

THE FIND ~ FUND ~ FIX ~ FLIP MANIFESTO



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SO YOU WANT TO BE A REHAB ROCKSTAR.....

and you're interested in banking profits with real estate, and quick-turning houses is your preferred investing strategy! So glad you are here!

I want to start out first by congratulating you on making such an awesome choice to become a Rehab Rockstar. This guide will be to share with you and show you step-by-step, how to FIND - FUND - FIX - FLIP your next great rehab project using our time tested and market proven systems and strategies.

In less than 18 months, Debbie who works as a full time IT professional has acquired 9 properties and become a rehab rockstar all by following the process we have shared with her. The only difference between her and all the other investors is she takes ACTION. She BELIEVES in herself. She has FAITH in her ability to be successful!

Debbie has continued to work 50+ hours weekly all while becoming a rehab rockstar! She has extensive experience in contract management and so has tapped into this strength of hers as she has managed the rehab projects and all have come in ON TIME and ON BUDGET!

She is realizing profits of no less than \$40k on each project she touches.

How does this sound to you?

If you are interested in becoming a Rehab Rockstar Investor then the decision to do so is what we are most excited about. What we are most excited about is supporting you to understand that rehabbing (aka flipping) properties is nothing more than a vehicle we use to create financial freedom, independence and the ability to create & leave a legacy to those after us.

You're in the right place and I acknowledge you for this!

First let me ask you: WHY Real Estate?

What do you want out of real estate? Why are you interested in investing?

For many, being an investor means it is a way to make an extra \$10,000 monthly so they can quickly quit their day J.O.B. This is a myth that I want to squash right now. Real Estate is NOT easy. It is not for the faint of heart.

Real Estate is a lifestyle choice. It is a commitment to your future. It is a way to change so many peoples lives. It is MORE than cashing a rehab profit check. Yes, you can make an extra \$5,000 or \$10,000 + a month. Yes, you can eventually quit your job and replace your current income. Whatever your WHY is it can be realized through this extraordinary business we call real estate.

We will share with you how acquiring, renovating, repositoning and re-selling properties can and will give you the best opportunity to build a thriving and sustainable real estate business that will provide a future of real wealth and financial freedom for you for many years to come.

Rehabbing (Fix & Flip) is the one strategy *everyone* thinks of when they think about becoming a real estate investor. The Gurus market that it is just that easy, right? NOT! It is not easy but once you know the process and understand the systems then you will see it becomes quite simple:

Find Great Opportunitites ~ Fund Them ~ Fix Them Up ~ Flip For Profit

You must know how to:

- Generate Great Leads
- Qualify The Leads
- Negotiate the Contract
- Estimate Repairs
- Close the Property
- Manage Contractors
- Quick Turn For Maximum Profit

Real estate investing can and will provide:

- **Quick Cash:** You can make quick money and large profits again and again by establishing your system that allows you to efficiently buy and sell real estate. We will show you exactly how to do just this. When we say “Quick Cash” please understand that this terminology is used in investing all the time. Realistically from beginning to end each rehab can take 4 - 7 months on average to buy, renovate and sell. We personally feel that when you successfully acquire a property that will bring you \$30,000-\$40,000 in profits in 6 months or less... we call this “quick cash”. Do you know of any other opportunity that provides these profits or results in 6 months or less?
- **Flexibility:** You can build whatever business model you desire. Some investors are happy to wholesale a 4-6 rehab deals each year while others choose to become full time rehabbers doing as many as 3-5 rehab projects monthly. The flexibility of real estate is endless!
- **Accessibility:** Rehabbing houses works in any market and has the lowest barrier to entry for those interested in learning. You don’t need a degree. You don’t need much of your own money. You don’t need to have a real state license. A strong willingness and desire to do what others are not willing to do will reap you tremendous rewards over and over.

You can also finance the cost of the purchase and the repairs from multiple funding sources including hard money, private money, private equity partners and those with funds sitting in their IRAs.

We love doing rehabs for the above reasons and more; but if you’re going to make money, you’re going to have to understand how to “flip” property. Then you’ll want to learn how to systemize the acquisition process.

Why is acquisition so important?

This is critical... so pay very close attention to this...

We “make money” when we buy and we “realize” the profits when we sell. So the acquisition is the single most important part of the process.

THE FLIP VS. THE QUICK TURN

What do you think of when you hear the word “*flip*?”

With all the bad press of late, chances are your association with the word isn't a good one, and for good reason. A lot of people have used the ip for all sorts of fraudulent purposes. For this reason, we prefer to use the term “quick-turn.”

What we mean by quick-turn is to buy property under value, fix it up and sell for a profit, legally and ethically.

The negative associations with flipping houses come from those individuals who buy property undervalue, have it falsely appraised high and then sell for a profit, thereby stripping equity out of the house and leaving blight in the neighborhood. Little to no work would've been done to the house.

While the goal of any investment business is to make money, I've yet to meet a successful rehabber who didn't feel a sense of pride when taking the ugliest house on the street and making it the prettiest, thereby giving something of value back to the neighborhood.

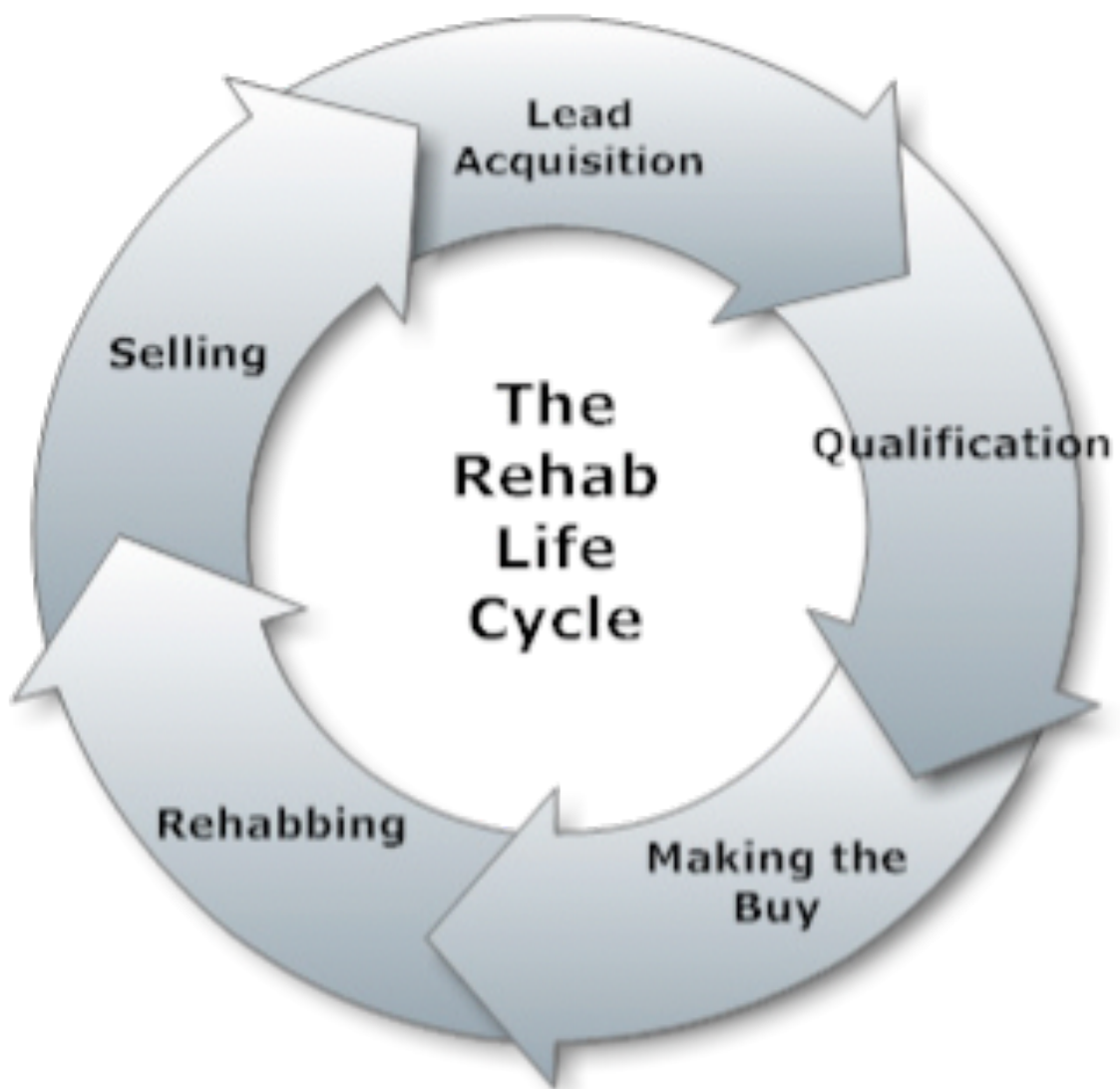
There are two important payoffs in learning how to successfully rehab houses; first, the potential profits that can be made, and second, the intrinsic rewards that come from doing something so rewarding and positive

