

JANUARY 2015



Tampa Real Estate Investors Alliance

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# #PROFIT

Extreme Online Lead Generation & Virtual Real Estate Investing

**DUNCAN WIERMAN**



Ron LeGrand

★ **RON LEGRAND** ON CREATING YOUR FAST TRACK TO WEALTH

*Come join us to kick off the New Year!*

**Tampa REIA Main Meeting**  
**THURSDAY, JANUARY 8, 2015 - 5:00 - 9:00 PM**

**MEETING LOCATION: DoubleTree Suites Tampa Bay**  
**3050 N. Rocky Point Dr. West, Tampa, FL**



# TAMPA REIA

## TAMPA REAL ESTATE INVESTORS ALLIANCE

**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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# Main Monthly Meeting

January 8, 2015 at 6PM

DOUBLETREE SUITES TAMPA BAY  
3050 NORTH ROCKY POINT DRIVE WEST, TAMPA, FL

## Extreme Online Lead Generation & Virtual Real Estate Investing with Duncan Wierman

**Forget Investing the Old Fashioned Way!  
Let Technology do the Heavy Lifting!**

Do you need more motivated buyer and seller leads in order to do more profitable deals? If so, be sure to join us on **Thursday, January 8th** at the **Tampa REIA Main Monthly Meeting** at the **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr. West** in **Tampa, FL** where our special guest speaker, **Duncan Wierman**, also known as "Mr. Lead Generation", who is one of the nation's foremost Marketing Strategists for real estate investors will teach you "Extreme Online Lead Generation & Virtual Real Estate Investing"!

Duncan is a full time investor in Greenville, South Carolina. His business revolves around automated systems so he can do less work and make more money. He has used internet marketing and automated internet systems for attracting buyers, sellers, and investors have allowed him to do over 300 deals a year without leaving his desk!

After doing real estate investing the hard way, Duncan finally swore to himself that he'd had enough. He then invested serious time and money into using systems that would pay off in less aggravation, more time, and more profits! He became an expert in finding motivated sellers, hungry buyers, and private lenders through the Internet.

Forget investing the old fashioned way. Let technology do the heavy lifting! At the meeting, Duncan will show you how to make HUGE profits in today's real estate market by combining real estate investing knowledge with the power of the internet and technology!

### You will learn...

- ★ How to earn unlimited income by working just 3-5 hours each week
- ★ Have motivated sellers and hungry buyers coming to YOU instead of spending hours trying to reach them
- ★ Use the Internet as a tool that will do 93% of your work
- ★ Use the exclusive software that I've developed to effortlessly generate massive profits on every transaction
- ★ How to literally flip deals from seller to buyer in as little as 2 hours
- ★ Have hundreds of investor/buyers knocking on your door in as little as 2 weeks after you start using my system
- ★ How you can negotiate deals at home and in your spare time
- ★ How you can FLIP Foreclosures with NO credit, No money down, and NO risk to you or your personal finances



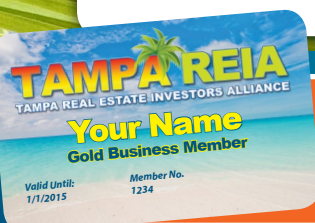
### MEETING AGENDA\*

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

\*Please Note: Meeting agenda is subject to change.

- ★ How you can flip a property ANYWHERE, even if that property is 2000 miles away
- ★ How you can run your entire business from your home computer VIRTUALLY!
- ★ And much, much more

And to teach you even more, Duncan will be back with us on **Saturday, January 10th** for a full day workshop on "**How to Beat the Competition, Increase ROI and Do More Deals**" to teach you more about Virtual Real Estate Investing and Extreme Online Lead Generation. Please join us for both dates to learn more about these exciting and profitable topics!



**Tampa REIA Members Can Attend at No Charge.**  
**Guests Can RSVP Online Now for \$15 or Pay \$20 at the Door.**

**Bring your biz  
cards & flyers**

# How to Beat the Competition, Increase ROI & Do More Deals!



## A Full Day Internet Marketing Workshop & Strategy Session with Duncan Wierman

January 10th, 2015 from 9AM to 4PM -Doubletree Suites Tampa Bay

Join **Duncan Wierman** on **Saturday, January 10th from 9AM to 4PM** at the **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr. West in Tampa, FL** for a live 6-hour Internet Marketing Workshop and Strategy Session entitled *"How to Beat the Competition, Increase ROI & Do More Deals"* to find out how you can easily leverage the power of the Internet to grow your business quicker and more profitably than you ever thought possible.

Duncan is a Master of Strategic Marketing using Social and Mobile Media for Market Domination. Duncan helps real estate investors grow their businesses by developing online lead generation strategies that will make massive differences to sales revenues in their specific market.

During this 6-Hour Workshop and Strategy Session, he will teach you:

- ✓ The 3 key factors that guarantee your web site will be an effective part of your sales process, not just a worthless e-brochure.

- ✓ How to build an effective client nurturing process that builds your brand credibility and gives you an unfair advantage over your competitors.
- ✓ How to determine if social media sites such as Facebook and Twitter are an effective channel to market your business, and the 3 key strategies you'll need to be successful.
- ✓ Overlooked ways to advertise your business online so that you reach more prospects every day than any of your competitors, usually while spending much less.

**WARNING!** This Saturday training is currently limited to 50 participants to make sure Duncan is able to fulfill his promise to deliver 3 growth strategies to everyone in the room. Therefore we are limiting the class size to ensure personal attention. Attendees will also receive his workbook on *"How to Beat the Competition, Increase ROI & Boost Sales"* for attending.

**Register Online at**  
**<http://Duncan.TampaREIA.com>**

**2 for 1 Registration Special\***  
**Register Now & Save!**

**Gold  
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\$24.95\***

**Silver  
Members  
\$39.95\***

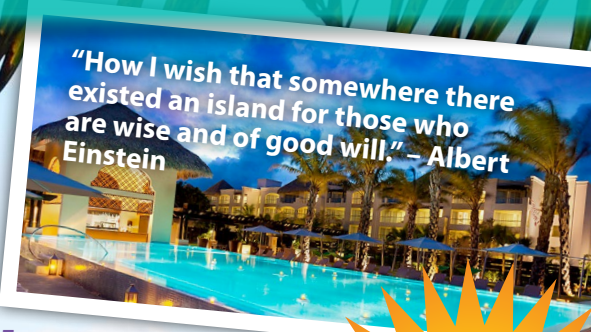
**Non-  
Members  
\$69.95\***

**\*PLEASE NOTE:** Tampa REIA Gold and Silver Members can bring a spouse, adult child or parent at no extra charge. Non-Members who join Tampa REIA from January 1st – 8th, 2015 can attend this full day seminar for FREE and bring a qualified guest. Tampa REIA Members who renew their membership for an additional year between January 1st – 8th, 2015 can attend for FREE as well. When joining or renewing your membership, please be sure to let us know you want to attend this event at no charge.



# Island REIA Winter Retreat

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



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

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



**Don't Forget to Get Your Passports Now!**



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

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

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

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

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

**SEE YOU IN PARADISE!**

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

**Sign Up Now and Don't Miss Out!**

**<http://Jan2015.IslandREIA.com>**

**or Contact Dave Biddison at 801-550-9042**

**YOU SHOULD BE HERE!**



**Caribbean Suite**



# The Fast Track To Wealth Seminar

## with Ron LeGrand

9:00 AM to 5:00 PM on Saturday, January 24th, 2015

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



Tampa REIA is very excited to announce that Ron LeGrand will be teaching his *Fast Track to Wealth Seminar* in Tampa on **Saturday, January 24th at 9AM** (Registration starts at 8:30 AM) at the **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr West** in **Tampa, FL** for a full days' worth of serious money making strategies for real estate investors.

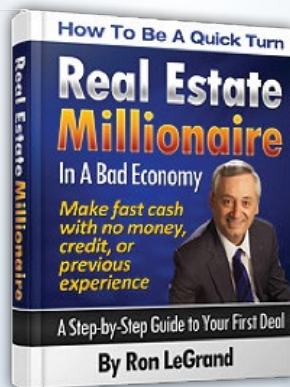
### Here's some of what Ron will be covering at the Fast Track to Wealth Seminar...

- Session 1.** Making Big Money With No Money Or Credit
- Session 2.** How To Make \$5,000 Per House On Over-Leveraged Houses And Never Own Them And Do 4 A Month Part Time
- Session 3.** Getting Rich In Your IRA Tax Free
- Session 4.** Where To Find The Best Deals Even With Hot Competition
- Session 5.** Handling A Personal Financial Crisis
- Session 6.** Ron will Screen Leads You Bring To Class And Show You Exactly What To Do When You Leave To Get A \$5,000 – \$10,000 Check From Your Leads.

**CLICK HERE**  
for more detail  
on what Ron  
will teach you  
at the event!

### Here's What You'll Receive At The Event...

- ★ Ron's book "How To Be A Quick Turn Real Estate Millionaire In A Bad Economy". He'll Autograph it for you there.
- ★ You'll also get Ron's "How To Take Title And Protect Your Privacy" CD
- ★ Ron will also be giving away over \$5,000 in random Prize Drawings!



Click here to **Download a FREE "Lead/Property Information Sheet"** to collect information from FSBOs (For Sale By Owner) and bring to class.

**Come spend a full day with Ron and learn how you can make 2015 your most profitable year ever!**

To Register for the Seminar, please visit  
<http://Ron.TampaREIA.com>

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

**Gold  
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\$24.95\***

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Members  
\$39.95\***

**Non-  
Members  
\$69.95\***

\***PLEASE NOTE:** Non-Members who join Tampa REIA from January 11th – 17th, 2015 can attend this full day seminar for FREE and bring a qualified guest. Tampa REIA Members who renew their membership for an additional year between January 11th – 17th, 2015 can attend for FREE as well. When joining or renewing your membership, please be sure to let us know you want to attend this event at no charge.



# CREATIVE DEAL STRUCTURING WORKSHOP

*A Full Day Workshop with Don DeRosa*  
**January 31, 9AM-5PM**  
**1960 Skylar Hill Dr, Suite D, Buford, GA**



Would you like to learn how to structure deals so you can buy houses with little or none of your own cash and none of your own credit? **15 hours a week. That's all you need.**

Imagine... taking any seller lead and being able to **create a winning deal** out of it... Making *thousands of dollars* where you thought there were none. No more wasted marketing dollars. No more wasted phone calls. No more wasted *time*.

