



**LISA HOEGLER & HENRY EAGLESON**  
BOTH, 20 YEAR FLIPPING VETERANS, TEACH YOU  
THE REAL WAY TO FIND SUCCESS IN REAL ESTATE



# **THE ULTIMATE**

## **REAL ESTATE INVESTING WORKSHOP**

# WORKSHOP AGENDA



## DAY 1

- Intro to Investing
- Get Ready for Takeoff
- Market for Deals
- Field Seller Calls
- Info Gather & Get Comps
- Inspect Property
- Calculate the Offer
- Negotiate & Convert
- Go Under Contract

## DAY 2

- Overview of Exit Strategies
- Get Paid to Wholesale
- The Purchase Process
- Finance your Deal
- Get Paid to Rehab
- The Sales Process
- Your Investing Power Team
- Creative Investing
- Next Steps & Marketing Plan

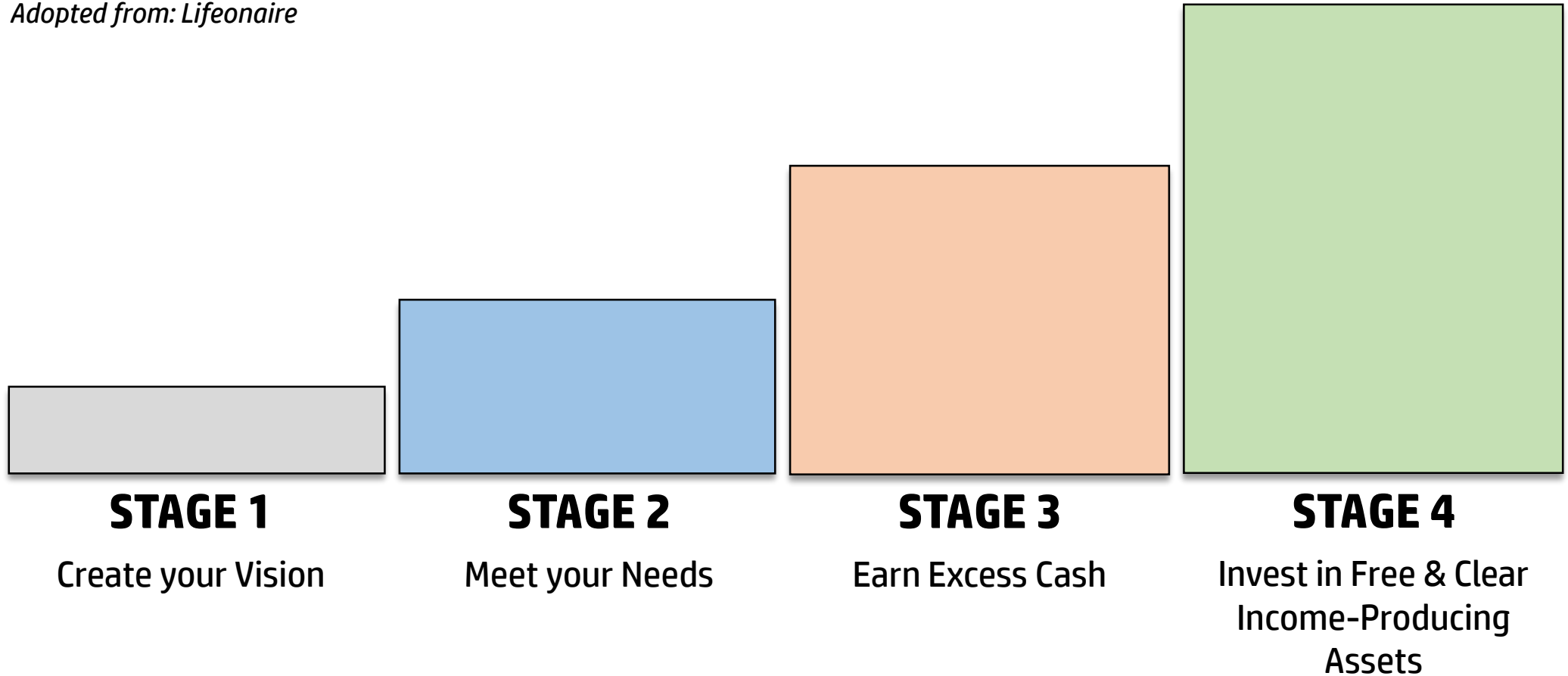
# INTRO TO INVESTING

- ✓ Learn the 4 Stages of Financial Prosperity
- ✓ Learn How to Get Wealthy with Real Estate
- ✓ Determine your Stage & Starting Point
- ✓ Identify your Resources



# 4 STAGES OF FINANCIAL PROSPERITY

*Adopted from: Lifeonaire*



My Current Stage: \_\_\_\_\_

WHERE SHOULD I START?

# Your Investing Strategy

**JOB**

**CASH INFLUX**

Stage 2

Flip  
Rehab  
Wholesale

Today

Goal: Fund appreciation  
& cash flow deals

**WEALTHY**

**CASH FLOW**

Stage 3+

Rentals  
Notes  
Lending  
Businesses

Over Time

Goal: Passive income >  
expenses

**RICH**

**APPRECIATION**

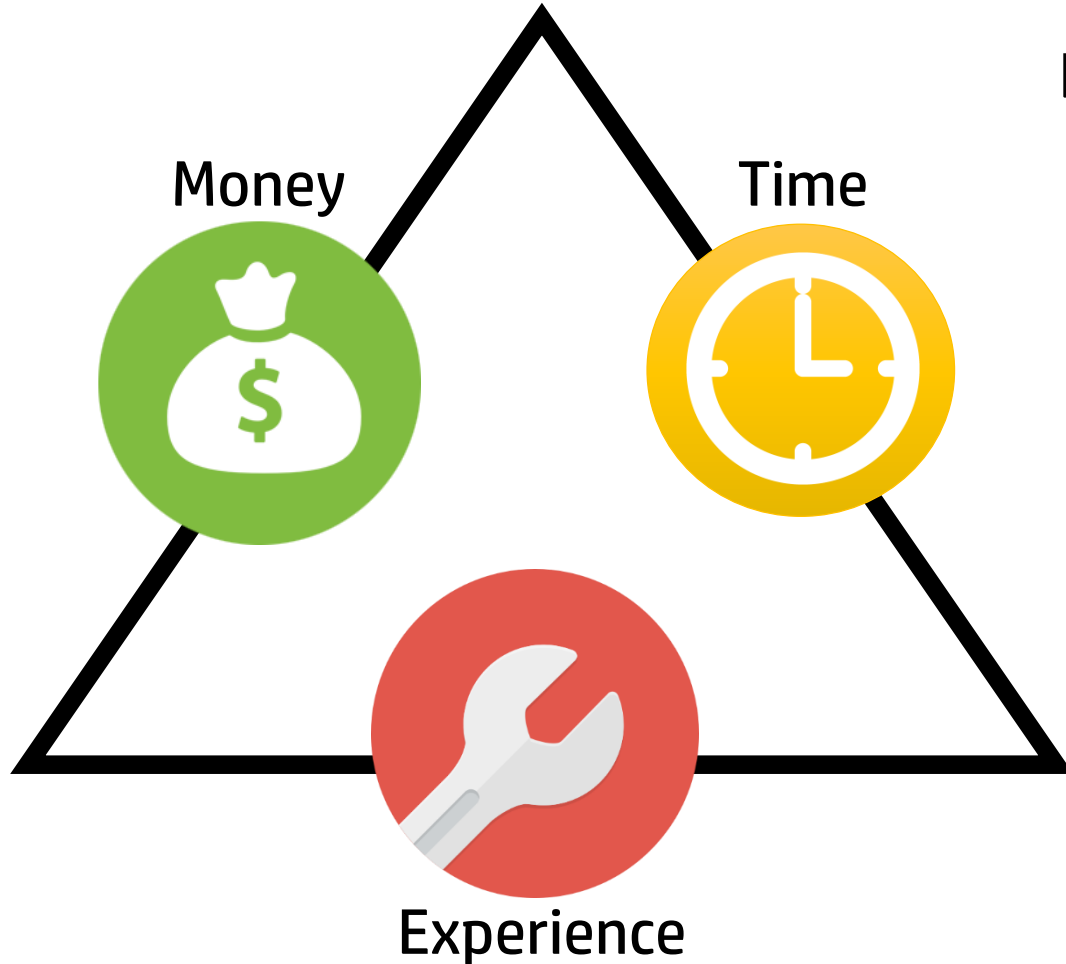
Timing Market  
Your Home  
Normal Market  
Neg Cash Flow

Future

Goal: Build equity to  
turn into cash flow

My Investing Starting Point: \_\_\_\_\_

# RATE YOUR RESOURCES



I HAVE...

<b>Money:</b>	Very Little	Some	A Lot
<b>Time:</b>	Very Little	Some	A Lot
<b>Experience:</b>	Very Little	Some	A Lot



*Success requires having at least "SOME" of 2 out of 3 resources*

# QUESTIONS

INTRO TO INVESTING



# GET READY FOR TAKEOFF

- ✓ How to Prioritize 1<sup>st</sup> Tier Requirements
- ✓ When to Prioritize 2<sup>nd</sup> Tier Requirements
- ✓ Entity Selection & How to Set it Up
- ✓ Establish your Brand



# DISCLAIMER

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Trainers are serving in the role of real estate investment mentors, providing expert real estate investing educational services and are not, in any way, claiming to be lawyers or accountants and are not providing legal or financial advice.

Students are advised to seek legal, tax, or accounting advice from qualified professional counsel.

# BUSINESS SET-UP BASICS

## TIER 1: Minimum required to launch business

- Create a dedicated real estate investing email address
- Set up a dedicated phone number
- Determine your business address
- Create & print 2 different business cards
- Establish a dedicated payment source (credit card or checking acct)
- Join a REIA

## TIER 2: Nice to have, but can wait

- Establish a business entity & select a business name
- Apply for an EIN number
- Brand your business
- Launch a website

# BUSINESS SET-UP BASICS

## TIER 1

### ❑ Create a dedicated real estate investing email address

- Purchase a custom URL (~\$12/year) with a short-ish domain
  - ❖ Purchase at: Google Domains / GoDaddy.com / HostMonster.com / 1and1.com
- Create a Gmail account (Free) Example: sellyourhome@gmail.com; TomBuysHouses@gmail.com
  - ❖ Search: "How do I create a new Gmail account"

### ❑ Set up a dedicated phone number

- Create a Google voice number that connects to your new/existing Gmail account
  - ❖ Go to: <https://voice.google.com/signup> (A local number is recommended, but not necessary.)
  - ❖ Tip: Spend time configuring your message and call-through options
- Set up a virtual phone system: multi-line (\$10-\$40/mo)
  - ❖ Purchase at: CallRail.com / Grasshopper.com / RingCentral.com / FreedomVoice.com / RingBoost.com

### ❑ Establish a dedicated payment source

- Checking account or credit card. Business account not needed. Limit funds co-mingling.

# BUSINESS SET-UP BASICS

## TIER 1, continued

### Determine your business address

- For use on mail marketing
- Consider a Mailbox service with a “Suite” number or street address (\$300/yr)
- A PO Box can be used, but not preferred

### Create & print 2 different business cards

- Card 1: For investors (your networking card)
  - ❖ Include name, email, phone number, and what you do/buy/sell as it relates to OTHER INVESTORS
- Card 2: For sellers
  - ❖ “I Buy Houses” card. Include contact info above. Market your service TO SELLERS.

### Join the local REIA

# BUSINESS CARD SAMPLES

## INVESTOR CARD



## SELLER CARD



# BUSINESS CARD: DOs & DON'Ts

- DO keep the cost down
- DO use both sides
- DO verify they are readable – without a magnifying glass
- DO label phone as “Mobile” to indicate text option
- DON'T print 2-sided glossy (aqueous is OK)
- DON'T print them yourself
- DON'T include a website, etc. that is not yet functional
- DON'T go overboard on contact info (no fax, no address, limit social)
- DON'T include your picture

❖ Card Templates available at: [VistaPrint.com](http://VistaPrint.com) / [Moo.com](http://Moo.com) / [GraphicRiver.net](http://GraphicRiver.net)

❖ Low-Cost Designers at: [Fiverr.com](http://Fiverr.com) / [Upwork.com](http://Upwork.com) / [99Designs.com](http://99Designs.com) / [DesignCrowd.com](http://DesignCrowd.com)

# BUSINESS SET-UP BASICS

## TIER 2

### ❑ Establish a business entity & select a business name

- Consult with a qualified attorney and accountant to determine the entity for you
  - ❖ Many rehabbers tend to use an LLC for protection (Purchase separate liability insurance / “umbrella policy”.)
  - ❖ Cost of a CA entity: \$800/yr, whether you make money or not
  - ❖ Out-of-state entities (NV) are popular (better protection??). CA still gets paid.
  - ❖ Out-of-state entities require a REGISTERED AGENT
  - ❖ Average attorney cost to establish a CA LLC: <\$1,000
  - ❖ Do-it-yourself option is available (free), but COMPLIANCE is key!
    - ❖ Low cost filing options (\$50-200): [legalzoom.com](https://legalzoom.com) / [swyftfilings.com](https://swyftfilings.com) / [zenbusiness.com](https://zenbusiness.com)
  - ❖ *Search: How to form an LLC in CA*
- Select a business name by confirming availability at Secretary of State website
  - ❖ For CA: <https://www.sos.ca.gov/business-programs/business-entities/name-availability/>

# BUSINESS SET-UP BASICS

## TIER 2, continued

### Apply for a tax EIN, once entity is established

- File IRS Form SS-4 or apply through Online Assistant
  - ❖ Online Assistant: <https://sa.www4.irs.gov/modiein/individual/index.jsp>
- EIN required to set up a business checking account

### Launch a website...or three

- Costs can vary. Initially, main purpose is credibility. With time, site can be effective lead source.
  - ❖ DIY Create: Wix.com / Squarespace.com / GoDaddy.com / Wordpress.com
  - ❖ Done-for-You: OnCarrot.com / DoneDealwebsite.com (\$30-45/mo)

### Brand your business

- Consider a logo/brand image
  - ❖ Low-Cost Designers at: Fiverr.com / Upwork.com / 99Designs.com / DesignCrowd.com
  - ❖ DIY: YouZign.com / Camtasia.com

# QUESTIONS

GETTING READY FOR TAKEOFF



# MARKET FOR DEALS

- ✓ Create a marketing plan, budget, and production timeline
- ✓ Learn effective lead generation techniques
- ✓ Quantifying your marketing investment
- ✓ Marketing hacks to get started now



# WHY MARKET?

Leads

Appointments



Offers



Deals

1. We market to get our **PHONE TO RING**
2. No **LEADS** = No **DEALS**
3. It's our **JOB**:  
We solve problems to help sellers. The more we market, the more we can **HELP**.

