

# #PROFIT

## The 5 Most Common Reasons Why Real Estate Investors Fail Today

BY LARRY HARBOLT

Today I am seeing all too many investors making mistakes that are costing them thousands of dollars of profit every year simply because they lack focus. Any truly successful investor will tell you that you must focus on what you are doing and become the very best at what you have chosen. Having been an investor for over thirty years, I learned there are five common reasons why many investors fail to make more money, especially in today's market of properties with mortgage balances higher than what the properties are worth and thousands more properties in the foreclosure process.

Believe it or not, there are many more properties that are not over-leveraged and have a possibility of being bought at a fair price without wondering if a Bank will take your low-ball ALL CASH offer. To be able to better understand what the problems most investors face I want to talk about what I believe are the five most common mistakes most investors make.

### 1. They Don't Know Where to Find the Good Deals

Most investors don't know what to look for. All too many investors are looking for deals in the same places all of the other in-

vestors are looking. If you want to set yourself apart from the other investors in your area you must have a different strategy in the way you are buying your properties.

The smart and seasoned investor knows that not all of the properties you can make a substantial profit from are in the nice neighborhoods. The smart investor first builds a buyers list of potential buyers for the properties they find in all areas of town. Pretty houses are not the only way to make money in today's real estate market.

### 2. They Don't Know How to Thoroughly Analyze Every Deal

Most investors today wouldn't recognize a

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Larry will be speaking at our Tampa REIA Main Meeting on Thursday, September 13th and will be back again on Saturday, September 15th for a Full Day Workshop where he will teach you his secrets on how to make money in today's real estate market using creative financing. Larry will show you what you really need to know to buy real estate profitably with only \$10 down, even if you have bad credit or are bankrupt!

See <http://tampareia.com> for more information.

## MAIN MEETING

Thursday, Sept 13

DoubleTree Tampa Bay

3050 N. Rocky Point Dr. West, Tampa, FL

6:00pm – 9:00pm

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# How to Get a 'Yes' to Your Offer

BY DON DEROSA

*"An agreement cannot be the result of an imposition" ~ Nestor Kirchner*



Imagine. You have a hot lead in your hands that could make you *thousands* in the next 30 days. Tens of thousands. Appears to be a decent house. Needs a little updating. Good neighborhood. *Great* schools.

But the owner tells you he's talked to other investors. He tells you, "Don't bother to come if all you're going to do is make a low offer."

So...do you go? Even if you're going to make a low offer.

The answer is yes. Always yes.

You'll go because you'll get a 'yes' to your offer. You'll be prepared. You'll do your due diligence and analyze the numbers. And unlike the other investors, you'll have a tool that will explain the numbers, explain why your offer is reasonable. Your tool will negotiate *for* you. In fact, you will become the seller's advocate. You'll try to make the numbers work, for both of you.

Even if your offer is tens of thousands less than the seller wants out of his house, you will get them to say 'Yes.'

Here's why. Having an objective basis for your offer makes the negotiating process much easier. So when you take the time to explain the numbers and the logic behind your offer, the seller both understands and appreciates it. You'll differentiate yourself because most other investors don't take the time to do explain their offer.

And the biggest benefit of walking through the objective basis for your offer is that you get a *series of 'yesses,'* or agreements. So when you ultimately make your offer, the only logical answer is 'Yes.'

Let's take a minute and review some basic

concepts that will lead to that ultimate 'Yes.'

Here's a basic real estate truth: *you make your money when you buy.* You only *realize* it when you sell. And here's a basic business truth: *knowledge is power.* Taken together, it means that before you go to the house to meet the seller – before you ever *make* an offer – you'd better know what that house is going to cost you and what you can sell it for. It means gathering information and doing *lots* of due diligence *up front.*

I know this is pretty basic. But a lot of investors are still using the old formulas, like MAO – Maximum Allowable Offer, to evaluate and make offers on houses. The trouble I have with those formulas is that they don't help you explain the objective basis for your offer to your seller, which doesn't help you get that series of agreements that will lead to acceptance of your offer.

So if you do your due diligence, you've already looked up the recently 'sold' houses in the neighborhood. Most sellers base their estimate of their home's value on the 'for sale' flyers in the neighborhood. When a seller tells you that their 3BR/2BA house is worth X because the house down the street is selling for X, you will politely tell them that the house *was* listed at X, but *sold* for Y, a lower price.

Immediately you build credibility, because you will say it nicely, but authoritatively. You establish that you're a professional, and that you use objective information, and not just opinion or SWAGs, to evaluate their house. (And, you increase your credibility by pulling out your iPad and using the Zillow app to show all of the houses that were sold in the area!)

After you build rapport, you'll ask if they'll show you around the houses (getting a 'yes.') You'll take notes on all of the repairs that need to be done. You'll ask a lot of questions, eliciting 'yes' responses. ("Are these the original appliances? Has it been a while since the house was painted?")

Meanwhile, you will explain to the seller that you renovate your houses with extra special touches to make them stand out and *sell quickly.* Then you will sit down and walk through the numbers with the seller. I have an evaluation tool that I use, but you can write the numbers down, or

Due Diligence		Settings	
Projected Sales Price	\$ 150,000.00	Profit Threshold	\$ 20,000.00
Amount Seller Owes	\$ 50,000.00	ROI Threshold	25%
<b>Purchase Expenses</b>		Loan to Value (Subject To)	70%
<b>Repair Expenses</b>		Loan to Value (Cash)	70%
<b>Holding Costs</b>		<b>Sales Expenses</b>	

Input Fields	Desired Cash Flow	Maximum P&I For DCF	Projected Loan Amount	Projected Cap Rate	Projected Offer Amount
Rent	\$ 850.00	\$ 573.53	\$ 78,161.99	10.76%	\$ 68,161.99
Taxes	\$ 1,000.00	\$ 373.53	\$ 50,905.29	16.52%	\$ 40,905.29
Insurance	\$ 650.00	\$ 350.00	\$ 44,051.12	19.08%	\$ 34,051.12
Vacancy	\$ 8.35%	\$ 223.53	\$ 30,462.77	27.61%	\$ 20,462.77
Management	\$ 8.00%	\$ 173.53	\$ 23,648.59	35.57%	\$ 13,648.59
Other (Monthly Amt)		\$ 123.53	\$ 16,834.42	49.96%	\$ 6,834.42
Other (Annual Amt)		\$ 73.53	\$ 10,020.24	83.94%	\$ 20.24
Net Operating Income	\$ 8,411.03				
Require Cap Rate	15%				
Net Rent/Mo (Net rent/Mo After Expenses)	\$ 573.53				
Interest Rate	8.00%				
Term	300				
Rehab Costs	\$ 10,000.00				

**Maximum Sales Price Based On Cap Rate**  
15% \$56,073.50

create your own spreadsheet.

