs with blue letters that

she used to have attached to city buses, and now she hangs them from the porches of her houses or just nails them to the siding.

Can you imagine seeing a 12-foot pink sign that says “We Buy Houses” staring at you from the front yard of her house? You will not miss this sign! It brings her a lot of business.

That sign is made out of a thin plastic that can be rolled up. It cost her \$75. The only downfall is that they tend to crack when it gets really cold in the winter.

Robyn also uses an eight-foot by three-foot yard sign that she stakes into the front yards of her properties. They are also made of plastic, and to prevent them from cracking in the winter, she glues them to a sheet of plywood and attaches a couple of stakes to the back so that she can anchor them into the ground. These signs are also pink with blue letters and they cost her \$45 each. That’s with lettering on one side.

What Colors Should My Signs Be?

On the other hand, I use a standard two-foot by three-foot yard sign. I have it made out of “coroplast” corrugated plastic, and use a yellow backing with red letters. When using signs, you want to use colors that are going to stand out! Yellow and red, pink and blue, orange and black, yellow and black--these are all great combinations. Don’t use dark colors or anything that will blend in with its surroundings. **You want your sign to be loud!** You want it to draw attention and scream, “Hey, look at me! I buy houses! I want to buy yours!!”

What You Should Write On Your Sign

Although you want your sign to scream those thoughts into a seller’s mind, you actually want to use as few words as possible on your sign. People are going to be driving by these signs at a good pace. They will have literally seconds to read the message. Make the letters and numbers big, and tell your story in as few words as possible.

I use:

We Buy Houses
CASH
555-5555

The first thing someone is going to notice is the word CASH. Everyone wants cash and everyone is interested to find out how they can get more cash. So the word CASH creates interest and desire.

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“We Buy Houses,” written in smaller letters, lets them know how they can get that cash. The phone number should always be written in large, bold numbers. A lot of people make the mistake of making the phone number small. This is no good because if they can't see your phone number, they won't be able to call you.

My two-foot by three-foot yard signs really stand out well; so well that I believe my competition was stealing them from me at a very fast rate. So what I do now is nail my sign to the front and back of a piece of two-foot by three-foot plywood with roofing nails. The plywood has already been attached to a metal fence post (the kind of post that holds chicken wire, not the thick, round chain-link post). I then sink one end of the post into a five-gallon bucket of concrete. When the concrete has hardened, I'm ready to install the sign at my house.

I then go to the house, dig a hole in the yard and submerge the five gallons of concrete into the ground and cover it with dirt. When it gets close to winter, I dig the sign out of the ground before the ground freezes. If I don't, I won't be able to get that sign out until spring!

If I'm installing the sign in winter, I just place the sign on top of the ground. The bucket makes a good stand. Since I've been doing this, I have not lost a single sign! Not too many of my competitors are willing to take the time to bring a shovel and dig my signs out of the ground, and if they did, those signs are very heavy! They would not get too far.

Where Should You Put All These Signs?

I usually put signs on the front yard of every house that I'm rehabbing and I also put signs in the front yards of my apartment buildings and in the front of the houses that I lease/option. I put it in the lease contract that as long as the option has not been exercised, the sign stays in the front yard.

Yard signs will bring you a lot of business. Another place that you can put yard signs is in the yards of friends or relatives that live on busy streets. Explain to them what you are doing and offer some sort of incentive, like a \$500 referral fee for each house that you buy because of the sign.

Telephone poles are also a great place to put signs (sometimes). Signs that are going onto telephone poles should be smaller, because a high wind will easily bend the bigger ones and then they are ineffective.

A good size for a telephone pole sign is 12-inches by 18-inches. Use coroplast plastic because this material is strong and will not fade (paper signs fade very quickly). The coroplast sign can last for years on a pole and still look good.

You will want to put the same message on your telephone signs as you do on your yard signs and all of your other signs. Keep the colors the same as well and people will realize that all those signs are from the same company.

The telephone pole size signs cost about \$4 each.

How to Properly Install a Telephone Pole Sign

When you install telephone pole signs, the best places to install them are at busy intersections or the off-ramps to highways. Another good place is just outside the parking lot of home improvement stores. I made \$110,000 from a lady who sold me her house, after calling the sign that I had installed outside of a Home Depot store.

Bring a small stepladder with you, so you can get the sign up higher than people can reach. If they can reach your sign from the ground, they will pull it down. You should also put your sign up higher so that no one tries to put a sign over yours or take yours down to put theirs up. Telephone poles are very popular for yard sales, missing animals, and work-from-home and weight-loss companies.

Use roofing nails to install your signs. The big head on the roofing nail makes it harder for someone to take down your signs, and also works well to anchor down your sign in a high wind.

► **Tip:** ◀ **Bring a small stepladder with you, so you can get the sign up higher than people can reach. If they can reach your sign from the ground, they will pull it down.**

Putting signs on telephone poles is the fastest way to piss off city officials. Either check with the city ordinances, or put a few up and wait for a phone call. If you don't get a phone call, put up a few more. If you do get a call to take them down, do so immediately.

I once put up a bunch of telephone pole signs at the beginning of my investing career in the city where I do most of my business. The building inspector, who also enforces the sign code, called me and told me to take down the signs. I did; well, I thought I did.

I had some of my rehab workers go around town and put up the signs. I told them to go back and take them down. The problem was, they had forgotten where they had put them all, and I got another phone call from the building inspector. He wanted all my signs down or he was going to start fining me. I told him that I thought they were all down and asked him if he could he tell me where he saw the sign. He told me that I knew where it was, and to get it down immediately. I explained to him that I had other people put those signs up and I had no idea where the sign was that he was talking about.

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He told me that I had better find it, because the fines were going to start in 48 hours.

I got all of the rehab workers and we drove around and around until we found that one obscure sign and finally took it down.

This whole episode took about a week to unfold. During that week, I had gotten a lot of calls from those signs and had actually put two houses under agreement because of them.

I decided to read the sign ordinance to see if there was any way that I could get my signs up. There was one section in the ordinance that said that you were permitted to have one two-foot by three-foot sign in front of a dwelling that was owned by you. This was just what I was looking for, because at that time I owned 32 houses in the city.

I got 32 two-foot by three-foot signs and installed them in the front yards of all my houses. The phone calls really started to come in! I also got another phone call from the building inspector, who was furious. He screamed at me, "I told you to get rid of those signs!"

I calmly informed him that I had. He told me that they were now on front yards all over the city.

"Oh, those signs," I said, still calm. "I read the sign ordinance, and it says that you can have one two-foot by three-foot sign in front of a dwelling that is owned by you."

"Are you trying to tell me that you own everyone of those houses?!" he said.

"Yes!" I said proudly, "Look it up in the city records."

You Can't Fight City Hall

Well, he hung up on me and never called back, so I assume he checked and saw that I did indeed own all of those houses. But that was not the end of the story. He denied the next three building permits that I applied for, and made me go before the zoning board of appeals for some very obscure reasons.

This put big delays on my projects--delays that cost me money. I got the message real quick, and removed all of the signs from the front yards. I had won the battle but lost the war. You can't fight City Hall.

I still put out a lot of telephone pole and yard signs. I just don't put them out in that particular city.

The Six-Inch Stick-On

Another sign that we like to use is the stick-on sign. If we're driving past a property and it looks like it's vacant, we'll walk up the walk and put a stick-on sign on the front door so that when owner eventually arrives, he or she may call us.

I use a six-inch stick-on that is just a smaller version of my yellow and red "We Buy Houses" sign. Robyn uses an eight-inch by 11-inch orange and black "We Buy Houses" stick-on. Once, Robyn stuck her sign on the front door of what looked like a vacant home. It wasn't vacant, and she got a very angry call from a homeowner who couldn't get the sign off. She had to go down with a razor blade and personally remove it.

Since then, we have only been peeling off one of the corners of the stick-on so that they are easy to remove.

The only calls she gets now are from happy, motivated sellers.

The stick-ons are cheap. You can get 250 of them for about \$25.

Banners

I've gone out and purchased a couple of 10-foot by 5-foot plastic banners. They cost me \$250 each. I used to put them on a 26-foot box truck that I owned. I would have the box truck driven to a job site and once it was parked, we would take out the banners and attach them to the sides with rope or chain. You couldn't miss those!

When I got rid of the box truck, I would bring those banners to the nearest highway and hang them off an overpass. I would only do this during rush hour. I would bring a chair and a book, and hang out until rush hour was over. I was happy to wait because I would be getting phone calls from people on their cell phones while I was there (I would have the phone number on the banner forwarded to my cell phone), and I also didn't want anything to happen to my \$250 banner!

Every once in a while, I would get a call from a city official telling me to take it down or else his men would take it down and dispose of it. I would tell them that I would have it down in 20 to 30 minutes and asked if that's O.K. They always agreed and then I would take it down. I'm sure that they never knew that they were calling my cell phone and that I was sitting right there!

I still have them, and use them.

Car and Truck Signs – Your Billboard on Wheels

Another great place to put signs is on your car or work truck. You can either get the magnetic signs that attach to the sides of your vehicles, or you can have your vehicles decaled.

If you were traveling through Waterbury, Connecticut, anytime during the last few years you may have encountered a black Honda with pink letters all over it that said “We Buy Houses”. The driver of that car would have been none other than Robyn Thompson, Queen of Rehab!

The one drawback of decaling is that when the paint fades from the sun, the paint under the decaling does not. So even though you remove the decals, your lettering may still show through, due to the fading.

I have seen all types of cars and trucks decaled, some simple and some very elaborate. It all depends on your comfort zone. Those decals pay for themselves over and over again! And more often than not, they give you the ability to drive whatever car you want, because of the amount of money you make from the deals they generate.

Decaling a car or truck will cost you \$300 to \$1,000, depending on how much you want done.

You can get a pair of magnetic signs for \$125. Warning: The magnetic signs tend to fly off at high speeds, so if you are going onto a highway, you will want to take them off.

► *Did You Know...* ◀ **More often than not, car signs give you the ability to drive whatever car you want, because of the amount of money you make from the deals they generate.**

I put those magnetic signs on all of my vehicles and they generate a lot of business. I once had a lady tell me that she would have called me sooner, but she had to wait for my truck to drive by her home so that she could get the number.

Apparently I drove by her house every day on my way to the office, and I had been on vacation for a while.

I've had people flag me down and pull me over because they saw the sign and wanted to sell a house.

When using the magnetic signs, use the same style that you use on all of your other signage. Always keep your marketing consistent.

If you want to get more signs out there, ask your contractors to put them on their trucks. My contractor volunteered to put them on his. He knew that the more houses I bought, the more work he was going to get. This is truly a win/win situation.

I have seen people do a “We Buy Houses” silk screen on their back windshield. These look pretty snazzy and the benefit is if someone is stopped behind you at a red light or stop sign, it gives them time to write your number down.

Bus Benches

Bus benches are popular places to put signs. Although there are none available to advertise on in my area, I know of a lot of investors in other cities that are using them regularly, with great success.

You still want to put your basic message in big bold letters along with your telephone number, but a bus bench will also allow you to elaborate more, in smaller text, because people will have more time to read them.

As a matter of fact, while they are waiting for the bus, the bench may be the only thing to read. A captive audience! Some other things that you may consider putting on the bench are the types of people that you can help.

You may write: “Are You In...

Foreclosure

Divorce

Have Little Equity

Being Transferred

Bankruptcy

Inherited An Unwanted Property

Is Your House Too Big

House Too Small

Need To Sell Quickly

We Have Helped Many People In Similar Situations....

This would be in small print, while a huge “We Buy Houses” would be across the entire bench. It will give people time to think about either themselves or someone they know who may be in one of the above situations.

If your city does not have bus benches, I know of an investor who talked his city officials into allowing him to install bus benches at the bus stops at his expense, as long as they allowed him to advertise on those benches. What a shrewd move! He completely locked out his competition.

Billboards

You may also decide to advertise on billboards. This can be very expensive, so you will have to call around and get some pricing. In my area, it cost \$4,000 a month to advertise on a billboard. That does not include the cost of the signage. If you get one deal per month and you make \$20,000 per deal, it would be worth it. The problem is, that's a big risk to take.

I would not advise advertising on a billboard in a seller's market, unless of course you either own the billboard or get a great deal. In a seller's market, the seller has too many other alternatives than to sell to an investor.

There's a gentleman in Toledo, Ohio, who bought 11 billboards from an older retired gentleman. He got them very cheap, and now he gets a lot of business and drives his competition crazy.

On the highway where I hang my banners during rush hour, it cost \$10,000 a month to advertise on the billboard that is next to that highway. I figure that I'm saving a few hundred dollars each time I park myself there.

Signs can come in all different shapes and sizes; they can be expensive or they can be cheap. One thing is for sure: **Signs will consistently bring you in a ton of business**, as long as you are consistently putting them out there. It's no good if you have a garage full of signs. You've got to get them out there. The more you have out working for you, the more calls you are going to get.

Start small and as you do more and more deals, get bigger and bigger signs. I would at least start by putting out telephone pole signs, and the ones that you stick into the ground at busy intersections.

You won't have a lot of competition, because a lot of people are afraid that someone will see them putting out the sign. They get all nervous, and instead of getting out of their car and sticking that sign on the pole, they ride right by and go back home, leaving their signs in their trunk, wondering what it would be like to actually do a deal!

Get out of your comfort zone. Take action and be successful!

► **Success Secret...** ◀ **You won't have a lot of competition, because a lot of people are afraid that someone will see them putting out the sign. They get all nervous, and instead of getting out of their car and sticking that sign on the pole, they ride right by and go back home, leaving their signs in their trunk, wondering what it would be like to actually do a deal!**



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Chapter 3

Pre-Foreclosures/Auctions

Picture this in your mind: You lost your part-time job four months ago and you needed that money, along with what you earned on your full-time job to pay your mortgage. You can't seem to find another part-time job, and now you're hearing rumors of layoffs in your day job. You're already three months behind on your mortgage payments, your credit cards bills are starting to pile up, and you've just received a notice from the bank that they are going to foreclose on the house by the end of the month.

How did this happen? One minute, life is good and stress-free. The next minute, you find yourself in deep despair. Not only may you be without a job, but soon you may even lose the roof over your head. You never thought that **you** would ever be homeless, let alone penniless.

You've talked to your friends, relatives and anyone else who might be able to give you a hand, but no one has the extra cash that you need to bring your mortgage current. You've spoken to your bank regarding refinancing, but they do not like to refinance someone who is already behind on their payments. The priest at your church says that donations have been down lately, and he won't be able to help.

Bankruptcy is an option, but there must be a better way.

As you contemplate your dilemma, the mailman comes and drops off the day's mail. You notice a hand-addressed envelope. You don't recognize the return address, but it must be someone you know, because it's got a regular stamp on it.

When you open the envelope, the letter states that the person who sent it is a real estate investor, and he is interested in buying your house and getting you out of your financial troubles.

By selling your house, you will be able to get cash for the equity that you have in it. Cash that you can use to get yourself an apartment or even buy yourself another house, when you get your financial situation straightened out.

The letter also informs you that by selling your house, you will avoid the foreclosure and bankruptcy process, thereby doing less damage to your credit rating. And the less damage you do to your credit rating, the easier it will be to buy your next house when you are ready.

At last! A light at the end of this long, dark tunnel. You pick up the phone and dial the number. You are saved!

Give Me a Hungry, Starving Crowd...

Is this a motivated seller? You bet it is! And there are plenty of motivated sellers just like this person, in the same situation, facing foreclosure with seemingly no way out. That is the beauty of the pre-foreclosure market. Not only do you have very motivated sellers, but you also have an almost endless supply of leads to contact these people.

Where do you find the leads? First, you must understand the foreclosure process. When an individual gets behind on their mortgage, the lending institution's recourse is to foreclose on the property and take possession. Since the property was put up as collateral for the mortgage, this is the bank's right. As a matter of fact, when you sign a mortgage for a property, inside that document you are agreeing that if you do not make your payments, you give the bank the authority to take back the property.

The Soldiers and Sailors Act

Although they have the authority to do so, the bank must follow a certain procedure. The first thing they must do is to comply with the "Soldiers and Sailors Act". In 1940, the federal government passed a law that stated that no lending institution could foreclose on a property until it publicly advertised its intentions. Inside that advertisement, they asked the public if anyone knew if persons being foreclosed on were in one of the branches of the military service, to please contact the lending institution. Inside the advertisement would be a date that the bank would have to be contacted by, in order to stop the foreclosure proceedings.

This law was enacted to protect the men and women who were in the military, fighting World War II. At the beginning of the war, with no way to make their mortgage payments from the battlefields, some of our soldiers came home to find that somebody else was living in their house. While they were away, the bank had foreclosed on them for lack of payments.

What irony! This man has just come back from the bloody fields of Normandy, risking his life for the country he loves. Risking his life so that the banking institution that holds his mortgage would be protected from the ravages of Hitler's machine. And he comes home victorious! Only to find out that his home has been taken away from him by the people he so valiantly fought to protect.

This is why Congress passed the Soldiers and Sailors Act. Most lending institutions comply with this act by advertising in the local paper or the financial paper where the property is located.

They also must file at the local courthouse of their intention to foreclose.

If no one responds by the date on the notice, then the foreclosure goes into the final step. The lending institution must give public notice at least three times of its intentions to hold a foreclosure auction, the date and time of the auction, and where the auction will take place.

The auction usually takes place at either the courthouse steps or on the sidewalk in front of the property.

The homeowner has right up until the time of the auction to pay off any and all delinquencies. If they do this, they will bring the mortgage current and the auction will be called off.

Now that you know how the procedure works, the best time to contact the homeowner is when the first public notice comes out, in compliance with the Soldiers and Sailors Act.

You will find these public notices in the legal section of your newspaper, or in your local legal newspaper. Check them every day, and every day you will get new leads. You can also get this information from your local courthouse, though it is much easier and less time consuming to get them from the newspapers.

Each city has a local financial newspaper that comes out weekly; in our area it is called the Banker and Tradesman. You will find all of the Soldiers and Sailors announcements for a much wider area in these publications, because they cover numerous counties. They get their information directly from the courthouse.

There are also services that you can subscribe to, that will e-mail or mail you the current list of people in foreclosure for the areas that you want. These services will charge you either monthly or annually for the subscription. The prices can range from \$20 a month, to a yearly subscription of \$249 or higher.

The Best Source for Pre-Foreclosure Information

Of all of the sources of information that were just mentioned, the best source is your local newspaper. The reason they are the best is because of timing. You want to contact these people as soon as possible; if you can, you want to be the first one in the door. There are other people who have discovered how lucrative the pre-foreclosure market is, and you will be competing with them.

Not only will you be competing with other investors, but attorneys also contact pre-foreclosures to offer their

► ***Tactical Tip...*** ◀ **The best source for foreclosure leads is your local newspaper. The reason they are the best is because of timing. You want to contact these people as soon as possible; if you can, you want to be the first one in the door.**

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bankruptcy services. Mortgage companies will contact a pre-foreclosure if there is a lot of equity in the property, because they may be willing to refinance. This is why you want to make contact as soon as possible. If you take your time, you'll be losing out on some very good deals.

The newspapers are best because you get the public notice the first time it appears in public. You can literally be in contact with these people that afternoon.

The courthouse is good and you may get a head start on your competition by seeing the filing before it is on public notice, since it has to be filed before it is advertised. The problem is, depending how far the courthouse is away from your house and how busy your schedule is, the chances of you getting there every day is pretty slim. By the time you do get over there, somebody else may already have grabbed the deal.

The local financial papers and the foreclosure services usually have a two- to three-week lag time from when the filing takes place in the courthouse, and when it is published in their paper or service. Because of this, if you are in a market where the competition is stiff, that two- to three-week lag time is going to be too long.

Three Ways to Make Contact

There are three different ways that you can make contact to a pre-foreclosure: You can call them, go to their house, or send them a letter. You may want to do each one.

When you first see a public notice for a pre-foreclosure that you are interested in, try to look up their number and call them. About 60 percent of the time, their number is unlisted. Since they have not been paying their bills, they are tired of the bill collectors calling, so they changed their number to an unlisted number.

If you cannot get them by phone and are still really interested in the property, you should go over and knock on the door. Be dressed nicely, and have a copy of the public notice with you. Let them know that their home is now due to be foreclosed on and you would like to help them out of this terrible situation.

Sometimes they will not even be aware that they were advertised in the legal section of the paper under the Soldiers and Sailors act until you tell them. Sometimes one of the parties, either the husband or wife, didn't even know that they were behind on their payments, because the other one had been hiding these facts from them. So be prepared for some surprises.

After introducing yourself, let them know that you would like to try to help them out of their financial situation. Then proceed to get all of the background information that you would need to construct an offer.

