

**30 DAYS**

to

**REAL ESTATE**

**CASH**

**THE GO FAST WITH NO FEAR BLUEPRINT**

**DEAN GRAZIOSI**

*30 Days to Real Estate Cash*

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# Introduction

Hi, I'm Dean Graziosi, and I'm more excited about this book than any other book I have ever written in the past. That really says a lot, because for over 20 years I've made millions of dollars in real estate. In that time, I have learned many valuable lessons, some more costly than others. I've shared this valuable knowledge by teaching students all around the world how to do the same exact thing. Literally tens of thousands of my successful students are out there using what I teach in my books, my live training events, and my Real Estate Success Academy. It's a joy to me knowing so many of them are reaching their goals by securing their futures and becoming wealthy with real estate. I am stoked to know that I can play a small role in providing the information and motivation to others to change their lives. If they can do it, then why not you?

One of the keys to this blueprint for success is that you have to have an open mind, be willing to learn, and then take the time to apply what you learn by taking action! I've written New York Times best seller books about real estate investing, and you'll find several of my books on the Internet or at your local bookstore. So why would I be particularly excited about this book? While every book I've written has tons of information about how to make money investing in real estate, each has had a slightly different focus. A few of the books had a broad approach, while others were more focused on one aspect of real estate investing, such as making money in your local market.

This is the first book I've written that's totally focused on how to make your first profit in real estate and how to do it fast! You'll have the exact blueprint to do a fast cash deal that will make money in just 30 days! That's right. I'm going to show you how

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to do your first deal to put serious cash in your pocket in only 30 days or less from right now if you stick with me.

It gets better. This 30 day time frame is possible for you no matter your current situation or how much money you have in the bank right now. It does not matter how much debt you have or even if you don't have a job right now. And I'm still promising you can do it, even if you have no credit or even bad credit!

This is the first book I've written for EVERY single reader no matter what their current financial, job, debt or credit situation, and with this FAST CASH promise. I know I have already stressed this, but I'm gonna say it again. I don't care about your past; I only care about your future. Even if you can't get a loan for a cheap used car, I am going to show you how to do your first real estate deal and put thousands of dollars in your pocket, and you'll be able to do it inside of 30 days.

If you happen to have money and credit, that's awesome! You are still going to want to learn every strategy I have in this book, and my bet is that after reading it you won't want to use a dime of your own money or credit for your first deal. What's great is that once you know what you are about to learn it opens up many, many paths to profit from today's down real estate market. Oh, did I mention that you don't need a dime to use what you read in these chapters to do your first deal and make some fast cash?

After you do one deal, use that money to pay off debt, catch up on bills, have a little fun, or invest it right back into another deal to bring in even more money. It's all up to you. That's the power of real estate investing. You're not looking to your boss for a raise or some overtime, because you're the boss. You control your future and your own destiny! You can now pay yourself what you are worth. It is such an awesome feeling, and your confidence will grow with each and every deal you do.

### ***Not Easy, but Simple!***

Is making money with real estate easy? No. If it was easy, everyone would be doing it. But is it simple if you have the right blueprint to follow? Absolutely, positively, YES! It can be simple for people like you who are willing buy a book, read it, and follow a proven path that can produce profits month after month.

When I was in 12<sup>th</sup> grade, towards the end of the year, we had a senior ditch day and everyone was meeting on a mountaintop in the Minewaska Mountains just west of New Paltz, NY. We could see where everyone was going when you looked up toward the top of the mountain. So three friends and I parked the car. We were the first ones there and we just took off into the woods heading towards our destination. Man was it a tough climb. We went through tough places that scratched us up pretty well and other areas where it was straight up. Well, we made it after about an hour and a half. To our surprise, when we arrived everyone else was already there. We're there gasping and our friends asked us, "What took so long?" When we shared how hard it was, one friend simply looked at me and asked, "You didn't see the path?"

Was it easy to get to the top of the mountain? No. But was it simple for my friends because they had a path to follow? Yes! That's my point. This book is the simple path and plan, your own BLUEPRINT to follow step-by-step to have success in today's down real estate market.

### ***You're the Real Estate Matchmaker***

No doubt you've seen the frequent TV commercials for Internet dating sites. These matchmakers let men and women place their profiles on the site with photos, interests, hobbies, and more. For an eventual fee, they help you connect with people in hopes of finding your perfect match. These sites brag about their results such as the number of dates, engagements, and marriages that have resulted from meetings there.

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What you're going to discover in this book is all about playing the real estate matchmaker. However, you are going to be matching motivated sellers with buyers. In this blueprint, I will provide you with hands-on techniques that will get you well on your way. I'm not going to show you how to set up a website, and you don't even need one for what I'm going to teach you here. What you will learn is exactly how to locate and match up buyers and properties, how to be involved as much or as little as you want in the matchmaking process, and how to collect your fee when it's a positive connection. (And it's a lot bigger fee than one of those sites gets for playing Cupid!)

### **READ – LEARN – APPLY**

All you have to do is to read what's in this book, follow and apply my easy instructions, and take your profits to the bank. Here are the pieces of my promise one more time:

- You won't need money, but if you have it that's good, too.
- You don't need good credit.
- Being jobless isn't a problem.
- You can be loaded down with debt.
- ***You're going to be able to start your first deal with real money in less than 30 days.***
- Lastly, if you have money and credit, there has never been a better time for you to profit and take advantage of today's down market instead of it taking advantage of you.

You will learn a lot about me throughout these pages. Unfortunately, I only know one thing about you. You are reading this book for a reason and purpose. I'm going to do all I can to help you achieve it!



Life is busy and hard, in many cases, with day-to-day challenges. We all have our own struggles, and finding time is almost impossible most days. But let me assure you, it's worth finding the time to read and implement what I am about to teach you. Stay motivated and focus on a bigger future for you and your family. It's your turn and it all starts with simply turning the page to Chapter 1. Take one page at a time and go at your own speed. Absorb the information from each page and keep reading to be ready to apply the knowledge you have gained and be ready for action! So let's get started!

Throughout this book you will be required to take action. When you see the following icons, you should take action and complete the action step or steps suggested. If your success is truly as important to you as I believe, nothing will stop you!



Action Required to **review computer links**



Action Required to **review video clips**



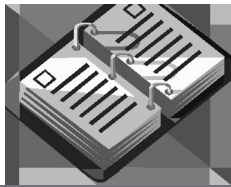
Action Required to **review and practice scripts**



Action Required to **complete homework tasks**



Let's get started. I created a quick welcome video with a few extra tips that you can go watch right now at: **[www.deangraziosi.com/30daywelcome](http://www.deangraziosi.com/30daywelcome)**



**DAY 1 — DAY 5: PHASE 1**

**(BLUE PRINT PAGE #1)**

# Why You? Why Real Estate? Why Now?

## **Everyone has their reasons. What's yours?**

I know there is probably a specific reason why you want to make money with real estate. I can guess, but I can't be sure EXACTLY why you're reading this book or what your goals are for your life. I can't sit on your shoulder and experience your daily life and financial frustrations. You are there, living your life every day, doing the best you can but still possibly struggling with debt, hospital bills, or bad credit, paying the bills or at least trying to. Everyone has challenges, and often you wish for a change, a better way, or an answer to a way out.



## **Why You?**

So maybe you have a really straightforward "why you." It could be as simple as climbing out from under a pile of bills and getting out of debt, buying your own home or a new car, or seriously wanting to improve your financial future as you approach retirement.

Maybe you are like 74% of Americans and you simply hate your job or it doesn't pay you enough to live the lifestyle you desire.

Many of us work very hard in our current jobs, but we are never paid what we are truly worth. Isn't it about time you started getting paid what you are worth?

There could be deeper reasons. It's too easy to just say, "I want to be rich." You probably do want that, but making the most of what you'll learn in this book requires really knowing WHY you're doing this.

So, whether that requires you to sit down with a cup of coffee or tea, take a drive, meditate, or whatever, just do what you need to do in order to reach deep down inside and find the core reasons you want to succeed financially with real estate. Be honest with yourself and find your reason, your true "why." When I did this, I found that things from my childhood and our financial struggles were the big reason why I push so hard for success.

Today I have a family and, as I write this, two young children. I found that reflecting on my reasons brought out clearly that I wanted financial control of my life in order to make a better future for my family than I had experienced early on. I realized there are things we all have gone through in life that we do not want our children or grandchildren to have to go through.

Dig deep and find out your true "why" or more than one. Write it down. Refine it a little. Once you are clear about why you want to change your life with real estate, put it on a small piece of paper in your wallet or purse where you can read it when you have doubts or think it's too hard. Write it on an index card and tape it to your bedroom light switch where you'll see it first thing every morning and each night when you go to bed. Then make a plan, set goals, and take action with what you learn. Your "why" is your burning desire and overall reason of why you want to succeed with real estate, even why you have to succeed. When you have a bad day, go back to your "why." It should mo-

tivate you to keep moving forward. Why? Because tomorrow is another day and you will have more good days than bad days if you continue to move forward to change your life!

In fact, in Chapter 2 in my earlier book, "Your Town Your Real Estate Profits!" I shared the seven levels deep process that gives you crystal clear clarity why you want more out of life. I promise it's much bigger than you ever imagined. If you have already done this exercise, then wonderful. Keep reading.



If you haven't already, take a moment right now and go to [www.deangraziosi.com/why](http://www.deangraziosi.com/why)



## The Three Rules for Goals

### *How High is the Bar?*

Have you known people who set amazing goals for themselves and never seem to come close to achieving them? Perhaps they set a goal to be a millionaire within five years. It really doesn't matter how they plan on that happening, only how they plan on working toward it. That's a big goal with a long timeline, and there isn't any reinforcement or structure along the way. It is important to know where you are today, where you want to go, and what it will take to get there. Goals will help you get where you want to be. Be sure to set realistic goals, and don't set the bar too high. As you achieve your goals, you will need to update or set higher goals. Successful people have written goals, and you need to take the time to write out your goals. Let's set some basic rule guidelines that can help you create your goals.

**RULE #1:**

***Goals must be attainable.***

Let's say that you set a goal to be a player in the NFL and run a 90 yard kickoff return in the Super Bowl within five years. Now it just so happens that you also were the slowest runner in gym class, you have a very small frame, and you have really never played football.

Great goal, but you won't be running between those goal posts within five years, or ever. It's simply not realistic to set your sights for this goal with your physical limitations. You also have set a personal goal that requires a team to make it happen. If you are great but on a lousy team, you'll never get to the Super Bowl.

True, this is a pretty extreme example, but it gets to the heart of my point. You must set goals that you have a reasonable chance of accomplishing. Perhaps your goal in this case could have been to be a starter on your local adult tag football team.

The great news is that the blueprint for success in this book, even if it seems pretty aggressive to complete in just 30 days, is very realistic. It's real world stuff that many of my successful students are doing today to put cash from real estate deals into their pockets in less than 30 days and every month from then on. There's nothing in these pages that you can't accomplish, and you can do it in 30 days or less.

However, if you are working long hours at your job and see that time is going to make this a slower process for you, then make your plan for 60 days, and just take 10 days for each of the sections in the book. That's okay. It's your plan, and they're your goals. It's OK to start out setting the book sections as five day goals and find that you have to stretch it a little. Just don't find yourself procrastinating instead of taking action and doing. Just like an effective marathon runner, you have to pace yourself,

and you know what pace is a realistic pace for you. There will be some days where you need to push yourself and others where you have to go at a slower pace. Your “why” will drive you to the finish line, and if you do at least one thing each day, you will be closer to your goals and that first deal!

At the end of the day, if it took you 60 days to accomplish your first deal and show you that this is possible, would that really be a long time? Heck no! Your goal could then be to do your next deal in 60 days or less. The first deal can sometimes be the most difficult.

**RULE #2:**

***Goals must be incremental and on a realistic schedule.***

What the heck does “incremental” mean? That goal for being a millionaire in five years may actually be a good one if there are incremental goals along the way. This means setting smaller goals that you can accomplish each month or each week that leads to your bigger, overall goal. Setting a goal for making the first \$100,000 in net worth growth the first year may be a start. This \$100,000 breaks down to \$8,334 per month or \$1,924 per week or just \$274 per day. Could you do one or two deals a month and make \$8,334? You bet you can! Then setting another net worth goal for each of the years between one and five could be a plan. Then even shorter goals as to how you’re going to make that money will be there, as well.

The other reason for these smaller, incremental goals has to do with human nature and your mindset. You can easily become overwhelmed and discouraged when working toward a large goal that’s far out in time. We all do; it’s just human nature. Setting short-term goals along the way that are within reach will give you a chance to experience success along the way. As you experience success, you should do small things to celebrate your success, whether it be a night out on the town or a tasty

hot fudge sundae from the local ice cream parlor. It keeps you motivated and your spirits up. We're all far more likely to reach the big long-term goal if we have realistic shorter term goals that we make happen along the way.

This is why this blueprint for success is laid out in five day sections. I've set these up to be goals you can achieve in the time allotted, and you are moving forward and seeing progress and accomplishments every step of the way. So remember to take the time to celebrate each of your mini-success achievements along the way. Keep your focus on your goals and what you can do each day to move you closer to each goal you are working towards completing.

**RULE #3:**

***Goals must be mandatory.***

I made this rule last in our three rules for a reason. There is something about the word "mandatory" that has an uncomfortable feel. If you follow the other two, there will be very little chance of not accomplishing all of your goals. If the timeline is realistic, you will set up smaller, interim goals that you can expect to achieve. Then making them mandatory is just promising yourself to do what you set out to do. It's all about creating goals with a realistic deadline and sticking to it when the going gets tough!

***Write Out Your Goals Today!***

It's OK if and when your goals change a little, since you're writing them out very early in your real estate investment plan. During the course of the year, if you are setting goals and achieving them, your overall goals may change several times. Starting out with some set written goals will get you moving and thinking about your future. This is a book all about cash from real estate in 30 days, so write out your 30 day goals. The first short-term goal set can be to do everything Dean says in the book within

30 days. Then move out a little and get at least one year out and break it down to one month at a time. Then I want you to do two more things that you've probably never been asked to do before when goal planning.

### ***1. How Will You Feel a Year From Now if You Achieve Your Goals?***

If you learn what's in this book, follow the blueprint plan as it's laid out, and look back a year from now when you're bringing in \$5,000 or \$10,000 every month, how will you feel? What will that emotion be? Would that amount of cash each month make a difference in your life? Write out how that would change your life and how you might feel at that point.

It's a little like the "visualization" technique that athletes use when they see themselves crossing the finish line or making a goal. They are putting themselves into a picture of success, and it helps them do what it takes to make that picture real. Visualize yourself a year from now looking back at how successful you've become doing what I'm teaching you in this book and doing it over and over again for fast cash every month. In the beginning, you may start out slowly, but if you follow this proven system, you can begin to achieve your goals each and every month.

### ***2. How Will You Feel If You Don't Achieve Your Goals?***

This is the second thing I want you to do to put your goals into perspective and give you a clear picture of why you are going to begin to change your future. How will you feel a year from now if you look back and see another "make things better" attempt that didn't work? Will you make promises to yourself like "wait until next year?" It does not feel good to think about, but if it helps you get where you want to be, then it's worth thinking about.

What will be going through your mind as you head off to the same job, pay the same bills, and look forward to more of the



same life that made you want to make changes in the first place? Contrast this feeling with the success notes from above. Each day you do not work on your goals is another day you will have to work through your current situation to get where you want to be. Which do you want in your future? The choice is up to you! You now possess the knowledge that can change your situation or even your life. It's in your hands. It's in your control. What you do with this information is totally up to you. You do control your own destiny.

## **Blowing Past the Negativity of Others – “The Naysayers”**

Throughout our lives we often encounter people who always want to tell us why we can't do something, rather than why we can do it. This section is right here with goals because almost every successful student of mine has shared stories on my website [www.DeanGraziosi.com](http://www.DeanGraziosi.com) about how they were almost taken out of the game right at the beginning by negative people in their lives. We call these people “naysayers,” and you control who you listen to as you move along on this journey. My website is filled with like-minded individuals who share information and inspiration that can elevate you to that next level.

Each of my parents has been married four times. I love them, and I ask for their advice at times, but not about success in marriage. If I want advice about a successful marriage, I look for someone with 50 years in the same relationship. I know where to go for advice from those who have a track record of success. Everyone in life has an opinion, but whom we listen to or follow may determine where we end up in life.

As you read through this book, your enthusiasm will make you want to talk about what you're learning to everyone you meet. And I'm going to give you some advice in going out and making

sure that everyone you know is aware of what you're doing and how they should bring good deals to your attention.

Unfortunately, when you start talking to others about your real estate business, you'll hear their opinions based on their life experiences or just plain negativity. Do not let that discourage you. You'll hear how your grandfather lost his shirt on a rental property, or your friends will talk about the risks in real estate. There will be plenty of negative opinions and advice. And just about all of it will be coming from a place of fear and lack of any real experience. Remember they are only opinions, not based on fact.

People often like to talk about subjects they have no expertise in. When your car has a rattle, how many people tell you what is wrong with your car? There is one person to listen to and that is your mechanic! The key here is knowing who to listen to as you move forward with real estate investing. You need to sift, sort, and screen through all the opinions.

Certainly none of it will be coming from anyone who will have the least bit of knowledge of what you're learning here. Your friends and family members mean well and probably want to protect you in most cases. They are just stuck in their own rut, and they're not taking the action that you are to get out of the rut. Sometimes its fear and other times its lack of knowledge. Whatever the case, do not let them get you off the fast track you are now on.

So another thing I want to help you do is to plan for the negativity. It's like having an umbrella before it rains.

Think about your family and friends and what they're likely to say when you roll out this life-changing plan. I bet you can even imagine which friends or family members will be the most opinionated and the loudest. Just knowing that the negativity

is coming will help you deal with it. Don't argue or belittle their opinions because they really believe what they're saying. Just put it into the right place in your plan--the trash--and move on with reaching your goals. When you're successful, which will be very soon, come back and help them. They'll see what's happening and many will want to be involved.



## **Why Choose Real Estate? Is There Really any Better Investment?**

Many successful people will tell you there is no better investment than real estate, and I could not agree with them more. This is a fast-track blueprint to help you learn how to make cash from real estate starting with nothing. So let's do a quick list here of the basic differences and advantages of investing in real estate, since they'll help you set long-term goals. After this list, we'll look at why real estate is the **ONLY** way to put this much cash in your pocket very quickly without robbing banks.

- Real estate balances stocks and bonds and helps diversify investments in any investment portfolio.
- While stocks and bonds can suffer from inflation, real estate can actually increase in value during inflationary times.
- Real estate is tangible. You can look at it, touch it, walk around in it, and it's limited because there will never be any more land created.
- The ways in which real estate is purchased and financed can produce leverage for the investor to grow their holdings.

All of these are great reasons to buy, sell, and hold real estate. You'll want to keep them in mind and learn more about them, but we're here for a money-making deal in 30 days. Why real estate in this situation?

First, let's just use the process of elimination. Eliminate all of the ways besides robbing a bank that can put \$5,000, \$10,000, or more into your pocket with information you can learn from scratch in less than 30 days. Remember, we're talking about legal ways that you can learn within 30 days.

You may come up with a couple of ideas, but look again and make sure that they are legal and that you can learn and make them happen within the short time period we are working with here. Surgeons can make that much in a few minutes in the operating room, but they study and intern for many years to get to that point.

I'm not teaching you brain surgery, and it's not rocket science either. However, I am bringing you tools, resources, and knowledge that I've perfected over 20 years that I can promise actually work. And the techniques in this book can be learned and put into practice for fast cash within 30 days.

But, if you are ready to leverage money and credit that you do have in real estate, let me tell you I personally feel it is the best investment on the planet right now. And you will also learn exactly how to do that, as well.

Even as I write this section, a recent Fortune Magazine cover says "Real Estate is back" and the first page of the story says, "Forget stocks. Don't bet on gold. After four years of plunging home prices, the most attractive asset class in America is housing. It's time to buy again." ~ *By Shawn Tully Fortune Magazine 04/11/2011*

So if you have been beaten up by the recession, are broke, have bad credit and are stressed, what you are about to read is the solution to not only getting back on track but experiencing a whole new way to make really great money. Yet, on the other hand, if you would like your money to be working for you in a great growth area, then real estate right now is your ticket.

## **Why Now? – There’s No Better Time!**

### ***For Me – We All Have Our Reasons***

One of my inspirations for writing this book now has to do with a friend of mine who recently called me for advice. He owns a small excavation business. In our conversation he told me that in the last couple of months:

- His health insurance premiums went up 32% to more than \$500 per month.
- Diesel fuel to run his equipment went up 40%.
- Taxes on his home rose by 18%.
- His business fell by 35% because no new projects are happening in his area.

He was not doing nearly as much work in his business, and his girlfriend had just been laid off. I hadn’t spoken to this friend in a while, and I really empathized with his pain. I wanted to help him, and he wanted some help. I sat down and came up with all of the fast cash strategies that I could put together that could be learned quickly and put into play in a hurry to generate fast cash and be done without money, risk, or credit.

I did it initially to help a friend, but it helped reinforce the reason for this blueprint book. You’re now going to get the benefits of that

phone call, but you will have it all and more within these pages. I am sure you may know others just like my friend. The great thing is we can help ourselves and then help others as we have success.

### ***For You – You Have Your “Why” and Your Reasons***

Why now? From your personal perspective, not markets or wider economic issues, the answer is simply because you need it now. No matter what the real estate and mortgage market climates, no matter how people are faring in their jobs and ability to pay their bills, you’re looking at this now because you need and want it now.

It can also be a matter of urgency for you. Perhaps you’ve exhausted your savings, been laid off, had your work hours cut, or your debt is about to overwhelm you. Those reasons you came up with in the “Why You” section are just as relevant to this one. Whatever reasons you want and need to change your life, you want to get to it NOW!

The fact is that I’m going to do everything in my power to make something happen for you in a short 30 day period and prove that you can continue to do this month after month. If you got a medical scholarship right now, you’d still be many years away from that high dollar surgeon’s income. What you’re going to get from reading this book now is an income burst by this time next month. So be sure to commit to this program if you want to make a change in your life.

### ***For the Market***

You may be asking, “What about the market and economic perspective?” Aren’t there times when the techniques you’ll learn here won’t work? Well, real estate markets move in cycles—sometimes up, sometimes down, and even in a kind of stalled state for short periods, as well. You can make money in any market. Let’s look at each type of market.