WHAT YOU WILL NOT LEARN

We will NOT share with you how to repair a leaking toilet or paint a property. What we will share is specifically, how to locate, acquire, rehab and renovate properties.

We are NOT sharing how you can successfully manage your rehab project or how to sell to best sell the property. We cover this elsewhere.

Real estate investing is a project of multiple simultaneously moving parts. This is why it is imperative that as an investor you implement a solid business of systems and processes. If you plan to work and work your plan you will surely see results.



When looking for the best deals we are looking to identify those houses on the street that look run down, have over grown grass, appears unkept and disshelved.

But how am I going to get there? Sounds easy, right?

There are 5 steps that you must master:

1. **Lead Generation:** How will you find leads? What marketing strategies will you implement? What specific “target market” aka “Sweet Spots” will you focus on? How often will you market to find properties? What will your weekly, monthly, annual marketing budget be?

2. **Lead Qualification:** How will you qualify the lead to know if you are even interested? When will you set up the appointment? How will you know what to look for or how to qualify the amount of repairs needed? How will you know if it is even a “good deal?”

3. **Contract:** What type of contract will you use? What contingencies will you include? How will you finance the purchase? What inspections will you complete?

4. **The Rehab:** Who will you hire as your contractor? What paperwork will you complete? How will you accurately estimate the repairs that the property needs? How will you complete the budget and scope of work to be done? Will you hire a GC or will you GC the project yourself or will you do the work yourself?

5. **Sale:** Who will you hire as your listing agent? Will you stage the property? Will you offer any buyer concessions? Will you do Open Houses?

Most investors will attempt to master all 5 of the critical rehab steps only to realize all too quickly they will be the master of none! It is just not possible or realistic to think that one person can manage and perfect all 5 of the steps. Possibly on only 1 home but not when you are scaling a business and desire to rehab multiple properties simultaneously.

While you may be proficient at lead generation and qualifying your leads you may not be best at negotiating terms or contracts. You may not have the strength in estimating repairs and completing the scope of work. This is where having systems in place and processes to follow will benefit you and reward you. Leveraging the skills, talents and resources of others will be a more wise and cost effective approach, always. Building up your Power Team will always serve you well! Very few investors getting started truly have the time, money or experience just yet to attempt to do it all. It is definitely a set up for failure! Let's take a look at this as we work through each of the steps.

LEAD GENERATION: Uncovering the diamond in the rough

We think of real estate investing as that of being a detective as you are identifying opportunities and researching to uncover all the pieces of the story. It's also like being a pirate while scouring markets for hidden treasures. When getting started we don't necessarily have the trained "eyes" so it is important to master "lead gen" so you know all the ways it is possible to locate these diamonds in the rough!



So how do you develop the eagle eye or master lead gen? Great Question!

You must first identify the geographic location aka "target market" or "farm" that you want to focus on marketing to. We do not want to be the first investor into a market and we certainly do not want to be the last.

We always suggest that you employ multiple marketing mediums aka "touches" as you are getting started. It could be "Cruzing For Ca\$h", it could be mailing the yellow letter, it could be hanging door hangers, it could be networking, it could be purchasing a specific criteria for a list of names.

You should always attend every seller appointment, regardless of location — for the simple reason of gaining experience. You will need to experience as many site visits as possible so you can master how to qualify each property, how to successfully communicate or negotiate with the seller or agent, how to master identifying the repairs and the possible costs associated with the repairs. The more you show up for the better you will become. It is just that simple. Remember, we didn't say it was easy!

Target Market “Your Sweet Spot”

Successful investors have specific criteria they have defined and this includes knowing exactly what and where your “sweet spot” is. You must master the market and know what cycle the market is in, you must know what competition is there, what the comps are, the level of rehab is being done in the area, who the key players are and on and on. Having very specific and clearly written property criteria and specific market criteria documented is all a part of your system. It is a business after all and needs to be respected and treated as such! I don’t know any investors who do this for a hobby or just for fun!

We are always looking for:

- A property that needs repairs, is distressed or looks worn out.
- Good location - highways - transportation.
- Good schools and universities.
- Good employment numbers.
- Markets where properties are sold in under 60 days.
- Motivated sellers. This is **CRITICAL**. You must have a motivation level worth pursuing from a seller who is thinking about selling their house for less than what it’s actually worth. Only two things motivate a seller to consider selling ~ **TIME** and/or **CIRCUMSTANCES**!
- Private sellers, bank owned properties or a HUD home.

We took a large local map and hung it up in the office. Then used push pins to identify neighborhoods and streets we intended to target our marketing efforts to.

”Riches in the Niches” is so true. When you laser focus on a specific area and drill down your marketing into that area magic will start to occur. You will become known as the Local Market Expert. Do your research to identify which markets will be best for you to focus on.

What you don't want to do is "Squirrel, Squirrel!" This is when you see something over there and you run to it and then you see something over here and you run to it. I call this shiny-object syndrome also. There is no benefit to "Market Hopping" like those who love to bar hop. Hunker down and settle in - consistency is the key with your marketing!

When identifying markets I want to invest in I am interested in:

- Good Geographic Location
- Good Proximity to Highways
- Affordability / Walkability Index
- Emerging / Trending Up
- Demographics / Physcographics
- Education / University
- DOM for Sales
- Revitalization / Empowerment Zones
- Pride of Ownership
- Sense of Community
- Proximity to Area Transportation
- Proximity to Shopping / Dining
- Culture / Arts / Theatre / Entertainment

Geographic Location

To simplify your life and improve your chances for success, limit your initial rehab projects to within a 45-60 mile radius maximum of your home or office. Rehabbing can take on average 2 - 4 months in addition to the other aspects of the process. You will be managing your project so you will be spending the time commuting back and forth.

Education / University

Finding a community that is both affordable, has good schools and University is essential in real estate investing. Communities with good schools have the jobs, the income and the pride to keep their schools accountable for their children. As a result, they tend to be places where buyers / residents want to live. This directly relates to your overall success with the sale which dictates your profit.

As an investor knowing your Exit Strategy will always be the Holy Grail. If you buy in a neighborhood only because you “got it for a good price” and then it sits unsold... you may soon find out no one is interested because it isn't in a decent school system for your end user. It's critical to know who your end buyer will be. Not all areas are best for re sale and not all areas are best for buy-n-hold.

