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Tampa Real Estate Investors Alliance

#PREFIT™

Getting The Most Out Of Attending A Seminar or Convention

Part 1 of 2

BY W. ROGER SALAM

I'll admit it; I'm a bit of a seminar junkie. I go to every seminar I can and I probably should go to the "Seminars Anonymous" meeting too. The truth is, I've learned from all of them (even the bad ones). I sit near the back so that I can find an electrical outlet for my laptop and type furious notes as I'm listening. Some larger conferences offer WI-FI (wireless) access so you can browse the Internet when a speaker mentions a specific site. Trouble is you tend to check your email and wander other places online. And then you're not actively listening. So beware of being too plugged in.

How do you know if the seminar was worth the cost, the hassle of traveling and the time out of the office? If you're not purposeful, after a week or two, you may not even remember the name of the great speaker let alone what he or she said or what you got out of it. And you really haven't changed the way you do business or anything. Here are some steps to take to set yourself up for success before you actually fork out your hard earned dollars.

To get the most out of any seminar (or event in general), there are two sets of preparation, pre and post event. US Army lives by the 5 P's - Prior Preparation Prevents Poor Performance. So, here are a

few things you can do prior to jetting out.

1. The Why Comes First

Way before you buy the ticket and head out the door ask yourself . . .

- WHY are you going?
- What do you want to achieve?
- Is it to meet people? Anyone specific or just general?
- Are you going to get specific information? Get motivated? Get new business?

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MAIN MEETING

Thursday, December 11th
6:00pm – 9:00pm
DoubleTree Tampa Bay
3050 N. Rocky Point Dr. West, Tampa, FL

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Join us at the Tampa REIA December 11th Meeting with our special guest, Roger Salam, who is a real estate investor, mentor, international speaker & best-selling author. Roger will not only show you how the real estate game has changed, he'll also give you the new rules of the game. See page 2 and 3 or <http://tampareia.com> for more information.

Main Monthly Meeting

December 11, 2014 @ 5pm

Doubletree Suites Tampa Bay
3050 North Rocky Point Dr., West
Tampa, FL

The New Paradigm of Real Estate Investing Success

How You Can Double, Triple or Quadruple Your Real Estate Success in 2015 with Roger Salam

"In times of change learners inherit the earth; while the learned find themselves beautifully equipped to deal with a world that no longer exists." ~ Eric Hoffer

The above quote by Eric Hoffer is a profound one. If you're not changing with the changing times, you'll disappear like the dinosaurs of the past. It's no secret that Real Estate is bouncing back quite strong in many areas of the country and if you'd like to get back into it or if you're an active Real Estate investor now, we'd like to invite you to find out how the game has changed. Without this knowledge you'll become Real Estate Dinosaurs.

Join us at the **Tampa REIA December 11th Meeting** at **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr., West, Tampa, FL** with our special guest, Roger Salam, who is a real estate investor, mentor, international speaker & best-selling author. Roger will not only show you how the real estate game has changed, he'll also give you the new rules of the game. Roger says, "Not only the paradigm of Real Estate investing has shifted, but the entire paradigm on success has changed." Perhaps you've noticed, but don't know how to adapt and change with the new shift and the new game.

Join us December 11th and Roger will show you:

- ★ The single most important philosophical change that will make immediate and the biggest difference in your Real Estate investing

business

- ★ 5 New paradigms of success not only in Real Estate investing, but in life
- ★ How To Make Your First \$5k In Two Weeks
- ★ The Biggest Mistakes New Investors Make That Get Them Sued
- ★ Automating Techniques That Will Reduce Your Actual Work By 80%
- ★ How market research before you begin can make or break you in this business
- ★ How to buy wholesale properties at 50% or below market value (his exclusive list)
- ★ How to get owner financing for your deals (He'll owner finance, bad credit, no credit, ok!)
- ★ All this and much, much more!

December is a very special month and most people are pretty much wrapping up the year and getting ready for the New Year. Roger will also give you some very special tips for making 2015 your best year ever!

Join us for our last meeting of the year. We saved the best for last, but you be the judge. Bring a friend and they'll thank you!



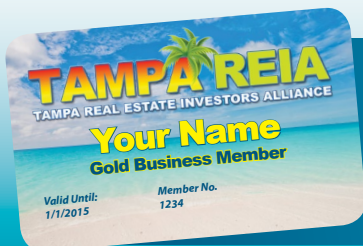
W. Roger Salam

MEETING AGENDA*

- 6:00 pm: Meet & Greet, Networking
- 6:15 pm: Introductions, Haves & Wants, Announcements
- 7:30 pm: **W. Roger Salam**
- 9:30 pm: Late Nite Networking at Whiskey Joes

*Please Note: Meeting agenda is subject to change.

SPECIAL BONUS JUST FOR ATTENDING: Roger will be giving away his "Real Estate Success Secrets" DVD along with the PowerPoint Slides to follow along. Supplies are limited and will be given away on a first come, first serve basis. Arrive to the meeting early to network with other like-minded investors, vendors and other real estate professionals.



Tampa REIA Members Can Attend
for FREE and Guests for \$10.00.
RSVP at <http://rsvp.tampareia.com>

Bring your biz
cards & flyers

Attention: Real Estate Investors & Entrepreneurs

How To Make 2015 Your Best Year Ever – Guaranteed Prosperity!

Proven Pathway & Precise Technology To Take Total Control of Your Business & Life



FROM THE DESK OF W. ROGER SALAM:

What kind of year was 2014 for you?

I can't do much about last year, but only hope that you could say that it was a great year for you. Or are you like the comedian Dave Barry who said, "But most important of all, it was a year that, thank God, had only 12 months, because that was frankly all we could take."

Do you want to make 2015 your best year ever?

Do you want to create an extraordinary life?

Do you want to live life on your own terms?

If you want 2015 to be your best year ever, I can guarantee that it's NOT going to happen by wishful thinking.

This two day event is especially designed for Real Estate investors to create a blueprint for their success not just in business, but also in life.

STEP 1 To Make 2015 Your Best Year EVER:

Make your first resolution to spend 2 days with me in **Tampa, FL on Dec. 12 & 13 (Fri & Sat).**

We will cover two broad topics:

A. Personal Development - How to become a better you (a pre-condition for success)

B. Professional Development - How to grow your Real Estate Investing business by design

My goal is to give you a clear blue print and precise set of action plans before you leave Tampa.

I'll ONLY share with you proven best practices and precise technology of the winners in life.

**To find out more and to register for the event,
please visit <http://Fortune.TampaREIA.com>**

The **Pretty House** **BOOT CAMP**

Part 1: Buying

With Don DeRosa & Dustin Griffin
December 12 – 14, 2014 from 9AM – 5PM
at 1960 Skylar Hill Dr, Suite D, Buford, GA



**Learn How to Buy Beautiful Homes in Nice Neighborhoods with
No Bank Qualifying, No Credit Check & No Money Down!**

You've probably heard it said that trading real estate has created more millionaires than any other investment vehicle on the planet.

...And you probably have noticed that the real estate market is coming back and that there are a lot of people out there making big money fast by skillfully investing in real estate.

But did you know that most of them do it without using or putting a lot of their own personal cash or credit at risk?

Yes, it's true... you can be one of the next real estate millionaires without needing a lot of your own cash or credit to make it happen!

Even if you don't become an overnight millionaire, you can still easily make an additional \$20,000 to \$100,000 dollars or more per year, even on a part time basis.

All You Need Is the Drive, Determination, Skills & Knowledge to Make It Happen!

If you would like to be the next Real Estate Millionaire or your own definition of an Overnight Real Estate Success, you

should consider attending our upcoming 3 day **Pretty House Buying Boot Camp on December 12 – 14, 2014** in Buford, GA to help you acquire the skills, knowledge and connections you need to become successful in the Pretty Home Buying Business.

At this 3 day, hands-on, Pretty House Buying Boot Camp, we will teach you How to Buy, Sell and Trade all the Gorgeous Homes You Want with Little or None of Your Own Cash or Credit while helping others get what they want... a fast, fair, friendly and flexible sale of their unwanted house.

You will learn how to turn an unwanted house into a gorgeous home for any individual, couple or family with less than perfect credit for fair price, a reasonable down payment or assignment fee and a monthly payment they can afford.

We will teach you everything you need to know to create a successful real estate investment business offering the American Dream of Home Ownership that will allow you and your family to Live The Life Of Your Dreams

Register Online at <http://Pretty1.AtlantaREIA.com>

**Class is Limited to 30 People.
Register Now to Save Your Seat!**

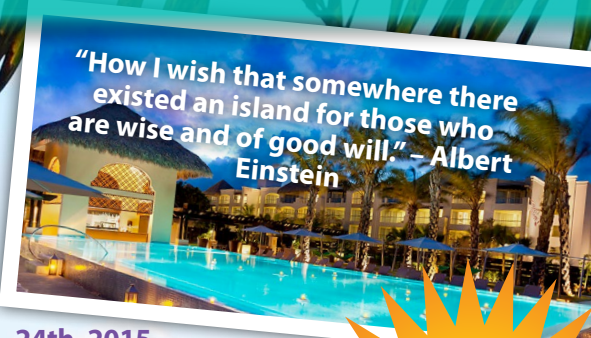
**Gold
Members
\$495**

**Silver
Members
\$695**

**Non-
Members
\$995**

Island REIA Winter Retreat

January 18th - 24th, 2015
Hard Rock Hotel & Casino
Punta Cana, Dominican Republic



"How I wish that somewhere there existed an island for those who are wise and of good will." - Albert Einstein



Don't Forget to Get Your Passports Now!