### ***The Down Market***

There is no better time in history to invest in real estate than today. I started with this one because this book is being written in one of the worst periods for American housing on record. Beginning in 2006, the long and ever-rising home prices in our nation began to run into trouble. Many predicted a bubble that would eventually BURST!

By the end of 2010, home prices nationwide were averaging as much as a 30% decrease in value from their 2006 highs. In some areas, like Las Vegas, NV and others, home prices had plummeted by 70% or more. Homes in all neighborhoods were being lost to foreclosure. It seemed like no matter what area we drove through, you could see a vacant house or a boarded-up, distressed property.

During this time, though, you'd keep reading about homes being purchased for cash by investors taking advantage of the situation and building their real estate investment portfolio, buying homes at record low prices and holding these homes as rental units for positive cash flow each month. No matter how bad things have gotten in this country, there are always people with money looking for a good investment. You are going to help these people find what they are looking for.

What I'm going to teach you in this book works really well in a down market because you're going to help these well-heeled investors find the best deals. They have the cash but often do not have the time to find all the deals in the area. You lock up the deals and pass them on to your end buyers. These buyers aren't just fat cat Wall Street tycoons. They're average, everyday people like your neighborhood store owners, contractors, and other business people who have nest eggs and money to invest. You're going to bring them opportunities, and they'll gladly pay you to do it.

### ***The Rising Market***

In a market with demand and rising prices, the techniques I'm going to teach you here are extremely valuable to investors. There may be plenty of properties for sale, but the prices for many are such that the return on investment isn't high enough to interest the investor. These savvy real estate investors are craving bargains or the best of the best deals! So you're going to be in a position to lock up and pass off these amazing deals to your end buyers.

You're going to be the bargain hunter, only you'll be looking for the best deals. You're going to be the matchmaker who brings the hard-to-locate bargains to the investor. They'll love you for it and pay you handsomely for every killer deal you bring to them.

The techniques I will be teaching you in this book will make you an expert at locating motivated sellers and bargain properties that are under the radar of the busy and well-to-do investors. They are in the business of real estate investing, so you won't have to do a hard sell at all to get them to pay you well for bringing in a property that makes their investment numbers work. Everyone loves a great deal, and you are now in a position to find these types of deals, lock them up, and pass them off to your end buyer.

### ***The Stagnant Market***

This country hasn't really experienced much in the way of sideways home prices, but every now and then things settle down for a while and home demand and prices kind of sit still. The great news is that this type of calm market is usually in place at the same time as calm stock and bond markets.

Investors are looking at miserable returns in their investment accounts, and they're looking for something not too risky that will



bring in more bang for their investment bucks. You go out and do what you learn here, and you'll be contacting investors with opportunities to double or triple their current rates of return. As they look at other investment options, they will be throwing money at you.

## **The Big Picture**

We're about to get into the details of strategies that you can learn in a hurry, put into play in a hurry, and will help you rake in cash quickly, as well. To put some of these strategies and techniques into plain language:

*There are investors out there with money  
looking for real estate to buy.*

*There are homes and other properties out there that,  
for whatever reason, are undervalued and  
extreme bargains.*

*There is you, the newly educated real estate  
investor matchmaker who will bring the  
properties to the investors.*

*There are sellers waiting for an offer as you "create  
the deal" by making an aggressive offer to a  
motivated seller that locks up the deal and then  
you can assign the deal to an end buyer.*

I'd say sit back and relax while you learn, but there's no time to relax. It's time to change your life, and it's time to get excited and go out and make it happen. Are you ready? The things that you are willing to do today to move a little closer to your goals will allow you to do the things tomorrow that others will only dream of doing! Let's do it!



1. Do your own “Why” exercise. Go deeper than “I want to be rich” to get to the core reason you want to change your life and why you’re reading this book. Write down what you come up with and keep it in a place where you can refer to it when you’re in need of a little nudge or encouragement. One place could be above your bedroom light switch so you use it every morning and every evening.
2. Start writing a goal plan, setting realistic goals for at least a year out. Break up the big goals and set up goals for the next 30 to 60 days that are based on what you’re about to learn. If you break down your goals for the year down to the month down to the week, even better. Remember, goals are not just doing deals. Successful goals are also reaching milestones with learning as you review each potential deal. Write down your expectations for negative reactions from family and friends and put it away for now. You’ll enjoy pulling it out later and seeing that you were right on with it, and then you can tear it up and throw it away. You will be successful as you gain more confidence, and soon others will become more confident in you. Never let anyone slow you down from where you are destined to be.
3. Go to [www.DeanGraziosi.com](http://www.DeanGraziosi.com) to create your free account if you have not done so already. This website is an investor network and social community. It is a crucial part of the success of many of my most successful students. Your homework is to watch a few video blogs, register as a member, and make at least one post a day to a forum topic of your choosing.

- Watch a few of my weekly video blogs <http://www.dean-graziosi.com/dean-graziosi-video-blog>
  - To learn more about [www.DeanGraziosi.com](http://www.DeanGraziosi.com) please visit our F.A.Q. Page: <http://www.deangraziosi.com/node/3355>
  - Select a forum to read and create a post. The forums can be found at: <http://www.deangraziosi.com/forum>
4. Read one of my books. However, do not get information overload as you gather and read all the information. If you do not have any of my books, they can be ordered through the following links:

***“Your Town Your Real Estate Profits!”***

<http://www.deangraziosi.com/content/your-town-your-real-estate-profits>

***“Profit From Real Estate Right Now!”***

<http://www.deangraziosi.com/content/profit-real-estate-right-now>

***“Be A Real Estate Millionaire”***

<http://www.deangraziosi.com/node/12488>

5. Watch the blueprint page #1 video with Matt and me. Take notes and take action by completing all tasks discussed this far in the program and the video.



**DAY 1 — DAY 5: PHASE 2**

**(BLUE PRINT PAGE #1)**

# **First Steps to Becoming a Wholesaler**

This depends on you and your commitment to learn, apply this information, and take action. I know we are bringing a lot of information to you very quickly. You are thirsty for information but at times it might feel as though you're trying to get a drink of water from a fire hydrant!

It's OK to feel a little overwhelmed at the promise of real estate fast cash in just 30 days. I know that you may have some doubts as to your ability to move that fast. Many of my successful students have done just that, but I know it's a big deal to be writing a goal to earn \$5,000 or more by the time you finish this book. However, it is a realistic goal if you are committed to your success.

Besides helping propel you forward to what you want to achieve, goals help you reflect on what you have accomplished. They reinforce your ability to make things happen because they show you what you've already done. Previously, at different times in your life, you may have wondered how you would ever get through something new or difficult, but you did it. That's all that matters. So, in each phase of this blueprint to your fast pace to real estate cash, I'll include these short "Where You Are" updates. They will

help you see that you are on track to achieve your goals. This will build your confidence and determination so you can keep moving forward each and every day.

What you've done so far is to clarify for yourself WHY you are reading this book and making the decision to change your life. You've also done some concrete planning and set down realistic goals that you intend to act on and bring to completion. I know you've done this very quickly, leaving plenty of time to follow the instructions in this phase and keep up your momentum going in the right direction.

## **The Real Estate Wholesale Concept**

You know where you are today, so just where are you going in the next 30 days? You're going to go from someone with a desire to improve their life and the lives of their family through learning the very best of what we've learned over my 20+ years with real estate investing. You'll end up as a business owner putting \$2,000, \$5,000, or \$10,000+ cash in your pocket every month.

I became a millionaire with real estate in my 20s and a multi-millionaire in my 30s. My real estate education was through trial and error. Now I teach thousands of people around the world to make money with real estate, and you're my newest student.

I'm not going to teach you everything, not even every strategy I have used successfully for fast cash. I'm going to give you the very best of them in this blueprint book, since they're the ones I know will allow you to reach my goal for you in this book: cash from real estate in 30 days. These strategies are mostly focused on being a "wholesaler" of real estate.



### ***Wholesaling Commodities***

When you think of a wholesale business, you may picture large warehouses full of stored merchandise. With furniture or appliances, for example, the retailer isn't buying directly from the manufacturer, since

the manufacturer is in the business of "making" things and not usually in the business of distributing them. They work through wholesalers to make this happen.

Wholesalers have to put up a pretty big investment in order to get started, from leasing the warehouse to stocking it with furniture or appliances and getting the merchandise to retailers when they place an order. They make their money by selling to the retailer at a small markup over what they pay the manufacturer. A wholesaler is often seen as a middleman between the manufacturer and the end user. The middleman makes a profit for his service and so will you.

### ***Real Estate Investing***

When you think of real estate investing, you usually think of buying properties and holding them as rental units for the long term, or buying, fixing, and flipping them for short-term profits. These are the "big picture" real estate investment techniques practiced by the vast majority of investors.

Like commodity wholesalers, these investors tie up money for short or long periods in order to make money.

If you were starting out in either of these businesses today, you wouldn't normally be reading about how to do it in 30 days guaranteed. And you definitely wouldn't be reading that you could do it using no money of your own. That is where my blueprint program for success is different from any other program

out there. I am going to show you how to profit in 30 days without cash, credit, or risk.



### ***Turning “Wholesale” & “Real Estate Investing” Business Models Upside Down***

I’m going to be giving you everything you need to become both a wholesaler and a real estate investor within 30 days. You’ll provide this service without spending money, without down payments, without a bank loan, without owning property, without a real estate license, and without risk.

### **Real Estate Wholesalers are Needed**

Even when they don’t know it, real estate investors who buy, flip, and hold properties for rental actually need wholesalers. Fortunately for you, most of them don’t even know that they could have this service provided for them and make a whole lot more money. They are just like you were before you started reading this book. You’re fortunate because very few other investors know about this either, so you’re in a position to deliver a valuable service with very few competitors.

Remember the discussion earlier about who these investors are? They’re people you see and meet in everyday life. They are not tycoons in the stock market. They’re doctors, contractors, donut shop owners, auto repair shop owners, and others who have cash money to invest and are searching for real estate to meet their investment goals.

These people have money invested in savings accounts and certificates of deposit at tiny interest rates. They want to do better. They need to do better but often don’t know how. Many want to invest in real estate but are not sure how to find the best deals. These investors may be relying on real estate agents to

bring them deals. Some of these deals might be good deals but not the amazing deals that you can bring them on a regular basis.

I'm not knocking what real estate agents do or how valuable they can be to their normal consumer clients. Real estate agents are an extremely important member of your Power Team, which we will discuss later on. However, in many states, you can become a real estate agent with credit for previous education and a few hours of real estate law classes.

These investors are calling up a real estate agent, one who will show them properties listed on the MLS, Multiple Listing Service, and competing with every other real estate investor in town for a few listed bargains. These investors don't know what they don't know. What I'll be teaching you here is how to locate bargains that real estate agents may never see and how to bring them to these investors on a regular basis.

You become the wholesale resource for investors. You'll do it like one of my students, Carol Stinson, did. Carol is a mother of seven, the youngest of whom is handicapped. She used her last \$30 to buy one of my books and her friends thought she was nuts. She didn't let that stop her, though. She put my techniques into play, creating a \$10,000 profit in less than 60 days. She's now steadily putting \$5,000 to \$10,000 in the bank month after month.



### ***The Two Bucket Wholesale Business***

How am I going to teach you to bank this kind of cash in 30 days? My techniques and strategies aren't complicated, but they did take many years to develop and hone into a system for matching cash buyers with the properties they need to make their investing businesses successful.



So is it easy? No. But can it be simple if you follow a blueprint that took me 20 years to develop? Absolutely yes!

You'll do it by filling two buckets. The first is a bucket full of investors with lots of cash and eager for the right deals. We'll call these people our cash buyers. The second bucket is filled with deals that real estate agents can't find. It's filled with deals from motivated sellers that most investors can't find. By keeping a steady stream flowing into each of these buckets, you'll be able to match killer deals from one bucket with ready cash buyers from the other bucket.

These cash buyers are people running businesses, many working longer hours than you are in your job. They don't have the time to go out and find bargains. They rely on real estate agents to find deals because they're the only resource they know of for finding deals. Most real estate agents have more than one buyer so their time can be limited to the buyer and the type of deals they find. You're going to move into a position to offer a service that these cash buyers will value so highly that they will be happy to pay you every time you bring them a deal that meets their criteria.

What you'll learn in the pages of this book are proven methods to help you match up those cash buyers from one bucket with amazing property deals only you can find from the other bucket. To make the system sustainable and keep the profits rolling in, all you need to do is keep those buckets full and bring the deals to the investors.

***Pssst...It's a Secret!***

We are going to show you proven and somewhat secret strategies to do this like no one you have ever met.

Also, I know as I proofread my own book, at this point I would be saying, "OK, Dean, enough with the inspiration and the teasing. Get to it!" You know what I promise: when you are done

with this book you will look back and thank me that I took a few short chapters to help set you up for success. That's because my job to get you making money is bigger than just sharing the techniques and wisdom to profit. The top reasons my students don't succeed have nothing to do with my teachings. I'm not conceited. I have polled my students and they tell me that the top reasons are: Negative people in my life, fear of failure, fear of change, lack of time, and falling victim to habits. Damn, how can I compete with that! Even the best real estate techniques won't work if that's the case. Therefore, I do all I can to ethically bribe you and hopefully set up your mind today to say, "Heck yeah! I can do this." So now you know my little secret. Let's continue!

## **Meet Matt Larson – Machine Shop to Mega-Millionaire Investor!**

I can go on and on about how you'll be successful with this material, but hearing it from someone who has done it and done it in a spectacular way is much better. When Matt Larson first started reading my books and studying my methods, he was working 70 hours a week in a machine shop. The days were long and the work was rough. No matter how hard Matt worked, it seemed like he was not getting ahead and was headed nowhere fast. He felt there had to be a better way.

Matt discovered my material and ran with it...really ran with it! To date Matt has done over 300 deals, he is officially a multi-millionaire, and the month that I am finishing this book he made over \$70,000 in pure profit! He estimates making at least that amount of profit every month for the entire year. That's real money from a real investor who was maybe once just like you are at this moment as you read this blueprint. Did it happen by accident? Was it super easy? Heck no. He had to apply my tech-

niques and fail at times; he had to deal with his friends making fun of him. He even lost a girlfriend because she said he was crazy buying a book off of TV. But he took action and changed the course of his entire life and every generation after him! It's the American Dream alive and well! '

Matt has done so much with what I have taught, including expanding on it to create a huge business and helping others along the way. I am very proud of him. I want Matt to tell you in his own story, in his own words, about how to select and work with the right real estate agent. Here are his exact words from a conference call we had:

*Hi, everyone. I'm Matt Larson. Dean asked me to talk about how to find the perfect real estate agent, so I'm going to take the next few minutes and cover some of the things that I personally do in my own business, and some of the things that I've taught some of the students that we train. This information works right now and works every time.*

*One of the first things I wanted to cover, first of all, is that everybody thinks that a real estate agent, just because they're officially an agent and they have a license, they think that these people are an expert. I just always like to use a little story and say, "Who's the most dangerous drivers on the road?" It's always the 16-year-old kids that just get their licenses, right?*

*If a 16-year-old is the most dangerous on the road, but they have a license, they actually went*

*through driver's school. They have an official license, and they're okay to drive. But they're still dangerous.*

*That's the same way with a real estate agent. You can become a real estate agent in a four-day class. You can shrink it down to four days.*

*On Monday, a person decides they're going to become a real estate agent, and by the weekend they're ready to go.*

*Well, I want to make sure everybody realizes that just because an agent has their license doesn't mean they are an expert. In most of the cases, about 10% of the real estate agents make all of the money.*

*I like to cover that first. One of the biggest things that I always tell everybody when you're getting started and you find an agent. I'm going to give everybody a kind of a tip, or a secret that I use, on how to go right to the source.*

*The first thing I always tell everybody is that there are two companies out there that not only are more than happy to work with real estate investors, because some companies just don't think like investors. They want to work with retail buyers.*

*But there are two companies out there that not*

*only are they happy to work with real estate investors; they actually train their realtors that working with real estate investors is a good thing. It's smart business.*

*And those two companies are Remax and another up-and-coming company that's fairly new but way up on the list now is Keller Williams. So those companies, they're owned by real estate investors themselves. That's how they were founded. And they teach their agents that working with real estate investors is a good thing.*

*So, what I always do is this. This is the fastest way to find a good agent, in my opinion, and I do it all the time.*

*One of the things you want to do is you actually can go to Remax.com, or KellerWilliams.com. I think Keller Williams is actually KW.com, if I remember right.*

*You can go to those websites and the actual process you're doing, you're not looking for an individual agent. Just hang with me a minute, and I'll tell you how to get to that point. But you're actually going to go to their website, and you're going to click on "Find An Office." Okay? There are two things you can click on. You can click on "Find An Agent" or "Find An Office." You're going to click on "Find An Office."*

*So, once you click on "Find An Office," you're going to be able to type in a zip code or a city and state. So, type in your city or state that you're going to be investing in, and you're going to have a list of offices come up.*

*Okay. What you do, once you get the list of offices, is you can write that number down and write down the name of the office. I always say, "Hey, you're not going to be good on the phone." If you don't normally talk on the phone, you're not going to be good on the phone the first try out.*

*Write down five to 10 offices and numbers, and just practice calling them and going through this routine that I'm going to cover. By the third or fourth call, you're going to be comfortable on the phone, and you're going to sound like a professional.*

*So, don't feel bad or don't feel nervous if you're just getting started, you're brand new, you're not used to talking on the phone, and you feel like you're making a mistake.*

*Don't feel intimidated. They don't know you're on the other side. They don't know you're brand new. Just be natural.*

*What you're going to do is you're going to call the office, and you're going to talk to the receptionist. Most of these companies have a*

*receptionist that sits upfront. When you call in that office, it goes right to the receptionist, which is what you want.*

*When the receptionist gets on the phone, you're actually going to get the receptionist to do all of your dirty work. All of the hard work is going to be done by somebody else, which is the way I always try to build my entire business.*

*What's going to happen is you're going to tell the receptionist this. You're going to say, "I'm an investor." You're going to say, "Hello. My name is Matt, and I'm an investor. And I want to speak to an agent that works with real estate investors. Is there anybody available?"*

*Now, the reason we do this, and the reason why we don't just start calling agents, is because that receptionist knows what's going on within that office. Some agents work with investors, and others don't. Some agents are very successful working with investors, and others are brand new.*

*That receptionist is going to know which agent is always working with investors. That's just the talk that's going around the office.*

*So, once you say, "I'm an investor, and I'd like to speak to an agent that works with investors," she's going to put you on hold and she is going to go contact that agent.*

*That agent is going to come on the phone, and this is very important. Regardless of whether your exit strategy is buy, fix, and sell the property; regardless of if you're exit strategy is to assign the contract or to double-close, or whatever your exit strategy is, that isn't important.*

*When you talk to that agent, the important thing is you're trying to find the agent's mindset. Their mindset's important.*

*Your entrance strategy should only be the important thing that the agent is thinking about. You don't have to tell him. In, fact, don't tell him, "I'm going to assign this contract." They should only be concerned with how you're going to lock the contract up.*

*So, when you talk to the agent, when that agent gets, finally comes on the phone, you're going to say, "My name is Matt. I'm an investor. And my strategy is to buy, fix, and sell a property, and I want to turn a \$20,000 to \$25,000 profit."*

*Now, when you're talking to the agent, that's the only thing you say. You don't say, "Well, what I want to do is I want to lock up this property, and then I want to assign the contract." Don't mention that stuff. It's only, "I want to buy, fix, and sell. So, I'm going to flip a property. And I want to make a \$20,000 to \$30,000 profit, or \$20,000 to \$25,000 profit."*



*The important thing here is you're going to buy, fix, and sell the property. I always tell everybody it's the exit strategy that's your business, it's not the agent. The agent shouldn't be concerned with after you purchase the property, what happens.*

*You're going to say, "I'm going to, I want to buy, fix, and sell the property. I want to turn a \$20,000 to \$25,000 profit. This is not a long-term strategy. I'm looking to be in and out of this deal quick."*

*Okay, so why, the reason you're saying that is you're trying to find the mindset of the agent. Some of the agents you call are going to say, "You know what? In this market, the only thing you can do is buy and hold and rent it out, and wait for the market to go back up."*

*Other agents are going to say, "You know what? Nobody is flipping right now, and you just can't make money doing that."*

*But some agents are going to say things like this: "Is that all you want to make is \$25,000? I've got deals where people are making \$30,000 and \$40,000, or \$50,000 on one deal, flipping it." Or some of them might say, "Yeah, I can help you make \$25,000. In fact, I've got an investor I'm working with right now that's already done 10 of those deals this month."*

*So, the important thing is, is you're going to have to make a few phone calls most of the time. You're going to be nervous the first time you do it. But once you get that agent on the phone, and you find the right agent, she says or he says they can help you, don't let the conversation end there. Okay?*

*Always let the conversation keep going. Once they tell you they can help you, then ask them questions like, "Where's the hot spots right now? Where are most of the investors active? What part of town or what zip code in this metro area are all the investors making all the money?" Let them lead you to the areas. Let them do the work. Let their expertise show you where to go.*

*So, ask them what price range of house are the hottest-selling right now. Because in some areas, like in my area that I invest in, the average-priced house that sells is about \$120,000. So, a lot of times, the \$120,000 market might be hot, or maybe the \$200,000 market might be hot in that period of time. Or maybe it's the houses that are priced between \$70,000 and \$80,000.*

*Let the agents tell you what the market is doing. Then, use what they tell you to help formulate your plan.*

*Okay, now your intention is to go look at some properties or get some listings to look at. So,*

*once you've discovered what part of town – and hey, three bedrooms, two baths, are the way to go, priced at \$150,000 or whatever it is, those are the hot ones, hot properties, or hot areas, then you're going to set up a time to go work with the agent or set up a time to look at some listings. Okay?*

*Many times, I ask that agent to email me those listings that day. I usually ask him, "Hey, I'm a very serious investor. I'd like to put this thing together, or put together some deals fairly quick. Is there any way you can email me some of those listings tonight? I'd like to look at 6 to 8 listings that you think, in your opinion, are good deals."*

*A lot of times, they may not be able to give you that much information. They'll say, "Well, what price range do you want to look at? Because I can show you good deals in all these different price ranges."*

*Usually, what I do in that instance is I ask them, "Hey, let's look at the listings that are starter homes." If you say, "starter home," in every market there's starter homes. You can focus on just that.*

*So, even if you're brand new and you don't really know what you're doing, you can say, "Hey, let's take a look at some of the starter homes," and that will give you a great place to start.*

*Once she sends you some of those listings, then you guys can set up a time to review them and go look at them.*

*A couple of other things that I like to let the agent do for me while I've got them on the phone, is I usually like to say, "Why don't you send me properties that meet these criteria? One is I want the house to be listed as-is."*

*Now, if a house is listed as-is, that's basically saying, "Hey, I've got to sell this property. I don't have any money to do any fix-up work. You're buying it as-is. I don't know if it has problems, but it probably does, and I'm not responsible."*

*Another criteria I like the agent to pull is a property that's vacant. Now, if a property is vacant, that's telling you one main thing. Somebody owns that property that doesn't live there. So if they're not living there, they're living somewhere else. And if they're living somewhere else, now they're paying for 2 places.*

*Or if it's a foreclosure, you've got a bank that owns a troubled asset and, in that case, they're losing money every month.*

*So, vacant is definitely showing that the owner is motivated to sell, and so is as-is.*

*Another big key that I like to look at is I usually say,*

*“Hey, why don’t you pull everything that’s listed as-is, vacant, and has had a price reduction.” If a property has had a price reduction, that right there is showing you that they put it on the market at a specific price, it didn’t sell at that price. They’re desperate to sell and they want to lower the price, and they’ve done it.*

*A property can be listed on the market 200 days. And that doesn’t mean that somebody is motivated to sell. That just means they’re willing to keep it out there long enough until it sells. But if a property has been on the market, whether it’s been on the market two weeks or two months, if they’ve had a price reduction, they’re motivated.*

*So, those are the main keys that I like an agent to send me, my first meeting with them. “Send me a property that’s listed as-is, vacant, and has had a price reduction, starter home area in this hot area that you say is a good place to start, and we can go from there.”*

There you have it straight from one of my most successful students. It’s pretty awesome stuff! Now I want to take you through what specifically to do with Matt’s valuable information. We’ll also learn to do some market research to start the process for filling those two buckets.



