



Real Estate Investor School

Discover 10 Steps to Convert \$100 into \$10,000

Step 1

Become a Professional Marketer

Instead of being a real estate entrepreneur, you must become a marketer of your real estate entrepreneurial business. That's what it comes down to.

If you are in business, you need to make this shift in your thinking, because no business is going to prosper, or be successful without a lot of customers.

Making this shift in thinking, in orientation, about who are you, focuses you on the singularly most important and financially rewarding aspect of business: marketing.

The money is in marketing the business, not in doing the business. It may take a while before you really absorb this. You may have to think about it for a while before it really sinks in.

Read it again. Take a minute. Once you change your thinking to accept that you are a marketer first and a Real Estate Investor second, you'll finally be able to start making the kind of money you really want to generate.

Accepting your role as a marketer is the thing that will move you out of the rut of occasional mediocre deals and up into a level of sustained success that would not otherwise be possible for you.

And this is true of anyone in any other business or industry. The person or company who is most on top of their marketing, makes all the money, and dominates their market.

I have written a book called 100 marketing techniques and one of the marketing techniques that I would encourage you to work with, is creating flyers and you could start your real estate business tomorrow if you want to, with only \$100 investment.

Let's say it cost you 6 cents a flyer to get printed. That means you can get 1,667 flyers printed and on these flyers you would put together an awesome marketing message piece with the following: you would choose a subdivision that you wanted to invest in and on the flyer you would name the subdivision.

Instead of saying "We want to buy your house in Miami, Florida", you would say "We want to buy your house in Kendall area because we love this neighborhood".

Also, you would have a special report on the flyer such as "How to sell your house in 10 days or less no matter your current financial situation".

Next, on a Saturday afternoon you and your helpers would head out and start putting those flyers on people's door steps or sticking them in the door.

You don't have to knock on doors all you have to do is leave the flyer at the door. You would do that until you had passed out all 1,667.

Also, you should already know this but I'm going to say it anyway: The neighborhood you choose should have bread and butter houses and be on the low end of the housing values for your area.

Step 2

The Motivated Seller Questionnaire

Once you received a call you will interview the seller with a seller questionnaire is the simplest and most useful tool for screening motivated seller leads.

The motivated seller questionnaire is especially useful for screening real estate leads and sellers that come through extensive marketing methods like bandit sign marketing, flyer marketing and other more specific real estate lead generation methods.

There is more detailed training how to use the motivated seller questionnaire and explanation paragraphs on my partnership program or mentor program: www.InvestorPartnership.com mentor program, this training will prepare you to avoid this common beginner mistakes call 305-951-3861 for details.

If you're new to flipping, wholesaling and or creative real estate investing, you can save yourself a whole lot of mental and financial suffering by asking a series of two or three questions to help you decide whether to deal with a property seller or not. I call this the W.O.W formula:

What is the house worth?
Outstanding balance?
What do you want?

The information you gather from a well created motivated seller questionnaire can also help you determine whether the property in question is worth investigating further, regardless of what you find about the urgency of the seller's situation.

Step 3

Make You Offer

Whether you pursue FSBO's (For Sale by Owner's) or properties listed on the MLS (Multiple Listing Service), you're never going to be able to flip or assign a property unless you first make an offer.

In making your offer, you need to keep your customer, the end-user and the rehabber, in mind.

It should be based upon a conservative estimate of the after repair market value of the property less a profit margin for the rehabber, money for closing costs (both for buying the property and for reselling it to the retail buyer), money for holding costs, money for repairs and last but not least, a profit margin for you, the wholesaler.

Always make an offer even if the seller doesn't seem motivated and unwilling to budge on price.

I used to hang up on the unmotivated seller ASAP and the deal would soon be a distant memory.

However now I have made it a priority to give every unmotivated seller an offer, even ridiculous and lowball offers if he asks for it or not. I like to do this with a letter or postcard or as simple as sending an email with 5 different creative offers. I would go more in detail how to create 5 different offers for the seller in my: www.InvestorPartnership.com mentor program.

Low and Behold, I have closed deals doing just that. I always like to spend the ten to twenty minutes looking up the value and writing up a short note and making offers on everything that comes my way, I suggest you consider doing the same.

Step 4

Sign an Agreement with the Seller

Once your offer is accepted, you will meet with the seller (if it's a FSBO) either you are a real estate investor to buy or flip a house or if you are a real estate agent working on listing the property in multi listing service. If the first one signs the agreement and give them an earnest money deposit in an escrow account of your choice.

Step 5

Begin Title Work

After signing the contract, contact your settlement attorney, Title Company, Escrow Company, etc. to start the title work on the property.

They will order a title search and schedule a settlement date. There are two reasons to start the title work ASAP.

First, you want to be ready to settle when you are supposed to settle. Second, in the event that you find a buyer who claims to be ready to buy, you want them to be able to settle right away.

Step 6

Begin Marketing to Locate a Buyer

There are two main avenues that I use to market my properties. First, I'll call the people on my buyer's list to see who might be interested. Once you start your real estate career you should start building your buyers list ASAP.

Learn how to create a powerful buyers list on my: www.InvestorPartnership.com mentor program.