When working with pre-foreclosures, you should actually try to help the people out of their financial situation. If you can find a way to keep them in the house, keep them in the house.

Income/Expense Worksheet

The first thing I do when I sit down with a new client, after I build rapport and show them my credibility kit (the kit is explained latter in the chapter), is to gather information. I explain to them that I want to help them stay in their house, and need some information that I am going to use to negotiate with the bank.

I ask permission to gather the information (always ask for permission), and then I pull out my Income/Expense worksheet and start filling in the blanks. I write down all of their income, all of their debt and all the cash outflows.

Their cash outflows are important, because people spend a lot of money on everyday things that they need to have in order to survive, such as electricity, food, and gas.

I then subtract the debt and outflows from the income, and determine if they have a cash surplus or a cash deficit.

If there is a cash surplus, I'll use this amount when negotiating with the bank. However, more often than not, there is a cash deficit. Most of the time, the homeowners didn't even know it until you showed them. Sure, they probably had an idea of their situation, but most of these people are in denial. This is probably the first time that they actually sat down and looked at the exact numbers.

Be prepared--I have had quite a few people break down and start crying. It is now that they finally realize that they cannot stay in the house. They simply can't afford it.

Now you have just set yourself up in the perfect position to be the one to buy their house and **help them** to make a fresh, new start (by buying their house, preventing a foreclosure on their credit, and giving them some cash to use to rebuild their lives).

Creating Win/Win Situations by Helping Them Stay in Their Home

There are several things you can do to help them stay in the house. You could call their bank and negotiate a "workout" plan. Usually the bank divides the arrearage (amount of money owed) into 12, and adds that to their regular monthly mortgage payments. At the end of 12 months, they are caught up. While they are in "workout," they must make every payment. If they miss one, they go right back into the foreclosure process, and in most cases the bank will not do a workout plan a second time.

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You may know of a lender who would either lend them the money to make up their back payments, or would refinance the entire first mortgage to bring them current.

If the homeowner knows that you are working in their best interest to keep them in the house, you will separate yourself from everyone else who has made contact with them, and whose only intention is to profit in some way from their unfortunate situation.

After you have exhausted all possibilities of them staying in the house and there is no other solution, then the next logical step is for you to help them get out of the situation by getting them out of the house. Of course, you do this by creating a win/win situation, and by buying the house.

You may find yourself helping many people stay in their houses, and you may think that this is counter-productive to what your goal is--to make money and buy the houses. It isn't.

First, only a very small percentage of people actually end up staying in their house.

Any time you help someone stay in their home, you become their hero and a friend for life. They will let everyone know what you did, how you helped them, and what a great guy or gal you are. They will always have their radar on, and when they hear of someone that is in trouble, they will refer them to you.

After you have helped them stay in their house, ask them to write you a referral letter, stating how desperate they were until you showed up on the scene. Ask them to write about your character, your honesty, and integrity. Let them know that you will be showing this letter to other people that are in similar situations to them, and who may be skeptical of your services.

This will also create additional business for you. You can use that testimonial and other testimonials when you go to someone else's door, to prove that you are what you say you are, and will do what you say you are going to do.

► **Reputation Builder...** ◀ **Any time you help someone stay in their home, you become their hero and a friend for life. They will let everyone know what you did, how you helped them, and what a great guy or gal you are.**

What to Say at the Home

A lot of times, you will either call a pre-foreclosure or go to the door, and the people will tell you that they are all set and they've worked it out with the bank. Then a couple months later, you see the house going up for auction and you wonder what happened.

What happened was the homeowners were either in denial, or too embarrassed to ask for help. They assumed that everything was going to turn out all right, right up to the day of the foreclosure. Like a genie was going to come out of a bottle and, “Poof!” this nasty foreclosure business was going to disappear.

Since these people are in denial or are too embarrassed to ask for help, put together a package with your credentials and what you can do to help. Some things that may go into the package are a resume about who you are, and a copy of a Better Business Bureau letter stating that you are a member in good standing. Include letters from other organizations that you are a member of; letters from your banker; insurance agent; real estate broker; a member of the clergy; and anyone else who will say that you are an honest and fair person.

The Most Important Part of Your Package

Most importantly, you want to put in **testimonial letters from people**, in situations just like theirs, that you have already helped. **As many as you can get.** If you are just starting out and don’t have any, use all of the letters mentioned above, and start collecting them.

Get as many as you can, and keep on getting them. Testimonials are the most powerful tool you can use to entice someone to use your services. People will believe 10 times more what other people say about you than what you say about yourself. Sometimes they don’t believe at all what you say about yourself, especially if they have never met you. Get testimonials and use them!

Leave that package with them and don’t be surprised when you get a phone call a week or two later. Though don’t wait for them to call. You should also be following up on a regular basis.

The deadline is set. They need to find a solution to the problem. If you are the one in front of them when they make that final decision to do something, you will get the business. Either follow up in person, by phone or by mail at least once a week, until the house is either sold, the back payments are made, or it goes up for foreclosure.

► ***Get and Use Testimonials!*** ◀
Testimonials are the most powerful tool you can use to entice someone to use your services. People will believe 10 times more what other people say about you than what you say about yourself.

Direct Mail and Pre-Foreclosures

The last method of contact is through direct mail. Look in the direct mail section of this manual for an in-depth analysis of how to write a good direct mail piece. A good direct mail piece will have AIDA. It will give the reader a compelling reason to pick up the phone to do business with you.

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Always send your letters in a handwritten envelope (blue ink) with a live stamp. Do not put a company name in the return address area. **Do** put an address there. Whether or not you want to put your name is up to you.

You must have a headline on your letter. It must stand out and give the number one reason to do business with you. As you write the copy, you must create desire and finally a call-to-action, to get them to call you now.

Always put a P.S. on your letter. The P.S. should also restate the number one reason for doing business with you. The reason for this is after the person receiving the letter reads the headline, the next place they will look is to see who sent it. The P.S. will be right below your name, and the person will read this next.

Always, always, always use testimonials. Either make up a page of quotes that people have given you, or put in copies of actual letters that you have received. Always get permission from the person to use their testimonial in writing, and use their full name. If you do not use names on your testimonials, people will not believe that they are real.

There are examples of some good direct mail pieces on the following pages. Notice how they are laid out, and the message that is being conveyed. Use these (they work!), and take time to develop some of your own.

Good direct mail pieces will have people calling you to do business, instead of you making cold calls to get business. It's much easier to do business with someone who is already pre-sold on your services, than it is to try to convert someone who has no idea who you are.

You will notice that two of these letters use a two-step marketing campaign. The two-step campaign is explained in Chapter 10, Radio Ads. You can use the same special report that is included in that chapter, though you will need to change the cover page to match the title of the free report that is referred to in the letters at the end of this chapter.

How Many Letters Should I Send?

Don't stop with the first letter. If they do not call you, follow up with a second, third, fourth, fifth and however many it takes until you get to the foreclosure date. Keep following up. Many people will not call you until after the third letter. Many investors stop sending letters after the second letter. There are a lot of people just looking for someone to help them out of their situation.

Killer Negotiating Tips

Here is some advice when you begin to structure the deal to buy the property. If you are going to buy the house outright and not through an agreement for deed, let the people know that you are trying to create a win/win situation.

Your plan is to purchase the property, and by doing this you will stop the foreclosure process and thus save their credit. A foreclosure stays on their credit report for seven years.

So, instead of them losing the house to the bank, and all of their equity along with it, they will walk away with cash at the closing and they will be able to begin again with a clean slate.

In return for closing quickly, you need to obtain the house for a certain price in order for you to make a profit. As an investor, you explain to them that you need to make a profit to stay in business. They will understand this. Show them what a fair profit is (at least \$20,000). Add that to all of your other expenses that you will have with this deal, and deduct that from the After Repaired market Value (I use the Offer Calculation Worksheet that is in my “How To Estimate And Renovate Houses For Huge Profits Manual”; it is extremely effective.). Show them what the figures are, and 9 times out of 10, they will agree with you.

If they ask you for more for the house, explain to them that if you gave them more, you would not be able to stay in business. Remember, you are negotiating from a position of strength and they are negotiating from a position of weakness. That foreclosure date is looming!

How to Obtain the Property Using “Agreement For Deed”

If you are doing an agreement for deed, you should give them the above benefits and offer them an amount of money that will be enough to get them out of the house and into their next living quarters, which will probably be an apartment.

This amount is usually around \$5,000. You can give less and sometimes nothing. Of course, you should start negotiating at a lower amount. If they have a lot of equity in the house, you may offer them more. If so, structure the deal so that they do not receive the additional money until after you resell the property. This lowers the amount that you will have to come out of your pocket.

The Hidden Benefit of “Agreement For Deed”

Also let them know that you will be making up their back payments (you will have to, to keep them out of foreclosure), and that this will keep them out of foreclosure, but

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you will also be making their monthly payments--on time--while you own the property. This will help re-establish their credit rating. Another benefit for them.

One time I made up 12 payments for a woman and took over her deed. I told her that I was going to lease option it and when the person was ready to buy, the mortgage would be paid off and taken out of her name.

After a year and a half of making the payments on time, she called me to tell me that she now had great credit and she was going to buy another house. I congratulated her. She told me that she wanted her name off of that mortgage because now she didn't want to risk her good credit rating. After I had made all those payments to re-establish her credit!! You can't please them all.

There are many ways to structure the deal. These are just a couple of them.

The thing to remember with pre-foreclosures is follow up, follow up, follow up, and use testimonials. Do these two things, and you will be very successful in this market.

What If the House Goes to Auction?

If a property does go all the way to auction, here are a few simple strategies to help you become successful.

Go to other auctions first that you do not plan on bidding on. This will give you a feel for how an auction works, and you can start to develop strategies. Notice that there are a few people in the crowd that do not start bidding until the very end, when bidding becomes very slow and the bid increments become small. These are the experienced investors.

Always call the auctioneer the morning of the auction to check to make sure that the auction is still going to be taking place. A lot of times, auctions are cancelled or postponed because the homeowner filed for bankruptcy.

At every auction you will need to bring a certified bank check for a pre-specified amount of money, usually about \$5,000. This money will be used as your deposit if you are the winning bidder. If you win, and do not go forward and buy the property, you will lose this money. Be sure that you want the property!

Always be pre-approved by a lending institution or hard-money lender before you get to the auction. You want to know exactly what you can afford, so that you don't bid out of your range. Most auctions allow you 30 days to complete the purchase. That's not a lot of time, so you want to have a head start in the process. Most of the time you can get an extension of you request it, but sometimes you can't; if you don't close, you will lose that \$5,000 deposit.

Know what your maximum offer is going to be, before you start bidding. It's very easy to get caught up in the excitement and pay more than you really wanted for a property. Do not get emotionally attached to the property. Be ready to stop bidding as soon as it gets \$1 higher than your preset high bid.

Dress as if you were the bank. At every auction, there is a representative from the lending institution that is foreclosing. Their job is to make sure that the bidding gets higher than what's owed on the property, or some other bottom-line price that the bank has pre-set.

If it looks as if the property is going to sell for less than the minimum pre-set price, then the bank steps in and starts bidding themselves. If no one bids as high as the bank, then the bank will buy back the property to protect its investment.

In most cases, the bank will at least bid as high as what is owed to them on the property. Sometimes at an auction you will see the bidding slow down at a certain figure.

Let's say for example purposes, the bidding starts to slow down at \$81,000 and it looks like the property is going to sell. The bank may step in and give a bid of \$134,219. That was the minimum price that the bank had to get, and since it looked like the bidding was going to stop well short of that mark, the bank stepped in and increased the bidding to that amount.

If the bidding slowed down at \$125,000, you would see the bank start bidding up the price slowly. Many times they get above their minimum using this procedure.

Dress Like the Banker

The trick is to dress like a banker and stand close to the auctioneer. Many experienced bidders will assume that you are the bank's bidder. Do not start bidding until the very end, when the bidding starts to get very slow. Someone who thought they were close to winning a bid and now see that you (the bank) are bidding, may get discouraged and drop out.

If you start to go to a lot of auctions, you will only be able to use this trick a few times because you'll notice that you will start to see the same faces there. People will begin to recognize you as another investor.

I learned this trick unwittingly. I went to one of my first auctions and I thought I was supposed to look successful, as if I could actually buy the property. So I wore a nice two-piece suit. I had done my homework and had set my maximum bid price at \$151,000.

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The bidding started at \$100,000 and started up slowly until it reached \$120,000. For some reason, the auctioneer jumped the bidding up from \$120,000 to \$130,000. A \$10,000 increment when the bid increments had been \$1,000. The last bid given was for \$120,000, and now he was asking \$130,000.

He said, "Who can give me 130, 130, who can give me 130. No one at 130? No one at 130? 120 going once, no one can give me 130? 120 going twice." At this point I thought that the property was just about to be sold at \$120,000. Thirty one thousand lower than I had planned on spending.

I raised my hand and said 130. Nobody bid higher than me, and I got the property.

A funny thing happened after the bidding stopped. Three or four investors came over to me after the bidding to give me their card. They asked me to contact them when I was ready to sell the property. At first I was confused until I told the second guy that I was not going to resell it; I was going live in it and move my business here. The property had a four-car garage with offices up above.

"Move my business here? Aren't you from the bank?" he asked.

"No", I replied, "I'm from the next town over." After the fourth person tried to give me his card, I realized that every thought I was the bank and when I stepped in to start bidding, that's when everyone stopped.

I did this successfully a couple more times until I become known in the investment circles. Does it work all the time? No. Should you try it to see if it might work for you? Sure! What's the worst thing that could happen? Besides, you could get a great deal on a house!

You can get an idea of how much the bank is owed on the property by going to the registry of deeds and looking at the mortgages that have been filed on the property.

This will give you an idea of how much equity is in the property, and if there is a good chance that you will be able to buy the property at the auction. There is no sense wasting your time if the people owe close to what it is worth. The bank usually buys them back.

Make Sure You Know Who is Foreclosing

Make sure you know who is foreclosing on the property. Is it a first mortgage foreclosure or a second mortgage foreclosure?

If it is a second mortgage foreclosure and you are the winning bidder, you will have to pay off the first mortgage before you sell the house.

If it is a first mortgage foreclosure then the only other thing that will have to be paid off are municipal liens and federal liens. You can check at the city or town hall to see what is owned the municipality, and the federal liens will be recorded at the registry of deeds. This is called doing your “due diligence”.

Another thing to consider is if there is a tenant in the house, from the soon-to-be previous owner. If there is, and you buy the house at the auction, you are also buying the tenant. You will have to evict the tenant yourself. This could take months, so you should have some reserve money to make the mortgage payments while you are getting them out, and then doing any renovation work that may be needed.

Also, there is no guarantee that they will not trash the place before they leave. Make sure you account for a worst-case scenario when you figure out your highest bid.

If there is a tenant in the property, you may not be able to get inside to take a look before you start to bid. This is very common. You can get a good indication of what the inside will look like, by looking at the outside.

These are just a few tips on how to work foreclosures. You should have some experience before you start doing auctions. There are a lot of drawbacks that you need to be aware of to be successful. Once you do have the experience, auctions are a great way to make money in the real estate investing game.

Both auctions and pre-foreclosures are a great way to make money. Of the two, pre-foreclosures can make you more money faster, because you’re dealing with very motivated sellers, and because they are present in all real estate markets. Pre-foreclosures should be one of the tools you use to become wealthy investing in real estate.

► ***Preforeclosure Profits...*** ◀ **Both auctions and pre-foreclosures are a great way to make money. Of the two, pre-foreclosures can make you more money faster, because you’re dealing with very motivated sellers, and because they are present in all real estate markets. Pre-foreclosures should be one of the tools you use to become wealthy investing in real estate.**

Income/Expense Sheet

Name _____ Address _____

Income:

Clients Income _____ yearly
 Spousal Income _____ yearly
 Other Income _____ yearly
 _____ yearly

Total Income _____ divided by 12 to get **total monthly income** _____

Debt:

	Name	Monthly Payment	Amount owed
Credit Cards	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Auto Loans	_____	_____	_____
	_____	_____	_____
Other Debt	_____	_____	_____
	_____	_____	_____

Total Debt _____

Other Outflow:

Food _____
 Heat _____
 Electricity _____
 Gas (Auto) _____
 Insurance (Auto) _____
 Insurance (Health) _____
 Cable TV _____
 Internet _____
 Kids Cloths _____
 Kids Supplies _____
 Kids Activities _____

Total Outflow _____

Total Income _____
Total Debt _____
Total Outflow _____

Surplus/Deficit _____

How To Stop Your Financial Problems In Seven Days or Less!

Dear Denise,

Would you be interested in a **free** consumer's report that has helped many other homeowners out of financial problems in five days or less?

Many people find themselves in financial problems, often through no fault of their own. It seems to happen overnight. One day everything is fine and life is good, and then the next day the phone doesn't stop ringing from bill collecting wolves hounding you for money that you don't have!

The **free** consumer's report, "How to Stop Your Financial Problems in Seven Days or Less," will show you how to stop that phone from ringing and allow you to once again take control of your own destiny.

This report is for anyone who wants to know:

- ✓ How to avoid a bank foreclosure
- ✓ How to find help to make up back mortgage payments
- ✓ How to sell a home quickly and profitably
- ✓ How to clean up a credit report
- ✓ How to file for bankruptcy without paying outrageous legal fees
- ✓ Free financial counseling

To have your **free** consumer's report, "How to Stop Your Financial Problems in Seven Days or Less," call our 24-hour, pre-recorded toll-free telephone number at 1-800-894-xxxx ext 4422. Simply leave your name and address, and we will send the report to you immediately. Supplies are limited, so call now!

Before you speak to anyone regarding current financial problems, order this report. It will save you time and money! Call now!

Sincerely,

David Lindahl
Financial Specialist

P.S. Problems are solved with information and education. Order your **free** copy of the consumer report, "How to Solve Your Financial Problems In Seven Days or Less," and learn how to solve your financial problems now!

Who Else Wants FREE Advice To Solve Their Financial Problems?

Dear Homeowner,

Would you be interested in a **free** consumer's report that has helped many other homeowners out of their financial problems?

Many people find themselves in financial problems, often through no fault of their own. It seems to happen overnight. One day everything is fine and life is good, and then the next day the phone doesn't stop ringing from bill collecting wolves, hounding you for money that you don't have!

The **free** consumer's report, "Seven Proven Steps To Solve Your Financial Problems" will show you how to stop that phone from ringing and allow you to once again take control of your life.

This report is for anyone who wants to know:

- ✓ How to avoid a bank foreclosure
- ✓ How to find help to make up back mortgage payments
- ✓ How to sell a home quickly and profitably
- ✓ How to clean up a credit report
- ✓ How to file for bankruptcy without paying outrageous legal fees
- ✓ Free financial counseling

To have your **free** consumer's report, "Seven Proven Steps To Solve Your Financial Problems," call our 24-hour, pre-recorded toll-free telephone number at 1-800-894-xxxx ext 4422. Simply leave your name and address, and we will send the report to you immediately. Supplies are limited, so call now!

If you would like to speak to me directly, call me at 617-835-xxxx and I can begin counseling you over the phone. This is a **free** service.

Before you speak to anyone regarding current financial problems, order this report. It will save you time and money! Call now!

Sincerely,

David Lindahl
Financial Specialist

P.S. Problems are solved with information and education. Order your **free** copy of the consumer report, "Seven Proven Steps To Solve Your Financial Problems," and learn how to solve your financial problems now!

**Stop Your Upcoming Foreclosure In Nine Days
Or Less...
Don't Let the Bank Take Your Property!**

Name
Address
City, State

Dear Friend,

You can stop your foreclosure in nine days or less by selling your house for **CASH**, using a program that can possibly create equity.

We will pay you cash for your house at fair market value, not a distressed foreclosure price. If you do nothing, hoping for a miracle, the law will sell your house at Public Auction, meaning your house could be sold for 25 to 50 percent below value. Don't allow this to happen!

This is a money solution that will allow you to rebuild your future, but you must act now. **Time is your worst enemy: Don't be embarrassed or humiliated by a lender who cares nothing about your problems.**

We've been in a similar situation as yours, yet at that time, nobody lent us a helping hand. We want to provide you with that helping hand by supplying you with **KNOWLEDGE, CASH, AND OUR ABILITY TO KEEP YOUR CREDITORS FROM ANNOYING YOU!**

What Will We Do When You Call Us At 1-800-478-xxxx?

- David or Tammy will answer the phone and ask you several questions about your home, in order to start an evaluation.
- We will set up a time to visit you at your home, to discuss our proposal. Our services are **FREE**. You incur **no** cost. Not everyone qualifies for our program, but we are very flexible.
- We can communicate with your lender. They will deal directly with us, because we have the cash to handle past-due payments.