Be part of the first ever Island REIA Winter Retreat on January 18th - 24th, 2015 at the Hard Rock Hotel & Casino in Punta Cana, Dominican Republic. There will be 7 days of luxury accommodations, fun and exciting excursions and advanced real estate investor training you won't get any where else on the planet from experts like Russ Hiner, Rock Shukoor, Linda Dana, Dustin Griffin, Chris Littleton, Donna Littleton, Jim Hitt, Duncan Wierman, Gordan Catts, Leslie Mathis, Don DeRosa and many others!



Russ Hiner Rock Shukoor Linda Dana Dustin Griffin Chris Littleton Donna Littleton Jim Hitt Duncan Wierman Gordan Catts Leslie Mathis Don DeRosa

Punta Cana is situated on a perfect 30 mile stretch of palm lined coastline and is famous for its stunning beaches that rank among the world's very best.

The Hard Rock Hotel & Casino Punta Cana offers a mind blowing all-inclusive experience with thrilling gaming action in one of the biggest and best casinos in the Caribbean featuring exhilarating nightlife, tantalizing culinary options, state-of-the-art meeting facilities and luxurious rooms worth tweeting about, all infused with a legendary rock and roll vibe. There are 13 pools,

9 restaurants, a Nicklaus designed golf course, and an astonishing Spa all surrounded by the most pristine beaches in the Caribbean.

This is the perfect setting for our first retreat. Come see what it really means to get away from it all with a group of your favorite real estate investors and friends at a world class, all-inclusive luxury resort in paradise!

SEE YOU IN PARADISE!

Get your passport and secure your room now! Space is very limited.

Sign Up Now and Don't Miss Out!

<http://Jan2015.IslandREIA.com>

or Contact Dave Biddison at 801-550-9042

YOU SHOULD BE HERE!



Caribbean Suite

TAMPA REIA'S MISSION is to help insure our members' real estate success by providing extremely affordable, high quality, relevant real estate investing information and education, as well as frequent, fun and rewarding real estate networking opportunities. Our goal is to be the premier educational and networking organization for real estate professionals in the Tampa Bay area.

TAMPA REIA

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www.Facebook.com/TampaREIA

◀ *continued from page 1*

- What has to happen in order for you to feel it was a successful investment of your time and resources?
- How will you measure your ROI?
- What will it cost to attend the seminar and the associated travel expenses?
- What is the opportunity cost?
- Why, why, why?

Or maybe it's because you want to corner a speaker for 15 minutes to pick their brain. Determine why you are really going in the first place. This is called a desired outcome. Write out your desired outcome so you know ahead of time what you want to accomplish. In the language of Covey's 7 habits, this would be habit number two, "Begin with the end in mind."

2. Get Prepared

Now that you've determined why you are going and what has to happen for you to consider it was well worth the time and investment, determine what you need to do to achieve your desired outcome.

What preparation do you need to do before hand? How do you want to position yourself at the event? If one of your desired outcomes is to talk to a certain speaker (or high profile attendee), maybe contact them beforehand and set up a VIP lunch or dinner. If you want to pick up some new business, maybe you bring some samples with you, so you are prepared for an impromptu sales meeting. Maybe there is a contact you want to spend some time with so you fly in a day early or stay a day late. Whatever it is, think about it ahead of time and go in with a plan.

3. Get Physically Prepared

Be sure to get a good night's rest the night before. It would be a shame to snooze through some very important information that could have a profound effect on your personal life and/or business this year! Lately, I've become a physical fitness nut and I won't book a hotel if they don't have a fitness gym. Don't miss your workouts because you're at the seminar. It'll help you to stay sharp mentally and physically the entire event and you'll sleep better. So, prepare your gym bag or swim suit so you can maintain your exercise routine. If I can't go to the gym, I'll power up my laptop and throw in my favorite Brian Kest

power DVD and do yoga in my room (<http://www.poweryoga.com/>).

4. Stay Present

In personal development, there's a saying, "be there where you are." And it's not always easy to do that with your mind wandering. This is particularly true while you're attending the sessions. Wanna know how I tame my wandering mind? Have a piece of paper with the heading, "Thoughts & Action Items" and if any thought or action item no matter how trivial (pick up milk on the way home, call so and so) that is unrelated comes to mind, just write it down and come right back to the seminar. If you try to remember that thought and listen to the speaker, you'll miss both. The man who chases two rabbits, catches neither. Don't just be physically present, be mentally here, too.

5. Dress for Success

"You can never be overdressed or overeducated." ~ Oscar Wilde

You never know who you'll meet and create a professional first impression! Whenever in doubt, dress up. If it turns out to be casual and you're the only one in a suit, you can always take off your tie and instantly create a business casual look, but it's much harder to do it the other way. I admit, with all the travel I do, I've not learned to travel light. I take more than I need especially when I'm not sure. Take some nice casual evening wear, so you're not in your suit all day. People will react differently (more warmly) when you don't look so formal. Be stylish and let your personality shine through your outfits.

6. Be Ready to Take Active Notes

They may or may not provide pen and paper, but be prepared and bring your own pen, highlighter & writing pad (or journal or laptop or tablet if you type fast) with plenty of pages. If you do mind maps while taking notes (or that is how you take notes), then bring all your color pens. Highlight important things on your notes, write action items on the margin. Not all ideas are equal, draw a light bulb (bright ideas :) next to important ones. Abbreviate whenever possible. I've noticed another pattern at seminars lately. People are taking pictures with their phones of the slides so they don't have to miss anything (or can't write so fast). It's hard to keep up with speakers when they're flipping through slides. It'd help if you sit near the front if you'd like ▶

Tampa REIA Member Benefits

- TampaREIA.com Website, Blog and Member Only Area
- Affordable, High Quality Educational Workshops & Seminars
- Fun, Frequent Networking Opportunities
- Weekly Special Interest Groups Meet Around Town
- Lunch & Learn Subgroup Meetings
- Wine & Dine Subgroup Dinner Meetings
- Tampa REIA Main Monthly Meeting & Vendor Tradeshow
- Learn From Home on Our Monthly Webcast Series
- Members Can Watch Webcast Replays 24/7/365 on TampaREIA.com
- Tampa REIA Subchapter Meetings
- Community Outreach Programs
- Haves & Wants Speed Marketing Session and Weekly Meeting
- Monthly Tampa REIA "The Profit" Interactive eNewsletter
- Weekly Tampa REIA Email Announcements, Articles & News
- Volunteer Opportunities
- Member Discounts on Workshops
- Member Discounts from Local & National Vendors
- And much, much more!

Tampa REIA Member Discounts

- **Lowe's** – Save up to 7% to 22%
- **Sherwin Williams Paint** – Save 30% to 40%
- **Sherwin William Flooring** – Save on Carpet, Vinyl, Delivery and Installation
- **Sears Commercial** – Save 4%-15% on all Appliances
- **Nu-Set** – Save on Locksets, door hardware, security & lock boxes
- **Build-A-Sign** – Save 15% on Signs, Banners, and Magnetics and other products and get Free Delivery on all orders
- **And much, much more!**

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<http://TampaREIA.com/Membership>

Become a Member of Tampa REIA for as little as \$100/year. Businesses can join for as little as \$150/year. See our Membership Application in this issue of The Profit or visit...

<http://TampaREIA.com/Membership>

◀ to start doing this (please ask the speaker and/or the organizer if it's ok to take pics).

7. Network and Meet People You Don't Know

I hope one of your outcomes for going to any seminar or event is to meet new people. As a matter of fact, I've been to many seminars where the speaker and content was mediocre, but it was worth going because of all the contacts I've met.

Arrive early, and when people are lining up to get inside the seminar, TALK to them! Don't be afraid to put yourself out there. If you're not good at this sort of thing, come with a list of questions to ask people. "Where is home for you? What brought you here today? What is your background?" People love to talk about themselves, and the connections you make at personal development and business development seminars are ones you won't forget. You never know who you'll meet at a seminar! Sit in a new seat every day, and meet someone new.

Don't eat lunch by yourself. Sit down with someone else and ask them their story. Get to know them. Build up your network.

Once you meet people, figure out who you know in common. It never fails to amaze me how you can randomly meet someone in an elevator, who lives in a different city than you and it turns out you know a ton of the same people. This is important because it helps you quickly bond with people and form a relationship. I've landed new clients because it turned out we knew several of the same people, which gave me instant credibility.

And most important advice: when you exchange business cards, write on the back of the card what event, city and date you met (may also write something special to remember them). And these days of ready smart phones, take a picture of them (or better get in the picture and let someone else take it). This will help you to remember them.

I attach the photo to the contact and it easily reminds me of who they are.

8. Take Full Responsibility for Your Success.

Now that you've predetermined your intention and outcome, don't look anywhere else for your success, but in the mirror. Do whatever it takes to make the most of the seminar and get your outcome. You are where you are as a result of all the decisions YOU have made in the past. If you don't like where you are, take full responsibility and make better decisions. ☀

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Tampa Real Estate Investors Alliance

THE PROFIT

If you're looking to reach the Real Estate Industry here in the Tampa Bay Area and throughout Florida, you can't do better than The PROFIT. Your ad will reach more than 5,000 each month with your message. Our production teams are among some of the best designers in the country. We make you look GOOD!

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1/4 Page	\$480	\$600	\$300	\$420

*With Full Page Advertising Special, we will create your ad for FREE!

When you're ready to get started, call Christine Griffin at 813-358-8050 or email admin@tampareia.com.

THE MILLIONAIRE MAKER

Subordination

BY RON LEGRAND



This technique will be used frequently and is one of my favorites to make a property easy to fund. It simply means the seller will take back a second, allowing you to get a new first to cover down payment and other costs.

The big advantage is it sets the stage for you to negotiate a deal that's easy to fund because you can borrow the first at a low LTV making a hard money loan easy to get.

