MARCH 2014

Tampa Real Estate Investors Alliance

THE PROFIT™

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MAIN MEETING

Thursday, March 13th
6:00pm – 9:00pm
DoubleTree Tampa Bay
3050 N. Rocky Point Dr. West, Tampa, FL

It You Don't REACT To The Real Estate Market, You Won't Last In This Business!

By Jon & Stephanie Iannotti

Since buying our first property back in 1978, we have seen many changes in the Real Estate market. As you know, Real Estate is very cyclical. Markets come and go and believe it or not, come again.

We used Options, Lease/Options, Rehabs, Private Money back then, in the 80's, 90's, and since then. Sometimes these techniques can be used in the same cycles, and sometimes only a few will work.

When the market changed back in 2006 and it turned down, a new cycle began…again.

In a matter of about 10 days we saw about 13 exit strategies disappear right in front of our eyes. Market values plunged. Sellers still wanted pre-2006 pricing. Our six figure per month income just about dried up. What do you do?

Well, you adjust to the market and find what works now or your business dies!

So we started doing Short Sales. We had been doing short sales for years, way before most people even knew the term short sale.

We did hundreds of short sales. The only problem was that we could not help all home owners who needed a short sale. Plus as you probably know, short sales are anything but short.

continued on page 5 ►

Jon and Stephanie Iannotti will be our special guest speakers on Thursday, March 13th at Tampa REIA. Come join us and Jon and Stephanie will teach you how to revolutionize your real estate investing business with a bold new strategy they call "REACT". They will be back on REIA on Saturday, March 15th for a full day REACT Workshop. See pages 2 & 3 or http://tampareia.com for more information.

IN THIS ISSUE

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Main Monthly Meeting

March 13, 2014 @ 6pm

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

Come hear Jon & Stephanie Iannotti as they explain...

A Bold *New* Concept Called "REACT" That Will Totally Eliminate Your Competition!

Tampa REIA is excited to announce that **Jon & Stephanie Iannotti** will be our special guest trainers this month on **Thursday, March 13th** at **6PM** at the **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr West in Tampa, FL**.

The Iannotti's, who are the creators of "ACT" (Assignment of Contract and Terms), are turning real estate investor training upside down with a bold new strategy they call "REACT".

- What is REACT?
- How to make money with no Credit, Money or Contractors.
- How to do as many deals per month as you want.
- How to make minimum $5,000 per deal.
- Do you need a License to do this?
- How to get the benefits of ownership without owning.
- How to put it all on 'Cruise Control'.

Jon and Stephanie will be back with Tampa REIA on **Saturday, March 15th** for a **Full Day "REACT" Workshop** to teach you how to use this awesome new strategy. See page 3 for more details.

We look forward to seeing you at the meeting and the training workshop!

Jon & Stephanie Iannotti

MEETING AGENDA*

6:00 pm:	Meet & Greet, Networking
6:30 pm:	Introductions, Haves & Wants
7:00 pm:	Announcements
7:30 pm:	Learning to REACT with Jon and Stephanie Iannotti
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.
RSVP at http://rsvp.tampareia.com

Bring your biz cards & flyers

Tampa REIA Presents...

The REACT Workshop With Jon & Stephanie Iannotti

8:30 AM to 4:00 PM on Saturday, March 15, 2014
Doubletree Suites Tampa Bay, 3050 North Rocky Point Dr West, Tampa, FL

Is REACT Worth Your Time and Effort? OK, so if you have no competition, unlimited leads, and qualified, cash, and credit challenged buyers with money down, how can you lose?

If you made just $5,000 per deal and did one deal per month, would that change your life?

What if you did one deal per week?

4 Deals x $5,000 = $20,000!

What if you made an average of $10,000/Deal?

4 Deals x $10,000 = $40,000!

I think you can see where we are going with this. We know of one person we coached that is doing 3-4 Deals per week with an average of $12,500 per Deal!

Back in 2007 when the Real Estate market was crashing is when this and another concept called "ACT" was created by Steph and I. We had to find something that worked. So these techniques were born out of necessity.

None of the techniques we had been taught and used for years were working. They all dried up overnight. So we went back to basics... options, lease/options with a new twist.

The beauty of REACT is that it will work in a down market, an up market, and a sideways market. REACT works with no money, no credit. Motivated Sellers are an option, not a necessity.... Think about that one!

So, if you want an unlimited supply of leads, where every one of them WANTS to sell, you do not want to miss this Workshop.

REACT is the latest and greatest technique to hit Real Estate Investing in decades. Now we will tell you this, you have to be taught and you have to do it correctly. This is why you have to come to the workshop and get this training.

Once you learn REACT, you can take the housing market by storm. Together we can correct the down turn that the government can't.

It's time to REACT!!!!

See you at the Event!

Jon & Stephanie Iannotti

"The Iannotti's", The Cruise Control Couple

To Register for the Seminar, please visit http://REACT.TampaREIA.com

2-for-1 Special - Tampa REIA Members can bring a spouse, adult child or parent at no extra charge!

Gold Members $29.95*

Silver Members $49.95*

Non-Members $99.95*

***PLEASE NOTE: Tampa REIA Gold & Silver Members can bring a spouse, adult child or parent at no extra charge. Non-Members who join Tampa REIA between March 1st - 13th can attend this full day seminar for FREE and bring a qualified guest. Tampa REIA Members who renew their membership between March 1st - 13th for an additional year can attend for FREE as well. When joining or renewing your membership, please let us know if you want to attend this event at no additional charge.**

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

TAMPA REIA

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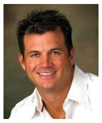

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◀ *continued from page 1*

We are not Investors who are in it just for the money. We actually want to help people, we want everyone to win…Sellers and Buyers as well as us. It's got to be WIN-WIN-WIN!

So while we were working those short sales, we thought, 'what else can we do to help'?

That is when we created and started doing ACT (Assigning Contract Terms) Deals. What we found out was it started to work and work very well. We were getting price and or terms for about 5 years.

Then the market started to change again. Short Sales were either drying up or the lenders were only discounting to market value. Sellers were starting to WANT to sell instead of NEEDING to sell. So we had to change again…..

Options and Lease/Options were not working very well again. Sellers were wanting full retail or more and cash……

Well about 3 years ago, we started to REACT (Reverse Engineer Assignment of Contract Terms).

This technique will "Turn Your Investing Career Upside Down". It is totally opposite from what we have been taught over the years, but wait until you see how it works!

We withstood the pressure to 'Create a Product' for over 10 years, till now. We have watched others come and go and sell their products to thousands.

We cannot stand to watch people buy products that while the techniques work at some point in the market cycles, they will not work very well right NOW for the masses!

So we again had to REACT!

It's our Goal to show Real Estate Investors that there is a way to help practically every seller that has a home for sale and does not have it listed with a Realtor. We are more interested in helping people with their investing careers with information that works TODAY than techniques that sometimes work in different cycles.

With the advent of REACT, we now have the single best technique that is working TODAY!

We have people using REACT and doing 2-4 deals per week and making an average of $12,500 per deal!

So again, we have a technique that with NO MONEY OR CREDIT, you can be a Real Estate Investor and do as many deals as you want and make as much as you want!