Here's how the conversation goes when I review the numbers using my evaluation tool, the Easy Offer Maker:

First, I explain that this is a tool that I use to evaluate houses, so I can account

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# The Ultimate Fast Track to Your Business Success Workshop

**A Full Day Workshop & Strategy Session with Larry Harbolt on Sept 15, 2012**

Right now is the best time in modern history to buy real estate. Join **Larry Harbolt** on **Saturday, Sept 15, 2012**, and he will share with you his secrets on how to make money in today's real estate market. Larry will show you what you really need to know to buy real estate profitably with only \$10 down, even if you have bad credit or are bankrupt!

## At this workshop, Larry will teach you how to:

- ★ Buy real estate profitably in any market or economic cycle.
- ★ Learn how to buy real estate when you have no money, no credit or poor credit.
- ★ How to buy and sell all the property you want and never use a bank or apply for a loan again.
- ★ Why you can buy millions of dollars in real estate and never have a debt show on your credit report or be personally liable for a penny.
- ★ Learn how to create the terms to make cash today and overcome seller objections like a pro.
- ★ How a few carefully chosen words you can easily master in minutes can potentially earn you big paydays when you're ready to cash out your seller.
- ★ How to structure offers with no payments, no interest and get the seller to gladly accept so you can drive your cash flow through the roof.
- ★ How to change the terms of the loan months or years after the closing and make the seller ecstatic to do so.
- ★ Build an empire from monthly cash flow and cure negative cash flow, a secret few people know.

**Workshop registration starts at 8:30am on Sept 15th at the Tampa Doubletree Suites Tampa Bay located at 3050 North Rocky Point Dr West in Tampa, FL.**

Come and join Larry on **Saturday, Sept 15th, 2012** for **The Ultimate Fast Track to Your Business Success Workshop**. Bring your pen and paper, take lots of notes and you will come away with New Methods, Processes and Systems that are Efficient, Effective and WHEN YOU WILL Learn them can be measured by the NEW CASH in YOUR bank account!

If you wish to attend, reserve your seat(s) now! Tampa REIA Gold Members can attend for \$9.95, Silver Members for \$19.95 and Guests for \$39.95 per person.

**Gold Members**  
**\$19.95**

**Silver Members**  
**\$29.95**

**Guests**  
**\$39.95**

Workshop registration starts at 8:30 AM on Sept 15th at the Doubletree Suites Tampa Bay located at 3050 North Rocky Point Dr West in Tampa, FL.

**For more information or to register online, please see <http://larry.tampareia.com>**



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# The Truth About Securitized Mortgages

BY BOB MASSEY

The majority of mortgages in the United States are sold into securitized trusts called REMICS and are not held as in-house or “portfolio” loans. All sub-prime loans are sold off in this way and have been since the late 1960s. The practice became especially common in the 1990s when the writing of sub-prime loans became more prevalent. Many prime loans also wind up sold as mortgage-backed securities.

REMIC is short for Real Estate Mortgage Investment Conduit. They are investment vehicles which hold commercial and residential mortgages in trusts and then issue securities representing an undivided interest in these mortgages. Investors, such as insurance companies, pension funds, and wealthy private investors, buy these mortgage-backed securities. The securities are assembled into pools called tranches according to their level of risk. Higher risk mortgage-backed securities command higher rates of return. REMICs are managed by a trustee, often a large investment bank, and are governed by pooling and servicing agreements (PSAs).

Often the note that is supposed to back the security never makes it into the securitized trust, or arrives after the date set for completion of the sale of the REMIC as set forth in the PSA. Clear violations of the PSA could cause the trustee to be fined, to lose special tax status, or to be sued by investors.

In many cases the PSA does not allow substitution of a performing loan with a non-performing one, and yet that is exactly what happens when foreclosure judges enter orders and judgments against loans

in the pool. The anonymous investor or investors, who are never named as parties in the foreclosure suit, are left holding the bag for defaulted loans within the pool.

The trustees, on the other hand, have been paid many times over. Each note can be resold in the form of a security inside the mortgage-backed trust as many as 30 times. If the mortgage has defaulted (90 days delinquent or more) the government backing from Fannie Mae, Freddie Mac or FHA, or private mortgage insurance, will have paid back the full value of the loan, even if it has been paid down substantially by the homeowner.

The homeowner in default has absolutely no awareness most of the time that the holder of the note has been paid off already and yet the lender/“pretender lender” is also suing for the home and possibly for a deficiency judgment after the homeowner goes into default. The homeowner probably has never received notice that the note was quite possibly sold even before the loan was underwritten by investors of a mortgage-backed security. (The investors probably also don’t realize that they bought a note even before it was underwritten, an action that was quite possibly counter to the rules of the PSA.)

From the homeowner’s perspective the one they owe the loan to is the lender who presented them the mortgage papers, and yet very frequently that bank was just a “pretender lender” for the mortgage-backed security trustee ensconced in some Wall Street investment bank and their anonymous investors. As securitization expert and attorney Neil Garfield

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What's Hot in  
Real Estate Investing**

**3rd Thursday  
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Upgrade Your  
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HOW TO BE A REAL ESTATE INVESTOR



# Is This House a Deal or No Deal?

BY RUSS HINER

**T**here is a house located in a working class neighborhood. The Realtor is offering it for \$60,000. It is a 3/2 bath house in average condition, 10 years old and 1200 sq ft with a one car carport. Taxes are \$950/year. Insurance is \$850/year.

The repairs are quoted by a shade tree contractor for \$9,500. This would get you paint inside and out, carpet, counter top, and door knobs. The roof is 10 years old, the hot water heater is 3 years old, and the bath room is 10 years old. I figure since owner does not recognize that the house smells like smoke and cat urine, the 3 cats must be smoking 2 packs day and using the whole house as a litter box. The house has a floor plan of a split foyer, average schools, and average shopping. You live 45 minutes from the house. You like your house and you are not moving. The houses in the subject house area are selling for about \$59.16/SQFT. The rents in the area are \$ 875/ month. Your situation is you have \$12,000 for a down payment, repairs, and everything.

What should you offer? To answer these questions...answer these questions. What is your exit strategy? How much cash do you have? How good looking are you? (This allows you to get more money) Do you know people how have cash?

First off this does not fit Home Buyers

of GA business model so I would make an offer \$28,500. I would pay cash (How boring!) I would wholesale it only.

Your exit strategy: Buy and Hold. The payments are \$397.38/ mo PITI cash flow with vacancy rate 10%, management 10%, or \$95.00/month.  $\$950 - \$587.38 = \$287.62/\text{mo}$  cash flow. The total cash in the deal is \$26,250 (Down payment \$16,000 repairs \$ 9,500 plus holding \$750). The ROI is 13.1% cash on cash. This is why you need to get into the game! This why the foreign investors are coming to Atlanta. You don't have this money, so this is not an option for you unless you get creative.

Your exit strategy: Lease Option. Same payments, same cash flow the difference is you get some of your money back faster let's say \$3,500 option fee. This changes the ROI to 27.2%. You have this money so this is an option for you! The house needs a lot of work so HBG would pass on this lease option opportunity. For a great Lease Option you need to get in clean... really clean ...no repairs... just cleaning.