# MARKET TO MOTIVATED SELLERS

*Motivation is a BY-PRODUCT of distress.*

## 2 TYPES OF DISTRESS

### Distressed OWNER



#### Financial Concerns/Crisis

- ❖ Job Layoff, Medical Bills/Illness, Divorce

#### Time Urgency

- ❖ Foreclosure, Relocation, Failed Escrow

#### Personal Situation

- ❖ Privacy Concerns, Hoarding, Relatives, Out-of-Area/Absentee, Senior Relocation

### Distressed PROPERTY



#### Excessive Repairs

- ❖ Code Violations, Probate

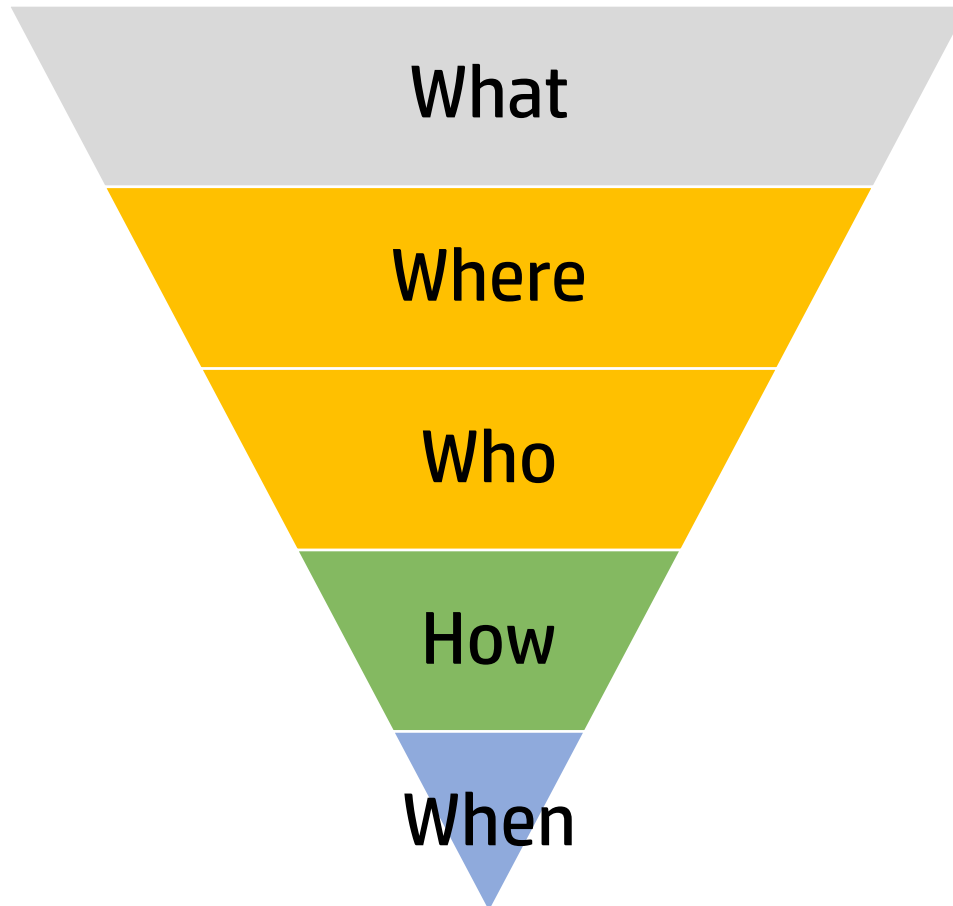
#### Hazard & Catastrophe

- ❖ Fire, Flooding, Wind

#### Vacant & Abandoned

# YOUR LASER-FOCUSED MARKETING PLAN

## *Creating your 1<sup>st</sup> Funnel*



- Asset Type & Exit Strategy
- Price Point
- Geographic Target Market
- Distressed Sellers
- Marketing Methods
- Frequency

WHAT YOU INVEST IN

# Assets



- Single-Family
- Multi-Family
- Notes
- Commercial
- Land
- Tax Liens

- ✓ House
- ✓ Condo/Townhouse
- ✓ Mobile Home (personal)

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- ✓ Duplex/Triplex/Quad
- ✓ Apartment Buildings

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- ✓ Performing
- ✓ Non-Performing

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- ✓ Retail
- ✓ Industrial
- ✓ Mixed Use

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- ✓ Building Lots
- ✓ Undeveloped
- ✓ Vacant

# PRICE POINT & MOST IDEAL SFH CHARACTERISTICS



## Price Point

- + Working-Class
- + \$300-\$500K
- Luxury

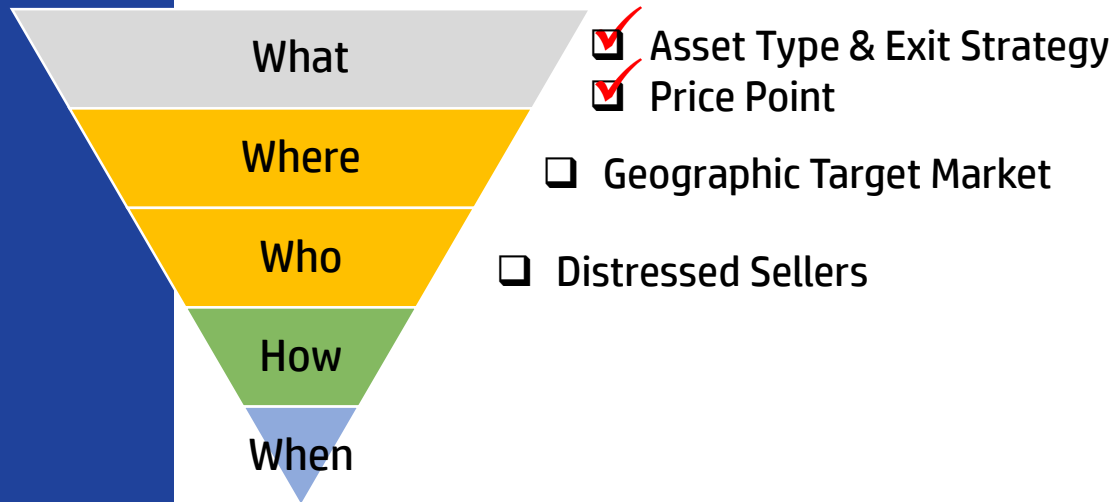
## Location

- + Good Schools
- + Low-Density Areas
- + Middle/End of Streets
- + Good Neighbors
- + Quiet & Peaceful
- + Residential Zoning
- + Low Crime
- + Mostly Homeowners
- Busy Streets
- Commercial/Hi-Density
- Environmental Hazard
- Power Lines
- Flood Zones

## Age / Style / Use

- + 1950-2000
- + Blue-Collar
- + Basic Construction
- + Ranch
- + Accessible Parking
- Pre-1930
- Historic Districts
- Rustic
- Unique or Custom
- Unpermitted Additions
- Commercial Use
- Slumlord Redesigns

# BECOME A SPECIALIST



*There is no right or wrong way to market. There is no marketing that is "superior". The only thing that matters is that your marketing is consistent.*

## Why specialize?

### In a certain geographic area....

- ✓ You become the go-to expert in the area
- ✓ Easy to find focused local networking opportunities
- ✓ Increased business due to more referrals
- ✓ You become *intimately* familiar with the market
- ✓ You will be the first to see trends and opportunities
- ✓ You will know exactly who your competition is
- ✓ *Downside?* Must be educated in all forms of distress

### In a distress type....

- ✓ You become the go-to expert in your niche
- ✓ Better knowledge of nuances of specific distress
- ✓ Easy to find focused networking opportunities - pros
- ✓ Increased business due to more professional referrals
- ✓ You become better at overcoming seller objections
- ✓ Can start to "profile" your sellers more accurately
- ✓ *Downside?* Lack of geo market-specific nuances

# NARROW THE FOCUS TO BUILD YOUR FUNNEL

## GEOGRAPHIC FOCUS

- Select your ZIP codes, blocks, city, etc. – keeping the geo-range fairly SMALL
- Select a distress type to market to (Funnel 1)
- May need to target multiple distress types (Funnel 2+)

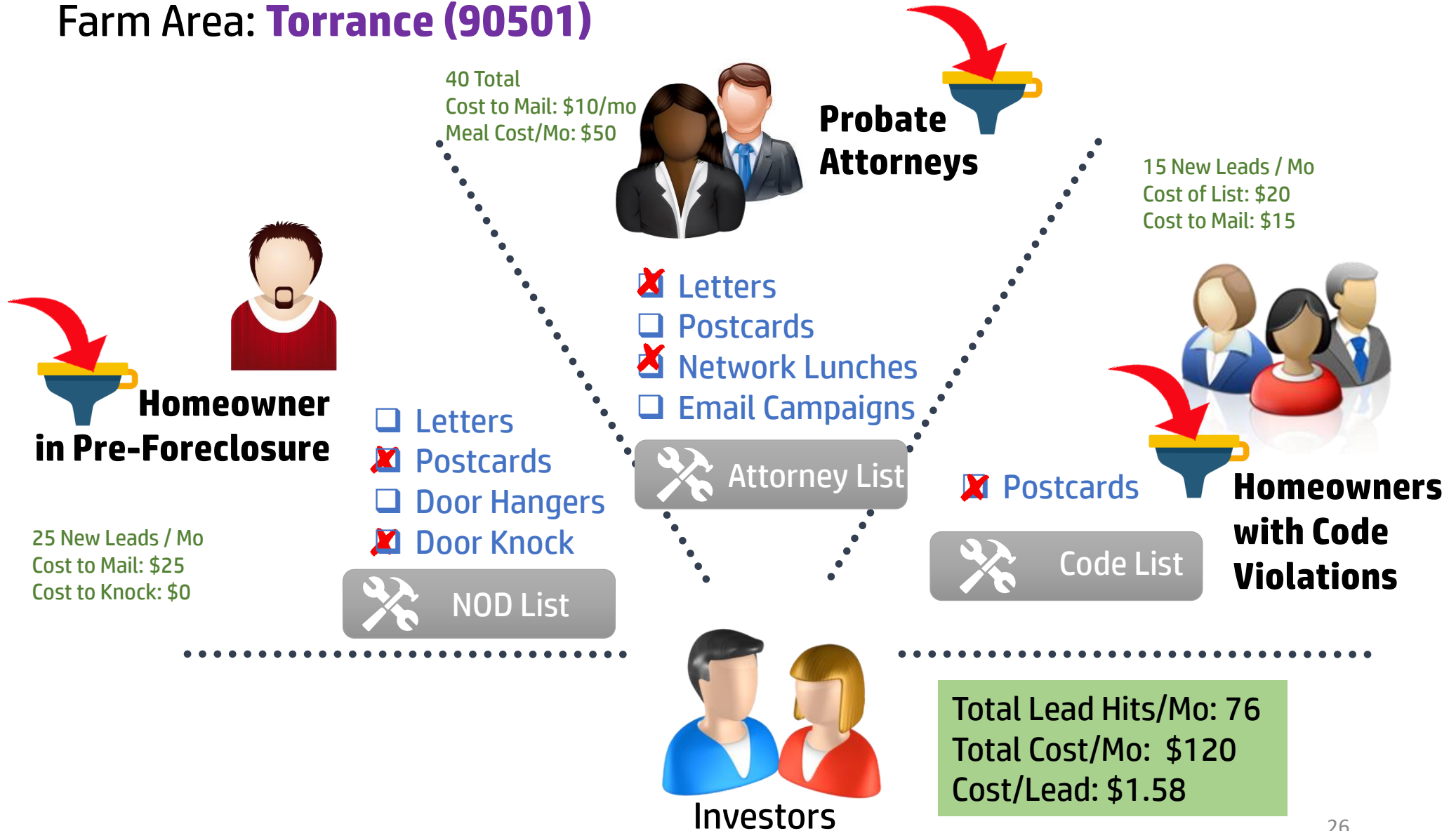


## DISTRESS-TYPE FOCUS

- Select one distress type to focus on
- Select a **wide-ranging geography** to get enough leads (Funnel 1)
- Add geographies OR distress types to increase targets (Funnel 2+)

