



#PROFIT

800 Pound Guerilla Marketing

BY DUSTIN GRIFFIN

What is the first thing you need to do for your first or next successful real estate deal? You need leads of course. How many leads do you need to do one single deal? If you are a new investor or even a seasoned one, you may need to go through as many as 10 leads to get one solid, profitable deal..

So how many leads are you generating each month? Are you generating 5, 10, 15, 20, 30, 40 or 50 leads per month? If you are not generating at least 50 leads per month, you are not alone. Most investors don't generate anywhere near 50 leads per month. In fact, it has been said that only the top 5% of all real estate inves-

tors generate and capture 80% of all the leads floating around out there. So what do these top investors know that the average investor doesn't know?

The answer is simple... the top 5% of all investors know how to generate all the leads they can handle and more. Perhaps you know some of the top lead generating real estate investors in your area. Chances are you see their marketing efforts every time you turn around.

One such investing company that you should all be familiar with is HomeVestors®, the nice folks with the “We Buy Ugly Houses®” signs all over town. HomeVestors® used to be a huge 800 Pound Gorilla before the housing market crash, but as of mid-2012, they are back in force and are quickly regaining their marketing dominance once more.

continued on p3 ▶



MAIN MEETING

Thursday, March 14th

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

Text TAMPA to 813-377-3428 to join our Mobile VIP List!
Standard text messaging rates apply

IN THIS ISSUE

- 800 Pound Guerilla Marketing
By Dustin Griffin..... 1
- Why Real Estate Investors Need Constant Training
By Bill Cook..... 5
- How Banks Are Committing Fraud, Part 1
By Bob Massey..... 6
- The Best Deals To Do in Real Estate in 2013 & Beyond! Part 3
By Tony Pearl..... 8
- Making Creative Offers - Part 2 of 5
By Bill Ham 9
- Getting Started with Subject-To Transactions
By Don DeRosa..... 10
- The More I Give, the More I Get! Is That Really True?
By Erven Kimble..... 11
- Are Self Directed IRAs Safe?
By Jim Hitt..... 12
- Where Do I Find the Best Direct Mail Lists?
By Kathy Kennebrook 15
- Are You David or Are You Goliath?
By Russ Hiner..... 17
- Facts About Loan Modifications
By Kimberlee Frank..... 19
- How to Quickly Get 10 to 15 Good Rental Properties Paid for Free and Clear
By Larry Harbolt..... 21
- Three Good Ways to Find Pretty House Deals, Part 1 of 3
By Ron LeGrand..... 22
- Meeting Calendar 23
- Calendar of Events..... 24

Tampa REIA, LLC

405 S. Dale Mabry Hwy, Suite 114
Tampa, FL 33609

P: (813) 358-8050 • F: (813) 200-1330
admin@tampareia.com
http://tampareia.com

Dustin will be speaking at Tampa REIA on Thursday, March 14th on many of the “800 Pound Guerilla Marketing Strategies and Techniques” he uses to generate leads for his real estate investing businesses. He will also be teaching a full day workshop in Tampa on Saturday, April 13th called “101 Plus Ways to Generate Buyer & Seller Leads”. See <http://tampareia.com> for more information.



Main Monthly Meeting

March 14th @ 6pm

800 Pound Guerilla Marketing Strategies & Techniques

with Dustin Griffin

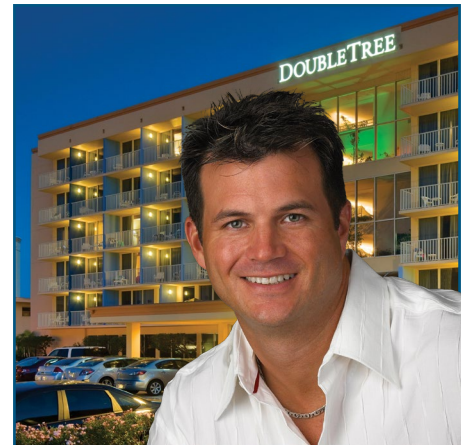
Are you generating enough motivated buyer and seller leads each month to survive and thrive in today's competitive real estate market? Are you generating at least 30-50 leads per month from your marketing efforts? If not, you should join us for our next Tampa REIA Meeting to learn how to generate all the leads you can handle.

Dustin Griffin will be speaking at **Tampa REIA** on **Thursday, March 14th** at **6:00 PM** at the

DoubleTree Suites located at **3050 N. Rocky Point Dr. West in Tampa, FL** on many of the **"800 Pound Guerilla Marketing Strategies and Techniques"** he uses to generate leads for his real estate investing businesses.

Come join us and learn how you too can totally dominate your local competition with little effort and a relatively low budget using new and traditional marketing techniques, a little creativity and the power of the Internet.

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



Dustin Griffin

MEETING AGENDA*

- 6:00 pm
Meet & Greet, Networking
- 6:30 pm
Introductions, Haves & Wants
- 7:00 pm
Announcements
- 7:30 pm
Dustin Griffin on 800 Pound Guerilla Marketing Strategies & Techniques
- 9:30 pm
Late Night Networking at Whiskey Joes

*Please Note: Meeting agenda is subject to change.



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

Bring your biz
cards & flyers

◀ 800 Pound Guerilla Marketing? cont. from p1

An “800 Pound Gorilla” is “*One that is dominating or uncontrollable because of its great size and power*” or “*An overbearing entity in a specific industry or sphere of activity*”. An 800 Pound Gorilla is “*A seemingly unbeatable presence always to be reckoned with, whose experience, influence, and skill threatens to defeat competitors with little effort.*” As the number one home buying franchise in the country, you can see how HomeVestors® definitely fits the description of an 800 Pound Gorilla Marketer.



Super Smart Domains

Domain Names for just
\$2.99*
<http://SuperSmartDomains.com>

- Domain Names
- Web & Wordpress Hosting
- Email & Exchange Accounts
 - SSL Certificates
 - Marketing Tools
 - and much more!

***Certain terms and conditions do apply. See website for details.**



Most Gorilla Marketers have big budgets and tend to use lots of traditional and internet marketing to totally dominate their market and destroy their competition. So how can the smaller investor dominate their local market like an 800 Pound Gorilla and do so with a limited marketing budget? They can use a strategy called “Guerilla Marketing”.

Jay Conrad Levinson, the man who coined the term, describes Guerilla Marketing as “*achieving conventional goals, such as profits and joy, with unconventional methods, such as investing energy instead of money.*” I define Guerilla Marketing as “*An unconventional way of marketing intended to get maximum results with minimal resources and a very low budget.*”

So what do you get if you combine 800 Pound Gorilla Marketing with Guerilla Marketing? You get what I like to call “800 Pound Guerilla Marketing” which I define as “the ability to totally dominate your local competition with little effort and a relatively low budget using new and traditional marketing, a little creativity and the power of the Internet.”

Since getting started in the real estate investing business over a 13 years ago, I have become pretty good at marketing my business and have enjoyed sharing many of the marketing methods that work for me and others with my fellow real estate investors. In an ongoing effort to continue to do so, I am creating a new monthly column in The Profit called “800 Pound Guerilla Marketing” to share many of the strategies, tips,

tools and techniques that will truly allow you to dominate your local marketplace with a little effort and a small marketing budget.

Additionally, I will be speaking at the **Tampa REIA Meeting** on Thursday, March 14th and will be sharing many of the “800 Pound Guerilla Marketing Strategies and Techniques” I use to promote my real estate investing businesses. I will also be teaching a full day workshop in Tampa on **Saturday, April 13th** called “101 Plus Ways to Generate Buyer & Seller Leads” which is the first in a series of 800 Pound Guerilla Marketing Workshops that I will be teaching online and in person in 2013 and beyond for all those who wish to learn more about free or affordable, creative marketing strategies and techniques for motivated real estate investors.