Affordability / Walkability

There's a phenomenon that occurs with a lot of investors and I call it “Deal-itis!” It's when an investor feels high end luxury rehabs with \$100,000 profit paydays is the way to go. Only a small % of buyers can afford these prices and the larger the property - the larger the acquisition costs, hold costs, rehab expense, etc... Unless you are a seasoned investor and understand this rehab would we ever recommend you taking it on.

Yes, real estate is a risk. How much of a risk are you willing to take. I know of investors who got “Deal-itis” and put up a \$15,000 deposit and couldn't get the property to settlement. They lost a \$15,000 deposit that quick. Successful real estate investing has a lot to do with limiting your risks. Most buyers will be in the first time homebuyer price range. This is what we call your “bread and butter buyers.” All day long folks.... If you have

not ever been caught holding onto a property believe me, you do NOT ever want to get caught with the unexpected and then have to go to Plan B.

If you have to go to Plan B will your Plan B work?

Avoid the rough and tough areas: While some people thrive investing in rough parts of town, we only recommend this only if you are experienced and have an experienced team in place ready to contend with all the challenges that they will face on a rehab project.

While the inner-city offers cheap prices and large cash flow opportunities, the costs associated with repairs and hold times can easily eat into any potential profit. You have to be real good to make it work. Also, inner city homes often require properties to be sold with creative structuring such as seller financed or lease options. If you don't intend on being a landlord then buy where properties sell for retail to buyers who can qualify for loans in good school districts.

Emerging Markets / Trending Up

It is important to know your market(s) and have your finger on the pulse of the market at all times. How is it trending? Do you see signs of revitalization, growth, construction? Does it appear to be stagnant, population decline, businesses closing up, for sale signs that linger, price drops, DOM increase? Doing due diligence and market research is paramount to an investor's success in any market.

Days on Market "DOM" / Sales

A critical aspect to due diligence is knowing the market DOM, the number of properties sold, the number of pending sales for the past 30 - 60 - 90 days. This also provides indication to what the market is or isn't doing and how long properties take to sell. It will help support you on pricing accordingly and on your exit strategy.

It is also advisable to watch comparable sales on the lower end and on the higher end so you have keen awareness of the competition. The high end sales will tell you what you might be able to sell the house for, known as After Repair Value "ARV".

A great app we use for looking up properties on the fly is:

HomeSnap

Literally while standing in front of a home you can snap a photo or type in the address and a lot of valuable information will be provided to you on the property, neighborhood, sales, etc... A very useful cell phone app indeed.

Pride of Ownership

There is nothing more appealing than being witness to pride in a neighborhood. There is a sense of “Community” that can be felt. This clearly is an indicator that people, families, individuals love to live there. Always a place others want to be. No one wants to buy a new property next to a home with debris in the yard, uncut lawns, broken / abandoned vehicles and homes that are in dis repair.

Is it near shopping, restaurants, entertainment. The newest trend is called “walkability” There is now a tool to evaluate the walkability of a neighborhood, and thus its preferred livability. Go to:

www.walkscore.com

This tool will show you the surrounding locations for public transportation, restaurants, schools, shopping, libraries, parks, etc.

A second helpful tool we use is:

www.bestplaces.net

You’ll learn about a specific zip code’s crime rate, median income, unemployment, number of leased properties vs owned properties, and much more.

Both of these tools are particularly helpful when doing your market due diligence and research. By becoming and remaining laser focused on your key target market to farm, you’ll get to know it better than the average “native” who grew up there. You will become the Go-To Investor for that market. Not a bad place to end up when great deals are literally falling into your lap.

HOUSE HUNTING

If you're going to be a rehab rockstar well you must first find your first deal, right?

Here's what we call...

"The Real World ~ Real Life ~ Real Estate Reality Check!"

So many investors get excited and caught up in the emotion of getting their first deal. We are definitely guilty of this one especially if it has taken several months after you have invested a lot financially and you want to start seeing reward for your effort. The challenge is this is when huge mistakes, regret and even remorse sets in. We become desperate to *"get our 1st deal"* so we can share with other investors that we are investors too. One of our REI Mastery students shared recently after months and upon their announcement that they got their 1st deal closed. Verbatim they shared, *"We finally FEEL like we are REAL INVESTORS now!"*

This emotional excitement while motivating it can also be extremely detrimental. When you see other investors around you succeeding it is easy to get caught up into a kind of keeping score, if you would. When we begin to compare ourselves to others we then can become desperate for the deal. This is just dangerous at all levels. Remember, this is a business, needs to be set up like a business, treated as a business and run as a business. When proper systems and processes are implemented and used there is little room for emotional overload. Now, I am not saying that you should ever become a cold hearted-stone cold-emotion-less investor. This is just a reminder that it is very easy to become full of excited emotion fueled by desperation as this is when huge mistakes are often made which of course we want no one to ever experience.

Over time, your experience level will strengthen and you will have more confidence to take on the larger high end advanced rehab projects. We ALL have to start somewhere so why not play smart and NOT hard when first stepping into the arena of rehabbing. A simple cosmetic rehab that allows you to make a profit, get your feet wet, estimate repairs, manage contractors, learn how to stage and work with agents is simply priceless. The more you do - the better you will become.

So this also means your taste buds will change too and so may your “sweet spot”. For example here in our local market of Washington DC; all I can say is WOW!”

One SFH can be acquired for \$500,000 with a \$300,000 rehab SOW (Scope of Work). The trend has been for investors to convert these old & very large SFH’s into stunning modern condo conversions netting them whopping profits of \$100 - \$300k. Believe us when we share that EVERYTHING about this rehab is B.I.G.

BIG Acquisition Costs

BIG Rehab Budget

BIG Challenges

BIG Expenses

BIG Hold Costs

BIG Legal Costs

so when you decide you want to play with the big dogs you best be able to come down off the porch to play.

Something else to consider is that there are still so many homeowners “upside down” on their mortgage(s), still many foreclosures happening, still a lot of REOs listed for sale, still a lot of properties being auctioned off; basically there are still a lot of “Hot Deals” to be found and acquired for literally 10, 20, 50 cents on the dollar. During and after the economic financial crisis and meltdown there was and still is something most investors have never heard of called “Shadow Inventory!” It is like the C & O Canal where the gates are opened when the level of water drops or recedes. Financial institutions are still holding onto a lot of inventory that they have sitting in the shadows. Economists who monitor market statistics watch inventory levels and they literally release properties into the markets when the supply and demand is out of balance. Many of the leads you generate as a direct result of your hard worked marketing efforts will possibly be from sellers who are still “upside down” or “under water”

on their mortgage(s). They may have not made a payment for years. They may have also negotiated new loan modification agreements with their lenders. While some may feel these are not good leads because there doesn't appear initially to be an equity "profit" so they will not pursue them. These properties, if they meet our search criteria could very well be that great deal if negotiated properly. This is called a **SHORT SALE**.

This requires a lot of patience and perserverence but it can pay off with huge rewarding profits. Another REI Mastery student recently closed on a property that they submitted an offer on two (2) years ago. The only way to deal with these deals is to submit your offer and move forward onto the next deal while that is allowed to be taken through the short sale negotiation process with the bank(s). It definitely will test the patience of the most patient of us all. The solution is **NOT** to become an expert at negotiating short sales on these types of leads, where you offer gets submitted to the banks loss mitigation department for much less than what is owed on the property. Unless you want to become a Short Sale Specialist then we advise you leave this process to the experts. Some states like Maryland are notorious for their tough and stringent foreclosure laws so unless you want to become an expert yourself in this specific strategy we highly recommend you consult the proper professionals when dealing with short sales.