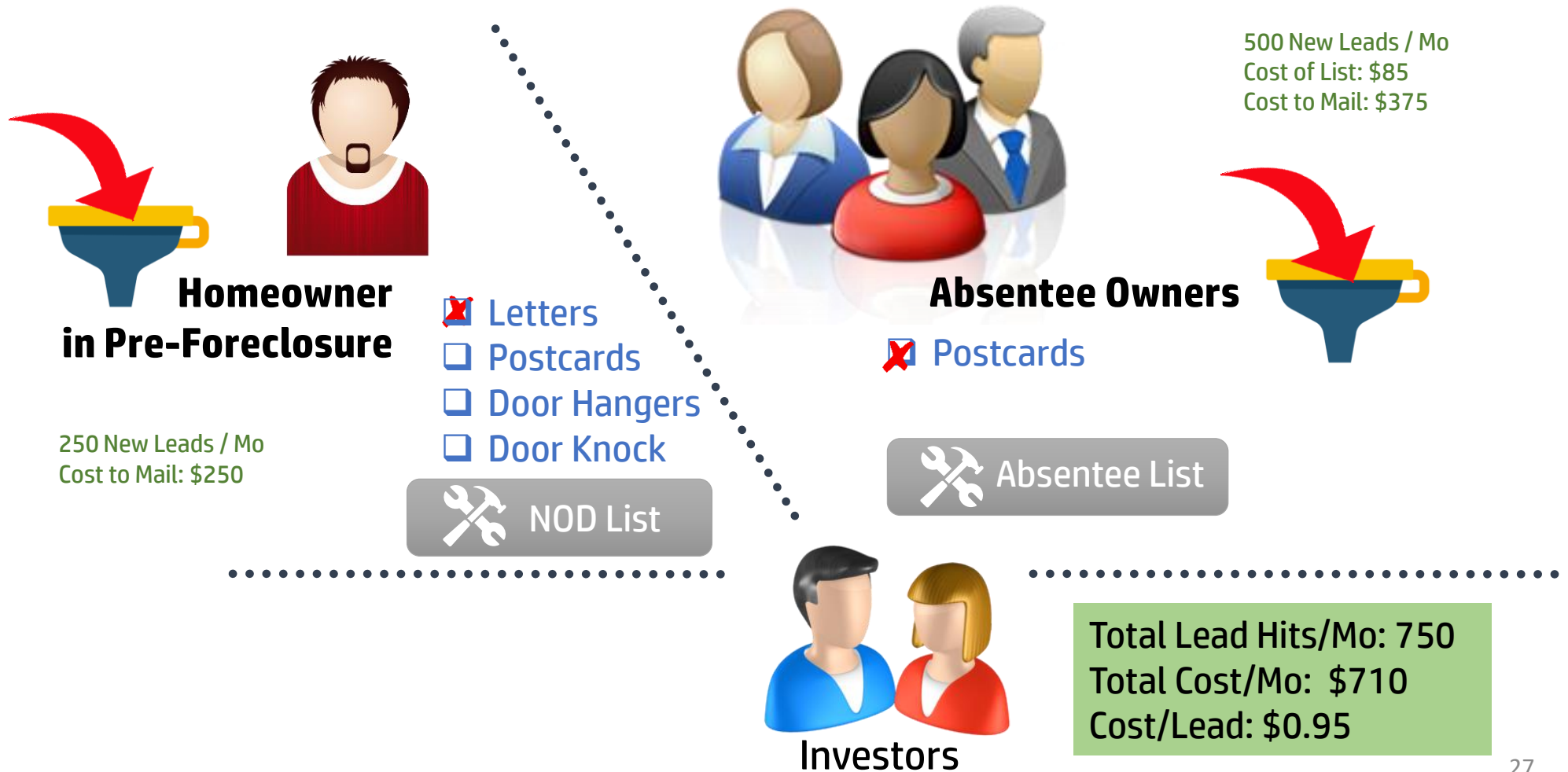
# 3 FUNNEL EXAMPLE: Geographic-Focus

Farm Area: **Torrance (90501)**

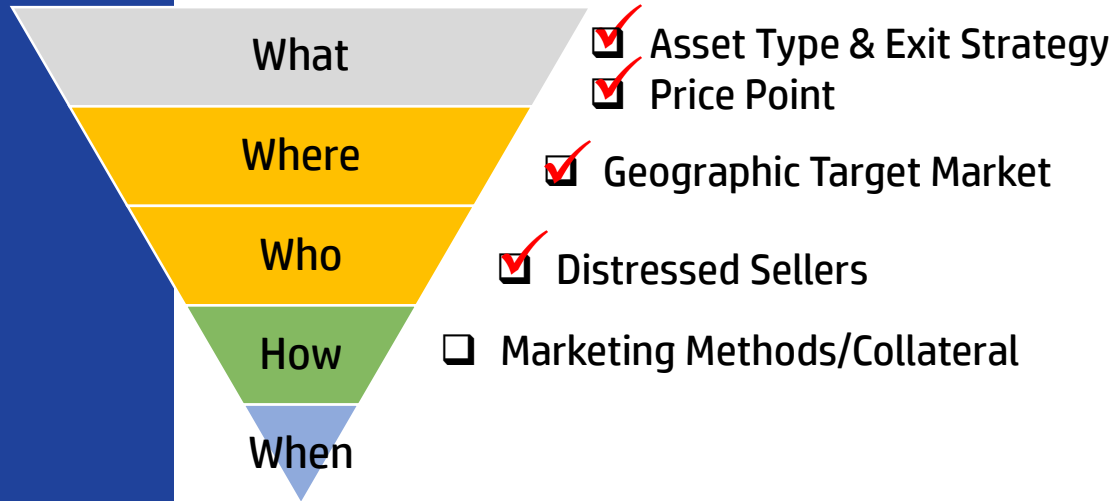


# 3 FUNNEL EXAMPLE: Distress Type-Focus

Distress Types: **ABSENTEE-OWNER** and **PRE-FORECLOSURE**



# MARKETING METHODS



*Each way of marketing requires specific marketing collateral. Consider the cost of collateral when selecting your funnels.*

## 4 Ways to Market:

- **Network**
  - ❖ REIA, Chambers, Church, School, Co-Workers
  - ❖ Real Estate Events, Lenders, Realtors
  - ❖ Hairdresser, Physician, Dentist, Nail Tech
- **Direct**
  - ❖ Mail: Letters, Postcards, Lumpy Mail, Express
  - ❖ In-Person: Door-Knocking, Door Hangers
- **Online**
  - ❖ Website, Pay-Per-Click, Email Marketing
  - ❖ Google Adwords, Facebook Ads
- **Shotgun**
  - ❖ Bandit Signs, Bus Bench Ads, Billboards
  - ❖ Print Ads, Grocery Card Ads
  - ❖ Vehicle Wraps, Car Magnets, Apparel

# PRINT MARKETING SAMPLES



**MENTOR TIP...**

*Use online templates to save time and money.*



**Door Hangers**



**Business Cards**



**Auto Wraps**



**Bandit Signs**



**Hand-written Post-It Notes**



**Car Magnets/Window Decals**

# DIRECT MAIL MARKETING (40-60% of deals)



**MENTOR TIP...**

Goal of direct mail marketing: Get it opened and read!

**We Buy Houses Fast**  
 Get A Cash Offer Within 24 Hours!

- ✓ Any Price Range - Any Condition
- ✓ Ugly Houses - Pretty Houses
- ✓ Inheritance
- ✓ Divorce
- ✓ Behind On Payments
- ✓ Tired Of Being A Landlord
- ✓ House In Need Of Repairs

**Together We Can Find A Solution**

**DO YOU NEED TO SELL YOUR HOME FAST?**

**SOLD**

**We Specialize In:**

- ✓ Buying Houses "As Is"
- ✓ No Repairs or Renovations
- ✓ No Realtor Fees
- ✓ No Closing Costs

CLICK HERE OR CALL 508-499-85  
 www.PropertiesCentralHomeBuyer.com

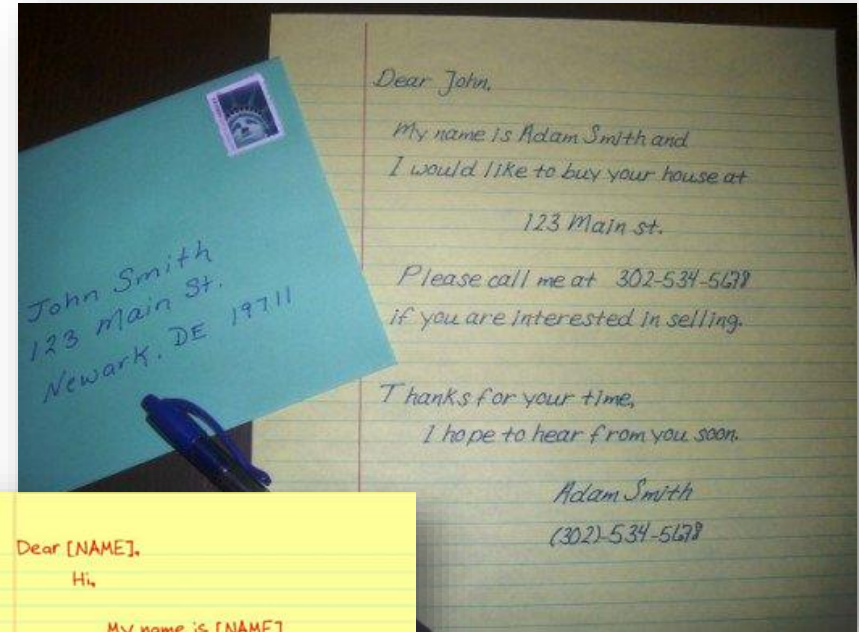
## Postcards

**STOP FORECLOSURE!**

YOU HAVE OPTIONS

**Call me today!**  
**I am here to help you!**

**SHORT SALE SPECIALIST**  
 TERRI JOHNSON  
 KLEMM Real Estate  
 209.815.2671  
 the1realtor@gmail.com  
 DRE Lic. #01063915



Dear [NAME],  
 Hi,  
 My name is [NAME]  
 I want to \$BUY\$ your house at [PROPERTY ADDRESS]  
 Please call me at [NUMBER]  
 Please Call Thanks, [NAME] [NUMBER]

## Yellow Letters



❖ Print Marketing: GoBigPrinting.com / PostCardMania.com / REIPro.com / GotPrint.com / UpPrinting.com / YellowLetters.com

# MORE ON YELLOW LETTERS

## Sample Letters:

- See Supplemental Documents
  - Foreclosure (4)
  - Probate (5)
  - Distressed Property (4)



## Hand-written vs. Printed Letter?

- Hand-written is better
- Colorful paper
- “Horsie” Letter
- Include 3 Calls-to-Action

## Envelope Specifics

- Hand-written is better
- Party invitation-sized gets opened
- Hire an assistant to address them
- Return address should look personal vs. corporate
- Adding urgency helps open rate
- “Lumpy” helps open rate

## Postage Specifics

- Patriotic, Holiday, Fun, “Love” stamps
- Bulk Mail is less expensive, but lower open rate

# DIRECT MAIL MARKETING: AVAILABLE LISTS

## Resources:

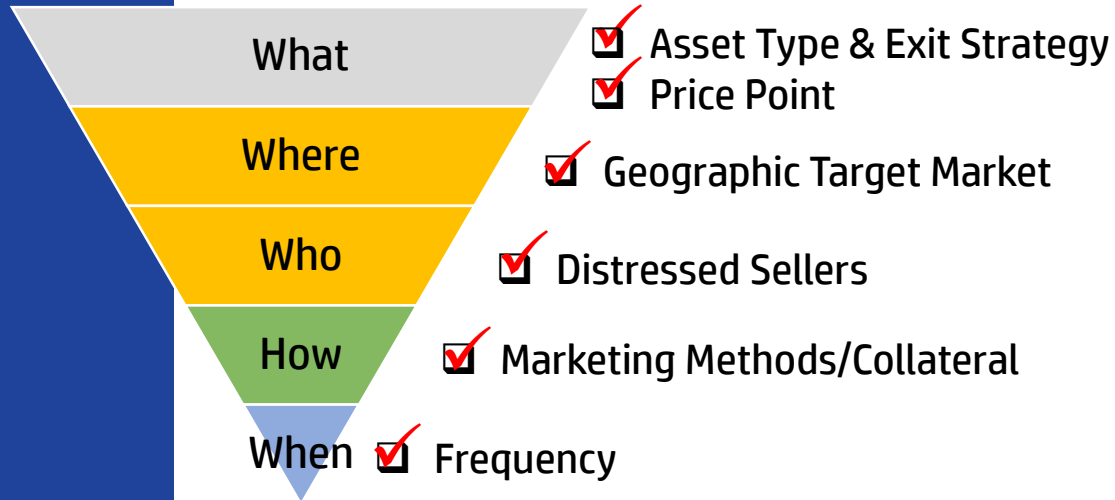
ForeclosuresDaily.com  
REIPro.com  
Listability.com  
PropertyRadar.com  
CoreLogic.com

- Bankruptcy
- Eviction
- Divorce
- Probate
- Bankruptcy Attorneys
- Probate Attorneys
- Divorce Attorneys
- Criminal Attorneys
- Fire-Damaged
- 30-60-90 Day
- Out-of-State Owners
- Vacant Property
- Code Violation
- Free & Clear
- High-Equity
- FSBO
- Pre-NOD
- Anything you want!

## TRUTHS ABOUT LISTS

1. Quality is more important than Quantity.
2. You get what you pay for. (\$0.06 - \$10.00 per lead)
3. The more narrow the search criteria, the stronger the lead

# HOW OFTEN SHOULD I MARKET?



*The FORTUNE is in the follow-up!*

## Best Practices:

- Determine your financial goals and derive your marketing budget/frequency from that.
- If financial resources are limited, use low-cost or free marketing options.
- Marketing is a **NUMBERS GAME**. If you don't hit the numbers, you don't get the deals.
- Tweak your marketing to work smarter, not harder.
- **Touch each lead at least 4 times.**

## CONSISTENCY IS KEY!

# LOW-COST MARKETING OPTIONS

## Success Tips:

- ✓ Bring your print marketing pieces with you
- ✓ Always carry a notebook to build your marketing database

## Driving for Dollars

Drive target market looking for distressed or vacant properties, move-outs, chatty neighbors  
(Add to your direct marketing list or leave a Post-It)



## Door Knocking

Targeting distressed owners identified from a list, neighbors of vacant or distressed homes, or target neighborhoods  
(Leave a door hanger, post-it, or business card...and always have a spare contract with you!)

# MLS AS A LEAD SOURCE

## Caution:

The MLS should NOT be your only lead source



- Access to the MLS: **SECRET WEAPON**
- Use for marketing and property analysis
- Get it from your Realtor
  
- Set Up Automatic Marketing Searches
  - ✓ Remarks Search
  - ✓ Confidential Remarks Search
  - ✓ Cash Search
  - ✓ Special Financing Search Remarks
  - ✓ Special Financing Search
  - ✓ Listing Type Search
  - ✓ Expired Listing Search

# ONLINE MARKETING

- Brand Awareness
- Brand Credibility
- In-Bound & Out-Bound Marketing



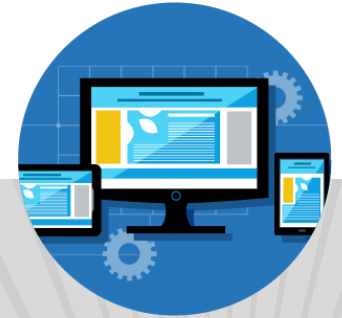
craigslist

- Create Ads
- Target: Sellers, Buyers, Wholesalers, FSBOs, etc
- Leverage multiple sections & accounts



## Social Media

- Facebook, Pinterest great channels to promote brand
- Share pictures and video to let your network know what you do
- Use Facebook Ads



## Website

- Use ready-made website templates to start
- Use multiple websites (buyers vs sellers)
- Get creative URLs
- Goal is lead capture
- Use video
- Use testimonials
- Learn More!

# LEAD-GENERATION SITES: PAY PER LEAD

## WE BUY YOUR HOUSE FAST, CASH

No Fees. No Commissions. Get More Cash In Your Pocket.  
You'll Get A Fair Offer – You Choose The Closing Date. We Pay All Costs!

