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Tampa Real Estate Investors Alliance

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Getting Set For The Next Big Change in Your Market

BY JOHN SCHAUB



To get ready for the next change in the market and the opportunities it will produce, you need to be constantly improving your portfolio. Your long-term strategy may not change, but how you achieve your goals will change if interest rates climb dramatically, or if the government changes the rules, distorting the market.

Improving and Safeguarding Your Profits By Upgrading Your Investments

When I started investing, one of my early buys was a year old, nine-unit apartment building. It was my goal to get that building paid for and live happily-ever-after on the rents. Then I met the tenants.

What is your vision for your personal perfect real estate portfolio? Have you changed your idea of what you want to own? I surely did! I still drive by that nine-unit building, and every time I do I am thankful that I don't own it today.

As you learn more, you should improve your investment strategy. Markets change, your financial situation will change, op-

portunities change, and hopefully you get smarter. When you make smarter investments, you will make more money.

Do You Have to Choose between Safety and Higher Profits?

There is a perceived balance in the world of investments between safety and yield (profit). Investors pay more for an investment that they think is safer, and therefore their return on that investment is often less.

Of course, no one actually knows what will be safer. You can buy stock in a company or a bond secured by a company with a long history of good credit, say General Motors, and still lose your money. (GM bondholders eventually received about 10 cents on a dollar after the bankruptcy. The stockholders received nothing).

Today's successful company can become tomorrow's bad headline. Unless you have an inside connection, it's hard to know what's really going on in any company.

Getting Insider Information

When buying real estate, you have inside information. While that may be illegal in the stock market, in real estate, know-

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MAIN MEETING

Thursday, May 8th
6:00pm – 9:00pm
DoubleTree Tampa Bay
3050 N. Rocky Point Dr. West, Tampa, FL

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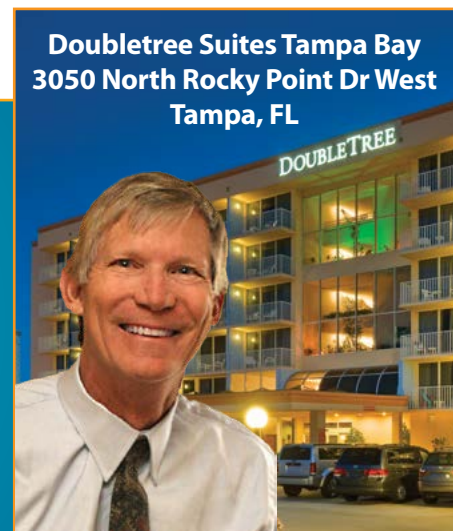
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Tampa REIA is excited to announce that John Schaub will be our special guest speaker on Thursday, May 8th on "Building Wealth One House at a Time". Join us to learn how to survive and thrive in today's ever changing real estate market. See page 2 or <http://tampareia.com> for more information.

Main Monthly Meeting

May 8th, 2014 @ 6pm

Building Wealth One House at a Time with John Schaub



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

Tampa REIA is excited to announce that John Schaub will be our special guest speaker this month on **Thursday, May 8th at 6PM** at the **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr West** in **Tampa, FL**.

John's best-selling book, *Building Wealth One House at a Time*, has assisted more than 50,000 real estate enthusiasts on their way to successful investing. On Thursday at the meeting, John wants to help do the same for you.

John will be sharing information on...

- Riding the Real Estate Roller Coaster
- Transitioning from working to investing

- Leverage that increases cash flow and reduces risk
- Managing without working nights and weekends
- Leverage that can make a deal safer and improve your cash flow
- The five best opportunities this year
- And much more!

In addition to speaking at our Tampa REIA Meeting, **John Schaub** and **Peter Fortunato** will be hosting a two day seminar on May **17th & 18th** in **Tampa** called "**Booms, Busts and Beyond**" to teach you the investment strategies you need to know to protect and grow your investments. See page 3 for more information.

John Schaub

MEETING AGENDA*

- 6:00 pm: Meet & Greet, Networking
- 6:30 pm: Introductions, Haves & Wants
- 7:00 pm: Announcements
- 7:30 pm: Building Wealth with John Schaub
- 9:30 pm: Late Night Networking at Whiskey Joes

*Please Note: Meeting agenda is subject to change.



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Peter Fortunato & John Schaub Booms, Busts and Beyond *Evolve or Perish*



May 17 & 18, 2014 Tampa, FL
Hilton Garden Inn Westshore • 5312 Avion Park Drive

Markets are heating up, but the future of this economy is still uncertain. You can't predict the future, but you can be ready for it. Come learn strategies for building cash flow and your estate whether we have inflation, deflation or a meltdown. Peter and John survived, prospered, and helped their students make money with real estate and notes in every market since 1975. Join them and successful investors from across the country for this one time Florida presentation. Get ready for an exciting and profitable future!

- | | |
|---|---|
| <ul style="list-style-type: none"> • Winning investment strategies come inflation or deflation • Keeping your properties full and producing cash flow • How to tell if an opportunity has potential • Finding ways to make any deal without going to a bank • Investing to fund the lifestyle that you want • Balancing the need for cash flow today with growth investing • Creating balance in your investing and in your life | <ul style="list-style-type: none"> • Learning how to put together nearly any deal • Acquiring and creating safe notes to increase your cash flow • Exchanging notes for houses • Getting rid of properties that are trouble • Getting something free and clear and safe • Using trusts to protect family assets and avoid probate • The coming death of 1031 exchanging? • The Dodd Frank Law - How to buy and sell now |
|---|---|

Seminar fee: \$595. \$495 if registered by May 9.
\$795 for two pre-registering together prior to May 9, 2014

Class Time 9-5 Both days. Networking and brainstorming session Saturday after class
Includes class book containing case studies and documentation of deals.

Register online at: www.johnschaub.com (Daytime phone 941-366-9024)

Registration:

Name: _____ With: **TampaREIA**
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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.

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◀ *continued from page 1*

ing when a seller has to sell, or why they are selling is information you can have if you ask. Today I talked with a seller who told me what he paid for the property, how much he spent on the house, that he owned it free and clear, and that he would rent it. All inside information.

In addition, you know the rental market. You know if a house will rent soon or slowly; you know if the rents in your market are going up, and the likelihood of finding a great tenant. This insight to both the quantity and quality of income gives you the confidence to buy with high leverage in strong rental markets.

Set Your Purchase Price Based on Today's Income

I always buy based on a conservative projection of income, based on renting to a long-term tenant at low retail rents. They stay for a long term partly because of the favorable rent, but more importantly because they like me as a landlord. Today, I have a list of potential tenants referred to me by my existing tenants. Be a fair and responsive landlord, and you will attract the best tenants in your town.