Example:

Seller wants \$1,000,000 for an apartment complex that needs \$100,000 in work. She owns it free and clear and fixed up and rented, you feel it's worth \$1,800,000. Seller says she'll take \$100,000 down and the balance within 24 months but will subordinate to a new first and take low or no payments or interest on the \$900,000 second.

Purchase price	\$1,000,000
Down payment	\$ 100,000
Seller 2nd	\$ 900,000
New hard money 1st	\$300,000
Less down payment	-100,000
Less rehab costs	<u>-100,000</u>
Cash to you	\$100,000
Financing Structure	
New 1st	\$300,000
Seller 2nd	
- no or low payments	<u>+900,000</u>
	\$1,200,000

Your exit is to buy, fix and refinance with a good, permanent loan, or sell. You should be able to get a \$1,350,000 loan (75%) or more and pull out cash once it's stabilized.

Subordination can also be used in a more common manner

by borrowing as much as you can on a first and getting the seller to take back a second for the difference with a longer payoff period. In this case, the financing is your permanent financing, so the first will be on good terms through an institutional lender and no short-term balloons on the second.

Example:

You can buy an office building worth \$1,300,000 for \$1,000,000 and if you get the seller \$700,000 he will take back a second for \$300,000 with monthly payments over a fifteen year period.

Purchase price	\$1,000,000
New bank 1st	\$ 750,000
Seller 2nd	\$ 900,000

The total new debt will be \$1,050,000 and there will be an extra \$50,000 to cover costs. Of course, the new first is a qualifying loan so the borrower and the property must conform to the lenders standards, so this will only work on stabilized properties with sufficient income to support both debts. The bank must know this second will be on the property— full disclosure.

Here are some notes on subordination:

- Make sure you do your best to lower the amount of new financing and increase seller financing.
- Won't work on properties with high existing debt.
- Be sure the property will easily support both payments if applicable.
- Don't over borrow and get yourself in a trap.

Now let's look at a sample house deal in the table on the next page:

Join Us At

**Larry Harbolt's Weekly
Real Estate Investor Meetup
Every Monday at 7:00pm**

Hibachi Buffet, 7610 49th St N, Pinellas Park, FL



SAMPLE HOUSE DEAL

ARV	\$200,000	
Asking	\$150,000	
Repairs	\$25,000	
Seller Needs	\$40,000	Cash Now
Your Offer		
Price	\$130,000	
Down	\$40,000	
2nd to Seller	<u>\$90,000</u>	Subordinate to a new first, no payments, 5-year down
You Borrow		
Private Lender	\$75,000	First mortgage, 8%, \$500 per month interest only, 5-year balloon
	<u>-\$40,000</u>	To Seller
	\$35,000	Cash to you for repairs and extra income
Total Debt		
1st to Lender	\$75,000	
2nd to Seller	\$90,000	
Total Debt	\$165,000	on a \$200,000 house with \$25k in your account for repairs

Comment on this article online at <http://tampareia.com/?p=4939>

Share this article!   

To learn more from Ron LeGrand or to get his \$599 Wholesaling course for only \$1, go to www.RonsWholesalingCourse.com

Ron LeGrand

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Ron LeGrand is the world's leading expert in residential quick turn real estate and a prominent commercial property developer. Ron has bought and sold over 2,000 single family homes over the past 30 years, and currently owns commercial developments in nine states ranging from retail, office, warehouse, residential subdivisions and resorts.

Results

1. You get \$35,000 the day you buy (25 in repairs).
2. You get \$35,000 less cash when you sell.

For subordination to work, you need a seller on a property with a problem and free and clear or close. Here you have all three ingredients. ☀

Creative Real Estate Exchangers



Every Thursday (Except Major Holidays) • 9:00am - 11:00am
Denny's Restaurant, 4999 34th St N, Saint Petersburg, FL

<http://cree.tampareia.com>



The Good, The Bad, and The Ugly House

BY RUSS HINER

I was recently on a panel discussing the business models of pretty houses vs. ugly houses. The good news is that both businesses are extremely viable in today's economy.

Because I have been a successful investor for so many years, I know that there is no wrong choice between the two strategies, but I also know that it is essential to have both techniques in your arsenal so that you can take advantage of all possibilities. The more options you have, the better your chances are of making the most money.

I would like to teach YOU about both business models so that you have yet another tool to help you to succeed. Here is just some of the knowledge I'd like to share with you.

The Ugly House

An Ugly House is a distressed property. When you drive past an ugly house, you will see needed repairs, tall grass, and broken windows. There may be prostitutes, drug dealers, and individuals who make it unappealing to live in the community. A majority of Ugly houses are typically in lower socioeconomic neighborhoods, but sometimes in moderate or middle class neighborhoods.

The Ugly House Market is large because after 15 years, a new house will have a higher chance of being ugly because of deterioration. The owners have let things go. They have not maintained the property. They may not have bought

a new roof or an HVAC system; there are large ticket items that need to be addressed.

The result? The owners move, and you have the opportunity to buy at a significant discount.

The Pretty House

A Pretty House is not as run-down as an ugly house, but it needs some work. This market is a little bit narrower than the Ugly House market because the owners typically have resources to stay current with their payments and understand delayed gratification. Pretty houses become available because the owner has been faced with life situations such as job loss or relocation, an elderly parent in another state, or moving a long distance away. The owners are stressed and motivated to get out of the property.

Making the Money

A Pretty House has the possibility of selling more quickly. You can talk to the seller on a Monday and have a pay day within 5 days. You do this by either placing the property in your rental portfolio or doing a wholesale transaction.

With some of these pretty house opportunities, you will be putting a tenant buyer into the property and leasing for a two year period. That way you get paid on the option; it is a non-refundable option. Plus, you might get paid on the cash flow, and then you have

an opportunity to get paid when they cash you out.

Disadvantages of the Pretty House

- You'll need to educate the seller and yourself on the paperwork, the terminology, the ease of entry, and the ease of exit.
- You must develop rapport with the seller.
- You must placate the sellers' concerns about repairs, payments, condition of the property, liability, and value.
- Many of these sellers want a fair market value. This sometimes creates a conflict and makes the Pretty House business a little bit more stressful.

An Ugly House typically takes 10 days to 14 days to make money on. This happens when you have a solid buyers list built. The fastest that I have ever had an ugly house sell was 4 days. This is because I had a buyers list. I do know people who have built a system that allows them to post a piece of property on a Friday, have multiple offers on Monday, and have it sold by Wednesday.

The Advantages of the Ugly House

- There are plenty of them in all income areas.
- They rent or sell easily. ▶



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- They are easy to spot.
- They have a low cost.
- They are easy to negotiate.
- If you have little or no money and/or credit, you can purchase an ugly house without cash. All you need is an understanding of what the return on investment is or the cash flow might be.
- Persuading the seller to take the correct price is easier because you don't need to build a tremendous amount of trust and rapport.

Disadvantages of the Ugly House

The profit margins are slimmer, and you typically get paid just once.

The Pretty and the Ugly

Both types of houses are extremely viable options. Both will work in this economy and can be very fruitful.

Both ugly and pretty houses can be wholesaled because they are deals that somebody else would want. You can also go with a buy-fix-and-hold or a buy-fix-and-sell. When the smart investor does a lease option, they make cash flow, so with each one of the two business models, you can get paid in the same way. The idea is to be able to understand when you have a deal and when you have a dud. Whether you structure either a subject-to or lease-option is determined by the amount of equity, cash flow, and exit strategy.

Personally, I strive to put properties into my portfolio in order to create wealth and cash flow. I buy them, renovate them, and rent them. One technique I use is to buy and fix the house with private money and then, once the tenant is in the property, I refinance it, pay off the

lenders, and have zero of my own money in the deal. This allows me to have the beautiful cash flow and later on sell for a profit. I can do this for either a chunk of money or as a source of continuous cash flow with low tax consequences.

Knowledge Is Power

The more knowledge you have, in this case the Ugly House or the Pretty House, the more likely you are to make the most amount of money.

You need tools. And once you have the tools, you will be able to be more creative in your deal structuring.

To get knowledge, to collect tools, you need an education. You need a coach who has experience and expertise, someone who has worked in the business and who has been successful, someone who continually invests in his own knowledge so that he can pass that along to you.

Are YOU a Smart Investor?

If YOU are a smart investor, then you will pay for a quality education and see returns on your investment. When you learn what works in different economies or different neighborhood and within varied socio-economic levels, you will be far more successful.

I am a smart investor. My life is important to me. My family is important to me. I want a good life with vacations and comfort. Therefore, I spend \$5000 annually to educate myself further so that I can make more money, so that I can give my family the life they deserve, so I can pass knowledge along to YOU.

Are you committed to learning to earn more money? Are you willing to invest so that you too can be successful?

The information I've given you here today is only a tiny portion of the training I can offer you. I am an expert in this field, and I can help you to assess and make deals. I can help you decide what is a deal and what is a dud. I can lead you through decisions that will make you money.

But you have to invest money before you can reap the dividends. That is why I am a coach because I want YOU to succeed. ☀

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Russ has been investing in real estate in Atlanta Georgia since 1981. His company currently controls apartment buildings and single-family properties in Georgia and other states. His focus is on raising private capital through Hedge Equity, LLC.

Russ invests everyday. His knowledge and experience is current in the market. He is capitalizing on the needs, wants, and desires of the customer. He has a deep level of experience in building relationships with vendors, investors, tenants, sellers, and qualified buyers. He has the knowledge to negotiate contracts, manage rental properties, and make his co-investors wealthy. He enjoys taking properties which are virtually destroyed, renovating them, and creating a better community.

