FEBRUARY 2014

Tampa Real Estate Investors Alliance

THE PROFIT

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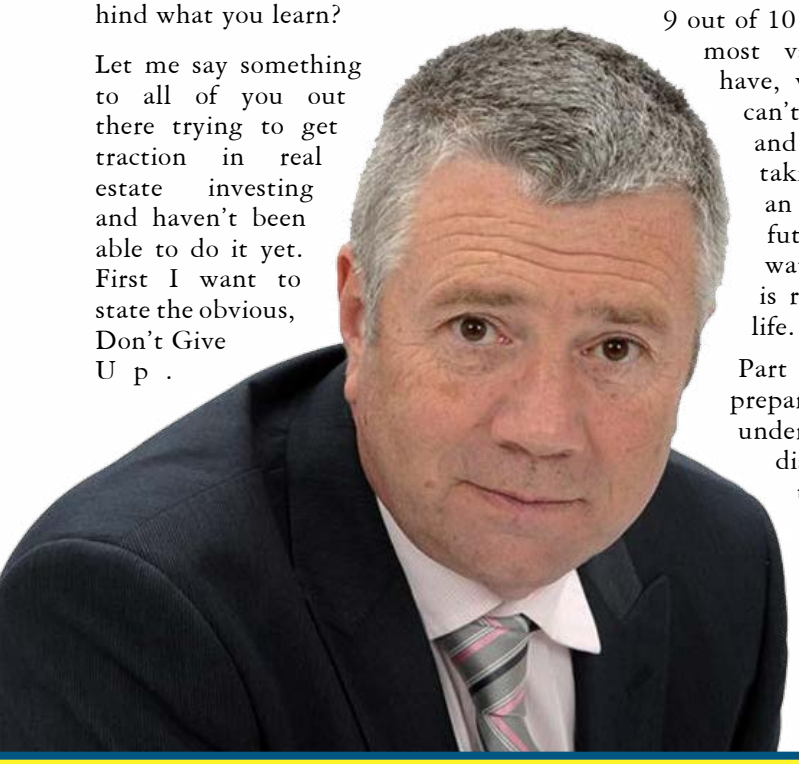
Are You Going To Make It? Be Honest With Yourself

By Tom DiAgostino

You want success, right? That's essentially the purpose of any kind of training. However, It doesn't matter how much "how to" you absorb, it will not cause the result you want - which is the achievement of a specific goal or milestone. How much action are you putting behind what you learn?



Let me say something to all of you out there trying to get traction in real estate investing and haven't been able to do it yet. First I want to state the obvious, Don't Give U p .

But now I have to give you some cold, hard facts.

The only difference between the few successful people vs most other people out there is the amount of TV you watch.

I know that sounds funny, but it's true.

9 out of 10 people WASTE the most valuable asset they have, which is time. You can't ever get it back, and the minutes you're taking to read this is an investment in your future. Time spent watching worthless TV is robbing you of your life.

Part of this mental preparation is understanding the disciplined principal that you can't always give in to mental candy, which is what TV (and music) are.

continued on page 23 ▶

Tom DiAgostino will be our special guest speaker on Thursday, February 13th at Tampa REIA. Come join us and Tom will teach you everything you need to know about Tax Sales, Tax Liens and Tax Deeds. Tom will be back with Tampa REIA on Saturday, February 15th for a full day, Elite Tax Sale Training Workshop. See pages 2 & 3 or http://tampareia.com for more information.