Until next time, get out there and get marketing for leads! ☀

Comment on this article online at <http://tampareia.com/?p=1789>

About the Author: Dustin Griffin is the Executive Director of Atlanta REIA and Tampa REIA and is also an entrepreneur, real estate investor, website developer, internet marketing enthusiast and a husband and proud father of two.




Real Estate Investor Happy Hour
Every 3rd Thursday at 6PM
with Matt & Courtney Larsen

See Website for Location
<http://reihappyhour.tampareia.com>



101 Plus Ways to Generate Buyer & Seller Leads Workshop

Part of the 800 Pound Guerilla Marketing Training Series



Join us in Tampa on **Saturday, April 13th** at **9:00 AM** at the **DoubleTree Suites** located at **3050 N. Rocky Point Dr. West in Tampa, FL** for to learn **"101 Plus Ways to Generate Buyer & Seller Leads"** for your real estate investing business.

Dustin Griffin is going to teach you many of the 800 Pound Guerilla Marketing Strategies and Techniques he uses to generate all the buyer and seller leads he can handle and how you can too.

He is going to teach you how you can totally dominate your local competition with little effort and a relatively low budget using new and traditional marketing, a little creativity and the power of the Internet.



Upcoming Workshop Dates

April 13, 2013 – Tampa, FL
April 20, 2013 – Atlanta, GA



To register, please visit:
<http://101ways.tampareia.com/>

**Join Tampa REIA now
for \$100/yr and attend
the 101 Plus Ways
Workshop for FREE!**



Please Note: Registrants may bring a spouse, parent or adult child for 1/2 off.

Why Real Estate Investors Need Constant Training

BY BILL COOK



Kim and I are teaching a financial calculator course later this month (February 23, 2013). Yesterday, an investor called to ask whether he *really* needed to take the course. I explained that a contractor's most important tool is a *hammer*, a NASCAR driver's most important tool is a *racecar*, and a real estate investor's most important tool is a *financial calculator*.

After a bit of discussion, the investor said he'd pass on the course because it would be a waste of time. Out of curiosity, I asked how many real estate investing seminars he attended each year. His answer wasn't surprising: NONE!

Here's the funny thing: Even though I *teach* a financial calculator course, want to guess where Kim and I are this weekend? We're in Vegas attending Gary Johnston's *Money Not Math* seminar – it's a three-day *intensive* financial calculator course.

I already can make a financial calculator sing and dance. For years, I've taught folks how to use them. So why do I "waste my time" *taking* financial calculator classes? Seriously, I want you to answer this question!

Let's look at the bigger picture. Kim and I know a lot of real estate investors around the country. After getting a bit of training in the beginning, many quit

taking classes after the first year or two. The #1 excuse they give is: "I don't have the time." The result is that most just *bump along the bottom*, never coming close to reaching their *full* potential as investors and wealth builders.

On the other hand, Kim and I know a small group of real estate investing rock stars. These folks are knocking it out of the park year after year. What's their secret? They, of course, meet with sellers on a regular basis – this is the alpha and omega of successful real estate investing. But in addition, they constantly attend seminars taught by the best real estate investing teachers.

Think of it this way: To get a basic education – a *high school diploma* – how many hours did you spend learning? Let's see: 7 hours a day x 5 days a week x 20 days a month x 9 months a year x 12 years = **75,600 hours** (and this DOESN'T include homework and extra curricular activities).

Here's the thing: Much of what you were taught in school is near worthless in the real world, and the things that you really needed to learn about – *like how to build wealth and become financially free* – were NEVER discussed. When did government educators decide that wealth building was a taboo subject?

OK, off the soapbox and back to the topic. You spent 75,600 hours getting

a basic education. How many hours did YOU spend LAST YEAR learning how to become FINANCIALLY FREE? Sadly, most Americans – the so-called 99%ers – spent more time standing in line waiting to buy *lottery tickets* than they spent learning how to *build wealth!*

Each year, Kim and I attend ten to twelve seminars. In addition, we get together with other real estate investors thirty to forty times a year to discuss creative deal structuring and financing. We're constantly learning *new* and *better* ways to construct win-win deals.

To reach your *full* potential, you must be constantly learning – and learning from folks who are *already* financially free! ☀

Comment on this article online at <http://tampareia.com/?p=1740>

Bill Cook

727-420-4810

BillCook2009@Gmail.com

 www.REIOutpost.com

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.



Keep up to date with our latest videos by subscribing to our YouTube Channel
www.YouTube.com/TampaREIA



Meet The Banksters



How Banks Are Committing Fraud, Part 1

BY BOB MASSEY

Throughout the late 1990s and early 2000s, we experienced an unprecedented housing boom. Easy credit flooded the marketplace and home ownership surged to unheard of levels. Along with inflating an unsustainable bubble, the housing boom created a rich climate for mortgage fraud.

The bust that followed changed the nature of the crime, but it has also provided continued opportunities for mortgage fraud. Fortunately for homeowners, there is a new wave of investigative agencies emerging that are trying to figure out just how widespread and insidious the mortgage fraud epidemic is. Investigators hope the increased awareness will help to educate the general public about the threat that these crimes present.

The scary fact is that fraud continues at astounding levels. The allure of mortgage fraud is clear - it can generate amazing profits with a relatively low risk of discovery. After all, there is a byzantine mess of laws and regulations that govern the finance industry and keep all but the most ardent investigators from figuring out exactly what fraudsters are doing and how they can be prosecuted.

Mortgage fraud schemes are particularly resilient due to a lack of understanding of the mortgage process among the public. There is risk coming from nearly every angle of a real estate transaction. Common perpetrators include mortgage brokers, appraisers, builders, underwriters, lenders, accountants, real estate agents, attorneys, investors, trust account representatives, and title companies.

The common trait between all of these people is that they have a high level of access to the financial documents, systems, software, notary stamps, and professional licensure information necessary to com-

mit mortgage fraud. They can adapt to changes in legislation and mortgage lending regulations. They are moving targets that keep investigators on their toes.

Forensic Audits have exposed a wide array of suspicious activities by financial institutions. Thanks to an increase in media coverage of financial institutions, their activities are becoming more public. We are now getting a clearer picture of how many involve loan origination schemes, and how many are settlement-related schemes.

Loan origination fraud is divided into two categories: fraud for property and fraud for profit. Fraud for property usually involves a single loan secured as a result of misrepresentations by the applicant or lender. Fraud for profit is much more complicated. It often involves multiple loans and elaborate schemes designed to illegally profit from real estate sales. Participants are usually paid for their roles in the fraud.

In many cases, loan origination schemes include false documents, property flips with phantom rehabilitation, fictitious investors, fabricated trusts, reassignment of loan documents, allonge endorsements and promissory notes.

Illegal flipping is another popular form of mortgage fraud. This involves purchasing a property in foreclosure at a large discount from the original note balance. But why would a "Lender" sell the original note for less than face value? The key to this scheme is that the "Lender" sold the note by entering into an undisclosed investment contract. This is a blatant TILA violation.

So what happens after the property is foreclosed? Once a final judgment is awarded to the Plaintiff, the fraud is perpetrated when the Plaintiff sells the property or allows it to be purchased by accepting a low bid by a liquidation company.

Many frauds involve the transfer of property without the homeowner's knowledge or consent; intentional failure to record closing documents; transferring or recording of deeds without the homeowner's knowledge; and filing of fraudulent foreclosures to deprive the homeowner of his or her property.

The most common perpetrators of this type of fraud are real estate agents, attorneys, appraisers, loan officers, builders, developers, straw buyer investors, and title companies.