When you engage a buyer's agent to find you short sales that you can make offers on you need to understand the best thing about any buyer's agent is that they work for you but get paid by the seller (the bank when its a short sale or REO) so you receive full representation without any agent costs to you. They receive their commissions directly from the seller at settlement. Buyers rarely have to pay fees to engage a buyer's agent however their brokerage may have a required Buyers Agency Fee. It is usually minimal and less than \$500. If the Realtor has worked with you the entire time it is a very small price to pay from your own packet.

Many investors have made acquired great deals with big profit pay days by pursuing this strategy, exercising extreme patience. It is just important to note that short sales are complex, can be very challenging and can take a long time. The average negotiation in some parts of the U.S. can take anywhere from 6-12 months **BUT** as we shared can take much longer.

To be a successful Rehab Rockstar you must have multiple lead generation strategies and/or campaigns employed at all times. Other possible resources for possible lead sources to consider are:

REO / HUD Properties

REO (aka Real Estate Owned) is when the bank has foreclosed on the property and the bank now actually owns the property. These REO properties are also listed for sale on the MLS with specific Realtors that the banks have relationships with. These can be very lucrative for an investor so it is strongly encouraged that you build relationships with local Realtors who have direct access to banks and REO opportunities.

HUD Properties are controlled by Housing and Urban Development (HUD). They auction off properties online. Most properties are initially offered to private home-owner occupied buyers. If they don't sell within a specific time frame they are released to the open market for investors to bid on.

Both REO and HUD properties are free of liens and the bank's strategy is to sell these properties for a minimum of usually 2/3 of the Sheriff's appraised value during the set auction date. If there are no bidders at auction, the bank will buy (take) the property back. The bank then owns the properties free and clear because they've essentially wiped out their own liens. Often, the bank will then sell the property for less than what they would have accepted on it during a short sale. This makes REOs a great lead gen source as an investor but again, it requires a steadfast level of patience.

One of our REI Mastery students has found a diamond mine in her market with HUD properties. She literally has ZERO competition against other investors. She has purchased properties for \$20,000. She then put \$20,000 into the rehab which took 6 weeks to complete. She put the property back on the market for \$99,997 and walked away with a \$40,000 + profit in under 90 days. She is actively closing on 2-4 of these HUD properties each month both as a buyer and as a Rehab Rockstar!

REO listing agents are hired by the bank and the asset manager to liquidate the bank-owned and HUD-owned properties. They work specifically for the banks and asset managers. They are accountable to the asset manager who is accountable to the banks to sell the banks assets for the highest price possible.

They will all tell you that they don't care who purchases these homes or who they sell them to. They have a JOB to do of selling these REO assets at the highest price possible and in the quickest timeframe possible. These listing agents are truly at the mercy of whatever the bank and asset manager require, dictate, tell them to do, period.

It is fierce competition between agents to become an REO listing agent. You must be attentive their every whim because if not, the bank will immediately reassign the asset to another REO listing agent within 24 hours if you fail to respond.

Again, there is little to no emotion in this because the REO listing agents is instructed to and must get the highest price in the shortest amount of time possible, period.

Here's how this strategy works. A REO listing agent get assigned an asset from a banks asset manager. The listing agent then does their own BPO and determines the best selling price. They provide this recommendation to the asset manager and once the agent gets approval from the asset manager, the listing agent immediately lists the property in the MLS.

The first 48 hours is critical to an investor while watching MLS properties that come online. Even if the listing agent receives several offers they are instructed to leave the property on the market for at least 7 days to make sure all possible offers can be submitted. Now the bank is dealing with "Multiples." The listing agents are instructed to tell all buyers who submitted their initial offer to bring their offer back in with "their highest and best offer." All the buyers must then resubmit and reconsider their offer price. The buyers must return their counter offer at their "Highest & Best" offer. Be careful here! This is one of those times when huge mistakes can be made because it is a bidding situation and NO ONE ever wants to loose. Keep the emotion out of your highest & best counter offer. It is strictly

based on numbers and potential profit based on the researched ARV. Like all auctions whoever offers the highest price wins. Not always the case here. The highest offer with the least amount of contingencies will be awarded the property.

So you need a good REO Agent who is assertive with communicating to you daily when possible deals hit the MLS. You need to be prepared to “jump” and go see the property, ASAP within 24 hours of it hitting the market. If you know your market and you know it to be a good deal then have your offer ready to be turned in.

To be considered you seriously must understand the Rules of the Game:

- You MUST be a cash buyer
- You MUST be able to quick close in 2-4 weeks
- You MUST minimize the contingencies in your contract to purchase
- You MUST provide a minimum EMD (Earnest Money Deposit) of \$1,000 for the bank to even take your offer as a serious one. We have seen some online auction properties only require minimum EMDs of \$500. It depends on the asking price as to what they require.

REO Tips

Network with and meet as many REO agents as you can building as many relationships as possible. A buyer's agent can set up a daily drip campaign for you so you get daily emails with properties that match your specific criteria. Most buyer agents prefer to do business with experienced investors who respect & value their time. You may need to have an experienced investor go with you or if you are confident you may have to “*fake it til you make it.*” The agent needs to feel that you are experienced as an investor. They can tell based on your posture, lingo, gestures, conversation, etc.. Don't be cheesy about it though. They just need to feel that you are serious, competent and have an ability to close the deal so your funding sources must be in place, period!

Our REI Mastery Students receive full exclusive access to the Nations leading expert on Raising Private Money. He and I have a great relationship and so he has offered us an exclusive opportunity to provide his educational course to those who work with us in REI Mastery. If you don't have access to funds then you may need to consider a joint venture ("JV") with an experienced investor. I always prefer and feel it is wise and best to get something of something then nothing of nothing because I wasn't willing to let go of my ego. By doing a JV you also get the priceless experiences of real world ~ real life ~ real estate by working with your JV cohort.

In addition to JV opportunities there are Equity Partners you can attract, Credit Partners you can attract, Private Lenders you can attract and many other creative strategies. We are not going into this here. The point we are making is you do NOT have to have an 820 FICO score and \$100,000 in the bank in order to be a successful investor, today!

You just have to have passion, you have to take action, you have to believe in yourself and you have to have faith in the process!!!

Clearly with your funding in place, it makes life as an investor so much easier. You just gotta get out there and submit your offers.

MARKETING

Let's look at some tried & true, time tested and proven marketing strategies that investors have used and still use today. The core essence of any marketing is to understand that creating a "brand" is extremely important to your marketing success. Why? It is your identity and the consistency of your marketing efforts is so important for you to become and always be "Top of Mind!" You are not only marketing your materials via your campaign efforts you must realize that you are marketing YOU!

You are marketing yourself to everyone as to why they should consider working with you. You are representing your brand - you are presenting yourself to everyone you come into contact with... other investors, sellers, buyers, real estate agents, brokers, lenders, banks, landlords, tenants and on and on. Your brand must appear professional, be credible and authentic.

Less is best! Do not clutter your brand. Keep it simple, clean, concise and to the point.

Every real estate investor has to answer the following question:

“How do continuously bring in new leads consistently while keeping the costs to a minimum, especially in these early days?”

If you haven't asked yourself this question yet, you haven't been in the business long enough.

For the experienced investor, the thinking usually from, *“How do get my first deal”* to *“How can I do a few deals and then quit my JOB?”* to *“How do I get consistent cash flow of \$10,000 monthly?”*

Here's the challenge that plagues all investors in the beginning. . .

Remember, it is nothing more than a numbers game. Real Estate is simply the vehicle to get you to your desired outcome financially which is always financial freedom and independence, right?