You have to take the time to make the investment in your education and business to learn REACT.

You will love this technique! It will eliminate your competition!

We will show you how to work with Realtors and Agents.

Don't throw those non-motivated leads away!!!

We will show you how to turn EVERY lead into an agreement and possible deal.

REACT will enable you to help not only Sellers, but Buyers and along the way you make money for what you know. Remember WIN-WIN-WIN!

That is the way it should be!

So come and learn this powerful technique and let's go out and single handedly turn this Housing Downturn around since the Government can't.

The time has come for all of us to REACT!!!

You can learn more about us and REACT at Tampa REIA on Thursday, March 13th and again for a special, full day REACT Workshop with Tampa REIA on Saturday, March 15th.

We look forward to seeing you and meeting you at the Meeting and Workshop!

Jon & Stephanie Iannotti

"The Cruise Control Couple"

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Meet The Banksters

The Legal Tides Are Turning In Homeowners' Favor

By Bob Massey

For centuries the courts have been rigged in favor of the banks. The banks have the kind of time and money that homeowners could never dream of, and they are more than willing to use both to get their way. You'd be wrong, however, to think that's the only way the system was crooked.

If a homeowner whose loan was securitized tried to force the bank to show the chain of title, the court would tell the homeowner that they didn't have standing to make that demand. The homeowner then is left with no way of proving that the foreclosing bank/entity does not have the authority to foreclose. Not anymore!

In the case of Steinberger v OneWest Bank, et al, the court ruled in a special action that the homeowner **does** have the standing to demand that the foreclosing bank/entity provide a securitization timeline in order to establish their claim of authority to foreclose. This timeline of assignments and transfers would prove whether or not assignments were made after a note had already been transferred to a securitized trust and could be declared invalid.

This is a huge win for homeowners because we now have the right to demand that banks prove their authority to foreclose before the court.

But wait, there's more!

In a separate case the Rhode Island Supreme Court found the grounds that could establish that a mortgage was validly assigned. In the case of Chhun v Mortgage Electronic Registration Sys Inc. the court stated that defects in the assignment process void the assignment and therefore do away with the foreclosure.

The court reached this decision based on the fact that when MERS tried to assign the loan to Aurora, an Aurora employee, Theodore Schultz, signed the assignment as a Vice President or Assistant Secretary of MERS. He had no authority to sign the assignment, therefore the assignment was not valid and Aurora did not have the authority to foreclose on the property.

Taken individually, each of these rulings would be huge wins for homeowners who are standing up against the banks who are still stealing homes based on fraudulent loans. When combined, they signal a major turn of the tides in homeowners' favor. We now have the standing to force the banks to show a chain of title, and the precedent is set that if the chain of title is improper or fraudulent, the bank has lost their authority to foreclose.

So what does this mean for real estate investors? It means we have a GIGANTIC opportunity sitting in front of us. There has never been a better time to buy defaulted notes. Banks are more willing than ever to sell these defaulted notes not only because it means immediate cash in their pockets, but it also takes away the possibility of a future lawsuit.

If you know of anyone with a defaulted note, you need to get in contact with my office immediately at (706)-485-0162. I have spent the last 22 months building up a team of experienced attorneys and fraud examiners/forensic auditors who specialize in exposing exactly this sort of fraud and negotiating the sale of notes.

We have a huge opportunity to help homeowners and do some great deals with multiple exit strategies by exposing this unbelievable and blatant fraud. We finally have the leverage we need to get the banks negotiating on our terms. It doesn't matter if the homeowner has already been foreclosed on, we might be able to help. If you would like more information on this awesome strategy, give my office a call at 706-485-0162! ✹

Comment on this article online at http://tampareia.com/?p=3821

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

PEARLS OF WISDOM

Turn Your TRASH Into CASH - How to Make More Money by Selling The Leads You Get… Even if You Don't Buy The House! *– Part 3*

BY TONY PEARL

In the first two parts of this article, we covered a few nice things like wholesaling, when & why you might not do a deal, and then how to make money even when you don't buy a house.

The big secret I revealed in the last article was: You SELL the leads of the houses you don't buy.

Now Your Question Is: "Ok. It makes sense! But **HOW** do I sell these leads?" Good question!

Again, let's keep this simple. I suppose you *could* go and build a squeeze page, make a sales funnel, put up ads on Facebook or Adwords, etc. But don't. Please. What a waste of time - *especially* at this point. Let's keep it simple, ok?

Instead, why not just make a few *phone calls* to some of these local people? Ring a few Realtors. Call a couple of contractors. Get the Interest of some Investors. Dude - Dial for some Dollars!

Go on Google & do a search for "YOUR CITY Realtor" or Contractor. Or do a search for "We Buy Houses CITY". Ex: "We buy houses Seattle"

Write down the phone numbers of the results you get. I suggest at least a list of 10. Then start calling & talk to them. Need a script? Fine! I've got you covered…

When they answer, ask them something stupidly simple, like:

"Hi! Do you buy houses in CITY"? (for investors)

"Hi! Are you a Realtor in CITY?" (for Realtors)

"Hi! Do you do home repairs in CITY? (for Contractors)

Remember: Keep it SIMPLE! Start out by asking the most stupidly-obvious question you can think of… and that's it! Why? Because it's EASY, it immediately QUALIFIES them, and it will most likely start you off on the right foot: With a YES answer!

Then, you'd say something like, "Great! Are you taking any new business right now, or are your hands full and I should call someone else?"

Ha! This question both Gets Their Attention AND Arouses Their Curiosity, right?

If they have half a brain, they'll answer "Yes." So next, you'll say, "Fantastic! I happen to have a few LEADS that I've gotten that definitely need your services, and I'm looking for the right business or person who can handle these leads." And here comes the mouth-watering closing question: "Would YOU be interested in these leads?"

After they're done drooling on themselves, they'll most likely reply with a big, fat "Yes!" Or… they might have a question or two. So answer those questions. You might also want to give them a simple explanation of how you get your leads if they ask.

Then, you say, "Ok, It costs me about $XX (ex: $50) for my marketing costs for each of these leads, and all I'm looking to do is really just get my marketing costs back. Is that fair?"

From there, you'd simply negotiate the terms of when & how they get and pay for these leads.

Of course, not *every* call you make will be a winner. There are some cheap bastards out there. There are people who just don't understand the value of what you're delivering to them. For those people - when they say no, or try to complicate things for you, simply say something like, "You know what? I don't think that this will be a good fit for us. Thanks for your time & take care!" Then call the next one on your list!

See how simple that was? Easy-peezy, lemon squeezy!

What you're *really* looking to do here is not just sell a lead or two to them, you want to establish a Mutually-beneficial RELATIONSHIP with this person. You want to be able to sell them all the leads they can handle, consistently. It helps if this person is friendly & happy to be working with you.

This will help with your cashflow AND give you outrageous confidence to go out there & do more marketing.

Think about it: If you KNEW with absolute certainty, that you'd be getting paid a minimum of **$50-$500** for every single ***lead*** you generated, HOW MANY LEADS would you want to get?? (Insert your answer here)

In closing, I just wanted to remind you to **Keep It Simple. Take Action**. Stay Consistent in your efforts. And you'll be successful - whether it's using this strategy, or another… or both!