In next month's article, I will explain the methods investigators use to find the fraud in real estate deals. All of this fraud creates a huge opportunity for real estate investors. Not only can we use this information to help underwater homeowners get out from under their homes but we can then pick up houses at incredibly low prices.

If you would like more information on how you can get involved in helping underwater homeowners while doing some awesome deals, give my office a call at 706-485-0162. ☀

Comment on this article online at <http://tampareia.com/?p=1747>

Bob Massey

706-485-0162

info@REWealthCoach.com

 www.REWealthCoach.com

 www.Facebook.com/BobMasseyOfficial



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.

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

TAMPA REAL ESTATE INVESTORS ALLIANCE

Tampa REIA, LLC

405 S. Dale Mabry Hwy
Suite 114
Tampa, FL 33609

P: 813-358-8050
F: 813-200-1330
E: Admin@TampaREIA.com



<http://TampaREIA.com>



<http://www.Facebook.com/TampaREIA>



<http://www.Twitter.com/TampaREIA>



<http://www.YouTube.com/TampaREIA>



<http://Meetup.com/TampaREIA>



Dustin Griffin

Executive Director

P: 813-358-8050
F: 813-200-1330
E: dustin@tampareia.com



Christine Griffin

Assistant Director

P: 813-358-8050
F: 813-200-1330
E: chrissy@tampareia.com



Larry Harbolt

Larry's Weekly REI Meetup

P: 727-420-4810
E: larryharbolt@gmail.com



Matt & Courtney Larsen

Leaders of Real Estate Investors' Happy Hour

P: 813-546-5716
E: marinerpropertygroup@gmail.com

LEGAL DISCLAIMER: Tampa REIA, LLC promotes practical knowledge of real estate investment through education, discussion and networking. The information, views and opinions expressed in the publication do not necessarily reflect the views, policies and opinions of Tampa REIA, LLC or any of its members and sponsors, nor does mention of certain trade names, products, services, individuals or organizations imply endorsement by Tampa REIA, LLC or its members or sponsors. The information presented in this publication is made available for informational purposes only and is not to be construed as financial or legal advice which should only be obtained through a competent attorney, accountant or other qualified professional advisor. Tampa REIA, LLC does not pre-qualify, evaluate, endorse, guarantee or warranty any particular deal, service, company, or person. Tampa REIA, LLC recommends you perform your own due diligence and seek appropriate legal, accounting, or other professional advice before making any investment. Tampa REIA, LLC disclaims any and all liability for any actions or inactions taken by readers of this informational material or as a result of communications from or to its officers, directors, employees, contractors, partners, members, sponsors and affiliates.



Keep up to date with our latest opportunities by joining us on Facebook

www.Facebook.com/TampaREIA

PEARLS OF WISDOM

The Best Deals To Do in Real Estate in 2013 & Beyond! – Part 3

BY TONY PEARL



To Deed...Or NOT To Deed? THAT Is the Question (When Buying Real Estate)

Welcome back again! If you've been keeping up with my last 2 articles, you'll remember that we've been discussing one of the best strategies for doing deals in 2013 & beyond - Wholesaling Pretty Houses!

This type of deal is most advantageous for you, the investor, to do when you've come across a house that's overleveraged or has very little to no equity. Rather than walk away from the deal because you believe there's no money to be made, you simply get an agreement from the seller to find a qualified tenant buyer to occupy the property on a rent-to-own basis (aka lease purchase) & have the tenant-buyer make the mortgage payments until such time as they're able to buy the house outright with a new loan and there's enough equity in the house to justify them doing so. You would collect your money from the tenant buyer as an assignment fee for getting them in to this house buying opportunity that you've negotiated. Make sense?

Naturally, you would then be completely OUT of the deal from that point on. Why would you want to stay in? There's no more money to be made, so it's best that you collect your money (usually \$5k+) and get out quickly.

So let's take a moment to look at some types of deals where you WOULD want to stay in & why.

These are some of the situations where you would either want to 'Get the Deed' or at least get control of the property by *lease optioning* or *optioning* the property from the seller...

Situation: Seller has a lot of equity in the property & they're willing to give a bunch of it up to you in exchange for peace of mind, debt relief, or a fast transaction: These are the best deals, because there's a lot of flexibility.

Solution 1: You could take over their debt (subject-to) & give them back a 2nd mortgage for the amount over their loan that you've agreed to pay (Pro Tip: Go for getting zero payments & 0% interest w/ 5-year balloon, if possible).

Solution 2: If the seller needs some cash now, you could give them some cash now & the rest later on when your buyer cashes out.

Solution 3: If the seller HAS to cash out of his loan or must sell it outright asap, but there's still a LOT of equity, you can OPTION the deal for as low a price as you can negotiate, then market the property to find a cash buyer for as much profit as you can get!

Situation: Seller has *little to no equity in the deal*, but their house payment is super-low, and you know you can get a much higher amount from a tenant buyer for rent. **Solution:** Should be obvious - you either get the deed from the seller or get a lease option from them. Then, you simply market the property to find a decent tenant buyer who has enough money down to make you happy and can easily make the monthly payments, and you get to keep the spread in between as cash flow!

When you think about it, it all comes down to common sense (which I've learned is not so common these days). So let's summarize, shall we?:

To Deed (Stay in the deal): If there's money to be made in the long run because you're able to get a big chunk of

equity, then Get the Deed or get a lease purchase or option agreement with the seller.

Not to Deed (Get out of the deal): If there's no equity to be gained now or later AND/OR no monthly cash flow, then there's NO real reason to stay in the deal. So you would simply assign the deal to your tenant buyer, collect your fee, and get out with a smile on your face!

And now you know the answer to real estate's eternal question - To Deed... or NOT to Deed!

Until Next Time,

Tony Pearl ☀

Comment on this article online at <http://tampareia.com/?p=1777>

Tony Pearl
 202-556-0670
 Tony@TonyPearl.com
www.TonyPearl.com
[www.Facebook.com/TonyPearl](https://www.facebook.com/TonyPearl)
[www.Twitter.com/TheTonyPearl](https://www.twitter.com/TheTonyPearl)
[www.Youtube.com/TonyPearl](https://www.youtube.com/TonyPearl)



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.

REAL ESTATE RAW



Making Creative Offers

Part 2 of a 5 Part Series

BILL HAM

Making creative offers is one of the most lucrative skills a real estate entrepreneur can master. Creative offers lead to creative financing and creative financing leads to faster financial freedom. I have built a portfolio of almost 400 units and I have never walked into a bank, qualified for a loan and put money down. I have a lot of bank loans now, but I took control of each property with some form of creative financing and then refinanced at a bank.

I did this by understanding one simple concept- "Solving people's problems pays well!"

The first step to making offers that get accepted is to create an offer that solves one or all of these three problems; the seller's problems, the properties problems, your problems.

You will need to gather a bit of information to effectively make your offer. Start by asking about the seller's motivation to sell. Don't always assume that money is the only motivation for a sale. Sellers often have other reasons for selling such as dealing with bad management or need to retire. Whatever the motivation is, finding a way to solve that person's problem is key to writing an offer that gets accepted. A master lease works well for these situations.

If the property has problems then it is a distressed asset. You need to assess the physical situation at the property and get estimates for the needed repairs. Other problems (opportunities!) too look for are low occupancy, bad management and differed maintenance.

Now you need make the seller realize that they have two problems-



1. Lenders are not lending on distressed assets
2. This means they are looking for an all cash offer which will be much less than they're asking.

Now you need to create an offer that will solve these problems (seller financing!).

If you are new to the business and don't have much experience or you don't have much cash, creative and seller financing is a great way to get started in the business. I started with one duplex and have grown to hundreds of units by identifying and solving seller problems. Look for ways that you can bring value to a deal by solving problems and make that clear in your offer.