Join **Don DeRosa** on **Saturday, January 15th** at the **Deal Structuring Workshop** as he shares with you the state-of-the-art tools and techniques you'll use to evaluate deals and figure out how to make them work – so you can work less and spend more time where you want, when you want and with whom you want.

What you will learn:

- ★ **How to become a "mindreader" to find exactly what the seller's hot buttons are** (so you can craft a deal the seller "wants" to take!)
- ★ **What your numbers need to be so that you make profit EVERY time**

- ★ **How to make multiple offers to increase your chances of creating WIN/WIN deals**
- ★ **How to use Don's patented "Green means 'GO', Red means 'NO'" tools to negotiate for you** (so that you never let your emotions talk you into making a bad deal!)
- ★ **How you can communicate and explain your entire offer with a person who doesn't speak your language.** (Even if you barely passed English and have never taken a foreign language class!)
- ★ **When to use "Subject To", Owner Finance, Wrap Around Mortgages, Options, Lease Options Techniques, etc.**

Don will walk through *actual deals* step-by-step and he'll show you how to easily evaluate the lead, determine your exit strategy, structure the deal, negotiate with the seller, and get the paperwork done in a snap.

It's an amazing time to be a real estate investor. Don't look back 5 years from now and *wish* you had acted. Learn how to buy right... Learn to **Make More and Work Less, Right Now!**

**To Register, please visit <http://DS.AtlantaREIA.com>**

**Early Registration Special\***  
**Register Now & Save!**

**Gold  
Members  
\$49.95\***

**Silver  
Members  
\$69.95\***

**Non-  
Members  
\$99.95\***

**\*PLEASE NOTE:** Workshop date, time and location are subject to change. Workshop prices will increase to \$59.95/person for Gold Members, \$89.95/person for Silver Members and \$129.95/person for Non-Members after early registration expires.



# The with Russ Hiner & Rock Shukoor Ugly House

# BOOT CAMP

## Part 1: Wholesaling

### Buy Houses with...

- ✓ No Money!
- ✓ No Repairs
- ✓ No Credit!
- ✓ No Tenants!

**April 23-25 in Atlanta, GA**  
**May 21 -23 in Charlotte, NC**  
**June 12-14 in Tampa, FL**

\* Dates & locations subject to change

The Wholesale Technique for doing Real Estate Deals is Simple, Fun and Highly Profitable! You can learn to Apply this Strategy in ANY Real Estate Market and can complete many of these deals, from start to finish in a few days or weeks. This means you can often Get Paid in 30 Days or Less and start to Create the Financial Freedom You Deserve by getting started in buying and selling real estate today.

Join us at the event and learn from two experts, Russ Hiner and Rock Shukoor, who have done hundreds of these deals over the past few years. Russ and Rock will teach you everything you need to know about Wholesaling Houses for Huge Profits. There will be two days of classroom time as well as a bus tour where you will be writing offers to buy property.

### Register for this training session if you want to learn how to:

- Build a buyers list
- Create inventory
- Understand and use contracts
- Make offers
- Knowing a deal vs no deal
- Deal analysis
- Seller's scripts
- Buyer's scripts
- Drive by appraisals
- Desktop appraisals
- How to market
- Market trends
- Develop a Business Plan
- Negotiate deals

## What You'll Get at The Ugly House Boot Camp - Part 1: Wholesaling

- 3 Days on Wholesaling. 2 days of classroom time and 1 day in the field.
- 18+ Hours of great, up-to-date information for the 2015 market.
- Get the "hands-on" experience you need.
- Put the Wholesale Process into perspective for your life and how you want it to look.
- Detailed analysis of each stop of the Wholesale Process
- Call and negotiate with real sellers
- Developing a real buyers list
- How to "Hunt People"
- Field trip for viewing houses, estimating repairs and doing due diligence
- Using Buyer and Seller Scripts
- Pre-screening deals
- Analyzing deals
- Knowing a deal vs no deal
- How to market for leads
- Making the paperwork smooth and easy
- Systematizing your business
- Creating a Business Plan
- In-depth contracts
- More Question And Answers
- And much, much more!

**Register Online at <http://Ugly1.TampaREIA.com>**

**Class is Limited to 30 People.**  
**Register Now to Save Your Seat!**  
**Boot Camp Manual Included in Tuition!**

**Gold  
Members  
\$495**

**Silver  
Members  
\$695**

**Non-  
Members  
\$995**



# GUERRILLA MARKETING BOOT CAMP

## Part 1 & 2 – Two 3 Day Marketing Boot Camps

With Dustin Griffin & Rock Shukoor

If you don't know how to Market and Promote your business, chances are you won't be in business for very long. Let's face it, without motivated buyer and seller leads, what do you have to work with? Nothing. No Leads, No Buyers. No Sellers. No Deals. No Profits. No business.

To survive and thrive in today's highly competitive real estate market where inventory is extremely low, you must become a master at generating leads for off market properties for sale. These are leads no one or very few people even know exist.

Otherwise you will find yourself competing with other investors and home owners on listed properties, REOs and auctions where they bid the

properties up and up and you often end up paying too much!

So how do you generate all the motivated buyer and seller leads you can handle? By using creative, highly affordable marketing techniques known as "Guerilla Marketing" consistently over and over for as long as you want the leads to keep pouring in.

We're excited to announce that we will be conducting two 3 Day Guerilla Marketing Boot Camps this year to teach you how to dominate your local real estate market using many low cost, highly effective ways to generate leads all the leads you can handle both online and offline.

### Part 1 – Low Tech Tactics\* March 26-28 in Buford, GA

Learn Low Cost, Low Tech Tactics to generate leads such as...

1. Developing Your Marketing Plan
2. Branding Your Business
3. Many Ways to Prospect for Leads
4. Many Ways to Advertise for Leads
5. Using Direct Mail Marketing
6. Using Websites & Online Resources
7. Using Voice Mail Systems
8. Using Live Operators
9. Using Virtual Assistants
10. High Tech Marketing Examples
11. And Much, Much More!

### Part 2 – High Tech Tactics\* July 16-18 in Buford, GA

Learn Low Cost, High Tech Tactics to generate leads such as...

1. Internet Marketing
2. Search Engine Optimization
3. Search Engine Marketing
4. Social Media Marketing
5. Video Marketing
6. Mobile Media Marketing
7. Email Marketing
8. Blogging
9. Automation Techniques
10. Low Tech Marketing Examples
11. And Much, Much More!

Come Join us at the Guerilla Marketing Boot Camp and we will teach you how to dominate your local real estate market both offline and online and generate all the motivated buyer and seller leads you need to run a successful home buying business using many free or very affordable marketing techniques.

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

**Class is Limited to 30 People.  
Register Now to Save Your Seat!  
Boot Camp Manual Included in Tuition!**

**Gold  
Members  
\$495\*  
per person  
per event**

**Silver  
Members  
\$695\*  
per person  
per event**

**Non-  
Members  
\$995\*  
per person  
per event**

\*PLEASE NOTE: Part 1 and Part 2 of the Guerilla Marketing Boot Camp are each sold separately and may be taken out of sequence. Boot Camp dates, times and locations are subject to change.



# FORECLOSURES

*Gone Wild*

By Kimberlee Frank

## WORKSHOP on FEB 14

**1 DAY TRAINING**  
**Saturday, Feb 14, 2015**

at the Doubletree Suites,  
3050 N. Rocky Point Dr. West,  
Tampa, FL from 9AM to 5PM

**Realtors and Real Estate Investors:** Have you taken advantage of the fact that Foreclosures Have Gone Wild? If not, why....Fear? Lack of experience? Discouragement? No matter if you are a first time Investor, Realtor or a Seasoned Pro, Kimberlee Frank **will show you all the secrets** to get your short sales approved and closed! Yes, some people say "Are you Nuts to work Short Sales?!" Kimberlee says "You're Nuts if You Aren't!" Short Sales can be frustrating, if you don't have a **simple, easy step-by-step system that is current with the weekly changes in the industry**. It doesn't matter what level of experience or lack of experience you have... Kimberlee has got you covered. Learn from the best, partner with her and let her negotiate, fund and/or rehab the property and split 50/50 profit split!

Kimberlee Frank is an Investor/Real Estate Broker knocking down deals right in your back yard. You will be trained by an Investor/Broker who is out in the field daily, just like you, closing deals! If you are counting on the past real estate trends and regulations to help you close deals today, then your business will fail! The short sale industry is changing and if you don't change, you will have **NO CLOSINGS = NO CASH**.

*"Hi there...it's Kimberlee! I have watched the short sale industry change on a weekly basis for Investors and Realtors. What worked in the past is not working now; what worked 6 month ago is not even working now. As your Mentor, I have had to watch with a keen eye in order to adapt quickly and successfully to the changes. I am now re-opening the opportunity to partner with me. My office will negotiate, fund, rehab and resell the property for a 50/50 profit split!"*

*In order to allow your business to grow and be successful, you must also invest the time to 'sharpen the saw' and renew the "mind" of your business. Using old, outdated short sales courses or trying to figure it out yourself with the advice of 'friends,' can cost you thousands of dollars in lost profits or cause major challenges in the future.*

*Join me at my 1-day Event and I will knock your socks off with the new changes in the industry. Learn how to overcome the challenges of short sales and increase your closing ratio! I will even partner with you! Now is the time to make a **boatload of money**. Let me give you the Power Push into 2015! Attend my 1-Day Training and blast your business into financial success!!"*

### Attend and LEARN the Top 10 Steps...

*Secrets to Successful Short Sales:*

1. Learn how to find the Right Team
2. Understand structure of LLC, S or C-Corp
3. Learn how to Control a Deal at No RISK and have Sellers eating out of your hand
4. Understand the paperwork for today's market
5. Learn how to pre-screen your buyer's
6. Learn to sell your house fast in 7 days or less
7. Let Kimberlee negotiate & fund your short sale
8. Learn how to have your Buyer fund your deals
9. Learn how to provide facts for the BPO Agent so that Bank's value of the home allows you to get discounts and close quickly
10. Learn how to close back to back



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**\$69.95\***

\*PLEASE NOTE: Tampa REIA Gold and Silver Members can bring a spouse, adult child or parent at no extra charge.