Your exit strategy: Buy, Fix and Sell. Chances of this working are slim. The price point and the After Repair Value is \$70,000. You will do all of the work

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## How to Sell Houses in a Down Real Estate Market for Full Market Value!

BY ROBYN THOMPSON, THE QUEEN OF REHAB

Is this depressed housing market making you nervous? Are you thinking that you can't make money when real estate prices have dropped by as much as 50%? Do you think it is impossible to sell a house in today's market? If you answered yes to any of these questions, this special report was written for you.

Many real estate investors are shying away from the ugly house business right now because they fear selling houses in a depressed real estate market. We have all heard the horror stories of real estate investors who lose their shirt because they get stuck with a property they just can't sell or rent.

I am here to tell you that this does not have to happen to you, but there are nine rules you can never violate. Selling a house starts before you ever buy it. I start focusing on marketing strategies as I pull up in the driveway for the very first time, not after I purchased and renovated the house. Most untrained investors never focus on selling until after they have the property renovated and by then it is too late for most. Let me explain why in more detail.

Step #1 for selling a house starts with buying the right house that the majority of first time buyers would want to call home. The easiest mortgage money for a first time buyer to qualify for right now is for a FHA, VA or Conventional Financing. The good news is the down payments are low and the seller can pay most of the prepaid expenses and closing costs. The bad news is the buyers need good credit. Buyers with good credit scores are much more critical about the house they pick to call home. Real estate investors must be very selective with the homes they are buying, renovating and selling to ensure they can sell for a large profit.

So here is the list of my eight houses to never buy:

1. Never buy a house on a busy street because most first time buyers have pets or plan on having a family and they will not buy on a busy street. Inexperienced investors who can buy houses dirt cheap on a busy street think they are great buys but they are not. They are tough to rent and hard to sell.
2. Never buy a tiny house that is less

than 1000 square feet. With a huge surplus of houses for sell right now, buyers have a ton of homes to pick from and the buy the bigger homes. Over 85% of the buying population wants at least three bedrooms.

3. Never buy a house with a small master bedroom. I will never buy a home where the master bedroom is smaller than 12 x 12. Most first time buyers already own the bedroom furniture. The furniture stores push the king size bed, huge dresser, amour, and two night stands for a low package price and that is what first time buyers purchase. If all these items won't fit in the master bedroom of the house I am looking to buy, then I won't buy the house at any price.

Many inexperienced investors struggle with this. I have made this mistake early in my real estate career and I got the privilege of making 14 monthly payments on a house that I couldn't rent or sell because the master bedroom was too small.

4. Never buy a house in the war zone. Nobody wants to rent or buy in a high crime area. Contractors don't want to work there either.

If you are new to an area and you are not sure about the crime rate contact your local police department and ask for the undercover detective that is assigned to that area and they will be able to provide you with the crime statistics for the area.

5. Never buy a house that is mixed use or next to a commercial area. Mixed use properties require substantial



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Causeway in Tampa, right after our  
Tampa REIA Main Meeting

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# Just How Smart is Co-signing a Debt?

BY ERVEN KIMBLE

Part 2

*“My child, if you have put up security for a friend’s debt, or agreed to guarantee the debt of a stranger; if you have trapped yourself by your agreement and are caught by what you said—follow my advice and save yourself, for you have placed yourself at your friend’s mercy. Now swallow your pride; go and beg to have your name erased. Don’t put it off; do it now! Do not rest until you do. Save yourself like a gazelle escaping from a hunter, like a bird fleeing from a net.”*

(Pr 6:1-5)(NLT)

**B**y definition, a co-signer is obligated to pay when the other person defaults on their obligation. A promise to pay another person’s debt is an entrapment by one’s own words. So when the borrower fails to make the payments, the creditor can come after the other person that has signed and agreed to be responsible for re-payment of the loan. In such cases, the borrower receives the benefit and the pleasure, and the co-signer receives the obligation and the burden to re-pay the debt.

Even if the borrower pays on time, the full amount of the unpaid loan will negatively count against the co-signer’s debt-to-income ratios (DTI). This DTI formula is used to help determine if a person has more debt than they can handle. So, since the co-signer is also responsible for paying off the loan, that debt may hamper their ability to get a mortgage, other financing or other benefits that depend on a good credit score.

**Scripture indicates an urgency to correct this financial trap...**

The scripture indicates an urgency to correct this financial trap. If you have made a

pledge of surety (co-signed a debt), or pledged to pay if someone else fails to pay; go and quickly negotiate a settlement or pay it off. Then it would be wise for you to develop a strong dislike for the thought of co-signing for anyone.

In our last article, we discussed other consequences of co-signing. It was made clear this can be a very difficult decision

to make if the person needing a co-signer is a family member or close friend with serious needs. In conclusion, no matter how compelling the reason, or how great the need to co-sign, if you can’t afford (or not willing) to, pay off the entire debt without any regrets, *don’t* sign the note. *“Just say NO!”*

Let’s explore a couple of ways to help a person who may have desperate needs with little or no financial means or collateral:

**#1 Determine what amount you can afford to give.**

The simplest and often the best way of helping someone who has a monetary need is to give what you can. This approach preserves friendships, protects against unintended negative consequences of damaged credit, and expresses a genuine concern. When helping in this way, make it plain that no repayment is expected from the person that is helped. If that person chooses to pay back the money, then fine. If not, there should be no love lost between parties and no busted relationships.

**#2 Offer to help in other ways.**

Offer to assist by first listening carefully to their needs and give whatever wise advice that you may have. For example, you may be able to give of your time to transport them, or allow them to use your transportation. Or perhaps you can offer temporary living quarters, food, clothing or other resources needed that may be generating the desperate need for finances. Consider introducing

them to someone or some organization you may know that can help or have additional resources.

**Thoughts to Ponder**

1. Are you willing to use God’s wisdom to address co-signing?
2. Would you consider a student loan an exception to this rule?
  - a. If so, why?
  - b. If not, why not?
3. Have you thought about other recourses that may help someone in need? ☀

*Comment on this article online at <http://tampareia.com/?p=848>*

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Erven Kimble is an accomplished pastor, teacher, author, community leader, licensed Christian Counselor and Real Estate entrepreneur. Erven is a visionary that has faithfully served as the Senior Pastor of a local church in Lilburn, Georgia for twenty years.

The author searched the Book of Proverbs and Psalms and extracted wisdom that reference business and finances to produce the series of articles called **Business By The Book**. The purpose of these articles is to present time tested and proven Biblical principles in a way that is practical, relevant and beneficial to the average business person.



# No More Excuses for Not Having a Mobile Marketing Platform!

BY MIKE BARNES



**H**ave you created a mobile friendly version of your website(s) yet? If not, why not? Your customers are not going to wait until you do. Statistics are warning us of this! With more people accessing your website/blog, Twitter posts and Facebook posts using their smartphones, they are also visiting and seeing your marketing with a smartphones as well.