This can be done in one visit, but you must call us to begin this process. **Ask for David or Tammy at 1-800-478-xxxx day or night.** If we are out, leave us a message.

**You Can Walk Away Free and Clear
With Cash and a Fresh Start**

We feel that most people may be skeptical for one major reason: They have been given empty promises in the past. This is why we offer a written guarantee:

Please turn to next page...

Our Guarantee To You:

*If You Receive a Written Offer That is More Beneficial Than Our Proposal,
We Will Cancel Our Agreement,
Regardless of How Far Along We Are in the Process*

.....

So you be the judge. If you call us you can't lose. If you do not, your indecision may cost you thousands of dollars, if your property is sold at auction.

Make this a **TURNING POINT** in your life. **Just reach for the phone and dial 1-800-478-xxxx, toll free. Ask for Tammy or David. We can help!!**

With kindest regards,

David Lindahl

P.S. When you call us, rest assured that you will be under no obligation--and you can have your foreclosure problem solved in nine days or less!

**They Were Skeptical When I Told Them That I Could
Stop Their Foreclosure In Nine Days Or Less...
But They Were All Smiles When It Actually Happened!**

Name
Address
State Zip

Dear Name,

Don't lose hope..help is on the way! Our company has helped other homeowners in foreclosure to regain financial stability and self respect by stopping the foreclosure process **IN NINE DAYS OR LESS.**

We can offer you an alternative or "fresh start" from a dismal situation, by purchasing the equity in your house and releasing you from the burden brought about by the foreclosure process.

Although it seems that life is not always fair (it's not!), you can escape from this negative situation by using one of the many programs that we have to offer. By offering such programs, **we only benefit when you do.**

Our Company Can Offer You Several Benefits:

- CASH – Instead of losing your home to the bank and being left with nothing, we will buy your home and give you **CASH** to make a fresh start.
- Because we will prevent you from going into foreclosure, a foreclosure will not be recorded on your credit report (foreclosures are on reports for seven years!).
- Moving expenses can be paid by us.
- Our ability to communicate directly with your lender should eliminate annoying phone calls and angry letters.
- We may be able to provide temporary housing and in some cases six months of no rental payments.

You may be wondering to yourself, "Do offers such as these actually exist?" **They do!** That is why I have attached a couple of letters from people whom we have been able to help in the past. We are also a member of the Better Business Bureau. Give them a call. They will tell you that we are a reputable company that has been helping people in situations such as yours for a number of years.

We Will Offer You CASH

We are in the business of providing **CASH SOLUTIONS**. We provide knowledge of how the system works beneficially for you as well as us. We work only for "Win/Win" situations. You must receive benefits for us to be able to make a deal. We also offer you the following guarantee:

.*****

Our Guarantee to You:

If you receive a written offer that is more beneficial than our proposal, we will cancel our agreement, no matter how far along we are in the process.

.*****

You can't turn back time, but you can change your immediate situation by allowing us to purchase your home for cash in nine days or less, so you can walk away from this burden forever!

Remember, you must forget the past. **It's time to focus on solutions, not problems.**

We look forward to providing you with the **CASH** you need to get on with your life.

Pick up the phone and call **NOW**. Even the phone call is free! 1-800-478-xxx

With kindest regards,

David Lindahl
Results Home Buyers, Inc.

P.S. Think of the peace of mind you will have when we stop your current foreclosure!

Here are some sample testimonials that I have gotten, and this is how I add them to my direct mail letters. I always use a different color paper when I add them to my mailings. I usually use a light yellow. This is the layout I use. I always put the person's last name and town. You will want to do that, too. I left them out here because this is a home study course and I need get permission to use my client's names.

Here Are Comments From People That Were In The Exact Same Position You Are In... People Just Like You...

“Thank you so much for coming to the rescue and allowing us to move forward with our lives. Your ability to take over when all other options failed us was truly ‘what the doctor ordered.’”

John H., East Boston

“I am grateful to you, Dave, not only for your valuable assistance, but also for your tenacity in convincing me that your program was not a ‘scam.’ I’ll admit that it seemed too good to be true, and therefore I was a little (O.K. maybe a lot!) skeptical at first, but I am convinced that no solution would have been found for me through what most people consider to be conventional channels.”

Ernst S., Easton

“Not only did you find us a way to make up the back payments, you did everything you said you were going to do. Thank you for your honesty.”

Gladys V., Malden

“...I thought I was going to lose the house to the bank and I was going to be branded with a foreclosure on my credit report for the next seven years...Instead of losing everything, you saved my credit rating and I put money in my bank account!!”

Nicole D., Brockton

Find out how to solve your financial problems now! Pick up the phone and call me at 617-835-xxxx or toll-free to request your **free** consumers report, “Seven Proven Ways To Solve Your Financial Problems,” 1-800-894-xxxx ext 4422. **Don’t wait, call now!**

Chapter 4

Direct Mail

Picture this: You're sitting in your home, the phone rings, and it's a motivated seller looking to sell their property. An hour later the phone rings again. It's another motivated seller also looking to get out of their property. During the day, you have had a total of eight phone calls from people who are interested in selling their property.

What is going on? Why are you getting so many calls in one day when you have spent previous months searching for deals and didn't have any luck? These people are responding to your direct mail campaign. You've sent them a letter (and gave them a compelling reason to call you), and now they are doing just that.

This is the beauty of direct mail. Having your target customers raise their hand by calling you and telling you that they want to do business with you. Not only is this a great way to get leads, but these are the easiest people to do business with. They have already pre-qualified themselves by calling you, and they are certainly motivated.

► **Direct Mail Delivers...** ◀ **Not only is direct mail a great way to get leads, but these are the easiest people to do business with. They have already pre-qualified themselves by calling you, and they are certainly motivated.**

Three Components of a Direct Mail Campaign

The basic components of a direct mail campaign include targeting a list of people to mail to, creating a message to fit that target, and giving them a compelling reason to call you.

Direct mail is a numbers game. If you receive a one to two percent response from your mailing, that's good. That's what you should expect. That means for every 1,000 pieces that you mail out, you should receive responses from five to 10 people.

It doesn't sound like a lot, but if you can purchase just one house from that mailing at an average profit of \$20,000, you will more than make your money back.

I once sent 1,000 letters to out-of-state owners of multi-family buildings and only got three people to respond. Fortunately, one of those three was a gentleman from Florida who was tired of being a long distance landlord. He told me that he wanted to sell his

three-family property for the assessed value only, that it needed some work, and he wanted to sell it “as is”.

He told me that from talking to some friends that lived in the area, if he did the work to the property and fixed it up, they said he could get a lot more, but he’d had enough and wanted out.

So I bought it for the assessed value, painted the exterior (\$3,500), took down old wallpaper and repainted the units (\$4,100), refinished the floors (\$1,400) and added some linoleum in the kitchens and baths (\$2,000. Total rehab: \$11,000). The property is now worth \$130,000 more that what I paid for it! You don’t have to find too many of those to make you happy!

Two Types of Direct Mail Campaigns

There are two different approaches to a direct mail campaign. The first is to plan a series of two or three mailings to the same group or list. These mailing are called steps. If you plan to send three consecutive mailings (which should be about seven days apart), this is called a three-step mailing campaign. These campaigns are designed to get the target to raise their hand and call you to do business directly, or you could offer a Free Special Report that will entice the person to raise their hand for the report and will identify the person as a means of future business.

When starting a direct mail campaign, the first thing you want to do is to select your target market. You want to answer the question, “What group or groups of people would most likely respond to my offer?”

Below is a list of groups of people that, for some reason or another, would probably contain a better-than-average amount of motivated sellers:

- Pre-Foreclosures – people at the start of the foreclosure process
- Expired Listings
- Out-of-Town Owners
- Landlords Evicting Tenants
- Property Owners Going To Court For Health Violations
- People Getting a Divorce
- Attorneys – Estate and Divorce Attorneys
- Obituaries

You will find lists of these people in the following places:

- ✓ Pre-Foreclosures – Local and financial newspaper, court house, list service providers
- ✓ Expired Listings – Multiple listing service, realtor relationships

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- ✓ Out of Town Owners – Town or City Assessor's Office
- ✓ Landlords Evicting Tenants – Housing Court
- ✓ Property Owners With Health Violations – Housing Court, local board of health officials (ask them which landlords may be in trouble)
- ✓ People Getting A Divorce – Probate Court
- ✓ Attorneys – Telephone book
- ✓ Obituaries – Local newspapers

A direct mail campaign can be done with either letters or postcards. Postcards work well because you don't have to worry about the prospect opening the letter. A lot of people sort their mail over the wastebasket, and throw away anything that remotely looks like junk mail.

With a postcard, you can capture the prospect's attention with a compelling headline and create interest that will compel them to read the rest of the text.

The drawback of postcards is that you're working with limited space to tell your story and get your prospect to act.

When sending a letter, on the other hand, it can be as many pages as you think necessary to get the prospect to call you.

Some people may think, "Who would read a long sales letter? I certainly wouldn't." The person who reads a long sales letter would be someone who truly needed your services. There is an adage in the direct marketing business: "The more you tell, the more you sell."

The first thing you need to do with a letter is **get the thing opened**. You must slip below the prospect's radar screen that is zoned in on detecting junk mail as they sort through the mail over the trash barrel.

The Right Way to Address an Envelope for Big Response

You do this by using plain number 10 envelopes, hand addressing every envelope with blue pen, putting your name and return address in the upper left hand corner, and using a live stamp.

If you really want to get below their radar, you could use a square envelope, though this can become costly. The receiver may think that they are getting an invitation, which they actually are...an invitation to purchase your product or service. They may be more inclined to open the envelope.

The Wrong Way to Address an Envelope

Here are some don'ts for envelopes, any one of which will dramatically lower the amount of people who open your envelope:

- Don't use labels (O.K. for postcards)
- Don't use metered postage
- Don't put a business name in the upper-left-hand corner
- Don't computer generate the names and address on the envelope
- Don't use bulk rate (only 50 percent actually get delivered)

You should be delegating these menial tasks to someone else. The going rate to stamp, stuff and address an envelope is 11 cents per envelope, and is well worth it. This frees you up to go find other deals. Not only that, but it gets done. If you leave it up to yourself, you may have a tendency to put it off. Remember, consistency is the key to marketing.

You should plan your mailing so that your target receives the postcard or letter on a Tuesday, Wednesday, or Thursday. Never on a Friday or Saturday, because people are too busy making plans for or enjoying the weekend. On Mondays they are trying to recuperate from the weekend, and are too busy making plans for the workweek.

Having your mail delivered on a Tuesday, Wednesday or Thursday will increase your response rate.

Now you've got your prospect to open the envelope or look at the postcard. They will take the **next two seconds** to decide whether or not they will read the rest of the text, or throw it in the trash.

You only have two seconds to grab their attention and give them a reason to read your message. You must have a bold, compelling headline that immediately answers the question, "What's in it for me?"

How to Create a Compelling Headline

Your headline is the most important part of your direct mail piece. If your headline does not entice them to read further, it doesn't matter how good the rest of the material is...they will never see it!

Here are the elements for a great headline--what your headline must accomplish:

- Attract attention
- Stimulate curiosity and intrigue
- Reveal the strongest benefit of your offer
- Make news, or be seen as new or different

- Be specific and meaningful to your prospect

Eight Ready-To-Use Compelling Headlines

Your headline should contain the primary benefit that the person will receive from doing business with you. For example:

- ✓ (Pre-Foreclosure:) Stop Your Foreclosure In Seven Days Or Less
- ✓ (Expired Listing:) Who Else Wants To Sell Their House In Five Days Or Less?
- ✓ (Out of Town Owner:) Prices In Boston Have Never Been Higher, Now Is The Time To Sell. Don't Miss Out On This Incredible Market! Read On...
- ✓ (Landlords:) There Is Nothing Sweeter Than Selling An Investment Property That Has Become A Pain In The Ass
- ✓ (Health Violators:) Has Your Investment Property Become A Headache? I've Got The Cure...
- ✓ (Divorce:) Selling Soon? Highest Prices Paid For Your Real Estate
- ✓ (Attorneys:) A Reliable, Trusted Investment Company To Purchase Your Clients' Properties. Our Complaint-Free Record With The Better Business Bureau Makes You Look Good.
- ✓ (Obituaries:) We Buy Houses For Cash, Fast Closings

Can you see how these headlines are designed to grab the reader's attention and entice them to read further? If you were a frustrated owner whose listing had just expired, wouldn't you want to know how someone plans to sell your home in five days or less, when the real estate agent couldn't do it in 180 days?

► ***The Headline is Key!*** ◀ **Your headline is the most important part of your direct mail piece. If your headline does not entice them to read further, it doesn't matter how good the rest of the material is...they will never see it!**

If you were in pre-foreclosure and someone claimed that they could stop your foreclosure in seven days or less, don't you think that you would stand up and take notice?

This is why the headline is the most important part of any direct marketing piece. When using a postcard, repeat the headline on both sides. On the front, simply instruct the reader to turn the card over to learn more.

You should write a list of 10 to 20 headlines for each direct marketing piece that you send out. Go through the list and choose the most compelling, attention-grabbing, "I've got to have that!" headline, and use it.

If you are stuck writing your headlines, look through newspapers, magazines and on magazine covers to get ideas.

Here is a list of some famous headlines that, by simply changing a few words, I've been able to use in my investment business. The underlined words are the original headline. These headlines have been used for years, with great success, in almost every industry. They've been used this long because they work:

- “They Laughed When I Told Them That I Could Stop Their Foreclosure In Seven Days Or Less, But When The Bank Didn't Show Up For The Auction, They Couldn't Stop Thanking Me”
- “Which One Of These Costly Home Selling Mistakes Will You Make?”
- “Who Else Wants to sell their house in five days or less?”
- “How To Rid Yourself Of Ungrateful Tenants And Put A Chunk Of Cash In Your Pocket”
- “Here's Free Advice For Homeowners Who Want To Sell Their House Quickly”

Now simply use these headlines or change the words to benefit your situation. Remember, headlines are designed to do one thing--get your reader to read the first sentence of your text.

Your first sentence is designed to do one thing-- get the reader to read the second sentence. So you want to open with a very powerful first sentence. A good method to follow is to describe the problem that they now face, and you need to **emotionally charge** your letter by reminding them of the pain that they are now in. Remember, you didn't cause the pain, but you do have the cure.

The Two Reasons That People Will Do Business With You

Now it's time to craft your message (your offer). People will decide to do business with you for two reasons:

- 1) You Can Provide The Solution To Their Problem;**
- 2) They Get Benefits And Positive Feelings From Doing Business With You.**

You must focus on what people want, not what they need. People do not buy needs; they buy the satisfaction they get from their wants. To create a response from your target, you must address their strongest desires.

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Most people want solutions--to make more money, have more leisure time or more conveniences, to make life easier, gain self confidence, to be successful, to be proud, respected, to be a master of their own destiny, and to hold influence over others.

Most people want to avoid looking foolish, losing money, taking risks that will jeopardize their current situation, pain (emotional or physical), and personal embarrassment.

The better you can craft your message using what people want and what they want to avoid, the more successful your direct mail campaign will be.

Fill your copy with what benefits your targets will receive from doing business with you. Let them know what you can do for them. Make an immense promise. Let them know that you can do something remarkable. The average person sees over 10,000 marketing messages a day; you need to separate yours from the pack. Hype it up! Make the benefits impossible to ignore.

Keep in mind that you must also be believable and credible. You do this by backing up your promise with proof, especially from people you have already helped. These are called testimonials. **They are the most powerful way to get total strangers to believe in you.**

People will believe what other people say about you, before they will believe what you say about yourself. Ask your past clients to write a letter saying what a great service you provided them, how you helped them out of a tough situation, and what a great person you are!

Collect these letters and either put a couple in your direct mail piece, or make a page of quotes to get your point across. When using testimonials, you will need to get written permission from your clients. Always use their name and town at the end of the testimonial. If you don't, people will not believe that they are true.

How to Create a Strong Sense of Urgency

You will want to create a strong sense of urgency throughout your letter. Convey to the target that they must **act now** in order to benefit from your services. Portray the illusion of scarcity. One way to promote limited scarcity in real estate investing is to let them know that you have limited funds available, and you are looking at several deals. If you are offering free special reports, let them know that supplies are limited--first come, first serve.

Inform your target that you are a "specialist" in their situation. People like to do business with specialists. You could be a Foreclosure Specialist, Real Estate Specialist, Multi-Family Specialist...be creative and specific to their situation.

Throughout the text of your letter, you want to remind the target of the pain that they are in. Some direct marketers call this “sticking in the knife and turning it slowly.” For every element of pain that you introduce, you want to offer a practical, credible solution. The solution may be an offer for a free special report or some other mechanism you’re offering to solve their problem.

You’ll want to explain your solutions and detail the benefits of those solutions. You must tell people what and how you will accomplish your solutions for them. You must elaborate on how much easier your solutions will make their life, how much they will gain by using you, and how much better off they’ll be by using you than they will be by not using you.

How to Handle Objections Before They Arise

As you are writing your text, you want to think of any objections that the target may have to doing business with you, and address them in the text. This will also increase your response. You also want to reveal any flaws that you may have and turn them into a benefit, thus preventing your letter from appearing “too good to be true” and unbelievable.

Use examples of other people that you have helped to prove your point and increase your credibility. Try to get testimonials from these people and add them in as well. This is a powerful one-two punch.

As you are writing your text, you will want to warn the target of what will happen if they do not take action. You are in essence predicting the future, increasing the target’s pain by showing them what will happen if they do not take action.

You will also want to explain that doing business with you is risk free. Explain to the target that you cannot help everyone, but by setting up a simple appointment and going over the facts, you can determine if you may be able to help them out of their situation. If you cannot, you may be able to refer them to someone who can. Let them know that there is no obligation, and that your services are free.

You are in essence taking the pressure off. This will at least get you into the door of a lot of prospective sellers’ homes.

Right before you close your letter or postcard, you will need to remind the target of all the benefits that they will be getting.

There are many ways to do this. You can use a story of how you delivered benefits to someone else who was facing a similar problem. Come right out and tell them in a straight-forward statement; use a testimonial from another client who got the same benefits; or use bullet points of what benefits people receive from using your services.

Add a Strong “Call to Action”

The very last element that you should put in your letter or postcard is a **call to action**. You want to explain to the target exactly what they need to do. This can be done in a simple sentence, for example, “To stop the foreclosure of your home, pick up the phone and call me now at 555-1212.”

Adding this call to action will dramatically increase your response.

The Post Script – The Second Most Important Part of Your Letter/Postcard

After you sign the letter, **you must put in a powerful P.S.** When a target opens a letter or looks at a postcard, the first thing they will do is read the headline. After their interest is piqued, they will want to know who sent the piece, so they will look down at the signature. When they look at the signature, they will be drawn to the P.S. and will read it.

Your P.S. should restate the problem, restate the most desirable benefit, and include another call to action. You may add other items such as a special bonus, a risk-free guarantee and/or an element of scarcity.

There you have it! All the ingredients of a successful direct marketing piece. After you've written a piece you'll want to test it. Remember, you are looking for a one to two percent response rate.

If after testing you do not get the response that you wanted, go back and check all of the elements of the letter to make sure you didn't leave anything out. When you go to make changes, it's important that you only change one thing at a time so you know which change was responsible for the change in response. If you test more than one thing at a time, you won't know what worked and what didn't. This knowledge will help you with every new direct marketing piece you do.

Direct marketing is the easiest way to get motivated sellers to call you. You should become a student of direct marketing, as it can make you very wealthy. Not only should you read additional books on the subject, but you should start reading and studying all that junk mail that you receive, especially if you get the same thing more than one time, because that means the piece is working for someone.

If you find something good, don't be afraid to change it to fit your business. This is how a lot of good direct marketing campaigns begin.

The following pages are direct mail pieces that I have created and used successfully. Put them in the mail today, and make some money with them!

Selling Soon? Highest Prices Paid For Your Real Estate!

Jane and Joe Smith
123 Main St.
Any Town, USA

Dear Jane and Joe,

I'm a real estate investor looking to buy properties in your neighborhood. I'm contacting local homeowners in the hopes that you may be interested in selling your property to me.

I'm part of a group that buys between 5 and 10 houses per month and would like to buy your house next. I can either close quickly, or take as much time as you like.

This is what will happen when you call me: I'll come over and take a look at your house. Next I'll compare it to other similar houses that have recently sold in the area. I will then offer you a fair price to purchase your property.

It's that simple. No aggressive realtors to deal with, no "For Sale" sign in front of your house; and no parade of people coming through your house at all hours of the day, night and weekends, checking out all of your stuff, and asking you questions that are none of their business anyway.