The final piece of inside information you have is the knowledge of owner financing, and how to make an offer, which gives you an almost guaranteed profit. This is all legal and fair, because the seller is not under any obligation to sell to you, until you both agree. Unless it's a good deal for both of you, it won't happen.

Don't Pay Too Much Based On Puffed Up Income

One disturbing trend today is landlords who are squeezing more than market rent from properties by renting them short term or renting to multiple unrelated tenants. You can probably collect more rent

if you rent by the week or by the room. But both of these approaches take more of your time, and both would certainly wear out the house and its parts faster.

The real danger is that those who acquire property based on higher income projections are likely to pay a higher price for the property, expecting to have more money to make the payments. In my town complaints about short term rentals and renting out rooms in single-family neighborhoods are getting attention. If the rules are changed (or enforced) these landlords may lose the extra income they have bet on, and unless they have deep pockets, they may lose the property.

Lease/Option Flippers

A similarly flawed strategy is buying and immediately selling on a lease option. You can sell for a high retail price to a buyer who cannot qualify for a loan and has only a small down payment. But the chances of this person closing at the inflated price are slim. If prices increase, then they will be more likely to close the lease/option purchase, IF they can get a loan. That's a big IF.

If you buy a house well below the market, your risk is lower. But again, if you fixate on the potential sales price to a lease option buyer, you might pay too much when you buy.

Is Debt Your # 1 Enemy?

As you gain more wealth, you are likely to become more conservative in your approach to investing. To many people this means paying off your debt. Reducing your debt is seen as a strategy to safeguard what you have.

Debt is not always the enemy, nor does it necessarily increase your risk. In fact being free and clear might make you more attractive to an aggrieved party or a con man.

In my 20 + years as a Habitat for Humanity board member and now for the last six years in my role with the Fuller Center for Housing, I have helped structure financing to protect our homeowners. A significant threat to a Habitat or Fuller Center homeowner is that they will borrow against their homes at high interest rates from a predatory lender. We protect owners by recording a second lien, which is forgiven if they make all their payments on the first lien. Today this second mortgage encumbers 100% of the homes value, making it less attractive to predatory lenders.

Being Safe is a Moving Target

Safety is not a big issue when you have little. If your entire net worth is \$1,000, (the net worth of about half of all Americans) you are likely to take big risks with little hope of a return. They buy a lot of lottery tickets.

If your net worth is \$100,000, the amount of risk you are willing to take probably depends on your education and how you acquired the money. If you inherited \$100,000 and have no education in how to invest, you may just put it in the bank to keep it safe, or perhaps blow through it.

Personally I'd rather give it away or spend it on a grand vacation rather than risk it in a marginal investment. Of course, if you invest it wisely you can make the gift, have the vacation *and* keep the money.

If your net worth is a million dollars or more, and you made it yourself, you have learned to balance risk and return. ☀

Comment on this article online at <http://tampareia.com/?p=4191>



To learn more about how to be prepared for the next big change in the real estate market, be sure to attend John Schaub and Peter Fortunato's upcoming two day seminar in Tampa, FL on May 17th & 18th called "Booms, Busts and Beyond... Evolve or Perish". At the seminar, John and Peter will teach you the investment strategies you need to know to protect and grow your investments in today's ever-changing real estate market. See page 3 for more information.



REAL WORLD REAL ESTATE INVESTING

Dung Beetle Meets Honey Badger

BY BILL COOK



My plan for 2014 is to spend a lot of time traveling the country teaching real estate investors how to knock on sellers' doors and creatively structure and fund deals.

The Alpha and Omega of successful real estate investing is to get face-to-face with sellers on a regular basis and make lots of written offers. Nothing an investor does is more important than this. And for the past nineteen years, I've proven time and again that the fastest, cheapest and most effective way to get face-to-face with sellers is to simply knock on sellers' doors – eight out of ten sellers will invite you in!

The skeptics – and there are many – say, "Bill, that door-knocking thing may work in Georgia, but it won't work in (insert whatever state you want)." The thing is, since 1978, I've traveled around the country (and most of Canada) making a living by knocking on homeowners' doors. The truth is, people are the same everywhere – wonderfully kind wherever you go!

I told some investor friends in Tampa, Florida that I'll be heading down there soon. A texted message came from Timber Benning, a real estate investor in that area. Her text read: *Hey Honey Badger, when you come down, please keep me in the loop for your door-knocking extravaganza.*

Honey Badger? What in the heck is a

Honey Badger? I called Timber and she explained that at Wayne Arnold's Exchangers meeting in St. Pete, he told his folks that I was coming down and that they should spend some time door-knocking with me. He said that when it came to door-knocking, I was like a Honey Badger.

So why a Honey Badger? Wayne explained that according to the Guinness Book of World Records, the Honey Badger is the most fearless animal on the planet, and when it comes to knocking on sellers' doors, I am the most fearless investor he has ever met.

You probably think Wayne's compliment went right to my head. And you're right! But thankfully, I have my mother to balance things off.

About ten years ago, my mother called to tell me that I reminded her of a Dung Beetle. As with a Honey Badger, I had no idea what a Dung Beetle was – *I just knew that I didn't like the sound of it!* She explained that it was a bug that formed poop into a ball, and then rolled the poop ball to its little insect hacienda.

She'd just watched a show about a Dung Beetle. This little dung bug had faced all kinds of obstacles while trying to get the poop ball to its dung-bug home, but no matter what got in his way, he wouldn't quit. This is when my mother gave me

the best compliment ever. She said, "Son, you are not the brightest of my children, but you *are* the most tenacious!"

This leads – *finally* – to the point of today's column: To be successful at anything, brainpower is often overrated. I'm proof positive of this! What matters most – is your willingness to be fearless and tenacious. Just get out there and do it!

Why not go out today and meet with just *one* seller? Bet you'll be pleasantly surprised! ☀

Comment on this article online at <http://tampareia.com/?p=4114>

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



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PEARLS OF WISDOM

The Secret Weapon in Real Estate Marketing is Now... (Part 1)

BY TONY PEARL



Direct Mail. Craigslist. Bandit Signs. Websites. Emails. Phone Calls... And everything else that it takes to generate leads - in real estate (or anything else).

These are all *fantastic* sources, and should definitely be used in your marketing efforts in some combination.