If your website is not easily readable on a mobile phone, you're in trouble since many (or most) mobile users will simply leave your site and take their business elsewhere. More than half of all users say they wouldn't recommend a business with a bad mobile site. So even if you don't think you need a mobile version of your site, you could, in fact, be losing customers without one.

Having a mobile friendly website, amongst other things, will render your images differently, helping on load times. Readability is also another huge concern. Your average mobile user will not want to spend much time trying to find the content that they're interested in.

The art to designing a good mobile website is to eliminate all the content that is not all that important for users to see on a smartphone. Consider providing a clean and easy way for customers to "tap to call", "tap to email" or "tap for directions" which will help the overall functionality and effectiveness of your website on a mobile device.

Did you know that 80% of all customers abandon a mobile site if they have a bad user experience? According to Google, 60% of users expect a mobile site to load in three seconds or less. 70% of the world now owns a mobile phone and in the US, it's 9 in 10 people. Seriously, you have no more excuses for not having a mobile website!

Having a mobile website will also open your doors to literally hundreds of new and creative ways to drive traffic to your mobile platform. Using QR (quick response) codes will allow you to create unlimited campaigns that drive people to specific mobile friendly landing pages with calls to actions that work! It works because a properly created mobile landing page is similar to a squeeze page, effectively making people take action by entering their name and either entering an email or phone number (or both) for more information.

Once you have a mobile friendly website, it only makes sense to next consider Text Message Marketing. It is easier for most to build a marketing list using text message marketing than building an email list. Using a good text message marketing platform will allow you to create polls, questionnaires, VIP clubs, special announcements and/or notifications. This will all help to keep you clients engaged and you will give them a great user experience by sending them to your mobile friendly landing pages.

Using QR codes and text message marketing would be almost worthless without a good mobile website that you can send people to. With QR code and a good text message marketing platform you can create unlimited "landing pages" that you can use for any and each of the campaigns you create!

The most important part of all this is that *"It is not your customers job to remember that you are in business"* and using the right tools in the most effective ways will al-

low you to keep in contact with current and future clients and prospects that may have otherwise forgotten about you.

So, when considering your mobile website, understand that this will should also include other mobile marketing tools that

you can use in concert with your new mobile website. Combining QR (Quick Response) codes and a Text Message Marketing campaign with friendly mobile ready landing pages will make you look like a superstar, not only with your clients, but to your peers as well.

So here's to making your website mobile and taking advantage of the latest, coolest techniques that will keep people on your mobile website longer! Remember, keep it simple and keep it lightweight, and I'll appreciate browsing your site the next time I'm wandering the internet with my mobile phone! ☀

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FAST TRACK TO SELF-DIRECTED IRA INVESTING



**What About George?!  
Like Many of Us – He  
Dreams Big – Will His  
Dream Come True?!**

**JIM HITT, CEO OF AMERICAN IRA, LLC**

**The Dream**

George L., a client of American IRA, LLC, wanted to purchase a 56 unit, 1.2 million dollar mobile home park inside his IRA account.

**The Details**

George was determined to make this dream a reality and worked hard in negotiations with the owner of the mobile home park finally settling on these details:

- ✓ Purchase price \$1,200,000
- ✓ Down Payment \$200,000 from an old 401(k) plan
- ✓ Owner financing \$1,000,000 at 6% interest

**A Word of Caution about Loans inside an IRA**

The American IRA account specialist informed George that the owner financing needed to be “non-recourse” to qualify for IRA financing.

The account specialist explained further that “non-recourse” means the property is the only collateral; neither George L. nor his IRA can be held liable.

George went back to the table with the owner and was able to negotiate non-recourse terms for the owner financing.

**George is Self-Employed – Why Does That Matter?**

It is important because George L.’s self-employed status means he qualifies for a Solo 401(k).

Even though a self-directed IRA and a self-directed Solo 401(k) work in a similar fashion, there are some significant differences.

- ✓ UDIT applies to an IRA and does not apply to a Solo 401(k) on purchase money debt.
  - This saves thousands of dollars that will stay in the Solo 401(k) and grow tax free.
  - Purchase money debt is debt that is originated ‘at the time of purchase’.
    - If George L. adds a second mortgage to the Solo 401(k), the second mortgage WILL be subject to UDIT.
- ✓ The American IRA account specialist explained the differences to George L. and then asked him to meet with his professionals to determine whether a self-directed Solo 401(k) was the right tool for him.
  - George L. met with his professionals and decided a Solo 401(k) was the right tool for him.

**Living the Dream!**

George L. successfully completed the transaction purchasing the mobile home park. George was now the proud owner of his 1.2 million dollar, 56 unit mobile home park!

**Time to Refinance?**

In January 2012, George L. told his

*continued on p13 ►*

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◀ 5 Reasons cont. from p1

good deal if they saw one. Most waste their time chasing unprofitable deals. Most investors today wouldn't know a good deal if it hit them in the face.

Most use the "PFA" (Plucked from Air) or "SWAG" (Scientific Wild Ass Guess) method to determine how much they should pay for each property. These methods of determining the price you should pay for a property is unacceptable.

### 3. They Don't Know How to Effectively Negotiate Each Deal

Most investors today don't understand "It's All About the Numbers" of each deal. Always calculate the numbers of each deal before making an offer to buy any property.

They haven't figured out that they can't borrow money from banks anymore. Banks aren't lending to real estate investors today.

They believe paying "ALL CASH" is the only way to buy real estate. This too is a fallacy that simply isn't true. Not every seller wants all cash, some want monthly income or don't want to be hit hard by taxes when they sell.

They don't know how to Cold Read the people they are negotiating with. If you can't instantly build rapport with the sellers you stand little chance of creating a profitable deal.

### 4. They Don't Know How to Make Profitable and Sensible Offers

Most investors today are afraid to make an offer. All too many investors who aren't able to borrow money today are reluctant to write offers to buy houses because they don't know where to get the money they need to buy the property.

They don't understand how financing works. They have never learned about how to structure deals with or without interest. All most investors have ever heard about is paying All Cash.

They don't have the correct, easy to use paperwork. Having the paperwork that doesn't scare the sellers will be critical to

writing an offer a seller may accept that is somewhat creative.

### 5. They Think They Must Always Make the Maximum Profit They Can From Each Deal

Most real estate investors today don't realize they can create multiple paydays from almost every deal. It is always good to create paydays that continually provide you with money to be able to pay for your life style.

Most investors today only think about receiving "ALL CASH" when they sell and never think about "Long Term Monthly Income" also. Getting all cash when you sell a property is good if you need to pay for an immediate issue you may have but if you will be faced with huge tax consequences if you get all cash there are alternative ways to receive the profits from your deals where you can get much better taxing treatment.