# WE BUY HOUSES

- Pretty or Ugly**
- Buy or Lease**
- Short Sales OK**
- No Equity OK**

**WeCanBuyFast.com**

**800-891-9669**

**FREE 24hr Recorded Message**



# The Biggest Real Estate Myth



BY DUNCAN WIERMAN

**W**e all think we're in the real estate business. **That is a fundamental mistake!**

It's true that we have checks written to us in exchange for services of buying and selling houses, so it's understandable to think we're in the business of real estate.

When someone at a party asks what we do, we naturally say "I'm in real estate" So when we look at growing our businesses, we look at what we do for the levers. And that's the mistake.

You're not in Real Estate!

You're in the business of "marketing your real estate abilities."

When you really understand this, a whole new world of possibility opens up.

Here is the TRUTH:

1. When you move marketing to the center of your business, your view changes dramatically.
2. Realize that what you do – the tasks specific to providing the service – should be viewed as marketing itself. From the very first interaction a prospect has with your business, whether it's an online ad or a phone call or whatever else, you're creating an experience. That experience is

a core marketing function. Is the experience you provide worth talking about? How do you make them feel?

3. 95% of the people in real estate don't know marketing. The first step to breakthrough success is to clear your mind of 'how it's always been done' and to look at the problem of marketing with fresh eyes.

That is why I created the Platinum Virtual Investing and Marketing course. Internet marketing for Real estate investors will start you on an amazing journey that will transform your business and send your profits soaring. There are some very important online fundamentals that you must learn that will create interest in business.

I would like to suggest to you to start to take notice of everything within a perspective of marketing. The whole world will become your classroom. Do you notice how the hotel offered you a rewards program? That's marketing. Do you think that's effective? If so, how do you use that idea?

The other day, at the airport parking lot, I was surprised and delighted by the fridge of free water bottles placed next to the machine where I feed my ticket as I pulled out. Amazing! How does that make me feel? How can I apply that lesson?

When you're a lifelong student of marketing, and take action on ideas you will begin to see opportunity everywhere you look.

I look forward to teaching you about internet marketing tactics that will allow you to dominate your market, how to flip houses sitting at home, and work less than 5 hours a week at the **Tampa REIA Meeting on Thursday, January 8th** and again at a full day **Tampa REIA Workshop on Saturday, January 10th**. Be sure you attend this one time only event where you will learn how simple it is to master the art of real estate investing and making the money you've always wanted! ☀

## Duncan Wierman



Duncan is a full time investor in Greenville, South Carolina. His business revolves around automated systems so he can do less work and make more money. He has used internet marketing and automated internet systems for attracting buyers, sellers, and investors which have allowed him to do over 300 deals a year without leaving his desk!

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THERE'S AN APP FOR THAT

# Keeping It Oh So Simple

BY DON DEROSA



*“Email, instant messaging, and cell phones give us fabulous communication ability, but . . . that communication is totally disorganized.” ~ Marilyn vos Savant*

A couple months ago when I was getting coffee, I watched a guy – I’ll call him Otis – talking on the phone to his bank about a mortgage application. The bank wanted documents that he had already sent in twice. Boy, was that conversation painful to watch! Otis kept fiddling with his phone, signing in and out of different accounts and trying to find the emails and records he had sent to the bank. He was doing three things at once on his phone, and none of it was going well. It was clear he was getting frustrated, and with all that juggling he hung up on the bank manager three times. I’m pretty sure I saw smoke start to come out of his ears. The bank manager probably wasn’t having much fun, either.

Ah, technology!

In the olden days – you know, when your phone came in two heavy pieces and you had to plug it into the wall before it would work – using a telephone was a pretty simple matter. You dialed the number. It rang. Someone answered. You talked. Easy! And keeping track of appointments and contacts was easy, too. You just needed a pen, a calendar, and an address book. It wasn’t rocket science. The hardest part was keeping it from getting too messy to read.

Things sure have changed.

Nowadays, your phone isn’t even called

a phone anymore. It’s a “wireless device.” Internet, calendar, games, music, documents, business applications and more, it’s all there. Now, sometimes it feels like you need a Ph.D. to master the darned thing.

But all that sophisticated new technology can still be just as messy as writing everything down on paper. It seems like everything you do on a smartphone requires multiple steps. Even just answering the phone can be a challenge if you’ve got a new device. And let’s face it: It’s annoying and time-consuming to switch applications every time you want to do something different.

Thankfully, software developers are coming up with some solutions, and there are programs now that help you switch applications more easily. But even some of these are a pain in the neck to use.

That’s why I really like Acomplii ([www.acompli.com](http://www.acompli.com)), which helps me manage my contacts, calendar, emails, and documents pretty much simultaneously. Not only is it easy to use, but it’s free – and it’s available for both Androids and iPhones.

Acomplii integrates your Yahoo, Google, Microsoft Outlook and Exchange accounts, gathering up all your email, contacts, and calendars to give you access to all of it at once. You

can also link to your accounts in OneDrive, iCloud, Dropbox, and Box to give you fast access to your cloud storage. The end result: push-button, easy access to multiple functions, multiple accounts, and multiple providers, all at the same time.

The best feature of Acomplii is its simplicity. The interface is about as intuitive as it gets. Press on the little envelope for mail. Press on the little calendar for your calendar; you get the idea. You can do all the basics, too – you can receive and send emails, search for a contact, set up meetings with invitees, or grab a document from cloud storage.

Acomplii has some additional tricks that are really handy. For instance, it allows you to create a “focused” inbox – that is, an inbox that just contains your important mail. It learns what to put in the focused inbox by tracking which emails you open, and you can manually override it as well. Another great feature: the ability to send a quick email that tells when you’re available for a meeting. The email you’re drafting links directly to your calendar. It’s fast and fun to use.

Acomplii does have its limitations. True, you can do all kinds of great things like sending emails, adding an event, inviting people, and downloading documents from the cloud. But for some of these functions, what you get is

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◀ a “lite” version. It will probably be just fine for about 90% of what you do. But if you need to do something that’s a little fancier – say, set up a recurring meeting, or cancel a single occurrence from a recurring appointment, or search for very old emails – you may find you’re better off doing those tasks through the original provider.

Still, Acompli has really simplified my life. I don’t have to remember which email account I used to send a message, because I can search multiple email accounts at once. I don’t have to view my business and personal accounts separately. My whole life just kind of blends together. Not bad for a free application!

But what happened to Otis? Well, I’ve got good news and bad news. I’ve run into Otis twice since that first day in the coffee shop. He seems to have gotten a handle on how to operate his phone, because he’s much calmer. That’s a big relief, because that guy was really on the edge.

The bad news? His bank is asking Otis for the same documents. Again. For the third time.

I think the bank manager needs Acompli. ☀

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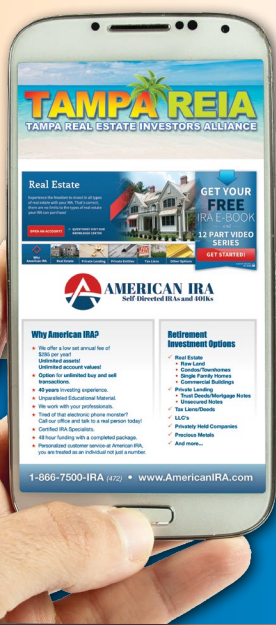


Don DeRosa was recognized as one of the nation’s top 21 real estate investors in the New York Times bestseller *The Millionaire Real Estate Investor*. Don, who is a full-time investor, trainer, and mentor, is the first to offer his complete investing system on a mobile platform. Don teaches investors 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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FAST TRACK TO SELF-DIRECTED IRA INVESTING

## Flippers Earning Record Profits

BY JIM HITT



The market's never been better for house-flippers. That's the word from a recent report from real estate data and information clearinghouse Realty Trac.

Flippers accounted for 26,947 home sales in the 3rd quarter of 2014. That represents roughly 4 percent of all single-family home sales in the U.S., according to Realty Trac – a five-year low and close to the long-term average historic levels. Those figures are down somewhat from 4.6 percent in the preceding quarter, and even more from the 5.6 percent of single family residential home sales accounted for by fix-and-flippers in the year-ago period, according to the Realty Trac **U.S. Home Flipping Report**.

So flippers represent a somewhat smaller percentage of the market than they used to. But they're getting their prices: The average fix-and-flip deal averaged a gross profit of nearly \$76,000 per home. That's the highest average profit per flip in history.

Breaking the numbers down a bit further:

The average gross percentage return on the purchase price was 36 percent for each property surveyed. The cities with the highest gross margins (excluding transactions, remodeling and repair

costs) included:

- Baltimore (88 percent)
- Pittsburgh (79 percent)
- Detroit (61 percent)
- Richmond, Va. (60 percent)
- Mobile, Ala. (59 percent)

What's behind the rise in profitability? There are a few factors at work:

- » The broad market is rising making it easier even for unskilled flippers to make money. Yes, flipping is a market-neutral strategy, if you can get a good price at the purchase.
- » Darwinism at work. The weaker flippers didn't survive the 2008 crash. The ones still in the game are a much smarter, nimbler, more capable breed than the flippers of the 2000s, on average. The survivorship bias effect is strong.
- » There are fewer flippers competing for each deal.
- » Flippers are becoming choosier about the deals they become involved in.

"Flipping returned to its historic norm of 4% in the third quarter as home price appreciation cooled in many of the hot flipping markets across the country," said Daren Blomquist, vice president at Realty Trac. "Meanwhile, the record-high average profits per flip in the quarter demonstrate that flippers are still filling an important niche in an aging housing market with historically low levels of new homes being built. The most successful flippers are buying older, outdated homes in established neighborhoods and rehabbing them extensively to appeal to modern tastes."

### Why consider flipping within a Real Estate IRA

Holding fix-and-flip real estate within an IRA has a number of advantages:

- » You can buy an unlimited number of properties tax-deferred. You will not pay capital gains tax on the transaction. If you flip within a Roth IRA, you will not pay capital gains or income tax at all.
- » The 'dealer' tax rules that require frequent flippers to treat houses as inventory and pay ordinary income tax rather than capital gains tax on profits does not apply to properties in an IRA. ▶

» IRAs provide substantial creditor protection under federal law, as well as in most states.