To find out what I can offer you for your house, call me now at 555-5555. I look forward to our speaking.

Sincerely,

David Lindahl

P.S. – For a quick, quiet, confidential sale of your property, call me **now** at 555-5555.

We Buy Houses
Any Area, Any Condition
Fast Closings!

Name
Address
City, State

Dear Name,

Are you or is anyone you know looking to sell a property quickly?

I'm a local investor looking to purchase real estate in your area. I am interested in any property, whether it is in need of a lot of repair or in "move-in" condition.

I'm willing to pay a fair market price and can close quickly or take as long as you want.

How does this work? Simply call me at 555-5555, I'll come out and take a look at the property. I'll compare it to similar properties that have sold in the area, and make you an offer.

As I stated before, I have the ability to pay cash and close quickly. For a **free** evaluation of your property, or if you want to tell me about somebody else's property (I'll give you a cash bonus if I buy it!), call me now at 555-5555.

I look forward to our speaking.

Kindest regards,

David Lindahl

P.S. For a fast closing and a fair price for your property (or someone's whom you know), call me now at 555-5555.

**Finally A Reliable, Trusted Investment Company To Purchase
Your Clients' Properties. Our Complaint-Free Record With
The Better Business Bureau Makes You Look Good!**

Attorneys Cheatam And Howe
123 Main St.
Any Town, USA

Dear Attorney,

I'd like to purchase your clients' properties.

There are many times during your course of business when a client may need to sell a parcel of real estate -- sometimes quickly, sometimes not so quickly.

My name is David Lindahl and I'm part of an investment group that buys from 5 to 10 houses per month.

The name of my company is Results Home Buyers. Please look us up at the Better Business Bureau, and check our excellent record.

We specialize in the purchasing of residential properties, apartment houses, and land.

We realize that your clients are the lifeblood of your business, and we will always treat them with courtesy and the utmost respect. We are interested in creating win/win situations, and our goal is that you look good at the end of the transaction.

For further information about Results Home Buyers and me, please call me now at 555-5555.

I look forward to our speaking.

Sincerely,

David Lindahl

P.S. – I will be calling you on Tuesday, August 12, to answer any questions that you may have about me and my company, and to ask you some pertinent questions to determine how I can better assist you and your clients.

Has Your Investment Property Become A Headache? I've Got The Cure...

Janet Smith
123 Main St.
Any Town, USA

Dear Janet,

How would you like to get rid of the biggest headache that you have in your life right now? That's right, I'm talking about your investment property.

If you're ready to sell, I'm ready to buy. I'm an investor in your area who specializes in properties like yours...properties with problems.

Have you had enough of your tenants calling and complaining to the city officials and causing you all kinds of problems? Are you tired of making repairs to things that the tenants damage? Don't these people have anything better to do?

Sometimes people buy properties and don't realize what they've gotten themselves into. Sometimes people buy properties knowing what they're getting into, but they just get tired of dealing with it.

I'm ready to give you a fair price for your property if you're ready to sell. Call me now at 555-5555 and I'll rid you of your headache.

Sincerely,

David Lindahl

P.S. – For a quick, painless sale of your property, call me now at 555-5555!

P.P.S. – I'm an investor looking to **buy your property**--I'm not a sales agent looking to list it!

Who Else Wants To Sell Their Home In Seven Days Or Less?

John Doe
123 Main St.
Any Town, USA

Dear John,

I'd like to buy your house in seven days or less.

That's right, I want to buy your house! I'm not a realtor; I'm an investor who is part of a group that buys between 5 and 10 houses a month, and we are interested in your house.

You just finished listing your house with the realtor and you didn't get the results that you wanted. You had all kinds of people coming through your house, checking out your things and asking questions that were none of their business.

Do you really want to list with another realtor and go through that again?

How can I close so quickly? First of all, I'm going to pay all cash, so I won't have to wait around from some bank to give me an approval, so you can get your money.

I'll need the seven days to check the title and any liens that are currently on the property. If you want more time, then we can delay the closing so you can have as much time as you would like.

Either way, call me now at 555-5555 and consider your house sold!

Sincerely,

David Lindahl

P.S. – For a no-hassle, quick sale of your property, call me now at 555-5555!

**Prices In (City Here) Have Never Been Higher. Is
Now The Time To Sell? Don't Miss Out On This
Incredible Market! Read On...**

Joe Smith
123 Main St.
Any Town, USA

Dear Joe,

Prices in the (City Here) area have skyrocketed! Now may be the time for you to sell your out-of-state property and get maximum cash out. You deserve it!

The trick to becoming wealthy is to buy low and sell high. You were smart when you bought your property. Will you be smart again and sell it at the right time?

Now is the time to sell, and I'm interested in buying. I'm a local investor who buys properties just like yours.

Have you had enough of being an out-of-state landlord, tired of the hassles from your property management company which always seems to be nickel-and-diming you?

How about the vacancies and the repair costs that just seem to get higher and higher?

I'd like to rid you of your problem and buy your property.

Call me at 555-5555 to discuss what a fair market price would be for your property. I can close quickly, or take as much time as you would like. Call me now!

Sincerely,

David Lindahl

P.S. – To get the maximum value for your out-of-state property, call me now at 555-5555.

Chapter 5

Classified Ads

Classified ads are one of the best methods for attracting motivated sellers to call you to sell their property.

They are also an excellent method for attracting buyers for your properties as well.

I have used the same classified ad in my local newspaper for the last seven years, and it has without fail brought me deals that paid 20 to 100 times the price of the ad.

Some years it pulls better than others. But since each deal is worth at least \$20,000 to me, I only need one deal to pay for the ad for the year. The ad cost me \$120 per week, or \$6,240 per year.

On my worst year, the ad pulled three deals, which means I paid \$6,240 to earn \$60,000. Sounds like a good trade to me. On a good year it has brought me much, much more.

► *Classified Information...* ◀ **On my worst year, my classified ad pulled three deals, which means I paid \$6,240 to earn \$60,000. Sounds like a good trade to me. On a good year it has brought me much, much more.**

The Tried and True Marketing Formula For Writing Winning Classified Ads

If you want to write winning classified ads, you must follow the AIDA formula.

First and foremost, you must get their attention. You must have a headline that is so compelling that it stands above the other 10,000 advertising messages that the consumer is getting bombarded with on a daily basis.

You also want your headlines to contain the major benefit. Here is the ad that I have used and continue to use:

We Buy Houses \$CASH\$

Any Area, Any Condition
Call Dave 781-447-xxxx

Dave Lindahl's Real Estate Investor's Marketing Tool Kit

The word "CASH" with the "\$" signs on each side is a little bigger and bolder than the rest of the ad. This draws people in, and gets them to read the ad.

The next thing you need to do is to create interest. If someone is looking to sell their property, they will see that I buy houses in any area and any condition. This covers just about anyone who might be looking to sell their house.

Next is to create desire. Not only is CASH a great one-word headline, but it also creates desire. **Everybody** wants cash.

And the last step is a call to action. Every classified ad that you write must have a call to action. This tells the person who is reading the ad exactly what they need to do next. People need and want to be led. You will notice that in my call to action, I tell the reader to call me and I give my number.

As I said before, that ad is short and sweet and very effective. It's being used as we speak all around the country, and is getting great results.

Here are some other ads that are getting results. You always want to test different ads and find out which ones work best for you, and never pull an ad that is giving you good business unless you have tested another ad that pulls better.

Examples of Classified Ads That Work

House Wanted

Handyman needs fixer-upper
Call Dave 555-xxxx

Cash For Your House

Fast Closing (Five days!)
Call Dave 555-xxxx

Stop Foreclosure Now!

Save Your Credit! We Buy Houses
And Make Your Payments
Call Dave 555-xxxx

Executive Needs Home

Boston Professional Looking To
Lease With Option To Buy
Call Dave 555- xxxx

Payment Assistance

We have a special program to help make your house payments.
Call Dave 555 – xxxx

Sell Or Lease Your Home Today!

Any Price, Any Condition, Any Area
Call Dave 555 - xxx

Where to Place Your Ads

There are several places that you can put your classified ad. If you have a local paper, that is usually the most reliable and most cost-effective place to put your ad. You'll want to try to avoid your major metropolitan papers, because the cost of advertising there can be very high.

Unfortunately there are some cities that only have the big metro paper. In those situations, seek out a discount paper like the Penny Saver, the Thrifty Nickel, or Ad Bargain. These are thrift papers whose main purpose is to attract people looking for good deals. They are very effective as well.

You will want to place your ad in the Real Estate Wanted section of your paper. I have also had good success putting it in the Real Estate Sales section. If you are going to do this, you want the ad to be in the city or town section where you want to do most of your business.

For example, we were advertising in a local paper in a city that is about half an hour away from our office, named New Bedford. When we first put our ad in their local paper, we put it in the Real Estate Sales section and told them that we wanted it in the New Bedford section.

To our dismay, it showed up in the Westport section. Westport is a high-end town and the chances of us getting a good response in that section was a lot less than being in the New Bedford section.

I called the ad girl and she told me that it shows up in the Westport section because the ad starts with the word "We" as in "We Buy Houses," and since they put their ads in alphabetically, it ends up in the Westport section. So we made a quick change. In this paper, our ad looks like this:

NB We Buy Houses
CASH
Any Area, Any Condition
Call Dave 781 – xxx – xxxx

It immediately went into the New Bedford section of Real Estate Sales and our telephone started ringing. You'll need to adapt to each newspaper's policies.

The One Trick That Will Keep Your Phone Ringing

Whenever you are marketing outside of your town or city, my secret to success is to use a local phone number in the ad.

Your response rate will fall dramatically if you use an out-of-area phone number. People don't want to do business with people who are not like them, and the surest way to show them that you're not like them, is to be from outside of their area.

Also, if someone has a choice between making a local call or a long-distance, toll call, 90 percent of the time they will choose the local call.

Here's how you do it while incurring minimal cost: Call your phone company and tell them that you want a "piggy back" line installed. What this does is give you a local phone number for the area that you choose, which local people can call in on, but you cannot call out on.

The phone number attaches to your regular business number, so if someone is calling from two cities away, it rings right on your business line.

You will incur a monthly fee of about \$20 and the initial set up fee. It is well worth it.

At times we have had five "piggy back" lines working in five different cities at the same time.

When people call, they just assume that you are a local business. It works great!

Always Ask for the Contract Rate

When negotiating the advertising fee with the newspaper or magazine, always ask what the terms and conditions are for the "contract rate". The contract rate is the best rate that the periodical gives. Sometimes you have to guarantee that you will advertise for a year; sometimes it's a month.

▶ ***Local Phone Numbers Matter...*** ◀
Your response rate will fall dramatically if you use an out-of-area phone number. People don't want to do business with people who are not like them, and the surest way to show them that you're not like them, is to be from outside of their area.

You'll want to be thinking long term. Classified advertising works. Period. If you have your ad in for one year and you get one deal, as I stated earlier, it more than pays for itself and opens up the potential of getting many, many more deals coming in.

Always check the paper and make sure that your ad is running, that it is in the right spot, the phone number is correct, and the ad reads properly. You should be checking it at least once a week.

Every time we go a stretch without getting a phone call, it's usually because someone at the paper goofed and either put the ad in the wrong place, or stopped running it completely, while they are still billing me!

One last thing on ad placement: If you are in a newspaper with other competitors advertising in the same column as you, you'll want to have your ad appear first, because people will start at the top of the list and work their way down.

Sometimes you have to name your company or start your ad with a series of "A's". Such as AAA We Buy Houses Cash. Be creative. Do what you must, to get to the top. It's that important!

Who Should Answer Your Phone?

The answer to that question is YOU. Whenever possible, **you should be answering your phone.** There is no one better qualified to screen out a potential seller than you.

Sometimes it is not possible for you to be answering your phone, due to the fact that you may still be working a job or for other reasons. If that is the case, then you will want to hire an answering service during the day, and you should be answering at night.

▶ ***Answer Your Phone!*** ◀ ***Whenever possible, you should be answering your phone. There is no one better qualified to screen out a potential seller than you.***

This is the way I've done it. I have one designated line that all of my advertising goes to. The only people calling on that line are potential sellers. If you want to reduce the cost, you can have a line installed that you cannot call out on.

I put the "call forwarding" feature on that line and when I leave my office or home, I have that line forwarded to my cell phone. That way I don't miss a call. Because if I miss their call, 50 percent of the sellers will hang up, not leave a message, and call the next guy on the list.

Which brings us to the next point. You never want to have your phone picked up by a recorded answering machine if you can help it. The majority of people do not like to

Dave Lindahl's *Real Estate Investor's Marketing Tool Kit*

leave messages on machines, and you will miss their business. Always try to have the phone answered by a live person.

When you start getting busier and busier, it may not be feasible to answer all of the calls yourself, and you may want to train someone to do the initial screening. You can do this by hiring someone, or by using an answering service (see the chapter on How To Handle Responses). This is the natural progression of a growing business.

You will train the person to screen the calls just as you would, and when they get a hot seller, instruct them to contact you immediately so that you can set up the appointment to go by the house. This is just one of the many systems that you will develop as you become more and more successful. You will find that the less you do, the more you will make.

Seller Script

“Good Morning (/afternoon /evening,) _____(say name of your company)” _____

Source Of Call _____

“Oh, by the way, my name is (your name) what’s yours?”

Name _____

Address _____

Home Phone _____ Work Phone _____

Cell Phone _____ Fax: _____

“Can you tell me a little bit about your situation, why you’re looking to sell?”

Reason _____

“Can you tell me about the property?”

Type of House _____ # Bedrooms _____ Baths _____

Repairs Needed _____

“What is your loan balance?” _____ “Monthly Payment?” _____

“Are you behind on payments?” (yes) (no) _____ “How Many?” _____

“How much are you asking?” _____

“If you were to get your house appraised, how much do you think it would be worth?” _____

“How soon would you like to close?” _____

“If I paid you all cash and could close quickly, what is the least amount that you could accept for your property?” _____

Yellow Pages

Running an ad in the yellow pages is just like running a classified ad. You need to use the same principles in AIDA. Do not forget to put the action step in your yellow pages ad. Tell that prospect exactly what you want them to do now!

People need and like to be led.

You'll want to carefully design that yellow pages ad based on good marketing principles, because you'll only have one shot at it each year. Once your ad is placed, it is printed in the book and cannot be changed until next year!

You may want to test different versions of the ad in local newspapers or on flyers. The only way to tell if an ad is any good is if it makes the phone ring. It doesn't matter how good it looks, how witty it is ... It's only good if it works.

Some people make the mistake of looking to see what the competition does and copy it. That's O.K. as long as you know that the ad is working for the competition. Problem is, they aren't going to tell you, and even if **they** are very successful, their yellow pages ad may not be working for them!

Then you have a situation of the blind leading the blind. You may want to ask your yellow pages representative how long a particular ad has been running. If it has been running longer than three years, then there is a good chance that the ad is working for that company.

Regardless, if you design your ad based on good marketing principles, even if it doesn't look like any of the others, you should be successful.

You'll sign a contract for one year and you will be billed every month, usually right on your phone bill for the ad. Make sure that you can afford the ad. Start off small and see if it works, then go bigger the next year ... If you get in too deep too quickly and then realize that you can't pay the bill, they will shut your phone off and you will be instantly out of business.

Successful Yellow Page Ad Designing Tips

In a yellow pages ad, you have an opportunity to be more creative, and you should be more creative. You want to do whatever you need to do to make your ad stand out.

One of the things that you can do is use different colors. The yellow pages will allow you to use red ink. This is a good idea. Red is the first color that people are attracted to when they have a choice. The human eye always picks up the color red first, and naturally goes to it.

I'm not saying to use red letters or graphics for your entire ad. What I am saying is to put your headline in red, and any other benefit that you want the reader to see immediately in red.

▶ *Don't Be Like Everyone Else!* ◀
You want to do whatever you need to do to make your yellow pages ad stand out.

Another tactic that you can use with coloring is to use "reverse lettering." This is when you make the background of the entire ad black, and the lettering is the color of the page.

This also gives you the advantage of attracting attention quickly.

The Most Effective Page Placement of Your Ad

Some yellow pages books allow you to choose your own positioning, but some will not. When given the opportunity to position your ad, always put it on the top right hand corner of a right-hand page.

A right-hand page is advertising "lingo." If you sit down and open a book, magazine or newspaper, the page on the left is called the left-hand page, and the page on the right is called the right-hand page. Makes sense doesn't it?

You want the top right side of a right hand page, because studies show that this position gets read first and more often. Your ad will pull the most amount of responses in this position.

The Analysis of a Successful Ad

On the next page, you see examples of some yellow pages ads. You'll notice that they are in the Real Estate Section. It only makes sense that if someone is going to sell their home, they are going to look for a Realtor.

When they open that page, BOOM! Your ad grabs their attention. If they are motivated and need to sell quickly, you're going to get the call.

Notice that the ad on the top left is a reverse ad. There are three other ads on that page. Do you see them all? The smallest one is on the top right hand corner. It's the smallest but is also written in all red ink to grab attention.

Which one do you think you would call? Which one gets your attention? Look at them and think about it. You would probably call the reverse ad. Why? Not because it's a reverse ad but because it gets your attention. You may not even notice the other ads.

Dave Lindahl's Real Estate Investor's Marketing Tool Kit

This ad has other benefits: If you were a motivated seller, you would probably call it first because it offers a solution to your problem. It sucks you in with its headline, the simple but effective “We Buy Houses.” This is the **Attention** part of the ad.

Next, it qualifies you or creates **Interest**. Most people who are motivated to sell fall into one of the categories listed:

- House in need of repairs
- Behind on payments
- Foreclosure
- Relocating
- Divorce
- 100-percent financed

Next, it creates **Desire** by offering a solution:

- Fast, simple, no-hassle closing
- Get a fair price for your property
- Sell in days for CASH or terms
- We can pay all your closing costs

The one thing that it is missing is **Action**. It gives its phone number, but does not tell the prospect to “pick up the phone and call now.” Remember, people want to be led and told what to do.

You don't need an ad this size. You can put the same amount of information in a smaller ad. Yes, the font will be smaller, but if you have a qualified prospect, they will read the entire ad.

Another thing I might add is a picture. Studies show that pictures and circles are the first thing that the human eye is attracted to--even before the color red--when they look at a page.

You must put a caption with a strong benefit below the picture. When the prospect sees the picture, he will automatically be drawn the caption below. Other than the headline, this will be the most-read piece of your advertisement.

Try this combination...a picture in the shape of a circle, with red lettering below it!

Comparison #2

Let's look at page two of the telephone book ads. There are actually five ads on this page. Can you see them? Which one jumps out at you first? Why?

If you are like most people, you would say “Bill Buys Houses.” Why? Because it’s big and bold. He uses reverse type and uses a friendly font.

Next, look how much content he has in there. Looks like he covers all of the bases. If you were looking to sell in a hurry, you would probably call Bill first. Notice that he also has a call to action.

► *Forget About You and Focus on Them...* ◀
**Nobody cares who you are, how great you are,
how many houses you bought last year...they
only care about what you will do for them.**

Now look at the ad in the bottom left-hand corner. Notice that the headline is the name of the company. BIG MISTAKE. Nobody cares who you are, how great you are, how many houses you bought last year...they only care about what you will do for them.

This company should have put “We Buy All Types of Real Estate & Mortgages” in much larger print on the top, and put the company name in much smaller print on the bottom.

Always be sure to put your telephone number in big bold print -- right next to the words, “Pick up the phone and call me now!”

WE BUY HOUSES
ANY LOCATION, PRICE OR CONDITION

Does your house need repairs? Behind on payments? Foreclosure?
Relocating? Divorce? 100% Financed? **WE CAN HELP!**

★ NO FEES OR COMMISSIONS ★ FAST, SIMPLE, NO HASSLE CLOSINGS
★ GET A FAIR PRICE FOR YOUR PROPERTY ★ SELL IN DAYS FOR CASH OR TERMS
- WE CAN EVEN PAY ALL YOUR CLOSING COSTS -

FREE CONFIDENTIAL CONSULTATION
551-3204

UNITED HOMEBUYERS INC. UNITED HOMEBUYERS INC.

Real Estate-(Cont'd)

BOLD CITY REALTY
9515 Melvina Rd Jvkl ----- 268-1715
(Please See Our Display Ad Previous Page)

BOSWELL DAN & ASSOCIATES
GOVERNMENT RESALE'S
• VA • FHA • HUD • BANK
EASY QUALIFYING WITH GOOD CREDIT
— WE BUY HOUSES —
Visit Our Web Site
www.geocities.com/danboswell01
1680-46 Dunn Av Jacksonville ----- 751-7565

Bradberry Properties 7301 Merrill Rd ----- 744-2061
(Classification Continued Next Page)

The Real Yellow Pages® Ads
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We Don't List Your Home, We Buy It!