These are what I believe to be the most common reasons investors fail today. Join me at the Tampa REIA on Thursday, September 13th and then again for an all day workshop September 15th and I will teach you even more about how to avoid making other mistakes many investors make. I will also show you how to start making more money faster and easier. ☀

*Comment on this article online at <http://tampareia.com/?p=836>*

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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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- *And much, much more!*

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# Don't Miss Robyn Thompson's 5<sup>th</sup> Annual Millionaire Mastermind Convention October 25th – 28th in Tampa, FL



Attend and you could  
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**ROBYN THOMPSON**, wants you to be a multi-millionaire or at least drive like one! In fact, she is giving away a brand new 2013 Mercedes Benz at her Fifth Annual Millionaire Mastermind Convention on October 25th – 28th, 2012 in Tampa, FL and you could be the lucky winner for ABSOLUTELY FREE! This gorgeous state of the art fully loaded car will be a 2013 Jet Black Mercedes C Class. You could be driving home this sweet ride after the event. So what's the catch? Nothing except that you must register for the convention and be present to win.

The speakers and education presented at this convention will be top notch since Robyn has invited 12 of the wealthiest, most successful, high income earning real estate trainers in the world to teach you how to put your real estate career on the fast path to financial freedom. The faculty includes Marshall Sylver, Alan Cowgill, Ron LeGrand, Robert Shemin and many more!

**Reserve your FREE or VIP Tickets while they last at...**

The event is FREE if you register before we run out of FREE Tickets. We also have VIP Tickets available for only \$250 per person (regular \$599). All VIPS receive a \$699 VIP Educational Training Package to help you jump start your real estate investing career. The VIPS will also be going on a 5 Star Mardi Gras Masquerade Dinner Cruise on a 187 foot private yacht Robyn Chartered known as "The Star Ship". You will be her honored guest as we set sail for a first class night on the town. The food and the atmosphere will be out of this world. The networking and the dancing underneath the stars on the upper deck will be a night to remember!



**Convention.TampaREIA.com**



◀ *What About George? cont. from p10*

professional that interest rates are low and that he was thinking of refinancing the mobile home park that was held by the Solo 401(k).

- ✓ George kept in mind that
  - The loan had to be non-recourse
  - He needed to consult with a tax specialist because he would lose the exclusion from UDIT on any refinance of the mobile home park.
    - He needed to determine if the interest savings was worth the UDIT that would now be due on a balance of \$850,000.
    - George L. met with his tax specialist and decided not to refinance.

**Key Point**

The IRS allows an IRA to borrow money, however the borrowed money is not part of the retirement plan so there is a tax assessed call UDIT. UDIT applies only to the borrowed portion of the transaction. (As mentioned earlier purchase money debt inside a 401(k) is exempt from UDIT).

Example: 100,000.00 purchase price 60,000.00 from the Ira and 40,000 from a non-recourse loan. The UDIT income tax is assessed only on the 40,000 that was borrowed after taking all the normal deductions that are available to real estate investors, such as depreciation, interest, maintenance etc.

Now you may be thinking, 'Why do I want to pay taxes inside my IRA?' There are three reasons to subject your IRA to UDIT:

- ✓ Leverage is the key to real estate investing.
- ✓ All profit made outside an IRA are taxed at every level.
- ✓ Profits inside the IRA will compound tax deferred or tax free depending on the type of account you have until they are distributed at the age of 59 ½. ☀

*Disclaimer*

*American IRA, LLC does not give investment advice. They do offer guidance as to the rules and regulations related to their self-directed accounts and the benefits of different account types so that their clients can take that information to their professionals to discuss the ramifications of various decisions on their individual situation.*

*For more information, or to explore your options, call American IRA today at 866-7500-IRA (472). We look forward to working with you.*

*Comment on this article online at <http://tampareia.com/?p=846>*

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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 selfdirected 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.

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MARKETING MAGIC TRICKS



*Kathy will be speaking at Tampa REIA on October 11th*



# So Sue Me

BY KATHY KENNEBROOK, THE MARKETING MAGIC LADY

Throughout your life, no matter who you are or how you earn your living, you need to be concerned about protecting your assets. Your assets may include your home, vehicles, jewelry, boats, artwork, properties and whatever other assets you accumulate along the way. After all, you work hard for what you have and there are always going to be people out there who want something for nothing. The more money you have the greater a target you become, and you'll want to protect yourself from frivolous lawsuits.

In the real estate investing business this is especially true. The real estate business is one of those where you will be piling up assets quickly. If you are holding properties and you have tenants or tenant/buyers in your properties, this can make you an even bigger target for possible lawsuits. For this reason alone you want to be holding your assets in another entity, such as a land trust in order to keep your name off of public record. The main advantage to purchasing properties in land trusts or other entities is anonymity. If everything you own is in your own name, it makes it easy for someone who wants to sue you to find out what you have. If a plaintiff's attorney looks on public record and it appears that you have nothing, you are much less likely to be sued.

If you are holding properties in land trusts, corporations or LLCs this prevents your name from showing up on public records; making it appear that you don't person-

ally own anything; and that is the whole idea. You want to hide your assets from creditors and predators. There are a lot of people out there who want what you have, but they don't want to work to get it.

As you begin to grow your real estate business, you need to begin thinking about protecting yourself and your assets along the way. Make sure you begin working with a reliable real estate attorney who can help you grow and protect your business. Make sure they understand the importance of purchasing properties in land trusts or in entities that do not represent you personally. If they don't want to do things your way, find someone who will.

In addition, you want to be thinking about placing other items of value that you own, such as bank accounts, jewelry, vehicles, boats or artwork in property trusts. This will protect these assets from showing up should you be sued for any reason.

You also need to be working with reliable a financial planner and a CPA in your business in order to protect you assets by investing them well with a diverse portfolio. Your CPA will also help you hold on to your assets by finding ways for you to legally pay fewer taxes on the income from your business. The real estate business is one of those businesses where there are a lot of great tax deductions for you if you structure your business correctly. You also want to think about diversifying your assets so that you don't have all your "eggs" in one basket. As the markets con-

tinue to fluctuate this becomes even more important for protecting your assets.

Your CPA and your financial planner can also help you structure your assets so that if something happens to you, your assets will be distributed to children, grandchildren, charities or whomever you choose in a way that is fluid with the least amount of taxes and stress. This way there is no question as to how the distribution of your assets will be handled if something were to happen to you and this can save your family a lot of hassles later on.

Protecting your assets while you are still around to enjoy them is going to be very important to securing a future for you and your family. For more information on asset protection and all other aspects of real estate investing, visit my website at [www.marketingmagiclady.com](http://www.marketingmagiclady.com).

*Comment on this article online at <http://tampareia.com/?p=850>*

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[www.MarketingMagicLady.com](http://www.MarketingMagicLady.com)

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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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PEARLS OF WISDOM

# Real Estate + The Internet = The Perfect Marriage **PART 3**

BY TONY PEARL



**H**ello again! Picking up from where we left off last month, we were discussing how almost everyone now has a smartphone, email, Facebook, and they read their text messages within 5 minutes of getting it. We also discussed how most other types of traditional media are on the way out: Yellow Pages, newspapers, etc. Basically, everyone is using the internet these days.