But wait a minute! Even if you're using ALL these methods already, you may still be missing out on another, just as powerful marketing medium... This 'missing medium' will work for you, whether you're looking for *sellors* or *buyers* of property, private lenders, wholesalers, rehabber buyers, or whatever else you can think of!

Of course, this 'Mysterious Marketing Medium/Media' to which I'm referring is: **VIDEO!**

Let Me Ask You Something... Ever watch a video on YouTube? I'm guessing your answer is yes. These days, you can watch video from practically anywhere - your home, your car, your office, the bathroom...anywhere! When I say 'you,' guess who else that includes? **Your PROSPECTS & CUSTOMERS!**

More and more people are watching videos about all kinds of stuff, and many times, they're watching these videos on their smartphones. They're looking for information... Education. And yes, entertainment. Do I have to bring up those hilarious & notorious cat videos again? :)

If you have some sort of solution so you can solve a seller's strange or silly situation, you can - and should - explore how you can reach them by using video marketing to engage, inform, solicit, and offer them YOUR solution!

Here's a very simple, obvious example of one way you can use video marketing for your benefit.

Let's say you've done a beautiful rehab job on a house you're getting ready to sell. Right before you start showing this masterpiece, you grab your smartphone, tap the video/camera app, point it at the house, and start speaking while you give the viewer a 'virtual tour' of the property!

As you're going through the house, you point out all the nice features you're offering & how they'll benefit the lucky person or family that buys this house. At the end of the video, you mention **HOW** ▶

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◀ they can get more information - either about the house itself OR the upcoming Open House EVENT, where you'll have refreshments, tours, and be on site to show it off and answer any questions for them! You give them specific instructions on WHAT they need to do NEXT, and you make that very easy for them.

Next, you'd edit that video (if you need to), then upload that puppy to YouTube. After making a few 'tweaks,' you'd then PROMOTE it to your targeted audience using some methods we'll get to later.

Now, imagine this: YOUR video, properly optimized, then timely presented so that it gets in front of hundreds of eyeballs who are actually LOOKING for a house like yours in the *area* where you're offering it! Do you think you might get some results from that?

Do that for every property you're selling, and you're *massively* increasing your chances of success. In fact, when you use video marketing in your efforts, you're

practically guaranteeing your success, *especially* when you combine it with the other things you're already doing!

OK, now that I have your attention and you're starting to understand why Video Marketing is not only the New Secret Weapon, can you also see how it's also such an important ingredient to add to your marketing recipe? So make sure you read next month's column, when I'll show you some other massively powerful (yet fun and simple) WAYS to CREATE videos to use in your marketing. Using the methods I'm going to share with you, you'll be able to market & sell anything - anytime, anywhere, to practically anyone!

Oh, and I bet these methods are NOT what you think they are!

Sound good? Great! We'll see you right here next month!

To Your Success,

Tony Pearl ☀

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

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!

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

THE MILLIONAIRE MAKER

Follow Up - Part 2

BY RON LEGRAND



At this point, we're down to the area where we're ready to fill out a contract. And we'll come back to that in step five after we get through the follow up step which is the next one on our list. But before we do all of that let's talk about the other steps involved in getting to the point where we're ready to fill out a contract. I guess the first one is knocking on the door at the appointment time you've set. What I usually do when they answer the door is say, "Hi, I'm Ron. I'm here to take a look at the house." They'll greet you and invite you in and I'll say, "Can I take a walk through the house?" and they say "Yes" and I say "Okay, no dogs or naked people?" and then they chuckle and say, "No", and I do exactly that, take a walk through the house.

The next step, in my case, is I always simply ask the seller, "Do you have any questions?" If they say yes, I'll answer them as briefly as I can and go on to the next step. Be careful here, when you answer questions, your goal is to answer them briefly, not get in to a teaching seminar. The worst thing you can do for yourself is get diarrhea of the mouth. Your job is to get in the house, get the job done, and get out of the house. You're not there to make friends. You're not there to have a fireside chat. You're there to answer questions, get an agreement, and leave. And believe me, the seller wants you out of the house probably worse than you want to get out of it. So when you ask questions, answer them briefly, shut up and move on to the next one until they're out of them.

Remember, the more questions you ask, the more answers you'll need and the longer you talk, the more questions the sellers are going to think of. Get to the point quickly and again, answer questions with questions as much as you possibly can.

For example, if the seller says, "What do you mean by a lease option?" Your answer would be, "Well, that simply means I'll lease the property, make the payments, and take over the responsibility for all the repairs and I'll have the option to buy it." That's a simple answer, no seminar required. The last thing you want to do is to go in to people's houses and deliver a real estate seminar. That's not why you're there. You're there to buy the house and leave.

My walk through the house will take less than three minutes because I'm not going to pick it a part and point out any obvious issues that the seller is already aware are there. If the walls need painted, we all know that, I don't have to point it out. If the house has an odor, no sense in mentioning it because there's nothing the seller is going to do about it. Regardless of what the situation is, you do yourself no good by making the seller feel small because of the issues that are readily apparent with the house. The best thing you can do is walk around, take a look, shut up, and get to the next step.

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However, please make sure the seller understands key issues. Don't leave the house without addressing all of the elephants in the room. For example, if it's an ACTS deal, your seller should be very clear on what your intent is, and that is to lease option the property from them and find a qualified tenant buyer they approve to install in the house and collect an assignment fee from that buyer. The seller must know their payment will not be made until after that tenant buyer is installed, and in fact, 30 days thereafter because you keep the first month's rent ▶



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

◀ plus the assignment fee.

Make sure this is clear so you don't have to deal with it later and you can avoid misunderstandings. Also, be wary of trying to make the seller aware of your intent if not necessary. On an ACTS deal your intent is vital, they must know, but when you're buying a property subject-to or you're doing a sandwich lease where you intend to stay in it or you're buying it with owner financing, what you intend to do with the property really shouldn't be a subject of discussion with the seller. You'll scare them away by having all these discussions about, you're going to install tenants in the house and do all these things, and again there comes more questions that are needless.

Do not make problems for yourself by flapping your lips too much. If you're asked "Who will make my payments?" Your answer "I will." If you're asked "What happens if somebody tears up the house?" Your answer "I'll fix it." This is true when you're going to stay in the deal, of course it's not true with an ACTS deal so your answers will be different. During this conversation is when you get a chance to lower the down payment if applicable. If we were discussing buying the house with owner financing, it's here where you work real hard to get that down payment down and the same for the payment and of course get the term as long as possible. Don't give up too easy. This is your opportunity to create a really good deal and if you don't take that opportunity while you're in the house you're going to hate yourself later when you start thinking back and saying to yourself, "Golly, if I'd have worked just a little bit harder I could have saved a lot of money on that deal." And it is true, you could have.