Thanks for reading all three parts of this article, and I wish you MUCH SUCCESS!!!

Tony Pearl

Comment on this article online at http://tampareia.com/?p=3836

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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.

APPRAISER SECRETS FOR REAL ESTATE INVESTORS

7 Mistakes Investors Make

BY MARK JACKSON

There is money to be made in real estate, but you need to think about real estate investing as the business it is. Allow me to share some common mistakes that beginning and even seasoned investors should avoid.

For those of you connected to REIA-Comps, the control and feeling of confidence you have over your deals is priceless. Using REIAComps to investigate the value of houses as they come to market, against the recent sold comparables, will provide you a solid position to "make your profit when you buy".

1. **Getting emotionally involved.** This is the biggest and most common mistake beginning investors make. Emotions and business do not mix well.

2. **Paying too much.** To make money investing, you have to find a good deal. Look for properties that need a little fixing up. Your goal is to find a distressed property that you can purchase at 60- 70 percent of other sold comparables. REIAComps makes that part of your investing business much easier.

3. **Ignoring schools.** Good schools attract good renters. Conversely, only the most desperate renters are willing to subject their children to failing schools.

4. **Buying a low-priced home in a bad neighborhood.** Property that is situated among vacant or foreclosed homes will not be enticing to future renters. Before you buy, use the Support Desk @ REIAComps to make sure the neighborhood is one renters will want to live in.

5. **Putting too much money down.** This is not your home; it is your investment. As such, you should choose a property that will bring enough rent to cover the mortgage on a small down payment. When you keep your funds liquid, they are available for needed repairs and/or upgrades.

6. **Remember to calculate taxes.** Sometimes high property taxes mean that your rental property is in an area with great schools and other quality infrastructure. If your proposed rental property includes high property taxes, make sure that the area's desirability compensates for the extra cost.

7. **Disregarding local trends.** Check out the area's employment opportunities. Find out about any scheduled future development. Proposed new condominiums and apartment complexes could indicate a growing community, which is good news. Weigh the pros and cons of local trends before you invest.

Take this priceless info regarding possible mistakes in real estate and turn some extra profit. Of course, use REIA-Comps to determine the best acquisition and ARV for every deal you look at. Don't for one moment let someone tell you the value. Let REIAComps show you for yourself.

Comment on this article online at http://tampareia.com/?p=3830

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Mark Jackson is an appraiser, real estate investor and property valuation specialist who teaches others to get more out of their real estate investing business. In 1999, Mark founded an appraisal company and soon found his true gift was analyzing property values for real estate investors. Since 2000, has closed millions of dollars' worth of his own domestic and international real estate transactions. Mark's passions are: faith, family, golf and real estate.

FORECLOSURES GONE WILD

How Can You Create Long Term Wealth With Short Sales?

By Kimberlee Frank

Investors get into the real estate business to become 'Millionaires,' however, many listen to courses that contain outdated information where the systems are no longer working. They follow the wrong advice which seriously stalls a successful kick start. This industry is changing monthly; be sure your trainings are coming from a Mentor who is out doing deals on a consistent basis. I stand firm on my philosophy of "Don't quit your job until you have at least one year salary in the bank." Why, you ask? Because it puts unnecessary pressure on many marriages, families and individuals when they quit their job and the deals are not consistently coming in yet. I not only teach Short Sales, I also teach how to buy, hold, flip, subject to's, lease option techniques, etc., which allow you, the Investors, to truly understand all of your available exit strategies.

In order for anyone to become a Millionaire with consistent and dependable cash flow, they must hold properties. In my Real Estate Junkie Course and my Mentor Program, I always recommend that you flip 2 houses and then hold 1 house. Below is an example of a short sale deal where the Investor ended up holding the property. I negotiated the short sale with my student and also partnered with her. My exit strategy was for her to hold the property, lease it out and my student will never have to lift a finger or do any maintenance to the house for a 15 year term. I explain this exit strategy from A-Z in my Mentor Program. One important criterion for holding a house is that it has 3 bedrooms, a garage, a basement (if applicable) and a swimming pool is optional.

The Sellers on this deal were two sisters, neither of which wanted the property. They owed Wells Fargo $110,000 and had not been paying for months. One sister lived in Florida and was responsible for finding tenants then cleaning the property after they moved out. In 2010, that sister quit claimed her property interest to the 2nd sister because she was done dealing with tenant issues and dirty cleanups afterward.

We listed the property for $24,900.00 and made an offer on the property for $19,900.00. We submitted all the short sale documents to the lender and ordered title work. When title work came back, unbeknownst to the Sellers, Wells Fargo had entered a Full Satisfaction on the loan of this property. In order words, the Seller now owned this property free and clear. However, we still continued on with the short sale process with Wells Fargo to confirm that they no longer have this mortgage and that the mortgage was totally satisfied and that the Seller would not be responsible for any debt owed on this property. After multiple calls to Wells Fargo, we received confirmation that indeed the mortgage was fully satisfied and the Seller was no longer responsible for the debt. Are you shocked yet?! This was a free house and the Seller did not know about it! This has not been the first time, while doing short sales, that I have discovered that the mortgage was fully satisfied and that the Seller was not responsible for the debt on the loan. This was originally a Wachovia loan and then Wells Fargo took over all loans given to them. There are many houses out there just like this one wherein the Lender satisfied the loan due to government requirements to pay back the homeowners who they have harmed.

This unexpected situation changed how much the offer would be from the buyer. The house itself wasn't in too bad of shape. It was all brick, 3 bedrooms, and 1 car garage. The best part about the inside .... it was completely tiled throughout. The kitchen cabinets were a mess, but were salvageable. It needed new plumbing under the sink, full interior paint job, an air conditioning unit since the last one was stolen, a new bathroom cabinet, faucet, mirror, washer and dryer hook up, windows need to be replaced (broken glass), front door needed to be repaired, and the yard needed to be cleaned up. The outside of the house and the driveway needed a power washing, too. However, my partner who kept the property, decided to also paint the exterior. The total rehab cost, including the cost of the home inspector (which we normally do not have when we are flipping a house), was $17,186.00. Now, remember this was my partner's first deal, and in my opinion some of the costs could have been avoided by doing it herself and/or passing the responsibility over to the new Tenant Buyer.

My partner and I did a telephone call with the Seller and asked her "How much do you need in your pocket in order to be done with this property" and she said $2,000.00. What that did for us was allow me to back into ►

the deal and reach the correct purchase price based on fees that were going to be charged to Seller. After backing into the deal, the purchase price was $7,800.00. After rehabbing the place with the cost of $17,186.00 for materials, labor and home inspector, the student used her own funds to purchase the property, $265.00 for the trash, $947.16 for the utilities, and the total she purchased the property for was $26,198.16. My student immediately rented the property for $800.00 a month with a $3,000.00 non-refundable option.