So if you're in business, you need to not only BE on there, you also need to position yourself correctly AND take advantage of the emerging technologies that your prospects are using to possibly find you. This includes having an optimized, converting website. Please look at Part 2 of this series to see what needs to be on your site. Contact me if you need help with this.

So, I'd suggest you get that website set up first. Use the ideas that were presented earlier to get your content together, and ALWAYS try to answer the main question your visitor is asking himself as he looks at your site: "What's in it For ME?"

After you have your site together, you can take that content and use it to set up your Facebook Fan Page. Again, do a Google search on a recent post to see how this is done, because there's not

enough space in this article to teach you. But basically, you'll just sign in to your existing Facebook account & set up a Fan Page from there. Look for the links.

**Quick FB Tip:** Get some fast likes by posting on all your friends' walls, letting them know about your new Fan Page, and asking them to "Like" it. This will help get the word out AND gather a few 'likes' so that when your prospects find you there, they'll see that other people "Like" you, so they should do the same. Yep, this is what's called "Social Proof," boys & girls! And it's what Facebook is all about.

Moving on, head on over to Twitter (<http://Twitter.com>) and set up an account over there, too. Tie it in to your website. You might want to do the same with YouTube and Pinterest, too.

**Use *This* To Set Up Your Website:** I'd suggest you set up your website with the hottest, best platform available today: WordPress! With WordPress, making and managing websites is a snap. Sure, there's a learning curve, but it's well worth it. And you can easily add content, change the appearance, and get traffic with a good Wordpress site. You can get started for free AND learn how to use it at <http://wordpress.com>, but eventually, you'll *definitely* want to have

your own hosted domain & use the version at <http://wordpress.org> (software). Again, contact me for help with this if you need it.

**I Know What You're Thinking:** Wordpress website. Facebook. Twitter. YouTube. Pinterest. Holy Crap! That's a lot of stuff to manage! And you're right. It is...

Especially when you add Text Message Marketing & Emails to it all.

But guess what? I've got the hook up for you! After you have all your content together and your website & social media is set up, you'll definitely need to take advantage of the **technology** available to save yourself a TON of time.

If you do it the old way, here's what you'd have to do: Write something valuable for your prospects. Add it to your website. Log in to Facebook & post... I mean 'Tweet' it there. Log in to YouTube & do it there. Log in to ... You get the idea.

But what if there was a way that you could write something ONCE & blast it out on ALL those places (once you have them set up) simultaneously? And what if making that ONE post would bring you even MORE targeted TRAFFIC to your sites, and therefore attract MORE PROSPECTS AND LEADS to you like steel to a big-ass magnet?!

**EXTREMELY IMPORTANT, TIME-SAVING TIP:** There's actually a lot of options you could use to save yourself the time of manually getting your information out, but here's one of the easiest & fastest: It's called "If This Then That."

*continued on p19* ►

◀ *How to Sell Houses cont. from p7*

down payments of 20%-30% for financing which eliminates the majority of buyers. Remember you want your property to appeal to the masses not the minority. Most first time buyers don't want noisy commercial businesses near their home. Stay away from properties near low income housing, high tension power lines, train tracks, and sewer treatment plants.

6. Be careful if you are considering buying a property with no garage. I have purchased 303 houses during the past 13 years. I actually went back and looked at how long it took me to sell houses with garages vs. houses without garages. My average holding period to buy, fix and sell a house with a garage is 121 day. My average holding time for homes without garages is 239 days. Yes, that is correct it takes almost 4 months longer on average to sell a

property without a garage.

7. Never buy a house where you can not correct functional obsolescence. Examples would be a house with low ceilings, narrow stair case, bad layout, because the flow of the rooms is weird or tiny bathrooms or kitchens that can't be expanded.
8. Never buy an entry level house in a flood zone because the insurance cost will be high. Most first time buyers are extremely sensitive to their monthly payments. The extra premium for flood insurance can make the monthly payment much higher than other houses in the same price range.

So what is left to buy you ask. As a seasoned investor in a depressed real estate market, I can tell you that I am being more picky about what I buy than ever. I am only making offers on two out of ten deals that come across my desk because I want to sell at lightning speed. The fast-

est properties to sell are four bedroom + houses, over 1500 square feet in great school districts with garages, formal dining rooms and big master bedrooms. ☀

*Comment on this article online at <http://tampareia.com/?p=854>*

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Robyn Thompson is the nation's leading expert on buying properties at deep discounts, renovating them at lightning speed and selling them quickly for huge chunks of cash.

Robyn has rehabbed over 320 properties in her 15 years of investing and has actually rehabbed as many as 51 houses in one year. She takes her business very serious and run's it like a fine tuned machine and not just a hobby.

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◀ Deal or No Deal cont. from p6

and lose money. But that is a discussion for another day. You don't have enough money for this, so this is not an option for you! No private money lender in their right mind would fund this.

Your exit strategy: Buy, Fix and Hold. There is a loan program out there 203k program that will provide the funds as a first time home owner. Home Path has a program also (I did research on it and was able to find out you as an investor could use the program.) This allows you to buy it and rehab it with investor money. You can get the rehab money rolled into the loan. This might be an option for you!

Your exit strategy: Buy, Fix and Hold Using Hard Money. You don't have enough money to make down payment and the repairs. The loan will not cover the total amount to do the deal.

For the investor who wants to get out of their job in the next 5 years, this is not a deal.

The offer to make this a deal is \$28,500. ☀

Comment on this article online at <http://tampareia.com/?p=842>

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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.

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◀ *The Perfect Marriage cont. from p15*

<http://ifttt.com>

This is absolutely amazing. So check it out.

It works like this: You define what you want to happen when something else happens.

For example: IF you post something on your Wordpress website, THEN this will post it on your Facebook FanPage wall. Automatically. For Free! You can also have it Tweet that post on Twitter for you, automatically. Pretty sweet, right?

Of course, you're probably still going to need a few Wordpress Plugins to do the rest of what's needed.

Oh! I almost forgot! You're definitely

going to need an email autoresponder! This lets you collect the email addresses of your website visitors and communicate with them at pre-determined times... automatically. Here's what I use: <http://aweber.com>

They have a great way to get started for only \$1 for 30 days.

Ok. That's more than enough to keep you busy for the next month. Go take a look at all those things you learned, and we'll get right back at this in our next article. It's important to have your site looking good and working properly BEFORE you start to send the herds of traffic to it.

**Until Next Time,**

**Tony Pearl** ☀

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**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.

◀ *Yes to Your Offer cont. from p2*

for all of the costs associated with the property in order to ensure that there will be a profit on the back end. Because of course, I won't be living in this house; I'm buying this with the intent to make money on it.

I ask, "You're ok with that, right?"

This is important. You need to make sure that the seller is ok with the fact that you're in this for a profit before you go any farther. This may seem intuitive, since you're an investor, but you still need to make sure they understand it, and get them to say 'Yes' they understand it.