To make it easy for you, I have narrowed down Matt’s guidance to the exact script that you can go retrieve at **[www.deangraziosi.com/agentfinder](http://www.deangraziosi.com/agentfinder)**

## **Create a New Email for your Real Estate Business**

If you go to [www.yahoo.com](http://www.yahoo.com), [www.google.com](http://www.google.com), or [www.msn.com](http://www.msn.com) you can create a new free email account. Your email account should be dedicated to your real estate business and be an easy address to communicate. Some of the more popular address such as [webuyhomes@gmail.com](mailto:webuyhomes@gmail.com) may be taken, so get creative and create a new email that you can provide to others as you work this new business. A separate email address may make you appear slightly more professional and is a great way to stay organized in your real estate business.

## **Research for Filling the Buckets**

### ***Call Real Estate Agents***

Using Matt's scripts, get on the phone. Don't wait even a day! This is one of the requirements for the first five days so you'll stay on track for cash in 30 days. You'll be tentative at first, but each time you hang up after talking to an agent, you'll have more confidence and be stronger in your phone presence. With every call you make, you will gain confidence. Maybe even practice by calling a few agents outside your local area to run through your script. Don't let the agents lead you; you take the lead. Ask the questions Matt gave you and get the answers. If they say they need to do research before they call you back and then you don't hear from them for several days, scratch them off your list. It may be a good idea to send them a quick thank you email after your initial conversation to remind them of the things you discussed. So, if you do not have their email address, be sure to ask for it prior to hanging up the phone.

### **Requirement #1**

Tell the real estate agents that you'd like a list of the names of all of the cash buyers of real estate within the last 90 days.

There are a few states where this information is kept private, but in most states it will be information that the agent has at their disposal or can get for you.

Many agents may not actually know how to find this information in their MLS system, so you'll have to help. Have them call their MLS tech support to ask where that information is in the MLS system so they can pull a report for you.



If it's not there, it will be recorded as public information at the courthouse and there will probably be a county website where they or you can look it up.

You can find your county assessor, treasurer, or courthouse by visiting Google and entering the name of your county and which department you are searching for.

Another useful website to locate public records on property data is <http://publicrecords.netronline.com/>. On the netronline website you can click on your state of interest and then select the county within that state. You will have direct links to that local county assessor's website as well as other department within that county's government. The county assessor's or treasurer's website will have a mailing address where the tax bills for the properties are sent. You can then contact these buyers by sending a letter to their mailing address.

### **Requirement #2**

Tell the agent that you would like them to send you the listing sheet on five deals that are currently available that they believe are really good ones for an investor like you. They'll be happy

to do this, since they're hoping you'll buy one of them. You don't have to act on any of these; your goal right now is to see what each agent sends you and how fast they respond to your request.

### **Requirement #3**

You want the agent to send you information on the one area they consider the hottest out of all the areas where you could invest. Where are other investors putting their cash to work? Which area is the best place right now to buy, flip, and sell?

Those are the three homework assignments for the agents you reach. If they don't respond quickly, take them off your list. If they tell you that the only strategy is to buy and hold, scratch them off your list. If they tell you that there aren't any really good deals out there, take them off your list.

### ***Do Your Own Research***

Your research will depend on the size of your market. Some of my most successful students live in tiny towns and don't have to do much research to pinpoint where they need to invest, since there are only a few square miles and a few thousand people in their market. That's fine, since they're still making money using these techniques.

However, it's more likely that you live in a city or metropolitan area with many neighborhoods, communities, and real estate areas where you could focus your efforts. You'll want to find the BEST areas. Start in your local area, and then slowly go out from your hometown, which is your center point.

I would get a street map of your area and hang it on your wall. Some realtors give out these maps for free or you can buy them from a local gas station or Wal-Mart. The first thing to do is to take the cash buyers list and see where they bought properties



and map the addresses. Even if you can't get buyer names from the MLS, your agents can surely send you the addresses of the cash purchases. Now you can use your computer and Google Maps or a paper map and pins to mark them. The idea is to see where the cash buyers (the investors) are putting their money to work.

Again, don't worry if you live in a small town. What you're learning in this book will work no matter where you live. You just might not have to worry too much about mapping purchases, since they'll all be right outside your door!

### ***Area Growth & Economic Research***

Do web searches or read local news and business publications. You're looking for people who are moving and jobs that are coming in or moving out. Is a new Wal-Mart going in? How about a new subdivision development with a mall to be built? Where are jobs entering your market, and where are they leaving?

Your goal here is to learn which areas people are moving into and the areas they're leaving. We just determined where cash buyers are putting their money, but this research can confirm their good judgment for you. Or it could lead you to a new hot spot for investment before they know about it. As a wholesaler, your services will be even more highly valued if you bring investors solid deals in areas that are just starting to grow.

### ***What If You Live in Too Small of an Area?***

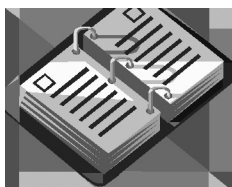
I want to make it clear that I have yet to see an area that's too small for at least one or more of our methods to work and put cash in your pocket. One of my students, Greg Murphy, lives in a tiny town with only 6,000 people. Greg has made more than \$100,000 in immediate profits and has acquired properties that will produce ongoing profits in his home town using a strategy I'll share with you in this book.

However, the beauty of these wholesale strategies is that you're not trying to buy a rental home that you must be near enough to watch and manage. You're finding deals to turn over to investors, and you may have to look outside your town or county to locate them. It's not difficult, since you'll just be calling real estate agents in those towns, researching those markets, and matching cash buyers to great deals there instead of close to home. What you're learning here will work for you anywhere. Investors aren't real estate consumers. They aren't buying based on the school system, the color of the home, the type of roof, or the location on the block. They're buying based on "the NUMBERS." When the numbers work and they can buy a home at a price that allows them to flip it for a profit or rent it out for positive cash flow, that's what gets them excited. The better the deal the more excited the buyers will get and the more they will want to do continued business with you. The buyer does not mind putting money in the pocket of the person who helps them make it happen! Like knowing the ingredients to a famous recipe, being a wholesaler has certain ingredients, and the right real estate agent is one of them. Knowing where the hot spots are is another. In this first section, you have the absolute assets to find both. Now it's time to get your feet wet and take action. Hey, guess what? It takes no money AT ALL to do either. Isn't that great? So let's get to it. Time is money!

As a reminder, be sure to do the homework for these two phases of this six page blueprint in the first five days, and you will soon be on your way to securing your financial future by doing deals and putting cash in your pocket!



1. Locate at least five real estate offices in your local area. Start calling real estate agents using Matt's script. Keep a file on what each agent sends you and notes about how they respond and answer questions. Get rid of those who are slow or don't give you the right information.
2. Get a street map of your local area and map out with little dots where cash buyers are buying properties. Match that up with the areas the real estate agents are telling you are "hot."
3. Start another file for local market research. Learn where new business is moving, what areas are growing, and where people are moving. Note what you're learning on your map, as well. When you see overlaps for these first three items, you're seeing opportunity.
4. Continue to read and post on my website at [www.Dean-Graziosi.com](http://www.Dean-Graziosi.com) and get to know other investors just like you. There's a ton of material there, as well as helpful people ready to answer your questions.
5. Create a new email address that you use exclusively for your real estate business. This new email address can be created for free by visiting Google or Yahoo.
6. Review content and complete all homework from Page 1 - Phase 1 and Phase 2 and move on to Page # 2 of your blueprint system.



**DAY 6 — DAY 10**

**(BLUE PRINT PAGE #2)**

## **Filling the Buyer's Bucket Fast**

**Where Are You Today?**

**Where Do You Want To Be Tomorrow?**

Has it really only been five days? Look what you've learned and accomplished in such a short period of time! I know you've embraced your "why" and will do whatever it takes to get to where you want to be. You're reading this book and taking action to change your life. You've developed a plan and goals, and you have a timeline for achieving those goals. Congratulations, but don't slow down. You must keep up the good work and steady pace!

In those first five days, you learned real estate investing basics and why there are hundreds or thousands of cash-rich investors in your local area who would love to have you bring them real estate deals that they couldn't find any other way. You know that you're going to be filling two buckets--one bucket with amazing deals from motivated sellers and one bucket with cash buyers--to jump-start your real estate wholesale business.

If you started contacting real estate agents using Matt's instructions and scripts, things should be happening. If you found some good agents, you're already getting return emails with home listings, cash buyer names, and market information. More than

one good real estate agent can bring in more leads to potential deals. It's like fishing: the more lines in the water, the greater the odds you'll catch something.

You are gathering and sorting your local market research information into files and making a map of your cash buyers. Soon you will be ready to put leads into your two business buckets and prepare to bring together the buyers and deals that NEED to be matched together. You've realized your niche in the market. And now you can move forward with my help and start filling those buckets and making money within 30 days. Of course, if you haven't completed the tasks in the blueprint Days 1-5 section, do that first before moving forward.

Remember you can go at whatever pace you desire, but the longer you take to get going will affect the timeline for achieving your goals and potential deals.

## **Think Less and Do More!**

You've been introduced to a lot of material in the last five days, and it's easy to become overwhelmed. You may be afraid that you've missed something, or that you don't have what you need to move this fast. Don't get ahead of yourself or ask questions that will be answered for you very soon. Also, do not over think this process. The key is to just follow it step by step and follow the blueprint as it has been presented to you. Review when necessary, and try to keep up with the pace you set for yourself.

Other students have been through this process, and many have had these same types of feelings. Some have asked, "Why are you telling me to go find buyers when I don't have anything to sell?"

Let me tell you what makes my promise of real estate fast cash within 30 days a very real and achievable goal. Many of my students and I have proven over and over again that following the steps in this book, in order and at the pace we roll them out, will create success by completing deals.

So, at this point, even if you're feeling a little unsure, nervous, or even scared, just take a deep breath and trust me and the students who've blazed the trail before you. This proven blueprint system does work, and it will work for you in your local area...if you stop over-thinking and just start doing.



## Your Role and Value

In this chapter, we're going to discuss finding cash buyers--highly motivated and qualified buyers—for deals you'll deliver to them. In future chapters you'll learn how to find these deals, and they'll be far better deals than these buyers could have found on their own. You can furnish these buyers with the one thing they often do not have enough of...TIME. These buyers have the cash but often do not have enough time to locate and lock up these killer deals. That's why these buyers will stand in line to gobble up every deal you can bring to them. You're in the middle, introducing buyers to deals, and they'll be happy to pay you to do it. Everyone loves a great deal and we are going to give them as many as they desire!

### About Real Estate & Why This Works

Have you ever heard another investor say, "I make my money when I buy real estate?" Did it sound a little weird when you heard it? You probably didn't think much about it then, but

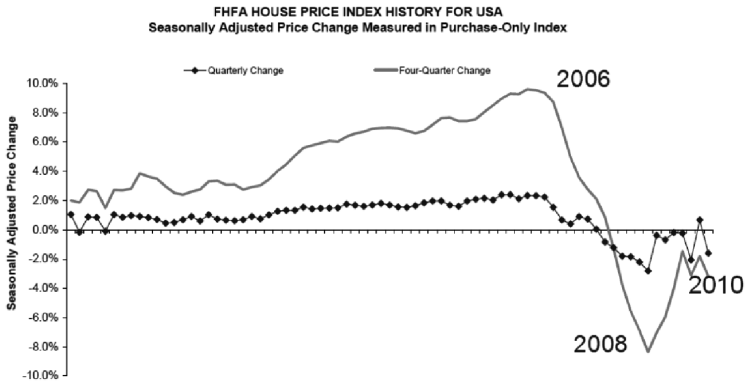
you need to now, because it's true and one of the reasons you'll profit from this book.

To explain that statement and why it's true for successful investors, we should talk about normal cyclical real estate markets and the way most buyers go into home deals. Let's use the very pronounced real estate cycle that was in full swing going into 2003 and beyond.

The real estate markets in that period, in just about all areas of the country, were going straight up. Home prices were rising at double-digit rates every year, and in some areas it was just plain crazy how people would line up and get into bidding wars buying homes. Buyers were buying \$100,000 homes hoping to sell them quickly for \$125,000. They were buying \$190,000 homes hoping to sell them soon for \$225,000.

In hot markets like those going into 2006, it seemed like anyone could make money on real estate no matter what they paid for the home, since it would be worth more in a few short months. Buyers were speculating on rising prices, and that's how bubbles are formed. The bubble is the peak, the absolute top that is reached just before everything collapses. When that bubble burst, years of pain were in the cards for those buyers who bought at the wrong time.

Don't get me wrong; I made money on the way up. And in a market like that, I'd be teaching you different strategies in this book. However, that market took a deep dive beginning in 2007, and we're not likely to see that type of price action for many years to come.



When markets are in free fall or moving sideways, many people forget about investing in real estate, since the only way they know how to make money is to buy and hold for an increase in value. They think of it just like buying in the stock market and holding to gamble that your stock shares will be worth more as time passes.

The problem for millions of people was that they bought on the way up and not early enough. Buying in the 2003 through 2006 period meant paying peak prices just before the plunge. Many homes were lost in foreclosure and bankruptcy. You may be one of those people, and I'm sorry you had to experience it, if you were. There was just too much buying and hoping.

Too many people now have the mindset that there is no money in real estate, that buying for profit is dead for years into the future. And they're right in most cases, unless you follow the plan of "making money on the way in." Their beliefs are founded on making money on the way out, and that's not what successful investors are doing.

In other words, you are looking at locking up deals that are great deals at the price you can buy them for today, not what price these properties may become worth in the future. Often



real estate agents will advise you what a property sold for three years ago. This sales information does not help you determine what the property will sell for in today's market. What the property will sell for today is what the property is truly worth. A property is worth what others are willing to pay for it. Recent comparable sales of properties usually within the past three months help us to determine what a property might be worth today. You want the deals that are great deals today, not what will become great deals if you buy and hold with the thought of selling tomorrow.

Looking at the chart above, you can see that the market reached the bottom in 2008 and the best it could do by the end of 2010 was sideways movement. The vast majority of people in periods like this will stay away from real estate. However, in 2010 and 2011, headlines like this one were in newspapers around the country.

## **“Cash Investors Move In – Buying Houses Shores Up Prices”**

Communities around the country found that cash buyers swooped in and began picking up bargains. Homes selling for \$200,000 in the bubble were worth \$100,000 in the trough. And investors will pay those discounted prices, fix them up, and resell or rent them out.

The thing is that these houses valued in half at \$100,000 in many cases could be bought for \$50,000, \$60,000, or \$70,000. The investors who located these deals could have benefitted by working with a wholesaler like you're learning to be right now and possibly made even more deeply discounted deals. Too many of them paid \$100,000 because they didn't have the time and knowledge to do better. They still made money, but they could have made a lot more money working with someone like you.

This is where your services come into play. You're going to learn how to locate and lock up deals on \$100,000 houses that can be bought for as low as \$50,000 to \$70,000. Or you'll find \$200,000 houses that can be great deals, but you can get them to an investor for 30% to 50% less. The investors in your buyer's bucket will be eager to hear from you, and may even compete against each other in some cases for your deals. You will receive \$2,000, \$5,000, or \$10,000 for every deal you deliver. You and your buyer will negotiate the fee for each deal. The better the deal you lock up for your end buyer, the more you can make when you assign the deal over to them. This fee will be well worth it to the buyer.

If you happen to be in the position to finance deals like these right now, either alone or with a partner, you can put these strategies into practice for yourself. However, if you're not sitting on a pile of cash, you can use this book to put money into your pocket right now, pay off debt, and move into doing your own deals later. Opportunity is limited only by your desire and how quickly you start doing what I'm teaching you to do here. Now you understand what someone means when they say, "With real estate you make money on the way in." Or, stated another way, "You make money when you buy real estate, not when you sell." You're never buying hoping for the market to come to your selling price. You buy at a discount to what you know you can sell a home for right now. This point is so crucial when you are making offers to lock up potential deals.

Nobody is immune to getting caught in a losing deal. I was making great money in the rising markets, and I was rolling deals for profits regularly.

Unfortunately, I got caught with a couple of properties when the bubble burst, and I lost money. This has happened only a very few times in my investing since I was 17, but I wanted to tell you.

What I'm teaching you will help you avoid the mistakes I've made.



## **Finding Buyers for Your Bucket**

Knowing where all of the greatest deals are is of no value if you have nowhere to take them. This chapter is about locating buyers and filling our bucket with cash-rich buyers ready to jump on the deals that you deliver.

In the previous chapter, you contacted real estate agents and gave them some homework. We wanted them to send us a list of cash buyers over the previous 90 days. Either:

- They knew how and sent the list.
- They needed help and had to call their MLS tech people to assist them to generate and send you the list.
- In the few states where names of buyers are private, they and/or you had to go to the courthouse and get the recorded deed and tax information to locate the buyers.

Whether it was easy or took a little time, it is very important to locate the buyers who have recently paid cash for real estate in your local area. This is just one of the ways we will talk about, but it's a great one. This way will take a little longer than some of the "fast track" methods we will talk about a little later in the chapter, but I want to make sure you get this one in the works sooner rather than later. It will produce great results.

As we covered in the previous section, you know who the buyers are and their mailing addresses where tax bills are sent, so all you need to do is contact them and move on to the next steps.

First, we want to map the homes purchased to see where these cash buyers are putting their money. You're looking for trends

and target areas that have clusters of purchases by these cash investors. Purchases may be spread all over the area, but there can be certain pockets in certain neighborhoods or zip codes where more homes are being bought by these cash buyers.

Congratulations! You've just learned the first technique in this book that makes it different and clearly shows you that I'm serious about teaching you what you need to know to make fast cash in real estate in just 30 days. Even among investors, you could ask and only a tiny percentage would know that cash buyers can be located this easily. Most real estate agents don't know or think about it, unless you ask. You never know what you may get by just asking.

### ***What These Buyers Have in Common***

Some people with lots of cash inherited it, but most of the cash buyers you'll be working with will be people who are successful in other businesses or careers. Whether doctors, clothing store owners, consultants, Internet entrepreneurs, or other successful people, they have three things in common that will make them your customers:

1. They are successful and have cash to invest.
2. They do not have the time nor expertise to search out real estate deals as good as those you'll bring them.
3. They will appreciate the deals you provide and pay you well for your services.

What happens when you connect with these people? YOU GET PAID! I'll keep stressing that getting paid part, since it's the reason you're on this page and following my instructions. Keep doing what I'm telling you to do throughout this book and you'll get paid soon.

### ***Your Marketing Database***

Right now I don't want to slow you down in getting to the "getting paid" stage. However, before you look at the next things you need to do, let's talk for a moment about information and marketing as they combine to make you successful. You're gathering information right now about buyers--what they're buying and where. Later, you'll be gathering information about deals. I don't want to take you off track right now, but if you're already familiar with databases and Customer Relationship Management, or CRM, software or online systems, then right now you could probably spend a few hours and save a lot of time in recording and retrieving information and using it to reach out to your buyers.

If you aren't familiar with CRM and either software or online systems for managing contact and prospect information, just do everything right now on paper in a notebook or keep it in file folders. If you are OK with computers, you might want to spend those few hours going ahead and setting up a software or online database for your business, starting with buyer information.

If you want to do that now, take a quick trip to [www.Zoho.com/crm](http://www.Zoho.com/crm) for a completely free online application that you can have up and running very quickly, since it already has all of the basic fields of information ready for your input:

- Prospect/Buyer Name.
- Address and contact information.
- Note fields to track other information about each buyer.
- The ability to add your own fields quickly for custom information filing.

Custom fields would be information boxes to keep track of what

types of properties a buyer is buying, as well as in what neighborhoods or areas. It's free for up to three users, and should work well for you without spending any money until you've grown past the free level.

One reason for getting information into this format will be the ease and speed with which you can make contact with your buyer list in the future. You can send mass emails and even group them to send specific emails to groups of buyers who buy in one area. Let's say you find that there are several buyers very active in a certain area of town. You will learn shortly about how to contact them. The database will allow you to segregate them by area for specific, targeted emails later when you find a deal there.

Don't slow down! If you're not great with computers, but at least familiar with databases and CRM, then just start a paper file for each buyer and write this stuff down. It's far more important for you to stay on track for income within 30 days. Later you can set up more automated systems when you're enjoying a steady income and want to multiply it by getting more efficient in your operation.