So … let's figure out how much money she needs before the property is owed free and clear with her recovering all of her rehab money. First, we can take the $3,000 option money and deduct it from the $26,198.16 leaving us with $23,198.16. Based on the yearly NET, which is after taxes and insurance each year, they will net $7,705.00. When we divide $7,705.00 into $23,198.16 it will take the Tenant Buyer a total of 3 years and one month. IMPORTANT NOTE: My partner must be very smart with that money that is received as rent and not just blow it. It should go into an account and collect until another deal comes along. Also, since she originally just had this purchase money sitting in the bank, collecting a very minimal percentage of interest, this was a smarter way to invest. Always remember, the tenant will pay your loan down and you need to figure out when the house will be free and clear. Based on my strategies that I teach the students in my Mentor Program, she will receive a MINIMUM net profit of $118,575.00 over the life of the terms and agreement between the Tenant Buyer and my partner/student.

Market, market, and market and go get some short sales deals and you never know what you might find! I call this deal a diamond in the rough and a huge blessing that allowed my partner/ student to hold a property and not do a single repair to the house during the term of the agreement.

Happy Negotiating!

Kimberlee Frank

Comment on this article online at http://tampareia.com/?p=3828

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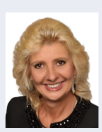

Kimberlee Frank is a Master Negotiator who has closed over 600 deals since 1998. She is a Mentor, Trainer, Author and Real Estate Broker teaching Investors and Realtors how to creatively purchase and sell short sales with her Step-by-Step System. She has helped Investors and Realtors earn hundreds of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

REAL WORLD REAL ESTATE INVESTING

Why Are the Number of Foreclosures Plummeting?

By Bill Cook

There's no doubt that the number of properties being advertised for foreclosure has been plummeting for the past year and a half. The question is, why?

In 2009, when foreclosure numbers began to skyrocket, the only way a bank could deal with borrowers who were behind on their mortgages was to foreclose. The fact that banks – actually it was loan servicers like the infamous MERS – *didn't* have possession of the borrower's note, nor the legal right to foreclose on the property, is a topic for judges and attorneys.

At the same time, you had thousands of borrowers who, because they couldn't/wouldn't make their mortgage payments, simply "gave the house back" and walked away. (It didn't matter to the borrowers that the bank didn't give them a *house*; it gave them *money*…and the bank – *rightfully so* – wanted their money back, not a house.) A bank's only tool to deal with this situation was to foreclose on the property, and then sell it in hopes of recouping some of their loss.

Fast-forward five years. These days, lenders have many more tools to use to help homeowners *avoid* foreclosure. Two examples are: 1) The Cash-for-keys program, and 2) A wide variety of government-backed loan modification programs, like HARP.

Another tool that realtors and lenders have gotten much better at using is short sales. In 2008, almost no one knew what a short sale was. These days, you regularly hear the term "short sale" on the nightly newscast. We all know that doing a short sale is a better, faster, cheaper way to deal with a troubled property than is a foreclosure.

In addition, back in 2009, we didn't have these gigantic real estate buy-up-everything vacuum machines called hedge funds, whose pockets are stuffed with Wall Street money. Hedge funds are primarily responsible for the rapid *increase* in real estate values, as well as the huge *decrease* in the number of homes being sold at the foreclosure auction.

The last reason the number of foreclosures has plummeted is due to sales. Because values have *increased*, some homeowners who had been upside-down on their mortgages can now sell their homes without doing a short sale or going through foreclosure.

Here's something interesting: Kim and I are beginning to see a byproduct happening at the foreclosure auction that is a direct result of the huge drop in the number of homes being cried on the steps: we're seeing dejection – lots and lots of *dejection*. From whom? Real estate investors!

From 2009 through 2012, the foreclosure auction was THE PLACE to buy real estate – lots of low-hanging fruit. Now that the low-hanging fruit is gone, investors who don't know how to get face-to-face with sellers are packing their bags and going home. To them, real estate investing is dead. But the truth is, real estate investing has always been a you-gotta-get-face-to-face-with-sellers business!

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

FAST TRACK TO SELF-DIRECTED IRA INVESTING

"Subject To" – A Little Known Funding Method That Self-Directed IRA Investors Are Using

By Jim Hitt

The problem…

You and/or your client have found real estate to purchase. The inspections go beautifully and then a giant road block shows up. What's the road block? Your client wants to purchase it with their Self-Directed IRA and their IRA can't qualify for a non-recourse loan because it doesn't have the cash reserves for the 35% down payment the non-recourse lender is requiring.

The solution…

Self-Directed IRA investors have a technique they call "Subject To" that can solve this funding problem. The "Subject To" loan qualifies as a non-recourse loan and can be used to purchase real estate within a Self-Directed IRA. It should be noted that the "Subject To" method can be used for deals whether the property is being purchased by an individual or by their IRA.

"Subject To" defined

Subject To means "Subject To the existing mortgage on the property." Put simply, the owner of the property transfers the deed to the property into the buyer's name (or the name of the buyer's Self-Directed IRA) and the buyer (or their Self-Directed IRA) is responsible for making the payments on the seller's existing mortgage.

Whose name is the mortgage in?

The mortgage remains in the name of the seller. The "Subject To" agreement is between the seller and the buyer. There are no closing fees and the loan remains in the name of the seller while the title is transferred to the buyer.

Why would any seller agree to this?

There are many reasons why a seller would agree to this. The general theme is that they want to close quickly and this allows them to close in as little as a day. The reasons they might want to close quickly vary and can include divorce, job transfer, military transfer, debt relief (perhaps they already purchased their new home and need relief from the debt of two mortgages), etcetera.

What's in it for the buyer?

This is a win-win for the buyer. First, the real estate is immediately deeded to them. Second, the loan is not in their name… so they don't have to worry about credit checks, closing fees, or 20% to 30% down payments. Third, the buyer is immediately in ownership of the property so they can advertise it for rent and/or advertise it for sale.

Perform due diligence…

It is very important to perform the proper due diligence on the real estate you are purchasing. Remember, you and/or your Self-Directed IRA are taking ownership of this real estate and you need to make sure that all the proper tests are completed and that a title search is performed.

Consult with professionals…

A critical component in making this a successful deal is to consult with your professionals to make sure that the appropriate agreement is written up with terms that protect your interests and with terms that allow you to do what you are planning to with the real estate (i.e. rent it, sell it, etc.).

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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.

QUICK FLIP FOR FAST CASH

Begin With The End In Mind

By Matt Larsen

As a beginning real estate investor, what is it that we are getting into real estate investing for? Have you figured out what that is yet? Is it because you just love real estate? You love it so much that you would do it for free right? Probably not, but it is a means to an end and for many people including myself. We see it as a quicker, more effective, and more realistic means to an end than other options (ex: our traditional 9 to 5). But when you say means to and "end", what is that "end"? Is that a clearly defined destination for you?

Is it retirement? If so, what does retirement look like for you?

Is it financial freedom? If so, what does financial freedom look like for you?

Is it a net worth of a certain amount of money?

Is it a passive income of a certain amount of money each month?

Is it a house on the water, a big boat, lots of nice cars, lots of vacations?

Is it simply Time Freedom – being able to do whatever you want with your time, because your bills are paid, and everything else is taken care of?

Is it a combination of most of the things I've listed above?

OK – time to get specific though. What is it going to look like exactly? Visualize it and then write it down. And now, more importantly, what are you going to do to get there?