I explain that my company has certain criteria I have to meet and thresholds that I have to pass in order to make it an opportunity we'll pursue. Taking the time to do this is important. It shows that I'm a solid professional, that I have an objective basis to what I'm doing. I'm not just holding your finger up in the air to see which way the wind is blowing. Another benefit is that it also sets up my competition, so that if they don't go through a similar process, the seller might not see them in a similar professional light. And it gets the seller to con-

tinue to say 'yes.'

Then I walk through the numbers that go into my evaluation. And as I go over the numbers, I get agreement, or a 'Yes,' as I describe what goes into each one.

I review the four expense areas:

- acquisition costs
- holding costs
- repair costs (based on my walk-through of the house with the seller – so there should be no surprises!)
- selling costs

Each time, I get them to agree that those are the costs that go into buying, rehabbing, holding and selling the house. These are real costs that I must consider if this is going to be a profitable deal for me. There's nothing magical to it and it makes it very clear why my offer is what it is.

My offer naturally falls out of these numbers. And if the seller has agreed with each number as we've reviewed them, then my offer is just one more 'Yes' in the process because it's all based on the numbers. It's me and the seller against the numbers.

I can only offer as much as the numbers allow.

Unless the seller goes against every 'yes' that they've uttered during the negotiation, the only logical conclusion is that my offer is a valid one. And usually, they'll take it.

It's all in the numbers. And the beauty is, that if I get my 'yeses,' then I've got a profitable deal. ☀

*Comment on this article online at <http://http://tampareia.com/?p=840>*

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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.

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2/3 Page	\$1,080 <i>Save 60%</i>	\$1,620 <i>Save 40%</i>	\$675 <i>Save 50%</i>	\$945 <i>Save 30%</i>	\$135 <i>Save 40%</i>	\$180 <i>Save 20%</i>	\$225
1/2 Page	\$720 <i>Save 60%</i>	\$1,080 <i>Save 40%</i>	\$450 <i>Save 50%</i>	\$630 <i>Save 30%</i>	\$90 <i>Save 40%</i>	\$120 <i>Save 20%</i>	\$150
1/4 Page	\$480 <i>Save 60%</i>	\$720 <i>Save 40%</i>	\$300 <i>Save 50%</i>	\$420 <i>Save 30%</i>	\$60 <i>Save 40%</i>	\$80 <i>Save 20%</i>	\$100
1/8 Page	\$360 <i>Save 60%</i>	\$540 <i>Save 40%</i>	\$225 <i>Save 50%</i>	\$315 <i>Save 30%</i>	\$45 <i>Save 40%</i>	\$60 <i>Save 20%</i>	\$75
Business Card	\$288 <i>Save 60%</i>	\$432 <i>Save 40%</i>	\$180 <i>Save 50%</i>	\$252 <i>Save 30%</i>	\$36 <i>Save 40%</i>	\$48 <i>Save 20%</i>	\$60

**When you're ready to get started, call Christine Griffin at 813-358-8050 or email [admin@tampareia.com](mailto:admin@tampareia.com).**

◀ *Securitized Mortgages cont. from p5*

says, "This is a classic case of necessary and indispensable parties being ignored."

Most securitized loans offer a raft of opportunities to find fault with the original lending process, the foreclosure process, or both. An experienced attorney with training in securitization and forensic mortgage audits can uncover many ethical and legal violations to help homeowners to get out from under these loans.

Just in the examples given here there may well be violations of the pooling and servicing agreement that in effect could endanger the trust's status. If a "pretender lender" is the one filing a foreclosure notice that notice may be null and void because the party named as plaintiff really isn't the one

who is the rightful owner of the note. Finally, the homeowner needs to know who actually holds the loan, and that is, quite frankly, rarely revealed when the loan has been securitized. All are issues that can be used as leverage against a lender on behalf of a distressed homeowner.

To get more information about investors can use this information to help underwater homeowners and do some great deals in the process, give my office a call at 706-485-0162. All of this shady stuff the banks have been doing has created the most incredible opportunity I have ever seen in real estate investment. We finally have what we need to get the banks working on our terms. Again, for more information, call me at 706-485-0162. ☀

*Comment on this article online at <http://tampareia.com/?p=844>*

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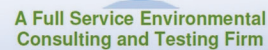
**Bob Massey** is a recovering corporate executive who is now living the dream running his own real successful estate investing business and teaching others how to do the same. In the process he has become the nation's leading educator on the foreclosure investing the foreclosure process.



**Join us on Meetup and RSVP for the meetings you will be attending [www.MeetUp.com/TampaREIA](http://www.MeetUp.com/TampaREIA)**



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For more information, see  
<http://Benefits.TampaREIA.com>



# Tampa REIA Membership Application

Fax Application to Tampa REIA at 813-200-1330 or email to admin@tampareia.com

## Membership Plans - Choose a Membership Plan

- Silver Membership for Individual: \$100/year     Gold Membership for Individual: \$300/year  
 Silver Membership for Couple: \$150/year     Gold Membership for Couple: \$300/year

## Applicant Information - Please print clearly

**Applicant #1:** \_\_\_\_\_ **Applicant #2:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone #1:** \_\_\_\_\_ **Phone #2:** \_\_\_\_\_  
**Email #1:** \_\_\_\_\_ **Email #2:** \_\_\_\_\_  
**Sponsor:** \_\_\_\_\_ (if applicable)

## Payment Information - Please print clearly

**Name on Card:** \_\_\_\_\_ **Total Amount: \$** \_\_\_\_\_  
**Billing Address:** \_\_\_\_\_  
**Card Type:**  Visa,  Master Card,  Discover,  American Express  
**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_ **Code:** \_\_\_\_\_