- ✓ Close Within A Week
- ✓ Highest Cash Offers
- ✓ No Repairs Needed
- ✓ No-Obligation Offers
- ✓ Cash Offer In 24 Hours
- ✓ No Fees or Commissions

**GET 3 CASH OFFERS TODAY**

Get Up To 3 No-Obligation CASH OFFERS from  
LA's Top House Buyers

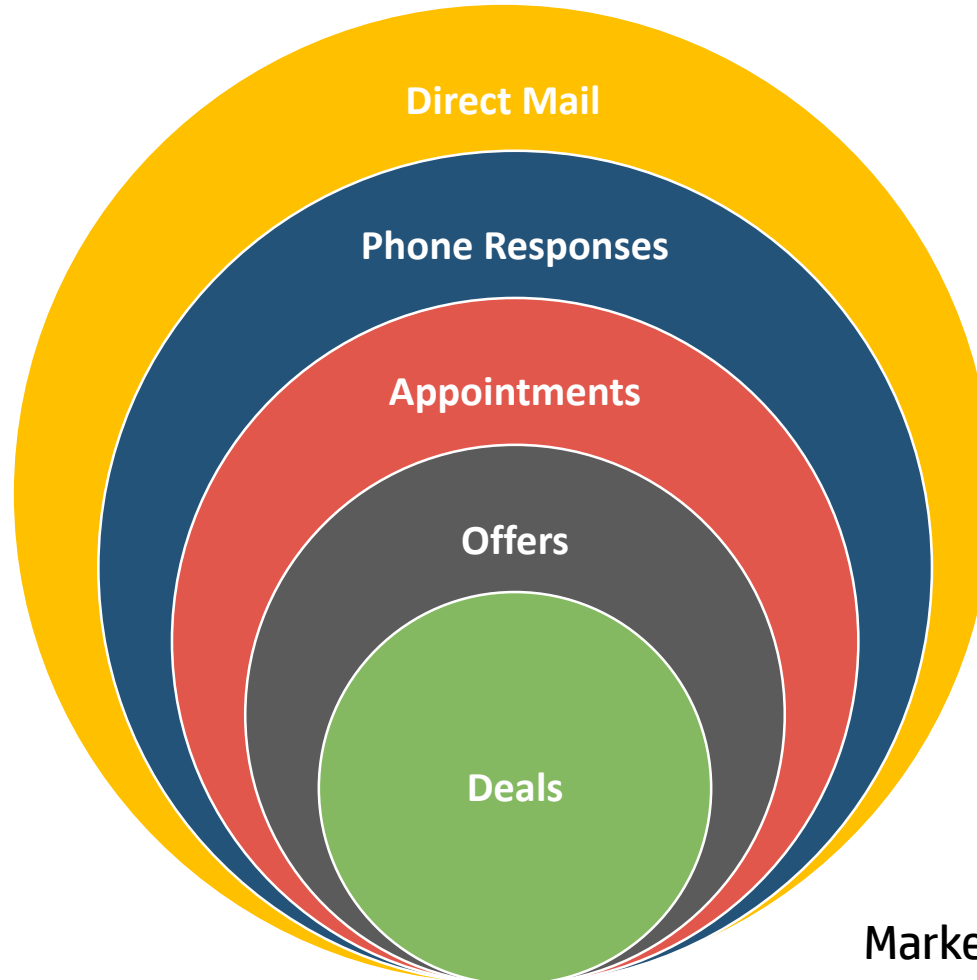
- Reserve a subscription
- Pricing based on market & competition
- SoCal is \$250-\$500 per lead delivered
- Round robin
- No guarantees
- Very competitive, limited subscriptions

# TRACK YOUR RESULTS

## Best Practices:

- ✓ Do not market what you can not track.
- ✓ Track time, expenses, and results.
- ✓ Fine-tune gaps and declines in response rates at each level.

## Success Rate Example



Mail Sent	Response Rate	Success Rate
1,000		
10	1.0%	
5	50.0%	
3	60.0%	
1	33.3%	0.1%

Marketing Cost: \$1.09/pc = \$1,090

ROI: \$10,000/\$1,090 = 917%

# CRM & BUSINESS-IN-A-BOX

## Why a CRM?

*Client Relationship Manager*

Online database to help organize contact info, track communications and marketing campaigns, workflows, and provide reports. A central location for info on people, marketing, and communications.

## Features of REI PRO

- \$89/mo
- List Generation
- Done-for-You Letters/Postcards
- Mailing Services
- CRM
- Tracks Marketing
- Helps Calculate Offers
- Auto Property Data
- Investor Library & Forms

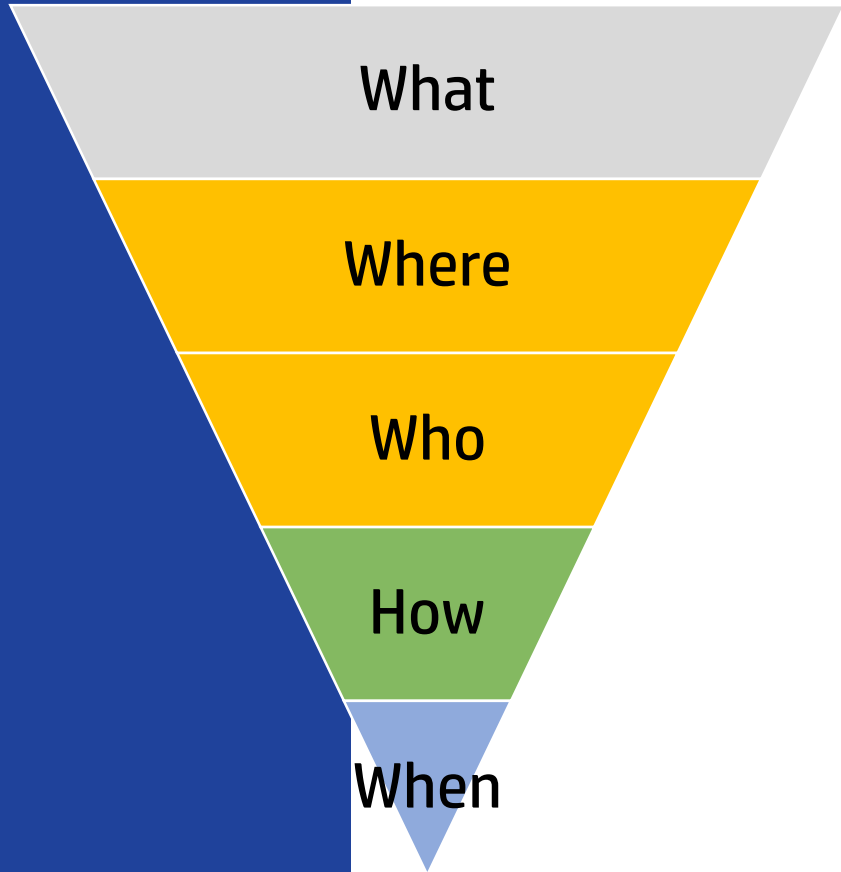



The advertisement features the REI PRO logo at the top, with the tagline 'technology for the savvy investor'. Below the logo, a laptop screen displays the text 'YOUR ALL-IN-ONE REAL ESTATE INVESTING SOFTWARE TOOL'. Underneath the laptop, the text reads 'Receive your DISCOUNT Pricing'. At the bottom, it says 'Start Your FREE 30-DAY Trial' followed by the website 'www.myreipro.com/nreia'.

## Other CRMs

- Podio.com
- LessAnnoyingCRM.com (\$10/mo)

# MY MARKETING FUNNELS



	 FUNNEL 1	 FUNNEL 2	 FUNNEL 3
GEO Focus? Distress Focus?			
Asset Type			
Exit Strategy			
Price Range			
Geo Target Market			
Distress Contact			
Marketing Method			
Frequency			

# QUESTIONS

MARKET FOR DEALS



# FIELD SELLER CALLS

- ☑ How to Manage Seller Calls
- ☑ What to Ask a Seller
- ☑ How to Determine if Motivation is Present
- ☑ Call Management Best Practices



# ANSWERING CALLS

## 3 Call Types:

1. "Take Me Off Your List"
2. Tire-kickers / Wise Guys
3. **Motivated Sellers**



*Don't waste your time and money marketing if you don't plan to answer the phone!*

## Options to Answer Live with VoIP:

1. Answer Live
2. Answer Live
3. Answer Live
4. Answer Live
5. Answer Live
6. Answer Live
7. Answer Live
8. Answer Live
9. Answer Live
10. Answer Live
11. Answer Live
12. Hire PatLive.com

## Voicemail Tips:

- Set up inbound call preferences to differentiate callers
- Set up a dedicated house-buyer voicemail
- Set up talk-to-text messages to determine callback urgency
- DO NOT require seller to leave a 15-min message!
- Call back within 15 minutes

# TALKING TO SELLERS

## Success Tip:

Answering services can screen these calls. Use one if you can not answer.



May I?



Miss  
Anything?

**Follow-Up**

## Objectives:

- ✓ Find out what the motivation is
- ✓ Find out about the property
- ✓ Qualify lead for next steps

## Dos



- Answer with a smile
- Match tone
- Be patient
- Listen 3:1
- Have a conversation
- Be empathetic
- Be human

## Donts



- Sound like a robot
- Go straight to price
- Negotiate
- Give a number on the phone
- Solve their problem on the phone

# SELLER LEAD SHEET FORMAT

- Create Your Own & Keep Printed Copies
  - ❖ See sample: ***Seller Lead Sheet*** in Supplemental Docs
- Four Sections
  - ✓ General Information
  - ✓ Motivation
  - ✓ Mortgage Info
  - ✓ Follow Up Notes & Property Condition
- Role Play Talking to Sellers & Completing Lead Sheet
- Categorize Your Lead...and track
  - ✓ Hot
  - ✓ Warm
  - ✓ Cold

# SECTION 1: GENERAL INFORMATION

## Success Tip:

Don't ask questions that you can easily obtain answers to online or that will be obvious if you visit the property.

- May I ask your name?
- May I ask your contact information?
- How did you find us?
- Are you the owner? Are you the only one on title?
- What is the address of the home?
- Do you currently live there? If so, how long? If not, is it vacant/rented?
- If rented, how much for rents?
- How many bedrooms and bathrooms does it have?
- Are you part of an HOA? If so, what are the HOA fees?
- Do you know of any repairs are needed?
- Has anything been recently upgraded? Kitchen? Baths? Plumbing? Electrical? HVAC?
- Is the home listed with a Realtor? If so, how long/how much?
- If listed, may I have the Realtor contact info?

# SECTION 2: SELLER MOTIVATION

## Success Tip:

Don't move on until you figure out the motivation

- What is the reason you are looking to sell at this time?
- How quickly are you looking to sell?
- Have you considered what you are going to do with the property if it doesn't sell?



*There are 2 kinds of motivation: The one the seller tells you about...and the real one. Your job is to read between the lines and ask the questions that get you to the REAL motivation. A mentor can help you figure out the REAL motivation.*

# SECTION 3: MORTGAGE INFORMATION

- What do you currently owe on the property?
- Are there any other liens or mortgages that you are aware of?
- Are you current on payments? Months behind? Amount behind?
- Do you have any unpaid property taxes?
- What is your monthly payment? Does that include taxes and insurance?
- What are the interest rates on your loans? Fixed/Adjustable?

## Discuss Your Service before Discussing Price

- What are you looking to sell the home for? Is that **number** flexible?
- How did you establish that **number**?
- If I can offer you cash and close quickly, what is the best you can do?
- Can you do better than that?

# SECTION 4: FOLLOW-UP NOTES & CLARIFICATION

- Is there anyone else you would want to include in your decision to sell the house?
- Have you discussed selling your house with anybody else?
- I currently have other offers out on a few other properties. If I make you an offer that you like, would you be prepared to make a decision today?

**Arrange for Follow Up  
Thank the Seller for their time  
Is the lead HOT, WARM, or COLD?**

- **TIME IS OF THE ESSENCE:** Follow up within a few hours.

# PROPERTY PROSPECT CARD

## PROPERTY PROSPECT CARD

Date: \_\_\_\_\_ Student Email: \_\_\_\_\_

Student Name: \_\_\_\_\_ Student Phone: \_\_\_\_\_

Seller's Contact: \_\_\_\_\_ Number: \_\_\_\_\_

Property Address: \_\_\_\_\_  SFR  Duplex  Condo

Owner? \_\_\_\_\_ How Long Owned? \_\_\_\_\_  Other: \_\_\_\_\_

# Bed \_\_\_\_\_ # Bath \_\_\_\_\_ SF \_\_\_\_\_ Unpermitted Structures? \_\_\_\_\_

Notes about Seller: \_\_\_\_\_

Vacant?  Occupied? If Occupied:  By Owner?  Tenants? \_\_\_\_\_

Why Selling? \_\_\_\_\_

What if they don't sell? \_\_\_\_\_

Condition? \_\_\_\_\_

\_\_\_\_\_ Seller Est of Repair Needed: \_\_\_\_\_

Mortgage Balance: \_\_\_\_\_ Current?  Yes  No How much arrears? \_\_\_\_\_

# CALL MANAGEMENT BEST PRACTICES

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- The phone does not ring unless you take action to market.
- Don't waste the time or money to market if you won't pick up the phone.
- Don't waste the time or money if you don't plan to track your results.
- Getting the phone to ring is a numbers game: the more you market, the more the phone rings.
- When determining whether to pick up the call, remember that if you don't, someone else will.

# QUESTIONS

FIELD SELLER CALLS



# INFO GATHER & GET COMPS (Desktop Due Diligence)

- ✓ How to Source Property Data
- ✓ What is a Comp?
- ✓ Locating Comps & Comp Sources
- ✓ Calculating the A.R.V.
- ✓ Common Comping Mistakes



# THE 2-STEP VALUATION PROCESS

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## STEP 1: Figure Out What You Have

BONUS: Identifies options for creative acquisition too!

## STEP 2: Figure Out What It Will Be Worth Fixed Up

# SOURCING PROPERTY DATA

## What data can be sourced?

**PROPERTY PROSPECT CARD**

Date: \_\_\_\_\_ Student Email: \_\_\_\_\_ Student Phone: \_\_\_\_\_

Student Name: \_\_\_\_\_ Number: \_\_\_\_\_  
 SFR  Duplex  Condo

Seller's Contact: \_\_\_\_\_  
 Other: \_\_\_\_\_

Property Address: \_\_\_\_\_

Owner? \_\_\_\_\_ How Long Owned? \_\_\_\_\_ Unpermitted Structures? \_\_\_\_\_  
# Bed \_\_\_\_\_ # Bath \_\_\_\_\_ SF \_\_\_\_\_

Notes about Seller: \_\_\_\_\_  
 Vacant?  Occupied? If Occupied:  By Owner?  Tenants? \_\_\_\_\_

Why Selling? \_\_\_\_\_

What if they don't sell? \_\_\_\_\_

Condition? \_\_\_\_\_ Seller Est of Repair Needed: \_\_\_\_\_  
Mortgage Balance: \_\_\_\_\_ Current?  Yes  No How much arrears? \_\_\_\_\_

### ✓ Property Details

- Bed / Bath Count
- Lot Size
- Year Built
- Zoning Info
- Legal Description
- School Zone
- Property Pictures

### ✓ Tax Info

- Tax Assessment
- Tax Payment History

### ✓ Owner Info

- Name
- Owner Address

### ✓ Transaction History

- Sales Dates
- Sales Prices
- Foreclosure Activity

### ✓ Financing Info

- Mortgage & Deed of Trust Lien Dates
- Names of Lien Holders
- Amount of Mortgage Lien
- Type of Mortgage/DoT

### ✓ Other Lien Activity

- Mechanic's Liens
- Personal Tax Liens
- HOA Liens

# DATA SOURCES

Verify the lead or data you have:

- **Google Maps:** Street, Arial, & Neighborhood View
- **MLS:** Listing History and Pictures
- **Title Report:** Property Data, Mortgage Data, Lien Data, Nearby Solds
- **County Records:** Property Data, Sales History, Tax Info
- **Redfin, Zillow, Trulia, Realtor.com:** Pictures

*Once you know what you have, you can compare it!*

# WHY COMP?

- Investors “comp” to determine the After Repair Value (ARV) of a potential investment property.
- The ARV is the **most important** input in the Offer Calculation. Without it, an investor would not know how much to pay.
- Comping is less science and more art.