Chapter 6

Business Cards

Business cards are the cheapest form of advertisement. You should be putting them everywhere.

Your business card is an advertisement for your business, and should be treated as such. Don't just put your name, company name, and phone number on it. Give the readers a reason to call you.

Whether it's because you want them to sell you a house, or you want them to give you a referral to buy a house, your card should explain to people why they should call you.

What Every Money-Making Business Card Has on It

Put writing on both sides of the card – Don't waste any space. The more you tell, the more you sell. Some people use the back of their card to get referrals. They put something like this on it, "If you call me and tell me about a house and I buy it, I'll gladly pay you \$500."

Put on the card what's in it for them – Let them know that you will buy their house quickly, painlessly and for all cash. Some people use fold-over cards and use the inside of the card in a letter format. You'll notice that I do that with mine.

Let the reader know how you can help them – You can close quickly, you can take over their payments...

Tell the reader why they should call you – I can solve your problem...

Use colors that make the card stand out – a lot of people use orange cards with black letters. I use these colors and they work well. Sometimes I just walk through malls and supermarkets and drop the cards on the ground or leave them in bathrooms.

They get picked up and I get called.

Don't Make These Business Card Mistakes

- ❖ Tell people that you're Number One, or how "great" you are (no one cares)

- ❖ Tell them how long you've been in business (yawn)
- ❖ How great your quality of service is (so what)
- ❖ Tell people that you can sell their house if you are not a licensed sales agent (you'll be in legal hot water)
- ❖ How many houses you've bought (they just want to know if you can buy theirs)

Remember, the only thing people want to know is WIIFM -- What's In It For Me. The closer you stick to that method of marketing, the better your results will be.

► ***Your Million-Dollar Mission...*** ◀
You should have a goal to put out at least 20 business cards a day. Do this and your phone will ring and you will get deals!

21 Places to Put Your Business Cards

You should have a goal to put out at least 20 business cards a day. Do this and your phone will ring and you will get deals! Here are 21 places that you should be putting your cards:

1. Friends
2. Contractors
3. Mail them with your bills
4. Give them to waitresses at restaurants and drive-throughs
5. Cork boards
6. Drop on floor in supermarkets
7. Hand out at social events
8. Mail to attorneys
9. Mail to realtors
10. Home Depot type stores
11. Sub shops
12. Give to gas attendant
13. Other investors
14. Human resource department of local company
15. Send to pre-foreclosures
16. Send to bankers
17. Out-of-town owners
18. Expired listings
19. Divorces
20. Put in "How To Sell A Home" books in bookstores
21. Give to mailman

Use your imagination and you can think of many more places to put those cards.
Those cards won't do you any good if you leave them in the box!

NO Bank Qualifying!
with us
Lease Option

Need a Home?

**WE BUY HOUSES
CASH**

Call for Details 788-0386
Visit Our Web Page - www.indyhomebuyers.com

Dear Seller:

Do you own a house and need to sell quickly? Has your listing expired?

Have you been transferred? Downsized? Family growing? Shrinking? Estate sale?

Are you 100% financed? Behind on payments? In foreclosure? Are there liens on your house?

Is your house vacant? Fire damaged? In need of repairs?

These are common problems that can happen to anyone.

We buy houses from people in situations just like yours in almost any area or price range. We specialize in finding creative solutions to real estate problems others won't touch. We can close quickly and will handle all the paperwork.

We are not Realtors. We are not associated with any real estate agency. We are real estate investors who want to buy your house. Call now to find out how we can put your real estate headaches behind you.

P.S. Rarely do problems just go away. Call now. Let's find a solution for you.

Epler Investments
(317) 788-0386

Randy & Charlie France
Fax: (317) 780-9282

Here are a few ways we can be of service!



#1 We will make a "CASH" offer and close quickly!

#2 We will lease your home, make your payments, be responsible for all maintenance, pay cash when we buy and handle all the paperwork at no expense to you!

#3 We can use creative financing to purchase your home so that everyone comes out a winner!!

**We Buy Houses
CASH**

We can solve your problem!
(Look inside for more details)

Home owner...

Do you own a house and need to sell quickly ?

- House sitting vacant ?
- Need repairs ?
- Owe liens ?
- Fire damage ?
- Bad tenants ?
- 100% financed ?
- Divorced ?
- Relocation or Transfers ?
- Foreclosure ? Bankruptcy ?
- Behind on payments ?
- Small Equity ?
- Double payments ?

These are common problems that can happen to anyone! We buy houses from people in situations just like yours in almost any area or price range. We can pay cash with no contingencies and close in a few days if needed. We will handle all the paperwork and make all the arrangements. We are not Realtors! We are real estate investors who buy 10-15 houses per month and would like to buy more. You'll get a quick sale with no hassles and put your worries behind you. Call now to find out how we can help solve your problem!

David

P.S. SAVE THIS CARD. Even if you don't have a need right now, perhaps we can be of service to you in the future.

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Are you making payments on a house you don't want, can't sell, or need cash for a new purchase? If it's ugly we fix them up. If it's pretty we lease your house, make your payments, be responsible for all maintenance, and pay cash when we buy it, with no fees to you. Or we option your house, with no risk to you and no fees. We are not realtors and we are not associated with any real estate agency. We only sell what we buy. \$500 cash reward if we buy one you referred, \$10 for each referral on ugly vacant homes or FSBO's. Call for details.

All inquiries are kept strictly confidential
CALL TODAY
WE BUY HOUSES

We can help with these problems and more:
*House Needs Repairs
*Vacant Houses
*Relocating
*Behind in Payments
*Divorce
*100% Financed
*Foreclosure
*Need to Sell NOW

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- DIVORCES
- ESTATE SALE
- TOO MANY LIENS
- PRE-FORCLOSURES
- JOB PROMOTION
- 95% TO 100% FINANCED
- BANK OWNED
- BAD TENANTS
- FIRE DAMAGED
- DISTRESSED
- JUST WANT TO SELL
- OUT OF TOWN
- OWNERS

DO YOU NEED TO SELL YOUR PROPERTY FAST?

- ✓ Is your property vacant or in need of repairs?
- ✓ Are you behind in payments?
- ✓ Do you have back taxes owed or other liens?
- ✓ Do you need cash right away?

CALL US TODAY!

WE BUY HOUSES

Dear Seller,

Do you own an unwanted house and need to sell quickly? Is your house vacant? Need repairs? Are you in foreclosure? Behind on payments? Relocating? Divorce? Bad tenants? Owning 100% financed Estate Sale? Fire damage? These are common problems that can happen to anyone.

We buy houses from people in situations just like yours in most any area or price range. We can pay all cash with no contingencies and close in a few days if needed. We will handle all of the paperwork and make all of the arrangements.

We are not Realtors. We are real estate investors associated with a group of investors that buy 5-10 houses per month and would like to buy more. You'll get a quick sale with no hassles and your worries will be behind you. Call now to find out how we can solve your problem!

CASH FOR HOUSES

82-88-3013

Chapter 7

Flyers

A cheap and effective way of marketing is handing out flyers. You can make up hundreds of flyers for practically nothing. If you're just starting out, you can deliver them yourself. After you start doing some deals, your time is better spent doing other things, so you will want to hire someone to hand them out for you.

Four Great Places to Put Flyers

- ✓ **Door-to-door**
- ✓ **Car windshields**
- ✓ **Newspapers**
- ✓ **Pass out at events**

Let's cover these one by one:

Going Door-To-Door

The best and cheapest method of handing out flyers is handing them out door to door. In my personal experience, it takes about 60 to 90 minutes to hand out 100 flyers.

My strategy was to get up early on a Saturday or Sunday morning and hand out the flyers before people were waking up. I did this because I wanted to get as many flyers out in the shortest amount of time.

I realized that when I handed them out in the afternoon, I ended up talking to a lot of curious people. That was OK, and at times I would get leads, but it cut down the amount of flyers I could get out, because I only had a certain amount of time to do it.

So each week I would wake up early on the weekend and hand out my flyers. Sometimes the phone would ring the same day, sometimes later in the week, some times later in the month. I actually did a deal two and a half years after I had handed out one flyer!

The beauty of flyers is that people hold on to them. They put them in a drawer or stick them on the fridge. They stay there until someday they need your services or know someone who does. That's why I always print my flyers on an unusual colored paper, such

at baby blue, pink, bright yellow... that way, every time that drawer is opened, that color reminds them of you “Buying Houses.”

What Not to Do When Handing Out Flyers

The first rule of handing out flyers door to door is DO NOT put them in the mailbox. The government considers every mailbox to be federally-owned property. You are not allowed to put anything in a mailbox except for U.S. mail.

If you violate this rule, you will get a call from the local postmaster telling you not to do it again. If you do it again, you will be fined.

However, you can put them on a mailbox or behind a mailbox, just not in the mailbox.

If the mailbox is one of those rectangular-shaped ones that stands alone and has one of those plastic red flags that the mail man puts in the “up” position when there is mail in the box, then I put the flag up and wedge a folded flyer between the flag and the mailbox.

If the mailbox is attached to the house, then I wedge a folded flyer between the house and the mailbox.

My favorite place to put a flyer is in the handle of a storm door. When the owners come home, they will have to use that handle to open the door and will have to take out the flyer in order to use the handle.

When I come up to a fenced in yard, I assume that there is a dog somewhere inside that fence, especially if it has a mailbox on the outside of the fence. I always put those flyers on the gate handle.

Car Windshields

Putting flyers on car windshields is a good way to hand out a lot of flyers in a short period of time.

Dave Lindahl's Real Estate Investor's Marketing Tool Kit

Some of the places that you will find a lot of cars are:

- ✓ Supermarkets
- ✓ Bowling alleys
- ✓ Sporting events
- ✓ Bingo nights
- ✓ Hotels that have local functions
- ✓ Department stores
- ✓ Malls

We have left flyers at each of these locations. Sometimes we get a call from a church or mall security and are asked not to do it again, and we don't. Most of the time the only calls we get are from people interested in our program.

► *Use Smaller Flyers On Cars...* ◀
They are less noticeable, and people are in the process of opening their door when they see them. So there is a better chance that they will throw them in their car instead of on the ground.

I have found that if you make the flyer one-fourth the size of a normal page and stick it between the window and the door on the driver's side, we get a better response, and we don't get as many calls from organizations that ask us not to put the flyers on cars.

The main reason that organizations don't want you putting them on cars is that people take them from their windshield and throw them on the ground and create a mess.

The smaller flyers are less noticeable, and people are in the process of opening their door when they see them. So there is a better chance that they will throw them in their car instead of on the ground.

Working With Newspapers

Newspapers are a great way to get more flyers out to a greater amount of people in a shorter amount of time, but it is not cheap. The newspaper will charge you around \$250 to \$500 per 5,000. Smaller quantities will cost you more and you should be able to get a bulk discount for larger quantities.

One of the problems with flyers is that not a lot of people read them. They usually fall out of the paper and into the trash. The good news is that if they are read, people usually hold on to them.

Put writing on both sides of your newspaper flyer, so that when it falls out of the paper, no matter what side lands up, your headline can be seen.

If you have some houses to sell, using one side of your flyer to sell houses is a good idea. A friend of mine uses this technique very effectively.

Your regional paper will be the most expensive to put your flyer in, and might not be cost effective. Your local paper is a good paper to be in, and the Thrifty Nickel and Penny Saver type papers are even better.

Passing Out Flyers at Events

Got a big event coming up and live close to a sports field? Get your kids ready (or pay the high school kids) and hand out those flyers.

Everyone you hand it to will usually read it just out of curiosity. The ones who need your services or know someone who does will keep it. The ones who don't, won't. Just be ready to pick up the flyers that ignorant people toss on the ground.

This is a good way to get a lot of flyers out to a lot of people in a short amount of time. This may also put you face-to-face with a potential seller.

What Should Your Flyer Look Like?

There are many different variations that people use when creating flyers. But most successful flyers usually follow a particular marketing formula:

First of all is should have an attention-grabbing headline. A headline that qualifies the person reading it in the first three seconds (that's all they are going to take, to decide if they are going to read on). The two that I use most are "I Buy Houses" and "Need To Sell Quickly?"

Next, reiterate what their problem might be. Be broad enough to capture anyone that might have a house that they would be motivated to sell. You want to capture the 11 most common reasons that people are motivated to sell (see example flyer).

After you've stated the problem, next tell them how you can solve the problem. Put in a call to action: "Call me NOW at..." and I like to put a picture of myself or one of my partners on the flyer. It personalizes it and lowers the resistance to people calling you.

► *Use Testimonials On Your Flyers!* ◀ **Remember, people won't believe what you have to say about yourself, but they will believe what other people say about you!**

Somewhere on that flyer you should put testimonials. If you have already done a deal, then get testimonials from the people whose house you bought. If you haven't done a deal, get a testimonial from friend or locally known celebrity, politician, clergyman or business person stating the you are honest and full of integrity.

Remember, people won't believe what you have to say about yourself, but they will believe what other people say about you!

What Color Should My Flyer Be?

Anything but white. A white flyer will get lost with all of the other white papers that hide in the desks and drawers of a home.

Make it stand out. I like to use bright colors but not fluorescent colors. Fluorescent colors are hard to read and sometimes hurt the eyes. Bright colors can be easily found when it's time to sell that house.

On the following pages are some examples of flyers that are being used.

Need To Sell Quickly??

“Or Know Someone Who Does”?

We Don't List Homes...We Buy Them!!

Any House, Any Price Range, Anywhere!!

Need To Sell A Home? What Can We Do...

Quickly Because...

- *Behind On Payments?
- *Foreclosure?
- *Need Repairs?
- *Home sitting Vacant?
- *Bad Tenants?
- *Divorcing?
- *Small Equity?
- *Double Payments?
- *Estate Sale?
- *Relocation?
- *Fire Damage?

To Help?

- *We will lease or buy your house
- *We will make your payments (even back payments)
- *We will be responsible for all maintenance
- *We will handle the paperwork at our expense

ADVANTAGES

- *Your home can be sold in **48 hours.**
- *NO WAITING while it sits on the market!
 - *You know the bottom line price you are getting
- NO SURPRISES!!**
- *No chance the deal will fall through...it's SOLD NOW!!!
- *No WORRIES about repairs or maintenance! LESS stress!
Flexible, Flexible, FLEXIBLE TERMS!!

WE PAY CASH!!

RESULTS HOME BUYERS, INC.

**David Lindahl
Brockton, MA
781-447-6881**

\$\$\$

WE BUY HOUSES!!

Is Your House Vacant?

Are You Facing Foreclosure?

Behind On Payments? Divorce? Relocating?

Bad Tenants? Owe Liens? 100% Financed? Estate Sale?

***Do you own an unwanted house
and need to sell quickly?***

These are common problems that can happen to anyone!

**We buy houses from people in situations just like these
in any condition or price range. We can pay all cash,
with no contingencies, and close in a few days.**

We handle all the paperwork. Call now!

RESULTS HOME BUYERS

David Lindahl
Brockton, MA
781-447-6881



[REDACTED]

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“CASH TODAY” For Real Estate

Any

LOCATION/CONDITION/SIZE

\$\$ Stop Foreclosure \$\$

\$\$ We Buy Mortgages \$\$

\$\$ Apartment Buildings \$\$

\$\$ Properties Needing to be Demolished \$\$

\$\$ Abandoned Properties \$\$

\$\$ Rehab Properties \$\$

\$\$ Subdivision **Land** - As Is Or Approved \$\$

LARGE OR SMALL - WE BUY IT ALL!!

\$\$ Grandfathered Lots \$\$

\$\$ Commercial Properties \$\$

\$\$ Partnerships \$\$

\$\$ Equity Positions Offered \$\$

\$\$ Fire Damaged Properties \$\$



Call For Your

(508) [REDACTED]





We Buy Houses - CASH!

Are you looking for debt relief? Are you making payments on a house you can't afford? Don't want? Or, can't sell? Is the house in need of repairs? In foreclosure? Behind on payments? Or, vacant? We buy houses from people in situations just like yours! We can find a solution to your problems by buying your house, making up payments, doing repairs and handling all of the paperwork. So you can start fresh!

Turn this card into CASH by either selling us your house or referring us to a friend who either buys a house or sells us a house.

CALL NOW! [REDACTED]

Ask for [REDACTED]

Chapter 8

Ant Farms/Bird Dogs

“Ant Farms” and are a great way to get a lot of leads in a short period of time.

How Ant Farms Profit You

What is an ant farm? The way an ant farm works in real life, is that worker ants go out and hunt and gather for the queen ant. You’ve seen a colony of ants stretched across your driveway at one time or another. You see the worker ants carrying large pieces of debris in a line on their way back to the nest.

This is what you want to create for yourself. You want other people finding properties and bringing them to you. The more “ants” you have bringing you potential deals, the faster you will become wealthy.

People go out and find houses that look as if they are vacant, or are in pretty rough shape. They take a picture of the property and bring you back the picture and the address, and you pay for them.

I pay my ants \$10 per picture and if I buy the house, I pay them an additional \$500 at closing. That is the “carrot” that keeps the ants working.

This worked so well for me that after a short period of time, I had to stop the program for a while...because I had way more leads than I could research and buy!

► ***Ant Farms Make Money!***
◄ **My Ant Farm worked so well, after a short period of time, I had to stop the program for a while...because I had way more leads than I could research and buy!**

The Easy Way to Attract Ants

You attract the ants by putting an ad in the paper that says something like this:

Part time person wanted to take pictures of houses.
Flexible schedule. Income potential unlimited.
Must have car and camera. Call Dave 555-5555

After putting the ad in the paper, you then handle the phone calls. When the applicants call in, I schedule to meet with all of them at the same time.

Profitable Rules of an Ant Farm

I explain to them what I do and what I'm looking for. I tell them that I'm an investor looking for properties to purchase. I'll pay them \$10 for every picture of a house that looks as if it is vacant or is in really bad condition (a junker).

I show them pictures of what I'm looking for, and pictures of what I'm not looking for. I let them know that if it's obvious that the property isn't vacant or is not in bad condition, then I will not pay them for the picture.

I give them a copy of the "Property Report Sheet" and have them fill out as much information as they can. I explain to them that the more information I get, the easier it will be for me to track down the owner and buy the property. Thus, the more money they will make.

I also give them a copy of a list of properties that I already know about or have pictures of, and let them know that I will not pay for a picture from any of these addresses. I update the list every week and send them a copy of the new list. This prevents a lot of repeat pictures coming in.

I also tell them that if I buy the property, I will pay them the additional \$500 bonus.

As I stated earlier, this worked so well for me that I had to stop the program for a while because I was getting too many leads! I couldn't follow up on them all!

Tracking Your Ant Farm Leads

Now you've got your ants bringing you properties, it's time to start tracking them.

On the back of the Property Report Sheet I write down any contacts that I make with the property owner, or any other important information that I get about the property.

It could be that I talked to a neighbor and got some information, or I went to the town hall. Everything I write down has a date next to it.

Any other information that I gather regarding the property, whether it be the "field card" from the assessors office, an auction ad in the paper, or whatever...it also goes in the file.

Next I separate the files between owners that I've made contact with and have potential of being a deal (active files); files that I have not yet begun to work on; and dead files. Once a file becomes a deal, it goes into an active deal file drawer with the rest of my ongoing deals.

At least once a week I go through the active files and the files that I have yet to work on so that as I plan my week, I can add the activities that I need to do to keep these files progressing.

Bird Dogs

Bird Dogs work much the same way as Ants, though they are not contracted by you to bring you pictures of deals with a Property Report Sheet, and you do not pay them \$10 per lead.

Bird Dogs are anyone that you know that will keep an eye out for you if they see or hear of any potential deals out there.

You in turn promise to pay them anywhere from \$100 to \$500 if you close on the deal. I've always used \$500; it's worked very well.

Where Do You Find Bird Dogs?

Bird Dogs are your family, friends, co-workers, hair stylist, clothes cleaner, gas man, post man, attorneys, milkman, paperboy... anyone that you come in contact with that you can educate that you are in the real estate investing business; and are they interested in earning \$100 to \$500 to simply call you and let you know about a property.

You may want to put something on the back of your business card like this:

"If you call me about a property that I buy, I will pay you \$500 at the closing. I buy ugly and pretty houses! Any area, any condition. Call me now at 555-5555."

Simply hand the person your card, flip it over and explain how the program works.

Here's a tip. I've gotten some of my best leads from gas men (the people who go around and read, turn on and shut off gas meters), mail carriers, and the paperboy.