**Can I get a mortgage within my Real Estate IRA?**

Yes, it is perfectly legal to get a mortgage to help you buy investment properties within your IRA. You must take out the loan on a non-recourse basis. Which means you may not secure the loan with any asset outside the IRA nor can you sign a personal guarantee for the mortgage. You can, however, secure the loan with the property you're buying within the IRA.

You may have to pay a special tax, called the unrelated debt-financed income tax, on any profits attributable to leverage within your Real Estate IRA, however.

We also suggest you download our exclusive guide to Real Estate IRAs. It's absolutely free, with no obligation on your part whatsoever. Just visit us at [www.americanira.com/ebook](http://www.americanira.com/ebook), or call us at 866-7500-IRA(472).

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

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# Techniques To Find Motivated Buyers For Your Real Estate Investing Business

BY KATHY KENNEBROOK, THE MARKETING MAGIC LADY



There are so many easy ways to find motivated buyers for your real estate investing business, no matter what your current market is doing. I have several favorite methods for locating buyers for my properties which I would like to share with you.

The first technique I would suggest is using wholesale buyers for those properties you want to sell quickly. Finding wholesale buyers for your real estate investing business is fairly easy. You can either run a simple ad in the newspaper or on Craigslist advertising properties for sale on a wholesale basis to draw wholesale buyers or you can find wholesale buyers at your local real estate club.

I also suggest finding wholesale buyers through local realtors, especially those who deal with bank REOs or foreclosure properties. Wholesale buyers are always interested in finding properties to grow their real estate investing business and wholesaling properties is a good way for a real estate investor to get cash coming in immediately. Another simple way to find wholesale buyers is to simply call on the signs by the side of the road that say "We Buy Houses".

I also suggest finding wholesale retail buyers, or buyers for your properties who will be end users who don't mind doing some fix up to a property in order to gain equity. This is called a "work for equity program". It is very simple to find these buyers as well. You can advertise in the paper, on Craigslist or by simply using signage that says you have a "fixer upper"

for sale by advertising something like "earn equity" or "work for equity". I have successfully sold many properties using just this technique in my own real estate investing business. The trick to success with this technique is buying properties cheaply enough that there is a lot of equity left for you, the real estate investor so you can share some of that equity with your buyer.

You can also use the round robin approach to find motivated buyers for your properties as well. This technique is quickly growing in popularity among real estate investors because it works. I have used this technique in my real estate investing business for many years, even before it became a very common and popular way to sell properties quickly. We even use it when we lease/option properties.

Using a round robin auction technique, you get to pick the date you want to sell your property or lease/option your property and you pretty much get to pick the price range the property will sell for. This is a very effective technique for the real estate investor to use to "shake out" a lot of interest in a property they have for sale. This is actually one of my favorite ways to sell houses and I have used this method successfully many times in my real estate career. Even when a round robin auction doesn't work the way it's supposed to, it still has a tendency to bring a lot of "new blood" to the bargaining table which makes it a lot easier to sell a property quickly. This method is also excellent for assisting in helping the real estate inves-

tor build their buyers list by making sure everyone who attends the round robin auction signs in and leaves their information when they arrive at the auction, along with information about the kind of property they are looking for. Now when you have another property come up for sale, you have a buyer's list to choose from.

We also use Realtors in our business to creatively sell properties for us. We are also able to negotiate a reduced rate on commissions since we buy and sell a lot of properties. Very often Realtors will be working with investors who are looking for a property just like the one you have for sale. ☀

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



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# Even the Banks Can't Believe What the Banks Are Doing

BY BOB MASSEY



The banks are turning on each other! Over the past few years, Americans have become aware of the financial fraud that was committed against the country by the major banks. The more the public hears about the Federal Reserve spending \$60-70 billion dollars every month to buy garbage loans back from the banks that created them at 100 cents on the dollar, the more upset they get. Well it looks like the banks are starting to get upset with each other, too. Bank of New York Mellon (BONY) has sued JP Morgan Chase for misrepresenting the value of a pool of loans that was sold to BONY for nearly \$1 billion. You would think that BONY would expect this sort of thing from Chase. After all, it has been common knowledge for years that the banks have been lying about the values of their loans and mortgage backed securities since the beginning of the housing boom. In fact, we now have the first person testimony of a person who tried to stop the fraud at Chase.

According to Chase whistleblower Alayne Fleischmann, Chase knowingly bundled up garbage loans with good ones, slapped a good rating on them, and sold them off to investors. These garbage loans were referred to as "scratch and dent" in the industry because they were a lot like dinged up cars – worth nowhere near the same amount as cars in good condition. This isn't just an accusation though. Chase has admitted to selling hundreds of millions of dollars' worth of these loans to investors by lying about their quality. Not only do they admit to doing this, they also admit that they were warned by people like Fleischmann that they were committing fraud by knowingly selling these mortgage backed securities.

So why aren't these executives who knowingly committed fraud going to jail? Because they paid literally BIL-

LIONS of dollars to get the government off their backs. Fleischmann herself was used by the government as leverage to get more settlement money out of Chase. This tactic worked, and Chase increased their settlement offer from \$3 billion to \$9 billion after Fleischmann's involvement was mentioned in the press. Chase was allowed to stroke a check and continue to deny any wrongdoing. The astonishing part, as explained by Matt Taibbi in Rolling Stone, is that the taxpayers are on the hook for part of the settlement because Chase was able to treat \$7 billion of the settlement as a tax write off!

Not only have we been pouring money into the banks' pockets to the tune of \$70 billion every month, but they are even able to treat their hush money as a write off!

It is despicable that this amount of fraud has been allowed to go unpunished. A beautiful thing is happening, however. All of this publicity is causing the courts to catch onto the fact that the banks have been up to some incredibly scummy stuff. As a result, the courts are questioning the banks' claims more than ever. Fortunately for homeowners fighting back against foreclosure, the more the courts look into what the banks are saying, the more the courts are finding in the homeowners' favor.

So the public and the courts are starting to wise up to the fraud committed by the major banks. But how is this news supposed to help real estate investors make money? As the tides turn in our favor, the banks are being forced to negotiate on our terms. No more begging the banks to accept our short sale and REO offers only to have them demand ridiculous prices. We can now get them to the table and demand deep discounts on defaulted or underwater notes.

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

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

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

We have a huge opportunity to help homeowners and do some great deals with multiple exit strategies. Even if the homeowner has already been foreclosed on, we still may be able to help. ☀

**See More Articles by BOB MASSEY**

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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.



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# New Year Resolutions

BY BILL HAM

**H**appy New Year! I know a lot of you are looking for a “break out” this year and some are looking to continue their multifamily growth in 2015. No matter what your goals for the year are, they all begin with one very important concept... Focus!

At the beginning of every year most people make crazy resolutions that they never keep. We make resolutions to eat better, get on a crash diet, start that extreme workout program etc. While these resolutions start with the best intentions we usually don't follow them through or at least not to the extent we had planned on.

In the business world this is what I call the battle of the “Comfort Zone” vs “Shock Zone”. This can probably be applied to our daily lives as well. When I first became a real estate student I realized a very important lesson. The need for FOCUS!

In most cases focus is easier said than done. This is why we make all of those crazy New Year's resolutions and then don't keep them. It's not the lack of focus (although that may play into it). The problem is setting goals that not only take us out of our comfort zone but that take us all the way into our shock zone.

I define the shock zone as a goal that is almost impossible to keep or attain due to the level of focus and commitment that is unreasonable. This is why we don't stick to the crazy crash diet or exercise program. They're too extreme. We all need to set goals that definitely keep us out of our comfort zone but not ones that take us

to the shock zone. You have to decide for yourself where your comfort zone begins and ends and how to stay just out of it.

As for the real estate business I suggest setting small, short term goals that make you work outside of your comfort zone but that are still attainable. One of my first real estate mentors taught me to make two offers a week. This is what I call a discipline goal. It is short term and resets each week. If we don't make two offers this week then we have to start over and make 4 the next week to catch up. My mentor didn't tell me to go close on 1000 units in Q1 of 2015. For most of us that would be an unreasonable goal (shock zone) and would not likely be attainable and then would set us up for failure of the goal.

Here are some other “discipline goals” that many of my students have had success with:

- Call 2 agents/brokers a week
- Analyze 2 deals a week
- Attend 2 networking events a week
- Make 2 new potential private money contacts a week
- Ask for 2 networking referrals a week

Notice that these goals are attainable and reset each week. This is why I call them discipline goals. They are not some kind of crazy resolution that would be very hard to keep but they will keep you out of our comfort zone on a weekly basis. If you get to Thursday afternoon and you haven't

completed them...you better get to work! Discipline goals are also the back bone of long term goals. We can all set lofty plans for the future but if we don't go to work on a daily basis to achieve them they are not goals but dreams. Dreams are nice but they don't cash at the bank.

Now back to the focus part. Focus is much easier to maintain when we have set reasonable goals. Long term (3-5 year) goals are attainable with focus on the goals for today and for the rest of this week. Once you have set your long term goals...forget them. Write them down and put that in a file somewhere and then focus on what you are going to do this week. Every year it's good to pull out those long term goals and review them or amend them as necessary but then get back to work on what is in front of you right now. If you can set reasonably attainable short term goals and focus on a weekly basis you have the major ingredients needed for success in real estate and in any business.

Good luck

Bill Ham ☀

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



CREATIVE FINANCING IS KING

# It's Time to Start Thinking About Your Financial Goals and Needs for the New Year

BY LARRY HARBOLT



I'm month I want to continue the line of very excited about the New Year and all of the possibilities I believe real estate investors will have the opportunity to take advantage of in 2015. Every New Year I sit down and write out my goals and needs for the coming year on my yellow pad. Once I have my goals written down for the year I then write a contract with myself setting forth what I promise myself and my family I will do this year to achieve my goals. For years I used to do a New Year's resolution and I found that by the third week of the New Year my resolutions were already forgotten and I was just going through my days as I had always done in the past, sometime productive, sometimes not productive.

I don't know about you, but when I give my word to someone in my mind I have just made a contract with that person. When I give my word, I will do whatever I can possibly do to keep my word to the other person. I want the other person to feel confident whatever I tell them they can believe in. I feel the same way about signing a contract. As with giving my word to someone, signing a contract to me is a very significant obligation I don't take lightly whether to someone else or to myself. I started writing a contract with myself 20 plus years ago as what I promise myself I will do in the coming year. Some year's life got in the way and I wasn't able to fulfill my promises to myself even though I tried my best. Other year's just because of the fact that I had the contract I could review every couple of months kept me on track to achieve what I had planned to do that year.