### ***What Are They Buying?***

Get out that list of buyers you've gathered so far and first look for WHAT they're buying. I'm talking about characteristics of homes. Are they mostly three bedroom/two bath ranch style homes? Maybe they're smaller starter homes that appeal to younger renters who can't buy due to credit or down payment shortages.

The information about the homes comes straight out of the MLS, so you have that. You've gotten the names of the buyers, so now just note down for each buyer the basic features of the home(s) they bought. For each buyer, note down the home types they're buying, and if there are several, look for patterns.

You want to contact them soon, but you want to do it with knowledge about their investment activities.

### ***Where Are They Buying?***

I've already talked about the need to map the purchases of these cash buyers. Some investors want properties close to where they live so that they can drive by them easily and keep tabs on them. Others have done market research and believe that there is more opportunity for profits, higher rents, or appreciation in certain areas.

Whatever their reasons, you will begin to see patterns of investor purchases in certain areas. This is very valuable information. Make notes on your buyer information sheets or fill in your CRM database fields with areas where each buyer is doing deals.

### ***How Much Are They Spending?***

Price ranges for purchases will often relate to areas but not always. For each buyer, note the price(s) they're paying for properties. This may be a really great marketing tool for you. You'll soon become familiar with area home price ranges and trends. When you find a deal with a possible purchase price that's below the area average, and it is a good property, you have a really valuable deal to bring to your investors.

Another way to use price to gain buyers and keep them coming back is to learn the price range for a buyer and bring them more house for the money. Some buyers have comfort levels or buying plans that dictate spending only within a certain range for each home they buy. Show a buyer that you can get them a larger home that will command more rent in their desired price range, and you're going to be dealing with them regularly.

In its simplest form, just learning the price range in which an investor is buying, you have the first piece of information you

need to get a buyer's attention. You know that a certain investor is buying three bedroom/three bath brick homes in town for around \$100,000 each. You know this investor's target market, so go out and find homes that have the characteristics this investor wants, but you can deliver them for 30% to 50% less money. You're going to get paid!

## **It's Time to Contact Your Buyers**

You can see that I'm confident because I'm already calling them YOUR buyers. What I'm teaching you has a sound foundation and plenty of history with other students. This does work. So this list you've gathered so far will yield one or more buyers who will pay you a nice fee very soon.

Sure, probably some only had the money to buy one home, but they want to do more, so you want them on your contact list. They'll get some more cash and you'll be the go-to person to deliver their next deal. You want to move the multiple property buyers to the top of your list, since they are ready now.

## ***Getting Their Addresses***

I touched on the courthouse and tax records before, but let's talk about them again now. If your real estate agents got back to you with lists of cash buyers, they were probably just names. That's great because it allowed you to start recording information about what they are buying, where, and for how much.

However, now it's time to actually contact them. So, go to the courthouse and use those property addresses to look up the owners. You can then take the Tax ID number for each property and look up the current owner in the tax rolls. The county must have the current address information in order to mail tax bills, so now you have it too, since it's a matter of public record. So



a buyer with multiple properties will have all of the tax bills sent to their primary address.

In many areas, you can do this research from home on the county's website. In others, you'll have to go to the courthouse and use their computers. Whatever you have to do now is the time to get it done. Get these buyer/owner addresses and put them on your data sheets or in your database. It's time to contact them.

### Contacting Buyers

You're going to write a letter to each of these buyers. This will be your first introduction to let them know about you and the benefits you provide to investor buyers.



You can find the full text of this and other letters ready to be slightly tweaked and mailed out at: **[www.dean-graziosi.com/powerletters](http://www.dean-graziosi.com/powerletters)**, but here's the general idea of what you're going to be saying:

*"Hi, Mr. Buyer. I'm Dean Graziosi. I want to let you know that I have a unique marketing strategy and a knack for buying properties cheaper and better than anyone else around. I see that you're a buyer in this area.*

*What I'd like to do is to contact you through email every time I find a deal that fits your criteria. If this interests you, email me, call me, or text me."*

This short version is very much the same as your "elevator speech," or two to three minute commercial, about what you do. Sales people have always worked on developing a short pitch that will get the prospect's interest in the short amount of time they might share in an elevator. This short speech is also a good first introduction by letter to capture an investor's attention.

***Here's a version:***

Get into your buyer's shoes. Here's a person with cash to invest. They have been buying three bedroom/two bath homes in the area for around \$100,000 each. They're buying them to hold and rent for cash flow. Suddenly they get an email, a letter, or a call from you letting them know that you can bring them homes that fit their criteria, and you can bring them at better prices.

You're telling them, "won't bother you. I won't make a big deal out of it, but every time I find a home that meets your needs, I'd like to email it to you or call you."

This is the same thing you will tell potential buyers when you meet them in person or call them in some of the other "Fast Finding" methods below to add buyers to your list.

Now that you have the names of the buyers and you found the address that their tax bill is sent to, you can mail them the letter. You are going to have them contact you, and then the fun begins.

The key when a buyer contacts you is to be ready to take as many notes about what you discuss. You are interviewing each buyer to build a profile on exactly what each buyer desires. Be sure to get as much information from the buyer as you can, such as the types of properties and deals they are looking for. Try to get multiple contact information, such as an email address and a cell phone number to reach them. The more specific information you get from each buyer, the better you can match deals to the specific buyer.



You can find a detailed buyer's profile form at:

**[www.deangraziosi.com/buyersprofileinterview](http://www.deangraziosi.com/buyersprofileinterview)**

Be sure to complete a buyer's profile form for each buyer that contacts you. The more information you have available for each buyer, the easier the match making between deals and buyers.

Also, forget feeling insecure. You're not bothering these potential buyers; you are offering them a service that can make them a ton of money. In most of the deals I have bought through a wholesaler, I pay them \$3,000 to \$7,500. (And yes, I use wholesalers myself, and in the previous two months of writing this book, I have bought about 20 deals through wholesalers and loved each of those deals.) On those deals I'm averaging about \$30,000 in equity. So who cares if the wholesaler makes a little in the middle? I make the lion's share. You need to remember that and have confidence knowing you are not being a pest, but rather bringing them a service to make them money. Everyone loves easier ways to make money. So go at this with as much confidence as you can muster.

Of course, you'll really get their attention when you tell them that you expect to be notifying them with matching homes, but you'll be delivering them at \$75,000 to \$90,000, instead of the \$100,000 they've been paying!

You're in their shoes now. Why on earth would you refuse to receive an email or phone call that can provide you with what you want delivered right to your door and at better prices? Trust me, they won't refuse.

You've just learned an extremely effective method of putting yourself in front of eager real estate buyers with cash to spend and a desire to hear from you. And there's more benefit yet to come from the information you've collected about these buyers.

### ***You Now Have a Deal-Targeting & Relationship Plan***

You've recorded the information about what types of homes

these buyers want, know what they're willing to spend, and know which ones are buyers of multiple properties. This is a LOT of profit-producing information.

You're going to go out now with a plan and focus on the types of homes these buyers "in your bucket" want. You can target those homes in the right price ranges and neighborhoods. You can see why we wanted to start filling our buyer bucket before our deal bucket.



You aren't going out with a "shot-gun" approach now. You have a plan and know precisely what to look for. By targeting the type of homes these buyers want and starting first with the type that the mul-

multiple buyers want, you will hit the ground running. This is why I can promise you real estate fast cash in 30 days. Just keep doing what I'm sharing with you, and I promise it will all make sense soon.

### ***Know Your Value & Feed the Frenzy***

If you haven't recognized your value to both sides of these deals, read this chapter again. Develop your elevator speech with a firm understanding of the value you deliver to both the sellers and the buyers. We'll get into locating deals later, and you'll see that on the selling end you're helping a bank or distressed homeowner to move a property they haven't been able to sell in other ways.

With this method and the ones to follow, what will happen in no time is you will turn around and there's your bucket full of buyers all eagerly awaiting an email from you with a deal. They're not just eager, they're hungry for deals. You don't become highly successful as a real estate investor by relaxing and hoping

deals fall in your lap. You actively seek them out by making offers and creating deals.



These investors are like sharks in a tank, all swimming around actively seeking today's prey. As you deliver deal after profitable deal, they'll be competing for them. You'll drop one in the tank and there will be a feeding

frenzy. They'll know you consistently deliver profitable deals, and they will want your deals before other investors can get their hands on them!

Drop your deal in the water and they'll fight for it. You won't be selling anything, just making delivery. Your selling was limited to that first contact letter, call or email with your elevator speech where you offer your services. Your deals will speak for themselves. After that, it's just matching up buyers and sellers.

### ***When You Don't Have a Deal***

When you're first getting started, and for short periods after you're established, you'll have dry periods where you're searching for deals but do not have any to report to your buyers. This is not a problem unless you let them forget about you during these periods.

Send regular emails to them, whether you have a deal or not. Let them know that you don't have a deal for them right now, but they should let you know if they have any new interests or criteria, since you're still out there looking.

You may even send an email with a deal that you missed and say something like the following: "This one was scooped up right away. Sorry it's not available anymore. But would this be up your alley since I am working on another just like it now?"

Do whatever it takes to stay front and center in their mind without bugging them. I would email once a week or twice a month no matter what.

### **Fast Track Buyers List**

The below strategy could literally put buyers on your list by day's end today. It is hands down the fastest, most effective way to get buyers in the next 24 hours.

Any For Rent ad or sign that you see is a potential buyer to add to your list. You can find For Rent signs as you drive through the neighborhood. You can find rental ads online in local newspapers or online classified sites such as craigslist or backpage.

Then you contact the landlord (potential buyer) and inform them that you may have more deals than you can handle in a month because you have a unique way of finding deals on properties cheaper and better than anyone. If they are interested in acquiring additional properties in the area, you can assist them. Some landlords may have an interest but may state that they do not have liquid funds. If these landlords have equity in other properties, you may be able to be a full service matchmaker and let them know about loan products they may not have known existed.

Some landlords may have an interest in acquiring additional properties. However, some landlords may indicate that they are tired of the rental business and do not want any new properties. This could be a potential motivated seller. You can inquire if they would have an interest in selling their property and gather the details.

### **Other Ways to Find Buyers**

There are a multiple ways to find buyers to fill your buyer's bucket.



I'm not going to go into all of them here, but you can go to my website at [www.DeanGraziosi.com/find-buyerslisturlhere](http://www.DeanGraziosi.com/find-buyerslisturlhere) and find them, as well as many more real estate investing ideas and training throughout the Dean Graziosi investor network website. You'll also find other students and successful investors profiled there who are willing to share their knowledge to help you become successful.

### **Business Cards**

With digital media and mail, some old school things are fading. But here is one that still works well. Good old-fashioned business cards. I don't care where you get them printed, what you call your business, or what kind of paper they're printed on. Have them printed on the least expensive stock and, if you want, just put your name, "Real Estate Investor," and your email and phone number on them.

Have your elevator pitch ready to be heard when you hand the card. And, if you want, write part of your elevator pitch on the back.

Once they're in your hand, go out and try to move them from your hand to the hands of absolutely everyone you know. Friends, family, co-workers, even the person in front of you in line at the bank, are all people who should have one of your cards.

Sure, you might be embarrassed telling your friends and family about your new venture. After all, they don't share your vision and goals. Remember, we discussed negativity in the first chapter of this book. Some of the people you know will not be supportive, and may even be downright negative or "naysayers." That's OK, though. Just slough it off.

Some of my students have even had to hide their books and study materials early in their learning process because they knew

their friends or family would make fun of them or give them a hard time. They did that to keep down negativity and move toward the realization of their goals. Whatever you have to do, that's fine, but handing out these cards to everyone should be done as soon as possible.

Why?

A young couple from Denver, Chip and Andrea Weule<sup>1</sup>, were just getting started. They were enthusiastic, but that was their greatest resource early on because they didn't have a bunch of cash to invest. They went out and put a business card into the hand of every family member, friend and acquaintance who would take it.

They would stick out that card and say, "Hey, if you're looking for a deal or need to buy or sell real estate, we have a knack and marketing strategy to make it happen when nobody else can. Call us!"

In no time at all they were getting deals and referrals for deals from their friends and family. In one deal they were told about two condos that were bank-owned. Banks loan money, and they aren't marketers. These two condos were sitting on the market because the bank just didn't know what to do to move them. They listed them with a real estate agent, but nothing was happening.

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<sup>1</sup> Chip and Andrea also chose to enroll in my Success Academy where they learned in-depth investing techniques and had my trained instructors walk them through their next five deals. If you would feel better having one of my team guide you through your first few profitable deals, call 1-866-478-0997, ext. 630, or visit [www.deansacademy.com](http://www.deansacademy.com) for no obligation FREE information today.



Chip and Andrea locked up these two properties – something you’ll learn about later on – and hit the telephone and email to get them in front of their list of buyers. They worked the phones nonstop and sent emails for an entire weekend. In two days, yes only two days, they found someone to buy these two condos in one package. They used none of their own money yet made \$44,000 doing exactly what you’re learning in this book!

Does this happen every day? Hardly. Can it happen to you? Absolutely. In football, you see hardworking, “in the trenches” defensive linemen in the right place at the right time, taking a fumble and running it in for a touchdown. The ball will be right in front of you also but only if you’re in the game.

Get those business cards printed and get in the game. Tell everyone you know that you have a knack for finding buyers and a knack for finding sellers. As your card gets out there, you’ll be told about homeowners who are in trouble and getting close to foreclosure. They’ll be looking for a way out. Or maybe they need to move for a job and haven’t been able to sell their home. It doesn’t matter. You just need to be in the game and in the know.

### ***Real Estate Clubs***

Find one or more local real estate investing clubs in your area, even if they are an hour’s drive away. First, you’re going to learn a lot as a member, and you’re going to meet people who will bring you business or be your customers in the future:

- Real estate investor buyers.
- Real estate sellers.
- Appraisers.
- Title company employees.
- Surveyors, mortgage brokers & lenders.

There will be people in the meetings who can send you business or will become your customers, since everyone there has a common interest in real estate investment.

You'll be circulating in the room and hear conversation bits like, I'm buying duplexes and houses on the West Side. Or it could be condos on the North Side. It doesn't matter, since the key words are I'm buying. Walk right up, hold out that business card, and introduce yourself. Give your elevator speech, especially the knack and marketing strategy part. You'll get buyers and sellers this way.

***Some websites to locate investment clubs include:***



**[www.deangraziosi.com](http://www.deangraziosi.com)**

**[www.reiclub.com](http://www.reiclub.com)**

**[www.reiclubdirectory.com](http://www.reiclubdirectory.com)**

**[www.creonline.com](http://www.creonline.com)**

**[www.meetup.com](http://www.meetup.com)**

***Ghost Ads***

Several of my students run ghost ads to "fill their buckets." What is a ghost ad? It's nothing more than an ad for a house that you really don't have available. Perhaps it's one that you or someone else recently sold. You use the information from that house and put an ad on Craigslist, put up a bandit sign (you will learn more about those later on), and put up flyers all over town and wherever you can get this message in front of people. It might read something like:

**"3 bedroom, 2 bath home  
must sell fast for cash \$89,000.  
Call xxx-xxx-xxxx"**

This was a real house that sold, so there has been activity in this price range for this type of home. There will be other interest, and you'll get calls.



When they call to ask if the house is still available, here's what you can say:

*"No, unfortunately that property is no longer available, but I have a unique marketing strategy and a knack for finding cheaper house deals than almost anyone else. If you like this deal, when I find my next one I'd like to email you. Can I have your contact information?"*

Bingo - That's all you have to do, and the students who use these ads have made a lot of money from the buyers they've put into their buckets from these calls.



Don't slow down now! You've just learned exactly what you need to do in this five day period to get buyers into your bucket. You should have lists from real estate agents. If not, get back on that.

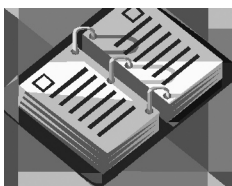
1. Map the homes purchased with cash from the list provided by your realtor of cash sales in your area.
2. Relate the homes to the buyers' names.
3. Get the buyers' addresses from county tax records.
4. Have your business cards printed, and the minute they're in your hand, start handing them out.

5. Develop your “elevator speech.”
6. Write your standard letter for a new buyer prospect.
7. Once you have the buyers’ mailing addresses, send the letters.
8. Find one or more local real estate clubs and check them out.

I know this is a lot of information, but you’ve got five whole days to do it! Take one piece at a time. If it takes longer, that’s OK, but my plan is to keep you on track for that first check within 30 days of implementing what I teach you here.



Take a break and go check out a special video I did for you for getting to this point. Got a few extra secrets? Go now to **[www.deangraziosi.com/specialmessage](http://www.deangraziosi.com/specialmessage)**.



**DAY 11 — DAY 15**

**(BLUE PRINT PAGE #3)**

## **How to Know What to Pay**

**Where Are You Today?**

**Where Do You Want To Be Tomorrow?**

You're very familiar with a big part of the overall plan, which is filling that "buyer's bucket." You know how to network for business, get the names and addresses of buyers, and contact them to get their commitment to look at your deals.

You should actually be contacting potential buyers at this point or at least handing out business cards to everybody you know and meet. Unless the membership fee was an issue, you should be a member of a real estate investment club and making acquaintances in the business. If you have the addresses of buyers, you should be getting those letters out. Remember, you can search the tax records of the local county to find out where tax bills are being sent. Investors usually have the tax bills for property they own sent to their home, office, or post office box.

If you're on schedule with this blueprint plan, you are approaching the halfway point for fast cash from real estate. I know it's a lot of information to take in this quickly. Having spoken to many students in the past, I know it's at about this point that life can start to interrupt your plan and goals. Sure, you're still excited, but life is intruding into your daily progress.



It's like that New Year's resolution to work out and diet for weight loss. You start off really well, going to the gym three times a week, cutting out sugar, switching to diet drinks, and eating less bread. Your workouts are focused and productive.

Then about three weeks into the program, you begin to experience interruptions and setbacks. Your kids start a new soccer program, and you have to get them there on days you've been working out. You start to skip workouts and use the kids as an excuse. Before you know it, you're not working out at all, and you're eating fast foods again because you don't have time to prepare a proper meal.

It's a lot like that when you're trying to change your life for the better by following the instructions in this book. Maybe your spouse is complaining about the time you're spending away from the family or that you haven't had a date night in weeks. You have less quality time with everyone in the family.

You're starting to wonder if you can even do this, since it's taking up a lot of time and life is hectic and busy enough already. By now you have surely had rejections, things that didn't work out as planned, and you may have questioned yourself. That, combined with thinking about everything I've introduced you to so far, may have you thinking there just isn't enough time in your week to keep moving forward.

If you're feeling stressed out and overwhelmed because you think there aren't enough hours in the day, I want you to do one thing for me. Years ago, I had a young student in his 20s who contacted us to say that he didn't think he could finish the program he was in because there just wasn't enough time in the day. He worked a full day on the job, then he went to his sec-

ond job, and he still had a young family to deal with at home.

I asked him to do one thing, which is the same thing I'm asking you to do here. Get a notepad and keep track of where you spend your time each day and every day for up to a week. Write down what you're doing and how long you're doing it. The only way you know if you don't have enough time for something is to see what you're doing with your time. This is important to your future. It's up to you to make sure you're not spending time in less worthy pursuits that you can drop or shorten.

When one of my students tracked his time this way, he found that he had 15 minute morning and afternoon coffee breaks and an hour for lunch during his workday. He also realized that his lunch time was spent with his friends griping about the job and the boss. They also complained about other things, but it was clear that lunch wasn't a very productive time for him. He went to his boss, who he wouldn't complain about any more, and got him to agree to let him forego the two coffee breaks and take an hour and a half for lunch. He then skipped hanging with negative coworkers and packed his lunch rather than buying it.

Now during that hour and a half he studied my material, made phone calls, and lined up deals. He found a real estate agent and lined up other team members. It took him longer than the course called for, but he had his first deal within six months, and it was all done during his lunch time. An added bonus was that he had more family time in the evening.

Where might you have an hour or more hidden in your normal day? You started reading this book with the desire to change your life for the better. Surely it can't be too difficult to find a way to make a small change in your daily routine to free up the time to make it happen and to realize your goals.

One thing is for certain: if you keep doing what you're doing,

you're going to keep getting the same results. You can't continue in the same routines and make dramatic changes to your life at the same time. If you're still struggling, go back to the first chapter and review:

- WHY you're doing this. If your "why" is strong enough, nothing or no one should stop you!
- Your plan and goals.

Hold a family meeting and let everyone know that you have to make some adjustments to accomplish your mission of making life better for the entire family.

## **Lots of Deals – No Time to Waste**

I'm going to talk about Matt Larson again here. We'll get some really great instruction from Matt as to how he values homes for purchase, but first, let's talk about the deals I'm doing with Matt and other students.

In the few months preceding me finishing this book, Matt and I have done 18 deals together with another many more on the way. He is helping me reach my personal goal of 300 rental properties in the next three years. He finds me amazing deals using the exact strategies I'm going to be sharing with you soon. Through Matt and my other students, I get to see the strategies that are working right now in today's market. I'm at the front end of the curve. The information found on the pages of this book is not just "textbook theory." This is a real world blueprint as used by me and my most successful students.

While I have to concentrate on running my company, writing books, doing seminars and TV shows, I still manage to get real estate deals done. I'm typically working on multiple deals at any given time with my students throughout the country. They do



the legwork and bring me deals, and they bring a lot of them in various areas and price ranges. When analyzing a potential deal, it is the numbers that determine how good the deal might be. The better the deal you lock up, the more options of what you can do with that deal. The better deal means the more profit potential for your end buyer, which in turn provides you more cash profit to put into your pocket!

How can students and prior students like Matt find so many deals? Your first thought must be that it's got to be a huge time drain to locate potential deals, evaluate them, and then negotiate the best deal. What you're about to learn is a high result/low time consumption method for determining what you need to offer for a property to meet your investment and profit needs. As I've already done and throughout this book, I'm going to let Matt share exactly how he is using our strategies and even how he has fine-tuned them to have huge success. So many people will say to me, "Well, Dean, you have been doing real estate for over 20 years. Of course you can do it." I love when I can let one of my students who was a broke machine shop worker putting in 70 hours a week share exactly what he is doing *right now* to make a small fortune every month.

The first thing to remember is that Matt works a 25-to-1 offer system. It used to be more like 40-to-1, but he's honed it over time. He expects to make 25 offers on real estate for every one property that actually becomes a deal. But it's always a great deal. Remember, the better the deal, the more profit for you! By making multiple offers on various properties, you increase the odds of creating the deal you are seeking.