So prepare in your mind how you're going to go about asking the seller for a smaller down payment and for the smallest monthly payment as you possibly can. And remember, never be the first to name the number. Ye who names the number first, loses. You're always asking the seller what's the least they can take, you're never telling them what you will pay. If you tell them what you'll pay, you'll never get

it for any less. If you ask them first, you'll be surprised how often what they'll accept is less than what you're willing to take.

You're not going to be an expert at this stuff in the beginning. Don't worry about it. It takes time and a little bit of practice. But if you get out there and get these deals done and do the best you can, you'll still come out with great deals even though they get better as time goes on. Right now, let's be happy with OK deals and soon we will work to great.

One more thing, before you leave the house you might want to ask the seller for copies of all their documents, such as the deed and mortgage, and if they have extra copies go ahead and take them with you because you will want these before you close on the property. This is the best time to get them, while you're in the house. OK, that's enough for this lesson. Next month, we'll talk about closing the deal. ☀

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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.



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Are You Wasting Time and Losing Thousands of Dollars? – *Part 2*

BY KIMBERLEE FRANK



If you have too many emails in your inbox you can change your set up and create direct paths to instruct your emails to go directly into your sub-folders without you even having to look at them and then next to the folder you created on the left there will be a number, for example: Seller leads (1), which means you have 1 unread email in the Seller lead subfolder.

Statistics show that 75% of workers feel colleagues overuse “reply to all.” I can attest to this. I always ask my students to email only one person in my office versus emailing the admin, Kristen, and myself. That is a waste of everyone’s time, as the email was only supposed to go to one person, not three. 15% of workers admit that they themselves overuse “reply to all.”

70% of workers often receive email with vague subject lines. I always recommend if you are emailing someone about a particular property that you put the address in the subject line. This way, in the future, you can search your emails more efficiently, if you don’t file them away. I often use the subject line as a quick message, so it would read: “Need copy of Seller info sheet for Smith.” Then there would be nothing in the body of the email. However, I was informed by one of my students, his phone does not allow him to see all of the subject line, so I quit doing that as much.

How much time do you spend on your emails? I have an AOL account from when I first started as an investor. Everyone got my email address and they just started sending me every promotion they could. It has over 11,000 emails in it, as I only go and clean it out every 4 to 6 months. I no longer use this AOL account due to the overuse of people sending me promotional emails.

I would recommend that you set up your emails and files as I have explained here, and your life will become easier. I use a setting in Outlook that allows me to see if someone has received my email as I get a “read receipt” returned to me. I use this specifically because of the banks and students, as I want to be sure they received the emails. However, it does fill my emails back up but then I don’t have to worry about the fact that I had a deadline and wonder if they didn’t read or receive my email. This option doesn’t work with all email accounts, so I have also included this text as the last sentence of my important emails: “PLEASE ACKNOWLEDGE RECEIPT OF THIS EMAIL, THANK YOU!!!”

The first thing I do in the morning is quickly scan thru my 3 email accounts that are all inside of Outlook and delete all the junk email just by looking at who it is coming from and the subject line. This takes a total of 5 minutes. I then scan a 2nd time just focusing on who they are from and making a decision to open it and/or flag it to be opened based on my schedule of the day. The most I spend on emails per day is no less than one hour. And when I do use email, it is because I am working on a file and I am not sending a chain letter around to everyone or a funny little story. Not that I don’t need a joke or two, however, I am at work and I can always look on my Facebook and get a laugh.

You must use “Tasks” as reminders and a Calendar for all of your appointments. Your cell phone should sync up with this system so that you will have it with you always. Therefore, when I have a task due, I can set it to remind me that day or if it is a mentor call, it pops up on my screen that in the next 15 minutes a student is going to call in. Which also tells me I have 15 minutes with my exist-

ing student call, so if I need to conduct a three way with a Seller and close the deal, I need to move quickly, as building rapport with Sellers takes time.

I hope this article helps you at least set up your deal files, emails, tasks, and calendar so you too can be more productive in your business and make thousands of dollars. **TIME IS MONEY!** If you are interested in learning more about my One Day and Three Day Safaris, please email my office and we will send you information on how I can come to your area, organize you, analyze your farm area, call Sellers to get them on board with you, and submit offers to close deals.

Happy Negotiating!

Kimberlee Frank ☀

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



Your First 90 Days in Real Estate

BY BILL HAM



Are you just getting started in real estate or are you thinking about getting in? This article is to help you get off to a great start in the business.

Step 1

What are you trying to buy? Do you want to start small such as single family houses or smaller multifamily such as 2-4 units? Maybe you want to go big early and get into commercial real estate such as apartment buildings or self-storage. Whatever your goal is, you need to start with an education. Find material on that type of asset that will teach you the basics of what you need to know.

Step 2

Know your market. Now that you know what you want to buy, you need to know where you are going to buy it. You need to decide on a market or city. My suggestion is to start in your own backyard. I define "backyard" as the area within a 1 hour drive from your home. The closer to home you can start the better. The more travel you have to do to get to your property, the more obstacles will get in your way. The cost of travel goes up (possibly plane tickets) the farther away from home you get as well. Lenders and investors get

a lot less comfortable with your deal as the distance from you increases.

Once you have picked a market you will need to study that area. Here are some things to know...

1. The good and bad sides of town.
2. The city demographics such as median incomes and job growth
3. The path of progress. This is the direction in which the city is currently developing. The new construction will be in this area.
4. Know what part of the city you want to be buying in and what part you don't want any deals in at all.

Step 3

Start to build relationships with the agents and brokers in your area. You will want to start placing calls to the agents that have what you want for sale. Eventually you will get to know the sellers in your city but for now concentrate on building relationships with the real estate agents and brokers. Many people ask me what is the best way to find deals in their market and what I am telling you here

is always my answer. There is no magic bullet to finding deals. Build the right relationships with the agents and they will feed you more deals than you will be able to handle.

When you first start calling commercial real estate agents or single family agents you will need to be able to quickly answer one all important question. "What are you looking for?"

You need to be able to quickly answer this question clearly and credibly. You will want to be able to list off these things-

- Property type
- Size

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- Price range
- Area of town
- Distressed asset or not?
- Will you deal with a property that needs renovation?
- Are you looking to make a creative offer such as a master lease option or seller financing? Once you have these questions answered then you will gain more credibility with the agents when you have them on the phone and they will take you more seriously.