Remember... the seller has a problem and you have the solution. Always have something to trade! ☀

Comment on this article online at <http://tampareia.com/?p=1744>

Bill Ham
 478-718-0993
 Bill@PhoenixResGroup.com

www.Linkedin.com/in/BillHam1



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



Voice Nation

30 MINUTES

LIVE ANSWERING SERVICE

- + Voicemail
- + Virtual Faxing
- + 24-7 Live Operators
- + Online Management

Only **\$30** per month

877-774-1717

Be sure to ask for the Tampa REIA discount.

Or visit us on the web at

QualityAnsweringService.com/ TampaREIA

Getting Started with Subject-To Transactions

BY DON DEROSA



“The right tool for the job” ~ slogan for True Temper Tools

Congratulations – you made it through the winter and spring is on its way! I think spring is a perfect time to take an inventory of your real estate investment “tools.” And if you’ve been sitting on the sidelines, wondering if real estate investing is for you, spring is also a great time to dive in! Either way, it’s a good time to get back to basics. Today, let’s focus on one of my favorite investment techniques: “subject to” mortgages.

Most of you know that when you buy a house, you usually receive a warranty deed, which gives ownership of a piece of property. If you’re paying all cash for a property, you just exchange the cash for the warranty deed. So far so good.

But if you don’t have all the cash, you have to borrow the money. Most of you know how the typical mortgage loan works: Buddy Banker says, “Sure, just sign this promissory note that says you’ll pay it all back.” In return, you get a security instrument that says if you don’t pay the promissory note, the bank gets the property. In most states, that security instrument is the mortgage (In Georgia, we use security deeds). That mortgage, when it’s recorded, creates a lien on the property. In other words, the bank puts everyone on public notice that if the owner sells or transfers the property, the bank has to be paid off first.

A “subject-to” transaction is a little different. When you buy a house this way, you’ll

take over payments on the original mortgage. You’ll bring the house up to date on the mortgage and back taxes and then continue to make mortgage payments, subject to the existing financing. The seller gives you a warranty deed, which conveys ownership to you. That means you get the tax benefits and the profits, but you also get the headaches and costs.

There is one headache you don’t get, though: liability for the loan. Your name isn’t on the mortgage. Of course, if you don’t make the payments, Buddy Banker is going to exercise the default clause in the mortgage. In other words, he’s going to say, “You’ve defaulted, so we’re going to foreclose and grab that house right out from under you.” (Obviously, if you can’t afford the payments, you shouldn’t be buying that property.)

But what about that “due on sale” clause you’ve have heard about? Most mortgages and security deeds now have this clause, which says that if the borrower – our homeowner – sells the house, the bank is allowed to call the loan. In other words, Buddy Banker can tell the seller he’s got to pay the entire amount of the loan – right now!

Luckily, in almost all cases, the bank could care less who owns the house as long as they’re getting paid. After all, Mr. Banker is swimming in foreclosed houses. He’d rather have the money! And that’s why subject-to transactions work.

Maybe you’re an experienced investor, and you’d like a refresher course. Or perhaps you’re just getting started. Whatever your situation, I’d like to invite you to my two-day, boot camp called “An Introduction to Real Estate Investing – Making a Fortune Buying Houses with No Money and No Credit” on March 23rd & 24th in Atlanta, GA. This two-day boot camp will cover all the basics of subject-to investing and is great for every skill level. Among the topics we’ll cover:

Getting started in your business, finding sellers, negotiation, constructing and presenting offers, staying organized and managing the paperwork flow, finding private lenders, exit strategies and much more!

Don’t let spring pass you by. Your fortune awaits! To register for my boot camp or get more information, see <http://subject2.atlantareia.com>.

Comment on this article online at <http://tampareia.com/?p=1782>

Don DeRosa

info@DonDeRosa.com

www.MobileRealEstateRockstar.com/TampaREIA

www.Facebook.com/Don.DeRosa

www.Twitter.com/DonDeRosa



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.



Keep up to date with our latest opportunities by joining us on Facebook at www.Facebook.com/TampaREIA

BUSINESS BY THE BOOK



The More I Give, the More I Get! Is That Really True?

BY ERVEN KIMBLE

*“The generous soul will be made rich, And he who waters will also be watered himself.”
(Proverbs 11:25-26)*

Have you ever asked yourself the question, “how much should I give to my church or synagogue?” This has always been a touchy subject, with many different views. Of course, the answer is always personal and depends on the person’s relation with God; as well as their involvement with the activities of their local church or religious organization. The responses and personal opinions of many successful business people are as varied as the individuals themselves.

However, the Bible has much to say about this subject. The reality of the matter is the same with all of our material possessions. God allows us to control, manage, and enjoy our earthly belongings for a finite period of time. After that, another person will get them and be given the opportunity to do the same. You see, every material or visible asset that we say... “I own ___”; will either be consumed, traded, given away, taken away, or left behind for someone else when we die. Consequently, since these assets are temporarily under our control, it is vitally important to consider to whom and to what cause we contribute them.

If God favors a business person to have a good education, a successful business,

financial security, a comfortable home, and material wealth; then there is some accountability and some responsibilities that accompany those benefits. If a person chooses to only accumulate material possessions just for selfish and personal gain without investing in God’s Kingdom or supporting God’s agenda through generous and benevolent giving, they defeat God’s divine plan to show compassion upon the less fortunate and to support the mission of His church. God wants us to show mercy and kindness to others as a demonstration of our gratitude for that which He has entrusted to us. The more a person shows helpfulness and benevolence,

Your heart will be where your treasure is.

the more God allows that person to accumulate and manage wealth.

There is another biblical principle that speaks to a person’s emotional attachment to possessions that causes them to either be generous or to cling to their material assets. Jesus admonished his followers;

“Don’t store treasures for yourselves here on earth where moths and rust will destroy them and thieves can break in and steal them. But store your treasures in

heaven where they cannot be destroyed by moths or rust and where thieves cannot break in and steal them. Your heart will be where your treasure is.” (Matthew 6:19-21)(NCV)

The true meaning here is not that you will give to the causes that you are most fond of. On the contrary, the true meaning here is that whatever you invest your money into is where your attention and your affections will end up. For example, have you noticed that after you purchased some property, or bought a certain stock, or invested in a store front your interest and affections changes. Now all of a sudden, you are more focused on what happens to that house, that company, or that building that you recently invested in.

Your time and your fondness are now in the same place your assets. You are no longer just a casual observer. You are really concerned about what happens to that company in which you just purchased the stock. You are emotionally engaged. In the case where you purchased property, that building or land now deserves and demands your attention and care.

Think about this; if you give to a foreign mission group to help children in Africa with AIDS, or to a local church, or a charter school, or to the homeless, your thoughts, your interest, your compassion will become more in line with God’s plan. You see, God wants to demonstrate His love toward those less fortunate in the world. Now that you are engaged, your heart migrates to those things that are important to God!

You will find yourself more excited

continued on p13 ►

WHISKEY JOE'S
Bar & Grill
TAMPA BAY, FL
<http://www.whiskeyjoestampa.com>

Join us for
LATE NITE NETWORKING
at the
Meeting-After-the-Meeting

We meet at Whiskey Joe’s Bar & Grill, located at 7720 West Courtney Campbell Causeway in Tampa, right after our Tampa REIA Main Meeting

FAST TRACK TO SELF-DIRECTED IRA INVESTING



Are Self Directed IRAs Safe?

JIM HITT, CEO OF AMERICAN IRA, LLC

FDIC Insured

All un-invested cash in your self directed IRA is FDIC insured.