I have suggested doing this to many of my students as a way to keep them on course of achieving what they need to do to make their real estate business, as well as their personal lives grow and prosper. One of my students has started a support company for the Oracle Company. She has also spent the past two years in Africa doing humanitarian work in Kenya, and in her spare time she is writing a book about how her life has been changed because she wrote a contract with herself every year, reviewed it periodically and then completed her goals as close to her projections as she could. Her focus has benefited her financially so she can now live the life of her dreams without worry about money.

May I suggest each of you doing this simple task of writing a contract and signing it to yourself setting forth what your goals and plans are you want to achieve in 2015? If you will do this whether life gets in the way or if it doesn't this is a wonderful way to keep yourself on track to be able to take advantage of the real estate opportunities I am seeing everywhere I look.

This can be a bumper year for you if you look for different opportunities and focus on your plan to capture more profits from the good deals you find every day. Keep an open mind and think about what I have written about in past articles. If you remember I wrote about every property you will ever look at will fall into one of four categories. If you have a qualified buyer's list for each of these different types of properties you can easily profit from each. Those categories are:



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- ◀ 1. **Houses upside down financially:** either REO property or properties in some stage of the foreclosure process, or completely underwater financially.
- 2. **Houses you don't want:** ugly houses, war zone properties, any property you wouldn't personally want to OWN.
- 3. **Houses you can fix and sell retail:** Pretty houses where people want to live and would be proud to own.
- 4. **Houses you can keep as long term income rental properties:** good houses in good areas where people won't mind living.

If you will look for the opportunities in the areas where you look for houses in 2015 it can be a bumper year for you. Do yourself a favor, try writing yourself a contract that lays out what you plan to do this new year, review it periodically, do your best to stay the course and see how much difference this simple idea can add to your bottom line. For more real estate investing strategies and ideas go to [www.LarryHarbolt.com](http://www.LarryHarbolt.com).

I hope you have a Happy and Prosperous New Year. Happy New Year!

Larry ☀

See More Articles by  
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**Larry Harbolt's Other Articles**



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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APPRAISER SECRETS FOR REAL ESTATE INVESTORS



# Who Values the House More?

BY MARK JACKSON

Investors and homeowners alike are almost intuitively inclined to have a higher opinion of their existing or potential properties than other parties. This would include potential buyers, lenders, brokers and even appraisers. However, this wasn't always the case during the bubble years of the last decade. We know inflated real estate appraisals contributed to the excesses. The data within **REIAComps** has consistently shown investors how to determine both solid acquisition value and after repair value for residential real estate.

For those of you already connected to **REIAComps**, the control and feeling of confidence you have over your deals is priceless. Having valuation data at the ready adds power and knowledge to your tool belt. Use **REIAComps** to investigate the changing values of dwellings no matter what market area you are in.

When we look at the half-dozen years after the financial crisis, everything got turned upside down. We know Appraisers became in most cases overly conservative. Every one saw Appraisal values were consistently lower than homeowner value opinions from 2007 to 2013. We could even say this factor was a drag on the U.S. housing-market recovery.

free sites which aren't really valuations sites in the first place.

If we look at the higher end real markets vs. the lower end markets, both show indications estimated values exceeded homeowner estimates. Possibly appraiser optimism is something of a factor. Think about it, it makes for a much smoother mortgage process if appraisers are valuing homes above both investor and homeowner.

Use this knowledge and know your real estate valuation estimates are in line with the market area. Watching the increase in estimated values and how they impact your investments helps keep profitable dollars in your pocket.

Lastly, 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. ☀

*See More Articles by*  
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**Mark Jackson's Other Articles**



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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THE MILLIONAIRE MAKER

# What's Wrong With Work?

BY RON LEGRAND



**W**hen I want to play, I play. When I go to Alaska, I don't work; I go there to kill stuff, and I make darn-sure before the day is over that something dies out there—every single day. I've never been on a trip to the resort in all these years where I didn't fish every single day I was there. I enjoy that. I go fishing every chance I get. When I'm out there, I might be thinking a little bit about work, but I'm thinking more about fishing. When I dive, I dive, and that's the way entrepreneurs are. Nobody is going to take that away from you, nor should they try, nor should you let them. We're constantly on the job, and there's absolutely nothing wrong with it.

I go on cruises, too. Yes, when I go on cruises, I'm working. Every once in a while, Beverly, my wife, talks me into going on a cruise where we don't work, and I must confess it's the most boring cruise I take.

Even then, I take something to write. I could not possibly stand to put in the time it takes to go on a cruise without getting something productive done. I'd rather have a root canal on both sides, simultaneously, with no anesthetic, than to go on a cruise and spend all that time just killing time. Entrepreneurs can't stand to just kill time. At least smart entrepreneurs. I was raised on the beach, but I can't fathom somebody coming down and throwing a blanket on the beach and laying there all day, with no clothes on, in the sun, getting fried, without absolutely nothing going on but sweat. I don't get this. I never could get this. It just seems like a waste of time!

They call that relaxation, but not to me. I gotta work!

I work on plane rides. In fact, that's why I don't mind taking plane rides; I get a lot of work done. I don't just sit there like a zombie. What are you supposed to do on planes? Sleep? I don't sleep on planes; I work on planes. There's always something to do instead of watching the in-flight movie.

And truly, I work from 8AM to 9PM every single day —every day that I can. "Ugh, that's a long time!" Well, look, isn't it true that from 8AM to 9PM every single day we have to be doing something? There's only three things you can do: work, play or sleep.

Fortunately, they invented DVRs, so my television time is down to two-hours a night, maybe three if I want to stay up a little late. I can't stand the thought of missing 24, for example. No way! I've got a list of shows I record so I don't have to worry about missing them. I can go plug them in, blast through them and blast through the commercials. "But Ron," you might be saying, "I don't want to watch anything on television." That's a load of crap! You do, too! You just want to watch what you want to watch on television. I mean how could you not watch 24 for crying out loud? So tape what you want to tape.

Let no one shame you because you choose to work while they choose to waste their life.

You have nothing to apologize for. Besides, if you're not working, what are

you going to do? People ask me all the time, "What do you do for fun?" I'm doing it! Some just might call it work.

Some may want to get in an RV and take a trip around the country. Well, that's good, but what happens when you get back? What are you going to do, take another trip? What are you accomplishing? When your whole life is revolving around play, boredom soon follows. We're designed to work! We're born and bred to work.

Here's a big tip about work: You're not going to get rich without it.

For some reason, work in our society has gotten a bad name. We've been trained to spend more time getting out of work than we have getting the work done. Guess where that attitude comes from? Broke people. Broke people who hate what they do at work. If you hate what you do at work, you're always going to try to get out of work. If you love your work, you're always trying to work more and more.

I speak to a lot of different groups, and I was in a room full of dentists a while ago. The very first thing I asked these dentists when I talked to them about real estate was, "How many of you, if you had more money coming in doing real estate than you have in your practice, would absolutely not spend the rest of your life in somebody else's mouth?" Ninety percent of the room shot their hand straight into the air. What does that tell you? It tells you that they're doing what they do because they're trapped into it.

*continued on page 25* ▶



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HOW TO BE A REAL ESTATE INVESTOR



# Your Latte or Your Life

BY RUSS HINER



People who want to invest often tell me the same thing: they are not reaching their goals because they *think* they do not have enough money.

Does this sound like you? Did you notice that I used the word “think” above? This is because if you are one of those people who think you have no money, I am going to open the door that you do.

I want to tell you this: You have much more money than you think you have. You must focus on possibility rather than on lack.

Don't get me wrong. I understand that when I have \$100,000 sitting in the bank, I feel much more powerful and less stressed about my bills. When I get down to \$10,000 in my savings account, I feel a little bit of nervous pressure too.

But I know that I have two choices about my reaction to this stress: I can give up, or I can use it as motivation. Personally, I use it to fuel my drive to make deals, tackle the marketing, build relationships, and make money.

Think about the facts. When we use the wholesale process, we need very little money—sometimes, we can even buy a house with no earnest or consideration money. Yes, we do need a \$500 or \$1000 dollar check when we deal with a realtor, HUD, FHA, or Freddie Mac, but we can also work directly with the seller.

But, you say, “Russ, I *really* have no cash. How can you say that I can do this?” You can do this because I can help you. I've been in the business, and I know the tools.

Here's the deal. When you become passionate, when you focus on your dreams, you are ready to take action. You can get where you want to go. The successful person focuses on what they want, not what they don't have.

But just making the decision that you want to succeed is not enough. You have to get the momentum rolling. You must take the steps that will teach you to work smarter and to work the system.

## The Secrets to Success

The secrets to success are not really secret. First, successful leaders in the real estate industry do not make excuses, and they do not take excuses.

Second, to have money, you must save money. And now I know you are saying, “Ok, Russ, now you're really talking crazy. How can I possibly save money if I don't have it? The kids need shoes and school supplies and...and...and...and...”

I say, when you want something badly enough, you can find places to save money—money that you already have. You could: Stop smoking. Bring your lunch to work. Drink coffee that you make at home. Carpool. Cut your cable bill. Have your children get a job and pay their own car insurance. Cancel a magazine subscription. Turn down your thermostat. Buy \$50 running shoes, not \$150 running shoes. Buy store brand foods and products. Use coupons. The list is endless.... Just eating less meat can cut your grocery bill by 1/3 AND help you to feel better. Go out for dessert and coffee instead of a whole meal. Don't get popcorn at the movies. Be creative. It's YOUR money. Use it wisely. Will it be popcorn and a soda or an extra check from the rent you can earn from a property you bought?

*Lack of money is simply a story.* It is a story that you have made up and that you tell yourself. It is not true. People who have the money you want have simply learned how to think in possibility, not in lack.

## Turn It Around

So let's get back to your fear about money, about the phrase that runs through your head: “I don't have enough money to do this.” Now, let's turn that around and say,

“I can make a career change, get out of the rat race...I want to live the good life. I want to live THIS life.”

Let's change even that phrase. Don't just WANT the good life. Try saying this instead: “*I DESERVE to live the good life.*”

## What is getting in YOUR way?

What are you doing to keep money from entering your life? Are you telling yourself that you don't know how? That you are too tired? That you lack organization? That you lack focus and self-discipline?