## The Offer Calculation

ARV

(Purchase Costs)

(Rehab Estimate)

(Sales Commissions)

(Cost of Funds)

(Holding & Closing Costs)

(Profit)

---

**Max Allowable Offer**

---

# WHAT TO LOOK FOR IN YOUR COMP

## Objective:

- ✓ Use available data from LIKE properties to determine the value of your lead or COMParable property

## What is LIKE property?

### Qualifiers

- + Similar Size +/- 20% sf
- + Age +/- 10 yrs
- + Similar Style
- + Similar Amenities
- + Within 0.5 miles
- + Similar Room Count
- + Same/Like Subdivision
- + Similar Usage/Zoning
- + Similar Condition
- + Similar Sale Conditions

### Dis-Qualifiers

- Distance
- Sale > 180 days
- Different Style/Era
- Different Construction
- Distressed Sale

# DATA SOURCES FOR COMPARABLE PROPERTIES

- **MLS:** Sold Comps (active, pending, and expired)
-  **Title Report:** Sold Comps
-  **County Records:** Property Data, Sales History
-  **Redfin:** Recent Sales, Current Listings
-  **Zillow/Trulia:** Nearby Mapped Sales, Current Listings
-  **Realtor.com:** Recent Sales, Current Listings
-  **TotalViewRealEstate.com**
- **SiteXData.com**
- **Privy.com**
- **FlipComp.com**

# SELECT, THEN FILTER YOUR COMPS

## STEP 1: CAST A WIDE NET ACROSS AVAILABLE SOURCES TO SEARCH FOR:

- Recent Sales (last 6 months)
- Within ¼ to ½ mile of subject

## STEP 2: SELECTIVELY ELIMINATE PROPERTIES:

- In different ZIP codes
- In different cities
- Separated by major streets, freeways, bodies of water
- +/- 25% square feet of subject
- Build Date +/- 10 years of subject

## STEP 3: VIEW PICTURES TO ELIMINATE PROPERTIES:

- That have not been recently rehabbed
- That were built in very different styles

## STEP 4: ELIMINATE ANY REMAINING OUTLIERS or DISTRESSED SALES

# COMP DEMO

---

**5542 W. 142nd Place  
Hawthorne, CA 90250**

# COMP DEMO

	Subject Property	Comp 1:	Comp2:	Comp 3:	Comp 4:	Comp 5:
City/ZIP						
Year Built						
Sq Footage						
Bedrooms						
Baths						
Lot Size						
Dist to Subject						
Style						
Area/Sub Div						
Rehabbed?						
Sales Price						
Sales Date						
\$/Sq Ft						

# CALCULATE THE ARV

	Subject Property	Comp 1:	Comp2:	Comp 3:	Comp 4:	Comp 5:
\$/Sq Ft						

- There are multiple ways to calculate the After Repair Value (ARV)
- Calculating the ARV is an art, not a science
- Experience is critical in calculating accurate ARVs
- A simple way to begin calculating ARVs is to use a \$/SF method
  - The \$/SF method works best for like houses in standard tract areas
  - The \$/SF method can not be used for unique properties that:
    - ❖ Are one-of-a-kind
    - ❖ Are highly custom
    - ❖ Have oversized lots, unique views, or specialty uses/features

## STEPS TO CALCULATE:

**STEP 1:** Evaluate your comps to determine which 2-3 look closest to your repaired end product. Eliminate any \$/SF outliers.

**STEP 2:** Multiply your square footage by the \$/SF that most represents your subject property.

**STEP 3:** Fine tune your ARV.

**ALWAYS BE CONSERVATIVE**

# COMMON COMPING ERRORS

- ✓ Forgetting to filter out non-comps
- ✓ Comping against different ZIP codes or cities
- ✓ Comping against properties in a different neighborhood
- ✓ Comping against “for sales” instead of “solds”
- ✓ Comping against non-rehabbed properties



*MANY deals are missed by 1<sup>st</sup>-time investors because they can not calculate accurate ARVs.  
ARV too high = You overpay and can't wholesale.  
ARV too low = You could be outbid.*

*Stakes are high. Mentors work with you for a full year, across MANY deals to ensure you understand the ART of Comping and Calculating the ARV.*

# QUESTIONS

INFO GATHER & GET COMPS

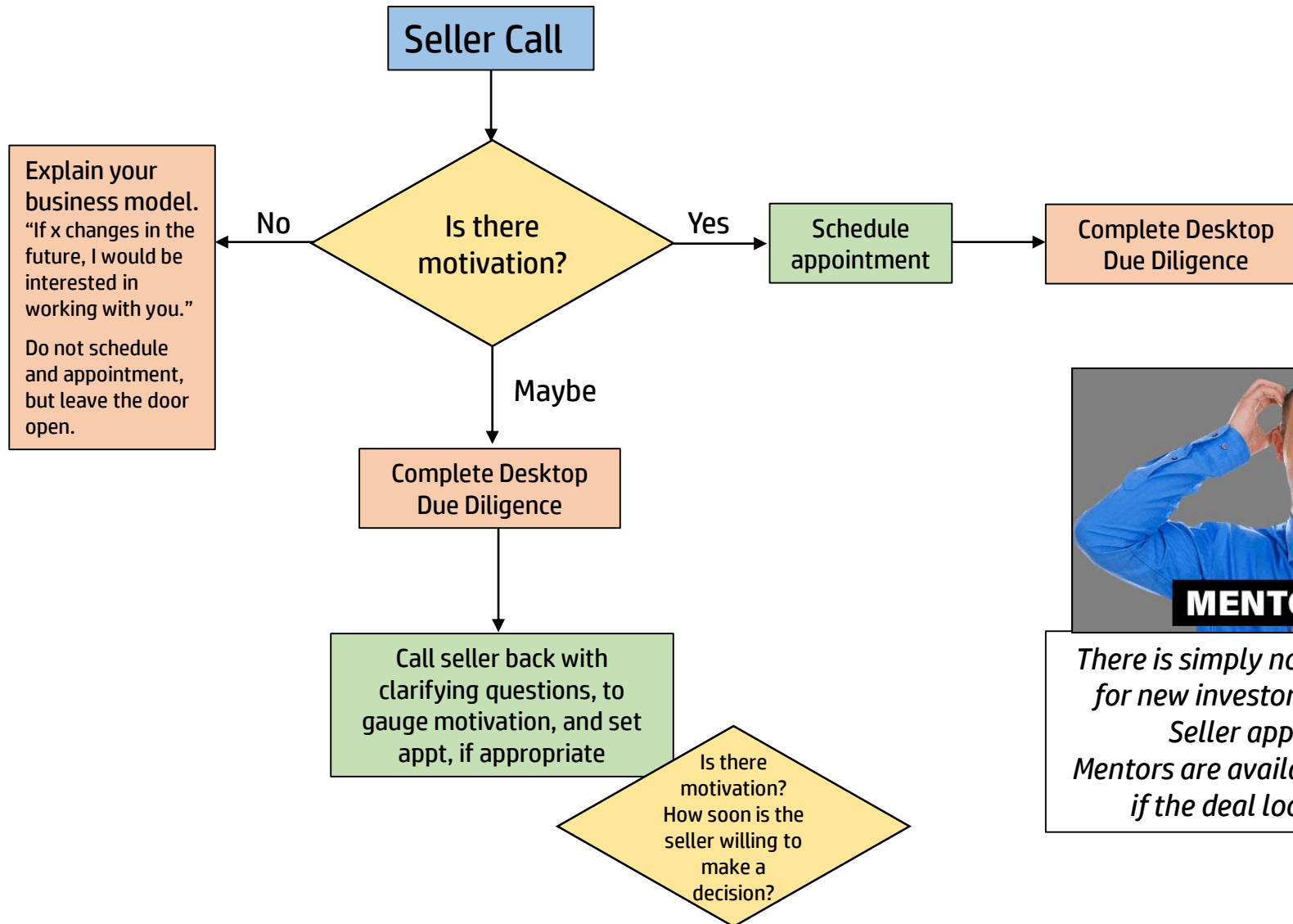


# SET THE APPOINTMENT & INSPECT THE PROPERTY

- ✓ How to Set the Seller Appointment
- ✓ What to Bring to the Appointment
- ✓ Build Rapport & Seller Conversation
- ✓ What/How to Inspect



# SELLER CALL FOLLOW-UP DECISION TREE



**MENTOR TIP...**

*There is simply no better experience for new investors than going to a Seller appointments. Mentors are available to go with you if the deal looks promising.*

# SELLER APPOINTMENTS

## HOW TO SCHEDULE

- Schedule appointments as soon as possible
- All owners/decision makers **MUST** be present
- Daytime, preferable

## WHAT TO WEAR

- Closed-toe, sturdy shoes
- Business casual

## WHAT TO BRING

- Your completed desktop due diligence, incl low Seller comps & ARV
- 2 copies of a contract
- Business cards/marketing pieces about your company
- A clipboard
- A camera
- Your inspection checklist
- In your car: A flashlight, tape measure, hammer claw, screwdriver, gloves
- A mentor, friend, or business partner – **SAFETY FIRST**

# PURPOSES OF THE APPOINTMENT

## **BUILD RAPPORT & CONFIDENCE**

- People do business with people they know, like, and trust. Find common ground.
- Be pleasant, but genuine. Don't rush into business.
- Drop info about your business success to build confidence.

## **INSPECT THE PROPERTY**

- Estimate repairs needed.
- Inspect the neighborhood and surroundings.
- Look for negotiation ammunition.

## **CONFIRM MOTIVATION & LEARN MORE ABOUT THE SELLER SITUATION**

- Ask clarifying questions to understand the situation and identify red flags.
- Identify seller motivation and confirm.

## **MAKE AN OFFER (if appropriate), & GET THE CONTRACT**

- Present an offer/s and justify it.
- Negotiate to come to a deal OR follow-up with another appointment to present.
- Sign up the deal!

# WHAT / HOW TO INSPECT

## INSPECTION IS 1<sup>st</sup> Tier PHYSICAL DUE DILIGENCE

### EXTERIOR FEATURES:

Are there issues with:

- Neighborhood? Location of property? Neighbors? Power Lines? Hazards? Noise? Smells?
- Dying trees? Walls/Fences/Gates? Pools? Tree Roots?
- Access? Easements? Driveway? Hardscape?

### EXTERIOR STRUCTURE:

What is the condition of:

- Roof & Windows? Garage & Carport? Garage Door? Siding/Bricks/Stucco? Exterior Doors? Balconies? Pergolas/Patios? Unpermitted Structures or Additions?
- Chimney Attachment? Vertical Cracking? Foundation Sinking/Shifting? Accidental Structural Issues? Other Structural Issues?
- Crawl Space? Basement?
- Wood rot? Infestation? Wildlife Intrusion?

# WHAT / HOW TO INSPECT

## INTERIOR FEATURES:

What is the age/condition of:

- Systems: Plumbing / Electrical / HVAC / Fireplace?
- Bathroom Fixtures? Flooring? Tile? Kitchen Cabinets? Drywall/Stucco? Ceilings? Millworks?
- If accessible, look in attic for signs of water damage, etc

Other interior considerations:

- Does the layout make sense? Do closets make sense?
- Is there adequate lighting & ventilation?
- Will permits be needed?
- Are there issues with framing? Stairs?
- Does bathroom layouts/space make sense?
- Are there any odd transitions or additions?
- Are any ceilings lower than 8'?
- Do any walls need to be removed or added?





*Mentors can guide you up the inspection & repair estimate learning curve.*

# HOW TO INSPECT

## TIPS:

- Go at your own pace. Don't let a Seller rush you.
- Make the effort to look in every room, closet, etc. (SAFETY FIRST)
- Ask questions throughout the tour (“When was the last time the kitchen was remodeled?”; “Have you had someone out to look at the whole in the ceiling?”)
- Point out not-so-obvious items of concern
- Engage in banter to reveal Seller pain points, if any.
- Make notes or use a Repair Estimator
- Ask for permission to take a couple of pictures (more if you get the contract)
- Ask if “work was permitted”
- Ask about Seller plan to leave contents behind
- Use tools from car to see into dark places, test for wood rot, lift up flooring, etc
- Count doors & windows
- Eyeball square footage

# BEFORE YOU GO: CLOSING IN ON YOUR OFFER

ARV		Calculated in advance, confirm/adjust onsite
(Purchase Costs)		Generally known, leave room to cover Seller costs
(Rehab Estimate)		Estimated in advance, confirm/adjust post-inspection
(Sales Commissions)		Known, adjust/confirm if ARV changes
(Cost of Funds)		Estimated in advance, confirm/adjust post-inspection
(Holding & Closing Costs)		Known, estimated in advance
(Profit)		Known, estimated in advance
<hr/>		
<b>Max Allowable Offer</b>		
<hr/>		

**By the end of your inspection, you will have the information needed to make your offer.**

# REMINDER

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**YOU ARE THE BUYER.**

**YOU WERE INVITED TO THE PROPERTY  
AT THE SELLER'S REQUEST.**

**YOU CONTROL THE APPOINTMENT.**

**DON'T ALLOW A SELLER TO BULLY YOU.**



# QUESTIONS

APPOINTMENTS & INSPECTIONS



# CALCULATE YOUR CASH OFFER

- Define the Components in M.A.O.
- Define the Costs
- Calculate the Cost of Funds
- Calculate your M.A.O



**OBJECTIVES**

# THE COMPONENTS OF M.A.O.

M.A.O. = Maximum Allowable Offer

ARV	After Repair Value, calculated from Comps
(Purchase Costs)	Escrow Fees, Lender's Title Insurance, Recording Fees Optional: Seller Closing Costs
(Rehab Estimate)	Materials, Labor, Permits, Engineering
(Sales Commissions)	Cost to List & Sell through MLS
(Cost of Funds)	Points, Interest, Loan Origination Fees, Appraisal
(Holding & Closing Costs)	Tax, Insurance, Title Transfer, Escrow Fee, Seller Concessions, Staging, Utilities & Security Monitors
(Profit)	<b>Rehabber Profit</b>
<hr/> <b>Max Allowable Offer</b> <hr/>	

# EXPENSES: DECONSTRUCTED

Escrow Fees, Lender's Title Insurance, Recording Fees  
Optional: Seller Closing Costs

## PURCHASE COSTS

Fees and expenses that are incurred by the buyer at the time of purchase.

## ESCROW FEES / ATTORNEY FEES

*Fee paid to the escrow agent for services of coordinating, facilitating, and disbursement of all paperwork and funds involved in settling a transaction.*

- ❖ About: Escrow fees are incurred by both buyers and sellers. Typically, each pays own. In REI deals, not uncommon for buyer to pay escrow fees for both sides.
- ❖ **How to Estimate:** Typically based on purchase price of asset, \$900 minimum + % of purchase price. Most experienced investors pay a flat fee instead: Estimate \$1,000 for Buyer's costs only, \$1,800 if paying both sides.