FAST TRACK TO SELF-DIRECTED IRA INVESTING

Time To Take the Reins – Why Self-Directed Retirement Investing Is More Important Now than Ever

BY JIM HITT



When most people think of retirement they think of long walks on the beach, golf, sitting around the house enjoying their grandchildren, and other happy thoughts. If you look at how most investment and annuity companies advertise, that's exactly the dream they're pushing. That advertising and marketing strategy has worked very well at getting Americans to fork over their hard-earned money to money managers, brokers and other financial professionals for them to underperform the Index on their behalf.

The thing is, it used to be easier. For example, the long term average dividend for U.S. equities has been 4.4 percent, going back to the 1920s. Stocks are paying a dividend of less than half that figure now, at 1.9 percent for the S&P 500.

Meanwhile, investors are currently paying 20 times earnings and up for exposure to the stock market. The long-term average is closer to 15 times earnings. Your parents and grandparents were getting a much greater return on investment than you are likely to get going into retirement.

In the 1970s, you could easily buy bonds that generated 10 to 12 percent interest, without breaking a sweat. Money markets even generated some solid numbers north of 5 percent and up. Inflation was a factor then, but inflation moderated, finally, going into the 80s, when investors simultaneously enjoyed the beginning of one of the biggest bull markets in history. But that happened because dividends could be profitably reinvested and multiples were simultaneously expanding from the tough times of the 1970s.

Things are different now: AAA bonds are paying dividends in the upper 4 percent range – and you can't even count on the U.S. Treasury to be AAA rated anymore. Money market and CD rates are barely a blip. Going forward, conventional financial assets have a very strong headwind ahead of them.

Back then, it was easy to look good. There was plenty of return to go around and everyone was comfortable. Not anymore. Think of it: When stocks had dividends of 4.4 percent and up, and bonds earned 8 percent, it was no big deal to pay 1 percent to a mutual fund manager. Pay that now, and that's over half your dividend return and a quarter of your interest income. That hurts.

That's why we are believers in the Self-Directed IRA: It allows investors to diversify beyond conventional assets like stocks, bonds, CDs and money markets, and allows for access to potentially more lucrative asset classes. For example, leveraged real estate, precious metals, farming, mineral rights, oil and gas investments, limited partnerships, joint ventures – the sky's the limit.

Yes, there are always risks associated with investing, and if you want to minimize inflation risk you must take on some uncertainty somewhere in the portfolio. But think of it: Any stock can go to zero. But energy won't be going to zero. Land won't be going to zero. A house's value will never be zero as long as there is someone who is able to live in it. In fact, most of our clients who buy single family homes and rent them out, see a rate of return significantly higher than 4.4%. And the availability of leverage not normally available in most IRA accounts funded with conventional stocks and bonds has

the effect of potentially significantly improving your cash on cash return within your retirement savings.

We're here to spread the good news – you no longer have to feel bound to Wall Street. You can declare independence from the big investment banks and take control of your assets yourself.

To learn more, visit us online at www.AmericanIRA.com, where you can download one or more of our exclusive guides to self-directed retirement investing.

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Jim Hitt is the Chief Executive Officer of American IRA, LLC and has been committed to all aspects of investing for more than 30 years, using self-directed IRAs for his own investments since 1982. Jim's forte is the financing and acquisition of real estate, private offerings, mortgage lending, businesses, joint ventures, partnerships and limited liability companies using creative techniques.

MARKETING MAGIC TRICKS



Nine Unique Strategies to Locate Motivated Sellers

BY KATHY KENNEBROOK, THE MARKETING MAGIC LADY



There are several rather unusual ways that I like to use to locate motivated sellers. I'd like to share several of my favorites with you so you can find even more motivated sellers in a non-conventional way. This is absolutely the best time of the year to be locating motivated sellers since property tax bills have just gone out to owners in many states AND the holiday season is upon us. As you know one of my favorite techniques to locate highly motivated sellers is using direct mail and during the holiday season sellers are opening all of their mail since they are getting letters from friends they have not heard from in a year. Here are some of my other favorite, albeit unusual techniques to find highly motivated sellers.

The first of these is to contact auction houses in your area and work with them to help you find leads on houses for sale. I'm talking about the auction you go to on Friday or Saturday night to buy "stuff". Where do you think these auction houses get their merchandise? They get it from homeowners who need to get rid of a household full of items. One way to find these auction houses is to look in the yellow pages or Google "Auctions" and find the ads that say "we consign estates". These are going to be the ones you will want to work with. Many times, an auction house will be contacted by an heir to sell items remaining in a property to settle an estate, or to simply get rid of things remaining in the property after they inherit it. They may also

be working with a widow or widower who wants to get rid of their excess furnishings, sell the home, and move into an assisted living facility or with a relative. The next item of business is to get the property sold as well. You can make a deal with the owner of the auction house to contact you when these situations arise, and they will give you the information about the sellers. If you offer a fair price and the auction house gets paid a commission this is a good way to buy houses no one else knows about.

Another unique way to buy houses that no one thinks about is to contact local attorneys in your area who handle estate, probate, family, real estate and business law. Quite often they will have clients come to them with a probate situation, a divorce situation or a bankruptcy situation or other situation that they need handled. These clients need to sell a property quickly in order to liquidate assets no matter what condition the property is in. If you are a person of integrity and you do what you say you are going to do and offer a fair price, these attorneys will continue to contact you with potential deals. Interestingly enough, you will find that these attorneys talk to one another and you will find yourself getting referral business from other attorneys. This is one of the ways I use in my own business to bring in new leads on a regular basis.

Another way to find motivated sellers is to contact mortgage brokers who deal with

private lenders. I have personally purchased several foreclosure properties this way. A private lender would just as soon sell a property they have had to foreclose on to you as they would rehab it themselves or sell it conventionally. This is an excellent way for you to get leads coming into your business, especially if you are just getting started. Very often the same private lender who had to foreclose will finance the same property for you if they see that you are going to get it sold and get them paid off. In addition, this is a good way for you to bring new private lenders into your own business. This is another technique that most of your competitors just don't think about.

The fourth unique way I use to find motivated sellers is to check various types of ads in the newspapers and online. For example, you can check the marriage notices to find out who is getting married. If you see older couples, you can pretty much assume that they both already own homes and want to sell one or both to buy a home of their own. You can also check the death notices. When someone dies, there may be an heir who now has a house they need to sell. Tread lightly when following up on these leads, you don't want to offend a potential seller. Send them a generic type of letter explaining that you are interested in buying some houses in their neighborhood. DO NOT refer to the fact that you know the person has died. You can also watch the paper for public auctions, bank foreclosures, and divorce filings. In divorce cases, you will have situations arise where neither spouse wants the property; therefore they are anxious to sell. Or they need to sell in order to liquidate assets.

Another way I like to locate potential deals is to locate vacant houses. I simply drive around and look for them whenever I am out driving somewhere. I will tell you, the more difficult it is to find the owner of these vacant houses, the better a deal you

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◀ are likely to make. These houses are sitting empty for a reason. It may be a divorce situation where both parties just walked away, or an estate, or perhaps a pre-foreclosure. These are all good lead possibilities and vacant houses are some of the easiest potential leads to locate. In my personal business I use a skip trace service to find the owners of these vacant houses.

Another unconventional way to find a bargain is to make a friend of someone who owns a junk or disposal service. These folks are an excellent source of leads for you. Think about it. Who do people call when they have just inherited a house loaded with junk? Or maybe a widow or widower who needs to have the attic or basement cleaned out? In these scenarios the junk hauler is often the first person to be aware that a sale of the property is imminent based on their conversation with the owner. I will offer the hauler money for the lead and another fee if I actually purchase the property. This keeps him very interested in finding more properties for me to buy. And, once again these are leads your competition knows nothing about.

Speaking of unconventional ways to find deals, how about working with the owners of storage units? Think about it, if someone is putting things in storage, most likely it's because they are moving. The owner or office manager of the storage unit is going to know it before anyone else and this is a very good source of leads for you. In addition, inside the offices of storage units there is usually a public board where you can post your business cards or a flyer with pull-tabs. When the person comes in to pay their bill, they will see your information. We have purchased properties using this very strategy.

Another great way to find excellent leads is by going to estate sales and yard sales. I know many of you like to do this on the weekend anyway, so here's a great opportunity to mix business with pleasure. When you arrive at one of these sales, ask the person running it why they are selling their stuff. It's that simple. I once bought a house where the owners were trying to sell enough "stuff" to make up a past due mortgage payment and they were in pre-foreclosure. If you see a sign that says "everything must go" this is also a pretty good indicator that they might be selling the house as well. Sometimes in estate situations you will see a sign that says

"estate sale", another good indicator that the home might be for sale. If they don't want to talk to you just then, leave your business card with them and also try to get a phone number to contact them later as well. These sales can be a very good source of leads for you and another idea that your competitors are simply not thinking of.

And last, but certainly not least are your tenants. What an incredible source of leads for you if you are a landlord. We have a tenant referral program where we offer our tenants a credit of one hundred dollars toward the following month's rent if they give us a lead and we buy the property. We have purchased multiple houses on the same street using this technique. Your tenants are hearing about situations while talking to their neighbors that you would never know about otherwise. When the tenant knows they can make money from it, they will refer these people to you.

We also put signs in the yard of every rental property that we own, which helps our tenants start a conversation with a potential seller. They will give the potential seller our contact information as well as getting their information for us. We have some tenants who are fairly greedy and send us lots of potential leads.

As a real estate investor, you always want to be finding new ways to locate properties no one else knows about, and to have between three and five marketing strategies in place at all times. ☀

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Kathy Kennebrook is a speaker, author and has been actively investing in real estate since 1999, Kathy currently resides in Bradenton, FL and is known as the Marketing Magic Lady because she is the country's leading real estate marketing expert on finding motivated sellers using direct mail.