Are you going to wholesale houses? OK – how many? I hope it's a lot. Wholesaling is definitely a means to an end, but be sure to add to it.

Are you going to buy rental properties? How many? Where? What types of properties? What type of ROI are you shooting for? Using bank financing, private money, or your own money?

Are you going to fix and flip properties? Great – how many? Where? What types of properties – high end, low end? Big complex projects or easy ones? Profit margins you are shooting to hit? Using private money, hard money, or your own money?

Here is an example as a means to an "END". Let's say Joe is 40 years old and is just getting into real estate investing. He knows what he wants in the "END" and is shooting for this in 10 years. His "END" is to live on the beach in Florida with his family, his wife and two kids. He wants to be able to wake up, make his kids breakfast then take them to school (him and his wife alternate based on their morning schedules – juggling tennis lessons, yoga classes, kickboxing, or fishing trips). Then come home and check his emails and make a few phone calls for an hour to tie up any loose ends – business or personal. He then goes to the gym (or driving range to work on his golf game). The afternoon is still wide open. It's free for reading, writing, surfing, a golf or fishing outing – or to pick up the kids and get them to whatever after school activities they need to get to. After that, it's dinner with the family and wind down in the evening – help the kids with their homework, TV, movie, etc.

You see in 10 years, Joe has built up a rental portfolio of 40 single family homes and a few multifamily properties – another 20 doors. His monthly net positive cash flow is $18,000 after any private mortgages, taxes, insurance, property management and maintenance. His net worth is $5,800,000. He can do whatever he wants because his $18,000 a month covers all his bills and has plenty left over for saving for vacations, saving for college funds, saving for a rainy day, etc. And his property management maintains the properties so he doesn't have to do anything other than check in every once in a while.

How would $18,000 a month of passive income work for you?

OK, so you're thinking that this doesn't sound realistic, right? Well I know plenty of real estate investors that have far exceeded these numbers in less time. It doesn't sound easy though does it? Well no – if it was, then everyone would have done

continued on page 16 ►

Warning: Avoid Wholesale Blunders and Mistakes!

By Russ Hiner

I want you to be wealthy. I want you to make $5000 in the next 30 days. I know I can show you how. So every month, I explain how to navigate the very real possibilities in the real estate market. I encourage you to get out and beat the bushes for motivated sellers because I know they are out there and they are ready, willing, and able to sell to you.

This month I want to explain how you can avoid real estate ditches, potholes, and blunders. Believe me, I have found them through trial and error, and my experience can help you to avoid them.

The most common mistakes are

1. Not following your business model.
2. Buying with someone else's numbers.
3. Buying from a control freak realtor.

3 Ways to Avoid These Mistakes

I. Follow Your Business Model

Your business model is the most important thing to stick to when buying or wholesaling a property. It should include

- How much money you want to make
- The area of town you're interested in
- The type of buyer you need (owner occupant versus investor)

I have seen many investors, including myself, chasing after deals and spending money on marketing in a shotgun approach. This wastes time and money. The solution?

1. Listen to the professionals who know the hot areas in the marketplace.
2. Work in areas where you have a customer base who will purchase the property from you.
3. If you are the wholesaler and you want to have repeat customers, sell properties that are a good value and worth the price. Unfortunately, there are plenty of examples of business transactions that ended in lawsuits, bad feelings, and lost wealth. Great buyers who consistently buy from you do not grow on trees. However, you can groom them by making them wealthy.

II. Buy With Your Numbers, Not Someone Else's

When you are wholesaling, you typically do not need to do the due diligence on lot lines, condition, "as is," "where is," or "how is." But you do have to know and verify rents, condo fees, judgments, liens, and anything else that deals with income or expenses.

If you are going to take title to the property (double close), it is your *responsibility to do your own due diligence*. Believing what the seller says is foolish. Typically, the seller feels that their property is worth more than the market will bear. The seller wants the maximum amount of money. They might overlook things that could be a major cost overrun.

It is your responsibility to verify rents by reviewing leases on sites like www.rentometer.com and www.realtor.com. Verify taxes on the County Tax Assessor's website. Verify water with the local water supplier. Remember to do comparables that are within 1 mile and sold in the past six months.

III. Avoid Buying From a Realtor

As a long-time investor, I purchase only 10% of my properties from realtors. Here is why: the realtor's job is to get the highest possible price so they can make the most commission. They want to do minimum work for maximum money. As investors, when we sell we want to pay a realtor's fee because it is the marketing and speed of the transaction.

When buying from a realtor, the best idea is to close and then resell the property in a double close. Yes—you can sell a property under contract with a realtor and with a buyer at the same table—with the realtor sitting across from you. I have done it. When buying a "real estate owned" piece of property from a realtor, understand that the banks are going to require seasoning of title. The banks have remained firm on not allowing assignments on the properties that they are selling.

The problem is that when you place a realtor-marketed property under ►

contract at the asking price and then add your wholesale fee on top, buyers will see you marketing the property at a higher price. Understand that everybody wants a great deal, including the buyer. If he can buy directly from the realtor and save your fee, what is his incentive to buy from you?

The solution? Buy at a discount. Then add your fee, making sure it is below the realtor's asking price. When the property has been on the market for 90 -120 days and you offer what the realtor is asking, what makes you think you're going to sell it for more? Don't fall into this trap! When priced correctly, property will usually sell in fewer than 30 days.

Understand that I know some great realtors that I would love to refer to you. They know how to work with investors, find good values, and give great service. I have also met unprofessional realtors who demand that an assignment of a listed property is illegal. This is untrue. Typically, the realtor gets upset because you are driving traffic to them. They are doing all the work and not getting fully compensated. The realtor does not want to leave any money on the table. They're looking out for their seller, and if the buyer makes money and the seller loses money, then the realtor risks his reputation.

As you can see, there is much to learn about avoiding pitfalls. It can be confusing, but that is what I am here for. Do you have questions? Concerns? Have you gotten a contract on a property that you would like to wholesale? Call me! I can be your guide around those potholes, those pitfalls, those blunders!

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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.

continued from page 14

this. It will take some dedication, determination, persistence, and a rock solid plan (roadmap). Joe wrote down his roadmap and his goals so that he stays on track.

Joe started wholesaling houses and eventually started making about $10K a month just wholesaling in his 1st year. He was able to reinvest 20% back into his marketing and was able to bring on some part time employees and assistants to help him out. Within 2 years he was making $20K a month and $10K was all profit with only a couple hours a day in work. In his 2nd year he also picked up 2 rental properties on seller financing that produced $600 a month in positive cash flow. In his 3rd year he continued his wholesaling business and also did (4) fix and flips for $92K in net profit. He used that to buy one rental property free and clear and a down payment on (4) more – he is now up to (7) rental properties that are making $1900 a month in net positive cash flow (on top of making $10K net a month wholesaling). In his 4th year he did his wholesaling business and (6) fix and flip for $177K in net profit. He used that $$ to buy (3) free and clear rentals and bought (3) more on seller financing. Now he is up to (13) properties and $4300 a month in net positive cash flow. He continues doing this for (6) more years until he gets to his "END" and it is at $18,000 a month in net positive cash flow and he can relax and really enjoy life. He no longer does any wholesaling. He manages his property manager and does a fix and flip every once in a while. That's it.