As a note, FDIC insurance only covers cash balances, not once you make a purchase of a non-traditional asset. All credit card transactions are safe -- American IRA is certified by Security Metrics. All accounting is processed through a top-rated trust accounting system. We maintain professional insurance coverage, including crime shield policy and errors and omissions policy.

Asset Vesting with Your Self Directed IRA

All assets are vested in the client's name at the time of purchase... "American IRA, LLC for the Benefit of Client's Name IRA".

Investing with Your Self Directed IRA

Investing within a self directed IRA is completely within the investor's control. Is it safe? Yes, to the extent that the investor controls it. Here's something that's overlooked many times when we're talking about safety between the securities industry, and let's say in this case we're talking about the real estate industry. Each investment has its own characteristics as to safety.

In the real estate investment arena, take a look at this example - \$100,000 investment in 2000 inside a self directed

IRA in a single-family home. In 2012, the value doesn't matter. The investor's not selling the property. It may have gone up and it may have gone down.

Here's an absolute certainty. It had 12 years' worth of rental income so far and it's still free and clear, versus investing in securities, which are absolutely out of your control, out of the investor's control completely or anybody else's control for that matter.

With \$100,000 invested in 2000 in Washington Mutual Bank, the 2012 value is zero. Washington Mutual Bank was the biggest bank in the country when it failed in the early 2000's. There is no guarantee in the securities industry any more than there is in the self directed industry, but at least in the self directed industry you have a way of controlling your risk by investing in what you know and understand, and you can do your own due diligence.

Types of Investment Accounts within a Self Directed IRA

Here are the types of investment accounts that you can utilize. It's not just an IRA.

- The *Traditional IRA*, which is the one you'd be familiar with, which allows for you to make a tax deductible contribution.

- The *ROTH* on the far right is the one that you hear a lot about, which is the account that is absolutely tax free when the profits come out at the end. However, you do not get a deduction when you make the contribution.

- A *Spousal IRA* can be either a traditional or a ROTH. The way that works is that if you're under 50, you're only allowed to put away \$5,000 a year. If you have a nonworking spouse, they're also eligible for an IRA, either a traditional or a ROTH, and they too can put away the same \$5,000.

- Another type of account is an employer based plan, which is a SEP. If you're self-employed, we provide servicing for *SEP accounts* - Simplified Employee Pension plans - which is an employer funded plan. We also provide services for the simple, which is an employee funded plan with a contribution from the employer.

- The *Solo 401k*, which is a plan that's for people who are self-employed - a sole proprietor, LLC or corporation - and for people who don't have any common law employees, meaning that they don't have anybody that's on W-2 for greater than 1,000 hours a year. It can be a husband and wife ▶

Join Us At **Larry Harbolt's Weekly Real Estate Investor Meetup**
Hibachi Buffet **Every Monday at 7:00pm**
 7610 49th St N, Pinellas Park, FL

that are in a business. It could be a couple of partners. The Solo 401k, provided you qualify for it, basically is a self directed account on steroids. It gives you so many features and opportunities that are absolutely incredible.

- A *Coverdell Education* account is an account that you can put away for anybody. Typically it's grandchildren or children. That too can be self directed.
- You can put money away in a *Health Savings Account*, and that works in many ways like a ROTH. You put the money in there, except you get a deduction. You can pay your medical expenses out of it, and it comes out absolutely tax free and you pay the medical expenses. It's a great tool.

The Sky's the Limit!

With the multitude of investment accounts available and the wealth of investment types allowed within those

continued from page 11

about being used to make a meaningful difference in the lives of other people. Mere material possessions, that are temporary at best, are no longer the most important thing in your life. Your generosity will be rewarded because you get back more than what you give out.

The beauty of a lifestyle that helps people God's way, is the more you participate, the more passionate you become about those things that are important to God. Then you find God giving you more in order that you can participate more in what He's doing. This offers you long term and lasting rewards.

Thoughts to Ponder

- I. Is it difficult for you to admit that; "God owns all my money and all the assets that I possess... I own nothing"?
- II. Have you determined what church, ministry or religious organization you are going to support?

accounts, the sky really is the limit when it comes to what you can do with your self directed retirement account.

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=1755>

Jim Hitt

800-750-0472

JimHitt@AmericanIRA.com

 **www.AmericanIRA.com**

 **www.Facebook.com/AmericanIRA**

 **www.Twitter.com/IRAExpert**



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.

III. Do you sense that God wants you to become more involved in what He is doing in the world? To what level of giving are you willing to commit? ☀

Comment on this article online at <http://tampareia.com/?p=1751>

Erven Kimble

404-606-8909

ElegantHomesLLC@Yahoo.com

 **www.Facebook.com/EAKimble**



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.

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!**

Join Tampa REIA Today!

<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>

American IRA Wants to be a Value Added Service to You or Your Business!

- ★ We do business the old fashioned way. At American IRA, we pick up the phone.
- ★ We offer personalized service catered to each of our clients' needs.
- ★ We provide educational articles, live webinars, and many other resources.
- ★ We have experienced IRA instructors who are available for speaking engagements.
- ★ We provide joint webinars which allows you to high-light your services.
- ★ We provide free copies of your webinar in CD/ DVD format for you to promote your services.
- ★ We have a resource page on our website to list your services on (certain restrictions apply).
- ★ We are experienced in investing... we understand your investment language.



American IRA
Self-directed IRA Services

www.AmericanIRA.com

**Contact our office for any self-directed IRA questions you have or for a free consultation
1-866-7500-IRA(472) or info@americanira.com.**



Where Do I Find the Best Direct Mail Lists?

BY KATHY KENNEBROOK, THE MARKETING MAGIC LADY



This is the big question that I get a lot! The true secret to success for a Real Estate Investor is finding sellers who really need to sell. I use several different targeted direct mail campaigns to locate different types of highly motivated sellers. Some examples of these types of mailings are out of state owners, estate and probate properties quit-claim deeds, expired listings, burned out landlords, vacant properties and pre-foreclosures, just to name a few.

The key to success using direct mail is customizing your direct mail piece and your list to reach exactly the kinds of motivated sellers you want to deal with in order to create the kinds of deals you want for your Real Estate Investing business. The very best way to do this is to locate mailing lists from reputable companies, refining them to meet your individual criteria, then mailing to these potential sellers again and again.

Investors often neglect to market to sellers in this way because they think the list is too difficult to get, or they only send the mailings once and quit. These are some of the easiest lists for you to obtain and it will be very profitable for you to do so. After having mailed thousands of letters and done hundreds of deals I can personally attest to the power of direct mail for finding all the motivated sellers you could want.

You can contact a list broker or your local property assessor's office and ask them for the list, or you can create some of these lists yourself. It's fairly easy to do. Here are just a few ideas for you. You can go to the courthouse and research divorce cases, death notices, liens and judgments, tax liens, marriage licenses, bankruptcies or Lis Pendens,

which is the first step toward foreclosure in order to create mailing lists. Let me share a few pointers here.

Do your homework when picking a list broker. How current is the list? Does it have all the information you need to create your direct mail campaign? Does it reach the audience you are targeting?

Do a test mailing of 100 pieces to test any new list. How many responses did you get? How many letters came back with a bad address? How many deals did you create?

Don't waste your marketing dollars marketing to a bad list that won't get you the result you want.

Create continuity with your direct mail campaigns. You can mail a lot of letters or a few letters but you need to have a flow of mail going out at all times in order to create a continuous funnel of incoming leads.

Never mail more pieces than you are comfortable getting responses to. If you do a huge mailing and you get tons of responses you can't get to, you are wasting marketing dollars. Put systems in place to help you respond to the mailings and grow your business gradually.