# EXPENSES: DECONSTRUCTED

## LENDER'S TITLE INSURANCE + BINDER

*Insurance premium paid to Title Insurance company to protect Lender against claims on Title. A Title Binder is a commitment to issue Title insurance within 24 months of binder purchase.*

- ❖ About: Lender's Title Insurance is only required if a lender is financing the transaction. Although the insurance protects the Lender (and not the Borrower), the Borrower is required to pay for it. Rehabbers planning to flip properties often pay for a binder up-front, saving about 50% on the cost of title insurance on sale.
- ❖ **How to Estimate:** Typically based on purchase price of asset. Estimate for insurance: **0.40% \* Purchase Price**. Estimate for Binder: **\$600**

## INSPECTIONS & DUE DILIGENCE COSTS

*Can include: Cost of home, pest, hazard, mold, or other inspections.*

- ❖ About: Optional cost of due diligence. Often paid at time of service, outside of escrow.
- ❖ **How to Estimate:** Variable. Home inspection estimate: \$500; Pest inspection estimate: \$100

## OTHER PURCHASE COSTS & FEES

*Can include: County Recording Fees, Notary Fees, Messenger Fees, Loan Tie-In Fees, FedEx, Wire Fees, Etc.*

- ❖ **How to Estimate:** Estimate \$500-\$700

*Note: Estimates based on a "typical" SoCal house with price point of \$200,000-800,000*

# EXPENSES: DECONSTRUCTED

Materials, Labor, Permits, Engineering

## REHAB ESTIMATE

Expenses occurring post-purchase to renovate or improve the property.

### RULES OF THUMB:

*Applies to renovations within the existing footprint of the property.*

❖ **How to Estimate the Cost for Materials, Labor & Permits:**

**\$25/SF:** Complete cosmetic upgrade to include new kitchen and appliances, new bathroom(s), flooring, interior & exterior paint, light fixtures, millworks, and light landscape

**\$35/SF:** Complete cosmetic upgrade (above) + 2 or 3 upgrades/replacements of BIG 5

**\$45/SF:** Complete cosmetic upgrade (above) + 4 or 5 upgrades/replacements of BIG 5

**BIG 5:** Electrical system, Plumbing system, Windows, Roof, HVAC

❖ **Engineering & Addition Square Footage Estimates:** Variable

*Note: Estimates based on a “typical” SoCal house with price point of \$200,000-800,000*

# EXPENSES: DECONSTRUCTED

Cost to List & Sell through MLS

## SALES COMMISSIONS

Expense incurred by the seller at the time of sale.

## REALTOR COMMISSIONS

*Fees paid for services rendered by Realtors and/or flat-fee listing agencies.*

- ❖ About: Realtor commissions are always been an expense charged to seller. The fees are typically split between two Realtors: the Listing agent (for marketing the property, taking pictures, posting it on the MLS) and the Selling agent (for bringing a Buyer). As home prices in our market have soared, the Realtor model is overpriced for most rehabbers. Now, many opt to use the service of flat-fee listing agencies.
- ❖ **How to Estimate:**
  - Full Service Realtors: **4-5% of Sales Price** (ARV) [2.0-2.5% for each side]
  - Flat-Fee Listing/Full Service Selling Agent: **~\$500-\$3,000 to list; 2.0-2.5% to sell**
  - Sell Off-Market with no Realtor involvement: **\$0**

# EXPENSES: DECONSTRUCTED

Points, Interest, Loan Origination Fees

## COST OF FUNDS

Expense incurred by the buyer to obtain financing.

## HARD MONEY

*Asset-based lending offering ~75% of purchase price + up to 100% of rehab cost. Loans are interest only.*

❖ About: There are 4 fees/expenses occurred for using Hard Money:

1. Loan Processing Fee: Cost to apply for/process your loan, paid at time of purchase
2. Appraisal Fee: Cost of appraisal, paid prior to close
3. Loan Points: Transactional fee to originate the loan based on size of loan, paid at purchase
4. Loan Interest: Cost to borrow money based on length of loan, paid monthly

❖ **How to Estimate:**

1. Loan Processing Fee: **\$1,200**
2. Appraisal Fee: **\$300**
3. Loan Points: **1.5% of Loan Amount**
4. Loan Interest: **10% per annum**

Estimate LOAN AMOUNT: **75% of ARV + Cost of Rehab**

*Note: Estimates based on a "typical" SoCal house with price point of \$200,000-800,000*

# HARD MONEY EXAMPLE

## ❖ How to Estimate:

1. Loan Processing Fee: **\$1,200**
2. Appraisal Fee: **\$300**
3. Loan Points: **1.5% of Loan Amount** (CA Rates)
4. Loan Interest: **10% per annum** (CA Rates)

Estimate LOAN AMOUNT: **75% of ARV + Cost of Rehab**

## ❖ Private Money Comparison:

- |                         |              |
|-------------------------|--------------|
| 1. Loan Processing Fee: | <b>\$0</b>   |
| 2. Appraisal Fee:       | <b>\$0</b>   |
| 3. Loan Points:         | <b>\$0</b>   |
| 4. Loan Interest:       | <b>8-10%</b> |

ARV: **\$600,000**    Rehab Costs: **\$50,000**    Loan Amount: \_\_\_\_\_

Loan Processing Fee: \_\_\_\_\_ **\$1,200**

Appraisal Fee: \_\_\_\_\_ **\$300**

Loan Points: \_\_\_\_\_

Loan Interest: (6 mos hold time) \_\_\_\_\_

**TOTAL COST OF FUNDS**

# EXPENSES: DECONSTRUCTED

Tax, Insurance, Utilities & Security, HOA Fees

## HOLDING COSTS

Prorated expenses paid based on length of project/consumption.

## PROPERTY TAX

*Taxes paid semi-annually to county for local services. Prorations paid at purchase and sale, or as billed.*

- ❖ About: Tax assessments drive tax liability. Properties are reassessed periodically and when properties are bought or sold. A supplemental tax bill is issued when reassessment is triggered by purchase.
- ❖ **How to Estimate:** If property is assessed at current FMV, estimate using current tax bills. If property assessed at Prop 13 rates, estimate tax based on property's FMV assessment. Taxes history can be found on County Tax Assessor's website or title report. Estimate based on the number of months you intend to hold the property.

## UTILITIES & LAWCARE

*Paid by property owner as billed. Can include: electric, water, sewer, gas, alarms systems, lawncare*

- ❖ **How to Estimate:** ~\$200-\$300/month, seasonal dependent

# EXPENSES: DECONSTRUCTED

## HOMEOWNER'S INSURANCE

*Policy premium for hazard /liability insurance. Paid in advance on purchase, if financed.*

- ❖ **How to Estimate**: Cost of policy based on amount of coverage and options obtained.  
Estimate: **1.0-1.2% of Purchase Price.**

## HOA DUES

*Paid monthly or annually and can include special assessments.*

- ❖ **How to Estimate**: Check directly with the HOA.

# EXPENSES: DECONSTRUCTED

## SELLING COSTS

Title Transfer, Escrow Fee, Seller Concessions, Staging

Fees and expenses that are incurred by the seller at the time of sale.

### ESCROW FEES / ATTORNEY FEES

*Fee paid to the escrow agent for services of coordinating, facilitating, and disbursement of all paperwork and funds involved in settling a transaction. See notes under Purchase Costs.*

### OWNER'S TITLE INSURANCE

*Fee typically paid by Seller as a guarantee to Buyer of clean title, free of encumbrances. Paid at sale. If Binder acquired at time of purchase, typically no additional fee.*

❖ **How to Estimate:** ~\$1,500 without binder.

### RECORDING FEES

*Paid to County.*

❖ **How to Estimate:** \$500

# EXPENSES: DECONSTRUCTED

## TRANSFER TAX

*Paid to City and/or County at time of sale.*

❖ **How to Estimate:**

- LA County: \$1.10 per \$1,000 of Sales Price;
- City: Varies. Cost per \$1,000 Sales Price: \$4.50 Los Angeles/Culver City, \$3.00 Santa Monica, \$2.20 Redondo Beach/Pomona

## HOME WARRANTY

*Expense typically negotiated as a seller concession. Paid at closing by seller, as a gift to buyer.*

❖ **How to Estimate:** \$350-500

## STAGING COSTS

❖ **How to Estimate:** \$3,000-\$5,000 depending on length of hold and size of property

## MISC SALES COSTS

*Includes: Natural Hazard Report (\$100), Notary Fees, Payoff Fees, FedEx, etc.*

❖ **How to Estimate:** \$400

# PROFIT!

## REHABBER PROFIT

*Profit requirements are personal investor to investor. Profit \*should\* be commensurate with risk.*

### ❖ 2 Typical Ways to Estimate:

1. ROI Calculations (9-15%)

**ROI = Net Profit / Total Investment \* 100**

2. Risk-Based: \$1.00+ profit per \$1.00 rehab expense

## WHOLESALE PROFIT

*Generally added BELOW Rehabber M.A.O. Often a flat transaction fee.*

# GETTING TO M.A.O.

ARV  
(Purchase Costs)  
(Rehab Estimate)  
(Sales Commissions)  
(Cost of Funds)  
(Holding & Closing Costs)  
(Profit)

---

**Max Allowable Offer**

---

(Wholesaler Profit)

**Wholesaler MAO**



*Mentors can CHECK and CORRECT your  
MAO calculations*

# QUESTIONS

CACULATE YOUR OFFER



# NEGOTIATE & CONVERT

- How to Present Your Offer
- Where to Begin Negotiation
- Know your Levers



# CRAFTING YOUR OFFER(S)

## MEANINGFUL OFFERS SOLVE A SELLER'S PROBLEM

- Knowing REAL motivation allows you to craft better offers
- If motivation is unidentified, chances are slim
- Understand the constraints of the Seller (mortgage balance, etc)
- Understand the other pressures the Seller feels, diffuse early & often

## PAIN OF DISTRESS OUTWEIGHS PRICE OF YOUR OFFER

- Time Crisis, Family Crisis, Other Financial Crisis are more painful than your low offer
- Sellers strictly motivated by “getting the highest price” will rarely sell to investors

## 2 OR 3 OFFERS IS IDEAL

- People like choice
- Choices should steer a seller in the direction that relieves their problem

## IT'S NOT JUST ABOUT THE BOTTOM LINE

- There are multiple variables in every offer, not just Purchase Price
- Other Levers: EMD, Flexibility of Closing Date, Payment Terms, Disposal of Stuff, Rent-back Timeline, Moving Assistance, Contingencies

# PRESENTING YOUR OFFERS

## BE READY TO JUSTIFY YOUR OFFERS & EXPLAIN HOW THEY SOLVE THE PROBLEM

- Reiterate the Seller problems and constraints
- Use data to support your offers (recent solds, cost of repairs)
- Get buy-in from the Seller on points of no-contest

## PRESENT IN ORDER OF DESIREABILITY

- Start with the least attractive offer; likely you will get more intel after it

## DEMONSTRATE WITH A SELLER NET SHEET

- Seller Direct vs. List? Show how your offer compares in time, hassle, and money
- Stress the hassle-free, no-more-out-of-pocket nature

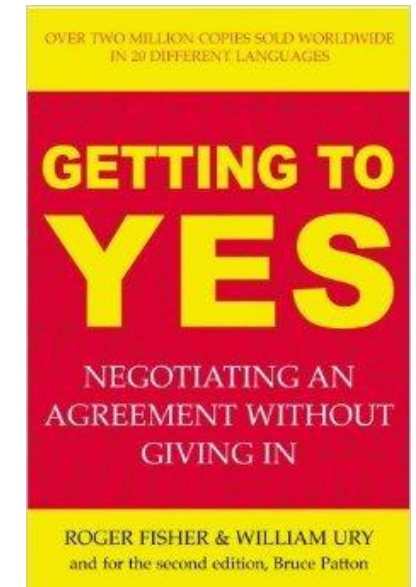
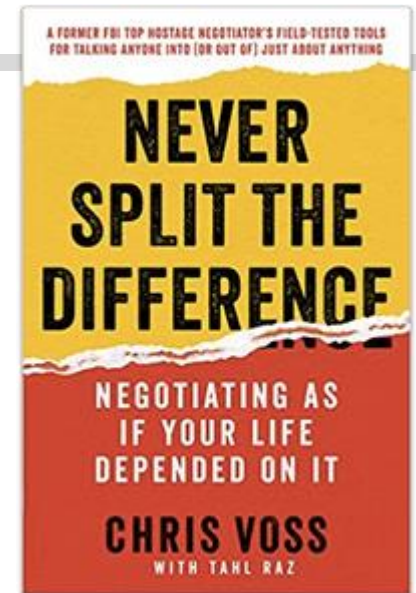
## ALWAYS BE SELLING

- Remind the Seller why they should trust you and work with you

**PRESENT IN PERSON, VERBALLY, & INFORMALLY**

# NEGOTIATION 101

- TAKE YOUR TIME
- USE MIRRORS (repeat the last key words in question form)
- USE LABELS (It seems like...)
- “NO” STARTS THE NEGOTIATION
- “*THAT’S RIGHT*” IS BETTER THAN “*YOU’RE RIGHT*”
- IT’S ALWAYS ABOUT THEM
- SILENCE IS GOLDEN
- NEVER START AT OR NEAR YOUR END POINT
- DON’T SET OUT TO “MEET IN THE MIDDLE”
- LISTEN MORE THAN YOU SPEAK
- AWKWARD SILENCE IS YOUR FRIEND
- BE WILLING TO WALK AWAY
- DON’T WAVER FROM YOUR NUMBERS



# POST-OFFER

- WHEN YOU GET A “YES”, POUNCE WITH THE CONTRACT
- WHEN YOU GET “I’LL THINK ABOUT IT”,.....KEEP GOING
- WHEN YOU GET A “NO”, .... KEEP GOING
- DO NOT LEAVE A WRITTEN, UNSIGNED OFFER
- TIME & SILENCE ARE THE ENEMIES
- FOLLOW UP, FOLLOW UP, FOLLOW UP
- THE DEAL IS NOT DEAD UNTIL IT IS SOLD TO SOMEONE ELSE



*Mentors can negotiate on your behalf!*

# QUESTIONS

NEGOTIATE & CONVERT



# GO UNDER CONTRACT

- How to Complete the Contract
- Be Prepared
- Earnest Deposit, Contingencies, Disclosures, and Other Terms



# COMPONENTS OF THE OFFER

## Success Tip:

Email, scans, & docusign are widely used and acceptable

- Price (never submit the MAO as your 1<sup>st</sup> offer)
- Closing Date
- Inspection Timeframe Contingency
- Earnest Money Deposit (EMD)
- Clear Marketable Title
  
- Buyer should be “and/or assigns” if wholesaling
- *Documentation:* Copy of Earnest Money Check
- *Documentation:* Proof of Funds

# HOW TO COMPLETE THE CONTRACT & PROTECT IT

---

- PURCHASE & SALE AGREEMENT WALKTHROUGH
- AFFIDAVIT & MEMORANDUM OF PURCHASE

# OFFER FOLLOW-UP & NEGOTIATION

- Follow up in the key to offers made on MLS
- Follow up with distressed sellers because their situations seldom get better
- Most offers get accepted on the 2<sup>nd</sup> or 3<sup>rd</sup> attempt
- Respond quickly to counter-offers
- Determine your “negotiation levers”
- Leverage a VA or intern to help you make offers