Step 4

Start analyzing the deals. You will want to keep in mind 2 concepts when you begin analyzing deals. One is the income approach and the other is the comparable sales approach to valuing real estate.

The income approach takes the total an-

nual income of a property and subtracts the annual expenses. This equals the NOI or net operating income. From the NOI subtract the annual debt service (bank payment). What's left over is revenue or positive cash flow. Here is the formula-

$$\text{Income} - \text{Expenses} = \text{NOI}$$

$$\text{NOI} - \text{Debt Service} = \text{Cash Flow}$$

As for the comparable sales approach or "comp sales" approach you will value the property based on what others have paid in your area for similar properties. You will want to know what deals like yours are selling for so you don't pay more than that.

Take both approaches into account when trying to value the deal.

As a recap you will want to know what you are trying to buy, where you are trying to buy it and who is selling it. Once you have that then it's a matter of find-

ing a good deal. Your deal analysis will help you decide that. It's a numbers game past this point. The more deals you analyze the more likely you are to find a good one. Good luck! ☀

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QUICK FLIP FOR FAST CASH

The DO NOTS of Wholesaling

BY MATT LARSEN



When getting started in real estate investing and especially Wholesaling, usually everyone is focused on what they need to do. And that is pretty obvious – get educated, put out marketing, talk to sellers and buyers, make offers, negotiate, and close deals. We usually know what we NEED to do. Whether we do it or not is a whole separate issue/article. So let’s set that aside for the moment and what I want to talk about now is what NOT to do when Wholesaling.

I will call these the DON'Ts of Wholesaling.

Don't get hung up on the small stuff: I know a lot of people over analyze the situation and think that they need to create the perfect business entity before they get started; LLC or Incorporate?; What's my cool business name going to be?; I need to design a cool logo for my company; I need to get cool looking business cards before I go to any networking events; I need to get my website up before I send any mailers; ETC. This could slow somebody down for months. The point is, get your marketing out 1st, get calls 1st, make offers 1st, get a deal 1st. Then worry about this small stuff.

Don't sign up for ALL of the "Guru's"

courses out there: I know everyone is looking for that Silver Bullet of an idea that is going to get them over the hump and make everything Easy as Pie. But what happens is you start getting too many ideas and techniques in your head and you get the "Shiny Object Syndrome" where you bounce around from technique to technique or are just stuck in Learning Mode or 'Paralysis by Analysis' – and you never really get started in full force. Pick a way to do it (there's not that many) – and just do it. And stay focused. There's always a new course around the corner. Ignore it. Put your blinders on and keep plugging along.

Don't chase a deal if the seller isn't motivated: I see folks lots of times get hung up on one deal. Just because the person called you back, doesn't necessarily mean they are motivated. They may WANT to sell, but they don't HAVE to sell. You really only want to deal with highly motivated sellers. That's why you need MORE LEADS. Then you don't get hung up dealing with everyone that calls that isn't that motivated. You move on to the next lead – because you have a lot to get through, right??

Don't leave an appointment without leaving a contract behind: If you go meet a seller at the property and you can't agree

on a price right then and there or they say they want to think about it, be sure to leave a contract behind (with a low offer). Ideally you want to get the deal while you are there, try to always leave with a signed contract. BUT, if for some reason they don't sign, leave a contract behind. Follow up, or they may even call you eventually and say they are ready.

Don't mess with properties on the MLS: There are some exceptions, but in general, your job as a Wholesaler is to provide deep discounted off-market properties to investors. If you find a deep discounted property on the MLS, that's great, but don't add a fee on top and send out to your list. Unless you have it under contract for 10-20% less than what it's on the MLS for, don't send it out. You'll get a bad rap for it.

Don't over price your deals: This is probably the biggest NO-NO in Wholesaling. If you find a property and get it under contract for 20% below market value and then mark it up 20%, you are providing no value at that point. If you got it under contract for 50% below market value and marked it up 20% you might be OK. Do your best to not let your fee make the deal not such a good deal anymore. Make sure it's at least 20% below ARV minus repairs. ▶

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◀ **Don't over price other Wholesaler's deals when co-Wholesaling:** This is another big NO-NO for pretty much the same reasons as above. This gets especially tricky when there are more than 2 Wholesalers in the middle of a deal. One person will add their fee, the next guy will add their fee, now is it still a good deal? If a 3rd person gets in the middle and wants to add a fee, now it gets ugly. Make sure it's still a good deal to the investor and just split the profits, even if you're only making 1/3 of a normal deal – it's better than \$0 right?

Don't think of other Wholesalers as your competition: It's easy to get caught up in who you think your competition is out there as Wholesalers. You're in competition with yourself – to do more deals – that's it. Other Wholesalers out there can be your allies. I've partnered with many other Wholesalers on deals where either I had the property and they had the buyer, or I had the buyer and they had the property. Yeah – there's always shady guys out there so be careful, but become friends with as many other Wholesalers as possible and it will work out good for you.

Don't quit your job until you have done 10 Wholesale deals: If you are thinking of going full time as a Wholesaler to pay your bills, take my advice here. Do the

10 deals 1st. By then you will have the knowledge, the skills, the network, the processes, pretty well figured out. Hopefully you will have some nice \$\$\$ in the bank too. Plus you will have momentum going. Do the 10 deals, then decide if you want to go full time – and if you do – you better be committed and work FULL TIME on that business.

Don't ever stop Marketing: As I've said before, Marketing is the life blood of your Wholesaling business. Without Marketing there are no leads, without leads there is no \$\$\$\$. You need to have leads coming in ALL the time. And lots of them. Don't stop marketing for a month because you have a deal or two under contract and you are working on getting them closed. Just put in the time to be sure you have a consistent stream of marketing going out all the time – every week.

Well that is my list of What NOT to Do in Wholesaling. Do what you are supposed to do and avoid what not to do and you will be on your way to success and some nice checks coming in. For more tips, be sure to go to www.HowToWholesaling.com. Thanks and good luck! ☀

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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.

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FAST TRACK TO SELF-DIRECTED IRA INVESTING

Self-Directed IRAs and Real Estate – *Part 1 of 2*

BY JIM HITT



As many of you know, our CEO and Senior Vice President are also avid real estate investors. Their experience has proven invaluable in servicing our clients most especially in relation to real estate closings. What you may not realize is that our client base consists largely of people who are using their Self-Directed IRAs to invest in real estate. This is a win-win for both our clients and the realtors who are servicing those clients.