MAIN MEETING

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

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Main Monthly Meeting

February 13, 2014 @ 6pm

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

Creating a Cash Flow Fortune: What You Don't Know About Tax Sales Is Costing You Million$!

with Special Guest, Tom DiAgostino

Tampa REIA is excited to announce that **Tom DiAgostino** will be our special guest trainer this month on **Thursday, February 13th** at **6PM** at the **Doubletree Suites Tampa Bay** located at **3050 North Rocky Point Dr West in Tampa, FL**. Tom will be teaching us *"Creating a Cash Flow Fortune with Tax Liens & Tax Deeds"*, a real estate niche that most investors know nothing about. Join us at the meeting and you will learn…

- Why auctions are not the answer, and the secret to making maximum interest
- How to make easy 18-36% returns without owning real estate, but enjoying its security
- Where to tap into the most motivated sellers on the planet with the LEAST Competition
- Why this is the easiest way to buy properties so cheap it feels like stealing
- Why there is so much meat on the bone, it's hard NOT to make insane profits
- How to do it ALL within your IRA
- How we make our staff available to do it for you if you wish

Tom says… *"Regardless of your experience or location, you can earn unthinkable interest, or find unbelievable deals to wholesale, flip, or partner on. Even Homer Simpson can do what I am going to teach you. I mean deals at 10-30% of repaired value."*

"I've been around the block for 25 years and done it all. This is not the flavor of the week. This training will change your financial life now and for generations to come. Stop trying to ride the next wave, only to find you're on the back end, left at sea. We're not just trainers, we're your investment partners. Come join us and spend 90 min on February 13th at Tampa REIA where I'll explain why this is the best deal source on the planet for every type of investor."

Tom will be back with Tampa REIA on **Saturday, February 15th** for a **Full Day Tax Sale Workshop**. See page 3 for more details.

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

Tom DiAgostino

MEETING AGENDA*

6:00 pm:	Meet & Greet, Networking
6:30 pm:	Introductions, Haves & Wants
7:00 pm:	Announcements
7:30 pm:	Main Presentation with Tom DiAgostino
9:30 pm:	Late Night Networking at Whiskey Joes

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

Tom will be back with Tampa REIA on Saturday February 15th for a Full Day Workshop. See page 3 for more details..

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

Bring your biz cards & flyers

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Tampa REIA Presents...

Elite Tax Sale Training Workshop: How to Create Generational Wealth with Tax Liens and Deeds

A Full Day Workshop with Tom DiAgostino

8:30 AM to 4:00 PM on Saturday, February 15, 2014

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

Tom says… *"I've been around the block for 25 years and done it all. This is not the flavor of the week. This training will change your financial life now and for generations to come. Stop trying to ride the next wave, only to find you're on the back end, left at sea. We're not just trainers, we're your investment partners. Trust us and come spend Saturday, February 15th, 2014 with us, where I'll explain why this is the best deal source on the planet for every type of investor & show you how to do it."*

During this special training workshop with Tom DiAgostino, you will discover:

- How to CONSISTENTLY buy properties at 10-30% of Repaired Value so you make more money EACH Deal
- Where to get great liens at the maximum rate allowed by the state and double your money in half the time
- How to get Valuable properties for FREE with simple mail done for you
- How to use your IRA to keep 100% of the profits, compounding your wealth building
- What kind of diligence is necessary for the property and for title work to avoid mistakes
- Strategies for wholesaling, retailing, rehabbing, and landlording for maximum profit
- How to get the same savings on material as Tom's 20 year relationships – for more money in your pocket!

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

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***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 between February 1st and 13th can attend this full day seminar for FREE and bring a spouse, adult child or parent at no additional charge. Tampa REIA Members who renew their membership for one additional year between February 1st and 13th can attend for FREE as well. When joining or renewing your membership, please be sure to tell us that you want to attend this event at no additional charge.**

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

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800 POUND GUERILLA MARKETING

What Marketing Methods Will You Use To Promote Your Business?

BY DUSTIN GRIFFIN

Over the last two months we discussed Step #2 of *"Determining Your Marketing Plan in 7 Easy Steps"* which was to *"Determine Your Market"*. We broke Step #2 down into 2 parts which were to determine **"Who and What is Your Market?"** and **"Where is Your Market Place?"** This month we're going to move along to Step #3 which is to ***"Determine Your Marketing Methods"***.