***Expect to hear “NO” a lot. Just make more offers.***

***If you hear YES too quickly, you are probably overpaying.***

# COME PREPARED

---

- KNOW OWNER NAME(S) ON TITLE
- KNOW PROPERTY APN
- PRE-FILL SOME OF CONTRACT
- BRING 2-3 COPIES
- BE READY TO EXPLAIN ANY SECTION OF THE CONTRACT

# CONTRACT ELEMENTS

## EARNEST MONEY DEPOSIT (EMD)

- Consideration is required
- As little as possible, no less than \$500
- Can signal strength as buyer
- Deposited to escrow only

## CONTINGENCIES

- Contingencies are your escape hatches
- Inspection, financing, appraisal contingencies
- As long as possible when buying

## DISCLOSURES & OTHER TERMS

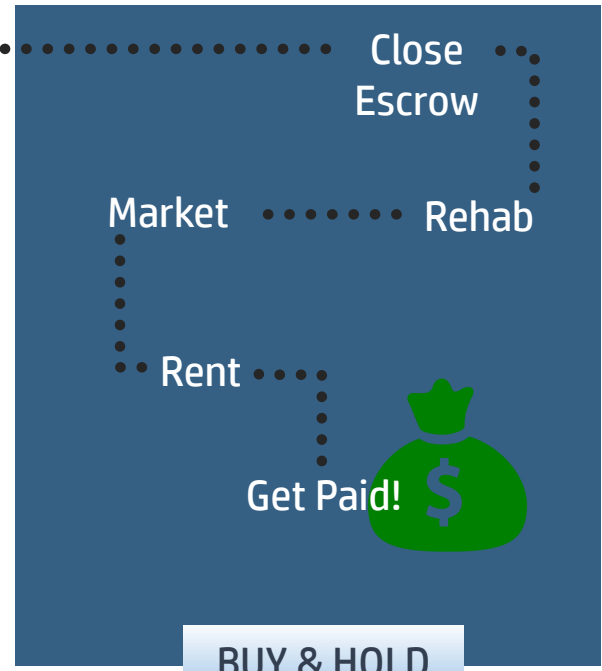
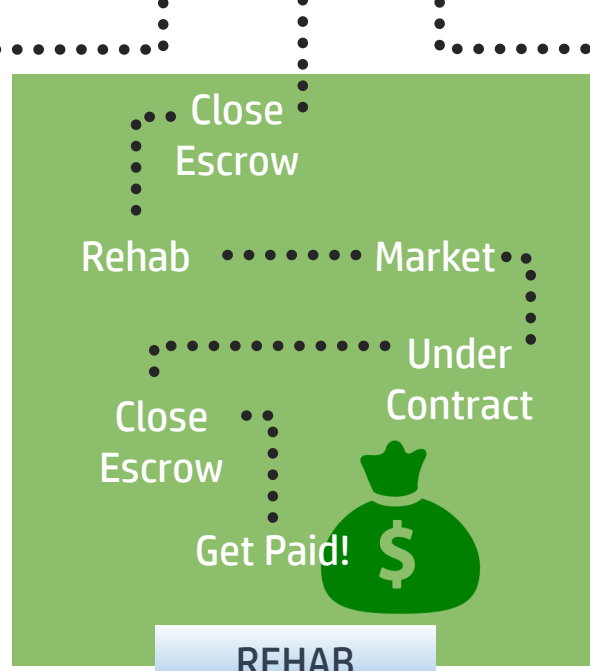
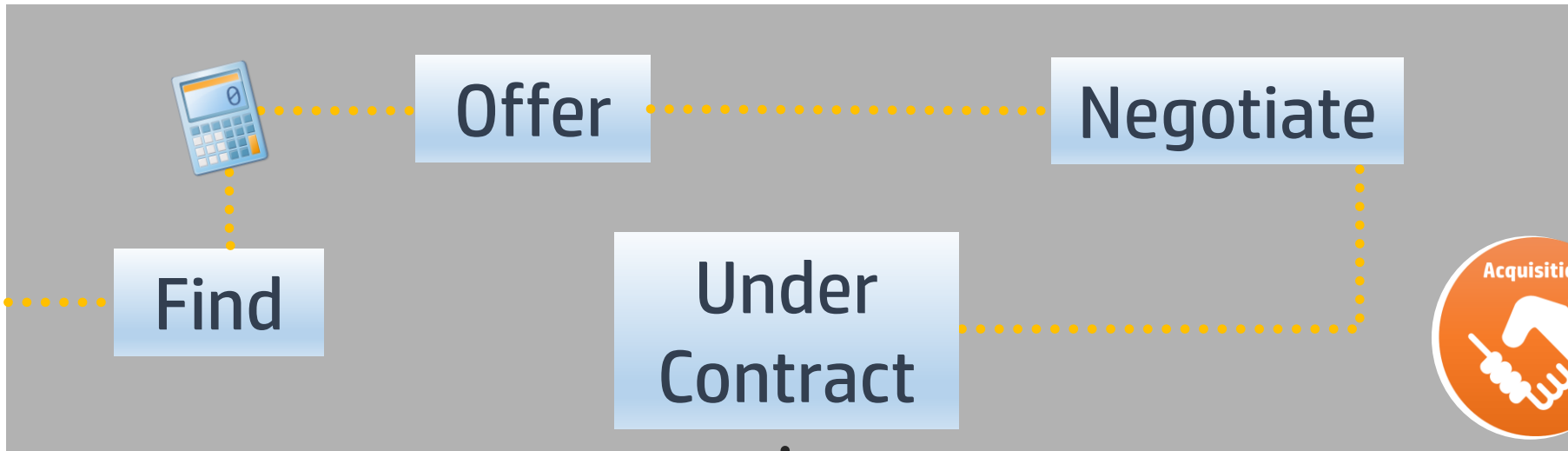
- Disclosure required for licensed Realtors (either party)
- Use “Other Terms & Conditions” for seller hot buttons and requests

# QUESTIONS

GO UNDER CONTRACT



# EXIT STRATEGIES



# GET PAID TO WHOLESALE

- The Wholesale Process
- Finding Cash Buyers
- The Assignment Contract & Variations



# THE REAL ESTATE WHOLESALER PROCESS

- More Escrow Fees
- Liability
- Funding Expense

**A to B, B to C  
ESCROW:  
"Double" Close**

**ASSIGNOR**



Optional: Record Affidavit of PSA

Purchase & Sale Agreement



Assignment Agreement



**ASSIGNEE**



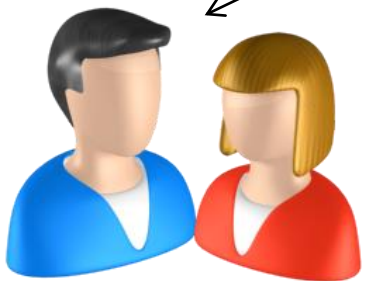
**Wholesaler  
"B"**



**Cash Buyer / Rehabber  
"C"**

*Market for Properties*

*Find/ Qualify Cash Buyers*



**Seller  
"A"**

**A to C ESCROW:  
"Back-to-Back" Close  
"Simultaneous" Close**

+ Use Assignee's Money to Fund

# FINDING “CASH” BUYERS

## FINDING END BUYERS

- Network with Other Investors (REIA, Meetups, Etc)
- Social Media / Craig’s List / etc. with “reel in property”
- Market to “Cash Buyers” List
- Use Bandit Signs (“Handyman Special”, “Cash Buyers Only”)
- Co-Wholesale
- Online Forums
- Drive for Dollars to look for Rehab projects

## QUALIFYING BUYERS (Do they ~~want to~~ have the ability to perform?)

- Qualify source of funds
- Qualify experience
- Identify buying criteria
- See: *Investor-Buyer Prequalification Worksheet* in Supplemental Docs

# MARKETING YOUR WHOLESALE DEAL

## WAYS TO MARKET

- Direct Seller Phone Call
- Text Blast
- Email Blast
- Flyers at REIA meetings
- Dropbox or Google Drive for pictures

## WHAT TO INCLUDE

- Your contact info
- Address
- Picture
- Property Basics: Bed/Ba, Sq Ft, Lot Size
- Pickup \$ / Rehab \$ / ARV
- Do not show comps
- Compelling Features

# MARKETING SAMPLES

## EMAIL BLAST

- ❖ Constant Contact, Awebber, iContact

Investor to Purchase or JV Partner Wanted



**NEW Newhall Rehab & Flip**

Delivered Vacant

Call for Appointment

Do not Contact Listing Agent

[25022 Newhall Ave, Newhall 91321](#)

5 bedroom / 2 bath

1,528 sq ft

+ BONUS Sq Footage

Lot size 8,553 sq ft

Pick up: \$450k

Rehab: \$30k

ARV: \$550k

Bonus Sq Footage Add On

Detached 2 Car Garage

Large Lot & Nice Size Yard



Call or Email [redacted]

866-[redacted]

[redacted]@gmail.com

*\* Interested parties must do their own due diligence independently and verify information about the property, permits and square footage of lot and structure. Estimates provided for rehab and ARV are the opinion of the seller and provided for convenience. RMAI assumes no liability in risk of loss to interested parties.*


# MARKETING SAMPLES

## SMS TEXT BLAST

- ❖ Callfire.com,  
Mozeo.com

797-979

CARSON FLIP



PRICE CORRECTION  
OCCUPIED/  
DELIVERED  
VACANT  
Call for  
Appointment / Do  
not contact agent  
153 [REDACTED]  
Drive, Carson Ca  
90746  
BED/BATH: TAX:  
3/2 MLS: 4/2  
SQFT: 1,612  
LOT: 4,953  
PICK UP: \$505K  
REHAB: \$50K  
ARV: \$645K-  
\$655K  
(Depending on  
Finishings)  
Call/Text [REDACTED]  
for info -  
310-[REDACTED]  
[REDACTED] Properties

Text Me...

## FLYER

\*\*\*Awesome West Adams (90016) Property for Flip or Buy & Hold\*\*\*

4510 W 28th Street,  
Los Angeles, CA  
90016



**\$581,808 O.B.O.**

This beautiful Spanish-Style home features 3 bedrooms & 1 bath and is situated in a great neighborhood close to schools and freeways. Built in 1927 it is 1,241 sq ft on a lot size of 4,049 sq ft. (per assessor,) and is Zoned LARD 1.5. Long driveway with a detached garage in back, a security gate and a nice sized backyard.

Comparables:

2907 Potomac Ave	90016 Sold 11/21/18	\$1,000,000
2934 Potomac Ave	90016 Sold 5/10/18	\$965,000
2924 S Norton Ave	90016 Sold 6/26/18	\$1,021,000
2846 S Norton Ave	90016 Sold 3/20/15	\$790,000
3006 S Victoria	90016 Sold 1/12/18	\$782,000
3445 Buckingham	90016 Sold 9/29/18	\$899,000

Estimated Repairs: Please do your own due diligence

Call [REDACTED] or email [REDACTED]@hotmail.com for more info/pics

# THE ASSIGNMENT CONTRACT

## CONTRACT WALKTHROUGH

See Sample in Supplemental Docs

## IS THIS LEGAL?

- We are selling the CONTRACT, not the REAL ESTATE.
- Licensing is not required.

## WHEN TO GET PAID

- At Closing (paid at Closing when the Seller performs)
- Before Closing (paid for matchmaking)

## PRICING YOUR ASSIGNMENT FEE

- Consider the VALUE and SERVICE you provide
- Don't get greedy: Leave "meat on the bone" for the rehabber. Understand M.A.O.
- The better deal you negotiate, more you can collect

# OPTIONS TO CLOSE & PROFIT CONFIDENTIALITY

## DOUBLE CLOSE

- A to B, B to C
- 2 Separate Closes, maybe a day apart
- Wholesaler required to fund the deal AND pay closing costs
  - *Will seller know I am making money on the wholesale? **Not unless you tell them.***
  - *Will cash buyer see my profit? **No, it is confidential.***
- Downside: Transactional costs can be high (2pts+)
- Reasons to do it:
  - ✓ DEAL CONTROL.
  - ✓ Profit confidentiality between wholesaler and buyer
  - ✓ Seller unaware that profit is made “flipping” the contract

## SIMULTANEOUS/BACK-TO-BACK CLOSE

- A to C, single close, occurs simultaneously
- Wholesaler is not a party to the transaction, paid as a “vendor”
- Cash buyer funds deal
  - *Will seller know I am making money on the wholesale? **No. But they will know another entity is Buyer.***
  - *Will cash buyer see my profit? **Yes.***
- Downside: Only paid on performance. Less control. Cash buyer sees profit.
- Reasons to do it:
  - ✓ Wholesaler assumes no risk because they never take title
  - ✓ No out-of-pocket expense for wholesaler
  - ✓ Cheaper transaction for all parties (single closing costs, no transactional financing)