What if I tell you that these are more stories that you are telling yourself? I can assure you that any excuse will do. Until you decide that your best life is worth having, that life cannot not show up.

Let me give you an example. Have you ever noticed that when you are about to take a trip you can accomplish a lot in a short amount of time? That just a bit more money shows up that you can use to buy another gallon of gas? This is because your clarity, your focus, your energy all allow you to zoom in on the most important things, and those are the ones which get done...the excuses fall by the wayside because you have a clear goal.

So... back to the money....

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◀ Let me ask you--if you had \$2,000 right now, what would you do with it? Buy new shoes, go out to dinner, get a new tv? If this meets what you want in your life, if it fulfills your life purpose, then enjoy those shoes. Personally, I would invest because I am paying my bills, I have plenty of shoes, and I like to have my money working for me, not me working for money.

What about you? I want to give you Russ's Challenge: Find \$100!

No—not on the curb. Look in your own pocket. If you buy a latte every work day, 5 days a week, you might spend \$80-100 a month! Make some coffee at home! Put it in a cup with a lid, and go out there and get a wholesale deal. Get focused or sip your latte. It's your choice!

What is *your* purpose, your "why" for doing things?

Is it your family? Do you want to see your children get good educations, be able

to participate in sports, go on vacations? Do you want to live in a nice house in a neighborhood where you feel safe? Do you want to drive a nice car?

Then DO IT. Read, get an education, download motivation materials. Talk to me about being your coach. Success is not an accident!

People who know WHY they do what they do and WHAT they want to do take action. They know what their "why" is.

So, Russ, How Can You Help Me?

I want to make a difference in your life. I want to help you to find your purpose, to find your "why." I am a giver. I enjoy seeing other people succeed. I enjoy supporting others who want to make their life better, grow, share their successes. I am energized by new ideas, creative difference, and play. I am energized when I see people improve their lives.

How can you help yourself?

You can start by joining me and other successful investors at my Creative Deal Structuring Subgroup. Let me coach you to learn the market and find your niche!

I am looking forward to meeting you and helping you on your way to a successful 2015! ☀

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☰ **Russ Hiner's Other Articles**



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

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

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☰ **Ron LeGrand's Other Articles**



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.

◀ *continued from page 23*

They've got all this money and time invested in their education, so they're afraid to do anything else. Most will spend the rest of their lives, and it's not just dentists, of course, swapping hours for dollars.

They'll go through their entire lives and never clearly understand what you do day-in and day-out will determine how you get to spend the rest of your life.

You can think or labor for those who think. Which would you rather do? ☀

# Getting The Most Out Of Attending A Seminar or Convention

Part 2 of 2



BY W. ROGER SALAM

In the previous article (if you missed it, see Part I), I mentioned about all the things you'll need to do before and during attending a seminar to maximize the investment of your time and resources.

However, that's not enough. If you really want to capitalize (and I'm assuming you do, otherwise you'd not be reading this), you MUST implement these post seminar suggestions. Actually, these are more than just "suggestions" they are requirements to truly maximize the experience of being there.

## 1. What To Do With The Business Cards

I hope you collected tons of business cards (or exchanged contact information electronically) to expand your contacts and sphere of influence. Now what do you do with them? Stack them in some corner of your work desk at your office or home perhaps with the rubber band? No, that'll not do. I hope you've some kind of contact management software (I use Infusionsoft.com). Type them (preferably your assistant) into your contact manager or you can use a business card reader to make it faster. I give my stack of business cards (with notes on back) to my assistant and they go into my CRM (Customer Relationship Management) software for follow up actions. On the back of the card, I write down where and when we met and anything that stands out about that person in the notes section of the contact.

## 2. Write Personal Thank You Notes

It takes a lot of time and effort to put on a seminar. Send a personal hand-written thank you note to the organizer and the speakers who worked tirelessly to add value to you. Who else you met deserves a thank you note? I usually write them on the plane ride back and mail it at the airport post office. If you don't do it within 24 to 48 hours, you'll not do this (statistically speaking). This is an investment in your new relationship and it's not the same as a text or email thank you message.

I know it might require a bit of extra time and effort to write a hand-written note, but I promise you that if you do, you'll stand out from the rest and they will never forget you. I'm so passionate about it that I wrote a book about the power of hand written personal thank you notes. Although nowhere nearly the same (in terms of impact), but do send out email thank you as it is better than nothing. I carry with me blank thank you cards and stamps whenever I travel. No excuses.

## 3. Review Your Notes Within 24 to 48 Hours

I know you're busy and have a lot to catch up when you get back after being away for few days at the seminar, but if you don't carve out some time to review your notes within a day or so, you'll not remember much. All the great notes you

took will become great intentions and nothing else.

If you've taken hand-written notes on your note pad, this is a great time to type them up and review at the same time. This is not doing double the work, this act of rewriting the notes into your computer will help you go deeper into the material as you put them into your own words. Reviewing your notes and putting what you heard into your own words really helps you learn and use the information you took in.

If you're not a good note-taker, then ask the other attendees (you met and exchanged cards with) to share their notes. You should do this even if you are a good note-taker and offer your notes in exchange. You'll find out things that you missed that others picked up and vice versa.

## 4. Pull the Nuggets

As you're reviewing your notes, ask yourself what are the top 3 to 5 things you got from the seminar. You may have taken copious notes and finished an entire notepad, but the truth is you'll not remember three days of content from any seminar. Highlight the best nuggets which are your "Aha Moments" in the seminar. Try to internalize these gems into your personal and professional life to get the real impact from the seminar. ▶



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◀ **5. Ask the Expert!**

When you attend a seminar, you'll have so many questions. So, don't be shy – ask when you can! However, I realize there are typically many people at seminars, and everyone has questions. So, my best piece of advice for you is to sign up for the VIP program if one is offered. Oftentimes, you can pay a little extra to be a part of a small group that gets to spend more time with the speaker and ask questions one on one.

A lot of times these types of programs also come with a follow-up coaching opportunity, too, so you can get answers to questions that arise when you return home and really process everything. VIP programs are invaluable! It's so beneficial to have access to the speaker to be able to ask questions later on. You get the inside story of how everything works, and this way you can really make the best use of everything you've learned.

**6. Create a Plan of Action**

All too often I've had people tell me that

they are so overwhelmed with the amount of information they are getting that they have no idea where to start.

Here are a couple of ways to manage your information so you can implement what you've learned. The real lesson comes from implementation. From your notes (or the seminar manual), pull out the action items and create a "Master Action" list. Decide how you want to move forward with each item and then simply check them off once you've tackled them. What 3 things can you execute in the next week? Month? Quarter?

**7. Find An Accountability Partner**

This is a biggie if you're serious about creating lasting success. In a way, I saved the best for last. The reason this is the best idea is because it'll increase the chance of implementing all the ideas I mentioned above exponentially. This falls into the new "inevitability thinking" category. How can you set up conditions and environment where the outcome that you're after is inevitable? One of the best ways you can do that is to find an

accountability partner with whom you'll be doing all of the above things. Make a commitment to each other to get it done and more importantly hold each other to a higher standard. Set up some fun "carrots and sticks" to the outcome (You'll shave your head if you don't or take her out to dinner when you accomplish by the deadline, etc).

Remember, you don't have to do all of them by yourself, you can delegate (or outsource) as many as possible. Seminars can be a great way to learn the latest and greatest techniques, get motivated and build your network. Being prepared before you walk through the door will give you that extra edge that most will never get.

See you at the next event :),

Roger Salam ☀

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QUICK FLIP FOR FAST CASH

# What Comes First – “Finding the Deal” or “Finding the Buyer”?

BY MATT LARSEN



When it comes to Wholesaling properties, I see the question asked frequently: “Where should I start? Marketing for Motivated Sellers? Or Marketing for Cash Buyers?”

We are somewhat biased when it comes to this subject, because in most of the materials we went through when we were first getting started out all said to start with Marketing for Motivated Sellers. The theory is that if you find a Hot Deal, meaning a property under contract that is WAY below market value, if you have that then the Cash Buyers will find you. So just get out there and go find a Hot Deal and the Cash Buyers will come to you. On a side note, same principle applies when it comes to finding Private Money. If you find the Hot Deal, the Money will find you. Not, go find a Private Lender then go look for a Hot Deal. I always like to have the Ace up my sleeve – when you have the Hot Deal, you have control.

I am somewhat intrigued by the theory of building your Cash Buyers List first though. The theory with that one is that if you go out and build a big buyers list, then you can just wholesale other Wholesalers deals. So you have lined up “Buyer Bob” and he wants to spend \$100K this week on some cheap rental houses, but you have nothing under contract. You don’t tell him you have nothing, you say “let me check with my people”, then you call your

Wholesaler buddies and see if you can Joint Venture on some deals that they have under contract and split the profits. I can see this as a viable strategy.

So back to the question of where do you start if you are just starting out? Start with Motivated Sellers, or start with a Cash Buyers list? The answer is BOTH!! Naturally, why not do BOTH????!! Market for Motivated Sellers, get the Hot Deal, sell it yourself because the Buyers will find YOU if you have a Hot Deal and you can keep all of the profit. AND also market for Cash Buyers, and if you find a hot Cash Buyer that wants to work with you and is ready to spend some Cashola, help him spend it! Make friends with some other Wholesalers and ask “if I bring you the buyer on these deals here, can you cut me in on the profits?” Most will say YES, because half of something is better than 100% of nothing. And you will probably get less than half at 1st, but as your alliances grow you can negotiate your value up. And there will be times when you have the Hot Deal and another Wholesaler has the Buyer, so play nice and scratch each other’s backs. Reciprocate. Be cool to people and people will be cool to you.

BUT, BUT, BUT... if you find the HOT DEAL yourself AND you have the Buyers, then you have full control and you need to maximize your profits. That is the ideal situation, so go out there and market for Motivated Sellers

and get the Hot Deals. And go out there and market for Cash Buyers. Put the two together and you will be making some Fat Cash my friend.

Now get out there and do it! For more helpful information on how to Wholesale houses with very little money or experience, be sure to check out our blog at [www.HowToWholesaling.com](http://www.HowToWholesaling.com) where you will find free articles and videos. Good luck!

Good luck!