Now it's your turn. Write out your "END" and then how you will get there. I'll see you there.

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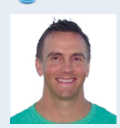

Matt Larsen started buying and selling real estate in October 2012. In the last few months, he and his wife Courtney have done over 25 wholesale deals with no prior real estate investing experience, very little cash and none of their own credit. Now they are both full time real estate investors, work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

CREATIVE FINANCING IS KING

4 Types of Houses You Need to Look for to Exponentially Increase Your Profits

By Larry Harbolt

Last month I mentioned I had discovered that every property I drove past was one of four different types of houses every investor needs to be able to quickly recognize if they want to increase their bottom line every year. This month I will explain two types of houses that can really increase your income every year.

I struggled for years to find properties that would allow me to make enough money to feed my family and pay my bills. I had no idea what I was doing or what I was looking for. All I knew was I was trying to buy any house I could find just to make money. I struggled to figure out what I should look for so I started buying houses that I could fix and sell retail. This was a good idea but I could only do a few of these houses each year because I did my own rehabs at that time. It was taking long periods of time to fix and get every property sold and I kept running out of money. It was always a struggle to pay the bills each month. I wasn't getting checks from my closings very often. All I could do was try to buy houses I thought would make me the most money.

Several years later I had to step back to see what I could do that made more sense and would allow me to make more money. Finally, after 20 plus years in the business I figured out that every house I drove past had a potential profit in it. All I had to do to make a profit was get the sellers of every house to sell me their property. Once I discovered the four types of single family properties is when the money started to come in faster and easier. I built a buyers list of investors who buy the properties I found.

The first type of property is **"Houses that are in some stage of the foreclosure process and REO's (real estate owned) property owned by Banks"?** There are many of these properties everywhere you look that are upside down with mortgage balances greater than what the properties are worth today. The problem with these properties can only be solved by doing a short sale or buy the REO's from the banks paying cash for those properties. Cash is in most cases the only way you can buy these properties. I was one who didn't have cash and was finding it nearly impossible to do Short Sales. They took too long and are not easy to complete. If you don't have access to money this type of property will be hard to profit from but that doesn't mean you won't be able to make a few dollars passing one of these deals on to someone who has cash and does this type of deal.

The second type of property is "**Houses YOU Don't Want**". Let me ask you, have you ever seen a house that you wouldn't want for yourself? Just because you wouldn't want to own any house yourself, why wouldn't you want to make a profit from that property anyway? Why wouldn't you want to profit from every property you see, especially if you already have a buyers list of investors who buy those types of houses. Investors who are comfortable buying less than perfect houses located where most people who can qualify for a loan might not choose to live. Properties better suited for landlords.

These landlords might want this type of property assigned to them if you pass on a good deal where they can make money and are willing to pay a fee for the deal? To buy these properties doesn't take money or credit to get control. This is the type of property where you can make money you would never have made if you didn't have your eyes open to the opportunity. Don't exclude this type of property from your business. These are the type of houses many investors who wholesale are looking for. This can give you an opportunity to make money even if you have no money or good credit. The key to success with this type of property is to have several buyers for this type of house on your buyer's list. A smaller check is better han no check!

Next month I will show you the other types of property you need to look for.

Good Luck, Happy Investing

Larry ✹

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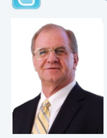

Larry Harbolt is the nation's leading creative Seller Financing expert as well as a popular national real estate speaker and teacher whose time-tested strategies and nuts and bolts teaching style has helped thousands of aspiring real estate entrepreneurs realize their financial dreams with little or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

Presenting Offers - *Part 2*

By Ron LeGrand

Okay, now we are out at the house. Next step is to ask the seller if you can take a quick look around, and do just that. I don't spend more than three minutes walking through the house, taking a look at it. Please do not make any comments if you see anything wrong with the house. You're not there to downgrade the house. You're there to either buy it or lease option it, and you don't do that by upsetting the seller. I'm sure that most sellers are clearly aware that their walls need painted or whatever you see, they can see as well.

Once you've looked around, the next step is to ask them if they have any questions. You'd be surprised what happens when you let them do the talking and you not doing the seminaring. Simply ask them if they have any questions. If they do, answer them shortly, to the point, but simply enough so that anyone can understand them.

If they don't, then the worst thing you can do is start rambling off at the mouth and create questions by trying to deliver a real estate seminar. If they don't have the questions, don't answer the questions. If they have the questions, answer the questions.

Before you leave, you must make sure they understand the facts even if they don't have questions. I always want to make sure I'm clear on what my intent is. For example, if it's obvious it's an ACTS deal because it's overleveraged or because they're asking retail price, you should have told them on the phone before you went out that your intent is to get an agreement and then find a tenant buyer they will approve. If you do that, then your conversation will be short and sweet at the house. But, don't sign up an ACTS deal and leave them with the impression that you're going to personally close it and start making payments. If you intend to stay in it on the sandwich lease option deal, then you must discuss when you're going to begin making payments because in this case, you are going to agree to make them sometime in the future. I suggest that you get at least two months and probably three. You should also discuss the price here. This is your opportunity to lower the price if there is equity in the property, and in fact, if you don't do this, you can easily be paying thousands of dollars more because you chose not to take a few more minutes and work hard at trying to drive that price down while you're sitting in that seller's home.

You should have asked them on the telephone if that's the least they can take, and if you get that answer, fine, get out there and work them down when you get there. It would be a smart thing to take some comps out to prove your case especially if their asking price is higher than market value. Even if their house is at market value, I would still think you would want to take them some low comps to encourage them to reduce that price. That's the case whether you're lease optioning it to stay in it and/or if you're buying it with owner financing. Both of these are long term agreements, so right now is when your best negotiation efforts should be applied while you still have the seller's ear. It's very tough to negotiate after you've closed it.

In the case of the owner financing deals, I'm always going to get two to three months before my payments start. It's not an option. I just don't want to buy the house if I don't get that time period. And, of course, your discussion is going to come into play about the down payment if it hasn't already. Be careful not to ask them how much do you want down. That indicates you will give a down payment. Your question is, "I assume you will sell it with nothing down?"

If their answer is yes, you just got it with nothing down. If their answer is no, then your question is, "What is the least you would accept down?" The answer to that question will determine whether you're going to ACTS it and get out of it or stay in it because you got it with little or nothing down. If the seller's required down payment is too high, then your only objective is to go find somebody who will pay more because of the easy terms you're providing and get an assignment fee. If their down payment is little or nothing, then obviously you're going to find the buyer or the tenant buyer first and close simultaneously and give the seller whatever down payment you agreed at the time you collected the money from the buyer. Or, in many cases, I'll just go ahead and close it since there is little or no money involved and take the pressure off, and frankly, I'd suggest you do the same because you never know what can happen between the time you get a contract and the time you actually send the seller to closing with your attorney.