# QUESTIONS

GET PAID TO WHOLESAL

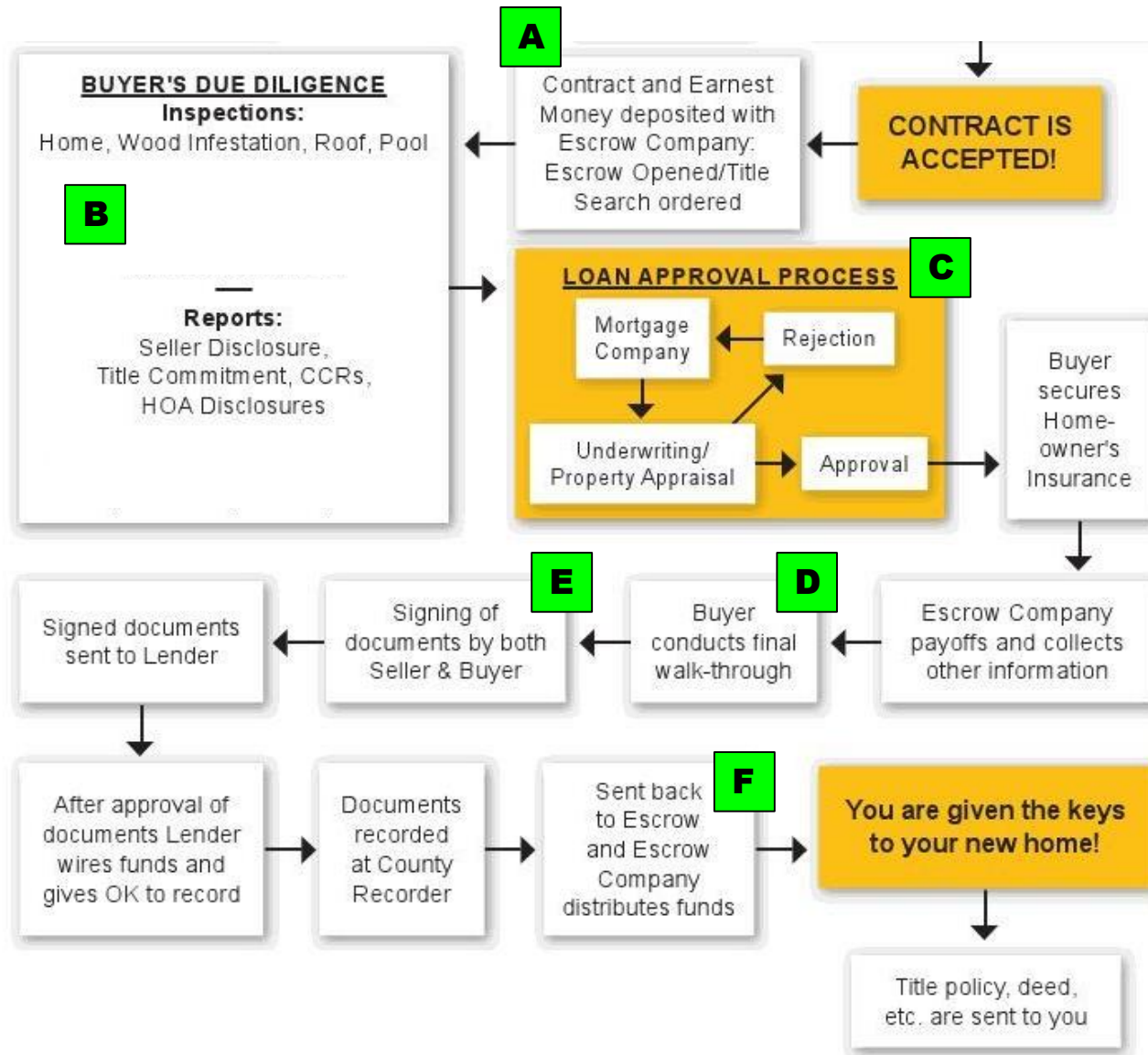


# THE PURCHASE ESCROW PROCESS

- The Escrow Process
- Finance your Deal
- Wholesalers: Your Role in the Close



# THE ESCROW PROCESS



## A OPEN ESCROW

**Wholesaler emails Escrow Agent:** "Please open escrow on <address>. The buyer is <name and contact info>. The seller is <name and contact info>. The wholesaler is <name and contact>. Attached is a copy of the ratified Offer to Purchase contract and a copy of the Assignment Contract."

**Escrow Responds:** Escrow number is sent. Wire instructions sent to Cash Buyer. Escrow also sends "Buyer Docs" and "Seller Docs" for completion.

## B DUE DILIGENCE

**Cash Buyer orders Due Diligence. Wholesaler arranges access.**

## C LOAN APPLICATION

**Wholesaler to verify progress.**

## D FINAL WALK-THROUGH

**Cash buyer to walk through. Don't skip this step!**

## E DOC SIGNING

**Wholesaler facilitates:** Assist with arranging signing with the Seller. Drive them if needed! Coordinate with Cash Buyer to confirm signing.

## F WHOLESALER PAYDAY

# WHOLESALE: YOUR ROLE IN THE CLOSE

## PAID FOR BUYER PERFORMANCE

## STAY INVOLVED AS SELLER LIASON

- Communicate with Seller regularly – they are in the dark
- Explain the process and timelines – this is foreign
- Facilitate escrow requests (drive to seller, help with paperwork)
- Facilitate cash buyer requests (access for inspections, appraisal, walkthrough)
- Practice defensive damage control



*Involvement is CRITICAL to a successful and HAPPY close.*

# FINANCE YOUR DEAL

## HARD MONEY

- Funds from an asset-based lender, approval primarily based on asset and deal numbers
- Many 1<sup>st</sup> Trust Deed options available, programs vary *greatly*
- Terms depend on experience
- Loan Amount: Up to 80% acquisition price + 100% cost of rehab
- Cost (changes with market): ~1.5pts, 10%, \$1200 processing fee, \$300 appraisal
- See: *Questions to Ask your Hard Money Lender* in the Supplemental Docs

On an **average** SoCal deal (\$500K), if a borrower wants to borrow 100% of the deal, the **gap is ~\$125K.**

## GAP FUNDS

- Funds from “other” lenders or private individuals
- 2<sup>nd</sup> or 3<sup>rd</sup> position
- Terms based on sophistication of lender and your negotiation skills
- Loan Amount: Any
- Best Sources: Friends and Family, Other Investors
- Collateral: Trust Deed & Promissory Note

# BUILD A PRIVATE BANK

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- Close the funding gap with OPM
- Who do you know that wants more than 1% return on their money?
- Who do you know that has retirement funds unused?
- Pay private lenders between 6-8% and they will be happy!
- WIIFT? **Great Return & Fully Collateralized**

# Funding Tips

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- Network with as many lenders as possible
- Get to know brokers (REI Loan Center)
- Keep personal accounting and taxes up to date
- Be on the lookout for private lenders in your personal circles
- Let everyone know you are looking for money to fund your deals

# QUESTIONS

THE PURCHASE PROCESS



# GET PAID TO REHAB

- The Risk of Rehabbing
- The Rehab Process
- The Case for Mentors



# HIGH RISK, HIGH REWARD...SOMETIMES

## RISK OF A REHABBER

- ARV Risk (you estimated wrong)
- Market Timing Risk
- Contractor Risks (Injury, Contract, Failure-to-Perform, Theft, Competency)
- Project Time Delay Risk (Inspections, Permits, Material Delays)
- Project Cost Risk (Gotchas)
- Vandalism/Theft/Hazard Risk
- Cashflow Risk
- Appraisal Risk (might get a bad/unqualified appraiser)

## REHABBERS GET PAID LAST

## MITIGATE THE RISK

- Know your numbers
- Take time to write a DETAILED scope of work
- Pay attention to Days on Market, Inventory, Sales Comps, and Market Trends
- Stay away from specialty (luxury, unique) properties
- Use iron-clad contractor agreements, payment schedules, etc
- Always purchase in an entity name and carry LIABILITY INSURANCE!
- Be/Hire a hawk-eye project manager who can “Hire slow and Fire fast”
- Always pad your rehab budget for gotchas
- Use your neighbors as security
- Anticipate cashflow needs

# THE PROCESS

- Design Property
- Select Finishes
- Write a Detailed Scope of Work
- Get Contractor Bids
- Hire Contractor
- Ruthlessly Project Manage
- Clean Property
- Stage Property
- Take Pictures for Listing
- List Property
- Negotiate a Contract
- Address Inspection Requests
- Sell Property
- Pay Everyone Else
- Track records and bookkeep
- **Get Paid!**
- Give Half to Uncle Sam



*Most 1<sup>st</sup>-time rehabbers greatly underestimate the work involved and skills required to be profitable flipper.*

# USE A MENTOR

**THE COST OF NOT HAVING ONE IS STAGGERING! (\$30-\$50K)**

**THE BENEFITS ARE ENDLESS** (teach a man to fish)

- Get help with hard money application
- Help to raise gap funding
- Intro to suppliers
- Assistance writing a scope of work
- Assistance screening and hiring contractors
- Assistance with bid review and negotiation
- Assistance with contractor agreements and critical docs
- Project design help
- Help with contractor management and replacement
- Budget optimization assistance
- Help managing cashflow
- Listing and staging advice



*Don't go it alone. You will lose A LOT of money (or leave a ton on the table) ...and still not have gained the knowledge.*

# 1<sup>st</sup>-TIME REHABBER CASE STUDIES

## WITHOUT A MENTOR:

### Westside: \$150K Loss

Property Selection Issues, Contract Issues, Contingencies Issues, Overdesign Issues, Timing Issues, Contractor Issues

### Inland Empire: \$10K Overbudget, \$45K Left on Table

Timing Issues, Contractor Issues, Negotiation Inexperience, Pricing Issues

### Hawthorne: \$10K Loss on Purchase, \$14K Overbudget, \$18K Left on Table

Negotiation Inexperience, Material Purchase and Contractor Issues, Listing Inexperience

## WITH A MENTOR:

### Torrance: +\$25K upside

Despite contractor issues, saved on materials and listing. Aggressively priced.

### Valley: +\$48K upside

Savings from vendor contacts, materials savings, aggressive pricing due to improved design, listing savings, strong negotiations with buyer

# QUESTIONS

GET PAID TO REHAB



# THE SALES PROCESS

- Get Ready for Market
- Listing your Property
- The Sales Process
- Accepting an Offer



# GET READY TO MARKET

## STAGING

- Staging brings higher value and a quicker sale
- *Stage with photography in mind*
- *Helps buyer have vision for your property*
- *Detracts from flaws*
- *Cost estimate is \$3000-5000, but depends on size of home and length of listing*

## PHOTOGRAPHY

- Professional photography is critical to sales
- Drones and lighting effects add drama to pics
- The more, the better
- Low and high angles work better than straight on
- Take pictures at different times of day
- Build slide shows, etc. for marketing purposes

## PROPERTY DISCLOSURES

- Complete required property disclosures in advance to save time

# LISTING YOUR PROPERTY

## WHY LIST ON MLS?

- MLS is the #1 Way to Sell Fastest, for Highest Amount
- MLS provides Maximum Exposure
- D.I.Y. to Save BIG Money
- Negotiate Directly with Buyer for more Flexibility
- Hear Feedback Directly
- Have More Involvement in Process vs. Relying on a 3rd Party
- Added Bonus: GREAT Way to Learn the Business

## THE SELLING PROCESS

- Stage Property
- List Property
  - Photograph
  - Complete Listing (Property Details)
  - Complete Disclosures
  - Write Marketing Copy
  - Determine Price
  - Post to MLS, Redfin, Realtor.com, etc
- Facilitate Showings
- Manage Price Changes
- Receive Offers & Negotiate Offers
- Coordinate Inspections/Inspection Requests
- Assist Escrow – Contingency Removal
- Coordinate with Appraiser
- Manage Delays
- Sign Closing Paperwork

# SELF-LISTING CONSIDERATIONS

- Each Model is Different
- Price: Flat Fee to Percentage
- Price: Based on Service-Level Options
- Hard Costs typically Not Included
- Payment: Typically Not Up Front - Most at Closing

## IS SELF-LISTING RIGHT FOR ME?

- Determine your comfort level across all areas of the sales process
- Determine your availability to take calls/interact with Realtors
- Purchase reduced-fee service options in line with experience level
- Compare pricing and service options
- Cheapest Option: HIRE A MENTOR COMBINED w/LOWEST COST OPTION



# ACCEPTING AN OFFER

## QUALIFY THE BUYER

- Consider all aspects of the buyer and their offer before accepting
- Are they financially able to perform?
- How much cash are they putting down? What % LTV loan are they applying for?
- Are they pre-qualified or pre-approved?
- Are they purchasing contingent on the sale of another property or do they have the means to get a bridge loan?
- How soon is the closing date? (sooner, the better)

## QUALIFY THE OFFER

- If interest is high, call for highest-and-best before reviewing offers
- How strong is their Earnest Money Deposit?
- How serious is their purchase price?
- How many contingencies are requested and are the timelines reasonable?
- Review any additional Terms and Conditions
- How soon can they close?
- What intel do you have from the Selling realtor?

# QUESTIONS

THE SALES PROCESS



# Your Real Estate Investing Power Team

- Identify the members of your power team
- Recommend where to find them



# POWER TEAM MEMBERS



## Realtors

- Bring you Deals/Referrals
- Submit Offers
- List Properties

- Blanket email
- Networking
- Open House
- Investor Listings
- Online



## Title Agent

- Title & Property Research
- Title Insurance Services

- Other Investors
- REIA
- Investor-friendly Realtors

# POWER TEAM MEMBERS



## Escrow Agent

- Coordinates exchange of paperwork and funds to close transactions

- REIA
- Other Investors
- Other Escrow Agents
- Title Companies
- Realtors



## Lenders

- Find you money

- REI Loan Center
- Networking Events
- Other Investors
- REIA

# POWER TEAM MEMBERS



## Appraiser

- Values properties, typically for resale
- REIA
- Other Investors
- Lenders
- Realtors



## Home Inspector

- Identify obvious and hidden structural & mechanical issues
- REIA
- Other Investors
- Realtors
- Online

What they do

Ways to find them

# POWER TEAM MEMBERS



## Investors

- Your **BEST** team members: bring deals, refer, lend, partner, advise, buy
- REIA
- Educational Workshops
- Mastermind Programs
- In the field (auctions)
- Home Depot

## Attorneys

- Establish your Entity
- Provide leads
- Provide contract support
- REIA
- Business Networking Groups
- Other Attorneys
- Other Investors
- Realtors

What they do

Ways to find them

# POWER TEAM MEMBERS



## Accountant

- Reduce your tax liability
- Keep you compliant
- Handle bookkeeping

- REIA
- Other Investors
- Attorneys
- Financial Planners



## Insurance Agent

- Provide property protection
- Provide business liability

- REIA
- Other Investors
- Realtors
- Lenders

What they do

Ways to find them

# POWER TEAM MEMBERS



## Notary

- Notarizes docs



## Contractors

- Rehab your properties
- Bring deals
- Partner with investors

### Contractors & Contract Services

- General Contractor
- Electrical
- Plumbing
- Landscaper
- Framer
- Plaster
- Roofing
- Drywall
- Tile Installation
- Carpet Installer
- HVAC
- Masonry
- Concrete
- Staging
- Architect
- Structural Engineer
- Junk Removal
- Handyman

### What they do

### Ways to find them

- Realtors
- Banks
- Attorneys
- Online

- REIA / Tradeshows
- Other Investors
- Realtors
- Home Depot Pro Desk
- HomeAdvisor.com



## POWER TEAM MEMBERS



# Virtual Assistants

- Marketing
  - Take & Make Calls
  - Social Media
  - Online Marketing
  - Write Offers
- 
- REIA
  - Other Investors
  - Online

## VA Services

- Upwork.com
- MyOutDesk.com
- PatLive.com
- VirtualAssistantAssistant.com
- Fiverr.com
- VirtualHelper247.com
- 247VirtualAssistants.com
- FancyHands.com
- RealSupportInc.com

What they do

Ways to find them

# QUESTIONS

YOUR POWER TEAM



# CREATIVE INVESTING TOPICS

## CREATIVE PURCHASE STRATEGIES

- Seller Finance (Seller Carryback)
- Options
- Exchange
- Subject-to
- Cross Collateralize

## CREATIVE SALE STRATEGIES

- Owner Finance (Write the Note)
- Lease Option
- Land Contract
- Exchange



*The more tools you have in your toolbox, the easier it is to help sellers AND profit.*

# NEXT STEPS

---

- DO TIER 1 BUSINESS START-UP ACTIVITIES
- GET A MENTOR
- BUILD YOUR MARKETING FUNNELS
- DETERMINE MARKETING LIST REQUIREMENTS
- CREATE MARKETING COLLATERAL
- BEGIN MARKETING!

# CONTACT INFORMATION

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