Matt ☀

See More Articles by **MATT LARSEN**

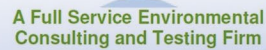
**Matt Larsen**  
 813-838-0171  
 MattClarsen01@Gmail.com  
 www.HowToWholesaling.com  
 Matt Larsen's Other Articles

 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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FORECLOSURES GONE WILD

**Kimberlee will be at Tampa REIA on February 10th & 12th!**



# Year-End Blow Out For Short Sales!

BY KIMBERLEE FRANK

**E**xperienced Negotiators, you and I, know that December is time to help the banks clear their books. Since many of the Bank Negotiators get bonuses, they want to see as many short sales close as possible in December.

Recently, we fought on several deals wherein the Banks kept asking for higher counter offers. Holding off until the beginning of December can put more money into your pocket. In Florida, the Banks pay all property taxes at the end of November, just before the due date, so they don't get penalized. After that date, when you make offers, the taxes are paid and the Bank's net has increased versus what they would have received in the month of November when taxes were not yet paid. Recently, we were fighting with a lender over \$2,000 on the purchase price because the bank wanted a specific net. You might say 'that is not much,' but once the taxes were paid, the bank's net was higher. Remember, that once the taxes are paid, they are no longer on the HUD as a deduction to the banks net, so by default the bank's net increases. Did the bank still pay them either way? Absolutely, but that doesn't affect us.

The investor's offer no longer needed to be increased to reach the bank's net and that's all we needed. The investor's offer was now right in line with their value to receive short sale approval.

On another deal, the party who signed the Mortgage Note was deceased and the other parties listed only on the deed had no financial responsibility. The intention of my partners on this particular deal was to find an end cash buyer and close back to back. Therefore, we were delaying in countering. The Bank kept calling about the counter offer and then the very next day, we received an approval letter for the amount submitted minus \$500.00, which the Buyer would have to pay. The possible profit on this property is around \$20,000, as a wholesale, and even more if fixed up and then flipped. Why did the Bank Negotiator send the approval letter without waiting on a counter offer? Because he gets a bonus and he needs to get it off the bank's books by the end of the year.

Negotiators may or may not get bonuses, however, they are required to meet their numbers by having a specific amount of deals approved as a short sale, deed-in-

lieu or suggest taking it to foreclosure and get more money. It is very important that you, as a Negotiator, find out if the bank negotiators get bonuses.

I have two files that have huge City Liens. The first deal wanted over \$11,000 and we offered \$1,000, they countered our offer at \$9,585 and said take it or leave it. I countered at \$1,500 and they came back at \$5,325. I countered at \$3,000 and they said they would accept this offer. This lien that grew to over \$11,000 was just for rotten fascia over the garage and some dirty driveway concrete, it was ridiculous! The daily fines grew out of control. Since Fannie Mae wanted a higher price than the Buyer would pay, the Buyer said he was willing to pay up to \$5,000 towards any liens on the property. Currently, there is a water lien of \$1,500 and now City lien of \$3,000. We have submitted our HUD to the Bank for final approval.

I have another file in Ft Lauderdale that has a \$16,500 lien just for a dirty pool and because the seller did not file a vacant affidavit with the City because the seller had moved out. This lien was just placed on the property in April, 2014, only 6 months ago. What a great fee to pay the city for going out to the house one time and finding it vacant with a dirty pool. Not happening! This matter is set before the Judge on December 16th, wherein I will personally appear and get it reduced, as my partners are buying this property. I will keep you informed as to the outcome.

The next lien battle was unexpected. We had received an approval letter from the Homeowner Association on a deal which is set to close before December 10th saying they wanted \$3,300 for the Homeowners Association Dues. The fees were negotiated down to \$2,800.00. Then we needed to confirm that there were no transfer fees and/or application fees for the buyer. Well, boy, were we hit with a shocker! A new company had just, in the past couple weeks, bought

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◀ out all of the outstanding dues for the Homeowners Associations and sent us a new bill/estoppel for \$7,500.00. I had to literally go toe to toe with this Attorney/Investor who wants to personally buy all the houses with the outstanding dues and fix them up and flip them himself for full profit. He told me that his intention was to foreclose on all of them and buy them. I asked him 'what would one less house make a difference?' and would he let us close with the \$2,800 versus the \$7,500. After going back and forth and asking him if he sent this offer to the Board of Directors for consideration, he finally accepted the original offer/estoppel of \$2,800 that was not even expired yet from the previous attorney. The trick on this deal is to understand the Homeowners Association is run by a Board of Directors who live in the neighborhood. The Board just hired attorneys to represent the outstanding accounts owed to the Homeowners Association. I always send my offer to both the Attorney and the Board for consideration, because in the end, it is the Board of Directors who have to personally live next to the vacant homes.

During this Christmas Holiday, take the time to tell everyone you know how much you appreciate them and love them. Remember, even though it is Christmas, Sellers still need to sell their homes and need to make big decisions either to let it go into foreclosure and/or do a short sale. This is the best time to market your letters as they are getting many Christmas cards... so keep marketing!

The most recent deal my partners and I closed just last week was in Tarpon Springs with a profit of \$17,000 plus. So now is the time to take action!! Attend my 3 Day Live Event in February and learn how to have profitable deals and increase your income to new levels in 2015!!

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

Happy Negotiating!

Kimberlee Frank ☀

**See More Articles by  
KIMBERLEE FRANK**

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**Kimberlee Frank's Other Articles**



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

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# “Impossible” is a Human Invention

BY BILL COOK

Robert Schuller came up with a great quote in 1973: *What would you attempt to do if you knew you could not fail?*

As 2015 begins, after finding yourself a quiet place to write down your goals, place Mr. Schuller’s quote in front of you. Next, with each goal you put to paper ask yourself: *If failure is impossible, is this still a worthy goal for me to pursue?*

At the beginning of each January, many of us make goals – they’re called New Year’s resolutions. This flood of goal setting is evident by the huge increase in the number of folks in the gym, and also by the number of people reading self-help books.

Sadly, by February, we’re back to seeing just the regulars working out – with the exception of two or three new people who’ve gutted out the pain and continue coming to the gym. As for the self-help books, most lay half read on shelves gathering dust...never to be opened again.

What happens to us as goal setters between January 1 – when we’re all pumped up with enthusiasm, and February 1 – when we’re back to sitting on the couch watching way too much TV? In a word: Obstacles. Henry Ford said it best: *Obstacles are*

*those frightful things you see when you take your eyes off your goal.*

It’s not enough to write down your goals. For goal setting to work, you have to read them – out loud – several times a day – *everyday!* Next, you need to close your eyes and picture yourself having already achieved each goal. In my case, this is how I start and end my day – it keeps my goals foremost in my thoughts. Doing this answers the question: Why am I at my desk at 4:30 in the morning working?

Above, when talking about the two or three new folks who are still pumping iron come February, I said they had gutted out the pain. Make no mistake, achieving worthy goals is hard; it’s painful. Much sacrifice is required. To quote Mr. Schuller again: Triumph is made up of two words: *TRY and UMPH!*

When it comes to real estate investing, my goals are simple and straightforward. The first goal I write down is the number of sellers I will meet with face-to-face during the year. I break this down to the number of sellers I need to see each month, and then each week. Remember: the alpha and omega of real estate investing is getting face-to-face with sellers and asking Pete Fortunato’s famous question: *Why are you selling*

*such a nice house like this?* Setting – and then tracking – this number is critical if you want to succeed at real estate investing!

Final thought: It’s easy to think up something that you really want, or want to do. Maybe it’s spending more time with your family, or traveling more, or achieving financial freedom, or helping others. Before you say your goal is unobtainable, remember this: “Impossible” is a human invention! ☀

See More Articles by **BILL COOK**

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 Bill Cook’s Other Articles



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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# The Real Estate “Dance” - Part 1

BY TONY PEARL

**D**ancing...  
and Real Estate?  
What gives?

Good question! Let me explain...

I don't know if you knew this, but before I started investing in real estate, I was a professional Ballroom & Latin Dance Instructor/Competitor of 14 years!

Although it might not seem like these two careers have much in common, I actually began to realize just how similar these apparently different disciplines really are during my early days as an investor.

For example, I remember this one time when I was talking with a seller of an ugly house and trying to get her bottom price.

I asked her the notorious question, “Janice, if I paid you all cash & closed quickly, what's the least you could accept for your house?”

“Well, what could you offer me?” She replied.

“That all depends. What's the least you could take?” I shot back.

“I really don't know. Why don't you just make me an offer?”

Do you recognize that dance? It's the “Scared Swing!” The “Cheap Chicken Cha-Cha!”

“Ok,” I said, sensing where this was going. I used Ron's reply, “How about a dollar?”

“One dollar? That's ridiculous. The least I could take for this house is \$100k!”

I thought to myself, “At least now we're getting somewhere!”

“\$100k??” I remember asking. “Is that the *Best* you can do?”

“I don't know... How much can you give me?”...

*Aaaaaaarrrrrrrggggbbbbb!!!*

Well, to make a long story short, we finally did get the deal done, but only after some fancy footwork.

And that's when it hit me...

**Being a Real Estate Investor is *Just Like Dancing!***

Why & how you ask? Simple! Here's how - I made a list, just for you:

## 1. You have to LEAD!

In dancing, it's normally the man that leads, because he's the one who supposedly knows what he's doing & where he wants to go.

He's the 'expert.'

It's gonna be a hard dance that won't be much fun to watch if *both* partners are trying to lead!

Just like dancing, the investor has to be the one to take the lead, because...

WE are the professionals who know what to do, and it's up to US to successfully lead our 'partner' through the dance, er deal!

By the way, that 'partner' could be a seller, a buyer, another investor, etc.

## 2. You have to deal with OBSTACLES.

Yes, when you're dancing, you have some obstacles in your way. The floor is only so big.

There's tables, chairs, and *people* to go around – or on!

In a real estate transaction, you have many more obstacles that may stand in the way of closing the deal. Even after you have a deal under contract, you still need to find a qualified buyer, deal with a title company, loan officers, underwriters, banks, appraisers, inspectors, and on & on.

Hey, there's a TON of obstacles that could get in your way – some of 'em on a daily basis! Like, what if you still have one of those JOB-things? :0

## 3. You've gotta have RHYTHM!

Well, that should be fairly obvious for dancing. And if you're dancing, there's hopefully some music playing (at least in your head!). Yeah, it helps tremendously to move WITH the music, not against it!