Even more promising for both groups is that the real estate market is perfect for investors. Prices are still relatively low and there is a surplus of homes available. So, you may be wondering how you can benefit from the Self-Directed IRA/Real Estate boom. The answer is simple...any one can benefit from this boom. Whether you are an investor or a realtor, there is plenty of opportunity to increase your wealth. In part 1 of this article, we will speak to realtors about what they can do to obtain new clients and generate more income by working with Self-Directed IRA investors.

The first and most important thing is to get educated about Self-Directed IRAs. Listen, before you think this is a sales pitch, hear me out. Self-Directed IRA investors have something very important, money. They have the funds to close the deals. Consider that for a moment

and you will realize that means, in many cases, financing will not be a factor. As you know, financing often results in road blocks along the way that can prevent you from closing the deal and collecting your commission. The other thing that many Self-Directed IRA investors have is experience. They are familiar with the real estate process which lessens the chance of a delayed and/or failed closing due to a buyer's inexperience. Self-Directed IRA investors are also great repeat clients. They buy numerous properties and the better their success, the more they buy.

Okay, so now you can see those commissions stacking up...right? So, back to the first step, get educated about Self-Directed IRAs so that you can attract Self-Directed IRA investors as clients. The more familiar you are with the process, the smoother the process will go and that will result in repeat clients and referrals. You are welcome to visit our website and watch any of our free educational webinars, to view our website content, and to request any of our free Self-Directed IRA guides to assist you in getting educated about Self-Directed IRAs.

The second step is to work on your follow-up process. Self-Directed IRA investors like their realtors to have their eyes wide open for any new real estate that fits what they are looking for. If you know what your client is looking for and you

are on top of it so that you get them to the deals first, you will have a winning relationship with that client.

That's it, it really is that simple...educate yourself about Self-Directed IRAs and deliver excellent follow-up. Please watch the next issue of The Profit for Part 2 of this article. ☀

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



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Find All The Cash You Need To Fund Deals Without Going To The Bank – *Part 2*

BY KATHY KENNEBROOK, THE MARKETING MAGIC LADY



Another way I use to fund my deals is by utilizing money from private lenders. Hard money lenders and private lenders are distinctly different in their approach to lending you money.

A private lender is a person who will fund your deals usually with no points and a much lower interest rate. There are usually no pre-payment penalties and they are usually more flexible with regard to the terms of the loan. For example, they may allow you to pay part or all of the interest payments at the end of the loan. So the cost of the money is a lot less in the long run. Working with private lenders offers me a lot more flexibility as a real estate investor, so if a private lender will allow me to pay all of the interest at the end of the loan for example, I may offer them a higher interest rate or maybe a point or two for allowing me to pay at the end. If I can pay all of the interest at the end of the loan, then the property cash flows at one hundred percent each month. This gives me the opportunity to fund multiple rehabs at the same time without having to worry about monthly payments. Then once I sell the property the private lender receives the principal amount they loaned me and all of the interest that has accrued.

There are several ways for you to find private lenders for your real estate investing business. One way is to simply check with people around you (relatives or friends) who may have funds available that are not drawing a very high interest rate in a CD, IRA or money market account. In today's market that shouldn't be too difficult. I have found several of my own private lenders this way.

Another way to find private lenders is to check with doctors, dentists, CPAs or attorneys you may know, or other profes-

sionals who may have money available to lend or who know someone with money to lend. You can also check with your local real estate club, mortgage brokers or with people you meet at real estate seminars you attend. You can also work with your Realtor to locate private lenders. Often they have clients who are both investors and private lenders. I have successfully implemented several of these strategies to locate private lenders in my own business. In fact I have even gotten calls from potential lenders who came as referrals from other lenders I work with. One of the best ways I have found to find private lenders is with my Attorney letter which is one of the direct mail campaigns I use to find incredible deals none of my competitors know anything about.

Another way that I suggest to fund deals is to simply ask your sellers if they are willing to owner finance part or all of the sale amount of their property. Many of them may be looking for a monthly income and may be willing to hold a mortgage for you. Many times they will only require a small down payment or no down payment at all. If you are working with motivated sellers, very often it is easy to find sellers who will be willing to owner finance the sale of their property.

I also know that sometimes sellers will simply deed you their property for what they owe on it. This way, you take over their mortgage payments and continue making the payments each month. Taking a property this way means you didn't have to go to the bank for a new loan. And, the original loan you are making payments on stays in the name of the seller until it is paid off so it doesn't affect your credit score.

If the seller has equity in a property and they want some cash out of the deal, very

often they will hold a small second mortgage for you.

Usually when they are motivated sellers, they are flexible on the terms of this loan as well. I have had sellers hold small second mortgages for me with no payments and all of the principle and interest to be paid at the time the loan balloons, which is usually five years or at the time I sell the property. This gives me time to gain equity and cash flow and then sell the property before the balloon comes due. By structuring a deal this way, I end up having no cash out of my pocket involved in the deal. And better yet, usually when I get ready to pay off the second mortgage the seller held for me they end up discounting the balance due so I make even more money on the deal.

For more information on finding ways to fund your real estate deals, check out part three of this article next month. ☀

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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.

APPRAISER SECRETS FOR REAL ESTATE INVESTORS



Reverse Mortgage Deals Pack Profit

BY MARK JACKSON

The Reverse Mortgage (RM) market has had massive growth in the last decade. This phenomenon makes ripe a great opportunity for investor success as Americans live longer.

Basically a RM it is a product to help seniors finance their retirement in an age of longer lifespans, long-term stagnant wages and fewer younger workers to fund public and private retirement programs. An RM is similar to a refinance but different in that a monthly payment from the overall principle is paid monthly like an annuity.

Frankly, a significant group of older Americans just don't have enough to retire. Thus, an RM is a product that needs to exist. We as investors come in when the family member who has to sell the house to cover the principle which was utilized up to the time the family member passes away. Believe it or not, this is literally happening today.

For those of you already connected to REIAComps, the control and feeling of confidence you have over your deals is priceless. Add these new Reverse Mortgage deals to your tool belt and it gets even sweeter. Using REIAComps to investigate the value of houses as they come to market, against other less reliable sources continues to be a no brainer.

A look at the potential market tells the tale.

41.4 million Americans are 65 and older

(13% of the population)

92 million 65 and older are projected by 2060 (20% of population)

Currently, those 65 and older have \$33,118 median income

This group has \$170,128 median net worth

Fully 80.7% are homeowners

In 2013, the total home value for seniors was \$4.54 trillion, with \$1.08 trillion debt and \$3.46 home equity. If we have a 2-3% market penetration today in RM's, we could have 20-30% over time. Think of this way, potentially \$3.5 trillion of the \$9 trillion in home equity is controlled by seniors.