Recognizing a great deal when you see it and acting on it requires a firm handle on what your profit needs are, what you can sell the home for, and your costs. Matt has developed a fast formula that never fails him, always assuring that he gets his

desired profit if the deal happens. I had Matt take me through exactly how he is using this method right now to do deal after deal, and these deals always have a profit built in. Here's how it works.



## What to Pay for a Home

### ***Find The Comparable Sales in Your Target Areas***

Many students often ask me, "How do you know a great deal when you see one?" To realize you have a great deal, you have to know what the property is worth. To determine value of a given property, you should acquire comparables from your realtor.

Comparables, often called "comps," are the properties you select to compare to the one you're considering buying or locking up on contract to wholesale. These comparables should be sold properties similar to the one you're valuing, they should be in the neighborhood, and they should be recently closed sales.

We don't use active listings simply because an asking price is just that-- something someone would like to get. It can have little or no relationship to reality, depending on who's doing the asking. If a property is pending or contingent, we do not use these as comps because these sales are not yet complete.

People list \$100,000 homes everyday for \$175,000 or more, so we only want to look at homes that have sold and the prices that were paid for them.

We also want them to be recent sales, since older sales may no longer reflect the current market. Also, they need to be in the

neighborhood of the subject property we're evaluating. Going across town doesn't work well. There are some other requirements, such as:

- Try to stay with the same number of bedrooms. Don't get four bedroom comparables to value a two or three bedroom home. Use the same number of bedrooms.
- The same is true for bathrooms; try to stay with the same number or at least within a half bath.
- Use the same type of homes. Don't compare a two-story Victorian with a single-story ranch.
- Stay within 20% of the square footage. In other words, if the home you're valuing has 1200 square feet, don't use comparables more than 20% bigger or smaller. So you would stay between 960 square feet and 1440 square feet for comparable "sold" properties that you are using for your own comparison.

You can get your real estate agent to help you by running the comps for you. However, you need to know how to do this so you can at least check the comps. Real estate agents make mistakes, and they don't know everything, so you need to be your own expert. Remember the quote often used by President Reagan "Trust, but verify."

***Use the Comparables to Value Your Subject Property and Determine the Numbers for each type of Buyer in your Bucket***

When you evaluate a property you have to be able to run the numbers to determine if it is a great deal. You run the numbers whether you are planning on buying the property or you have an end buyer in mind that might step in your shoes once you have control of the deal.

Now let's get to the actual formula and how to apply it to your comps to come up with an offer price that assures that you will cover your costs and realize your desired profit. We'll work through an actual comp and valuation example.

**Home:** We are about to make an offer on a home that's 1000 square feet in size with an asking price of \$100,000. This places the value (based on asking price) at \$100 per square foot.

$$(\$100,000 / 1000 \text{ sq ft} = \$100 \text{ per sq ft.})$$

**Comps:** We're going to locate six comparable properties that closely match this home, are close by, and have sold within the last three to six months. We do locate six of them with the same number of bedrooms and baths and square footages of +/- 20%.

**The comp values:** We average the sold prices of the comparables and average the square footages as well. Our sold homes averaged \$107,800 and 1100 square feet each. So our value per square foot is \$98 or  $\$107,800 / 1100 = \$98/\text{sq. foot}$ .

**Apply to subject home:** Using this \$98/sq. ft. number and multiplying it by the 1000 square foot size of our subject home, we determine that the actual market value of the home is really \$98,000.



## The Offer Formula

Of course, we can't pay the market value for this home and flip or assign it to an investor for a profit. We must come up with an offer that will allow us to get our costs back from a purchase and sale with profit to boot.

Here are the formula adjustments to the value to come to the price we need to offer:

**Real estate commission:** This is on the selling side. We may sell it on the retail market, and this would require using a real estate agent, which means a 6% commission, in most cases.

$$100\% \text{ (of \$98,000 value)} - 6\% = 94\%$$

**Buyers' market adjustment:** When sellers can dictate the price due to high demand we wouldn't need to do this, but it's far more common to have a buyers' market with buyers requiring some concessions. Frequently, it's to pay some of their closing costs, and we allow for 3% of the selling price.

$$94\% - 3\% = 91\%$$

**Bargaining adjustment:** While it would be nice, you usually don't get your asking price in a home sale, so when we sell it we expect to have some discount to our asking price. We allow 3%, since this is a common average in the area.

$$91\% - 3\% = 88\%$$

**Our closing costs at sale:** We're going to have closing costs involved on both ends, but usually more on the sale side. From experience in our area, we know that these will come in at about 3% of the selling price.

$$88\% - 3\% = 85\%$$

That last one is in bold print because this would be our offer if we didn't have rehab expenses. It would amount to:

$$\mathbf{\$98,000 \text{ value} \times 0.85 (85\%) = \$83,300}$$

In our area, we can adjust now and then, but we know that every offer we make should be 15% below asking price right off the bat. But that only covers the costs we've already mentioned, and there are more adjustments to make.

**The rehab cost:** Remember that we need to put \$10,000 into this house before we can sell it.

$$\$83,300 - \$10,000 = \$73,300$$

**Our profit:** We treat our profit like a cost, since we want to be sure that it's built into our deals. We want to make \$20,000 on this deal, so that comes out of the amount.

$$\mathbf{\$73,300 - \$20,000 = \$53,300}$$

**Please Note: The \$53,300 is the maximum amount we could offer based on our above formula.**

This is another bold number because this is what our costs and profit requirements dictate to be our offer. However, we never offer full price, leaving some room for negotiation. It gets a bit arbitrary at this point. We decide to offer \$48,300.

Why the \$300? Why not just \$48,000 even? While that may be the way the math worked out in this example, we would have that \$300 on every offer. It makes it look like we've sharpened our pencil and thoroughly run the numbers for our very best offer. Round thousands don't look like we did that.

### **\$48,300 Offered**

If you are buying this property to buy, fix, and flip for yourself, the purchase price of \$48,300 to \$53,300 would make the deal work for you. The most you would want to pay based on your formula is \$53,300. As we discussed, we would not start our offer at \$53,300 and we want to negotiate as much as possible. The less we get the property from our maximum offer price that we determined we could offer, the more potential profit for our pocket. The more profit potential in a deal, the more options of what we can do with that deal.

Now let's take a look at wholesaling this property to an end buyer. There are a variety of end buyers that we need to consider for each deal:

#### ***The End Buyer Who Wants to Buy, Fix, and Flip a Home for Profit.***

Based on the example above, you would have to know what your end buyer wants when it comes to profit from a deal. If they were happy with a profit of \$20,000, then the most they could pay for the deal is \$53,300 based on your formula. If your exit strategy is to lock up the deal and then assign it to the end buyer, you would have to get the property for less than \$53,300. For example, if you wanted an assignment fee of \$3,000, you would have to lock up the deal for \$50,300 or less. If you wanted an assignment fee of \$5,000, you would have to lock up the deal for \$48,300 or less. Thus, when your

exit strategy involves assigning to an end buyer who wants to buy, fix, and flip, they need to cover all their costs including your assignment fee.

***The End Buyer Who Wants to Buy and Fix a Home to Keep as a Rental Unit for Their Investment Portfolio.***

An end buyer who wants to keep the property for a rental unit in a portfolio is a preferred type of buyer. Why? Because the deal they are looking for does not have to have as much profit potential. The buyer that holds the property would not have the expense of having a realtor sell the property for them. Thus, they would not have to pay the typical 6% commission to the real estate agent. Also, the holding and closing costs on the back end of the deal would not be applicable since they are holding the property and not flipping it. The investment buyer is willing to pay more for a deal because they do not have as many costs to cover as a buyer that wants to buy, fix, and flip the property. You can then offer more based on your formula if you have investment buyers in your bucket that plan to buy and hold the deal rather than flip it.

Any time you make an offer, you should always have an exit strategy planned for what you will do with the property if you get it. The larger your buyer's list the better, and the more depth of buyers you have in every area at various price points the better.

**The Benefits of being a Full Service Wholesaler**

If you can become a full service wholesaler you can do more deals and move on to that next level. There are three keys to moving on to the next level:

1. Build your buyers list with cash buyers, especially cash buyers that are landlords.
2. Sell cheap and give buyers great deals; have



low prices and you will get repeat buyers just like Wal-Mart does.

3. Be a full service investor and provide information to your end buyers so that you exceed their expectations.

You can provide service to your buyers on the front end as well as on the back end. A full service wholesaler can provide killer deals but also be a problem solver for your end buyer. If you are a problem solver, there is always more money to be made as you get more completed deals. You can offer your buyer referrals for rehab crews, property management companies, or even small community banks that are portfolio lenders that can do no season refinancing.

You want to provide an entire package to your buyer that includes a running of the numbers along with pictures of the property and comparables to support your calculations. It's like the saying, "You never get a second chance to make a first impression." The numbers will sell the deal, and it will be presented as a total package of information. Your buyer will be impressed by the amount of information that you provide.

When you run the numbers, include the rehab costs, annual tax cost, insurance, maintenance, property management, mortgage payment, and the positive cash flow number. You will include the anticipated rent for the property and then subtract all your expenses for your cash flow number. If your final number is positive, then it is positive cash flow. If your expenses are greater than the rental revenue, you would be experiencing negative cash flow.

If you can assist your buyer with what they need when they need it, then your importance and dependence can grow with that buyer. You become more than a wholesaler; you become

a utility to that buyer. A utility they need and value to do more deals.

## The Formula for Success

As you review potential deals, run the numbers to see how good the deal actually looks. The more deals you evaluate and calculate, the faster and better you will become at making deals. I recommend that you practice running the numbers for every property you look at. Over time compare why some were better deals than others.

There are a number of steps here, but they become very fast and easy to do. Also, some of the numbers remain pretty fixed, so when we're not instructing, we can start by skipping the first four or so steps and just multiplying the value by 85% for step one.

This is definitely a formula for success, since Matt is headed toward his 200<sup>th</sup> deal, and he regularly cashes weekly income checks of \$40,000 to \$50,000 for individual deals and has tens of thousands more coming in as rental income from his long-term properties.

He is buying, selling, and putting deals together at this fast pace in part because he has developed this formula and offer system to be efficient. It should only become time-consuming if there's a deal--in other words, when it's worth it.

Matt is constantly bringing me deals as a wholesaler, too. He is so good at locating deals and marketing to have them come to him, that he can't do it all, so he brings many to me. When he does, I know it's going to be profitable, so I'm happy to pay him a \$7,500 fee for each deal.

Now read this carefully, since I'm putting it in print here to prove my point. *Today I approved another 12 deals from Matt at \$7,500 each.* I don't have the time to go out and find them, so I'm very happy to pay Matt this reasonable fee in exchange for the amazing profits he's putting in my pocket.

And why not? He's finding \$100,000 houses that he can bring to me at 30% to 40% or higher discounts. When I can buy houses worth \$100,000 for \$50,000 or \$60,000, I'm not going to hesitate, and Matt's getting his check delivered with a smile on my face.

### ***The Importance of this Formula***

When I was young, I was buying and selling cars. In high school and after graduation, I would buy wrecked cars, fix them up, and then sell them for a profit. I would buy many of them at auction.

I had to consider the cost to buy the car plus the cost to fix it up. A common example is a car that I could buy at auction for \$2,000. I wanted a \$1,000 profit. An examination of the car showed that I'd need to put \$1,000 of repair work into it. So to make my \$1,000 profit, I'd need to pay no more than \$2,000 for the car.

The problem is that, when I was younger, I'd see a really popular model, get emotionally attached, and end up paying \$2,100. I'd justify that decision by thinking that it was only another \$100. Little add-ons like this became common, and they would mount up. Before I knew it, that \$2,000 car that I could sell for \$4,000 was costing me \$2,475. Almost half of my desired profit was gone. Don't get emotionally attached and fall in love with a property. You should always love the numbers and the profit potential more than the aspects of the property itself. Remember it's not personal, it's business!

### ***Make Your Offer and Draw a Line in the Sand***

What Matt has perfected, and what you can now use to make lots of money, is a method and formula that assures him a profit if he enters a deal. Using the formula, the offering price is set like a line in the sand, and he doesn't cross it.

So what if it takes 25 offers to make one deal? Would you rather work through 25 deals and average \$1,000 each in profit or do one deal for \$25,000 or more in profit? That's 24 times less risk, less work, and less time for the same amount of money or more.

Or if you're not using your money to buy the home, and you're just acting as a matchmaking wholesaler, it's even more important to use this method and stick to it.

If you're getting a \$5,000 or \$7,500 fee to deliver a deal to an investor, you want them to really want the deal. They'll be much more likely to jump on deals with twice the profit of others.

You'll want to draw your line in the sand so that you only take your investor buyers the most profitable deals. They will wait for them, and they'll compete for them.

Draw your line in the sand, and don't hesitate to walk away if you can't get the deal at your price. In the beginning, some of the best deals that you do might be the ones you decide to walk away from.

While it's unfortunate that people are in mortgage trouble and banks are loaded with foreclosures, it's not your job to participate in the downturn. You make your financial future, and you can do that by using these methods.



1. If you're feeling overwhelmed and wondering how to find the time to keep on track with this material, please take a notebook with you and note how you spend your time. You are very likely to find where you can create more time to change your life.
2. Do some practice exercises using Matt's formula. Get actual sold prices and select comparables to value a home for sale in your neighborhood. Run the formula and come up with the asking price.
3. Go to [www.totalviewrealestate.com](http://www.totalviewrealestate.com) and watch several of the training videos under the:
  - 1) **Find It!** – light green box button located on the left side of the screen for [www.totalviewrealestate.com](http://www.totalviewrealestate.com)
  - 2) **Lock IT Up!** – yellow box button located on the left side of the screen for [www.totalviewrealestate.com](http://www.totalviewrealestate.com)
  - 3) **Sell It!** – light blue box button located on the left side of the screen for [www.totalviewrealestate.com](http://www.totalviewrealestate.com)
4. If you have completed all that we have covered so far and you still feel uncertain or want more help, visit my real estate success training at [www.DeansAcademy.com](http://www.DeansAcademy.com) and see if it might be right for you. Thousands of students have chosen this training as the stepping stone to their first successful deal--and beyond.



**DAY 16 — DAY 20**

**(BLUE PRINT PAGE #4)**

## **Filling the Deal Bucket**

**Where Are You Today?**

**Where Do You Want To Be Tomorrow?**

You're just days away from being a deal maker, matchmaker, connector, wholesaler, or simply the middleman. I don't care what you call yourself, as long as you're the check casher! You don't care about your title either, I bet. You want to go to the bank with checks, and you're almost ready.

Together we've gone through all of the motivation for your hard work, and you've made a plan and set goals. Then you learned how to fill up the buyer's bucket with cash-rich real estate investors ready, even eager, to receive your killer deals.

You have learned how to network, work with real estate agents, and research the names and addresses of cash buyers in your target market areas. You're hopefully a member of a real estate investment club, or you're at least visiting one in the near future. You'll learn important information and be able to network with helpful people at real estate investment club meetings. Perhaps you've already picked up a buyer or two from a club.

Maybe you've run a ghost ad on a free classified website such as [www.craigslist.org](http://www.craigslist.org). If so, you could be getting calls already. You

have your elevator speech and know what to say to get the buyer to give you their contact information so that you can let them know about the deals you're about to uncover and lock up.

You know how to contact buyers and should be doing that now. If you don't have the mailing addresses yet, go get them, since you're about to learn how to fill the deal bucket and that can immediately produce opportunities for you. You don't want to find the perfect deal and not have a buyer ready to pay you for it. Remember to build your buyer's list and build as much depth in your list as possible.

Matt Larson's property valuation method is fresh in your mind, and you've practiced running the numbers. You're ready to quickly calculate what a deal is worth to you and your end buyer. You know how to use comparables to do that. You're just a deal away from cashing that first check.

Just using what you already know, you could have a deal and a buyer already, or be very close. After all, you're handing out business cards and letting everyone know about your new business. Earlier I mentioned Carol Stinson, one of my students who did so well that she quickly built up the cash to buy deals on her own. The thing is, she loves the wholesaling so much, she prefers to deliver properties to buyers and pocket the fast cash. You could take your wholesaling business to the next level and end up owning 50 or 100 properties. Or you can be like Carol and happily play the matchmaker between sellers and buyers.

### ***Real Contacts – Real Reactions***

For some students, the marketing part is no problem. They place ads, join a club, and do all of the right things to generate contacts with buyers and sellers. Then they face a challenge when someone actually calls them or is face-to-face with them and asking questions.

If you're concerned about how you'll handle that first buyer and seller, relax. What's going to happen if you mess it up? There's no "hall of shame" for new investors who flub their first meeting with a buyer and say the wrong thing. Sure, you may not impress them with your investing expertise, but they're not going to call you names or hurt you.

Consider it practice. You can't get good at this part in front of a mirror. You need to talk to buyers and sellers. It's like getting those training wheels off the bicycle when you were a kid. You *know* you're going to fall but you do it and keep getting back on until you can ride that bike. It's the same here and now. Do what I'm teaching you, and the leads will come in. Then get on the phone or in front of them and do your thing. You won't fall more than a couple of times, and it will be smooth riding after that.

I remember when I was young and was pitching a deal to a buyer. I messed it up in so many ways! I hung up the phone, and all that I could think of was, "Holy Cow! Why did I say that?" But guess what? I never said it again, and the next time was easier.

It's like getting lost the first time you go to a new school or job location. You can't figure out where to go, and you might have to back up and take another run at it. But you get there, and the next time you can go straight to the right place.

Let's get right to one of the most effective strategies used by my students to locate deals and fill your deal bucket. I'll give you a couple more in this chapter, as well.

**WANTED:** *"We Buy Houses Any Area Any Condition Call..."*



First, I'll share techniques and scripts for talking to sellers. No matter how you get motivated sellers on the phone or in front of you, the scripts that go with a bandit sign campaign will work for you.



## **Bandit Signs**

This is a very important piece of your marketing plan for filling your deal bucket. Some of my most successful students use this strategy, and many of my own deals have come from this seemingly archaic bandit sign strategy. Let me just say this before we start. This may be the best way by far for you to find amazing deals in your area before anyone else knows they exist. Therefore, you have no competition!

You are going to learn a perfected system that covers from how to word them to where to use them to what to say when people call. There's a lot of valuable material here, so take notes or highlight it, since you'll be using it to get your signs out and start producing leads for you.

### ***Wrong Means Silence – Right Means Calls***

Bandit signs are one of the very best ways to locate motivated sellers. Doing these right will keep your phone ringing, while doing them wrong will just suck up some of your money and a lot of your time. Because so many investors do these signs wrong, you can have your signs right next to theirs and get all of the calls just by following the instructions I'm giving you here.

### **Size – 18 x 24 inches**

Through trial and error and tracking results, we know that the best size for a bandit sign is 18 x 24 inches. This is a cost ef-

fective size but also large enough to be seen and easily read by passersby.

### **Color – Yellow Backboard**

After trying white, red, blue, and other colors, the sign color that will work best and get you the most phone calls is YELLOW.

### **Lettering – Handwritten in Black Marker**

Without a doubt, you'll want to handwrite the lettering on your signs with a thick black Sharpie marker. Preprinted signs are the most common, and we've tried them. Handwritten signs work better. While there's no written guideline on this except for here, we believe that it's all about credibility.

Think about signs you may have seen like "Single mother makes \$4,000 in her free time from home." Too many of these signs are scams, and people recognize that. When they see a handwritten sign, they're more likely to believe that it's a regular person trying to buy a house for a good price. Too slick and they get suspicious and don't call. More "down home" and you'll get more calls.

### **Phone Number – Use a Local Phone Number**

While many of these signs use toll free 800 numbers, and I have had great success with toll free numbers in the past, using a local phone number stays in line with the local person feel. While 800 numbers have advantages, such as tracking features, extensions, caller identification, and reporting, we've found that more calls will come in if the number is local.

MagicJack found at <http://www.magicjack.com/5/index.asp> is a good choice for this local number, as is Google Voice at <http://>

google.com/voice. The Google Voice account is free and will take messages and even email them to you. It will also ring more than one phone at the same time, so you can catch calls at home or on your cell without worrying about remembering to forward them. It's probable that a local number is also perceived as less likely to be a scam than a toll free number.

### **What To Say**

If it works, don't mess with it. You've heard that before, and it applies here. After lots of variations, we've been saying the same thing on our signs for a long time: "I buy houses, any condition." Then add your phone number. It's that simple, and the 18" by 24" size works well for this information.

If it seems too simple, go with it anyway. Sometimes the simplest solution is the best. Getting creative in this case will not increase your phone calls; it will probably decrease them. Just stick to "I buy houses, any condition," and your phone number.



### **Website Option**

The world is moving to the Internet, so having a simple website with information for the homeowners has been an effective tool. You'll also want to have a simple form on your website to get information from them. Using a free online forms solution like <http://Wufoo.com>, you can easily create a simple form to get information from the homeowner, including:

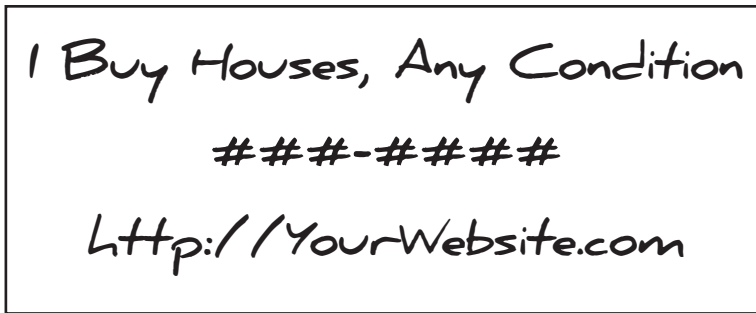
- Name
- Address
- Phone number
- Email address
- Number of bedrooms and baths in their home
- Why they're selling
- Their asking price

Doing this can increase your response rate because some people are hesitant to talk to someone on the phone as a first contact after seeing a sign like this. If the phone is their only option, most will call, but a few will not. If they have a way to send you information and see how you respond, these people will be more likely to make contact with you.

What is important here is to use an address that is not too long. People need to be able to remember it if you expect them to use it. Something like **"www.danbuyshomes.com"** is great, but something like: **"www.ibuyallkindsofhousesintheeast-sideoftown.com"** is NOT.

It not only has to fit on your sign, but people must be able to remember it.