Being an instructor, I could tell you some horror stories that'll curl your hair of people who were so rhythmically-challenged, it's a wonder how they walked in to my studio without falling down!

I remember this one guy who... Never mind, you wouldn't believe me if I told you!

Now, in business, rhythm can be a tricky thing. It's there, but maybe not as obvious as it is in dancing.

But the good news is that rhythm – to some extent – can be *learned*.

You can develop your *business* rhythm by first organizing your schedule.

Set times to do your marketing, to make offers, to follow up, to find & hire the right staff, etc.

And set some time to spend with yourself & your *family*! (See the next section). After a while of developing this habit, I'm sure you'll find yourself in a nice groove, baby!

...Just like those people who walked in to my studio... But *danced* out!

## 4. You need BALANCE.

Now this should be obvious as well. We have 2 legs for a reason – to balance ourselves. If you're gonna dance, you don't want to fall down, and you don't want your partner to, either.

◀ So, in the dance of real estate investing, it helps to always make sure that not only are you doing well, but that the person with whom you're doing business is getting what they want out of the deal as well.

Not only that, but I've been told that it's a good thing to balance your business by selling some houses & to keeping some houses.

That way, you get the best of both worlds – big piles of cash to go with your diet of a residual income stream that you get from rents/lease options.

**5. You've gotta have the right PARTNER!**

Like the old expression, "It Takes TWO to Tango," this is definitely true!

If you're dancing with someone who is fighting you the whole time, doesn't like how you dance, or just doesn't want to dance with you in the first place, do yourself a favor & get OFF the floor *immediately!*

How this relates to our illustrious business is easy... DON'T deal with unmotivated sellers!

Don't do business with someone who doesn't *want* to do business with you.

And don't do business with someone who doesn't care to understand how we do business!

If you only work with people who want to work with you, you'll save yourself a TON of headache, heartache, time, stress, and effort. So just steer clear of anyone else and let 'em be somebody else's problem!

How do you think I know this? Yeah, I've got my share of horror stories in both departments – dancing AND business!

How do you think I got so smart? :)

So are you starting to see just how similar dancing & Real Estate Investing can be now?

And believe it or not, these are just a few of the things that they have in common!

I've got lots more to share with you, but you'll have to read them in Part Two, where this article will be continued to see what they are!

Hey, I'm just gettin' warmed up! How about you?

So, until next time... Why don't you try looking at your next business situation as a dance?

...And this time, try staying on beat!!

Cha-Cha-Cha!!

Tony Pearl ☀

**See More Articles by 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



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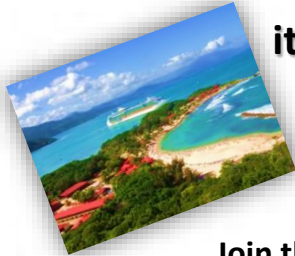
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Mon 9 March 2015	Cococay, Bahamas	7:00 AM	4:00 PM	Tendered
Tue 10 March 2015	Conference			At Sea
Wed 11 March 2015	Charlotte Amalie, St. Thomas	12:00 PM	7:00 PM	Docked
Thu 12 March 2015	Philipsburg, St. Maarten	8:00 AM	5:00 PM	Docked
Fri 13 March 2015	Conference			At Sea
Sat 14 March 2015	Conference			At Sea
Sun 15 March 2015	Port Canaveral, FL	6:00 AM		Departure



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# Tampa Area Meetings

<http://TampaREIA.com/Meetings>

## Tampa REIA Main Meeting

**January 8, 2015 6:00 PM – 9:00 PM**

DoubleTree Tampa Bay • 3050 N. Rocky Point Dr., West • Tampa, FL 33607

Leader: Dustin Griffin • <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](mailto:larryharbolt@gmail.com)

<http://larrysmeetup.tampareia.com>

### Every Wednesday

(Except Major Holidays)

#### Sarasota REIA Weekly Meeting

12:00pm – 1:30pm

Oriental Buffet

4458 Bee Ridge Rd, Sarasota, FL

Leader: Jim Willig

P: 941-927-0040

E: [sireproperties@gmail.com](mailto:sireproperties@gmail.com)

<http://sarasotareia.com>

### Every Other Wednesday

(See Calendar for Dates)

#### Tampa/Clearwater Real Estate Group

11:30am – 1:30pm

Joe's Crab Shack

2730 Gulf to Bay Boulevard

Clearwater, FL

Leader: Jim Miera & Barbie Moss

P: 727-415-6325

E: [jim415@hotmail.com](mailto:jim415@hotmail.com)

<http://tcreg.tampareia.com>

### Every Thursday

(Except Major Holidays)

#### Creative Real Estate Exchangers Meeting

9:00am – 11:00am

Denny's Restaurant

4999 34th St N, Saint Petersburg, FL

Leader: Wayne Arnold

E: [wecreatedeals@gmail.com](mailto:wecreatedeals@gmail.com)

Co-Leader: Jonathan Henrich

E: [creeinternational@gmail.com](mailto:creeinternational@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

Leader: Dave Marek

P: 813-287-1515

E: [admin@sreia.com](mailto: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](mailto:jon@fgcreia.com)

<http://fgcreia.com>

### 1st Thursday of the Month

#### Sarasota REIA Monthly Meeting

7:00pm – 9:00pm

Bank of America

1237 Old Stickney Point Rd. Sarasota, FL

Leader: Jim Willig

P: 941-927-0040

E: [sireproperties@gmail.com](mailto:sireproperties@gmail.com)

<http://sarasotareia.com>

### 3rd Thursday of Each Month

#### Beach REIA

6:00pm – 9:00pm

Gators Cafe & Saloon

12754 Kingfish Dr, Treasure Island, FL

Leaders: Matt & Courtney Larsen

P: 813-838-0171

E: [mattclarsen01@gmail.com](mailto:mattclarsen01@gmail.com)

<http://beachreia.tampareia.com>

### 3rd Thursday of the Month

#### Investor's Circle

5:00pm – 8:00pm

Carmel Restaurant

3601 W Swann Ave, Tampa FL

Leaders: Aris & Roy

P: 813-922-1755

E: [greatergoodre@gmail.com](mailto:greatergoodre@gmail.com)

<http://ic.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](mailto:chuck@ircflorida.com)

<http://ircflorida.com/>

## PLEASE NOTE:

This schedule is subject to change.

Visit <http://TampaREIA.com/Calendar> for the most current schedule.

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



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## JANUARY 2015

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
<b>UPCOMING EVENTS</b> Jan 8 Tampa REIA with Duncan Wierman on Extreme Online Lead Generation Jan 10 Tampa REIA Internet Marketing Workshop with Duncan Wierman Jan 18 - 24 Island REIA Retreat to Dominican Republic Jan 24 Fast Track to Wealth Seminar with Ron LeGrand Mar 8 - 15 Captains of the Deal Cruise with Bill Cook, Dyches Boddiford & Peter Fortunato Feb 12 Tampa REIA with Kimberlee Frank on Pre-Foreclosures & Short Sales Feb 14 Foreclosures Gone Wild Workshop with Kimberlee Frank Mar 12 Tampa REIA with Eddie Speed on Buying Notes Mar 14 Note Buying Workshop with Eddie Speed Mar 26-28 Guerilla Marketing Boot Camp - Part 1: Low Tech Tactics (Atlanta) May 7-8 Pretty House Boot Camp - Part 2: Selling (Atlanta) Jun 12-14 Ugly House Boot Camp - Part 1: Wholesaling (Tampa) Jul 16-18 Guerilla Marketing Boot Camp - Part 2: High Tech Tactics (Atlanta)				1 	2	3	
	4	5 <b>Larry Harbolt's Weekly REI Meetup</b> (Pinellas Park) 7:00pm - 9:00pm	6 <b>Florida Gulf Coast REIA</b> (Bonita Springs) 5:30pm - 9:00pm  <b>Suncoast REIA</b> (Tampa) 6:00pm - 9:00pm 	7 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00pm - 1:30pm  <b>Tampa/Clearwater Real Estate Group</b> (Clearwater) 11:30am - 1:30pm	8 <b>Creative Real Estate Exchangers Meeting</b> (St Pete) 9:00am - 11:00am <b>TAMPA REIA MAIN MEETING with Duncan Wierman</b> 6:00pm - 9:00pm <b>Late Nite Networking at Whiskey Joe's</b> 9:30pm - Late 	9	10 <b>Internet Marketing Workshop with Duncan Wierman</b> Tampa, FL 9:00am - 4:00pm 
	11	12 <b>Larry Harbolt's Weekly REI Meetup</b> (Pinellas Park) 7:00pm - 9:00pm 	13	14 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00pm - 1:30pm	15 <b>Creative Real Estate Exchangers Meeting</b> (St Pete) 9:00am - 11:00am <b>Investor's Circle</b> (Tampa) 5:00pm - 8:00pm <b>BEACH REIA</b> (St. Pete) 6:00pm - 9:00pm <b>IRC Main Meeting</b> (Winter Park /Orlando) 6:00pm - 9:00pm 	16	17
	18	19 <b>Larry Harbolt's Weekly REI Meetup</b> (Pinellas Park) 7:00pm - 9:00pm	20	21 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00pm - 1:30pm  <b>Tampa/Clearwater Real Estate Group</b> (Clearwater) 11:30am - 1:30pm	22 <b>Creative Real Estate Exchangers Meeting</b> (St Pete) 9:00am - 11:00am	23	24 <b>Fast Track to Wealth Seminar with Ron LeGrand</b> Tampa, FL 9:00am - 5:00pm 
	<div style="border: 2px solid red; padding: 5px; display: flex; align-items: center;"> <span style="background-color: white; padding: 2px 5px; font-weight: bold;">Island REIA Winter Retreat: Jan. 18-24</span>  </div>						
	25	26 <b>Larry Harbolt's Weekly REI Meetup</b> (Pinellas Park) 7:00pm - 9:00pm	27	28 <b>Sarasota REIA Weekly Meeting</b> (Sarasota) 12:00pm - 1:30pm	29 <b>Creative Real Estate Exchangers Meeting</b> (St Pete) 9:00am - 11:00am 	30	31 <b>Deal Structuring Workshop with Don DeRosa</b> Buford, GA 9:00am - 5:00pm 

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