Understanding the reality of it being a numbers game you must:

BEGIN WITH THE END IN MIND

and work your goals with the end in mind so...

What is your desired monthly income?

What is your desired yearly income?

What is the timeframe in which you desire to accomplish your goal(s)?

How many properties must you close per month? Per year?

How many properties do you need to evaluate monthly, weekly, daily?

How many offers must you submit monthly, weekly, daily?

How many leads does it take to generate one possible deal?

How many marketing campaigns (aka touches) do you need to employ?

This experience of knowing exactly what is required of you will remove the emotion and the stinkin thinkin that can creep into your life and business because you get a deal to closing and in the excitement and busyness of managing that project you slack off with your marketing efforts only to get to closing and have to start the marketing machine up all over again.

The solution is to implement your marketing strategies and then create and implement systems so your marketing campaigns are ALWAYS working for you even when you're in the field and on-site managing your rehab projects.

The resources to create lead gen is not ever in short supply. You can order lists from List Brokers for every type of possible property such as:

Vacant Properties

Properties With Equity

Properties in Probates

Divorces Filed

Pre-foreclosures

Properties That Are Free & Clear

Properties With Code Violations and so much more...

Your marketing strategy could include bandit signs, vehicle signage, billboards, online & offline classified ads on craigslist, groups on Facebook, REIA groups, MeetUp groups, Networking groups, radio and tv (although expensive)

You can build relationships with countless professionals and become an affiliate or exchange referrals from professionals such as attorneys, title companies, mortgage brokers, real estate agents, financial advisors, other investors and on and on...

Marketing and Your Brand

In marketing there is a term called “*Brand Equity*.”

Brand equity is how you build positive associations with your brand.

How are you presenting yourself and your business through your marketing materials? There needs to be a consistent theme from your business cards to your letterhead to your everyday advertising campaigns.

What is your image?

What message do you convey?

What colors do you use? Fonts?

How do you present yourself in public? Are you more of a casual, laid back investor or are you all suit & tie?

How strong is your confidence?

How experienced do you sound?

What is your industry knowledge?

How can you create your marketing identity and structure your business so as you provide positive associations from day one or as soon as you possibly can.

Whether you are just getting started or you are an experienced investor you need to consider brand equity and brand awareness as a critical part of your marketing success. If you want to be taken seriously as an investor then you need to consider taking this seriously!

Monitor what your competition is doing and then do exactly the opposite. You have to differentiate yourself and your business from the others in your local market? What features, benefits, qualities, talents or skills that set you apart from everyone else?

Marketing Credibility

I get asked all the time, “*Yeah but...I am a newbie! How would anyone believe me?*” Here is the question of credibility. If you’ve haven’t completed your first rehab yet then how can you show credibility?

The answers are:

Work with a coach / mentor who can support you

Become the most knowledgeable investor on and in your niche

The old saying, “*Fake it until you make it*”

Be willing to do what everyone is not willing to do

Brand Equity - Create a Credibility Portfolio / Resume / BIO

Here’s a few other items to consider that most investors don’t take the time to implement:

- Your Mission Statement
- Your Company Vision
- Your UPS (unique positioning statement)
- Join the Better Business Bureau. Market their logo on your materials
- Become a Member of the Local Chamber of Commerce
- Join local BNI Group
- Join as Many Real Estate Networking Groups / Meetups as You Can
- Memorize Your 1 Minute “Elevator Pitch” that Shares Who You Are
Example: “*My name is _____! I specialize in the acquisition of distressed real estate whereby we reposition homes back into the community while providing my investors with above average returns on their investment.*” Easy enough, right?

Your credibility through your experiences will be earned later; in the meantime you will always establish credibility in the manner in which you choose to present yourself, how you communicate and the marketing materials you share about your business.

You will also gain credibility by the honesty you show when confronted with a question to which you don't know the answer. Keep your integrity. If you don't know the answer just say so. *"You know, I'm not exactly sure, but I'll research that and get back to you."* Then just make sure you follow up and get back to them with the answer.

Building a Thriving Business

When I started my real estate investing journey, I knew nothing about business. No one taught me that real estate investing was a business and needed to be treated as a business. I was told to go get a deal, rehab the deal, flip the deal and hopefully make a profit on the deal. Then to go do it ALL over again.

I didn't know what they meant by, "working on your business, not in your business" or "you have to be able to scale your business in order to grow." Of course 20 years later now I know what they meant.

First of all real estate investing is NOT easy. Yes! It is simple, but far from easy. When my role models, advisors began asking me questions like:

1. What kind of business did I have and what kind of business did I want to build or to have (in other words, how big? How fast? How much money did I want to make?). Ummmm! Let's see. *"I want a big company as fast as possible that is making a lot of money so I can quit my JOB!"*
2. What systems did I have in place?
3. What were my short term strategies and long range plans?
4. How many "deals" did I plan on doing? Was I "flipping" them or keeping them as rentals? Ummmm! Darn.. I don't know.

Sound familiar?

I knew I needed to start paying attention to what others were asking of me and sharing with me. I knew I needed to pay attention to more than just scouting out a good deal. So I decided to start studying what other very successful investors were doing. I learned that they often used the words “We split test!” Huh? What is that? I finally asked. It was recommended that I look at my marketing system, marketing campaigns, marketing cycles, marketing numbers. I guess you could say like a mini science project but science was not high on my best subject in school list.

My quazi science project, if you would; used the approach of first sitting back to observe what was and wasn't working.

Then I asked probing questions

Then I generate a few theories and shared them with my friends and advisors

Then I decided to actually test the theories

My basic formula was as follows:

- Over time I identified my “sweet spot” – the areas, neighborhoods or zipcodes where I wanted to focus my time, energy & resources. I also identified what type of houses or properties I wanted to acquire, the amount of rehab work I wanted to take on and what the specific neighborhood was doing for sale purposes.

This allowed me to become very clear on:

MY SPECIFIC INVESTMENT CRITERIA

I then wrote it down and decided that I would commit to this because it was working well and it was just too much work that was very frustrating to be in a place of, “squirrel, squirrel” where an investor is running around all over chasing shiny objects. I knew I needed to laser focus on my markets and I needed to learn everything I could about my market(s) and that I needed to not chase anything or diviate from what I committed to.

- I was very firm on costs and what my budget would allow because well there wasn't much there to spend. I knew I couldn't afford the expensive marketing like radio & tv or those billboards. I had to stay focused on what marketing systems would continue to bring me the best qualified leads from my defined neighborhoods.

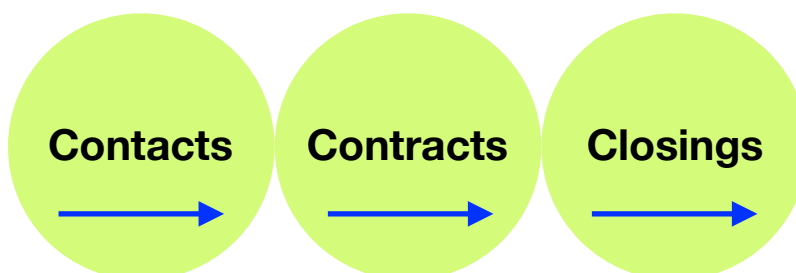
But I also found that I needed a total overhaul on my mindset. This is what I was told and if you are like me you might find it surprising:

YOU ARE NOT A REAL ESTATE INVESTOR....

YOU ARE A MARKETER AND A SALESMAN OR WOMAN

I was shocked by this statement. I disagreed. I refused to accept it. I didn't want to believe it. I realized I was in fear because I didn't know anything about marketing. It is imperative to understand that you need to be a really good marketer, become a really good marketer or hire a really good marketer in order to become successful. The more opportunities "deals" you have in your pipeline to analyze and buy, the more opportunities "deals" you are going to have to make the money you want to make.