► **Hot Tip...** ◀ **I've gotten some of my best leads from gas meter readers, mail carriers, and the paperboy.**

I was once at a boot camp and we were traveling around looking at properties. The instructor told us that kids always know what's going on in the neighborhood and if you ever see a group of them together, stop. Tell them that you heard that a house might be going up for sale in the area, and you can't seem to find it. Could they tell you whose house it is and where it's located.

Shortly after he told us that, there was a group of 10 year olds hanging around on the corner. We pulled up and he rolled down his window and started talking to them.

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One of the kids said, "That's probably Billy's house. His mom and dad are going to get a divorce and he said he might have to move. His house is two blocks down..."

We rode by the house. It was in need of repair. We took down the street address and then looked up the owner's name and phone number.

He called them and said, "Hi, my name is Joe Smith and I'm a real estate investor in your area and someone mentioned that you may be interested in selling your home. I would be interested in buying it...what day would be good from me to come over and take a look? Would Thursday or Saturday be better?"

The woman said, "Who told you that?"

The guru said, "I'm not sure, I talk to so many different people in a day....Are afternoons or evenings better?"

She said, "Thursday afternoon would be good..."

We ended up buying the house right there during the boot camp.

You never know what's going to work. Keep educating everyone that you're in the real estate investing business, give them a reason to call you (\$100 to \$500), and let them know of people that you have paid the money to.

I've taken pictures of people that I've given the \$500 to. It shows them with five crisp 100-dollar bills spread out like a fan. Of course they all have a big grin on their faces. I carry one or two in my wallet and show them to people. It's very effective.

Property Report Sheet

Date _____

Agent's Name _____

Street Address _____

Town _____

Vacant yes no Reason For Yes or No _____

Owner's Name _____

Owner Is Presently Residing At _____

Owner's Phone Number _____

Source _____

Relative's Name _____

Relative's Address _____

Relative's Phone Number _____

Source _____

Repairs _____

Chapter 9

Real Estate Agents

Real estate agents can be a great source of leads for your deals. But real estate agents can be a fickle group, and getting them to work with you can be difficult.

Real estate agents have one big advantage: They have the Multiple Listing Service at their disposal, with thousands and thousands of houses for sale at their fingertips. It's a wonder that they are all not real estate investors; but to be honest, not many of them understand the investing game.

The problem with real estate agents is that there is a low barrier of entry. If you can fog a mirror, you can get hired to sell real estate. Of course you have to pass the licensing test, but the owners of real estate brokerage companies play the numbers.

The more agents they get into their office, the better the possibility that one of them will actually be successful. Of course, as they struggle during the first few months, they will sell or list a house to a friend or family member. The owners rely on this.

Here's a startling statistic: 75 percent of new real estate agents do not make it past their first year in business! The main reason is it's too easy to get in to the business and too easy to get out. They like the idea of being their own boss, but they forget that it takes work to succeed. They never learn how to discipline and manage themselves.

Realtors come in all shapes and sizes, and all have different ethical and moral values. You may work with some that resemble used-car salesmen, and then you can be working with true professionals.

Working With New Agents

If you're just starting out, you may want to work with an agent that is just starting out as well. A new agent will be hungry and will be willing to do things that an experienced agent will not, such as presenting lowball and creative offers.

The good thing about working with a new agent is that you can train them to work with your style of investing.

The flipside of working with a new agent is just that--they are new. They won't have the inside track on the bank-owned properties. But if you work with an agent who

works for a company that does a lot of bank-owned properties, you will increase your odds.

Another drawback that you may want to consider is that a new agent's negotiating skills may not be fully developed. If they haven't done a lot of deals then their inexperience on how to keep a deal together may hurt you.

But if I couldn't find an experienced agent to work for me, then I would certainly work with a newer one.

Working With Experienced Agents

Your goal should be to get in with an agent that is doing a lot of deals, is aggressive, has worked with investors, and is working with different banks that have foreclosed properties.

These agents are probably already working with some investors and you will be low on their priority list when you first meet them.

You must "schmooze" them and stay in constant contact with them. They have other investors who are also contacting them for business. Most people contact realtors once or twice and give up. Or they sit around waiting for the real estate agent to call them.
Successful people take action.

Statistics show that it takes an average of four contacts before a person will start doing business with you. This is why you must follow up, follow up, follow up, and then follow up some more.

► ***Follow-Up Fact:*** ◀ **Statistics show that it takes an average of four contacts before a person will start doing business with you. This is why you must follow up, follow up, follow up, and then follow up some more.**

How to Find the Agents Doing All the Deals

How do you find the agents that are doing a lot of deals, and listing a lot of houses? Call you local Board of Realtors and ask them for the names of the 25 top listing agents in your area.

When you get the list, pick up the phone and start calling. Introduce yourself and ask if they would be interested in working with an active real estate investor. When he/she says yes, then offer to take them out to lunch so that you can introduce yourself and explain what you're looking for, and how you do business.

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Do not go into detail over the phone about who you are and what you do. Your main objective is to get the agent out to the restaurant, so that you can start building a relationship. Before people will start doing business with you, they must like and trust you.

You must get them to like you and it is a lot easier when you have an hour of "face time" instead of ten minutes on the telephone.

When you get them out to lunch, don't come across as some "nothing down, seminar graduate." If you don't have any money, you should forge partnerships with "elephants" (people with experience and money), private money or hard money.

If you've got a local real estate investment club in your area, join it. It's a great place to find financing for your deals. You find clubs in your area simply by going on the National Association of Real Estate Investors website. Click on your state and a list of clubs in your area will appear.

The last thing a real estate agent wants to do is present an offer for no money down.

After the lunch, follow up with a phone call and a handwritten note.

When the agent starts giving you addresses of properties, go out immediately and determine whether or not they are deals and get back to the agent with an answer as soon as possible. For the ones that are not a deal, explain to the agent why you can't make the deal work, as this will help them specify what you are looking for.

If you take your time looking at the properties and don't get back to the agent in a timely manner, he/she will simply go to the next investor on his/her list and you will probably never again get the chance to be on top.

Important Tips to Keep Agents Sending You Houses

Here are some other tips when working with experienced agents:

- Tell them you don't need them at the home inspection.
- Tell them that you don't need them at the closing.
- Do as much running around for them as you can.
- If it's a vacant property, do the walk-through without them.

The more you do for the agent, and the easier you make their job of selling houses to you, the more that they will want to work with you.

► ***How To Make Agents Hand You Deals:*** ◀
The more you do for the agent, and the easier you make their job of selling houses to you, the more that they will want to work with you.

Should You List With an Agent to Resell?

One of the ways that I am able to get experienced agents to work with me is to give them the listing to resell the property after the work is done.

Sure this costs me money (between four and seven percent commission); but I factor that into the deal at the beginning when I'm figuring out all of my costs, and when I'm deciding how much I can pay for the property.

You have a better chance of getting that agent's business if you offer the resale because they are going to make more money from you. They will get the commission from the sale of the property to you and the sale of the property when you sell.

If you were an agent and you had a list of investors to call after you just listed a hot deal, whom would you call first? Of course, the person from whom you're going to make the most money.

Later on, if you were that agent and you had multiple offers in on one of your hot properties, whose offer do you think you might lean towards when presenting the offers to the seller? Of course, the one that will make you the most money.

Why You Shouldn't Try to Get the Lowest Commission From a Realtor

I've heard some investors tell me that they have a real estate agent that only charges them two percent to list their property. That's crazy, and here's why:

This is how real estate agents are trained when they have a buyer:

- Find out buyer's criteria for a home;
- Match buyer's criteria with all homes on the market;
- Show buyer first three homes that match his criteria;
- Show homes that pay the highest commission first;
- If buyer doesn't buy, show next three homes, highest commission homes first;
- If buyer doesn't buy, show next three homes, highest commission first.

Real estate agents are in business for themselves and so are the brokers for whom these agents work. Their first priority is to stay in business. Therefore, brokers train their agents to find all of the houses that match the buyer's buying criteria and then to show them in the order of highest commission first.

So if you are getting a cut-rate commission from your agent, he's not doing you any favors because your house is not going to get shown as much. Here's the formula that you should be concerned about:

Higher commission = more showings = more offers = a higher price paid for your house in less time

It's as simple as that. You should be paying whatever the average is for your area. In my area right now, it's five percent. If I really want to move a house quickly, I'll put it on for six percent.

As long as you account for the commission at the time you're figuring out your costs during the buying process, your profit margin will be where you want it to be.

► ***Don't Go Cheap On Commissions!*** ◀ **As long as you account for the commission at the time you're figuring out your costs during the buying process, your profit margin will be where you want it to be.**

Costly Mistakes to Avoid When Working With Real Estate Agents

Don't renege on an offer. If you put an offer in on a property and it passes your home inspection, then you had better close on that property. If you don't, you will never get another deal from that agent.

You see, that agent is counting on that money to feed his family. When you don't close on the deal, you have just taken food off his table and he/she will not forgive you.

So do all of your due diligence up front and when you sign that contract, close on that deal.

Real estate agents can be a great source of income and can help your investing career quickly. I know an investor that does over 50 houses per year, and she gets almost all of her deals through real estate agents.

If you're in an appreciating market, it's harder to get deals from real estate agents because there are not that many good deals out there. Besides, first-time home buyers will pay more than an investor for houses that need work. But that doesn't mean there are no deals from real estate agents to be had.

There are, and always will be, so add real estate agents to your successful marketing mix.

A Letter Campaign for Real Estate Agents

Want to contact a lot of real estate agents all at once? Why not send them a letter?

Get a list of all of the agents from your local board of Realtors. At the end of this chapter there is a letter that you can use to get realtors to call you.

When sending out the letter, make sure that it is on your company letterhead. You want it to look as professional as possible.

Be sure to sign it in blue ink. If you have someone else addressing, licking and stamping your envelope, also have them sign your name. You don't have to sign it yourself. They don't know what your signature looks like and this is not a legal document.

Have the envelope address handwritten with blue ink and have a return address on the envelope. I would just put the address, no company name and no P.O. Box. Use your own home residence if you have to.

Make sure you use a live stamp; do not use a postage meter

These are all tips to help you get your envelope opened and read. The more letters that are read, the more business you will get.

Look at the bottom of the letter. It states that you will be following up with a phone call. This will increase your business phenomenally! Be sure to do it at the date that you say you will.

Make that date no more than a week after you send the letter, and use the fact that you said that you were going to call them as the reason for your calling. The dialogue should go like this.

“Hi Mary Realtor? It's Dave Lindahl calling from Results Homebuyers, I'm following up on a letter I sent you a couple of days ago. I stated in the letter that I would be calling you today to discuss my proposal in the letter. Did you get a chance to read the letter?”

If they say yes, begin the discussion, “Then as you know, I'm a real estate investor looking to purchase problem properties. How many addresses of properties do you have that I might be interested in?” Then just wait and continue the natural flow of a conversation.

After you do this a few times, you will begin to get really good at it.

If they say that they didn't receive the letter, don't let that bother you. Simply say, “Oh, I'm sorry to hear that...well in the letter it explained that I'm a real estate investor and that I'm looking for houses that have problems. Do you have or know of any houses that have little equity, that are just plain ugly, that need a lot of repairs or maybe are getting

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close to foreclosure? I buy houses just like that and I'd like to work with you in finding them. Are you interested in increasing your income?"

Then go on to repeat, in your own words, what the letter says.

Some will work with you, some won't. Don't get bothered if you call a few and you don't get anywhere. It only takes one or two good real estate agents to make you a lot of money, so it's well worth getting a lot of "no's" to get the big "YES!"

Nine out of 10 real estate agents won't work with you. So what does that mean? You have to call at least 10 agents! If you want three or four agents working with you then you've got to call 30 to 40 agents.

It's all just a numbers game. Play the numbers and you will be a big winner!

Real estate agents should be a part of your overall marketing plan, but you should not rely on them for all of your business. But by following all of the concepts in this manual, you won't have to.

► *It's All A Numbers Game...* ◀ **Some agents will work with you, some won't. Don't get bothered if you call a few and you don't get anywhere. It only takes one or two good real estate agents to make you a lot of money, so it's well worth getting a lot of "no's" to get the big "YES!"**

I Want To Buy Those Listings That You Just Can't Seem To Sell!

Agents Name
Company
Address

Dear (Agent's Name),

Getting hounded by a seller whose house you can't sell? Getting close to the expiration date of one or more of your listings? Is a foreclosure date coming fast and you're worried that you're not going to get paid for all of your hard work?

I want to buy those houses so that you get paid your commission! My name is (your name here) and I'm a real estate investor. I'm associated with a group of investors who buy anywhere from 5 to 10 houses a month. We can pay cash, close quickly and we'd like to take your problems off your hands.

Do you have any houses that:

- ✓ There's not enough, little or no equity to cover the mortgage or the real estate commission?
- ✓ Are approaching foreclosure?
- ✓ Need a lot of repairs?
- ✓ Are just plain Ugly?
- ✓ Are in a War Zone?

Or do you know of any? I want to buy those houses and get you your commission. Whether it's on the listing side or the buying side, I want to work with you to make you more money.

Of course, anything I buy I will need to resell, and I like to resell my properties with an agent with whom I have a working relationship and I'd like that agent to be you!

If you have or know of any properties that would be a match for me (basically anything that is a problem) please pick up the phone and call me now at 555-5555. Otherwise, I will be calling you next Tuesday to see how we could possibly begin a lucrative relationship for both of us.

Sincerely,

(Your Name Here)

P.S. – Please don't prejudge what I might be interested in. I'm not a "wanna-be" real estate investor. I buy all kinds of houses, in all areas and in **any** condition. I have multiple purchase plans available and an unlimited supply of capital.

P.P.S.- Isn't it time that you get paid for all those deals you worked so hard on, that didn't sell? Call me now at 555-5555.

Chapter 10

Radio

Want to reach the most people in the shortest amount time? Consider doing a radio ad.

You'll have the ability to reach thousands more people than you would with your classified ads and flyers. Not only that, you'll be able to create a warmer feeling about yourself and your company, because you'll be able to use a professional announcer, good background music and "live" testimonials from people that you have bought from.

There is nothing more powerful than the use of testimonials--especially testimonials from people that were in despair until you arrived and solved their problem!

I know a guy from Seattle that is running a radio ad and is making a killing from all of the responses he is getting.

If you want to crank up the amount of leads that you are getting, then radio ads may be the next step for you.

What You Should Know About Radio Advertising

The best slots to get are the morning and evening drive times. Unfortunately, they are also the most expensive slots to get.

Hard rock stations are not the place to be advertising. You will get a very narrow piece of the market. You want to track the demographics of the market that the station reaches.

You don't want to be advertising on a station whose main listening audience is made up of 18- to 25-year-olds. Why? Because they probably still live in apartments and don't have a house to sell. You want to advertise on a station whose majority of listeners are over 30 years old.

The Best Places to Advertise Radio Ads

Talk stations
Christian radio stations
Country music stations
Soft rock stations

By far, the best place to advertise on radio is talk-radio stations. This is where people go to get information. They are not looking to turn on and tune out. So as they are getting their dose of information, your ad appears and they are very receptive to it.

If you do advertise on a music station, your best bet is either country or soft rock. These audiences will be more receptive to your message.

How Much Should I Pay?

You could pay anywhere from \$20 to \$25 per slot, or as much as \$1,000 or more. It all depends on the size of the audience listening to the station. This is tracked by a ratings system.

During peak drive times, 7 to 10 AM and 4 to 6 PM, you will have a bigger audience, but you can expect to pay much more during those slots.

It also depends on the size of the station and the strength of its signal. Large city stations have a stronger signal and can reach more people. This can be good and bad: They may reach a lot more people, but those people may be way out of the area that you do business.

Your best bet is to stick to the smaller stations that are in your area. I do most of my business in a small city south of Boston. I advertise on a radio station that covers that city and the surrounding communities.

I get good prices on my spots and the leads I get are in the areas that I want to do business. I advertised on one of the Boston stations once. I got more leads, but those leads were all over New England and anywhere from one to three hours away from me.

▶ ***Keep Your Radio Spots Local.***
◀ **Otherwise, you may reach a lot more people, but those people may be way out of the area that you do business.**

I spent all of my time driving around checking out a few deals instead of working on my marketing and closing on a lot of local deals. I learned my lesson and went back to my small local station.

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Regardless of what the station sales representative says, all rates are negotiable. But you will get the best rates if you ask for the "Run Of Station" (ROS) spots.

The ROS spots don't give you a set time; the station puts you in where they have space available. You can get a printout from the station to find out exactly when your ad is going to be played and then hang around the phones to answer them when they ring.

When you first start, they will intentionally put your ad in some good slots because they want the ad to work for you. They know that if the ad doesn't work for you, then you won't be advertising again with them.

Track when your ad is played and which slots give you the best response. It might justify the higher cost of specifically buying those particular slots.

What Your Ad Should Say

Good marketing does not tell the prospect how big you are, how great you are, that you're number one, that you give great customer service...who cares! Good marketing tells a prospect what you can do for them--**how you can solve their problem.**

You need to grab their attention. Of course everyone out there is not going to be looking to sell their house. But a small number will, and it's these people whom you want to listen to your ad.

So you want to target these people right away, in the first sentence. A great first line is this, "Do you have a house that you need to sell quickly or know someone who does?" Anybody listening to that first line that has a house they need to sell, is going to perk up and listen.

Next, you want to talk a little about their problem and then you want to show how you can help solve their problem. This is one of many marketing formulas, though this is a good one.

You use either one-step marketing, where you leave your phone number in the ad (your phone number should be repeated at least three times during the ad) and the prospect calls you directly, or you can use two-step marketing.

Two-Step Marketing

Two-step marketing has you offering a special free report to the prospect. To get the report, the prospect does not call you directly; he calls a toll-free number in which he will get a 24-hour pre-recorded message. He leaves his name and address, and you send the report out to him.

Special reports are easy to create. They don't have to be long. They can be a few pages or many pages. In the special report, you simply explain how your services work. When writing the report, be sure to put in all of the benefits that the reader will receive from your services. People buy benefits.

When recording your pre-recorded message on your 800-number, use the script that you used for the radio spot and add the following to the end:

“At the tone, leave your name and address and we will send your special free report out to you. If you are planning on selling your home within the next six months, request report number 1. If you are planning on selling your home in six months or more, request report number 2. O.K. here comes the tone...”

Although there is only one special report, by having the prospect request either report number one or report number two, you will know how motivated they are to sell.

Studies show that you will get a higher response from two-step marketing, because a lot of people do not want to call you directly, for fear that you might try to sell them something.

Are you worried that you will not be able to call and close on the contact because you won't have their phone number? All of the companies that provide these recorded message services capture the phone number automatically--even most unlisted numbers!

► ***How To Boost Your Response Rate:*** ◀
You will get a higher response from two-step marketing, because a lot of people do not want to call you directly, for fear that you might try to sell them something.

So not only will you have the name and address, but you will also have the telephone number. You should call the prospect after you receive the request. Let them know that you have received the request, and you are calling to let them know that you will be sending out the report today, and you just need to verify the spelling of their name and their address.

Then I always say, “While I have you on the phone, can I answer any questions for you regarding your situation?” This usually leads me to find the information that I need, to know whether or not I have a potential deal (see script at end of this chapter).

And yes, on very rare occasions I have been asked how I got their number, and I simply tell them that I have caller I.D. This has never been a problem.

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Regardless if you're doing a one-step or two-step radio ad, you must have your phone number in the ad at least three times. People will not be able to remember it unless you repeat it to them more than twice.

You should say it the first time around the middle of the ad. This is the time when they will begin to look for a pen. Then say it two more times and they will be able to write it down.

Some people will try to remember it. That's why you need a telephone number that has recurring digits. It's easier to remember. The easier it is for your listeners to remember your number, the more calls you will get.

Do not wait until the end of your ad and repeat the number three times. Have the number repeated at three different points in the ad.

How to Conduct a Radio Interview

When negotiating for airtime, tell the representative that you would like to be interviewed on the air so that you can tell the listening audience what you and your company does.

Most of the time they will allow this, especially if you're advertising during a talk show or a soft music show.

Don't do what I did when I was interviewed: I went to the station, all nervous, wondering what the DJ was going to ask me. As I entered the sound booth 30 seconds prior to me going on the air, the DJ asked me for a list of questions.

I didn't have one. As a matter of fact, when he then asked me what questions I wanted him to ask me, I drew a blank! Hey, I was under stress, I was about to go on the air with thousands of people out there, and my mother was about to listen my voice!

Needless to say, other than "tell me about your company", the DJ didn't know what to ask me, and I spent a very awkward 15 minutes on the air.

This is what you should do:

Prepare a sparkling printed introduction for yourself, and give it to the DJ to read.