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CREATIVE FINANCING IS KING

How Sellers Think Differently Than Investors

BY LARRY HARBOLT



This month I want to continue the line of thinking how sellers think differently than investors. Last month I talked about how sellers believe their property is worth top dollar even though many times they failed to keep the property in good condition.

Once you realize this will be what you will be facing when you first talk to most sellers you will have a better understanding of why sellers say the things they do when you ask them questions, such as “We Want ALL Cash” for our house.

You need to realize that the investor is trying to buy just another house they can

make money with, while many sellers are selling a home that has emotional meaning to them if they live in the property. This difference of thoughts and emotion make a huge difference when you are negotiating. As I said before, this isn't rocket science it's just a fact of life. When you understand how sellers think you might have an easier time putting together a more profitable deal. By finding out what the seller's true needs are, will give you a position of power when negotiating your deals. Remember, each seller has just one house to sell and you have thousands of houses to look at and choose from. This is why you are the one in the position of power when negotiating.

More than anything else you need to know why the seller is selling their house if you want to create a win-win deal. You truly are in control of each negotiation. You just don't realize it. I concluded many years ago that I have lived many years without this seller's house and if I am unsuccessful making a deal I will probably live out the rest of my life just fine without that house.

Here is a list of things you need to think about when talking to every seller.

1. When talking with older people, do they need more cash flow to survive every month?
2. When talking with sellers of all ages, do they need money to buy

another house? Could you sell them one of the other houses you own?

3. When talking with sellers of all ages, find out if they have pressing debt?
4. When you find a tired landlord, are they tired of management, tenants and toilets or are they ready to retire?
5. When talking with older people or another investor, are they more interested in getting more interest or more money when they sell?
6. When talking with sellers of all ages, do they have a personal emergency they need to immediately take care of or is it a problem that is not an immediate emergency?
7. When talking with sellers of all ages, usually young people, do they need cash to buy a different car or other important item they need?
8. When talking with sellers of all ages, do they need money to pay for a medical debt? If this were the case could you agree to pay that medical debt in small monthly payments to the doctor or hospital?
9. When talking with sellers of all ages, are the sellers having financial trouble taking care and maintaining the property?



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- ◀ 10. When talking with sellers of all ages, are the sellers having trouble making the monthly payments or paying the property taxes?
- 11. When talking with young to middle aged sellers, have they had a job transfer to another area? Are they making two house payments?
- 12. When talking with sellers of all ages, are they about to lose their property to foreclosure or bankruptcy? Are they desperate to sell?
- 13. When talking with middle age to older people are they downsizing and want to move into a smaller property with lesser related costs?
- 14. When talking with sellers of all ages, are they deep in debt and extremely credit conscious and are most interested in saving their credit?

Once you understand what each seller's reasons for selling their property will be essential in being able to give the seller exactly what it is they need to solve their immediate problem they have in their life. Understanding how sellers think will be essential when you are negotiating to buy their house. You must find out exactly what every seller wants or needs before making your offer to purchase their property. If you solve the seller's problem in their life, you stand a much better chance of buying their house and having

a win-win situation for both parties.

Until Next Year, Happy Investing

Larry ☀

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Larry Harbolt is the nation's leading creative Seller Financing expert as well as a popular national real estate speaker and teacher whose time-tested strategies and nuts and bolts teaching style has helped thousands of aspiring real estate entrepreneurs realize their financial dreams with little or no money and without the need for credit. Larry has been successful creatively buying and selling real estate for over 30 years and has written numerous popular articles and real estate courses. Larry also has been running a meetup group in St Petersburg, FL for real estate investors for over 13 years.



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Why We Do What We Do

BY TONY PEARL

This month, I'm going to take a break from the normal subject matter that I write about (marketing, real estate, technology, etc.) to focus on something a bit more... *important*. If you're not ready for a little introspection, go ahead & stop reading now. I won't judge. Then I left you with a cliffhanger: HOW to solve this massive problem. Well, I said I was going to come through with the goods, and I aim to deliver, so here we go...

However, if you're open for some insight that just might help you grow not only your business but *yourself* as well, I humbly invite you to keep an open mind & keep reading. Please know that I'm usually a very private person, so a lot of the subject matter I'll be writing about here is challenging for me to open up about.

There's nothing like a challenge or personal tragedy in your life that will almost compel you to stop or at least slow down to re-evaluate the things you're doing and the direction you're heading. For me personally, I had such a tragedy occur recently when my father passed away from a combination of Alzheimer's, old age & a heart condition just one month shy of his 96th birthday. Three months later, his older sister (my aunt) joined him. She was mere weeks away from turning 100.

My father was a full colonel (retired) in the U.S. Air Force. He served his country honorably, and, as I recently discovered, contributed to many (Classified) projects during the time he served that set the framework for things that are still in place today. By the time this article is published, he will have been laid to rest at Arlington National Cemetery with full military honors. I have no doubt that this will be an experience that will be cherished by all who attend.

As with many people who were 'old, old school,' my dad didn't really talk about his work... or how he felt about things much. Part of that was due to the classified nature of his work, and part was just his personality. In fact, he was quite grumpy most of the time. As the youngest of three sons, dad didn't have much time for me. During the 70's, America was going through some 'changes,' and so-called traditional family values were constantly being challenged. That's an understatement.

I'll spare you the details of the next few years (parents' divorce, me living w/ mom, her getting cancer, house burning down, all the schools I attended before going to college, all the various jobs I've had) and fast forward to the part where I talk about the next subject: **Work**.

Unless you're lucky enough to have been born a 'trust fund baby,' or were just born an entrepreneur who happened to create & sell something extremely valuable, you've most likely had to work at some point in your life. Maybe you're still working at a job. If you have a so-called 'career,' what made you choose it?

And if you are still working at a job, why are you still there? Is it because you *want* to work there, or is it because you have to in order to pay for your living expenses, bills, and the things you want in life?

If you're lucky, you actually choose and desire to work where you work and do what you do. But if you're like most people who have a job, there's a very good chance that you hate getting up at the same time every day to go see the same people you can't stand and do the stuff you don't like doing - just so you can put food on the table & keep a roof over your head.

Now, if that's you, I'd just like to remind you that you **DO** still have a choice! If you're reading this publication, chances are that you're at least interested in real estate, being an entrepreneur, or pursuing the dream of working for yourself.

So if you're not yet doing that, what's holding you back? What are you afraid of? What's your excuse for not going for what you want in life?

If you are already doing deals, I'd like to ask you those same questions if you're still doing the same type of deals over & over, yet secretly desire to move up to the next level.

This brings us to the next question, and it's a biggie: **WHY** do we **DO** the

continued on page 20 ►

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QUICK FLIP FOR FAST CASH

Outsourcing Your Wholesaling

BY MATT LARSEN



Are you doing absolutely everything in your Wholesaling business? Are you driving for dollars, writing your own letters, stuffing your own envelopes, building your own websites, creating your own flyers, taking the calls from sellers, inspecting the properties, getting them under contract, then posting the properties online, pitching them at meetings, showing the properties to investors, etc? Whew – that’s a lot of stuff eh??

Well if you are doing absolutely everything on your own, it’s time to stop! There is help out there. And yes – there is a balancing act: “do I do it myself” or “do I pay someone else to do it”??? Naturally there are some things you will want to do on your own – mainly talking with motivated sellers, making offers, and then getting the deal sold to other investors. So how can you get to where those are the ONLY things you have to do? There’s a lot of other stuff right?

MARKETING

Well the marketing is obviously important – probably the most important thing. There are services out there that can do your marketing for you. Namely letter writing services like www.YellowLetter.com and companies like that. They will create either

Yellow Letters or Postcards to send out and they will mail it for you. You just need to provide the list. I believe you can buy lists from them as well. And there are plenty of other list providers out there – do your research. So if you get a list and send it to YellowLetters.com now that part of your marketing is done. Sit back and wait for the phone to start ringing.

ANSWERING THE PHONES

You could also outsource your call answering or your return calls by hiring a Virtual Assistant (VA) to handle this for you. You can set up a voice mail service where the person leaves their info and then have the VA call them back, OR there are live call answering services like “VoiceNation” and “PATlive”. Those services you can provide with call scripts which tell them what questions to ask when the people call in. This screens the motivated sellers with the tire kickers (people who aren’t that motivated just want to see what you would offer). At this point now you are only dealing with the motivated sellers and in the Making Offers phase (revenue generating activity!).

MISCELLANEOUS

There are many other ways to utilize outsourcing in your Wholesaling busi-

ness. Go to www.Fivver.com and you will find all kinds of great services you can use for as little as \$5! I have used them I feel like 100’s of times for little jobs:

- Logo Creation
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- Creating marketing videos
- Website/blog content
- Photoshop work
- Social Media help
- And on and on and on!

Bottom line is, if you are not good at this stuff, don’t do it because it will take you hours sometimes and you will want to pull your hair out.

Another thing you can do is actually just hire a real assistant. It could be a college student, it could be somebody looking for part time work, but you can more than likely find somebody for \$10/hr – and

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◀ have them work 20 hours a week for you doing the things you don't want to do or don't have the time to do. Like managing all these things we've mentioned above. Another big time killer is going to look at properties – you can have your assistant do it and take pictures and send them to you. This alone could save you tons of time.

So it all comes down to what your time is worth and as a Wholesaler, I would say your time is worth at least \$50/hr. If you are on a tight budget, I know it's tempting to do it all yourself, but just start gradually outsourcing these things more and more and then your time will really become more effective and valuable. Then you will eventually get to the point

where you don't have to spend much time on this at all! Can't wait for that right? Advice – go read the book "The eMyth" and then start to create systems that work for you instead of you working. That's how you create a real business that can eventually run without you which is how you build true freedom and wealth. OK – off to it.