There are only three key functions that I began to focus on. When I overhauled my mindset I learned I had to focus on and question, "What activities would I consider the highest and best use of my time?"



I define those as only three critical items: **"The 3 C's"**

Contacts ("Relationships" / Lead Generation):

It's all about the relationships you cultivate, nurture & build! You **MUST** get comfortable with being uncomfortable and consistent with being persistent. Get in the habit of attending as many networking events as you can. Put yourself out there. Declare that you **ARE** an investor. Tell everyone you meet who you are and what you do. I share, *"Hello! My name is Tammy and I am in the business of changing lives by acquiring underperforming properties that I renovate and then reposition to the market for sale."* It's intriguing right? Most people will say, Wow! Tell me more.

Contracts (Analyzing / Acquisitions):

The second highest & best use of your time is submitting offers, negotiating the deals and ratifying the contracts. This is where your marketing comes in. Identify and build or acquire your marketing list. You can check into lists like Default lists, free and clear lists, probate lists, vacant property lists and many others. Design and build out your direct mail campaign to the list(s) you create and then continue to refine your list over time. My favorite was to reach out to property owners whose house was for sale by owner (FSBO). I liked these because the seller was clearly motivated to sell. Crusie for Cash or Drive for Dollars! Scour the neighborhoods in your target market(s) identifying those houses that appear to be run down, not maintained or distressed. Build relationships with the top listing agents in your market. You can have them set up automatic campaigns in the MLS to email you your specific search criteria for houses. Design a newsletter to send to your SOI (Sphere of Influence). Identify the local Wholesalers and ask to be added to their Buyers List. This alone can generate more houses than you will know what to do with. You have to get out there and go see the properties and analyze, analyze, analyze! It's a numbers game. The more houses you see and analyze - the more opportunity you have to submit offers.

Closings (Settlement):

The goal is to get to settlement on any deal. We make our profit when we BUY not when we sell. We will realize the profit when we sell. This is where you will learn to become what we call a Transactional Engineer! Why? From contract to close there are so many moving parts and so many individuals involved. It is up to you to keep it all moving. This is where having your systems in place will support you. It's important to not count your dollars until the settlement is complete and the deed has been recorded and the funds transferred!

Let's discuss some of the marketing mediums or platforms you can use. There is not a right or wrong or a good or bad platform, software or list to use. You have to test everything you do consistently. Markets change. What works in market A may not work in market B. It is still said today that direct mail marketing / advertising is still the best form of marketing that is out there. It can be expensive and time consuming but it is very effective.

Advertising (Passive Lead Generation: Sit & Wait method): This is where you invest time and the money to get your message(s) out there so your phone will ring. A lot of investors just getting started will invest in the Bandit Signs (18" x 24") either bright yellow or white with the, "We Buy Houses" and your phone number on it. They then put them up all over their market in high traffic areas such as intersections or on corners.

TIP: Always put your bandit signs at least 8' high so other competitive investors or the sign police don't confiscate your signs. This wasn't my most favorite way of advertising but it certainly can be an effective marketing medium.

- It can cost quite a bit of money.
- The leads generated may not be as viable as you would think so it could be a time waster. My favorite marketing medium is and always has been:

Networking (Relationships / Lead Generation): Meeting people who are "like-minded" and building long term relationships with them is the essence of this business and any business. The larger your network - the larger your networth is what they say! Meeting as many people who are in real estate especially in your market(s) is absolutely essential to the success of you and your business. People do business with people they KNOW - LIKE - TRUST! You want to build these valuable relationships with everyone involved in real estate. From Realtors/Agents to Title Companies to Contractors to Wholesalers to Stagers to Lenders and on and on it goes. Networking just becomes a part of your business model. I have spent more hours at Starbucks and Panera Bread than you could imagine.

Networking leads can come from multiple sources. I recommend you select 3-4 local professionals that you can build relationships with then nurture them and build them. More on what I call “Nuture Marketing” later...

Here are a few of my favorites:

Wholesalers: Many new real estate investors are told by the gurus the fastest way to make quick money in real estate is to wholesale. I disagree but I also agree. Wholesalers who are true wholesalers will usually have good deals to offer again and again. You want to be “Top of Mind” and on their Buyers List. You can get access to off market deals (the best) when working with wholesalers. Why? Their property is not listed on the open market so there is less competition for you. When you are top of mind they will send you the good qualified leads that are in your “sweet spot.”

Realtors / Real Estate Agents: Once you identify the “Investor Friendly” Agents and Brokers who are motivated to work with you then you begin to build this relationship. This is why knowing what your property criteria is so important. The Agent can then set up specific key searches for you then emailed to you daily those properties that meet your criteria and just come to the market. They also get “pocket listings” from time to time which are properties for sale that have not yet been listed in the MLS.

Short Sale Agents: An Agent that specializes in short sales has specialized training in working with sellers in foreclosure and the banks that they negotiate the short sales with. Each state has very specific laws regarding properties in default or foreclosure so you must know your state laws. When an agent obtains a property that needs a short sale negotiated, they often refer to their investors to purchase these houses because they know most properties need work and a buyer looking to purchase their primary residence isn’t likely to purchase a short sale. Having an agent or agents in your market that specialize in short sales are key players to have on your power team as they can be an awesome resource for deals for you.

Lenders & Mortgage Brokers: Lenders and Mortgage brokers are a great source of potential leads and are a great relationship to build. They usually know many investors, sellers and buyers and are connected to attorneys, title companies and Agents. Plus they just might end up being your lender and providing the funding you need to purchase your next property.

Probate, Estate & Divorce Attorneys: Attorneys work with people, families and heirs of estates. They can often times provide valuable information on assets (properties) they know are a part of probate, divorce or an estate. The parties may not want to deal with the property so the property may be forced to be sold. These properties are not usually listed so finding out about them before anyone else does is a great source of possible leads.

Marketing Platforms & Strategies:

With so many strategies that an investor could employ it can be overwhelming in the beginning, I know. What should I do first? What is the best for me to use? How many different strategies should I do? Great questions!!!

I too was overwhelmed and it is easy to paralyze yourself so you just have to be decisive and choose 2-3 strategies to begin with. You create campaigns and test them. You define and narrow down what your system that is the best for you. What works for another investor may or may not work for you. I had my direct mail list and every week sent out 250 postcards or letters. I also believe there is no better way to know your market than to immerse yourself into it so I would walk my “sweet spots” and hang door-knockers or put “leave-behinds” on the doors. One bright orange door knocker brought us a motivated seller whereby we made a \$65,000 profit. Not a bad payday for spending a few days hanging door-knockers. You will need to get out there and employ the various strategies



and mediums and eventually you will find the best strategies that work for you.

Today with technology being so advanced there are so many softwares, online tools & resources that you can also use. Some are inexpensive and others are very expensive. Most require a monthly fee.

Here are a few strategies to consider:

Direct Mail: You absolutely can not go into doing direct mail without a system and a budget in place that you adhere to. Direct mail can be extremely costly or cost effective depending on what, who and how you choose to do the direct mail. A lot of investors want to take the easy approach and feel direct mail takes too long or is too expensive. I agree and disagree. This is where having a budget is critical. It is a strategy that once you set it up you let it go so it can work its magic for you. It is the consistency NOT the volume of direct mail you send out. It is just one touch of several touches you will need to use as a part of your marketing system. National averages say direct mail responses can be 1-10% with the average being 2-3%. All it takes is one!