Another way to find motivated sellers is to cultivate relationships with individuals who can help you find deals. One of the techniques we implemented was to create a specific direct mail campaign targeting specific types of attorneys who were much more likely to bring us deals and we let them know we are in the business of buying houses.

Once you develop relationships with these attorneys, they will call you first when they have a client who needs to sell a property quickly no matter what condition it's in. This is just another way to build ongoing lead sources using direct mail. You only have to create this direct mail campaign once to create an ongoing source of leads for your Real Estate Investing business.

If you own any kind of business and you need certain types of leads, think about unique resources that can provide you with the leads you need and create a direct mail campaign targeting these resources. This can be really profitable. For example; if you own an alarm company or a lawn maintenance service it would behoove you to create a direct mail campaign targeting owners of properties in your area who live out of state. These are potential customers who need your services. ▶

Join us at the
SARASOTA REIA WEEKLY MEETING
 Every Wednesday at Noon
 at the Oriental Buffet, 4458 Bee Ridge Rd, Sarasota, FL
SARASOTAREIA.COM

◀ The main reason that direct mail works so well is that you are reaching highly targeted leads. You become the potential seller's first option when they need to sell. Even if you are on a limited budget, direct mail is an excellent source of leads for you since you can buy more houses from fewer leads, thus maximizing your marketing dollars. As your business grows, you can increase the number of mailings you do. You can also target specific neighborhoods or dominate certain parts of town. In doing so, you become a "property value expert" in those areas, which makes the offer-making process that much easier for you.

You end up creating an ongoing relationship with your target market, which makes it easy for you to follow up with formerly inflexible or unmotivated sellers. Since these mailings are so targeted and so residual, there is virtually no competition for these properties. It puts your lead generating system on "auto-pilot," leaving you more time to make offers, do more deals, and make more money.

Most importantly, be consistent in all your efforts. The successful Real Estate Investor has a network of people and strategies at their fingertips at all times. If you don't develop continuity to your marketing campaigns, you'll see your results begin to drop off immediately. This is true no matter what business you are using direct mail to target to.

When you implement multiple techniques and several different direct mail campaigns, you will have more opportunities than you'll be able to handle and the possibilities become almost endless. Using direct mail to develop a "cookie cutter" system to accomplish this is one of the most affordable, reliable, and effective ways I know to build your lead base quickly and have all the business you will ever need.

Be sure and check out my website at www.marketingmagiclady.com for all the marketing resources you need to grow your real estate investing business. While you are there be sure and sign up for our free monthly newsletter. ☀

Comment on this article online at <http://tampareia.com/?p=1759>

Kathy Kennebrook

941-792-5390

KPaddler@ATT.net

 www.MarketingMagicLady.com

 www.Facebook.com/Kathy.Kennebrook



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.



**Investors
RESOURCE CENTER**

407-831-2498

**Meets on the 3rd
Thursday of each
month from
5:30–9:00pm**

**Winter Park Civic Center
1050 W. Morse Blvd.
Winter Park, FL 32789**



Subscribe to

The RESOURCE
Investors Resource Center / Orlando



<http://IRCFlorida.com>

FOLLOW IRC ON:



www.Facebook.com/IRCFlorida



www.Twitter.com/IRCFlorida

We Buy Houses

- Pretty or Ugly** **Short Sales**
- Cash or Pmts** **No Equity**
- Buy or Lease** **As-Is OK**

**WeCanBuyFast.com
800-891-9669**

HOW TO BE A REAL ESTATE INVESTOR



Are You David or Are You Goliath?

BY RUSS HINER

Last month I mentioned that there has been a turn in the market. A recent *Creative Loafing* article confirmed the information that I gave you—that the market is looking different than it has in a long while. Many people are afraid of another bubble. And in the last few articles, I've asked you to plan, to have a strategy, to do your research. And maybe you've made that plan. Maybe you've done that research.

But here is the nature of our business: just when you think you have it figured out, it changes. So we have to ask ourselves anew: How can I continue to make money? How can I get in on the current market and live well? The answer is that you need to know what is ahead.

But if you've not encountered this kind of change, then you can't make an informed guess. One opportunity for success is to become David. You can go it alone which is very risky. Or you can work smart: get a mentor. Work with someone like me who has survived battles with Goliath before.

I know that slaying Goliath is possible.

First, let me introduce you to some of the Goliaths:

1. In a June 2012 meeting, Warren Buffet said that he was buying as many houses as he could get—and we know that he can get a lot! We are now competing with Warren Buffet-like entities.
2. Companies like Colony America, Waypoint homes, Colony American Homes, Blackstone Group, LLC, Silver Bay Reality, Richport Properties, Sylvan Road Capital who recently spent \$15 million to \$30 million at the steps buying

properties without ever going inside them.

These are entities with whom I cannot compete. I suspect that many of you are in the same situation. We used to make our livings at the court house steps, but now we're left scratching our heads.

Stop scratching and become informed: Goliath has come to town. I've decided to become David, and I'd love for you to join me.

Now that we've identified Goliath, we have to understand what he is doing to the market. These powerhouses are buying good properties and paying over asking price by \$4-10K. This leaves the trash for us! Or does it? Is it possible that we can still find a way to stay in the game? Yes!

Knowledge Can Slay Goliath

Knowledge can overcome fear. So let me give you one of the many lessons that I offer my clients. As I've said, I have been through many types of markets, so I can predict, based on the past and on current evidence, that you should not fear the bubble.

If you can still buy a house for less than it takes to build it, the market has room for growth. *This means no bubble.*

If the mortgage payment is less than it cost to rent, then there is room for prices to rise. *This means no bubble.*

But isn't it still a it a seller's market? No—there are still plenty of houses that are upside down. *This means no bubble. It is a sellers market below \$400,000.*

There are plenty of phantom house in the market that will be absorbed in ▶



Solutions that help you Make More. Work Less.

Use your iPad, iPhone, or other mobile device, anywhere, to...

- ★ Find comps and rental rates
- ★ Sign and send contracts
- ★ Plan your entire rehab
- ★ and so much more!

**Check it out NOW!
5 Day Trial for Only \$1**

**Make More. Work Less.
GO TO:
MobileRealEstateRockstar.com/TampaREIA**



◀ 2013-2014. *This means no bubble.*

So what can you do?

Situation 1: I have No money and No credit.

Here are possible plans:

Plan 1: Join Goliath.

Plan 2: Feed Goliath.

Plan 3: Partner with someone who has credit or cash.

Plan 4: Buy two guns and a pit bull and work a war zone neighborhood.

Plan 5: Move to a different state or city where you might be more successful.

Plan 6: Move up in price point and service the second house market.

Situation 2: I have LOTS of money, and I have Fantastic credit.

Find a David who, in this case, is a mentor who has slayed this giant before, and let him train you in lease options and creative deal structures. I happen to be just such a mentor. Based on my experience, I could help you:

- Change your marketing strategy.

- Buy before the properties get to the court house steps.
- Buy apartment buildings. (Doing this is very smart because Goliath will do this after he has gobbled up all of the single family houses. Beat him to it!)
- Buy, fix, and sell homes that need repairs in the \$150K and above.
- Partner with a professional investor and reduce your risk.

You could go it alone, but it will be more difficult, and you have less chance of being successful.

I want you to stay here, in your city, and be successful, which is why I want to work with you. I am a real estate coach and a mentor, and I have the experience to guide you through these changes. Please contact me.

I am looking forward to meeting you and helping you on your way to a successful 2013! ☀

Comment on this article online at <http://tampareia.com/?p=1770>

Keep your Tampa REIA Membership current and enjoy big discounts from these suppliers and many others in the Community Buying Group.

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

Russ Hiner
 404-660-4289
 Russ@RHiner.com
 www.RHiner.com
 www.Facebook.com/1RHiner

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.