Feel free to check out our site www.HowToWholesaling.com for tips, advice, and a free course on Wholesaling and getting into the biz. Good luck!

Matt ☀

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Matt Larsen

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Matt Larsen started buying and selling real estate in October 2012. In the last few months, he and his wife Courtney have done over 25 wholesale deals with no prior real estate investing experience, very little cash and none of their own credit. Now they are both full time real estate investors, work on their own schedule and report only to each other.

◀ continued from page 18

things we DO?

Ever stop to ask yourself that question? :)

There have been *many* books written on this subject, so to keep this from becoming one of them, we'll just stick to the main topic at hand: Why we do the things we do to make money, a.k.a. "work."

For many years, the standard sound byte we heard was, "Go to school. Get a good job. Work for the same company for 30-40 years, then you can retire." Only thing is - that model doesn't really work that well these days, does it?

Since we're asking ourselves some of these big, deep, meaningful questions, please allow me to throw a couple more questions at you! Ready? Ok...

If money was not a consideration (i.e. if you won the Powerball Lottery tomorrow), **what would you be doing with your life? What would you do to provide value to others?**

A lot of people I've spoken with do NOT reply, "Oh, I'd keep working at my job."

Most people, if they're being honest, have other higher things they'd rather be doing. What keeps them stuck

where they are? Their limiting beliefs & prior programming, which are constantly telling them that they 'have to' keep doing what they're doing in order to survive.

One of the few gifts my father gave me years ago was a strong work ethic. Being the master wordsmith that he was, here's what he told me: "I don't care if you're shoveling s*** against the tide, you're going to get off your lazy a** and do something productive!"

And so I did. It took me years of trial and error to finally discover what it is that I can do to enjoy providing value for others, while at the same time making money. I put those items in the order they were intended.

So if you're still reading, thanks! But if you're still reading to try and find an answer to what it is that you should be doing, I'm sorry, but I'm just not able to provide that for you. You've got to ask yourself those questions above in order to find your own answers.

Too many people go through life working a job they can't stand or simply not doing the things that make them happy. Don't let one of those people be you. Search for your true 'purpose' today, and go for it!

Chances are that you'll love doing real estate deals, but even if your passion is

'just shoveling s*** against the tide,' do it with a smile on your face!

Until Next Time,

Tony Pearl ☀

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Tony Pearl is an entrepreneur, copywriter, proud father, mentor, marketing consultant and talented teacher who resides in the Washington, DC area. He has traveled to over 26 countries, speaks 4 languages, and continues to travel extensively. He has been a professional Ballroom and Latin dance instructor, competitor, and exhibitor for over 19 years. As a Real Estate Investor, Tony has bought and sold over Ten Million dollars worth of real estate, and has been educated by and associates with the best.



We Know The Banksters Lied In Order To Steal Millions of Houses, But What Does It Mean For You?

BY BOB MASSEY



There have been over 20 million foreclosures in the United States since 2007 and more than 5.5 million homes have been repossessed. Meanwhile the major banks have been laughing as they cash in to the tune of \$65-75 BILLION dollars every month from the Federal Reserve. According to the regulators in charge of protecting our currency we should rest assured that this was all an innocent mistake. Well we now have leaked documents that show that the major banks created their tangled web of risky financial transactions not by accident, but with the specific intent of bypassing local jurisdictions' recording requirements and taxes.

By now most real estate investors have heard of MERS as it has taken on a kind of bogey man type of presence. They might not know what it's all about, but they know it's bad. The concept behind MERS was fairly simple. The banks were creating so many loans and transferring ownership so much that it became an expensive nightmare to file the right documents in the right jurisdictions and pay the resulting taxes from each transaction. Instead of doing the honest and ethical thing – paying the taxes and filing the paperwork properly – more than 25 of the largest financial institutions and insurance agencies in the nation teamed up to create MERS, Inc. When a loan was originated, MERS would appear as the owner. Meanwhile, in the back office system of MERS, actual ownership and administration of the loan would be bought and sold countless times without the local jurisdictions or borrowers ever being notified, thus allowing the bank to avoid the taxes and document filing that were legally required.

Thomas Curry, Comptroller of the Currency for the United States believes that this scheme was innocent, and any regulatory lapses were the result of a lack of caution. To anyone with a brain, this claim is ridiculous. Fortunately, even those without brains can now know the truth thanks to a PowerPoint document created by MERS that was obtained by the Huffington Post. The document, created to explain the MERS loan process, explicitly states that one of the benefits of using MERS was “hard dollar savings” of more than \$30 per loan. The savings it describes include the taxes and fees due to local jurisdictions upon the sale or resale of the loan. They were selling their program by bragging about the taxes the banks could avoid. Doesn't sound very innocent, does it?

Between these revelations about MERS and the recent admission by Ocwen that it systematically backdated important documents in order to lead homeowners in foreclosure, the public and the courts are starting to wise up to the fraud committed by the major banks. But how is this news supposed to help real estate investors make money? As the tides turn in our favor, the banks are being forced to negotiate on our terms. No more begging the banks to accept our short sale and REO offers only to have them demand ridiculous prices. We can now get them to the table and demand deep discounts on defaulted or underwater notes.

By buying defaulted and/or underwater notes at a discount, real estate investors are able to help homeowners move on from a horrible situation. The homeowner walks away from a boat-anchor property, and you pick up a

home at a deep discount with virtually every exit strategy available to you.

This is a massive opportunity for real estate investors. If you know of anyone with a defaulted or underwater note, you need to get in contact with my office immediately at (706)-485-0162. I have spent the last two years building up a team of experienced attorneys and fraud examiners/forensic auditors who specialize in exposing fraud committed in the mortgage process and using that fraud as leverage to negotiate the sale of notes.

Since we assembled our team, we have not had a single deal rejected.

We have a huge opportunity to help homeowners and do some great deals with multiple exit strategies. It doesn't even matter if the homeowner has already been foreclosed on, we might be able to help. ☀

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Bob Massey is a recovering corporate executive who is now living the dream running his own successful real estate investing business and teaching others how to do the same. In the process he has become the nation's leading educator on the foreclosure investing process.



The Secret to Real Rehab Profits

BY MARK JACKSON

Want to recover the most for your remodeling dollar at resale? Keep it simple, pay to have it done right and don't over improve. Moderately priced materials and finishes are a smarter bet than top-of-the-line treatments. Use quality, but the least ornate options. The simplest but most ideal forms of renovations you can do add the largest bang for the buck.

You will find, in a neighborhood of \$100,000 homes, adding a \$50,000 kitchen may give you the edge over the competition at resale, but it probably won't boost the sale price much. Those who use **REIAComps** along with getting advice from the Valuation Support Desk have the edge knowing the right improvements to make in most any market area across the country. The complete control and feeling of confidence **REIAComps** users have over their deals is priceless.

At InvestorCompsOnline the developer of **REIAComps**, from 2010-2014 smart investors who use a valuation first approach to investing, doing projects nationwide (no do-it-yourself), have attained excellent ROI at resale. When it came to adding the most dollar value at resale, here are the "Secret Six" which proved time and again to be the best areas in a home to address.

Drum roll please....in reverse order working towards the best renovation options, Upscale Owners Suite Addition comes in sixth. Focusing on the interests of the actual buyer, making them feel good when they lay their head down at night, is hard to mess up.

Two Story Addition come in fifth. Adding much needed extra SF plus attractive

elevation, gables and dormers will take you far. Next a more Moderate Owners Suite Addition comes in fourth. In the same category as kitchen and bathroom remodels, a Moderate Owners Suite addition will add to resale value.

Getting to the last few secret touches, an Upscale Kitchen Remodel finishes 3rd, Buyers love stylish kitchens and bathrooms. So it is safe to say kitchen and bathroom remodels are the typical candidates for adding value. A good Family Room Addition finished second. Please do not let the name "family room addition" trick you up. Families, couples and singles who don't have one, want a family room, great room, den or entertainment area off the kitchen where they can watch TV and hang out.

But be smart, since this is an addition, I suggest combining it with another project, like a kitchen renovation, to get the most for your remodeling dollar. Besides, if you do it all at once, you're going to save some money while increasing the potential ROI at resale.

Being creative while renovating never hurt anybody. If you want a similar effect for less, consider repurposing existing space rather than building an addition. Depending on the existing floor plan and the age of your house, you could use a formal dining room or old-fashioned living room.

Topping the list is a Basement Remodel. The resale value of a finished basement depends largely on your neighborhood, area and region.

In some areas of the country like Wisconsin, finished basements aren't a big addition to home value. Thus, the question of

finished or unfinished is more a matter of personal preference than home value.

In other areas, like metro Atlanta, GA it can add value or even sway the sale. My own professional basement remodel to an Atlanta Townhome finished off 600 +/- SF of living space adding seven to eight times in value over the cost of materials and labor.

Put these "Secrets to Rehab Profits" to work in your real estate business making more on every new deal. Tracking sales actively to determine which area to renovate gives you the upper hand in your market area. Lastly, always use **REIAComps** to determine the best Acquisition Price and ARV for every deal you look at. Don't for one moment let someone tell you the value of a deal. Let **REIAComps** show you for yourself. ☀

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Mark Jackson is an appraiser, real estate investor and property valuation specialist who teaches others to get more out of their real estate investing business. In 1999,

Mark founded an appraisal company and soon found his true gift was analyzing property values for real estate investors. Since 2000, has closed millions of dollars' worth of his own domestic and international real estate transactions. Mark's passions are: faith, family, golf and real estate.