The two critical aspects of direct mail are your list and your marketing piece. You can create your own list or you can purchase a list from a list provider. Here are a few lists I have used and have worked very well:

- Vacant Property List
- Probate & Estate List
- Free & Clear Property List
 - Absentee Owner List
 - Code Violation List
- Properties With Equity



The best places to get your list(s) are from professional list providers. This is where you knowing your exact property criteria is important because you will want to provide search criteria to the list provider such as zip codes and the type of properties you want them to pull a list on. They will usually send you a list in excel format that you can then “scrub” sort and filter good vs. dead leads. A good starting amount is 500-1,000 names.

A few of the list providers we have used and other investors have used is:

- List Source
(www.listsource.com)
- Dun Hills (www.dunhills.com)
- US Leads List
(www.usleadlist.com).
- Many others out there



The Letter / Postcard

My favorite always has been and still is today 20 years later, the “Yellow Letter or Postcard” Today there are actually several companies that will provide total automation of your direct mail campaign. Two companies I like, trust and know that will do this are:

www.yellowletter.com

www.gobigprinting.com

When you provide them with your list they will completely automate and outsource the letter writing and mailing process for you. It’s quite nice! Yes, it is going to cost a bit more than doing this yourself. You have to consider the cost vs. the value. Last time I checked “Time” was priceless and we only receive a limited amount of it so we must choose to use it wisely. They have perfected their systems and know what works. They have good examples and sample letters for different list types and are very helpful when working with you. I feel it is a great tool to set up and use.

Remember, it is the consistency of your message not a one-time mail out to 20,000 properties. Here is what a yellow letter looks like:

Cruzin' For Ca\$h or Drivin' For Dollar\$:

So many great deals are found this way! Remember we discussed being comfortable with being uncomfortable? Perfect timing...

Step outside of your comfort zone by literally “getting lost!” Intentionally take a different route each time you go somewhere. On purpose drive through neighborhoods you wouldn't normally go into. Look for the houses that appear distressed. Signs of distress are:

- tall grass / unmaintained yards / overgrown bushes & trees
- peeling paint / sagging porches / roofs with blue tarps
- vacant or abandoned looking with old notices posted to front door.

When you come across these types of properties stop and take a photo of the house, a photo of the address so you can research it when you get back to your home or office. You can add this property to your mailing list. You can talk to the neighbors and see what information they can provide you. Usually neighbors will have a lot of information and will gladly help you because they don't want the blight next to them. We have found some of our best leads from this simple and actually fun strategy. Today there is of course an “App” for that. It's quite awesome actually! It is called:

HomeSnap

Bandit Signs: You discussed bandit signs earlier and I am confident you have seen them while sitting at traffic lights? Yes! They do work... Just be mindful of the town, city, neighborhood ordinances as their are “Sign Police” who will confiscate your signs and possibly fine you. If they assess a fine against you it could get expensive. Bandit Signs are just another marketing medium that you can employ. You can hire individuals looking to make extra money to put up your signs. There is a strategy to this system we will discuss later.



We know many investors who have used the following companies to purchase their signs:

EZ Signs - www.ezsigns.net

Sign Warehouse - www.signwarehouse.com

Signs On The Cheap - www.signsonthecheap.com

I also like Plan It Promo - www.planitpromo.com

They have great investor gadgets and promo items like vehicle magnets, shirts, etc...

Our signs say

**“We BUY Houses
\$\$ FAST CASH \$\$ Cash
Any Condition, Any
Situation, Call xxx- xxx-
xxxx”** We always use either
yellow signs with black
lettering, yellow signs with
bright blue lettering or white
signs with red lettering.



After testing the various sizes we only recommend you purchase the 24 x 18 in signs. Anything smaller is just too difficult to read when a vehicle is passing by your signs at 55 MPH +. Most signs cost on average \$3 each. If you buy in bulk you will most likely receive a savings. Remember: You will also need to purchase the wire “H” Stakes to put the signs into the ground.

You can also purchase a sign stapler so you don’t have to climb ladders or telephone poles. These are very handy! You can purchase them at:

www.signstapler.com

Social Media / Internet / Online: This is an entire conversation in and of itself. Social Media has become such a dominant presence for investors from Facebook Groups to LinkedIn to Instagram to Twitter to Blog Posts to marketing funnels and on and on....

What I will share is you definitely want to consider having an online presence. It can consume all your time if you allow it to get too crazy. There are freelancers and Virtual Assistants that can also provide support to help manage your business online. You just have to find what works best for you.

Now for the more expensive types of advertising that you could tap into. While these methods can cost a lot more, they also tend to generate a lot

more leads. We always have to analyze the ROI (Rate of Return) of our marketing dollars spent vs the leads we generate that we can turn into profit center deals.

Billboards: These can be very expensive. They can also be an incredible marketing platform to provide incredible exposure to masses of people. A great friend of mine actually invested in the purchase of a billboard when she realized how much the potential profit can be for owning a billboard. Of course location and traffic count are critical to the success of a billboard!

Example: On the Eastern Shore of MD Rt 50 Eastbound is a one way to the beaches. From mid May - mid Oct every year the traffic count quadruples and most of the travelers are coming from the Washington DC Metro area which is where of course many investors work & live. There are some billboard companies who will offer huge savings for billboards that are not being used. Of course, you need to do due diligence as to why the billboard sign is not being used.

My friend suggests that for marketing on billboards and/or huge banner advertising that you use a simple, direct & strong message that is easy for travelers to read. Actually similar to what you would put on your bandit sign. A billboard message may look like this:



Radio & TV: A 30-second ad or commercial in your market may or may not actually be as expensive as you might think because sales reps are always looking to fill spots not taken. Recently, I did a National Radio Interview that took one hour to complete. They are creating 30 second commercials for us to use in our marketing as well as the exposure on the radio. It can be as little as a \$500 investment up to thousands of dollars. Again, you just have to do your due diligence and determine if the ROI is worth the investment to you.

Spending money on these forms of advertising is great, but only if you have the revenue to support it. You don't want to fall into the trap of creating a business so that it can serve the needs of Clear Channel or another advertising company. Your marketing must benefit you, first and foremost. No one intends to do this, but many are seduced into thinking that bolder forms of advertising will give them an advantage in the marketplace. It may create more business, but more deals will need to be completed to pay the higher expenses incurred. In addition, leads will come in all forms, many not in pre-foreclosure.

Referrals, Finders Fees & J.V. (Joint Venture):

When I reflect back on the beginning days I am always kept grounded and centered to the reality that just like anything in life we all have to get started somewhere and as we grow and mature we are filled with knowledge, wisdom and resources that we did not have when we began. It is a reality check that wealth is not created over night, after all Rome was certainly not built in a day!

What I have learned as the most valuable of all marketing strategies is the relationships we build. They must be nurtured. They must be fed. You have to make deposits if you want to withdraw! They must be respected. They must show appreciation, reciprocity and they must give back!

Asking for referrals and finders fees is a great potential income stream. If you are going to ask you have to be willing to give back.

Investors are so quick to say, *“Hey! Let’s partner on a deal!”* Like always we must do our due diligence even with those that we want to work with. JV opportunities can be extremely lucrative to the new investor who doesn’t have the experience yet or maybe doesn’t have the funds available to acquire a property. JVing with a seasoned investor can be priceless, actually. Learning the ropes, getting street smart and street wise as an investor from those who have walked the road before you is always a sound decision. I’ve rather receive a little of something than nothing of nothing. If I were to find a great deal and had opportunity to JV on the deal, I may have to be willing to share 50% or more of the profits to learn real world, real life, real estate. I would do this all day long and multiple times if it was the way in which I could enter into real estate investing! So where can you find J.V. Partners? Relationships and Networking, of course....