Facts About Loan Modifications

BY KIMBERLEE FRANK

Many of the Sellers that are upside down on their home are stressed out and don't know what to do. First off, I want all Sellers to know that when they got a loan from the bank their money was given to the bank from an investor. This investor could be a trust, reit, or maybe the government. The bank guaranteed the investor or group of investors a set interest rate. Many Sellers are attempting a loan modification hoping to keep their house. I always ask my Sellers if could wave my wand what do you want from the bank. Most of them will answer that they want the bank to reduce their balance on their loan or they want a certain amount for their monthly payment. Here are some facts I want to share with the Sellers:

1. During a loan modification the bank is still continuing with the foreclosure.
2. I have not spoken with a Seller yet that got a reduction in the value of their home on a homesteaded property and I have done over 500 short sales.
3. The monthly payment the Seller wants makes no sense. They are not considering how much their taxes and insurance is on the property nor are they considering the interest that will be charged for the loan amount. Example: Seller owes \$300,000 on the loan at 4% for 30 years is \$1,432.25 - Yearly Taxes are \$3,000 per year \$250.00 a month - Insurance is \$1,500 per year - \$125.00 per month - Total monthly payment NOT INCLUDING HOA (homeowners association dues) would be \$1,807.25. Many Sellers want a low-

er payment than this amount because they can't afford it.

4. I have only seen the bank take the monthly payments that they are behind plus interest, late fees and attorney fees and add it to the end of the mortgage and/or change it to a 40 year mortgage. Which would make their monthly payment \$1,253.82 on the loan plus taxes and insurance would be \$1,628.82.

Being able to discuss the above issues with a Seller will open their eyes to why a loan modification may not even be available to them. Let all the Sellers going through this difficult time that your home is where your heart is and may God Bless you during this difficult time.

So should a Seller do a short sale? First you need a good negotiator working on your file. Benefits of a short sale:

1. The Forgiveness of Debt Act which expires on December 31, 2013 allows Sellers who own their properties as homestead to waive the tax ramifications should the bank forgive the debt. Up to 1 Million Dollars for a Single Individual and \$2 Million Dollars for a married couple.
2. The Bank will report the short sale on their credit report as being settled for less.
3. The Sellers may receive some money to relocate.
4. The Sellers may not have to pay a cash contribution or a promissory note. Again this depends on your negotiator/realtor.

5. The Bank will not go after the Seller for the difference if you get a full satisfaction otherwise they have the right to collect on the Seller for up to 25 years.
6. The stress is gone and they have relocated into a bigger and better home most of the time.

I would recommend that as Investors or Realtors that a Seller give their family and themselves the gift of decision with the above facts.

Again remind the Seller that your home is where your HEART IS and your family will go wherever you go. ☀

Comment on this article online at <http://tampareia.com/?p=1773>

Kimberlee Frank

407-888-3255

Kimberlee@ForeclosuresGoneWild.com

www.ForeclosuresGoneWild.com

www.Facebook.com/ForeclosuresGoneWild

www.Linkedin.com/in/KimberleeFrank

www.Twitter.com/KimberleeFrank



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.



Join us on Meetup and RSVP for the meetings you will be attending
www.MeetUp.com/TampaREIA

Want to stay plugged in and connected to Tampa REIA from your mobile device?



Join our Mobile Real Estate Investor VIP List

Just text **TAMPA** to **813-377-3428**

*Standard text message rates apply

Follow us online from your mobile phone at

-  <http://TampaREIA.com>
-  <http://Facebook.com/TampaREIA>
-  <http://Twitter.com/TampaREIA>
-  <http://Youtube.com/TampaREIA>
-  <http://Meetup.com/TampaREIA>



Subscribe to The Profit Newsletter & Email list at
<http://Subscribe.TampaREIA.com>

Tampa Real Estate Investors Alliance **THE PROFIT**

Get Your Business Noticed!

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!

Ad Size	Annual Plan		6 Month Plan		Month-to-Month Plan		
	Gold	Silver	Gold	Silver	Gold	Silver	Guest
2 Pages	\$2,400 <small>Save 60%</small>	\$3,600 <small>Save 40%</small>	\$1,500 <small>Save 50%</small>	\$2,100 <small>Save 30%</small>	\$300 <small>Save 40%</small>	\$400 <small>Save 20%</small>	\$500
Full Page	\$1,200 <small>Save 60%</small>	\$1,800 <small>Save 40%</small>	\$750 <small>Save 50%</small>	\$1,050 <small>Save 30%</small>	\$150 <small>Save 40%</small>	\$200 <small>Save 20%</small>	\$250
2/3 Page	\$1,080 <small>Save 60%</small>	\$1,620 <small>Save 40%</small>	\$675 <small>Save 50%</small>	\$945 <small>Save 30%</small>	\$135 <small>Save 40%</small>	\$180 <small>Save 20%</small>	\$225
1/2 Page	\$720 <small>Save 60%</small>	\$1,080 <small>Save 40%</small>	\$450 <small>Save 50%</small>	\$630 <small>Save 30%</small>	\$90 <small>Save 40%</small>	\$120 <small>Save 20%</small>	\$150
1/4 Page	\$480 <small>Save 60%</small>	\$720 <small>Save 40%</small>	\$300 <small>Save 50%</small>	\$420 <small>Save 30%</small>	\$60 <small>Save 40%</small>	\$80 <small>Save 20%</small>	\$100
1/8 Page	\$360 <small>Save 60%</small>	\$540 <small>Save 40%</small>	\$225 <small>Save 50%</small>	\$315 <small>Save 30%</small>	\$45 <small>Save 40%</small>	\$60 <small>Save 20%</small>	\$75
Business Card	\$288 <small>Save 60%</small>	\$432 <small>Save 40%</small>	\$180 <small>Save 50%</small>	\$252 <small>Save 30%</small>	\$36 <small>Save 40%</small>	\$48 <small>Save 20%</small>	\$60

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

CREATIVE FINANCING IS KING

How to Quickly Get 10 to 15 Good Rental Properties Paid For Free and Clear

BY LARRY HARBOLT



We are already in the third month of 2013 and I just had a conversation with one of my students who wanted to know how to create wealth in the shortest possible period of time. The following is my idea how wealth for any real estate investor can be created in the shortest period of time.

Here is an example of how you can quickly achieve financial freedom and then wealth investing in real estate.

For instance, the first thing you need to do is buy 10 to 15 well selected income producing properties you are willing to keep long term as your retirement program and the base of your future wealth. I personally love the thought of someone else having to go to work every day to earn money they give me in the form of rent each month that pays for my properties without me having to have a job or have to go to work every day. Then once you have bought your 10 to 15 keeper rental houses in good neighborhoods, with tenants who are paying on time, every month, let's say, \$1,000 each month of which \$520 goes for the monthly loan payment, and after monthly expenses of property taxes, property insurance, a maintenance fund and a vacancy fund leaves you from the \$1,000 gross rent approximately \$150 each month to put into your pocket. Let's say for each of your keeper rental properties you paid \$88,000 with very little money down and were able to get seller financing terms for 30 years.

Then once you get those 10 to 15 houses free and clear with no debt each month you get to keep the entire \$1,000 from each house, (less taxes and insurance and maintenance costs) leaving you about \$600 to \$650 from each house each month. Ten houses at \$600 each equals \$6,000.00 each month paid directly to you to pay

your bills. Some of you might need 15 houses to achieve your goals. If you have 15 houses x \$600 net each month will give you \$9,000 per month income to cover your monthly expenses. Once you have that much coming in each month you will have financial freedom, but not yet wealth. Wealth comes over time. Let me show you how to get your properties free and clear in the shortest period of time.