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FORECLOSURES GONE WILD

Foreclosures Flying Through Courts - Deficiency Judgments Soaring

BY KIMBERLEE FRANK



In January of 2014, Florida passed a law that allowed the Banks to push their foreclosures through the court system faster than the normal 879 days that it used to take. I have seen foreclosures go through the court as quickly as 4 to 5 months because the Sellers, even though they do not have an attorney, do not take the time to file an "Answer" when they are served with the Summons and Complaint. An Answer, in which they themselves can file, simply states that they would like this matter set for trial. This letter includes the caption of the court pleading and their address and telephone number. They would have to file this Answer with the Court along with a Proof of Service that they mailed a copy to the Attorney representing the Plaintiff (Bank). Once an Answer is filed, the Court must slow down the Foreclosure proceedings to allow enough time for the proper hearings that are entitled to the Sellers.

I used to advise my students to wait to send marketing letters to Sellers

who were in Foreclosure for at least 6 months. Times have changed! I am now recommending, due to this new law that the marketing starts as soon as the Notice of Lis Pendens (a document letting the public know that the Sellers are in Foreclosure) is served to the Seller. Many Sellers are running scared. They are moving out before they even have time to fight the fight. I say "Don't Run and Don't Let the Bank Win" and do a short sale. Even if you are doing a Loan Modification and/or Short Sale, the Bank is still pushing through the Courts to get a foreclosure hearing date set. However, a short sale takes control of the Sellers destiny.

In addition to the new law that allows the Banks to go faster through the Court, it also allows them to get a deficiency judgment (amount that is owed, plus court costs and attorney fees) at the time of the final hearing while still owning the Asset (the house). How disappointing is our legal system that they allow the Banks to do this, as

they do not even know how much the Sellers will owe until the bank sells the Asset! The Banks are then selling the Deficiency Judgments for pennies on the dollar and going after Sellers. Don't let the Sellers get garnished when the Banks don't even have a final number!



I am here to tell Realtors and Investors to start moving in on the Sellers now when they need you the most. Many of the Sellers do not know their rights and are sick (many of them physically), tired, highly stressed, broke and just downright scared. Tell the Sellers their rights and help them do a Short Sale. When there is a short sale pending, most often we are able to get the Bank to postpone the sale date as long as they Motion the Court at least 15 days prior to the hearing date. I say it again, "Don't Let the Bank Win!!!" Help the Sellers out at the same time you are helping our economy and ourselves.

If you work with a Realtor and you are an Investor, you can tell the Sellers that you have the best of both worlds. First, you already have a Realtor which the banks 'think' they need to have involved. Unfortunately, many Realtors don't even know how to negotiate a short sale or the many liens that are now popping up. And second, YOU are a buyer. The price doesn't matter because it is up to the short sale lender to send out someone to get a broker price opinion (BPO) or an appraiser to counter the buyer and sometimes the bank will give their acceptable short sale listing price in which the Realtor must comply.

If you lost everything in real estate, then it is time to get back into it, as real estate is forgiving. There are very few houses on the market, which gives us a Seller's ▶

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◀ market; however, when you work with the Seller from the beginning, you are able to make a deal when no one else can get a deal accepted.

Stay tuned for more updates on short sales and remember... a large number of your short sales can become a subject-to, lease option, lease or even a straight purchase. Please don't assume there is no deal because you don't want to do a short sale. You will be pleasantly surprised to learn how you can create multiple exit strategies from a short sale deal! I am doing it every day and so are my students...turning short sales into profit! I just had a student close a deal that was a short sale. We negotiated it, flipped it, and never lifted a finger! The student walked away with \$7,591.53 in

his pocket. It works!

Please keep sending me your questions and topics that you would like to hear about, so I can be sure to keep feeding you with the information that you need in order to move ahead in your real estate dreams!

Happy Negotiating!

Kimberlee Frank ☀

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Kimberlee Frank is a Master Negotiator who has closed over 600 deals since 1998. She is a Mentor, Trainer, Author and Real Estate Broker teaching Investors and Realtors how to creatively purchase and sell short sales with her Step-by-Step System. She has helped Investors and Realtors earn hundreds of thousands of dollars.

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REAL WORLD REAL ESTATE INVESTING

Starters, Estate Builders and Enders

BY BILL COOK



There are three stages of real estate investing: Starters, Estate Builders and Enders. Do you know which stage you're in? Many flippers and wholesalers think they're Estate Builders when, in fact, they're actually running a highly taxed retail business – *they're not real estate investors!* (Saying this is sure to ruffle some feathers, but read on before you call me a liar.)

As the stage implies, a Starter is someone who's just getting started in real estate. He usually knows little about contracts, rehabbing, landlording or how to creatively structure and fund a deal. He's been to the closing table less than six times. We're talking about someone who's wet behind the ears!

An Estate Builder may still be new to real estate, but his focus is different from a Starter's. An Estate Builder's deals are structured to increase the investor's *monthly mailbox money!* Mailbox money is money made when your capital assets are working for you instead of you working for your capital assets. Examples of capital assets are rental property and notes.

An Ender has been investing in real estate for decades. He's very experienced at creatively constructing deals. Many Enders cut back on the number of rentals they own in exchange for simpler-to-manage capital assets like notes, options and master leases.

The easiest way to determine which stage you're in is by looking at the real estate documents you use *most* often. If you primarily use purchase and sale contracts and assignment contracts, then you're

either a Starter, a wholesaler or a flipper. If leases, master leases, notes and options are your documents of choice, then you're an Estate Builder. Enders mainly use notes, options and master leases.

Another way to figure out your stage is by looking at your tax return. If you pay Social Security and Medicare tax on most of what you earn, then you're not an Estate Builder or an Ender. Rental and interest income *doesn't* get hit with Social Security and Medicare tax!

As for folks who primarily wholesale and flip: They're not investors, they are businesspeople...the same way a grocer who buys a can of beans for \$1 then sells it for \$3 is a businessperson. Think of it this way: If a wholesaler or flipper gets hit by the proverbial bus, what happens to his income? It stops then and there, right? But what if his primary source of income comes from rental property and interest payments, would the rental income and interest payments suddenly stop coming in? Not a chance! My point: An investor's income doesn't stop when he dies, but a businessperson's does!

When talking to Starters, many offer to pay me to be their coach or mentor. Coaching and mentoring programs are the big-dollar, hot-ticket items being sold to Starters at the many real estate investing dog-and-pony shows traveling from city to city these days. Starters, you don't need to pay for a high-dollar mentoring program to be successful.

The best way to learn about real estate investing is by getting out there and talking to sellers. But what if a seller

accepts your offer? What do you do then? How do you structure and fund the deal? Easy answer. Partner with an Estate Builder or Ender!

Think about it: Estate Builders and Enders have the experience and funds to make the deal happen and make sure it's safe. A Starter has the time and energy to do the running around and grind work. It's a match made in heaven.

Where do you find Estate Builders and Enders? You'll find them at your local real estate investors' meetings. Just be sure to do your due diligence to make sure the person you're gonna choose is honest and easy to work with – you verify this by asking other investors what they think about your potential partner. ☀

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Bill Cook is a full-time real estate investor, speaker and author. He specializes in single-family homes and mobile home parks. Bill believes that real estate investing, especially the act of buying and holding rental property, is the surest way to financial independence and wealth. Bill and his wife Kim run North Georgia REIA where they teach others how to successfully invest in real estate.



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THERE'S AN APP FOR THAT

Using Forms to Free Up More Time

BY DON DEROSA



“What the world really needs is more love and less paperwork.” ~ Pearl Bailey

Welcome to 2015 – I know it’s going to be a great year! And while the weather is cold, what a good time it is to review office procedures and forms to make sure the business is humming along as efficiently as possible. I guess you could call it a kind of pre-spring cleaning. I know, it’s not as good as sledding, but work with me, here.

If you’ve taken any of my courses, you know how much I like to automate. The fewer steps it takes to get something done, the better I like it. Creating a good system of business forms is a big part of automation, especially if I can get forms to share information with each other, or feed data into a spreadsheet. So part of my pre-spring cleaning is to review my forms every now and then to make sure they still make sense.

And let’s face it: There’s nothing more annoying than trying to work with a badly designed form. If you doubt that, get online right now and try applying for a job at some big company. It can be a real nightmare!

Forms, of course, have always been a pain in the neck. The military is famous for them. Heck, the Romans probably had rotten forms, too. Until just a few years

ago, there was no relief from bad forms. You were stuck with whatever form somebody handed you.

Now, though, you can design your own. Okay, there’s not much you can do about online job applications, and I’m pretty sure the Army doesn’t give points for creativity in this regard. But you can design forms for your own use, and adapt existing forms to your liking. Better yet, you can set them up to create a database and even talk to each other.

Say hello to FormConnect, one of my favorite iPad applications. If I had to go live on a desert island somewhere and I could only take one app with me, it might just be this one. And it only costs ten bucks.

FormConnect will let you design some pretty nifty forms, with drop-down menus and pictures and places for signatures and hand-written notes. But it’s a lot more than that.

Let’s say you’ve set up a form for your bird dogs to use. They spot a house you might like, so they fill out the form that you designed for them. They give you the address, the type of property, and whatever else you specify; they add pictures and notes; and upload it to the Cloud.

Now, if your bird dogs are good, you’re going to end up with lots of these records. Put them all together and you’ve created a database of potential properties to buy. You can then import the data into an Excel spreadsheet and create all sorts of useful reports. This can be a real time-saver.

You can also set up the forms to “talk” to each other, so you don’t have to fill out the same information over and over again. Need somebody’s name on a bunch of different forms? FormConnect will let you enter it on one form, and it will automatically fill it in on the others you specify.