Webster defines a "method" as a careful or organized plan that controls the way something is done. Coming up with an organized marketing plan is exactly what the 7 Steps are all about so we want to put some careful thought into the methods we will use to get our desired results.

In Step #1, you determined how many leads you need to achieve your personal and business financial goals. In Step #2, you determined who you want to market to and where you want to market.

In Step #3, you need to determine what marketing "methods" you will use to promote your real estate investing business to your desired prospects in your market area so you can generate your desired number of leads each and every week/month to reach your financial goals.

Will you use "Prospecting" and go out and search for and find motivated sellers? Will you search for vacant properties and track down and initiate contact with the owners? Will you knock on the doors of homes for sale? Will you use "Advertising" to get motivated sellers to call you or visit your website and submit their information about their property for sale? Or, will you use a combination of Prospecting and Advertising to find sellers and to have them find you?

Will you use "Mass Marketing" techniques to reach a broad spectrum of sellers, potential sellers and non-sellers? Will you use "Direct Marketing" techniques to reach a very targeted set of home sellers? Or, will you use both Mass and Direct Marketing techniques to not only cast a wide net in your marketing area, but also target specific sellers and properties in your farm area?

What methods will you use to generate the highest quantity versus the highest quality of motivated seller leads and properties that meet your buying criteria? Do you want a high volume of any type of seller/property leads or will you settle for a lower quantity of much more specific, highly qualified seller/property leads? Or, do you prefer both a high volume of any type of leads as well as your lower volume, high quality, targeted leads?

You get to choose your answer to all these questions as you complete Step #3. In the next few articles in this series, we will cover the following topics in much greater detail:

- Prospecting vs Advertising
- Mass Marketing vs Direct Marketing
- Quality of Leads vs Quantity of Leads
- One Step Marketing vs Two Step Marketing
- Examples of each

Now all the questions above are some great thoughts to ponder until the next article, but here are a few more…

Thoughts to Ponder

1. If you were a motivated seller with a house for sale (Listed, FSBO or neither):
   a. Where would you look for buyers?
   b. Would you mind if a buyer knocked on your door and asked about your property?
   c. How would you prefer to be contacted by potential buyers?
2. As a consumer:
   a. What types of marketing methods from other businesses do you respond to most favorably and why?
   b. What types of marketing methods from other businesses do you despise and why?

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

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THERE'S AN APP FOR THAT

Mobile Technology – It's Not Just For Your Kids Anymore

By Don DeRosa

I love the freedom of movement that my phone gives me. That has definitely transformed my life.
~ Richard Branson

Every once in a while, I like to take a close look at my business to make sure I'm still reaching my full income and personal potential. Hopefully, you do the same from time to time, because it takes diligence to maintain success for the long haul.

Students of mine know that if something isn't working well, it means one of three things: their business is underfunded, underexposed, or undermanaged. This basic principle hasn't changed since I started investing in real estate in 1997.

But how you meet that third requirement – adequate management – has changed a lot, because one of the keys to good management is the productive use of available technology. And boy, has technology changed since 1997!

Do you remember when a car phone was cutting edge, but it was a huge, expensive, ugly block of a thing with a foot-long antenna. There was no texting, and that phone sure didn't take pictures, or save documents, or keep track of my appointments, or give me directions, or, well, do anything except make a phone call. And even though I was pretty tech-savvy, I was still very dependent on low-tech solutions like filing cabinets and calculators and old-fashioned film cameras.

When I started investing in real estate, and before I developed the systems I now teach, I had paper everywhere. In my office. In my car. On the dining room table. Wherever I was, I had every piece of paper I might possibly want at my fingertips – if I could find it, that is – except the one I actually needed at that particular moment. Sheesh!

And now? What a difference! My iPad and iPhone have allowed me to load my entire life into one small device. My iPad can communicate with my staff, manage my expenses, and give me directions to the next house. It can find neighborhood comps, and take high-quality pictures and video. It can "park" pictures or contracts or handwritten notes in the cloud, so my staff and I can both get to them easily. It can keep my calendar and tell me when I need to be at my son's hockey game. And most importantly, it can save me enough time to be at that game.