When the deal is sweet, close it quickly. Don't wait until you find a buyer. Now, on the monthly payment, of course, before you leave, that has to be negotiated, and this is your chance to get zero interest. My line for that is, "I'll pay you X number of dollars until paid." I don't ever bring up the word interest. And, if they don't bring it up, I just write the contract up and put z ero where the percentage goes in the "interest" blank. If they do want interest, I'll never name the number, I'll let them name it. I'll always say "What interest do you have in mind?" And, then I'll say, "Is that the best you can do?" Then I'll work them down as low as I possibly can.

So, when you get to the house, simply fill in the blanks with the few numbers you have to negotiate, and once you've done that, you've presented the offer, and now it's time to sit down and either write the contract or it should be written before you even arrive so all you'll need to do is fill in the blanks once you arrive at the final numbers.

That's really all there is to presenting offers. Once that's done, you make arrangements as to when you're going to close and make sure you and the seller have an agreement as to when they're going to move out and what condition the house is going to be in when they move. Once you leave with the contract, you are then ready to go to the next step, which is follow-up. ✹

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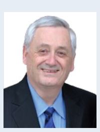

Ron LeGrand is the world's leading expert in residential quick turn real estate and a prominent commercial property developer. Ron has bought and sold over 2,000 single family homes over the past 30 years, and currently owns commercial developments in nine states ranging from retail, office, warehouse,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

MARKETING MAGIC TRICKS

Work Smart - Play Hard

By Kathy Kennebrook, The Marketing Magic Lady

I got into the real estate investing business to have more free time for myself and my family and to have the financial freedom to do whatever I wanted, whenever I wanted. I wanted my life to be more worry free. I have spent a great deal of time accomplishing that goal and I want to share some of my insights with you as a real estate entrepreneur.

When you decide to become a Real Estate Investor, make sure you structure your business in such a way that it doesn't become overwhelming, even more so than a full time job could be. It's very easy to fall into that trap, especially if you work from home. You can also fall into the trap of trying to do everything yourself, and long-term, this just won't work. Believe me when I tell you that most tasks in your business need to be delegated to others starting with your marketing.

In my particular case I like to work from home and most of the functions of our business are handled off sight and by Independent Contractors. One of the ways I solved the problem of getting overwhelmed with work was to determine what hours per day would be dedicated to my real estate investing business. At the end of the day the door to the office gets closed and the phones go to an answering service. Your family will appreciate you for this as well.

The other rule we abide by is that when the office door gets closed, conversations about our real estate business cease as well. You have to make a conscious effort to separate your business and your personal life, especially if you are working the business with your spouse or partner.

As you begin to attain success in your business and things become more automated for you, you will begin to have a lot more free time to do the things you enjoy doing. My husband and I like to kayak. We especially like white water kayaking and take several trips each year to enjoy the sport. I also enjoy traveling to places I have never seen before with my husband Jay. Our business at this point in time pretty much runs on auto-pilot. We have developed a dream team of key people we put in place who take care of the important tasks that make our business successful and run on auto-pilot even when we are away from the office. The marketing for our business is outsourced along with many of the other tasks associated with our business including getting our rehabs completed, property management, bookkeeping, closings, etc.

My husband and I still continue to work our business primarily from home and our key people are independent contractors who work from their homes or offices. Personally I still like making deals with sellers even before I get out of my pajamas in the morning. I also like having lots of time to spend with my cats and my grandchildren.

Once your real estate investing business is running like a well oiled machine, take the time to pursue the things you love to do, after all, that's why you got involved in the business in the first place, isn't it? Make sure you spend time with your spouse and your family doing the things you love to do together. This is the best time to begin making good memories for your children if they are still young. Remember that you must continuously pay attention to the balance between your business life and your personal life. Otherwise, it can become easy to short change one or the other.

Putting good team players in place to take care of the details of your business will be important to building the ultimate financial freedom you are striving for so you have even more time for the things you love to do. So just remember to work smart….and play hard!!!

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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.

THERE'S AN APP FOR THAT

New Tricks for Old Dogs - Investing in Education

By Don DeRosa

"I accidentally forgot to graduate from college." ~ Anne Lamott

Last week my Aunt Blanche came to dinner and told us all about a class she was taking: Financial Markets, at Yale. Really? THE Yale? Blanche is pretty imaginative, so I thought she was making it up. Sure enough, though, she proved it: She's got a certificate in Financial Markets from Yale University. I have to admit I was impressed. It had to have taken work and dedication, and, I imagined, lots of money, too.

That got me thinking about how important it is to invest in ourselves, particularly in our own education. So many of us think we don't have the time or money to spend on ourselves. We feel overwhelmed just facing the details and expenses of daily life. In my experience, though, learning something new gives me new energy and motivation to spend on all the mundane stuff.

Maybe you'd like to invest in yourself, but someone else has told you it's just silly. That sounds like a naysayer to me, so let's talk about naysayers for a minute. You know who they are: the folks who tell you it's dumb to spend 15 weeks on a college course. The ones who say you're too old, you're too busy, you're not smart enough. There's a naysayer in every family. And too often, the worst naysayer of all is YOU.

Don't give naysayers free rent in your head. When I started my real estate investment business, every single person (with the exception of my wife) said I was absolutely nuts. They told me to get a regular job and forget all this real estate nonsense. If I'd have listened to them, where do you think I would be right now? Probably running a warehouse again. Instead, I have a great income and plenty of time to enjoy my family. Investing in myself – investing time, money, and effort – has given me a life I never could have dreamed of otherwise.

Which brings me back to education. The cost of a single real-estate investment course or seminar may seem high, but if the instructor has a good reputation and the topic is closely related to your business, you'll get your money back ten times over. You can't really afford not to educate yourself – not when some of your competitors have already taken the same courses and have hit the ground running.

How do you spot a good course? A really good real-estate investment course includes lots of specific details, with helpful materials to use once the course is over, such as forms, reference materials, and even software. In addition, I design my courses so that they have something to offer both "newbies" and experienced investors.

But let's say you don't need a lot of detail. Maybe you're just looking for a broad overview of a subject. Maybe you need to brush up some math or accounting skills. Or maybe you just want to learn something for the heck of it. No matter what your motivation, you'll find plenty of resources out there, and many are absolutely free.

In addition to full-scale REIA courses, there are lots of free presentations given by experienced real-estate investors. These tend to be general rather than specific, but they're terrific for understanding the "big picture." If you're lucky enough to have an active REIA community, as I do, you've got lots of opportunities to learn this way.

But what if you want to learn about something that's not directly related to real estate or investing? Let's say you want to learn HTML, the programming language used for building websites. In that case, just go to your favorite search ►

site and enter "HTML tutorial." You'll find all kinds of lessons, and for the most part, they're free.

Some of us feel the need for more structured classes, or would like to study a subject in more depth. Then I recommend MOOCs. A MOOC is a really exciting development in higher education. MOOC stands for "massive open online course." MOOCs are college-level courses taught online via some of the best schools in the country, including Georgia Tech, Harvard, MIT, Stanford, Yale, University of Michigan, and many, many more. MOOCs might include homework assignments and perhaps even exams. Most of these are free courses that last several weeks; but for a nominal fee and some hard work, some courses offer certification directly from the school. You can find MOOCs at www.coursera.org, www.edx.org, and www.udacity.com.