So what is the immediate outlook? Standard mortgages for 2014 could come in around \$1.1 trillion with 2015 rounding out at \$1.23 trillion. By contrast, Reverse mortgages are projected at 2014 \$13.9 billion with 2015 looking like \$16.4 billion.

Now the fact is this, not every senior should entertain this product. However, the growth of this type of mortgage has to do with as much with responsible management from originator, servicer and the home owner's standpoint as with anything.

From the prospect of a person with aging parents, if your mom, dad, aunt, uncle, etc., can't afford to cut their own lawn, pay their utilities – this is not a product

they can afford. But done right over the next couple of decades or so, it could be the way to go for retiring seniors. Equally, providing a platform for investors to engage once the dwelling must sold.

The market is full of opportunities. Reverse mortgages valuated and analyzed properly for profit will be an excellent business model for years to come.

Take these musings in realm of RM's and turn some extra profit. Of course, use REIAComps to determine the best acquisition and ARV for every deal you look at. Don't for one moment let someone tell you the value of a deal. Let REIAComps show you for yourself. ☀

Comment on this article online at <http://tampareia.com/?p=4130>

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 www.REIAComps.com



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

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CREATIVE FINANCING IS KING

Houses You Want to AVOID! Houses that Will Be Hard to Sell or Rent – *Part 2*

BY LARRY HARBOLT



This month I'm going to give you the other houses I believe you need to avoid if you plan to buy and sell real estate quickly and profitably. I feel very strongly that you need to know about each of these houses so you never find yourself trying to rent or sell properties that just won't sell. All of the houses I mention have very difficult issues you can't easily overcome. Why would you want to buy one of these houses when there are hundreds of houses that do not have these issues?

Houses Where Someone Was Murdered or Committed Suicide.

I won't buy these houses because I fear if a new family moved into a house where someone was murdered or committed suicide without knowledge of what happened there and the children at school

were to tell the new children now living in the house what actually happened could cause trauma for the children now living in the house and I don't want to be responsible for doing that to the kids.

Houses That Are Just Plain UGLY.

Ugly will always be difficult to rent or sell and will be far more costly to correct the problem. When you find a house that is just plain ugly turn and walk away. There are thousands of houses for sale, so why would you want to waste your time trying to completely overhaul an ugly house when there are plenty of pretty houses available across the country?

Houses with VERY Small Bedrooms and Small Closets and Small Square Footage of Living Space.

These houses are not usually very popular for the average family that can qualify for a loan. These houses eliminate over 75% of your buyers and renters. These houses **ONLY** work for a single person, a couple without children, a family with only one child. If a family has two children of the same sex, if they have a son and a daughter a three bedroom house will be needed.

Any House Where You Have to Walk Through a Bedroom to Get to a Bathroom

Having a functionally obsolete screwed-up floor plan definitely will be hard to rent or sell. You can fix them and make them functional, but why would you when there are so many houses that don't need to be fixed to overcome the undesirable houses?

Houses with LOW CEILINGS in Each Room

Low ceilings are definitely a **NO SELL** and will be hard to rent and will be Too Expensive to fix. Finding a house with this problem is a house you need to quickly walk away from.

Houses That Need Major Structural Repairs.

Why buy a house that needs major structural work done to it when there are thousands of other houses that you won't need to spend ▶



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◀ that much time and money to fix? These houses are definitely something beginning investors won't want to tackle.

Houses That Are Over-Priced No Matter Where They Are.

Only a fool would pay more for a house than it is worth unless they plan to live in the property. If you over-pay for a house there is no room for a profit. So why would you buy that house in the first place when there are so many that are not over-priced?

Houses on Dead-End Streets in Older Parts of Town without a Cul-de-Sac

These houses aren't particularly popular with most home-buyers who can qualify for a loan. These are houses that are located where they get less city attention for maintenance.

Houses with Wet Basements

These houses have a large amount of wasted space that will be conducive to constant mold problems and will also create other problems with the house because of the moisture attracting termites and salamanders. Musty houses are always hard to rent or sell.

Houses with Very Small Back Yards

A house with a small back yard will always be less attractive to most families who want a place for the family to barbeque, eat and a place for the children to play or a place to put a pool. Stay away from small back yard houses.

Houses Located On a Dirt Road Within a City

Houses located on unpaved streets within a city are not only far less desirable, they will be nearly impossible to rent or sell because of the dirt blowing every time a car passes. Dead end streets are always less maintained than any through street.

Houses Located Close to a Sewage Disposal Plant

Needless to say – the smell will be the deterrent and will be difficult to rent or sell.

Houses Located Near a Garbage Dump or a Garbage Transfer Station

Houses next to a garbage dump or a garbage transfer station will be extremely difficult to rent or sell because of garbage trucks coming and going all hours of the day and night and these places attract rats, rodents of all kinds and the smell will definitely not be acceptable to any qualified buyer or renter.

I hope you now have a better idea of some of the houses you don't want to own that will be hard to sell or rent and making a profit will be far more impossible to do.

Happy investing!

Larry ☀

Comment on this article online at <http://tampareia.com/?p=4128>

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 **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.

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



The Government Politely Asks the Banks to Please Double Check Their Foreclosures

BY BOB MASSEY



Were you or someone you know foreclosed on by a lender who is widely known to committed massive and systemic fraud in their mortgage practices? Have no fear. After having been bilked by independent consultants to the tune of \$2 billion dollars, the Office of the Comptroller of the Currency has given up investigating the issue itself and asked the banks to please hand over any proof they might have of having improperly foreclosed on people.

That's right. After being provided with \$17 trillion in various forms of taxpayer-funded relief, the government is now allowing the banks to be in charge of the investigation into their own foreclosures.

There is a charitable way to view this development. The regulators could be setting up the banks to nail them for failing to comply with regulations. This would extend the statute of limitations for future federal actions against the banks. This tactic is possible, but forgive me for thinking it slightly more likely that the government is abdicating its responsibility to the banks after having been nailed for squandering the time and money it was given to handle the problem on its own.

If you were worried that this was a sign that the government wasn't serious about prosecuting the people and institutions responsible for setting up one of the biggest financial crises in history, fear not! The District Attorney for New York County has moved forward with the prosecution of Abacus Bank.

Haven't heard of Abacus bank? You're not alone. The DA for New York County, home to some of the largest financial institutions in the world, is moving forward with a case against a tiny bank with only \$272 million dollars in total assets.