Another advantage to having a website is that websites build business credibility. Most people expect a business to have a website, no matter how simple. Your website can be very simple. We do offer simple websites for our students, so if you would like one, simply give my office a ring at XXX-XXX-XXXX. If you use a website, you can add that line to your sign. Now your sign reads:



### Cost & Where to Get Them

We use SignWarehouse.com, and there are other sites where you can order signs like these at reasonable prices. Here are a few results from a Google search:

Using these resources, you can get about 50 signs and metal stakes delivered to your door, you'll spend around \$115.

get bandit signs

About 202,000 results (0.20 seconds)

- ▶ [100 Bandit Signs for \\$99 - Quality Signs / Quantity Discounts](#)  
Design & Buy Online in Minutes.  
www.signsonthecheap.com
- [\\$80 Yard Sign Special - 100 18x24 \(2\) sided \(1\) color](#)  
Easy Online Orderig  
www.signrocket.com
- [100 Yard Signs \\$145 18x24 - Home of Yard Signs, No Hidden Fees](#)  
We compared- You save, Great Serv.  
justyardsigns.com
- [BanditSigns.com: 25 Custom BanditSigns for \\$25!](#) 🔍  
BanditSigns.com offers custom signs, banners, decals, digital printing and more! ... Get Our Newsletter. This link will take you away from BanditSigns.com ...  
How to Use Bandit Signs Effectively - Real Estate Investing - Metal or Wood Stakes?  
www.banditsigns.com/ - Cached - Similar

### Where to Put Them

This is a game of numbers. The more people who see your signs the more calls and leads you'll get. The number of calls is also a function of their ability to either write down or remember the phone number.

Ideally you'll place the signs where people are not speeding by; you want them to be able to stop long enough to jot down the number. In addition, having a phone number that's easy to remember will make it more likely that you'll get a call when they don't have a pencil to write down the number.

Placing signs near heavy traffic areas such as Wal-Mart and McDonalds have produced great results. These two megabusinesses spend millions of dollars in demographic and traffic studies to determine the best locations for their stores. They know where the people are. Rarely can you place your signs on their property, but getting nearby in right-of-ways or at entrances to their parking lots can produce very good results.

Go to Google and search on "busiest intersections in {your city}." Just put your city's name after the "in." Many times you'll be able to pull up information about intersections with the most traffic.

When we find a really great spot for a sign, sometimes we know before we ever leave, since we start to get calls on our cell phones right then and there.

Pick the best areas and put up 25 signs. You ordered 50, but for now just put up 25 of them. Our experience shows that 25 well-placed signs will generate two to three phone calls every day. We've also found that just two to three of the 25 signs are generating about 80% of the phone calls. This shows you just how important it is to place your signs in the best spots.

How do you know which signs are generating the most calls? Just ask. When you get a phone call, the first thing you do is to ask "How did you hear about us?" They'll likely answer that they saw the phone number on a sign. Just ask them if they re-

member where the sign was. Make out a lead information sheet when you're talking to them, noting the location of the sign, as well as their other information.

### ***What's Going to Happen***

From those two to three calls each day, you're going to generate one or two deals every month. We have kept track of the results of what my students have done, and you can count on these one or two deals each and every month.

Remember, it's a game of numbers, so if you want to get more calls every day and generate more deals, just put out more signs.

### ***What If It's Not Legal?***

I hear this every day from students: "I can't put up signs in my area because they're illegal." Matt has been putting these signs up for years in his area. Guess what...they're illegal there, as well as:

- Politician signs
- Garage sale signs
- Bake sale signs

Those may all be illegal, but how many of them do you see every day? There are some ways in which you can minimize problems, since you're going to want to put your signs out, legal or not.

First, don't nail them to telephone poles or attach them to city sign poles, buildings, or any structure. You'll almost certainly get a call from the city if you do. Use small wire stakes to place your signs and you'll have less trouble from the city. Wire stakes are also quick to put up and to take down, though they are a little more trouble in the winter.

If you're still getting hassled by the city, it's almost always because city employees are reporting your signs during their workday. Most of them do not work on weekends, so that's when you want your signs up. Put them up on Friday evenings, and take them down Sunday evenings. If you happen to see other similar signs that stay up for weeks and weeks, you may want to try placing your signs in those areas, too. Weekends are best for traffic anyway. Some cities even waive the rules on weekends.

Keep your signs up as long as possible, and if an intersection is a good place, you'll find other signs there. Don't let it bother you, since your signs will do better. We've perfected our bandit sign design, placement, and follow-up procedures over time. What you're learning here is guaranteed to work.



## When the Calls Come

The calls will come, guaranteed. Follow the instructions in this book, and your bandit sign marketing will be highly effective. You'll get those two to three calls or more every day, and you'll get at least one to two deals every month.

Now it's time to learn how to handle those calls. The first thing you'll need is to get a copy of the lead sheet that you will need to fill out for every phone call lead. You can get that at my website <http://DeanGraziosi.com/leadsheet>

Keep copies handy at home, and on a clipboard in your car. Too many students think that a notebook will work just fine. However, they end up not getting complete information or not being ready when that phone call comes in. Get the lead sheet, make copies, and use them.



### ***Answer the Phone!***

I know, if you're working at your job, you probably can't answer the phone during working hours. Don't risk getting fired, but know that you'll probably lose around 15% of the calls if you make them go to a message. It's just the cost of starting up your new business before you're able to go full time. But 85% is still great, and you'll be successful and in a better situation sooner than you think. One trick you can use is to have a great message on your voicemail. Something like: "Hi this is Dean and I'm anxious to talk to you about your property, but I'm on the other line right now. I promise to call you back ASAP if you leave your name and number. Talk soon!"

You can also use a low cost call center that has a script you write and includes the lead sheet that I included above. One company I have used in the past is Answer One. Their website is found at the following link: [www.answer1.com](http://www.answer1.com). There are many other call centers that can do the same function. You can use Google to search and perform due diligence in finding other call centers.

However, if you're not at work, answer the phone. Actually, you'll get most of your calls on the weekend or after work, so be ready and answer the calls. You can't do deals until you speak to these sellers.

### ***What To Say, Ask & Write Down***

We're going to take you through a typical phone call and tell you what to say and ask. If you ask a question, the answer is important enough to record, so for every question here, we want you to write down the answer on your form.

- 1. Get their name** – Of course, this is rarely something you would forget, but get this right away.

2. **Ask where they found the number** – You want to determine which signs and locations are bringing in the leads.
3. **Phone number** – You'll probably be using Caller ID, but be sure to write down the number to keep the right number related to the right caller, especially when you're busy and getting multiple calls.
4. **Property address** – This is important later when you're trying to quickly decide whether it's a potential good buy.
5. **How many bedrooms** – We're doing two things here—building rapport with the caller and getting information we need. Asking simple questions at the beginning is best.
6. **How many bathrooms** – Same as bedrooms.
7. **What is the approximate square footage of your home** – What you are doing is getting the information you'll need in order to do Matt's formula with comparables.
8. **Garage & basement information** – If you don't have basements in your area, skip that. However, get the types of information you need to do the formula.
9. **General condition** – "What's the general condition of the property?" "Does it need work?" Most homes will need work, since the sellers who call off your signs are motivated, may be down on their luck, or might be approaching foreclosure. We've found that only around 20% of callers are tire-kickers who are just trying to see if they can unload an overpriced house.

**10. “Why are you selling?”** – This is the most important question you’ll ask.

**11. “What is your asking price?”** – This is a number you want, but it isn’t the real number in most cases. Now we’ll look at these last three questions in detail.

***“What’s the general condition of the property?”***

Generally, these seller callers will not have any idea how much it costs to do repairs and make renovations. They’ll usually think it’s much more expensive than the amount we know we can spend to get the work done.

So, you ask this question, and the seller says that the property needs some work, probably about \$20,000 worth. In many cases you will find that \$20,000 coming from the seller usually involves work that he can get done for \$5,000 to \$8,000. When they give you this \$20,000 number, it’s like saying, “I know I will have to take \$20,000 less because of this work.”

There’s another important reason for this question. You want to get some idea of what’s going to be involved in rehabbing this property before you spend too much time and effort in further investigation and doing comparables.

***“Why are you selling?”***

This system of wholesaling works when we find motivated sellers, people who NEED to sell, not those who just want to sell their homes. When we ask the question and they say something like “Well, I’m thinking of moving to a better school district for my kids,” then they’re not motivated enough for our 25 to 1 offer system to work.

You may hear an answer like, “I inherited this house, and I don’t want to pay the taxes, insurance, or utilities on it. I need to get

rid of it, and I don't have any reason to hold on to it." This person NEEDS to sell. Now we know the reason they need to sell, what they want for a price, and a good idea of the condition of the home.

We also know something else from the address we got earlier. After doing comps and deals in the area for a short time, you'll develop a knowledge of areas and what homes there sell for. So using the answers to these questions and the address, we have a quick idea of whether we can make this work or not.

### ***The Rest of the Conversation and the Power of Negotiation***

The better negotiator you become, the more money you will make in this business. So you want to practice and become comfortable asking questions and being a very good listener. Part of the art of negotiation involves asking questions and listening to how the other party answers them.

For example, let's say that the address is in a neighborhood where you know that three bedroom, two bath homes like this one sell for around \$100,000. This seller tells you that they lost their job and they have to sell, and they tell you that they want to sell for \$45,000. You could very well be looking at your next deal!

However, let's say that they give you an asking price of \$100,000, or \$30,000, or \$80,000. You have one more question to ask them: "Is that price flexible?" Yes, you're trying to get a better deal, no matter how good the deal may already look. So you ask, "Is that price flexible?" It's a question you ALWAYS want to ask, no matter what the price.

**Example:** You are talking to them about a house that is worth around \$100,000, and they are asking \$60,000. This looks like

a good deal, but now you ask, "Is that price flexible?" After you ask the question, then become silent. The silence will make the seller want to respond. This is a powerful negotiating tactic and often makes others want to speak.

You'll learn to never be surprised, since we hear statements like this all of the time: "Well, I'm asking \$60,000, but I might take \$50,000 or \$55,000." Wow! Who would have thought they would offer up a discount right away? But they often do.

When they said \$50,000 or \$55,000, they really just told you \$50,000. In just a two minute conversation, you've lowered their price by \$10,000. This could indicate the seller is motivated.

However, we're not finished yet. Now it's time for the price-buster responses that make deals happen.

***Price-buster response # 1:***

"Part of the problem is that you're competing against the foreclosures out there. The foreclosures are bringing down everybody's values. So I don't want to give you a lowball offer, but the reality is that those foreclosures are really what's at fault here."

Using our previous example, we've reached a point where they say they might take \$50,000, which we know is a real number and a good deal for us. At this point you could throw them a number like \$45,000. If they reject that offer, he would use the foreclosure price-buster response, followed up with, "I can't pay \$50,000 for your property when I can go down the street and buy a foreclosure for \$45,000. That's why I'm offering you \$45,000. I'm not low-balling. It's just the foreclosures out there ruining everybody's home values."

Blaming the low offer on the foreclosures places the blame elsewhere, and there are never nasty phone calls or people yelling at you because of your offer. They hear your rational argument about foreclosures and may not like what they're being offered, but the blame isn't placed on you.

So what if they say that they just can't come down to \$45,000? In this case, since you know that \$50,000 was a good deal in the first place, and as long as all the other numbers work, you decide to go ahead and make this deal happen.

What if you're still stuck back up there at \$60,000, though? It's time for the second price-buster response.

### ***Price-buster response # 2:***

"You could probably get your price if you go find a real estate agent and put your property on the market. In the next six to nine months, you might be able to get your asking price." "What's in their mind now? They're thinking, "I don't want to wait six to nine months to get it sold. I want to sell this thing now." If so, they'll come back to you with a lower number and it's a negotiation. If you get them to \$50,000 or less, you can lock up the deal. You won't offend them, since you're giving them the option of listing it.

### ***The Payoff Question***

Here is an important question to fit in where you see an opening. "Would you sell the property for what you owe on it?" You don't ask them right out to tell you what they owe on it, because they won't want to tell you and you might offend them. In most cases you will get what they owe simply from this question.

They may say, "Heck no, I only owe \$25,000." Or "Yes I would." Then it is easy to say, "What is that amount?" Either way this question usually leads to learning what they owe.

The response you get when you ask the question properly can bring the discussion around to the seller telling you what they owe. If it's a \$100,000 house, and they owe \$90,000, then there will be no deal. There's no room between value and what is necessary to pay off the loan to pay your fee and interest a buyer. You can politely stop the conversation and move on.

If, on the other hand, the payoff is lower and they say that they may take the payoff to get rid of the property quickly, then you can ask them the amount of the payoff and maybe have a deal. The very best answer you can get to the payoff question is something like, "I inherited the property and it's free and clear." Then there's loads of room to negotiate!

Once you determine the bottom price, try to work towards that number if it would be a good deal. Only make offers when there's a high likelihood that they'll get accepted at the low end. This provides negotiation room as well as profit for the investor and the wholesaler.

When you make an offer, you can explain that your offer is reflective of the funds needed for the rehab costs. This is the other negotiation tool you will use to justify the price other than just comparing their property to foreclosures. If you point out to the seller what they are competing against, they may better understand the basis of your aggressive offer.

By the way, even after all of the mortgage and home price problems that began in 2007, about 40% of all homes in the United States are owned free and clear. Therefore, there's a whole lot of room for negotiation when there is nothing owed on these types of properties. Many times you can be more successful with completing deals by using these strategies than you can be in buying foreclosure properties.

The potential is amazing and some of our best deals are with homeowners who own their properties free and clear but need to move out or must sell right away. It's the 25:1 program. We're making 25 offers for every one that gets accepted.

As we previously discussed, the right real estate agent can make the difference. Your real estate agent can assist you to sift, sort, and screen through the active listings to try to determine the most motivated sellers. Remember, you are looking for sellers who need to sell rather than just those who want to sell. You want to go through all the active listings to determine the most motivated sellers based on such things as time on market with price reductions or key words such as vacant, as-is, handy-man special, bank owned, foreclosure, estate, probate, etc. If you make offers to the most motivated sellers, you improve your odds of getting 1 out of 25 offers accepted by the seller.

It's worth the effort, because that one deal is guaranteed to be highly profitable. It is a numbers game because you are making many offers, but it is also a science to sift, sort, and screen through the active listings to try to determine the most motivated sellers.

We've had students call up or write in and say they're doing better than 25:1; they're actually getting three to five deals for every 25 offers. The problem is that they're not doing better, they're paying too much. Think about it. If you're getting more than the 25:1 ratio, then you're offering too much, which gets you more deals. If this begins to happen, adjust your offers downward. Maintaining the 25:1 ratio means that you're getting the deepest discounts and making the highest profit possible.

Of course, it works the other way, too. If you're making 100 offers and still looking for an acceptance, or even 50, you're not



offering enough. Raise your offers a little. Always try to maintain that 25:1 ratio.

The 25:1 strategy was covered in great detail in my prior book, "Profit from Real Estate Right Now!" Please reference Chapter 7 pages 138-140 or you can follow the links on [www.deangraziosi.com/agentletter](http://www.deangraziosi.com/agentletter) and [www.deangraziosi.com/agentscript](http://www.deangraziosi.com/agentscript).

## **Other Deal Finder Techniques**

Find a way to use bandit signs, in your local area. You can use bandit signs to find motivated sellers or buyers. It just depends on the ad you use on the sign. If you advertise a home that you need to sell fast, you can build your buyers list. If you advertise you buy homes in any area and any condition you will attract motivated sellers. If you have to put them out only on weekends, hire a student or someone willing to work for \$7 or so per hour, give them the addresses, have them put them out on Fridays and pick them up on Sundays.

There are other methods that my students are successfully using to locate deals. Let's talk about a couple of them.

### ***Greg Murphy's Flyers***

Living in a tiny town in Booneville, Mississippi, Greg doesn't have many busy street corners for bandit signs. That didn't stop him from coming up with his own business generator to fill his deals bucket. He puts his message on flyers, very much like the message on the bandit signs, but he has a little more space.

He puts these out in delis, laundromats, doctors' offices, and anywhere else where people congregate. One that he has posted in a laundromat made him \$40,000 in one year! That's a major return from just having these flyers where people can pick them up and call him later.

### ***Calling and Sending Emails to Expired Listings***

Most real estate listings are for six month or one year periods. If they're not extended at the end of the contract period, the listing expires with the home still unsold. You can get these expired listings daily from your real estate agent, since they get them in their "Hotsheet" report from the MLS.

Put yourself in the seller's shoes at this point. They've had their home up for sale for six months, a year, or more. It still hasn't sold. Right after their listing expires, while they're trying to figure out what to do, they get a phone call, email, or postcard from you. You tell them that you may be able to sell their home.

*"I have a knack for finding buyers, a unique marketing strategy, unlike anybody else. And I think that I can get your house sold, or I may be able to purchase it myself. I'd like to talk to you. Call me."*

This stuff works, because I have students out there doing it every day and cashing checks as a result. It's not about needing real estate agents. With some states making it so easy that you can get a license after only four hours of training, 70% to 80% of real estate agents just aren't that knowledgeable about the business. They get into the business looking for easy money and big commissions. They're not doing anything original to help their clients sell their homes.

Sometimes sellers who choose to sell their home By Owner do not sell their property. As you go through older listings from on-line classifieds such as craigslist.org, email the seller to determine if their property is still available and to determine their motivation to sell. Often, For Sale By Owners will be more motivated as time passes by.

### **Trust but Verify – Working Toward the Exit Strategy**

As you speak with motivated sellers, you are moving closer to that next deal. If you believe you might have a deal in the works, you may be asking yourself what are the next steps.

As you consider each deal, you should always know your exit strategy before you get your offer accepted. Your exit strategy is nothing more than what you will do with the property if your offer gets accepted. Once an offer gets accepted you will want to verify your numbers for value, repairs, etc.

You want to ensure you have good comparables for each property you are considering making an offer on. Be sure to review all potential sold properties within your area. You want to determine how the foreclosures in your target area could affect pricing value.

Even if you get a property at a great price, you may not necessarily have gotten a fantastic deal. It will depend on how much money you have to put into the property to get it updated and fresh. After the repairs are completed, we would refer to this as After Repaired Value (ARV). When it comes to calculating repairs, leverage your Power Team members to assist you in your estimates.

### ***You're Getting the Secret Sauce!***

I hope you understand just how powerful this information will be in putting cash into your pocket. You're learning strategies that the real estate agents don't know. You're learning techniques that 90% of all real estate investors don't know about. I'm giving you the top methods here, but you can go to my site at <http://TotalViewRealEstate.com> and learn about more strategies that work just as well.

You may also find that it's a fit for you to work with my Real Estate Success Academy. My instructors there are real estate investors who do this stuff every day. They are chosen because they not only know how to make this stuff work, but they also have a knack for teaching and helping others make it work, too. You can contact a trained professional at the Academy right now at 1-866-478-0997, ext. 630.

In the next chapter, which covers the next five days in your training, you'll learn how to take these two full buckets and match deals to buyers while protecting your fees. You will also benefit from the Power Team members you began to assemble. These power team members are experts in their respective areas. You will leverage their knowledge and expertise to help guide you through a deal. Your real estate agent, title company, attorney, and others will make money as you make money. So it normally does not cost you a penny until you work out a deal. The more deals you do, the more business you bring your Power Team. I always consider my power team members as "partners" rather than just business associates. The more deals I do, the more business will come their way. Therefore, if your Power Team understands your vision of where you are and where you are going, they are more likely to go out of their way to assist you.



1. Go to [TotalViewRealEstate.com](http://TotalViewRealEstate.com) and check out other methods that may be effective in your area.
2. Order your bandit signs.
3. Do your research to see where the best areas are for the signs. Check on local laws and develop your sign strategy to work within the law or to avoid hassles.
4. Get a phone number, hand write your first signs. Then go out and place them. Wait for the calls.
5. Have our lead sheet ready when you get those calls, which you will get, and go through the scripts and questions.



**DAY 21 — DAY 25**

**(BLUE PRINT PAGE #5)**

# **Bird-dogging, Assignments & Double Closings**



## **Where Are You Today? Where Do You Want To Be Tomorrow?**

You're so very close to being on your way to the bank with a check! You've learned so much, and what you know right now has placed you just one step away from putting a deal together and have you cashing a check. During the past 20 days you have learned:

- How to market, what works, bandit signs and their placement.
- How to set up your phone number and marketing to be ready for calls that will come.
- That you need to use the lead information sheet when you're on the phone with a seller, and exactly what questions to ask them and why.
- When there is a possible deal from the answers you get, and how to run the profit formula to come to your offer price.

You've had the right training already in marketing and networking for buyers, and you've already begun to fill your buyer's bucket. You could literally start your day tomorrow with a phone call from a motivated seller.

Sure, I have more to teach you in this book, other ways to make money in a hurry with real estate. However, it's important that you realize that if you've kept up with the homework, what you'll read in this chapter will pull all of the pieces together for you and move you into the position of doing deals and cashing checks.

### ***Don't Lose Momentum***

I know it's not easy finding the time and energy to go through this material at such a fast pace, especially when you still have to deal with other responsibilities such as your regular job and family obligations. Congratulations on getting this far and don't forget to celebrate each milestone no matter how large or small. Even if you're a little behind in the homework, it's critical that you do not lose the momentum you have. Keep moving forward.

As I've said before, if you need help, call my Real Estate Success Academy at 1-866-478-0997, ext. 630. I have people who do this out there in the real world, finding deals and working with buyers. Their years of experience are at your disposal. We have only one goal: to see you succeed.

The very worst result from you reading this book is for you to go back to a life you're unhappy with. Maybe I've failed in some way to give you what you need or the inspiration you need. Or perhaps I've failed at convincing you that you CAN do this. I don't want that to happen. I don't want you to find yourself months or years down the road, still unhappy and buying some "success in a box" system that will not help you to improve your

life. Now is the time to make money in real estate, and you never want to look back and think about an opportunity you may have missed because you failed to devote the time to it.

What you're reading in this book is information that isn't available anywhere else. These are strategies, scripts, and techniques developed over the years and proved to be successful thousands of times over by my students. I am addicted to visiting the forums on my website at [www.DeanGraziosi.com](http://www.DeanGraziosi.com) just to read the hundreds of posts everyday from people who are changing their lives.

I want to see you on that website, posting about your successes and motivating others. Remember, you may become a member on the website for free. I've put this book together with the goal of making it the single most effective resource for really FAST cash for the new real estate investor. This 30 day program wasn't just pulled out of a hat. I know it can be done because I have students doing it every day across the country.