Experts say that people waste an average of 45 minutes per day looking for things they've misplaced. I've been able to roll so much of my work and personal life into my slim little iPad that I save at least an hour a day. That's time I can spend looking for prospects, or having lunch with my wife, or hanging out with my kids.

The fact is, these changes in technology have given us productivity potential that was unimaginable 20 years ago. And like it or not, smart use of that technology by your competitors has raised the bar for YOU as well.

Maybe some of you are still resisting 21st century technology. You know who you are. You have a cheap phone that does just one thing – it makes phone calls – and you're proud of that. You've never texted, and you hope you never do. You still have to ask your six-year-old nephew how to send an email. And by gosh, you're never going paperless, thank you very much.

But wait! Maybe, secretly, you wish you could use some of this new technology to your advantage. Maybe you're not

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so happy being stuck in 1993. It's a real pain in the neck driving back to your office to fetch that contract you forgot. By now, though, you think the technology train left the station so long ago there's no hope of ever catching up. You wouldn't even know how to turn on an iPhone, much less put it to good use. Heck, you're still a little shaky about the faxing thing! Even if you were ready to learn, where on earth would you start?

Or maybe you're on the other end of the scale: You're pretty comfortable with your iPad or Android, and you've put it to good use, but you wonder if it can do even more than you know.

Well, whether you're a complete beginner or an experienced user, I've got some good news for you: Knowledge is power, and it's there for the asking.

Using an iPad or smartphone isn't intuitive. It requires training, and patience, and practice. It also requires willingness – the willingness to start at the very beginning and ask lots of questions even if you think they're really dumb.

In the coming weeks, I'll be offering inexpensive classes where you can learn how to use an iPad to streamline your life and maximize your profits. If you're a complete beginner, I'll start by showing you how to turn it on. Even if you're an experienced user, you'll learn some new tricks to improve your productivity, increase profits, and free up more leisure time.

I hope you'll join me at a session convenient to you. Wherever you get your training, though, please get it, because it's never too late to start learning – and that technology train isn't slowing down anytime soon.

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

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FAST TRACK TO SELF-DIRECTED IRA INVESTING

Caution! Inaction Could Disinherit Your "Intended" Self-Directed IRA Beneficiaries

By Jim Hitt

Now that January is past, it's time to settle in and think about some of the more important but often forgotten items. Chief among them is your beneficiary designations. The person or entity currently slated to inherit your Self-Directed IRA account may no longer be the person you want to inherit your account. This applies to your Self-Directed IRA, accounts under employer plans such as 401(k)s, 403(b)s, profit sharing plans, pension plans, and the many assets you have worked hard to acquire. There are numerous documented cases of individuals or estates inheriting retirement accounts and assets when the owner wanted the beneficiary to be a different party. The following tips can help you to track your beneficiaries and assets:

- **Maintain a beneficiary file:** Create a list of all of your retirement accounts/assets and identify the named beneficiaries. If you do not already maintain all of this information in one easily accessible area, now may be a good time to start. This will help you to keep track of both your current beneficiary designations and all of your assets.
- **Perform annual check-ups:** Check your beneficiary forms and your Will at least once per year to determine if you need to make any changes. Events involving your beneficiaries may necessitate changes to your current named beneficiaries. For instance, you may have gotten married or divorced, and need to update your beneficiary form to add or remove your spouse or former spouse.
- **Review after each life-event:** If the occurrence of a life-event that could affect your beneficiary designation occurs, review and update your beneficiary forms and Will if necessary. Such events include births, deaths, and marriages. For instance, you may have named your mother as your beneficiary for your Self-Directed IRA when you started working at a younger age, but now that you are older and married, you may want your spouse to be your beneficiary. Chances are your mother would inherit your Self-Directed IRA, unless you made the necessary changes to your beneficiary designation form to name your spouse as your beneficiary.
- **Obtain required signatures:** If you are married and you name someone other than your spouse as a primary beneficiary of your retirement account, you may be required to obtain your spouse's consent if your account is under an employer plan or if you live in certain states. Failure to obtain the required consent, which may require the signature of a notary or other designated person, could result in the beneficiary form being invalid.
- **Tell Your Beneficiaries:** Your beneficiaries could end up not receiving the assets you leave for them if they do not know that they have been named as such. To prevent this from occurring, inform your beneficiaries that they are designated to inherit your retirement accounts. While doing so, it is also recommended that you include identifying features such as the account number and the name of the financial institution or employer with which the account is held. If you prefer not to have them know before they actually inherit the account, you could either leave instructions with your legal representative or a trusted individual to provide the notification in the event of your death, or make any other suitable provisions for notification.