I'm rewriting this report in 2020 I use to place an ad in the Investment Properties section of the Sunday paper for the upcoming weekend and on different online sites in the past. You still can do that, I also use different social media methods including Facebook Private Groups like Cash Buyers Community. Ocean View Luxury for 1 million\$ + and others.

Here's an example of an ad that I've used in the past: Fixer Upper* Best Deal Main St., \$250K comps, only \$170K (xxx)xxx-xxxx

Step 7

Negotiate and Write an Agreement with a Prospective Buyer

At some point, someone will show interest in your property. Whether you have one potential buyer or multiple potential buyers will depend upon the deal.

Each one is different. The more buyers you have, the less flexible you need to be in reaching a final sales price.

Step 8

Qualify the Potential Buyer

Make sure the prospective buyer either has the cash or a line of credit, always ask for proof of funds if they say they do or will be able to borrow the money from a private hard money lender to purchase your property.

Step 9

Sign an Agreement with Your Buyer and Collect a Deposit

After verifying your buyer's source of funds, meet with them, execute a sales contract or an assignment agreement with them, and collect a deposit.

The sales contract serves as the receipt for their deposit. Either handwrite or include typewritten verbiage somewhere in an addendum attached to your contract, a statement such as the following:

"Received \$(insert dollar amount) as an earnest money deposit on (insert date)" and initial it once you receive their deposit.

You might also include their check number or write "CASH" if they give you cash.

Step 10

Present Executed Documents to the Title Company and Close with Your End Buyer

Submit both items-the executed contract with the original seller and the executed sales contract/assignment agreement with your buyer-to your attorney, Title Company, Escrow Company, closing agent, etc. and schedule a settlement date.

www.RealEstateInvestorSchool.com

Your Fast Track To Your Real Estate Investing Career

www.6FiguresRealEstate.com

Are You Ready to Remove the Blocks That Are Keeping You From Creating the Income & Lifestyle You Want?

You Can Use the Strength of Your Subconscious Mind to Improve Your Real Estate Career, Increase Earnings; stay Motivated and Accomplish Your Goals

If you feel stuck, like your vision is not manifesting, you are not achieving your goals, or you are struggling with certain areas in your real estate business; then you are probably already aware of some of the fears and subconscious obstacles that have been holding you back.

For many real estate investors and realtors it is a fear of selling, marketing, negotiation and making offers and for others it is a lack of self-confidence, fear of

rejection, fear of talking on the phone, scarcity mindset and for some it is knowing, that you have more potential, but continue to be blocked or stuck.

All of These Areas Are Going to Be Addressed in Our

www.InvestorPartnership.com

Call: 305-951-3861

To Be Truly Successful in Real Estate Investing

What if you want to **take your real estate business to the next level?**

If you are not where you want to be, then you need to understand there are subconscious beliefs and patterns that are creating your circumstances.

In order to achieve the highest level of success, joy, fulfillment and wealth you must learn to master your mindset!

Today's most powerful businesses are empowering their staff with as many tools as possible to help them learn and grow. The leaders know that creativity, cooperation, and determination breed success. The leaders are using Achievement Strategies to empower their employees to be their best as individuals and as a team.

Did You Know?

Star athletes have been using hypnosis techniques, utilizing the power of their mind, to reach their goals and beat the competition.

Some businesses attempt to increase profits and morale with the inspiration of motivational speakers. Unfortunately that high is short lived, and after a few days, people drop back to where they started, you see motivation it's a temporary feeling.

The stress of real estate business is ongoing and depleting, and people are struggling to be their best and balance their lives. Everyone benefits from being stress free and staying motivated.

With HypnoRealEstate Mentor Program you can make long lasting changes, you can change your beliefs about yourself, you improve self-confidence, self-esteem and develop control over your thoughts

and emotional states while investing in Real Estate.

If you have any of the following challenges, then this Real Estate Investor Partnership program is for you:

1. Feel like you need a **breakthrough** in your real estate business.
2. Not earning as much **money** as you want or need.
3. Lack of **consistency of new clients and motivated sellers** or attracting clients that feel draining.
4. Working **too many hours** without seeing an increase in revenue.
5. Feeling **resistance or fear** to do things to grow your real estate business.
6. Losing **passion** for what once excited and inspired you.
7. Find that you are **procrastinating or feeling stuck**.
8. Fear or rejection or fear of talking of the phone.
9. **Low self-esteem** and low **self-confidence**
10. **Scarcity mindset** and **thinking small**
11. Feeling **stressed and overwhelmed** without a good support system.
12. Trying to **do everything** in your real estate business **yourself**.

These and many other challenges can keep real estate investors and real estate business owners spinning their wheels, feeling tired, frustrated, and overwhelmed. This program investor partnership program has been developed to breakthrough these challenges and create the essential mindset for increased success in business.

Every session of our training in this program has been tested by real estate investors and real estate entrepreneurs from start-ups to well established already successful business owners of all types of businesses, and the feedback has been nothing short of awesome!

Call us now for more courses and partnerships in how to covert \$100 into \$10,000 month after month with predictability.

www.RealEstateInvestorSchool.com

www.RealEstateInvestorSchool.com

www.InvestorPartnership.com

Copyright © 2020 – 2021 - John Tur

6538 Collins Avenue #435 Miami Beach, Florida 33141

Phone: 305-951-3861

realestateinvestorschool@gmail.com

johnturrealestate@gmail.com