If you're feeling overwhelmed, call us, inquire about the Success Academy training, or go on the website [www.DeanGraziosi.com](http://www.DeanGraziosi.com) and get help from others who have already done it. It's a life-changing event, and you're in precisely the right place to put these tools to work and change your life.

## **FAST CASH STRATEGIES**

You've arrived! It's time to learn about the fast cash strategies that are going to get you on the road to fast cash deals. There are three strategies you'll learn in this five day period, and you'll be able to use these strategies to make money right away. These techniques require no money, no credit, and no risk. These three strategies are as follows:



1. Bird-dogging
2. Assignments
3. Double Closings



## **Bird-dogging**

You can generate fast cash by being a bird-dog, also known as a property finder, for other investors. It's the one fast cash strategy that many new students use first because there is no risk, no money needed, and you get paid in a hurry.

You have your buyer's bucket filling up, and you have the tools and knowledge now to locate great deals. You may not have any cash, but you have gained far more knowledge in these 15 or so days by reading this book than most investors have after years of working in the trenches. And remember, all three strategies you will learn in this section require absolutely none of your own money!

Now you're going to match up deals and buyers and get paid well to do it. If you have any doubts about whether you can do this, or if there are investor cash buyers out there who will want to work with you, quit worrying. There are multiple investor discussion groups and forum sites out there that teach their investors the value of using bird-dogs.

They even give the investors instructions in how to train a bird-dog to bring them the kind of deals they want in the target areas they want to invest. If an untrained bird-dog is of value to the investor, think about how much they'll want to work with you now that you know these techniques for locating amazing deals!

### ***The Basic Bird-Dog Match***

You have your buyers in the bucket. You've built a profile on each buyer and learned the type of properties they're buying, and in which areas of town. You know the price ranges they're buying in. Hopefully you've also got them interested and waiting to see what you bring them for deals.

You have your bandit signs out, and other marketing, and you should be getting calls. You're ready with the phone scripts, lead information sheets, and the profit formula. You know Matt's "price-buster" questions and when to use them.

Let's say that you get a call from a seller who has been trying to sell their home unsuccessfully, and they really need to sell soon to transfer to a new job. They have been asking \$99,000 for the home. You go through the process with them, ask the questions, use the formula, and you find that they would be willing to take \$65,000 for the home if they could sell it in a hurry. They don't owe anything on the property, or they owe enough less that the mortgage can be paid off.

You do a CMA (Comparative Market Analysis) and the home is actually worth \$100,000, as they had reduced the price recently in a desperate attempt to get a buyer through their real estate agent. However, the listing expired without any offers.

So, you have a \$100,000 home that can be purchased for \$65,000. You go to your buyer list and look up the cash investors who have purchased homes in the same area and price range. Maybe they've expressed an interest in that area and you noted that in their file. You give one of these buyers a call and describe the deal generally, telling them:

- The area the home is located in but you do not provide the address of the home.

- The value of the home at \$100,000.
- They can buy it for \$65,000 + your bird-dog fee.

There would be very few active investors who wouldn't be extremely interested in grabbing this amazing deal. This investor had previously told you that she pays 5% as a bird-dog fee at the time they lock up the deal. They have a short contract for bird-dogs where you can fill in the \$65,000 and the \$3,250 fee.



If they don't have a bird-dog agreement, you can get one to use at my website at **[www.DeanGraziosi.com/birddog](http://www.DeanGraziosi.com/birddog)**

Once you have that bird-dog agreement signed, you then give them the address and introduce them to the homeowner via phone or email. If your cash buyer makes an offer and gets it accepted by the seller, you get your money. The cash buyer usually just writes you a personal check or, if they have a business entity, a check from that business and you go to the bank with your \$3,250 bird-dog fee!

Depending on the investor and the arrangement you have with them, you may have to wait until closing for your money. You will always be trying to get your fee up front if possible.

There is always a small risk that the deal will not close, and it's nice when you can avoid that risk. Of course, this could reduce the amount the investor is willing to pay you to offset that risk. Your goal should be to develop relationships with cash buyers who will be specific about what they want you to bring them in the way of deals, how much they will pay as a bird-dog fee, and when you'll be paid. Some will use a percentage, while others will set a dollar figure, such as they'll pay \$5,000 for every deal you bring that they accept and close on.

### **The Un-negotiated Deal**

Some investors do not want their bird-dogs to negotiate prices with sellers, though this is a minority. Or, you could find that you prefer to find good deals and let the investor do their own negotiating with the homeowner. This is fine, and you make money the same way, only less.

There are many bird-dogs out there who are paid for deal leads. They do the research as we've taught you here, the marketing, and interview the sellers when they call. They tell the seller that their buyer will be in touch.

The investor buyer pays the bird-dog a lead fee, typically from \$100 to \$500 for the information. They take it from there. The good side is that the bird-dog gets paid no matter what and immediately on providing the information. However, it's a lot less money. The amount of the fee is generally going to be dependent upon the quality of the leads the bird-dog is delivering.

### ***The Fastest Low-risk Money in Real Estate***

What you've just read is the way a great many new investors get their start. Some never move on to other strategies, as they love the simplicity and speed of payment. They love taking those checks to the bank without having to nurse deals through to closing or signing contracts to buy properties.

Bird-dogging can become your favorite strategy, as well. However, the important thing is that you get right out and start matchmaking. Find a deal and take it to an investor on your buyer's list. Get information from your cash buyers in the bucket about what they want, and go out and find it. If you're up to speed in this book, you could be cashing that first check in less than 30 days!



## The Assignment

The assignment is pretty simple. It's negotiating the terms and conditions of a deal with a seller and assigning your interest in the deal to an end buyer. In other words, you lock up an amazing deal and your end buyer

has the ability to step into your shoes to complete the deal under the same exact terms and conditions that you negotiated in your signed contract with the seller.

None of the parties involved are any worse off because of the assignment deal. The same terms and conditions are followed within the contract.

When doing an assignment, you start by finding a motivated seller. You submit an offer through a contract to purchase their home.

In the real estate contract to purchase, the space where the buyer's name goes, your name will go, but with some extra words like this:

Buyer: Dean Graziosi and/or assigns (or assignee) agrees to purchase from...



You can see an example contract at **[www.deangraziosi.com/assignment](http://www.deangraziosi.com/assignment)**

That's it! You are getting the seller to agree that you have the contractual right to buy their property, but that you may assign your right to someone else. You will assign all of your rights and obligations under the contract to another person. They'll still have to honor all the terms and conditions in the agreed upon

contract which includes the price, contract terms, all deadlines, the closing date, etc.

### **Legality**

Assignment contracts are legal in most states. You should check your state to see about this. If they're not, we'll be giving you a second strategy in this chapter to get these deals done anyway.



### **How to Use Assignment Contracts**

So you're out working hard and locating killer deals. You have cash buyers waiting and willing to buy your deals. Bob Smith is your best buyer, and he's told you that he needs a new deal right away.

Your bandit signs are out, business cards spread all over, and you're sending emails and postcards to expired listings. You're working the 25:1 system by making at least 25 offers and hoping to get at least one offer accepted. Deals are coming in, and one of them is just what Bob's looking for.

You use your lead sheet, ask the right questions, apply the profit formula, and this is a real deal. You negotiate the seller to a price that is going to yield a really nice profit for Bob, and has your profit built in, as well. Your buyer's list needs to have depth. If you have multiple buyers for given areas, all you need to do is work down your list. You may even develop certain buyers that move to the top of your list. The more profitable deals you do with them, the more each of you desires to do business with the other.

You write up the contract with your name as the buyer and our assignment phrase “and/or assignee.” If you’re using a contract form for that state, or one you got from a real estate agent or attorney, check to make sure that there isn’t a phrase somewhere else in the contract that doesn’t allow the assignment. Actually, you should have done this before, as you’ll be using the same contract form for every transaction.

Maybe you and Bob have an agreement that he’ll pay you \$5,000 or some other number for deals that you bring him. Or maybe it’s a percentage. You do a form which is an “assignment of contract” that says you’re assigning your rights in the contract to Bob for \$5,000. You get paid, and Bob ends up owning the property.

It’s really that simple. You have your buyer bucket and your seller bucket, and both are full. You’re the middleman, connector, matchmaker, or whatever you want to call yourself. It really doesn’t matter because you are interested in one thing, cashing your check.

As a matchmaker, you’re helping the seller out of a situation and to sell their home. They haven’t been able to do that before. You’re providing a valued service to Bob, who would never have found this deal on his own.

### ***Matt’s Assignment System***

I always like to share Matt’s input with you, as he’s been doing these things for a while now, and has built a huge and successful business. Part of the reason is because he experiments until he finds out what works, perfects it, and then just keeps doing it and making money. Let’s get right into Matt’s rock-solid information and tools to do assignments successfully.



In this example:

A = The seller of the property

B = YOU – the “matchmake”

C = The end (cash) buyer

Your buyer must be a cash buyer, as you can’t get banks to provide mortgages on an assignment deal. But we’re working with cash investors, so that doesn’t get in our way.

You’ve done everything we’ve taught you, the marketing, the phone interview with the seller, and the profit formula. You’ve come to an agreement with the seller on a price that’s going to make this a really nice deal. It’s time to lock it up.

You write up a purchase contract with the seller. You both agree to the terms, including the price, closing date, inspections and other things found in most real estate purchase contracts.

One thing that comes up at this point is earnest money. You need to keep this amount as low as you can.

### ***Earnest Money for Assignment Contracts***

You must remember that when you assign this deal over to your buyer, the earnest money you deposited will be transferred to their deal, so you’re out of pocket this amount.

It’s not a problem to be honest with the seller and tell them that you’re transferring your interest to



another buyer, and you'll lose this earnest money to the deal, so you'd like to keep it small, say \$10 to \$100.

Others have had a clause in the contract to have that amount increased by a certain date before closing. This way you can keep your initial amount very low, and after the assignment your buyer can put up the balance.

Of course, there's also an agreement with your investor buyers that they will reimburse you the amount of the earnest deposit. There is always an approach that will work. Matt has locked up deals with \$10 and even \$1 in earnest money.

Once you and the seller have signed the purchase contract, you have locked up this property. Nobody else can buy it while this contract is in force. You've made a great deal, and it's time to take it to your buyer.

You've done everything right, so they will definitely want the deal. You either have a pre-negotiated amount that they will pay you for this assignment, or you can negotiate at this point. Once you have it figured out, you create another contract, this time an assignment contract.

Let's say that your agreement was to receive \$5,000 for every deal you bring this investor. You would transfer or sell your rights under the contract by signing this assignment contract calling for payment of the \$5,000. Your buyer now "steps into your shoes" and is the buyer on the deal you negotiated and locked up.

When do you get your money? This is a popular question, and one you should have already had answered by your buyer at this point. Some arrangements call for the investor to pay you at the time of the transfer. Others state that you'll be paid at closing. We all know which is best for you. However, aren't you going to just have to go with whatever the investor buyer says?

Not necessarily. You will if this is your only buyer, or the only one interested in this deal. However, if you have a nice list of buyers, and you always have more than one wanting the great deals you deliver, then you have some bargaining power. With competition for your deals, you can negotiate better payment terms.

If you are getting paid at closing, it can be a part of the closing process and the check written by the title company or closing attorney. If you're getting paid at the time of the transfer, it can be as simple as the investor writing you a personal check. What if it bounces? We've never heard of this happening, but there are bad check laws to help you and you still have time before closing to talk about it with your buyer. It's never happened to Matt though.

If you have depth in your buyer's list, you may want to consider getting paid by the end buyer when they accept the deal, not when they close the deal. If you have done everything expected of you and your end buyer likes the deal, they should pay you when they approve the deal, whether they close or not.

I can't make this complicated; it's a really simple thing. You find the buyer, you find the deal, and you use an assignment contract to pass the deal from the seller to the buyer. You cash your check. Everything you've read in this book up to this point is about creating a system and the system takes the guesswork out of it by providing the tools you need to make it this simple.

Now let's look at how to handle Double Closings.

Remember, if assignments aren't "legal" in your area, or if you want to work in more profit for yourself, the double closing may be just the strategy for you!

**The double close is very similar to the assignment, in that you're connecting the seller and buyer.**



You're still B, the seller is still A, and the investor buyer is C. You're still doing a purchase contract with the seller.

The difference is in how you transfer the property to your investor buyer. Instead of an assignment contract, you do another purchase contract. You sell the property to the buyer with the intent of a double close, two closings on the same day, maybe even minutes apart. You become both a buyer and a seller.

### ***Attorney or Title Company for Double Closes***

You'll need to do some research in your area to see if title companies are willing to do a double close. Since these deals will not involve a mortgage, cash all the way, there may be title companies willing to do a double close. It's two closings, yours buying the home, and then you selling it, but you will not be putting up cash at the first closing, so this situation requires special handling.

If title companies will not do a double close, or even if they will and you want more assurances that the deal will be handled properly, you'll want to have a real estate attorney involved. Whether you are working with the title company or handling the

entire closing, the attorney is a valuable asset. The title company may even have one on staff.

A lot of people are stumped at this point, thinking “I don’t know how to find a good real estate attorney.” There is a right way and a wrong way to approach attorneys to get them to represent you in double closings.

## **The Wrong Approach – This way is Incorrect**

A new investor may jump right in and start calling attorneys. They’ll say something like *“I want to assign contracts and I want to double close properties. Can you help me?”* The answer they get goes something like *“No, I don’t want anything to do with it.”* Even if they may be willing, the approach tells them that you’re an amateur and there are likely to be problems.

## **The Right Approach – This Way to Get Results!**

It’s all in how you ask the attorney to become involved. When you contact an attorney, you want to appear as a seasoned investor that is sophisticated in dealing with double closings. Your script when talking with the attorney would be something like the following:

*“I’m a real estate investor. The way I invest is by using creative marketing techniques to find the deals that nobody else can find. Then I put out a lot of low offers. Multiple offers. Many times, more than one of those offers will be accepted at the same time. I may only have the financing to close on one of those deals, but I have a group of cash buyers on my buyers list that will take any of the overflow that I can’t handle. When I get two offers accepted at the same time, and one of my cash*

*buyers wants that deal, I either assign the contract or I double close. You do handle double closes, correct?"*

You'll get a "yes" or a "no", and keep going until you get a "yes." The "yes" will come from a real estate attorney who thinks that you're a sophisticated buyer and he's more than happy to work with you. This can all be done over the phone with no driving around or meetings.

It's OK to be nervous making these calls. You'll start out that way, but by the second or third call you'll sound like a pro, and the attorney will consider you a sophisticated investor. That's all there is to it. Once you have your title company and/or attorney in place, you can start doing deals with double closings.

### ***Double Close Example***

You've located a great deal, one that has plenty of room for you to profit and still be one that investors will want to buy. You lock the home up with a contract with the seller for \$50,000. You're basically agreeing to buy the home at that price.

You have a cash buyer who wants the deal, and they're willing to pay \$70,000. That's a nice \$20,000 spread for you. Here's where the process changes when you're doing a double close instead of an assignment.

In your contract with the seller, there will be a closing date, and you and the seller are bound to close the deal on or before that date. So, if that date is 30 days out, and it takes you five days to find this cash buyer, you will need to write the contract to sell to the buyer with a closing date 25 days out, on the same day that the other deal is closing.

Your title company or attorney is important in this process, as it's critical that both deals move forward in such a way that the

closings happen on the same day. In this case, we've set up the deal where your contract with the seller closes at 1 PM, and the second deal closes right behind it at 1:30 PM. The closings are "back-to-back," another name for a double close. Whether called a double close, simultaneous close, or back-to-back closes, it's all the same process.

It's closing day, and there are two deals closing a half hour apart. Depending on the time of day and other factors, they could both be recorded at the same time at the courthouse; or the recording of the deeds could be a day apart. That's where the funding becomes an issue. You're not bringing the \$50,000 to the table because you don't have it. There are two ways in which to handle it.

### ***Dry Close***

A dry close is one in which no money changes hands. Your first closing when you're buying the property will not require you to have the \$50,000. The second transaction's closing will fund the first one. This can be done when both deals are being recorded at the same time.

However, when the mortgage troubles made lenders and title companies more cautious, this approach become more difficult, as some title companies do not want to do it. Also, if they both can't be recorded the same day, the dry close can't be done. But there's another way.

### ***Wet Close***

In a wet closing you have to bring \$50,000 to the closing table to close the first deal with the seller. It's not a problem. Where there's a profit there's a way. In this case it's called a "transactional funding company."

The funding company loans you the money to fund the first deal. It's usually a 24 hour loan, as everybody expects the second deal to close within that period of time. They'll charge you a fee, usually around \$2500. They'll fund the first deal, and the second deal will pay them off and you'll get a check for an amount less than your \$20,000 spread, as the \$2500 fee will have to come out, as well as other closing costs related to the transaction.

However, if you end up netting \$16,500 instead of \$19,000 without the fee, is that a problem? The alternative is no deal at all. So, using transactional funding is a great way to get deals done and put money in your pocket.

At [www.DeanGraziosi.com](http://www.DeanGraziosi.com), we have contact information for some great transactional funding companies, so go to the website and check them out. These transactional funders include [www.insiderscash.com](http://www.insiderscash.com) and [www.coastal-funding.com](http://www.coastal-funding.com). With any lender, be sure to complete your due diligence review to become familiar with their terms, rates, and conditions.

You can also get more information about assignments and double closings at [www.TotalViewRealEstate.com](http://www.TotalViewRealEstate.com) and by reading my other books. If you still have questions, call my Success Academy or my customer service support team, at 1-866-478-0997, ext. 630 and we'll be glad to help.



## **Where You Are**

I know we're moving through this stuff really quickly, but that was the goal right? You are reading this because you want to make money in 30 days or less with real estate. If we've moved a little too fast, and you are stuck somewhere with a question, don't hesitate. Call

us up now. Or go to [www.DeanGraziosi.com](http://www.DeanGraziosi.com) and get some help. Everyone there is very helpful and they've done this stuff over and over.

You have what you need to start making money right now! I can't repeat it too many times:

- You have a bucket of buyers
- You have a bucket of deals
- You are the connector or matchmaker
- You're in the middle
- You're in control

Whether you hand a deal off as a bird-dog, do an assignment, or pass it along through a double closing, you're in control of the deal. You decide on the best strategy going in, and you set it up to make your money going in. Remember that rule that successful investors always make sure they're making money going into the deal. You should always know your exit strategy of what you want to do with each property as you move forward.

Whether you have cash or not, the strategies here will work for you. Maybe you bought this book and you do have money to invest. Great! You're far ahead of most investors already, as you know strategies that will make your deals far more profitable than working through normal channels and real estate agents. Whether you want to buy and hold, buy and rehab, or flip properties as a wholesaler, all of these strategies will work for you.

If you're not holding cash, no problem. Remember what I said about Matt's deals that I buy from him. As successful as Matt is, he still sends me deals. In fact, it's because of his success in marketing that he gets so many deals he can't keep them all. I pick up the slack and pay him \$5,000 to \$7,500 each. He's still



getting me deals cheaper than I could locate them on my own, even if I had the time. He's created a marketing machine that turns out profitable deals like an assembly line.

### ***Stepping Stone to Financial Security***

For those just starting out with no cash in your pockets, in debt, and trying to improve your lives, you've come to the right place and you have the right tools now.

Every strategy here will put cash in your pocket right away. However, every strategy here will also work as you move through other phases of real estate investing. If you want to buy and hold properties as rental units, your bandit signs, phone interview sheet, and Matt's profit formula will all work for you.

If you build up cash and want to renovate and flip properties, everything you've learned here is just as valuable for this purpose. You can put it into practice to do far better deals than the average investor using standard property location and buying strategies.

If there is even a shred of doubt or fear in your mind that is keeping you from going out and putting what you've learned here to work for you, please get on the phone or go to our websites. There is ample help and encouragement just for you! Our Success Academy coaches are amazing, and your success is our business. Get excited, get moving, and take action!

### **Locating Members for your Power Team!**

You must work on building a strong team of power team members. The more strength you have on your bench, the better off you will be. It is also important to add members to your team before you actually need them. When a situation arises, you will then already have someone in mind on your team who can

immediately assist you.

There are a variety of ways to locate Power Team resources in your local area. These various ways include:

- Asking your realtor or other Power Team members to provide referrals for the contacts you need. Each resource can provide multiple other resources for you. In most cases all you have to do is just ask. Today, with smart phones, almost everyone can even provide contact information for other referrals right on the spot!
- Network with other real estate investors and inquire about referrals for the power team members you need.
- For contractors you can visit your local Home Depot or Lowes. These stores often subcontract with local contractors to perform the work. I have also gotten many business cards from contractors in the parking lot or even written down a number from a contractor's truck in the parking lot.
- You can search online using [www.anywho.com](http://www.anywho.com) or [www.yellowpages.com](http://www.yellowpages.com)
- Search online or in newspapers under the business directory section. People will often advertise here, so it is important to clip and save the weekly updated directories. Sometimes contractors only advertise for a limited time.

One important key to remember is to build your Power Team and have members on your bench before you actually need them. That way when you have a need for that individual you know who you will use to complete the job.



1. Make sure that you understand the three fast cash strategies presented in this blueprint section: Bird-dogging, Assignments & Double Closings. Practice a few deals by writing out the steps you would need to take for each strategy.
2. Go to your buyer's bucket and review each of your buyer's profiles to see if you have enough information to target certain types of homes, areas, or price ranges. If so, move forward.
3. If you don't have enough information, contact some of the buyers to see if they will tell you what they want most in the way of properties and where. The more detailed criteria they provide to you the better. This way you can only contact your buyers with deals that match their criteria.
4. Your buyers list will be a continued work in process. Keep on building and updating your buyer's list every chance you get.
5. If your marketing isn't out there in your target areas, then get it out there because it's the only way you're going to get deals to come to you!
6. Locate a title closing company and/or an attorney that is familiar and comfortable with double closing. The key is to find a title company and/or an attorney before you need one. Be sure to use a good title company or real estate attorney to close both sides of the deal when doing a double close.



**DAY 26 — DAY 30**

**(BLUE PRINT PAGE #6)**

# **Success Stories Prove This Blueprint System Really Works!**



## **Where Are You Today? Where Do You Want To Be Tomorrow?**

I want to congratulate you. You've come a very long way toward securing your financial future. You now know more than the vast majority

of real estate investors out there. You stuck with it and got through all six pages of this blueprint. With real estate investing, sometimes it takes an open mindset and persistence.