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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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REAL ESTATE RAW

Get Seller Financing

By Bill Ham

Buying and rehabbing distressed properties can be a lucrative business but it can also be risky. Rehabbing and flipping often generates quick checks but may also take some upfront cash to get the deal done. Here are some tips for rehabbing property with seller financing so you keep more of that cash in your own pocket.

If a property is in need of repairs or it won't cash flow at the price the seller is asking then you may have difficulty getting a bank loan for the deal. Get the seller to finance the deal. Create an offer that will give the seller the price they need but only if they will carry back the loan on the property in a first position mortgage.

If a seller will carry back the loan then you will likely need to pay the asking price or close to it. Your offer must create value for the seller. The majority of the time when a seller carries back a note on a property they are usually more concerned about the price they are getting than the terms of the loan. This can be in your favor. Create an offer that is close to or at full price but with an interest rate and terms that will allow for small payments and bigger cash flow. One example would be making a full price offer with interest only payments. The full amount of the loan would be due when you sell or refinance the property. The risk here is that you don't pay down any of the loan amount but it would be much easier to cash flow. This works well if the market is appreciating quickly. You can cash flow the deal and then flip it in a few months for a big check.

Getting the cash to fix up the property can also be a challenging part of fixing and flipping deals. If a seller will carry back financing on a single family house, you can make an offer that will allow you to use any down payment money toward the rehab costs. This keeps you from having to put cash down for the seller financing and also needing more cash for the rehab. You will need to explain to the seller that if you default on the loan then their property will be in better shape than when they financed it for you. You will have spent the down payment money fixing up their house.

If you are dealing with a multifamily property that has units that need rehab, then a good offer would be to have the seller waive the first few months' worth of payments. Now you will be able to collect rent from some of the units and use it to repair the others. The idea here is to get as many units fixed up with rent money you collect from the property.

There are many sellers out there who are willing to finance deals for lots of reasons. Your main goal is to make an offer that solves a problem for the seller. The more value you can create for a seller the more likely your offer is to get accepted. The more work a property needs then the more a seller should help you get the deal done. Don't be shy about asking a seller to help you solve a problem they have and that you didn't create. If their property needs rehab, get seller financing.

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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.

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Meet The Banksters

A Step by Step Guide on How the Banks Committed Massive Fraud

By Bob Massey

By this time, most people are at least aware that mortgage banks were less than honest in how they created and sold mortgage backed securities over the last 15 years. It has driven a lot of negative sentiment towards the banks since the housing market crashed in late 2007, but very few people have a clear understanding of exactly what the banks did. That is completely understandable because the banks set up an extremely convoluted system of fake transactions specifically to avoid people catching on to what they were doing. In this article I am going to attempt to break it down into simple terms.

As the housing market heated up in the early 2000s, investors began to invest in what are known as mortgage backed securities. These are securities that consist of large pools of mortgages. The idea behind these investments was to capitalize on the housing boom while minimizing their risk.

In order to do this, investors had to work through brokers who compiled mortgages into securities on the investors' behalf.

The way the investors would invest in these funds was to use their money to fund a trust that would acquire mortgages either by originating them as the lender, or by purchasing existing mortgages. In a perfect world, the trust itself would then be the lender or purchaser designated on the mortgage.