Have a list of questions that you want the DJ to ask you, so that you and your company can be seen in the most positive

▶ ***Make It Easy For The Radio DJ:***
◀ **Have a list of questions that you want the DJ to ask you, so that you and your company can be seen in the most positive light possible.**

light possible.

Practice being interviewed by your spouse, children or anyone who will ask you questions. **Practicing is the most important part.** You want to be prepared and you want to get used to hearing yourself answering the questions so that the answers come out naturally, especially when you are all stressed out on the air.

Do this and your interview will probably get you your biggest response out of all the spots that you run.

Your Own Radio Show

Let's take radio one step further. Why not run your own radio show? There are a lot of real estate entrepreneurs doing their own radio shows in regular format and over the Internet.

You can do it a couple of different ways. You can be hired by a radio station to do a show, or you can buy time from a radio station and do your own show.

If the radio station hires you, their sales staff will go out and get sponsors for your show. These sponsors will run commercials during your show to generate revenue for the radio station.

If you buy the time, you go out and get the sponsors to run commercials during your show. Doing this helps to offset the cost of the show. If you're successful, this may even make you some money (if the amount that you are paid from your sponsors is more than the amount you pay the radio station).

You will then become an instant celebrity in your market and, more importantly, you will be the resident expert on real estate.

You will also have the potential of getting a lot of new leads on deals that you would never have been exposed to. The best format is to have a guest come on who specializes on a particular topic. Ask the guest a few questions and then open the lines up for callers to call in with their questions.

Every once in a while, you could teach a topic on air if you wanted to. This would obviously add to your credibility as a radio show host, and you would create instant credibility and trust from your market. It's up to you to maintain it.

You will have the most success if you go after the smaller radio stations in your local market. There is a girl in Ohio who has a radio show on a local public broadcasting station that is a sub station of National Public Radio.

Sample 60-Second, One-Step Commercial

Attention Homeowners:

Are you about to be transferred, promoted, or have you been recently laid-off...Have you fallen behind on your house payments? Are you in foreclosure?...Results Home Buyers wants to buy your house...**TODAY.**

They do not want to list your house, they want to buy it. Results Home Buyers buys houses and they want to buy your house today. Call them now at 555-555-5555.

Find out how you can easily sell your house for a fair price in as little as seven days...even if it's vacant or in need of repair...

How your mortgage payments -- even back payments -- can be completely taken care of...

How to sell quickly, even if you have no equity, or owe more than it's worth...

How to get the money out of your house, without having to deal with renters...

How to eliminate real estate commissions and fees when you sell your home...

Call now for your **FREE** information. Call 555-555-5555 to get instant results.

Results Home Buyers wants to buy your house, so call today. There's no obligation and all information will be kept confidential. Call 555-555-5555 today!

Sample 60-Second Two-Step Commercial

Are you a homeowner looking to sell your home? Are you about to be transferred or have you recently been laid-off? Have you fallen behind on your house payments?

Results Home Buyers buys houses and may want to buy your house right now! We're not realtors, and we're not looking to list your house. We want to buy it! Results Home Buyers buys houses! And we can buy yours immediately.

For details, call 1-800-555-5555 for our special FREE report entitled "How To Sell Your Home In Seven Days Or Less." In this report you will discover:

- How easily you can have your house sold in just a few short days;
- How your mortgage payments, even back payments, can be taken care of completely...starting immediately!
- Why you never have to become a landlord to get the money out of your property.
- Why you never have to pay a commission to sell your home, because Results Home Buyers never charges commissions. Results Home Buyers buys houses!

For your FREE copy of the special free report, call 1-800-555-5555. There's no obligation and you'll receive your free report in two to three days. Call our 24-hour recorded message to order your free report today. Call 1-800-555-5555.

A \$29.95 Value, Yours FREE

Why
LEASE PURCHASE

is fast becoming the seller's

First Choice

as an alternative to

the traditional way of Selling Your Home

FAST!

Results Home Buyers, Inc.
800-478-xxxx * 781-447-xxxx

RHB

Results Home Buyers, Inc.

1-800-xxx-xxxx

You Don't Have To Give Away Your House!

Dear Homeowner,

That's exactly right! You don't have to give your house away in order to sell it.

You can sell your house quickly, get what you want and keep the real estate agent's commission in your pocket, where it belongs. Once you read my Special Report that shows you how, I am sure you'll agree.

My associates and I have been successfully providing no-nonsense, practical business solutions to home sellers, just like you, for over 11 years. Believe me, there really are plain-and-simple solutions to solving your problem that are quick and painless. Together we will create a win-win solution that will let you walk away from the closing table delighted. And what's even better than that, it won't cost you a dime.

After you've read my report and think that what I have to say makes common sense, here's what I'd like you to do: Pick up the telephone and call me, personally.

When you do, this is what you can count on from me:

First, you can count on me to listen. As a Real Estate Specialist, I know the importance of really hearing what my client has to say. Before I can solve your problem, I want to know everything I can about it. I need to know what you want, what you need and what you're willing to do to help me create it. Next, I will do my homework. My team and I will analyze your unique selling situation, research the facts and create at least two or three alternatives we believe will be just right for you. Finally, I'll show you, in writing, the possibilities we believe will work for you and explain them to your satisfaction.

Then, once you're totally clear about your choices, just pick the one that suits you best and we'll do the rest. It's just as simple as that. And the nicest part of doing business with us is it won't cost you a dime out of your pocket. Yes, we are in business to make a profit, but we don't get paid unless and until we produce results. That's our bottom line.

If you have any questions or problems, please don't hesitate to call. You will always be treated with the respect you deserve and we will do our best to answer all of your questions and do whatever it takes to give you the solution you need.

Respectfully,

David Lindahl
President
Results Home Buyers

Trying to sell your house can at the very least be a hassle. People who've never tried to sell a home themselves just don't understand all that's involved. The details, the time, the waiting, the no-shows, the haggling, the expenses, etc.

The purpose of this report is to provide you with a better and easier way, an alternative that eliminates the stress and frustration that is normally associated with selling a house. That alternative is:

Lease Purchase

Q: Why should I consider lease purchase?

A: There are several advantages for you to consider:

1. Top sales price for your property (no haggling).
2. Stops the money hemorrhage of mortgage payments.
3. All maintenance is delegated to us the tenant buyer. This eliminates 2 AM phone calls. That means someone is living on-site to watch your property, and guard against vandalism, fire danger, etc. That's like having a security guard living in your house who pays you--rather than you having to pay them!
4. You remain on the deed - it's still your property until the option is exercised.
5. You continue to enjoy all the tax advantages (check with your tax advisor on this).
6. It puts a new occupant (tenant buyer) into the property in days or weeks, rather than having to wait 45, 60, or 90 days, which is typical with conventional financing.
7. It saves you a lot of money by not having to advertise the property.
8. There are no fees to pay (especially the six to seven percent realtor commissions).
9. It helps you to qualify for new financing on your next home.
10. We don't care what kind of mortgage you have (assumable, non-assumable etc.).
11. Your insurance could be canceled if you home sits vacant for more than 30 days.

Q: What is lease purchase?

A: A lease purchase is essentially a rental agreement combined with a purchase contract, with pre-negotiated terms. The buyer leases the property for a specified period of time and

then purchases the property before the end of the lease agreement. Sales price, length of rental, any credits, and escrow instructions are predetermined by you. The buyer would retain the right to sublease to a tenant buyer, giving them the right to purchase from you. This is commonly referred to as a “sandwich lease.”

Q: What if the tenant tears up my house?

A: There's no way I can guarantee that a tenant won't damage your house, since you or I won't be living with them. But under the agreement I have with you, if that happened, we would repair it at **our** expense. My objective is to find a buyer who will eventually qualify for a loan--not a tenant. Damages are rarely a problem. Again, if it does happen, we'll fix it, and I put that in writing.

Q: When will you sell my house?

A: I can't give you an exact date. It will be up to the tenant buyer to make that decision within the time frame they have. I can tell you I get paid when they buy, so obviously I'll be pushing them to do so...quickly! In the meantime, your payments will be made, which relieves you of the financial burden while we're selling.

Q: How do I know I can trust you?

A : We are part of a Real Estate Investment Group that has been buying, selling, and leasing homes in the Greater Boston area for over 11 years. Our group and affiliates have bought, sold and leased literally hundreds of homes. Our company is a member of the Better Business Bureau, and though we just recently joined the bureau, we have never had a single complaint against us from any buyer or seller, in our 11-year history of doing business with the public!

Q: How do I know you'll make my mortgage payments?

A: I can pay you directly and let you forward it to the mortgage company yourself. Or, we can set up a third-party escrow company to collect from me and pay it to you. You can also choose for me to pay your lender directly. If I don't pay, the lender would immediately notify you. You're always aware of the situation, whichever method you choose.

Q: Why don't I just list with a Realtor?

A: That's certainly an option, but obviously a realtor won't make your payment for you while they're attempting to sell your house. I'm willing to make your payment, sell your house and maintain it, all the while. I'll give it my personal attention, and you can literally forget about it until the closing agent sends you a check, along with a closing package to sign for the sale.

Q: What's the difference between renting my house and renting to own my house?

A: There's a big difference! With a lease purchase, we require the tenant buyer to put up a binder deposit that is to be applied towards the purchase of the property. If the tenant buyer does not buy the property, that deposit is non-refundable! So, as you can see, it is substantial and far more than just a deposit. This deposit also serves as an insurance policy against non-performance, as well as damages to the property. And because of the amount of the deposit, it pretty much assures us they are serious buyers and not just renters.

Q: How can you or your program help me?

A: We are a real estate investment company and we know what homeowners go through when they try to sell their homes. You may be in the "thinking about it" stage. Maybe you've already tried listing your house with an agent... maybe you haven't decided you're ready to go that route yet. Our job is to provide a workable business solution and follow through until your house is sold and you are cashed out. This will happen either when we purchase, or when one of our qualified tenant buyers does.

Consider Your Alternative

While it can't hurt to list with a real estate agent or broker, by the same token, do they ever seem to have the same feel for your house as you do? After all, if you had a computer sitting in your office loaded with thousands of nice, beautiful houses of all shapes, sizes, and price ranges, what kind of real selling would you actually do?

Would you really go all-out and work on selling one particular customer's house? Or would you pick out a selection of several houses for your prospective buyers, hoping to land them on one...any one of the many homes you'd selected.

Come on, you'd go with the numbers. After all, you don't have any personal liability if the seller's house sits an extra month or two... and besides, there's always the next customer. And the next listing.

This is why more and more folks have gone the "For-Sale-By-Owner" route: You buy your sign, you place your ad, you show your home. Then you wait. You call back the lookers and leave messages on their answering machines. Maybe you actually get a live one and write up an agreement!

Several weeks pass. You start thinking something's wrong. Financing? But it's supposed to be the buyer's job to get a loan, not yours. Right?

Can you tell we've been there? Right back at square one, with a beautiful home, priced right, and not a clue on how to make it go away...and looking down the barrel of a deadline to move. So what do you do? Answer: Call a specialist!

We specialize in buying homes using a lease and purchase program to provide win/win solutions for buyers and sellers. This is what we have been doing for over 11 years, and this is what we do best. We obviously intend to make a profit when we deliver. However, our profit comes from our buyer, not from you.

Here are a few examples of how we might help you:

In some cases, the new buyer comes to closing with the ability to pay off your mortgage, and you receive your equity at that time. This would be the best-case scenario.

Another way is to let our qualified buyer assume your existing mortgage with you being released from any liability. An individual can qualify on your mortgage based on a formula, which considers their credit, income and debt load.

We've worked with numerous mortgage companies in the past, and know exactly what they are looking for in a prospective homeowner.

Most of the time, it simply makes more sense to have our buyer lease the house while we're waiting to close. Perhaps our buyer needs time to accumulate the down payment or pay off a car before they can qualify. Whatever the reason, leasing to a buyer not only assures you that you won't have to bear the burden of monthly mortgage payments prior to closing, but it also makes it easier for the new buyer to move forward with qualifying for the transaction.

The best part is, your loan doesn't even have to be assumable for this to work!

Regardless of the type of loan--assumable, non-assumable, assumable with qualifying, VA, FHA, Conventional--our lease and purchase program works for all transactions. That's because you never hand over title until it actually sells and we go to closing.

The Bottom Line

We take care of your monthly payments, take on all responsibility for the maintenance and upkeep of your property, find a qualified buyer, get them to the closing table, and liquidate your asset before it becomes a liability!

I know this is a lot of information to digest at one time. But if you're still with me, chances are you're interested in doing what it takes to get your house sold quickly. I do not know of an easier way to sell your house, that can give you more money, and with none of the hassles normally involved in selling.

If you're ready to act now, or if you have some questions, you can contact me at

Dave Lindahl's Real Estate Investor's Marketing Tool Kit

(781) 447-xxxx.

If you want an alternative to the stale, conventional ways of selling your home, pick up the phone and call me now. You have everything to gain and nothing to lose.

Please do not assume that I have to steal your house, or that you need a lot of equity for me to be interested. I've worked with all kinds of circumstances and have created solutions after so-called "expert"s have given up and quit. I specialize in solutions! By calling, you give me a chance to be your solution. I hope you will call and give us a chance to prove it to you.

Sincerely,

David Lindahl

P.S. I don't know how many months you've been trying to sell your home (or have been thinking about it), but every month you wait is costing you money. Your home is an asset ... sell it as an asset. Don't let it become a liability, a burden. Don't procrastinate ... call me, especially if you have questions.

P.P.S. If you know of a seller that might be interested in the Lease Purchase program, I would appreciate it very much if you would pass on this report. I also buy houses as well. In fact, I might be more interested in buying your home now than doing a lease purchase with you. Call me and let's discuss it. Our conversation will be strictly confidential, and I'll know in a few minutes whether we can be of service.

Call Now: (781) 447-xxxx (800) 478 – xxxx

Chapter 11

How To Handle Response

How you handle the responses to your marketing can determine how successful you will be.

Know If You Have a Deal Before You Go to the House

The first thing you want to do is pre-screen the prospect, to see if there is the possibility of a deal BEFORE you go out to see the property. You don't want to waste your time going out to look at a house when there probably isn't a chance that you're going to buy it anyway.

How do you find out if you might have a deal before you go out? **You ask the right questions.** Remember, we only want to be dealing with motivated sellers, so one of the first questions I ask is, "How soon would you like to close?"

If they tell me that they are not in a hurry, that's the first warning sign that I might not have a deal. However, some people who need to sell quickly are also shrewd negotiators and may not be tipping their hand, so I ask a couple more qualifying questions.

► *Time-Saving Tip:* ◀ **Ask the right questions, to see if there is the possibility of a deal BEFORE you go out to see the property. Don't waste your time going out to look at a house when there probably isn't a chance that you're going to buy it.**

How Much Do You Think Your House is Worth?

Next ask, "How much do you think your house is worth?"

They will give you a figure, or tell you that they are not sure. If they give you a figure, my next question is, "How did you determine that value?"

The answer to this question may give me an indication that I might have a deal. If they say that it's the assessed value, then I tend to get excited, because I know that most assessed values are under market value.

If they say that the house across the street sold for that, and mine is just like theirs, then I'm getting a good indication of where the market may be for this house, but I have no indication as to whether or not I have a deal.

How Much Are You Asking For Your House?

So I ask the next question, which is, "How much are you asking for your house?"

If they are at market value then I tell them, "I'm an investor and I can't pay market value for the house. Because I make my living buying and selling houses, I need to make a profit...you can understand that can't you?" I wait for a "Yes."

Then I say, "If I was to offer you all cash and close quickly, what is the least amount that you could accept for the house?"

If they stay around market price, then I politely get off the phone as soon as possible.

When I ask them how much their house is worth and they tell me that they are not sure, then I ask them what houses like theirs are going for in their area. Their answer to this question gives me an indication of what they think their home is worth. I then ask them how much they are asking for the home.

If they say that they are still not sure about the value of their home, I ask them what other houses in the area are going for. Then I ask them how much they are asking for their home. Some people will then say, "Well I don't know, why don't you come out and make me an offer"

To this I say, "Sir/ma'am, you called me looking to sell a property; I didn't call you. If you want me to consider purchasing your property, you've got to give me some indication of what you're asking, so I know that I'm not wasting your time and you're not wasting mine. That's fair isn't it?"

If they still don't give me a price then I've got a decision to make. If I'm not busy, I may go out and take a look at the property. But before I do, I ask a couple more qualifying questions.

Why Are You Moving?

The next question I would ask is, "Can you tell me a little bit about your situation...why are you planning on moving, where are you moving to?"

The answer to this question will give you a strong indication as to where they are, why they are moving, and how motivated they are.

Listen and read between the lines. If it smells like a deal then I will take the time to drive over to the property and meet the owners face-to-face. If it's obvious that they are just shopping, then I let them go shop my competition.

Will You Sell Me The Property For What You Owe on It?

This is a great qualifying question and believe it or not, a lot of people will sell you the property for what they owe on it. Depending on their motivation, some people just want to get out of the property. Who cares why; you just want to be there when they do.

When this happens, I always try to take over the property "subject to" the existing mortgage. This means that I don't have to get bank qualifying and the mortgage stays in the previous owner's name, but the deed is in my name (actually, the name of my trust).

► ***Believe It Or Not...*** ◀ **A lot of people will sell you the property for what they owe on it. Depending on their motivation, some people just want to get out of the property. Who cares why; you just want to be there when they do.**

When I resell the property, the new owner would get their own mortgage and the previous owner would be discharged. I explain all this to the current owner.

Before I ask if they would sell me the property for what they owe on it, I ask them "How much do you owe on the property?" Asking this question sets you up to ask if they would sell you the property for the amount they owe.

It also gives you an indication of how much equity is in the property. And that tells you how much potential your deal has.

What happens if they say "No"? Then I ask them, "If I were to offer all cash and close quickly, how much could you accept for the property."

Sometimes they say, "No, why would I do that?" To which I respond, "I don't know why YOU would do that, but a lot of people do, and I thought that I would give you that option."

Three Key Questions

If you notice, all of the qualifying questions filter their way down to just a few key questions:

- How much do you want for your home?
- If I were to pay you all cash and close quickly, what is the least amount that you can accept for your home?

- Is that the best you can do?

You may ask other very good qualifying questions to get there (you should not ask these questions first; instead give the prospect time to like and trust you), but these questions are the nitty-gritty of getting a deal done.

Who Should Answer Your Phone?

Who should answer your phone? Here are your choices:

- You
- Assistant/secretary
- Answering service
- Answering machine

My personal choice is to have all of my advertising go to a phone number that is forwarded to my cell phone. That way I can personally handle all of the calls when they come into the office.

Why do I do this? Because I feel that I am the best negotiator, and I want to be the first one that the prospect talks to, so that I can decide whether or not I may have a deal.

When motivated sellers are ready to sell, they are **READY TO SELL**. If you don't get that call, or if you don't get the message, or if the prospect gets your answering machine and decides not to leave a message, the next call they are going to make is to your competition!

Sure, you're going to get a lot of calls from people who are not that motivated, and people who just want to know what you do, but that's to be expected.

When the motivated seller calls, they usually have been in denial for so long that when they finally wake up and realize that they must take action or lose, they take action and want immediate results.

Working With an Assistant

A trained assistant is my second choice. I will train a secretary using the "Incoming Call Script" (as end of chapter), so that she will handle the ad calls properly. If she gets a motivated seller on the line, then she tells the seller that I will call them back in 10 minutes and finds me wherever I am and gives me the message. I start negotiating from there.

The assistant is not there just to answer my phones. I also have her doing a number of other support tasks that need to be done to see that deals are going smoothly. **The more you can have someone else do things for you, the more money you will make.**

I realized early on that if my company was to be successful, then it was my job to find them and finance them. I developed systems for all of the other tasks and hired people to perform them for me.

How to Use an Answering Service

If you have not yet quit your job and are doing real estate investing on a part-time basis, or if you don't have an assistant and you can't take the calls personally, then your next best bet is an answering service.

When people are ready to sell, they want to talk with someone. If they can't get you or your assistant, then at least get an answering service to answer your phone. They can get the client's name and number and some important information (see Answering Service Phone Script) and then you can call the prospect back as soon as you are able.

Answering services are good, but there are some problems that you should watch out for. You'll want your phone answered within four rings. If it is not, most people will hang up. In the beginning of my investing career when I used an answering service, I called my number one time and the phone rang 14 times before it was answered!

That was the last day I used that service. You need to periodically call your service and pretend that you are a seller, to make sure that your calls are being handled properly.

Sometimes they answer the phone within four rings, but they leave your prospect on hold for too long. After a while, people get frustrated, hang up, and call your competition. This is the most common problem with answering services.