It's this knowledge and the decision to take action that will change your life. I've said it before in other places in this book, but I'll say it one more time. I know this is a lot of information to take in and put into practice in just 30 short days. If you're not up to speed, or maybe not as far along as you should be right now, don't let it get you down.

If it takes you longer, fine...it takes what it takes, but do not stop. Stay in the game! Sometimes in a game and in life you need overtime to win. If you need help, go to my websites at [www.DeanGraziosi.com](http://www.DeanGraziosi.com) and [www.TotalViewRealEstate.com](http://www.TotalViewRealEstate.com) or call us at the Success Academy. The Success Academy can be

reached at 1-866-478-0997, ext. 630, or visit the webpage at <http://www.deansacademy.com>.

The last thing you want to do at this point is to waste this valuable education. You have the tools and information; now it's time to be applying what you have learned and be taking action.

Whether you're forging ahead at full speed, plodding along, or at a temporary resting point, it will help if we do a fast review of what you've learned so far. If you see something you let slip by or you would like to review, you'll know where to go back and pick it up. The better you master each area, the greater the odds you will have at success.

Each time you go through this information, it may seem as if new material appears. I am not sneaking in extra material when you are not looking. It's just that you are learning each time you review the material and some of the techniques, principles, or concepts make more sense to you because you are out there applying what you have previously learned. Reviewing these chapters will help you review and find the golden nuggets of information you may have missed the first or second time through.

Before you continue on with your activities for days 26 through 30, let's take a look back at those first 25 days of action!

### ***Day 1 through Day 5 - Phase One***

Starting out on a journey--even a fast-paced one like this--can be a little scary. In the beginning, you may not know where you are going but having a blueprint to guide you can really help you along the way. It's important to be very clear as to why you're doing it. It's crucial to understand why you are putting forth the

time and effort. This chapter discussed the naysayers you may run into and why we have to be cautious as to whom we take advice from. In this chapter you asked yourself the questions that would help you understand your true motivations and focus on goals.

This chapter helped you understand what makes written goals so important, how to set attainable goals and deadlines, and why you must always consider them as mandatory. You needed to identify where you are today, where you want to be tomorrow and what it will take to get you there. You needed to identify how you would feel if you achieved your goals versus how you would feel if you did not achieve your goals. You should have developed your initial goals--the things you wanted to accomplish from reading this section of the book.

In this chapter, we discussed why real estate is the fastest and most successful approach you can take to creating wealth and putting fast cash into your pocket. You learned why real estate is an excellent investment, whether markets are rising, falling, or standing still. You realize and have confidence you can make money in any market because there are always going to be motivated sellers and buyers.

### ***Day 1 through Day 5 - Phase Two***

In this chapter, we focused on real estate wholesaling. You learned what it is and why it's needed. We discussed your role as a wholesaler and how you can bring value to investors and get paid for doing it. The important first steps in building your business were discussed in this chapter: your buckets. You learned about filling a bucket with cash buyers and another bucket with deals from motivated sellers, and how bringing them together will be your first profits in your business. Your role was that of a successful matchmaker between buyers and sellers.

You were introduced to Matt Larson, and he gave you invaluable information on how to start filling your buyer's bucket by using real estate agents. It is crucial you find the right real estate agents with the right mindset. You are looking for those agents that work with investors and know how to locate the best deals. You learned how to contact agents, what to say, and how to use the information they delivered to you.

Matt's tips included getting possible deals from real estate agents and how to get them to tell you which areas are the hottest markets. The agents will also be able to advise you of deals they think are values in those hot areas. You learned how to begin your research and start filling both of those buckets for future profitable matches between buyers and sellers.

### ***Day 6 through Day 10***

We discussed different real estate market cycles and how investors swoop in to pick up bargains when prices are dropping, thus helping prices to stabilize. Sometimes when everyone else is selling, that is the time to be buying. Most savvy real estate investors know this.

You learned how to identify a good buyer, what they want in the way of deals, and why they don't mind paying for them. You started the process of building a buyer's database list, whether the list is on paper or computerized, to keep up with buyers and their information.

That information includes the What, Where, and How Much questions. What type of properties are they buying in what areas and how much are they paying for them?

You learned how to make contact with buyers and begin to gather information from them and start conversations that will lead to business. Specific wording for a post card, letter, or

email will help you make successful first contacts.

Knowing what they want, where, and how much they're paying for properties, you know what kind of properties to target and where to look for them. Very important: you learned why you will be a valuable person for these investors to know and deal with.

Networking, real estate investment clubs, business cards, and other ways of filling your buckets were discussed. Ghost ads were introduced as a way to get buyers and sellers to contact you.

### ***Day 11 through Day 15***

Learning the offer/profit formula in this chapter gives you a fast and accurate way to decide what a property is worth to you, not the market value. Remember a property is only worth what someone else is willing to pay for it. You know how to determine the value of properties. This will allow you to deliver an amazing deal to an investor.

Using this formula, you can quickly determine how much to take out of an asking price or market value to take care of your costs on the buying and selling sides, as well as costs for repairs and your profits. All of this leads to an offer price that assures your profits "going into a deal."

### ***Day 16 through Day 20***

This is a major chapter in your learning process. Bandit signs were introduced, and you learned from Matt Larson what works. You learned what size they needed to be, what color to use for the signs and lettering, which words to use, and how to use the phone number and a website to build leads and fill your buckets with leads for potential motivated sellers.

Learning where to place your bandit signs is important, and you learned the best areas and how to use them even if they're not



“legal” in your local area. There is no substitute for well-placed signs and the ability to track the performance of each sign you place by noting the “hot areas” that get the best responses.

The lead information sheet for sellers was introduced in this chapter. All of the questions you need to ask a seller were explained, and you learned why you need to ask each one. They all have value, and they help you to assess the motivation of the seller and come to a decision as to the value of a potential deal.

Most of all, when you come to a price negotiation deadlock, you learned Matt’s two price-buster responses that he uses to break through and get price concessions from sellers. And, you learned his “payoff” question as well. This is a very valuable chapter, indeed.

### ***Day 21 through Day 25***

You arrived at the fast cash strategies--the ways that you profit by using everything you’ve learned up to this point in time.

### **Bird-Dogging (a.k.a. property finder)**

Bird dogging deals for cash investors has been a favorite method for people who don’t have the cash for other strategies. Many never stop doing it, even though they’ve moved on to other deal types and doing their own deals.

You learned there are more ways than one to make money bird dogging, giving you the flexibility to decide how you want to work with investors.

### ***Assignments***

Assignment contracts are very effective for controlling a transaction and the profits you want to realize. You control the prop-

erty through the accepted contract to purchase. Your end buyer “steps into your shoes” under the same terms and conditions of the contract you negotiated with the seller. Matt shared some of his techniques in using assignments, and you learned the ways in which to bring them to buyers.

***Double Close (a.k.a. Back-to-Back Close or Simultaneous Close)***

When an assignment won't work, or greater profit potential motivates you to do something differently, the double close can be an excellent strategy. You're still not using any of your own money, but you can actually buy and sell property with two closings scheduled in succession on the same day at the same title company or attorney's office.

Dry closes and wet closes were explained, and you now know which one to use to make your deals happen; you may choose to use both. You learned how to find transactional funding to help you close these deals.

**NOW WHAT?**

So “where you are” is simple. You're at the door with financial security on the other side. All you have to do is open it. The key to unlock this door is all of the information you've learned through this blueprint system. There is no better time than right now to get started. Just do what I've taught you here by following this proven blueprint system, and you'll make fast cash in real estate quicker than you ever would have dreamed!

Many of my students have taken the time to post details of their deals on my website at [www.DeanGraziosi.com](http://www.DeanGraziosi.com) or mailed us in a thank you letter or video testimonial. I look forward to reading about your future deals on my website. I always enjoy hearing

about the success of my students and I am delighted to share a few of those letters with you.



## **Take Their Word For It**

I know you have been working hard to learn what you need to know to make this happen for you in this 30 days. It never hurts, though, to get some reinforcement from others who have been where you are and are willing to share their success stories with you. I have had many stories of success and testimonials and I've selected just a couple for you. These testimonials are transcripts from audio recordings of some of my successful students who were kind enough to provide feedback.

### ***Spencer and Terry Walker – Dean Graziosi Success Students***

*Hi, we're Spencer and Terry Walker here in Utah and we're building a model home as our 4<sup>th</sup> deal.*

*Just a quick introduction to us. We got into real estate through Dean's program. We saw his infomercials on TV and felt that it was a great experience and opportunity for us.*

*We took some of the classes, the three-day course, learned a lot, signed up for the advanced training, and it's been a great opportunity. We've learned a lot, to the point that we've got ourselves involved in new construction, as well as other things here in Utah that are really growing and progressing.*

*We'll tell you a little bit about what's going on.*

*So, this home we're building in Utah is the model home for a little development we're working on, in which several other homes are going to be going up. We're getting a great deal on this because of the way we're doing it. We're getting it at a discount, because we're sponsoring the model home build, but then we're also getting some cash back and other things.*

*We'll hold it for 12 months, and then we turn around and we sell it for a profit.*

*This is a summary of our success. Our monthly income is \$3,650 in positive cash flow; our net worth has gone from \$42,000 to over \$200,000 in just six months. That's about five times the original net worth six months ago. So, it's amazing.*

*We just want to let you know some of the reasons why we have gotten into real estate.*

*We have two children, a one and a four-year-old, and they mean the world to us. They are going to gain and have opportunities that we never did, because of what we're doing now. Both Terry and I grew up in homes that were lower-income families. We didn't want that lifestyle for ourselves; we didn't want those stresses and everything else, so we want to make our life what we want it. We want to be the controllers and the runners of our life.*

*It's exciting for us to be able to teach our kids about these types of things and things they can do, and the opportunities that they can have. Not only that, but also giving them the understanding and knowledge that they can do anything they put their mind to, just as we are doing what we are putting our mind to and seeing great success.*

*We have been excited to use Dean's program. So, thank you, Dean, for all that you've given us and offered us and taught us through your courses and through your books and everything. It has been a great experience, and it's an exciting time of life for us, as we are continuing on in our real estate adventure. ~ **Spencer and Terry Walker***

***Jay St. Hilaire – Dean Graziosi Success Student***

*Hi, this is Jay St. Hilaire, a student of Dean Graziosi, and a Success Academy student. I've read all of his books, and joined his Success Academy, and went through the courses from the Success Academy and learned a great deal from the DG website.*

*I'm on a cruise as I write this, my second week of a back-to-back vacation paid for from the profits I made from real estate.*

*With my wife, we've been through many ports of call; this is the beginning of the second week. If you could just see the magnificent ship and beach we are docked at in Florida, it would take your breath away. I just want to say thanks, Dean, for teaching*

*me the techniques, strategies to use to be able to go on a vacation like this. The ship is empty now. In another hour, all heck will break loose and we're going to have 27 of our family and friends joining us for a good time, and we'll give you more video of that later.*

*So, I want to thank you for everything you've taught me, and hopefully there'll be many more vacations for me and my family because of the strategies that you've taught me. Thanks. ~ Jay St. Hilaire*

Are you getting a feel for the type of people who are changing their lives with my programs, techniques, and training? They are normal everyday people just like you! There is no special "type!" From single mothers to machine shop workers, we're hearing from them every day from all over the country coast to coast. They post their success stories up at <http://www.Dean-Graziosi.com> . They send in videos that we play up there, as well as at [www.deansvideo.com](http://www.deansvideo.com).

Every year we have a contest to award a week's paid vacation for the most successful or inspirational video. The winner gets more than a vacation; they get to partner with me on deals. Every year there are so many great stories to review that it is often difficult to pick just one winner. I believe the countless number of students that have success with my programs are all winners!



You can check out the videos of the finalists from last year's contest at: <http://www.deangraziosi.com/fcontent/send-me-away-contest-2010-voting>

I'm partners with many students, and you know how many deals I'm doing with Matt Larson. Matt has helped me with this book, and I really have loved working with Matt. I do business with

him, and he's a great guy. But there are dozens more people from all over the country that I can name off the top of my head who are out there creating success just like Matt. They are from all different backgrounds, including housewives, plumbers, electricians, nurses, and some who are out of work. I want this book and our help to make you successful as a real estate investor. I don't care if I have to bribe you as well as motivate and inspire you to take action. From talking to people everywhere, I know that daily life frequently gets in the way of success. You have to be committed to make things happen to make changes. You have to make sacrifices today that will benefit you and your family tomorrow. There will be setbacks, but what we've given you in this book is the information you need to keep at it and you will be successful.

While it may seem a bit like a big jigsaw puzzle right now, I've given you all of the pieces, and my people and I are sitting right beside you pointing out which piece to put where. It's okay to start with the corners and fill in the middle as you progress. The big picture becomes clearer each day as you begin to fit all the pieces together. You know where you fit in the real estate investment community.

You know how to market to locate buyers and sellers, and you know the needs of both. You've learned how to bring them together and get paid for doing it.

Matt has a knack for putting into words what you need to hear to be sure that you can do this. He's given you one last bit of his philosophy to help wrap up this book.

*Okay, so you guys have gotten through all the material. You have more information than you need to make money. We really can't break this down any easier than it is.*

*I wanted to take these last few pages to really talk about what it takes to make this happen, and how to get it going fast, and how to make this thing work.*

*I always tell everybody it's kind of like this: you can treat your real estate investing as a business, or you can treat it as a hobby. I just want to make sure that YOU realize that if you treat your business like a hobby, you're going to get hobby results. If you treat it like a business, you'll get business results.*

*I can't emphasize enough that, if you go out and you just put one or two hours into your real estate business a month, your results are going to show one to two hours of results. If you give this thing everything you've got, and you treat it like a business, you will get big results.*

*One of the reasons why I'm sitting here talking to you and why I do deals with Dean is because I treat my business like a business. I worked full-time, at a lousy job when I got started. I worked fulltime for three years, 60, 70, sometimes 80 hours a week. So I know what you're going through. I know that there's not enough time, you're already busy. But you have to carve the time out of your schedule to make this happen, whether it be late at night or early in the morning.*

*If you can carve a couple hours a day out of your schedule and maybe give up some of the things that you're doing, whether it be TV, maybe it's playing golf in the summer, golf leagues, bowling leagues,*



*whatever it is, if you can cut some of that out, you'll get all of your time back. Just treat it like a business and start putting things together.*

*Now, I always tell everybody there's two ways people think: they either think result-oriented or they think in-the-process-oriented.*

*What I mean by that is people always come up to me and say, "I'm not doing any deals." So I ask them a few questions to find out why, and they say, "Well, I'm reading the books, I'm going to the seminars, and I'm looking at houses, and I'm talking to realtors, and I've got my real estate attorney, and I'm looking at these houses, I'm crunching the numbers, I'm reading the books again, and I'm just not putting any deals together."*

*And I always say this, "Well how many offers have you put out?" If you haven't put out any offers, you're not going to have any deals.*

*So, in the process, people get tied up with all the little details, and they keep busy. The results-oriented person is putting out offers.*

*So, if you want to go fast, you've got to put out a lot of offers. If you want to go fast, the only way to put out a lot of offers is to bring in a lot of leads. If you want more leads, put out more bandit signs. Or, if you're not putting out bandit signs and you're only going after the MLS, the Multiple Listing Service and the foreclosures, that's only a half-sided business.*

*You should be working bandit signs, your own marketing, Craigslist marketing, and the MLS and the foreclosures, all at the same time.*

*The more offers you put out, the more chances you're going to get deals.*

*So, if you want to throttle up your business and go fast, put out more offers. You want to put out more offers; you've got to bring in more leads.*

*So, you've just got to put out as many offers as you can on properties that have a high likelihood of being accepted low. Not just junk offers on anything, but properties that have a high likelihood of being accepted low. If you can get low offers accepted, you will be able to move those deals and sell properties.*

*Other times, people ask me, "I don't know what to set as a good goal for the first year." And I always tell everybody, "Whatever you've made at your job, whatever you do at your job, whatever your best year ever for your salary – if you've made \$30,000 a year or \$50,000 a year, whatever it is, \$100,000 – double that number." That's your new goal for your first year. That's do-able. That's totally do-able. I've seen multiple people do it.*

*So, if you're making \$50,000 a year at your job right now, set your goal for your first year at \$100,000. If you really think about it, people think, "Well, \$100,000 is a lot of money. I don't know if I can*

do that.” But really think about it. \$100,000 is only \$8,300 a month.

So, now, you just took \$100,000 and broke it down to \$8,300 a month. That’s one assignment deal. Well, what do you have to do to get an assignment deal and make \$8,300? You have to put out 25 offers to get one deal. So, 25 offers to get one deal, literally, what I’m telling you is you just created a \$100,000 income for putting out 25 offers.

So, 25 offers, that’s only one a day. So, in one month, if you just did enough work to get out one offer and you made it a goal, “I’m going to put out one offer a day by doing all of these things to get these leads coming in,” there’s your \$100,000 in your first year of business.

Now, not everybody can make \$8,500 or \$8,300 on a deal. Some people live in more expensive areas; some people live in less expensive. So, if your area is less expensive and you’re only making \$5,000 a deal, you have to do two a month. But I’m just showing you that it’s possible. I can’t tell you the number of people I know – including myself – that to make \$100,000 a year in real estate is no big deal.

I just kind of wanted to finalize with that. Treat your business like a business, and you’ll get business results. If you treat it like a hobby, don’t expect big things.

*Some people don't want to put a lot of effort in it, they're fine with making two or three deals a year, and that's fine. That's okay, if that's what you want to do.*

*But if you want to go fast, put out a lot of offers, bring in a lot of leads, and you can just really put this thing together fast. I hope you enjoyed everything we put together, and there's no excuses now. You have everything you need. Now, we just want to wait for the success stories to come in. So, good luck. ~ Matt Larson*

It's hard to add to Matt's great finish, but I'll try. Why does this book exist? I spend almost every day, all day, talking about and living real estate investments. I've written multiple books, New York Times bestsellers in some cases, and they're all about real estate investing.

Much of what you've read in this book is buried in the other books, but you'd have to read them all and take great notes to get it all sifted and sorted into this fast-paced format. This is the book that brings together the very best strategies and techniques we know that will put real estate cash in your pocket in a hurry.

Everything you need is right here. You have the knowledge, but you must complete the equation:

***Knowledge + Action = Results***

We can give you the knowledge and tools to succeed,

but you are the only one who can take the action necessary to make it happen in your life. I won't tell you that it's "as easy as 1-2-3." But I will tell you that it's as "simple" as 1-2-3. Simple doesn't mean easy. Changing your life for the better will require hard work, so it's not easy. If it was easy, everyone would do it!

However, follow three simple steps and you'll be there before you know it.

### ***Step 1 – Review the Knowledge***

Go back through the book. It's not a long one, and you're getting really valuable information on every page. If you have to take notes or highlight text, do that. You may even want to make a "to do" list for yourself for each section. You can cross off your "to dos" as you complete each task. Make sure that you've tested the calculations, run them with your own sample deal numbers, and you understand the results and why they are what they are.

Review each strategy with an eye toward which you think will be most effective for you immediately. Try to prioritize them by which you want to do first and then how you want to move through them to increase your experience and profits.

### ***Step 2 – Take Action***

As Matt said, you can be results-oriented or you can be in-the-process. You want to be results-oriented. You want to be clear in the actions you need to take, and you need to get to it.

Start marketing today. Marketing is everything and everything is marketing! Get business cards into the hands of everyone you meet and know. Network and join a real estate investment club. Meet others who

are involved in real estate, from agents to mortgage professionals. Everyone you meet in life can help you with what you're trying to accomplish, so be sure to network and be liked by others. People do things for people they like.

Get your bandit signs and get them out. This is very important. These signs make the phone ring. Be constantly aware of new locations for signs. Ask where people who call saw your signs. Learn the ones that work and leave them alone. Move the ones that don't generate phone calls to new areas.

When you get the calls, use what you've learned in this book to deal with them. Use the lead information sheet and the profit formula. Always be working your way toward an offer that you KNOW will have your profits built-in on the front-end. You want to make your money and your investors' money going in. Everyone loves a great deal, and you are going to strive to exceed your buyer's expectations. If you are able to do this on a regular basis, you will have more buyers than you can handle.

***Make offers, make offers, make offers.***

Don't make offers that aren't going to have a chance of acceptance, and don't make offers that don't have the right profit built-in. But use the 25:1 offer system and work your leads to give you the opportunities to make that many offers. Be sure to sift, sort, and screen through each lead to find the most motivated sellers to make an offer. The more strategic offers you make, the greater the odds to complete more deals.

### ***Step 3 – Never Stop & Never Listen to Naysayers***

The first two steps will get you to where you want to be. You'll be a successful investor, and you'll begin to cash checks in just weeks. That is unless you forget this last step.

Surround yourself with people who can support, motivate and inspire you not only in your local area but also online at websites such as my own at [www.deangraziosi.com](http://www.deangraziosi.com). Talk to other successful investors, join a club, and find people who know about real estate and realize its great potential to generate wealth.

Avoid the "naysayers," the people who are broke and will always be broke because it's a way of life. They will never have positive things to say about what you're doing. It's like the old saying of "misery loves company."

Don't let unqualified people tell you something is impossible or illegal. I've had many real estate agents over the years tell me that "assignments aren't legal." They don't know how to do them, and assignments don't fit their MLS marketing plan, so it's just easier for them to say that they aren't legal.

**The only time you should accept that something is illegal is when you've done the research and found that out for yourself from reliable sources. Consult with a real estate attorney if you need to. It's your business, and you should make decisions based on facts of law, not just opinions.**

## CONCLUSION

Go out there and apply what you have learned by taking action. Your confidence will grow with every deal that you do. Each morning can be a fresh start and a new opportunity for you to make the most out of each and every day. You will be well on your way as you are creating deals by the offers you make! Do this right now. On this last page of this book, write down the date. But do it as a part of a sentence. Here's what you should write:

*"I read this page on \_\_\_\_\_ date \_\_\_\_\_, and today I'll take action and change my life for the better."*

This is a page you'll want to look back to later. When you're successful and putting checks into the bank every month, taking vacations, building your retirement income, and treating your family to the best in life, you'll want to show them this page.

You'll want to show them the day when you decided to take what you learned in "30 Days to Real Estate Fast Cash" and make it happen in your life. Good luck. I know you can do it!