Here’s another trick I like: Let’s say you’ve got a paper form that you wish you could use on your iPad. Don’t type it all in. Just scan in the form as a PDF file, and then use FormConnect to insert blanks where they belong. Voila! A computer form!

For the moment at least, FormConnect is only available for iPad. If you’re an Android or Windows user, though, you can find apps that do much the same thing. Googling “form design software” and “Android” (or “Windows”) will get you started.

If you’ll excuse me, then, I’m going to get back to updating my forms. The faster I can get the paperwork done, the sooner I can get to my son’s hockey game. Or maybe – just maybe – there will still be time for sledding.

Happy New Year, everyone! ☀

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Don DeRosa was recognized as one of the nation’s top 21 real estate investors in the New York Times bestseller *The Millionaire Real Estate Investor*. Don, who is a full-time investor, trainer, and mentor, is the first to offer his complete investing system on a mobile platform. Don teaches investors how to *Make More and Work Less* by being more efficient, productive and competitive, leveraging mobile technology and apps on the iPad, iPhone, Android and other mobile devices.



Pete is back on board in 2015!!

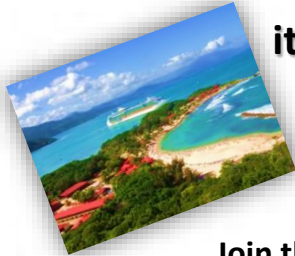
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Takeoffs Are Optional, Landings Are Mandatory!

BY BILL HAM



The sky was clear and it was a nice warm summer afternoon. My flight instructor had just stepped out of the small trainer airplane and left me alone for the first time. I was just about to taxi the plane out and to do my first solo flight as an aviation student. I was terrified and exhilarated at the same time. Just before my instructor closed the door behind him he leaned back in and gave me one last lesson that I will never forget. "Remember kid, takeoffs are optional but landings are mandatory."

This was a great aviation lesson and an equally valuable business lesson. When flying a plane we need to make sure everything is ready before takeoff. Do we have enough fuel? How is the weather between here and where we are going? Do we know where we are going? Once you leave the ground there are no timeouts. You don't get to pull over and walk home once you are in the air. You will land that plane in one piece or in many but either way you will land. Years later I realized that doing a real estate deal is no different. You can choose to close or not to close but once you do buy the deal you are in it for the long haul.

The point I am making here is, that like safely landing an airplane, our exit strategy for our deal is just as important. Some people say "you make money when you buy". I wholly disagree with this statement. You may create value when you buy but you don't make money until you exit the deal profitably. Saying that you make money on the purchase is a cliché that I find to be dangerous. This is like

saying as long as I get my plane into the air everything else will take care of itself. I hope you would not get on a commercial flight after hearing the captain saying that. Trust me, your investors and partners will not want to hear you say anything like that either.

Have a plan. When you first analyze a deal the exit strategy should be one of the key items you take into consideration when deciding if your deal is good or not. You need to have multiple exit strategies in the future of your deal.

Here are a few items to keep in mind when analyzing a deal and planning an exit strategy.

Price - Are you paying a low enough price that you will be able to tolerate some fluctuation in the markets if the prices decline slightly in the time you have the deal?

Debt - Are you over leveraging the deal just to get a deal done? Don't borrow too much even though that may make the numbers attractive up front. You may need some of that equity in the deal if you want to refinance.

Loan Term - Is your loan going to be long enough to allow you to be in a good market cycle when it comes due? Try your best to get a 10 year non-recourse mortgage if you can. This will allow you to go through one full market cycle before the loan expires. This will allow you time to complete your exit without the pressure of the bank forcing you to sell.

Market Cycle - What market cycle are you in when you buy? Knowing this will

help you predict where the values will be when you get ready to exit.

Interest Rate - How long do you plan to hold your property and where are interest rates going? I can help you with the second one...they're going up! Remember that when you go to sell in a few years the rates will likely be higher than they are today. This means that the price of money will be higher and that will make your property less valuable. Buy it right today and you will still bring in a big check when you get ready to sell in the next few years.

Exit strategy is all important. If you don't have a good one then you are taking off without knowing where you are going to land and no one wants to be on that flight!

Good luck

Bill Ham ☀

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Bill Ham has been in real estate for 8 years and has created a portfolio of nearly 400 apartment units in Macon, GA using creative and seller financing.



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A handwritten signature in black ink, which appears to read 'Susan'.

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Tampa Area Meetings

<http://TampaREIA.com/Meetings>

Tampa REIA Main Meeting

2nd Thursday of Each Month
 6:00pm – 9:00pm
 DoubleTree Tampa Bay
 3050 N. Rocky Point Dr. West
 Tampa, FL 33607
 Leader: Dustin Griffin
 P: 813-358-8050
 E: admin@tampareia.com
<http://main.tampareia.com>

Every Monday
 (Except Major Holidays)
Larry Harbolt's Weekly REI Meetup
 7:00pm – 9:00pm
 Hibachi Buffet
 7610 49th St N, Pinellas Park, FL
 Leader: Larry Harbolt
 P: 727-420-4810
 E: larryharbolt@gmail.com
<http://larrysmeetup.tampareia.com>

Every Wednesday
 (Except Major Holidays)
Sarasota REIA Weekly Meeting
 12:00pm – 1:30pm
 Oriental Buffet
 4458 Bee Ridge Rd, Sarasota, FL
 Leader: Jim Willig
 P: 941-927-0040
 E: sireproperties@gmail.com
<http://sarasotareia.com>

PLEASE NOTE:

This schedule is subject to change.
 Visit <http://TampaREIA.com/Calendar>
 for the most current schedule.

Every Other Wednesday
 (See Calendar for Dates)
Tampa/Clearwater Real Estate Group
 11:30am - 1:30pm
 Joe' Crab Shack
 2730 Gulf to Bay Blvd
 Clearwater, FL
 Leader: Jim Miera
 P: 727-415-6325
 E: jim415@hotmail.com

Every Thursday
 (Except Major Holidays)
Creative Real Estate Exchangers Meeting
 9:00am - 11:00am
 Denny's Restaurant
 4999 34th St N, Saint Petersburg, FL
 Leader: Wayne Arnold
 E: wecreatedeals@gmail.com
 Co-Leader: Jonathan Henrich
 E: creeinternational@gmail.com
<http://cree.tampareia.com>

1st Tuesday of the Month
Investor's Circle
 5:00pm - 8:00pm
 Carmel Restaurant
 3601 W Swann Ave, Tampa FL
 Leaders: Aris & Roy
 P: 813-922-1755
 E: greatergoodre@gmail.com
<http://ic.tampareia.com>

1st Tuesday of the Month
Suncoast REIA
 6:00pm - 9:00pm
 Ramada Tampa Westshore Inn
 1200 North Westshore Blvd, Tampa, FL
 Leader: Dave Marek
 P: 813-287-1515
 E: admin@sreia.com
<http://sreia.com>

1st Tuesday of the Month
Florida Gulf Coast REIA
 5:30pm - 9:00pm
 Bonita Springs Elk Lodge
 3231 Coconut Road, Bonita Springs, FL
 34134
 Leader: Jon Iannotti
 P: 724-283-5021
 E: jon@fgcreia.com
<http://fgcreia.com>

1st Thursday of the Month
Sarasota REIA Monthly Meeting
 7:00pm – 9:00pm
 Bank of America
 1237 Old Stickney Point Rd. Sarasota, FL
 Leader: Jim Willig
 P: 941-927-0040
 E: sireproperties@gmail.com
<http://sarasotareia.com>

3rd Thursday of Each Month
Beach REIA
 6:00pm - 9:00pm
 Gators Cafe & Saloon
 12754 Kingfish Dr, Treasure Island, FL
 Leaders: Matt & Courtney Larsen
 P: 813-838-0171
 E: mattclarsen01@gmail.com
<http://beachreia.tampareia.com>

3rd Thursday of Each Month
IRC Main Meeting
 6:00pm – 9:00pm
 Winter Park Civic Center
 1050 W. Morse Blvd, Winter Park, FL
 Leader: Chuck Burt
 P: 407-645-3540
 E: chuck@ircflorida.com
<http://ircflorida.com/>

If you have a Tampa area real estate investor meeting you would like to see listed here, contact Tampa REIA at 813-358-8050 or admin@tampareia.com.



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PLEASE NOTE: This schedule is subject to change. Visit <http://TampaREIA.com/Calendar> for the most current schedule.

TAMPA REIA CALENDAR OF EVENTS

DECEMBER 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	2 Suncoast REIA (Tampa) 6:00pm - 9:00pm Investor's Circle (Tampa) 5:00pm - 8:00pm 	3 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm	4 Sarasota REIA Monthly Meeting (Sarasota) 7:00pm – 9:00pm Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am	5	6
7	8 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm 	9 Florida Gulf Coast REIA (Bonita Springs) 5:30pm - 9:00pm 	10 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm Tampa/Clearwater Real Estate Group (Clearwater) 11:30am - 1:30pm	11 Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am TAMPA REIA MAIN MEETING with W. Roger Salam 6:00pm – 9:00pm Late Nite Networking at Whiskey Joe's 9:30pm – Late 		
14 	15 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	16	17 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm	18 Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am IRC Main Meeting (Winter Park /Orlando) 6:00pm – 9:00pm	19	20
21	22 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	23	24	25 <i>Merry Christmas</i> 	26	27
28	29 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	30	31 <i>Happy New Year</i> 2015	UPCOMING EVENTS Dec 12 - 14: Pretty House Boot Camp - Part 1: Buying (Atlanta) Jan 18 - 24: Island REIA Retreat to Dominican Republic Mar 8 - 15: Captains of the Deal Cruise with Bill Cook, Dyches Boddiford & Peter Fortunato		