Now, MOOCs aren't meant to be a substitute for college, especially for your kids. But they're a great way to bolster your brain power, or your resume, or both. They're also great for someone who's thinking about going to college but needs to get a feel for the commitment it would take, or someone who's already been to college but wants to update their knowledge.

Not everyone is up to an eight-week commitment, of course. But you can invest in education – and in yourself – even if you've just got 20 minutes to spare. For quick "brain snacks" check out www.Ted.com, which has hundreds of video talks by experts touching on every possible subject from creativity to quarks and from politics to penguins.

Aunt Blanche's resume now includes a Certificate in Financial Markets from Yale University. She has also taken Jazz Improvisation, Art History for Gamers, and Nanotechnology. I can't wait to see what she'll do next!

Blanche's education has come from some of the best minds in the world, and so can yours.

Trust me: you're worth the investment. your fingertips.

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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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REAL ESTATE RAW

Real Estate Investor or Business Owner? Do You Know The Difference?

By Bill Ham

Are you sitting on a ton of cash and you are not sure what to do with it? Do you need to find a real estate investment to put all that cash into? Are you struggling to find a deal that will give you a good ROI on all that cash you have laying around? Or does this describe you…?

Do you need to find some cash to do your real estate deals? Are you trying to figure out how to get your deals funded? Are you looking for partners to help with the cash to get started or perhaps you are looking for a "no money down" deal to get you going?

If the second description is you then you are not a real estate investor…you are a real estate entrepreneur! You are a real estate business owner, not an investor and there is a BIG difference. An investor is someone that fits the first description. An investor already has a lot of cash and needs to put it into a deal to get a return on all that money they have laying around.

Most people don't realize that they are real estate entrepreneurs and are not actually real estate investors at all.

This is one major mistake that most new real estate entrepreneurs / investors make and it can definitely lead to early failure in the real estate business.

As a real estate entrepreneur or real estate business owner you need to start by treating yourself and thinking like a business and business owner. This means working long hours that don't necessarily have a paycheck at the end. You need to be creative and innovative in your approach to buying real estate. Here are a few areas to consider.

1. Know who your competition is and what they are doing to get deals.

2. You need to know your exit strategy for the deal before you go into it.

3. Where will you get funding from?

4. Do you need partners to bring experience, credibility, equity?

5. How will you find those partners (investors with all that cash I mentioned)

6. Do you have systems in place for creating deal flow?

7. Do you have systems in place for exiting the deal profitably? (buyers list)

8. Do you have any software systems in place to minimize the work load?

Most importantly…do you have someone in your corner looking over your shoulder and giving you solid advice on a regular basis? No matter how good, big, successful, wealthy you are, you always need good council or coaching. I always have coaches and council in my business model no matter what I am doing or working on. I never believe that I know it all, no matter how big my portfolio is.

When you get started in real estate (or if you already are) you need to act as if you are building a business. The product just happens to be real estate but I would suggest that you actually forget that for now. Act as if your product was a new widget that the world has never seen before. How will you tell the world about yourself and business? How will you market and sell this product? How will you get the funds to run the business? Think like a business owner not an investor.

If you can do this and set up this type of business structure then the product is inconsequential and will take care of itself.

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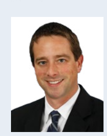

Bill Ham has been in real estate for 8 years and has created a portfolio of nearly 400 apartment units in Macon, GA using creative and seller financing.

Tampa Area Meetings

http://TampaREIA.com/Meetings

Tampa REIA Main Meeting

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

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

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

Every Thursday
(Except Major Holidays)
Creative Real Estate Exchangers Meeting
9:00am - 11:00am
Denny's Restaurant
4999 34th St N, Saint Petersburg, FL
Leader: Wayne Arnold
E: amanagement1@tampabay.rr.com
Co-Leader: Jonathan Henrich
E: jshenrich@gmail.com
http://cree.tampareia.com

1st Tuesday of the Month
Suncoast REIA
6:00pm - 9:00pm
Ramada Tampa Westshore Inn
1200 North Westshore Blvd, Tampa, FL 33607
Leader: Dave Marek
P: 813-287-1515
E: admin@sreia.com
http://sreia.com

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

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

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

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

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
P: 941-378-3780

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.

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

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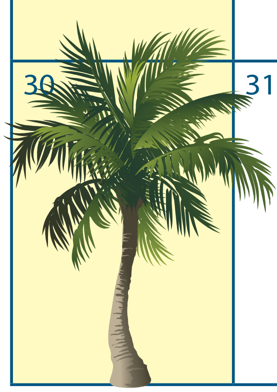
TAMPA REIA CALENDAR OF EVENTS

MARCH 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm	4 **Florida Gulf Coast REIA** (Bonita Springs) 5:30pm - 9:00pm	5 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	6 **Sarasota REIA Monthly Meeting** (Sarasota) 7:00pm – 9:00pm **Creative Real Estate Exchangers Meeting** (St Pete) 9:00am - 11:00am	7	8 **CREATIVE OPTION STRATEGIES WITH PETER FORTUNATO** Costa Mesa, CA 
9 **CREATIVE OPTION STRATEGIES WITH PETER FORTUNATO** Costa Mesa, CA	10 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm 	11 **Suncoast REIA** (Tampa) 6:00pm - 9:00pm	12 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	13 **Creative Real Estate ExchangersMeeting** (St Pete) 9:00am - 11:00am **TAMPA REIA MAIN MEETING WITH JON & STEPHANIE IANNOTTI** 6:00pm – 9:00pm **Late Nite Networking at Whiskey Joe's** 9:30pm – Late 	14	15 **"REACT" WORKSHOP WITH JON & STEPHANIE IANNOTTI** Tampa, FL 9:00am - 5:00pm 
16	17  **ST. PATRICK'S DAY** **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm	18	19 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	20 **Creative Real Estate Exchangers Meeting** (St Pete) 9:00am - 11:00am **IRC Main Meeting** (Winter Park /Orlando) 6:00pm – 9:00pm **BEACH REIA** (St. Pete) 6:00pm – 9:00pm	21	22
23	24 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm	25	26 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	27 **Creative Real Estate ExchangersMeeting** (St Pete) 9:00am - 11:00am **North Port Investors Meeting** (North Port) 11:30am - 1:30pm	28	29
30 	31					

UPCOMING EVENTS

- ★ **MAR 13** - TAMPA REIA MEETING WITH JON IANNOTTI ON TURNING INVESTOR TRAINING UPSIDE DOWN
- ★ **MAR 15** - REVERSE ENGINEERED ASSIGNMENT OF CONTRACT TERMS "REACT" WORKSHOP WITH JON IANNOTTI
- ★ **APR 10** - TAMPA REIA MEETING WITH ROBYN THOMPSON ON RENOVATING HOUSES FOR MASSIVE PROFITS
- ★ **APR 12** - WORKSHOP WITH ROBYN THOMPSON ON TURNING DISTRESSED HOUSES INTO MASSIVE POTS OF GOLD
- ★ **MAY 8** - TAMPA REIA MEETING WITH JOHN SCHAUB
- ★ **MAY 17 & 18** - BOOMS, BUSTS & BEYOND. EVOLVE OR PERISH. A 2 DAY SEMINAR WITH JOHN SCHAUB & PETER FORTUNATO