## Terms of Sale, Disclaimer & Release

The undersigned Applicant(s), hereafter called the "Applicant" understands and acknowledges that membership in the Tampa Real Estate Investors Alliance, hereafter called "Tampa REIA", absolutely does NOT entitle nor make Applicant a legal member of Tampa REIA, LLC the company. Applicant acknowledges that Tampa REIA does not render legal, tax, economic or investment advice. All programs are provided with the understanding that Tampa REIA is not engaged in rendering legal, tax, or other professional services. If legal, tax or other expert assistance is required, the services of a competent professional should be sought. Tampa REIA does not investigate its members, nor vouch for, nor make representation as to the honesty, integrity, reliability, motives and/or resources of its members, officers, directors, employees, agents, and or contractors. The Applicant, in consideration for his/her acceptance as a member of Tampa REIA, hereby releases, discharges and agrees to indemnify Tampa REIA, its officers, directors, members, employees, agents, and/or contractors from any liabilities now accrued, or which may hereafter accrue, from their actions, inactions, or communications made by Tampa REIA and/or officers, directors, members, employees, agents, and/or contractors in or through their respective capacities with Tampa REIA. Applicant agrees to comply with the terms and conditions described herein, the Code of Ethics and any other terms described on our website at TampaREIA.com as well as any other Tampa REIA rules and regulations. Applicant agrees and acknowledges that Tampa REIA may enforce these codes, terms, rules and regulations at its sole and absolute discretion and may terminate this membership at any time for any reason whatsoever. Applicant grants to Tampa REIA, its representatives and employees the right to take photographs, video or audio of Applicant and Applicant's property. Applicant authorizes Tampa REIA, its assigns and transferees to copyright, use and publish the same in print and/or electronically. Applicant agrees that Tampa REIA may use such photographs, video and audio of Applicant with or without Applicant's name and for any lawful purpose, including, but not limited to, publicity, illustration, advertising and web content. Applicant grants permission to Tampa REIA to contact Applicant regarding membership and related business by phone, fax, email, text message, chat programs, social networking, automated voice broadcast dialers or any other means necessary. By completing this application, Applicant agrees to give Tampa REIA permission to bill the credit card above for the membership plan selected above. Applicant acknowledges and agrees that the term of membership is one (1) year and that billing for membership will be automatically renewed for one (1) year upon expiration at the then current membership rate and that the appropriate charges be applied to Applicant's credit card on file. Should Applicant decide to cancel membership, a written notice of cancellation must be emailed, faxed or sent via postal mail to Tampa REIA at the address, email or fax below thirty (30) days prior to the next billing or renewal period. Tampa REIA must acknowledge receipt of this written cancellation notice for it to be valid. Membership dues are NON-REFUNDABLE for any reason whatsoever. Applicant promises NOT to initiate any refunds or credit card charge backs for these membership dues and related charges at any time. Applicant agrees that Tampa REIA may change the terms of this Agreement or its membership dues at any time by posting such changes to our website at TampaREIA.com. By continuing membership, Applicant agrees to be bound by such changes. Applicant will send all written notifications to: Tampa REIA, 405 S. Dale Mabry Hwy, Suite 114, Tampa, FL 33609. Fax: 813-200-1330, Email: [notices@tampareia.com](mailto:notices@tampareia.com), Phone: 812-358-8050.

With my signature, I accept the "Terms of Sale, Disclaimer & Release" and I authorize Tampa REIA, LLC to charge my credit card for the membership plan above as well as total recurring amount shown. I further acknowledge that these membership dues are non-refundable.

**Applicant #1:** \_\_\_\_\_ (sign) **Applicant #2:** \_\_\_\_\_ (sign)  
\_\_\_\_\_ (print) \_\_\_\_\_ (print)  
**Date:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Tampa REIA Use Only: Member #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ ID Card:  Printed  Sent \_\_\_/\_\_\_/\_\_\_

Fax Application to Tampa REIA at 813-200-1330 or email to admin@tampareia.com

# Tampa Area Meetings

<http://TampaREIA.com/Meetings>

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

**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](mailto:admin@tampareia.com).**

**Every Monday**

(Except Major Holidays)

**Larry Harbolt's Weekly REI Meetup**

**7:00 PM – 9:00 PM**

Piccadilly Cafeteria

1900 34th Street North, St. Petersburg, FL

Leader: Larry Harbolt – 727-420-4810

<http://larrysmeetup.tampareia.com>

**Every Wednesday**

(Except Major Holidays)

**Sarasota REIA Weekly Meeting**

**12:00 PM – 1:30 PM**

Oriental Buffet

4458 Bee Ridge Rd, Sarasota, FL

Leader: Jim Willig – 941-927-0040

<http://sarasotareia.com>

**1st Thursday of the Month**

**Sarasota REIA Monthly Meeting**

**7:00 PM – 9:00 PM**

Bank of America

1237 Old Stickney Point Rd. Sarasota, FL

Leader: Jim Willig – 941-927-0040

<http://sarasotareia.com>

**2nd Thursday of Each Month**

**Tampa REIA Main Meeting**

**6:00 PM – 9:00 PM**

DoubleTree Tampa Bay

3050 N. Rocky Point Dr. West

Tampa, FL 33607

Leader: Dustin Griffin – 813-358-8050

<http://main.tampareia.com>

**Last Thursday of Each Month**

**North Port Investors Meeting**

**11:30 AM – 1:30 PM**

Family Table Restaurant

14132 Tamiami Trail, North Port, FL

Leader: Willis Miller – 941-378-3780

<http://northport.tampareia.com>

**3rd Thursday of Each Month**

**IRC Main Meeting**

**6:00 PM – 9:00 PM**

Winter Park Civic Center

1050 W. Morse Blvd, Winter Park, FL

Leader: Chuck Burt – 407-645-3540

<http://ircflorida.com/>

**Tampa Real Estate Investors Alliance**



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**If you are ready to get started, see our Advertising Rates in this issue and then call Christine Griffin at 813-358-8050 or email [admin@tampareia.com](mailto:admin@tampareia.com).**



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[www.Twitter.com/TampaREIA](http://www.Twitter.com/TampaREIA)

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

# TAMPA REIA CALENDAR OF EVENTS

## SEPTEMBER 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	 <p><b>HAPPY LABOR DAY</b></p>	4	5 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00 PM – 1:30 PM	6 <b>Sarasota REIA Monthly Meeting</b> 7:00 PM – 9:00 PM	7	8
9	10 <b>Larry Harbolt's Weekly REI Meetup</b> (St Pete) 7:00 PM – 9:00 PM	11	12 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00 PM – 1:30 PM	13 Tampa REIA Main Meeting with Guest Speaker, Larry Harbolt 6:00 PM – 9:00 PM Late Nite Networking at Whiskey Joe's 9:30 PM – Late 	14	15 <b>The Ultimate Fast Track to Your Business Success Workshop</b> 9:00 AM – 4:00 PM 
16	17 <b>Larry Harbolt's Weekly REI Meetup</b> (St Pete) 7:00 PM – 9:00 PM	18 <b>What's Hot Webcast with Dustin Griffin on Mobile Websites for Real Estate Investors</b> 7:00pm - 8:00pm 	19 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00 PM – 1:30 PM	20 <b>IRC Main Meeting</b> Winter Park /Orlando) 6:00 PM – 9:00 PM <b>An Evening with a Real Estate Expert Webcast with Alan Cowgill</b> 7:00 PM - 8:00 PM 	21	22 <b>"How to Make \$20,000 in 30 Days" a Full Day Workshop with Don DeRsosa on the Tools, Tactics &amp; Strategies to Create Winning Deals</b> 8:30am - 5:00pm in Atlanta 
23	24 <b>Larry Harbolt's Weekly REI Meetup</b> (St Pete) 7:00 PM – 9:00 PM	25 <b>An Evening with a Real Estate Expert Webcast with Mike Warren</b> 7:00 PM - 8:30 PM 	26 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00 PM – 1:30 PM	27 <b>North Port Investors Meeting</b> 11:30 AM – 1:30 PM	28	29
30	<p><b>OCTOBER HIGHLIGHTS</b></p> <ul style="list-style-type: none"> <li>★ <b>OCT 11:</b> Tampa REIA Main Meeting with Kathy Kennebrook</li> <li>★ <b>OCT 13:</b> Workshop on Internet Marketing for Real Estate Investors</li> <li>★ <b>OCT 18:</b> Webcast with Mike Warren on Making a Fortune with Judgements &amp; Liens</li> </ul> 					