Consider your local Real Estate Investors Association (REIA) like:

“ccREIA” (Capital City Real Estate Investors Alliance)

www.CapitalCityREIA.com

Like other investors in any market, attending as many REIA events and networking meetings provides you with an incredible platform as a real estate investor. This is where you can “market” yourself, “market” for deals, “market” for JV partners, “market” for lenders, wholesalers, contractors, agents, etc... I still have friends today, 20 years later that I have known from the beginning days.

By building a constant network of relationships with others you are also creating the possibility that your deal pipeline could be filled a consistent flow of profit making deals and friendships that can and will last a lifetime!

As you scale your investing business you will want to consider alternative marketing mediums if your strategy is to double or triple what you did the year prior. It is always about testing the marketing and using consistently what works the best for you in your market. Are you intending or desiring to do just 1 property per month or 3-5 properties per month, consistently. Are you wanting to bring on a team and possibly scale up into working multiple markets locally or in other markets in different states. Having a clear, defined and written marketing plan and budget that you monitor and tweak and refine will only support you to scale your business model to

extraordinary levels. Of course, there is nothing wrong with your decision to just complete 4 properties a year to provide supplemental income if this is what you desire.

Regardless of the marketing strategies, mediums or platforms you choose to implement you just need to be realistic to your ability to answer the inbound calls, support those calls follow up with the leads and schedule appts. You have to be able to have the sufficient manpower to do this. You can not be a on-stop shop and do it all. You will end up burning out and accomplishing very little so I feel there are only really 3 “rules” you want to consider adhering to:

1. Consistency

Consistency is the # 1 rule of and for everything in life. One of my coaches shared with me repeatedly, “You must be persistently consistent in order to be consistently persistent!” Taking action every day no matter how insignificant it may appear or how successful the day was! Moving onward and upward towards your desired results is what real success is. It is about enjoying the journey and not laser focused on the destination. Many never reach the destination for whatever reason and they didn’t get to enjoy the journey on the way there! **“BE CONSISTENT IN ALL YOU DO!”**

2. Monitor & Track

It’s so important to create and set benchmarks and milestones in your life and business. You need to be able to monitor your results and identify if you are on target. Consistent review of strategies and objectives is critical. Three things I always ask myself daily:

- a) “What did I do well today?”*
- b) “What did I not do well today?”**
- c) “What can I learn from today to be better for tomorrow?”**

3. Counter Balance and Adjust ACCORDINGLY

Life is not about finding balance in all that we do. It is about counter balancing the areas in our life and business. It's like a sail boat that must adjust it's rudder and sail according to the winds. We need to always have a plan B and a Plan C if our Plan A doesn't work out quite the way we planned. The closing date gets delayed by 2 weeks. The scope of work you planned and budgeted for is now requiring change orders due to unforeseen issues, the property doesn't sell for the dollar amount you expected, etc... Life is going to happen to us all and our success is in how we choose to counter balance the situation and adjust our sails accordingly! Real Estate Investing requires flexibility, adjustment, reposition and adaptation.

CASE STUDY:

7509 FAIRWIND DRIVE BALTIMORE, MD 21244

This is a rehab property that was purchased and managed

1,880 square feet – 4 Bedrooms – 3 Bath - Large Finished Lower Level –

- Purchased for \$175,000 in March 2018
 - Purchased with personal funds and loan • Rehabbed for \$38,000
 - Total investment of \$203,000 ARV - \$275,000
 - Sold for \$275,000
 - Net Profit: \$43,811.82
- Settlement July 18, 2018



Closing Disclosure

Transaction Information

Date Issued
 Closing Date 7/16/2018
 Escrowment Date
 Settlement Agent
 Property 7509 Fairwind Drive
 Baltimore, MD 21244
 Sale Price \$275,000.00

Transaction Information

Borrower

Seller

Summary of Transactions

SELLER'S TRANSACTION

Due to Seller at Closing	\$233,595.36
01 Sale Price of Property	\$275,000.00
02 Sale Price of Any Personal Property Included in Sale	
03	
04	
05	
06 Water Bill Credit Balance	\$51.34
07	
08	
Adjustments for Items Paid by Seller in Advance	
09 Assessment Taxes	
10 City Property Taxes	
11 County Property Taxes 7/16/2018 to 6/30/2019	\$1,906.12
12 Other Taxes	
13 HOA Third Quarter Proration 7/16/2018 to 9/30/2018	\$41.85
14 Water Proration	
15	
16	
Due from Seller at Closing	\$235,187.54
01 Excess Deposit	
02 Closing Costs Paid at Closing (s)	\$17,977.50
03 Existing Loan(s) Assumed or Taken Subject to	
04 Payoff of first mortgage loan to Rehab Financial Group, L.P.	\$202,841.53
05 Payoff of second mortgage loan	
06 Seller Credit	\$9,625.00
07	
08 AHS Home Warranty	\$400.00
09 Itemized HOA Settlement Statement	\$155.00
10 2018-2019 Taxes Full Year	\$4,075.54
11	
12 Third Quarter HOA Dues	\$50.00
13	
Adjustments for Items Unpaid by Seller	
14 Assessment Taxes	
15 City Property Taxes	
16 County Property Taxes	
17 Other Taxes	
18 HOA Third Quarter Proration	
19 Water Proration 6/15/2018 to 7/16/2018	278,999.30

CALCULATION

Total Due to Seller at Closing	\$235,187.54
Total Due from Seller at Closing	\$235,187.54
Cash <input type="checkbox"/> From <input checked="" type="checkbox"/> To Seller	\$43,811.82

Contact Information

REAL ESTATE BROKER (B)

Name Home Resource Realty, LLC
 Address 401-C Main Street
 Laurel, MD 20797
 MD License ID
 Contact Marcellus Kendall
 Contact MD License ID
 Email kendch17@hotmail.com
 Phone 301-498-4150

REAL ESTATE BROKER (S)

Name Exit Spivey Professional Realty Company
 Address 9396B Baltimore National Pike
 Ellicott City, MD 21042
 MD License ID MD19629
 Contact
 Contact MD License ID
 Email
 Phone 410-465-0083

SETTLEMENT AGENT

Name Sage Title Group, LLC
 Address 9171 Baltimore National Pike, Suite 110
 Ellicott City, MD 21042
 MD License ID MD00083857
 Contact Nancy Buel
 Contact MD License ID MD00083857
 Email ncbuel@sgtitlegroup.com
 Phone 410-313-8010

July 16, 2018
 \$43,811.82

The Art of Mastering The FIND ~ FUND ~ FIX ~ FLIP is indeed a transformational journey and experience. Yes! The profits are great.

When we realize that we are not in the business of flipping houses but we are in the business of changing lives and making a profound difference in the communities we impact it is then and only then that we will see and experience unimaginable real life wealth. In the beginning I didn't believe I was a marketer and doubted it was something I would be good at.

To experience independence, financial freedom and to build a legacy from REAL World ~ REAL Life ~ REAL Estate is a life I can't imagine not being able to experience! I now fully embrace all that it means to be a marketer! I am proud to be a real estate investor and I look forward to each day marketing for my next adventure so that I may change another life, transform another home and profoundly impact a community!

I truly hope that this manifesto will inspire you, support you and provide some guidance along your journey of mastering the FIND~FUND~FIX~FLIP!!

Here's to You and Your Extra-Ordinary Success,

Tammy, Jim and Team ccREIA



CAPITAL CITY

★ ★ ★ REIA ★ ★ ★

ENERGIZE ★ EDUCATE ★ EMPOWER