Of course all fraud should be prosecuted. Abacus Bank lied about the quality of their loan applicants in order to sell the loans to Fannie Mae. Despite the fact that the failure rate of the Abacus loans was one tenth of Fannie Mae's overall 5.4% failure rate, what Abacus did was illegal and they should be held responsible. But what is going on with the priorities of the government? Between 2005 and 2007 there were between \$1 trillion and \$4.8 trillion in fraudulent mortgages issued, but there have been almost no criminal cases against banks for originating the loans. There have been a few civil cases brought against banks such as Bank of America and JPMorgan Chase and deferred prosecutions where banks have opted to pay penalties in lieu of criminal charges, but that's it. Despite the enormous amount of fraud committed by all of the major banks in the nation, Abacus Bank is the first bank to be indicted as an institution for mortgage fraud.

Despite the fact that the government doesn't appear to be moving forward in a serious way with prosecutions of major lenders, the trend in the courts is turning in the borrowers favor. Borrowers who are demanding that the banks step up and prove that they own the debt and have the standing to collect on it are winning as the courts see through the banks continued fraud.

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 two years 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. ☀

Comment on this article online at <http://tampareia.com/?p=4118>

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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.

THERE'S AN APP FOR THAT

Real Men – and Women – Have Accessories

BY DON DEROSA



Congratulations. You've got a new tablet computer! Whether it's an iPad or Windows or Android – and I'm an iPad man, myself – buying a new tablet is a lot like having a baby: You're going to want to buy some stuff to go with it. And boy, is there a lot of stuff to choose from! But it's easy to get overwhelmed, both by the variety and by the potential cost. Where is your money best spent? Today I'll talk about some basic extras you're going to need.

You probably bought your new device at an electronics megastore, or perhaps online. You can get a lot of accessories from the same place. Many of them will be cheaper on eBay, but you're going to want to play with your new tablet right away, and it needs some immediate protection. That's reason enough to go ahead and buy a couple items right then and there, even if it means paying more.

First, you'll want a screen protector, because you'll be messing with that screen a lot, and it's going to get scratched. Don't choke at the price. It may well be military grade. Okay, so you're not in the military, but what the heck, it couldn't hurt. Be careful putting this thing on. It takes a steady hand and some patience to get the bubbles out.

The second thing you'll need is a case. These, too, are relatively expensive if you pay retail, but remember: this is an investment in your business. It's an investment in YOU. Be sure the case is designed to fit your particular brand and model, and that it has protection for both the front and the back of the device. You

would think that would be a given, but a lot of cases only protect one side or the other. Think carefully about the features you want – they may not be as practical as you think. For example, you can get cases with built-in keyboards, which is great for some people. But it does add a significant amount of weight, and your little computer needs to be light enough to take it with you everywhere.

Third, get yourself a stylus. You don't need it for everything, but you'll be limited to a few applications until you have one. The stylus has come a long way since that little plastic stick you used with your first smartphone. The new ones are shaped and weighted like pens for ease of use. In fact, some of them actually have built-in pens – a feature I really like. The least expensive kind of stylus has a soft rubber tip. It's a lot like writing in crayon: thick and clunky. It works in a pinch, though, and it's a good idea to have some cheap spares – a good thing to purchase on eBay. But for everyday use, think about getting an Adonit Jot Pro. It has a fine point with a little clear disk attached. It feels and writes just like a pen, and it's well worth the extra money.

Finally, make sure you have all the right cables and rechargers you're going to need. These items may have come with your device, but they're not always included and you've got to have them right away. When you've got one of everything, I recommend that you buy additional chargers and cords – cheap – on eBay. Then, keep spares in your car, your home, and your office just in case of an emergency.

Once you have these four things – the screen protector, the case, the stylus, and recharger – you'll be ready to play with – I mean, train on – your new tablet.

Of course, I haven't even scratched the surface when it comes to computer accessories. Next month, I'll tell you about some cool items for your smartphone.

Just one more thing. Remember how I said that getting a tablet is like having a baby? Well, my wife has informed me that getting a new iPad is nothing like giving birth. I guess I'm going to have to trust her on that one. But hey, what's a little poetic license? ☀

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Don DeRosa

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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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Tampa Area Meetings

<http://TampaREIA.com/Meetings>

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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://larrysmeeup.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: wcreatedeals@gmail.com
 Co-Leader: Jonathan Henrich
 E: pinellaswholesale@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

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TAMPA REIA CALENDAR OF EVENTS

MAY 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
<p>UPCOMING EVENTS</p> <p>JUN 12 TAMPA REIA WITH JIMMY NAPIER ON NEGOTIATIONS FOR INVESTORS</p> <p>JUN 14 & 15 NEGOTIATIONS WORKSHOP WITH JIMMY NAPIER</p>			<p>JUNE 21&22 PETER FORTUNATO'S REAL ESTATE ACQUISITION TECHNIQUES (ATLANTA, GA)</p> 		<p>1 Sarasota REIA Monthly Meeting (Sarasota) 7:00pm – 9:00pm</p> <p>Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am</p>	2	3
4	<p>Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm</p>	<p>6 Florida Gulf Coast REIA (Bonita Springs) 5:30pm - 9:00pm</p> 	<p>7 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm</p>	<p>8 Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am</p> <p>TAMPA REIA MAIN MEETING WITH JOHN SCHAU 6:00pm – 9:00pm</p> <p>Late Nite Networking at Whiskey Joe's 9:30pm – Late</p> 	9	10	
<p>11 <i>Happy Mother's Day!</i></p> 	<p>12 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm</p> 	<p>13 Suncoast REIA (Tampa) 6:00pm - 9:00pm</p>	<p>14 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm</p>	<p>15 Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am</p> <p>IRC Main Meeting (Winter Park /Orlando) 6:00pm – 9:00pm</p> <p>BEACH REIA (St. Pete) 6:00pm – 9:00pm</p>	16	<p>17 John Schaub & Peter Fortunato's BOOMS, BUSTS & BEYOND SEMINAR Tampa, FL</p> 	
<p>18 John Schaub & Peter Fortunato's BOOMS, BUSTS & BEYOND SEMINAR Tampa, FL</p>	<p>19 Larry Harbolt's Weekly REI Meetup (Pinellas Park) 7:00pm – 9:00pm</p>	20	<p>21 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm</p>	<p>22 Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am</p> 	23	24	
25	<p>26 Happy Memorial Day</p> 	27	<p>28 Sarasota REIA Weekly Meeting (Sarasota) 12:00pm – 1:30pm</p>	<p>29 Creative Real Estate Exchangers Meeting (St Pete) 9:00am - 11:00am</p>	30	31	