Well the investment brokers had other ideas. They took the money from their investors, but never used it to create the trust. Instead the brokers took the money, kept some as payment for bogus transaction fees, and used some of it to directly originate or purchase loans. On the loans made using the investors' money the brokers designated a completely unrelated third party that they owned or controlled as the lender or purchaser. The broker then sold these loans from the third party to the original trust.

The broker used a bogus third party to sell loans that the investor already owned to a trust that was never funded in the first place and collected the profit.

You might think this is nefarious enough, but the brokers didn't stop there. They knowingly included high risk mortgages in the securities in order to charge higher interest rates, but then labeled the securities as A+ investments. They then used the bogus third party designated as the lender to take out insurance policies on the loans. So the brokers labeled garbage investments as gold, sold them at inflated prices, and collected insurance on the loans that they had no claim to when the loans defaulted.

All of this is happening behind the scenes when a homeowner buys a house and gets a mortgage, but what does it mean for the homeowners? Are they going to get a free house because the banks lied? In most cases, no. However, it does provide homeowners with ammunition to go at the banks and demand to know who should be getting paid for the loan, and if they have already been paid for it through the various insurance policies that were put on their mortgage.

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

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

We have a huge opportunity to help homeowners and do some great deals with multiple exit strategies by exposing this unbelievable and blatant fraud. We finally have the leverage we need to get the banks negotiating on our terms. It doesn't matter if the homeowner has already been foreclosed on, we might be able to help.

If you would like more information on this awesome strategy, give my office a call at 706-485-0162!

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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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QUICK FLIP FOR FAST CASH

Money Loves Speed

By Matt Larsen

Did the title of the article get your attention? I thought so. Money does love speed. Money in general loves speed. That means getting off your "you know what" and putting in to action whatever it is that needs to be done in your business (and in life). And the faster you do it, the more likely you are to be rewarded for it, financially. This will be one of my resolutions for this year – act with more Speed.

Let's face it. You're not getting any younger, the clock is always ticking. And, the sooner you realize the inherent value of speed, I promise you this; the more seriously you take your goals, the more urgency you will build into your daily habits.

Ever watched a commercial for some gadget or concept that you had thought of in the past and said "hey – that was my idea"? It may have been your idea and you should have acted on it. Instead, somebody else did and now they are billionaires. (Yep – I thought of Facebook too, but Mark Zuckerberg beat me to it).

But I'm not talking about just ideas. In general, things tend to work out better when you act on it faster. I don't recall ever succeeding at something because I got there last.

Naturally, I'm going to relate this concept to Real Estate Investing, where Speed = Money. Because Money loves Speed.

If you are contemplating real estate investing, or trying out a new strategy in real estate investing (like Wholesaling) and you know you need to put out marketing, it behooves you to get your marketing out ASAP. The sooner you get it out, the sooner the phone rings with sellers calling.

Just bought a new course on real estate investing? Great – put into action today. Don't go get another course. Just implement what you just learned. Better yet, start implementing before you are even done with the course. Learn while doing. Did the course say "look up For Rent ads and call them"? Do it now.

If you are doing your marketing and a seller calls you and leaves you a message, call them back right away. You never know, they may go to the next ad in the phone book, or next search result in Google, or next bandit sign phone# and call that person – that person calls them back first and gets the deal.

When you get a deal under contract and you now need to get it resold to another investor before your contract expires (if Wholesaling), you better start selling it ASAP. Get it out to your buyers list, craigslist, website, and put out your For Sale bandit signs right away. Don't get around to it. Do it now.

You close a deal and you make some money. Congratulations. Now turn around and reinvest that money back into marketing or more real estate ASAP. Don't take the month off celebrating. No time for that. Reinvest in marketing or more real estate and get it back out there right away working for you.