Getting Your 10 to 15 Houses Free and Clear In a Short Period of Time

After you have your base of 10 to 15 houses bought, then each year go out and buy an additional 10 to 15 houses. The additional 10 to 15 houses you buy each year can be rehabbed and then sold. If you were to take all of the profits from the sale of each of the additional 10 to 15 houses (after paying the taxes) and use the money you have left to pay off one or two of the loans on the houses you plan to keep and you did this over and over for a few years, your base of rental properties would soon be completely paid for and you would then have enough income coming in each month to be financially free.

This is definitely a plausible and possible plan to become financially free in the shortest period of time. Once you have done this you will then have more time and money to continue to buy even more houses simply because you will have enough income each month coming in so you don't have to go to a job you hate every day.

Once all of your base of income producing properties are completely paid for and are free and clear you will probably truly be a millionaire. If you have 15 properties valued at \$80,000 that are free and clear your net worth will be \$80,000 X 15 = \$1,200,000. Now you are wealthy!

You Must Have a Wealth Building Strategy to Be Successful

This is how true wealth is created over time. People who only wholesale property for a living are not true investors -- they really have a job. When a wholesaler buys a property and then passes it on to another person and they get paid a fee, that money will be quickly spent and they then have to go out and find another property to wholesale again so they can get another fee. To me, that's a job and I don't want another job. I want financial success.

If you plan to be a successful real estate investor and create the wealth you want, it is going to be very important that you are able to recognize opportunity when it presents itself. It took me nearly 25 years to figure this out for myself and that is why I am sharing this information with you now, so you can more quickly achieve financial freedom and your eventual wealth. ☀

Comment on this article online at <http://tampareia.com/?p=1585>

Larry Harbolt
727-420-4810
LarryHarbolt@Gmail.com

www.LarryHarbolt.com

[www.Facebook.com/Larry.Harbolt.7](https://www.facebook.com/Larry.Harbolt.7)

[www.Twitter.com/LarryHarbolt](https://www.twitter.com/LarryHarbolt)



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.



Three Good Ways To Find Pretty House Deals, Part 1 of 3

BY RON LEGRAND

We should start with defining what a pretty house really is. It's not the price that makes the definition. The house could be high-priced, but most people in the pretty house business work in a range from \$70-\$200,000. If you're in a high-priced market such as San Francisco where a \$200,000 house is rare, your range will be higher.

The point is, pretty houses start at the bottom end and go up. It's not just expensive houses. My definition of a pretty house is any house requiring less than \$5,000 in work to get it in a good, saleable condition. An ugly house is one that needs a rehab or a lot of repairs.

I'd want you to work both sides of the business and become a transaction engineer who can recognize a deal when you see it, whether it's pretty or ugly. Don't fall into the trap of trying to get so specialized that you turn your back on lots of other profits. There's gold in both the ugly and the pretty house business. Besides...

You Can't Find Pretties Without Finding Ugliers And Vice Versa!

Most people start with ugly houses because they're easy to find and understand. They either wholesale or rehab and retail. That's OK, but it's only a start. Pretty houses are easy in, easy out. Usually it's get the deed and lease option to a tenant buyer. That takes a few days, eliminates contractors and reduces holding costs. Plus, it produces a few thousand dollars in front-end profit. A person could get used to this part of the business and easily make the decision to ignore the uglies.

In my opinion, that's not a smart move.

I like a little of both. I'm about 50/50. Last month my IRA received \$82,000 from two ugly house deals, and that was only my half! I'd hate to lose all that money because I had blinders on. So how do you find pretty houses? Well, there are a number of ways as discussed in my boot camps. We'll focus on three good ones here.

Method Number One: Signs

Signs never fail to get calls-usually before you get home. I'm referring to stick signs you place on the side of the road. They can be put up with a 1 x 2 stake with a point. You can buy them at Home Depot in bundles, or with a wire rack.

The good news is you'll get calls. The bad news is, some might be from the city asking you to remove one or two because someone has complained about them. If a call from the city will give you a heart attack, this business isn't for you! Most cities have ordinances against signs, but some don't. You'll have to check into that, but the bottom line is, all cities have signs and a lot of students elect to take their chances knowing the most they can do is call and ask you to remove them.

I've heard news of some who were subjected to a fine as repeat offenders, and every once in a while I'll hear of a city that gets nasty. I received a letter from a city office in Oregon asking me to advise my students they have ordinances against these signs. So there, you've been advised! I'll bet this same city has ordinances against spitting on the sidewalk, sex before marriage and jaywalking.

Many students put signs out on Friday afternoon and pick them up on Sunday night to avoid the aggravation from the

city. This may sound foolish until you look at the numbers. The sign cost about \$3 each so if you put out 50, you've got \$150 invested. Pick up the remaining 40 on Sunday night and the cost was \$30 for the ten signs that come up missing... and I promise, they will.

If you get 10-15 calls over the weekend and buy 1 house (as you should), with a \$20,000 profit, it's a no-brainer. All of the sudden, it's worth the risk of city heat. In some areas, they city could care less and your signs have a long life. Don't be scared off by my warning here. Do your own due diligence and make the best decision for you.

Most signs are on fiberboard, around 18x24 inches. I like black letters on yellow, but have used other colors successfully. Be careful when you make up the sign, you don't want to put too much detail on it. Remember, people are moving when they see it. Make the phone number large and don't forget your website address if you have one set up. ☀

Comment on this article online at <http://tampareia.com/?p=1767>

Ron LeGrand

800-567-6128

www.RonLeGrand.com

www.facebook.com/GlobalPublishing



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.

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.

**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 – 727-420-4810
<http://larrysmeeetup.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 – 941-927-0040
<http://sarasotareia.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 – 941-927-0040
<http://sarasotareia.com>

2nd Thursday of Each Month
Tampa REIA Main Meeting

6:00pm – 9:00pm
DoubleTree Tampa Bay
3050 N. Rocky Point Dr. West
Tampa, FL 33607
Leader: Dustin Griffin – 813-358-8050
<http://main.tampareia.com>

3rd Thursday of Each Month
Real Estate Investors Happy Hour

6:00pm - 9:00pm
St. Pete Meeting Location Varies
See website below for details
Leaders: Matt & Courtney Larsen
(813) 546-5716
<http://reihappyhour.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 – 407-645-3540
<http://ircflorida.com/>

Last Thursday of Each Month
North Port Investors Meeting

11:30am – 1:30pm
Family Table Restaurant
14132 Tamiami Trail, North Port, FL
Leader: Willis Miller – 941-378-3780

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.

Tampa Real Estate Investors Alliance
THE PROFIT

Advertise Your Business in 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!

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.



Keep up to date with our latest opportunities by joining us on Twitter
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

MARCH 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
UPCOMING HIGHLIGHTS ★ MAR 14 TAMPA REIA MEETING ★ APRIL 11 TAMPA REIA MEETING ★ APRIL 13 WORKSHOP ON "101 PLUS WAYS TO GENERATE BUYER & SELLER LEADS" WITH DUSTIN GRIFFIN					1	2
3	4 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm 	5	6 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm	7 Sarasota REIA Monthly Meeting 7:00pm – 9:00pm	8	9
10	11 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	12	13 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm	14 Tampa REIA Main Meeting with Guest Speaker, Dustin Griffin 6:00pm – 9:00pm Late Nite Networking at Whiskey Joe's 9:30pm – Late 	15	16
17	18 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	19	20 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm	21 IRC Main Meeting (Winter Park /Orlando) 6:00pm – 9:00pm REI Happy Hour (St. Pete) 6:00pm – 9:00pm 	22	23
24	25 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm	26	27 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm	28 North Port Investors Meeting 11:30am – 1:30pm		