This happens because they have many other clients for whom they are answering the phones, and as those phones ring, they put your people on hold.

I'll repeat this: You need to call into your service to make sure that this is not happening. I used to call my service once a week from an outside line, just to check on them.

I also wanted to make sure that whoever answered my line was pleasant at all times.

You can look in your local phone directory of answering services. Every area has them. You can shop rates, though you can expect to pay a monthly fee and then so much per

► **Important!** ◀ **If you can't answer your own phone, you need to call into your answering service to make sure that they are doing their job right. I used to call my service once a week from an outside line, just to check on them.**

minute (anywhere from .20 cents to \$1.50 and more; the fees vary widely). That's why it pays to shop.

Using Answering Machines

The least productive method of having your phone answered is by answering machine. People do not like to leave messages on machines. You will probably lose 50 percent of the people who call you if they get an answering machine.

Will they call back? Maybe, but in this world of instant gratification they will probably just call your competition who just happens to be sitting in his car, has his calls forwarded to his cell phone, and is just around the corner from their house!

If you don't have any other method of answering the phone, then use an answering machine. It beats the alternative of the phone just ringing with no one or nothing to pick it up. Then you are assured of getting nothing.

Here is a good outgoing message to leave on your machine:

“Hi, you've reached the office of Results Home Buyers. I'm sorry that there is no one here to answer your call right now, but your call is important to us. Please leave your name and number at the sound of the tone, and we will get back to you as soon as we return.”

Follow Up, Follow Up, Follow Up

Return all calls promptly. If you don't, you will lose deals.

And then, follow up, follow up, follow up.

My plan is to follow up until they sell, die or fixed their situation. And if they tell me that they fixed their situation, I still put them down to periodically follow up, because if they got in trouble once, they are bound to do it again.

Statistics show that most people do not make a decision (if they haven't made an immediate decision) until after the fourth follow up call. Statistics also show that most people, if they follow up at all, only follow up twice!

There is a lot of business out there, just **waiting** to get done!

► ***Don't Lose Deals!*** ◀ **Return all calls promptly. If you don't, you will lose deals.**

Incoming Call Script – Office

Good (Morning, Afternoon, Evening) Results Home Buyers, how can I help you?

Yes, I'm calling about your ad in the paper (or sign, or letter...)

Thank you for calling. Could you tell me where you saw that ad (if letter, what was the headline of the letter) _____

I'm sorry, my name is Dave, what's yours? _____

(Say first name), could I get your number there just in case we get disconnected? _____

How soon are you looking to move? _____

How much do you think your house is worth? _____

How much are you asking for the house? _____

Why are you selling? _____

How much do you owe on the property? _____

Are you willing to sell the property for what you owe on it? _____

Where is the property located? _____

What type of repairs does it need? _____

When would be a good time for me to come see it? _____

Incoming Call Script – Answering Service

Good (Morning, Afternoon, Evening) Results Home Buyers, how can I help you?

Yes, I'm calling about your ad in the paper (or sign, or letter...)

Thank you for calling. Could you tell me where you saw that ad (if letter, what was the headline of the letter) _____

I'm sorry, my name is Dave, what's yours? _____

(Say first name), could I get your number there just in case we get disconnected? _____

How soon are you looking to move? _____

How much do you think your house is worth? _____

How much are you asking for the house? _____

Why are you selling? _____

How much do you owe on the property? _____

Are you willing to sell the property for what you owe on it? _____

I'm going to forward this information to (your name). He'll be calling you back within the next half hour to set up an appointment to come see your home.

Thank you for calling Results Home Buyers!

Chapter 12

Creating Your Marketing Plan

OK, in the last eleven chapters we talked about a variety of ways that you could attract motivated sellers to call you. Now it's time to put what you learned into action.

As I stated in chapter one, even the most intelligent real estate investor will go broke if he doesn't have a continuous stream of sellers making his phone ring.

This is where you write your plan to get your phone ringing, to keep it ringing and start collecting big checks.

Once the plan is written, it must be implemented. It will do you no good to write a top-notch marketing plan and keep it in the top drawer of your desk. You must take action! Now!

Once you take action, **don't stop**. Here's what a lot of people do: They write their plan, they begin to implement it, their phone starts ringing, they get a few deals, they get busy completing the deals and while they are so busy completing their deals, they stop marketing. Why? Because they are too busy.

Next thing you know, they close on the deals, make some money, are very excited and then realize that the money they just made is the only paycheck that they are going to get for the foreseeable future. That's because they stopped their marketing, and don't have any more deals in the pipeline.

▶ *The Secret To Steady Cash Flow...*
◀ **Once you take action, don't stop. Keep that pipeline full of new deals, even if you are busy working some now. That way, you'll stay busy.**

This is called feast or famine, and most real estate investors do business this way. But you don't have to (and won't) if you just remember that **all businesses are built on marketing** and once the marketing stops, the business grinds to a halt.

Five Steps to a Good Marketing Plan

- 1) Determine how much money you want to make
- 2) Determine how many deals it will take to earn that amount of money

Dave Lindahl's Real Estate Investor's Marketing Tool Kit

- 3) Decide what marketing techniques you will use to create those deals
- 4) Develop a marketing plan
- 5) Work your plan until you die

Determine How Much Money You Want to Make

Here's a simple question: How much money do you want to make? Don't confuse that question with how much do you think you can earn. People put self-imposed limits on themselves without knowing it.

It's done subconsciously. Some people don't think they deserve to make over a certain amount of money. Or some people feel guilty making over a certain amount, or feel that they are not smart enough to earn a certain amount.

I'm not asking you if you deserve it, feel right about making it, or if you think you're smart enough. **I want to know how much you want to make in a year.**

Do you want to make \$100,000, \$250,000, \$500,000 or even \$1 million per year? Does \$1 million per year scare you? Do you think it's impossible?

It won't scare you and you won't think it's impossible when you start working your way to bigger and bigger paychecks.

Most people dream of making over \$100,000 per year with the "hopes" of becoming a millionaire someday.

I can honestly tell you that if you're not making over \$100,000 a year as a real estate investor, then you are simply not trying, or won't take the time to do the things that you need to do, that even a modestly successful real estate investor does.

▶ ***This Is A High Profit Potential Business.***
◀ **I can honestly tell you that if you're not making over \$100,000 a year as a real estate investor, then you are simply not trying, or won't take the time to do the things that you need to do, that even a modestly successful real estate investor does**

Based on that fact, I'm going to use \$200,000 per year as my example in my marketing plan. If you're a full-time investor, this will be within reach between your first and third years (I know many investors that have surpassed this in their first year!)

Whatever you decide, write that dollar amount down on the worksheet at the end of this chapter.

Determine How Many Deals it Will Take to Earn That Amount of Money

The next step is a simple one. Have you ever heard the expression that “sales is a numbers game”? Well, it’s true.

As long as you know how to break down your numbers and track your numbers, you can plan for your success.

I won’t go into a deal unless I can determine that I will earn a profit of \$20,000 or more.

If I want to earn \$200,000 per year, simply divide 200,000 by 20,000 (the amount that you will earn per deal). The result is 10. That means that you have to do a measly 10 deals a year to earn \$200,000!

If you’re just starting out, that may seem like a lot. If you’ve been playing the game for a while, you know that it can easily be done. I say easily. It’s only easy if you develop a marketing plan and work your plan continuously.

Decide What Techniques You Will Use to Create Your Plan

The next step is to decide which marketing techniques you are going to use to get your phone ringing.

Techniques for Just Starting Out Without Much Money

If you are just starting out and don’t have much money, I would use the following techniques:

- ✓ Business cards
- ✓ Signs
- ✓ Flyers
- ✓ Real estate agents
- ✓ Letter campaigns

Business cards are cheap and you can start handing them out to everyone you meet. Reread the 21 places to put your business cards in Chapter Four, and start distributing them.

I know a successful investor whose goal it is to hand out 20 business cards every day. He’s been doing that for the last eight years and he’s always working on a handful of deals.

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Signs are also relatively cheap and **there is no surer way that I know of to get your phone to ring than to go out and put up a bunch of signs.** Every time we are a little slow, I have the printer print up some more signs and put them up.

The phone starts ringing and keeps ringing. You don't have to put the signs up yourself. Hire someone to do it for you. Though you know the old saying, "If you want something done right, do it yourself."

▶ *Getting That Phone To Ring...* ◀
There is no surer way that I know of to get your phone to ring than to go out and put up a bunch of signs.

Next I would do flyers. They cost practically nothing to produce and since you have time, you can go out there and distribute them. They are also a great way to get in shape.

Simply walk a different neighborhood three times a week for an hour at a time handing out flyers and watch those pounds peel off!

You don't get the exposure with flyers that you do with signs, though like anything else, if you do it consistently you will get deals.

I'd start forming my relationships with real estate agents right from the start. Sure it may cost you a lunch or two but basically your cost is the time it takes to flap your lips over the phone to determine if someone will do business with you.

Forming the right relationships with the right real estate agents can generate a lot of income over a long period of time.

Direct mail has always been one of my favorite and most profitable ways to make money in real estate. At the beginning, to save money, I stuffed and stamped my own envelopes. As I started doing deals, I sub-contracted a friend's mother to do it for me. She still does it to this day. It's a nice way to supplement her social security.

It may cost a little more than the previous four methods that I described earlier, but it is well worth the cost because of the returns that it brings you. Again, the key to successful direct mail campaigns is consistency (there's that word again!).

Techniques for Those With Some Experience and Some Money

If you've got some experience and some cash, then I would add the following to the basic package:

- ✓ Pre-foreclosures/auctions
- ✓ Classified ads

- ✓ Ant farm
- ✓ Radio

With some experience under your belt, I would start attending auctions and go after pre-foreclosures. By this time, you've done a couple of deals, and you know what you need to watch out for so that you don't get burned.

You have an idea of what your strengths and weaknesses are, what you can handle, and what you should avoid.

You also have some profits under your belt, so you can give the auctioneer the \$5,000 or \$10,000 cashier's check that he requires for you to become a registered bidder.

Pre-foreclosures are always very lucrative. If you don't have a home-study pre-foreclosure program or short sales program in your library, get one. It will pay for itself many times over. You can start with the letters that I provide, and continue your education from there.

For a classified ad to run every day for an entire year, it could cost you \$5,000 or more...much more. When you've got some profits under your belt, spend the money on a classified ad and let it run year in and year out. It will only take one deal a year to pay for itself, and more years than not, you'll get much more than that!

When you're ready to handle the rush of an ant farm, take the plunge. You'll be doling out a lot of \$10 bills, though the amount of leads that you get will be well worth it. You just need to be ready to handle and follow up on all of the leads that will be generated.

If you're in a good solid buyer's market, it makes sense to do a radio ad. You can reach more people in a shorter amount of time and because you're on the radio, you actually add legitimacy to your company.

I wouldn't do radio in a seller's market. It usually doesn't work.

Developing Your Marketing Plan

Now that we've decided what techniques we are going to use, it's time to start putting our plan together.

Let's assume that we are just beginning and have little money. The techniques that we will be using will be:

- ✓ Business cards
- ✓ Signs
- ✓ Flyers

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- ✓ Real estate agents
- ✓ Letter campaigns

The first thing we need to do is to plan all of the activities that need to take place in order to set up each one of these techniques. For this, we'll use the activities/function worksheet.

Activities/Function Worksheet

If you have my "How To Estimate And Renovate Houses For Huge Profits" home study course, then you are familiar with this form and if you have been using it, you know how effective it is.

Since we will be using four techniques, make four blank Activities/Function Worksheets and label each one to correspond to the technique that you will be using it for.

For example, Business Cards, list all of the activities that you will need to do to complete the task of getting business cards. These will include:

- Decide on the format of your card (flat or fold over, color...)
- Choose text that will be written on card (see Dave's examples)
- Call three printers and get bids
- Get sample to printers via fax, e-mail or delivered (see Dave's "ready made" disk)
- Choose printer, order cards
- Pick up cards

That's it. Simple, isn't it? As you can see, I've transferred this to-do list to my Activities/Function worksheet. I've given everything a due date and written in the necessary notes for each activity.

As you can see, I've also filled out the activities that are needed to complete the Signs, Flyers, Real Estate Agent and Letter Campaign tasks.

Planning for Success

Now that the components of your plan are complete, it's time to plan your activities.

The most successful people are those who plan. Each day you should take at least 15 minutes and plan your day. At the beginning of each week, you should plan your week and at the end of the week, look back at your plan and see what you got accomplished.

Most people go through life putting out fires. They spend their days working, working, working, and at the end of the day, they are exhausted from working so hard and yet feel that they really didn't get anything done.

How many plans do you have that you have been putting off for days...weeks... months...years...?

If you treat your marketing like this, you will not be in business for any length of time. **You must create a marketing plan and stick with it.** I suggest that you plan a year in advance.

That's right, one year. Doing this will give you perspective on what you need to do. It will keep you on track all year long, and will put wads of cash into your pocket. It's simple to do. Just get out a calendar. If you are doing the basic plan, you'll want to write on the beginning of each week of each month, "Give out 20 business cards per day."

Next you'll want to hand out flyers each week. Schedule a day each week (for me it was Saturday morning) that you will hand out flyers. If you are hiring someone to do it, then schedule how many flyers you are going to pay someone to put out each week.

Initially, you'll want to put some time aside to put up 50 to 200 signs. The more the better. This will really kick start your business. Then you want to plan to get at least 50 more signs out each month.

You'll need to schedule it into your week. Maybe a weeknight or a weekend putting up 10 to 15 signs a week is easy, but schedule it in. If you don't, it won't get done. Better yet, when you start getting busy, schedule someone else to do it for you.

Start sending out the realtor letters and start setting up appointments. If you've got 50 realtor letters going out on a Monday, then you've got to schedule Wednesday afternoon and Thursday morning for follow up phone calls, then plan on having lunch times available for the next few days. I would do this twice a month for the first six months, and then once a month after that.

Now comes your direct mail campaign. This will be never-ending, and this is where you can become very creative and need to be organized. Because you will be mailing to these people for potentially years, you'll want to stagger your mailings and create some new ones.

► ***Plan Your Work, And Work Your Plan..***
◄ **The most successful people are those who plan. Each day you should take at least 15 minutes and plan your day. At the beginning of each week, you should plan your week and at the end of the week, look back at your plan and see what you got accomplished.**

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I know an investor who writes letters depending on what holiday takes place during that month. Each letter is tied to the holiday and gives her a reason for writing. When the people find themselves in a situation where they are ready to sell, she's the one who gets the call.

You can write monthly or quarterly. I write quarterly and stagger the lists so if I'm sending letters to out-of-state owners in January, the next time I will send a letter is April. During February and March I'll send other groups letters, such as two- to four-family owners, and 5+ unit owners. Perhaps I'll stagger them by towns. A certain number of towns one month, a different the next, and another set to complete the three-month cycle.

Look at the sample three-month marketing plan that I have at the end of this chapter. You can use this to get started. You'll notice that it starts to get repetitive; that's good. That means we have a system working.

The next nine months are very similar to the first three, though you will need to tweak them for your individual letter campaign.

You see, I've always got letters going out, and I've got to plan well in advance to make sure that the system keeps working. I know it's working if my phone is ringing.

Here's the mistake that many investors make: They start doing all of the marketing that you learned in this home study course. They start getting all kinds of calls and deals!

They get busy--really busy. So busy that they stop doing what got them so busy...**their marketing**. Soon, they're not so busy anymore. By having this plan and continuously working this plan, even when you are so busy you can hardly stand it, you'll be a very successful investor.

The key to the whole plan is to delegate as much of the activities as possible. That way it will get done. Sure, you're going to do a lot of it in the beginning. But as you progress, your job should be to make sure that the systems are working, not to be working in the system.

Congratulations, you have finished this manual. You now have all of the tools you need to become a successful real estate investor. I have found that the biggest weakness of investors that can't find deals, is they haven't taken the time to learn what you just learned.

Now it's time to take action. You won't get rich by knowing what to do. You get rich by doing it! Go out and do it, and write to me about your successes.

I want to hear from you!

► **Take Action!** ◀ **You won't get rich by knowing what to do. You get rich by doing it! Go out and do it, and write to me about your successes.**

A Wealthy Investor's Secrets to:
Activities Worksheet

Signs

Activity/Function	Due Date	Comments
Determine Design	1-1	Get From Dave's Home Study
Call 3 Sign Companies, get bids	1-2	Put names here
Order Signs	1-4	
Hire Kids To Put Up Signs	1-5	Optional
Get Tools To Put Up Signs	1-5	
Pick Up Signs	1-11	
Install Signs	1-11	

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A Wealthy Investor's Secrets to:

Activities Worksheet

_____ Flyers _____

Activity/Function	Due Date	Comments
Choose Flyer Design	1-1	Get From Forms Disk
Put Your Name And Company On Flyer	1-1	
Bring To Copy Company; choose col Order 250	1-1	
Pick Up Flyers	1-2	
Hand Out Flyers	1-2	

A Wealthy Investor's Secrets to:
Activities Worksheet

_____Real Estate Agents_____

Activity/Function	Due Date	Comments
Call Local Board of Realtors And Get List	1-1	
Pick Up List	1-1	
Print Letter From Forms Disk Put Your Name On It	1-1	
Pick Up Supplies – Envelope, Stamps, Sponge, Blue Pens	1-2	Sponge is to lick the stamps and envelopes
Hire Someone To Stuff and Stamp	1-2	
Bring Letter To Copy Company	1-2	
Pick Up Copies	1-3	
Drop Off Supplies To “Stuffer”	1-3	
Mail Letters	1-7	
Follow Up With Phone Calls Set Up Lunch Appointments	1-10	

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A Wealthy Investor's Secrets to:

Activities Worksheet

_____ Direct Marketing _____

Activity/Function	Due Date	Comments
Get List From Assessor's Office Or List Broker	1-1	You may have to go to several assessors offices This may take more than one day
Get Letters From Course, Change Names And Addresses	1-2	
Separate List By Out-Of-State Owners, Single Fam, 2-4, etc.	1-2	
Make Copies Depending On How Many Names You Have And Which Letters You Are Going To use	1-2	
Hire Someone To Stuff And Stamp	1-3	
Pick Up Letters And All Other Supplies	1-3	
Set Up Continuous Mailing System	1-3	
Drop Off Letters To "Stuffer"	1-4	
Mail Letters – Continuously		

A Wealthy Investor's Secrets to:
Activities Worksheet

_____ Business Cards _____

Activity/Function	Due Date	Comments
Decide on Design of Card Choose Text	1-1	
Call 3 Printers, Get Bids	1-1	
Choose Printers, Bring Design	1-1	
Set Up System To Distribute	1-1	
Pick Up Cards	1-8	
Distribute Cards	1-8	

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January

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

1 Send Realtor Letter	2 Hang Signs	3 Follow Up Phone Calls	4 Follow Up Phone Calls	5	6 Flyers Hang Signs	7
8 Send Out Of State Mailing	9 Hang Signs	10	11 Work On February Mailings	12	13 Flyers Hang Signs	14
15 Send Realtor Letter	16 Hang Signs	17 Follow Up Phone Calls	18 Follow Up Phone Calls	19 Work On February Mailings	20 Flyers Hang Signs	21
22 Send 2-4 Family & Group A Mailings	23 Hang Signs	23	25	26	27 Flyers Hang Signs	28

Goal – Hand Out 20 Business Cards Per Day
Last Month I Handed Out _____

February

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

1 Send Realtor Letter	2 Hang Signs	3 Follow Up Phone Calls	4 Follow Up Phone Calls	5	6 Flyers Hang Signs	7
8 Send 5+ Mailing	9 Hang Signs	10	11 Work On March Mailings	12	13 Flyers Hang Signs	14
15 Send Realtor Letter	16 Hang Signs	17 Follow Up Phone Calls	18 Follow Up Phone Calls	19 Work On March Mailings	20 Flyers Hang Signs	21
22 Send Group B Mailings	23 Hang Signs	23	25	26	27 Flyers Hang Signs	28

Goal – Hand Out 20 Business Cards Per Day
 Last Month I Handed Out _____

March

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

1 Send Realtor Letter	2 Hang Signs	3 Follow Up Phone Calls	4 Follow Up Phone Calls	5	6 Flyers Hang Signs	7
8 Send Investor Mailing	9 Hang Signs	10	11 Work On April Mailings	12	13 Flyers Hang Signs	14
15 Send Realtor Letter	16 Hang Signs	17 Follow Up Phone Calls	18 Follow Up Phone Calls	19 Work On April Mailings	20 Flyers Hang Signs	21
22 Send Group C Mailings	23 Hang Signs	23	25	26	27 Flyers Hang Signs	28

Goal – Hand Out 20 Business Cards Per Day

Last Month I Handed Out _____