When you are doing 5-10 deals a month and you are too busy to keep up, go ahead and hire that person to help you out. Don't wait – just do it. Get into the habit of focusing on the 20% of actions that get 80% of your results (meeting buyers, making offers, raising money). Hire out the 80% of the actions that only get you 20% of the results. Hire it out ASAP.

Following are some of the more important reasons why I believe fast action (Speed) equals results and money.

1. When you do too much planning, there's a tendency to think of one reason after another why what you're contemplating won't work.

Many of the reasons you come up with may be correct. But the important thing is that it doesn't matter. Why? Because, as you move forward, circumstances continually change – and those changes often render irrelevant many of the concerns you may have before taking action.

In other words, don't try to figure out steps two, three, and four before taking step one. Also, don't anticipate all the things you think might go wrong. When you put it into motion, it will work itself out.

Real estate investing is an easy thing to get caught in the vicious cycle of contemplating and doing research; and eventually either nothing ever happens because you are stuck in "learning mode" or you just talk yourself out of it altogether (because it sounds too risky, or time consuming, or it probably doesn't work, etc). Screw that – just do it NOW.

2. When you procrastinate, you tend to lose your enthusiasm.

►

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That, in turn, causes "standing still" to set in. "Standing still" is the tendency to live with existing conditions and avoid change. You get comfortable with the way things are and allow your business ideas or new projects to fade into the comfort zone of oblivion.

But when you take action, your creative juices flow faster, your resourcefulness kicks into high gear, and the things, people, and circumstances you need to accomplish your objectives are drawn to you almost like magic. This is not hocus-pocus. I've done it enough times to be able to assure you that it really works. It's hard to stay on a bike when it's not moving right???? Get moving.

3. Speed trumps Size.

You see, in today's world the old rules no longer apply. It's not that the big eats the small anymore, it's that the fast eat the slow. It's the one true competitive advantage that the big competition cannot duplicate easily. In real estate: get your marketing out before the other guy, make the offer before the other guy, reinvest before the other guy/gal. People will pay for Speed. Be the one that gets paid for it.

- Speed of decision-making
- Speed of execution
- Speed of customer service
- Speed of EVERYTHING

4. Perhaps the most important reason of all for taking action now is that time is finite.

No matter how proficient you are, you can only accomplish so much in a lifetime. Every second that's wasted reduces the totality of what you can accomplish by one second.

Some people maintain that a constant feeling of urgency to accomplish more is stressful, but I find the opposite to be true. I feel more stress when I procrastinate – when I'm not doing what I know I should be doing. There's not a worse feeling in the world than to be conscious of the fact that your finite supply of time is ticking away while you're cleaning out your inbox or re-reading that course to make sure you have it perfect. Don't worry about it – just do it.

Of course, nothing in life is perfect. There will be times when moving too fast can end up hurting you. Based on my own experience, what I gain from moving fast far outweighs any losses that result from too little planning.

That being the case, when you fall – and you will fall – simply pick yourself up, dust yourself off, and take more action. Money could care less about mistakes. Money loves action. Think seriously about making this your mantra for 2014.

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

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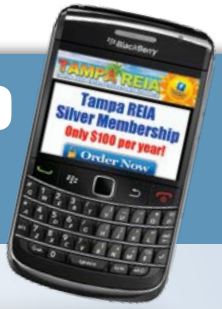

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PEARLS OF WISDOM

Turn Your TRASH Into CASH - How to Make More Money by Selling The Leads You Get… Even if You Don't Buy The House! – *Part 2*

By Tony Pearl

In Part One of this Article, we discussed what most people do with leads, a typical wholesale deal, and a few reasons why you might NOT buy a house. And just when things were getting good & was about to reveal how to STILL make money even when you DON'T do the deal, I had to leave you hanging and make you wait until *this* part of the article came out to reveal the secret. Sorry about that. :)

But here's where it gets interesting. So keep reading, won't you?

Typically, if you can't get a deal negotiated with a seller (usually because they don't want to accept your low, wholesale price offer), you'd be stuck. You'd either throw the lead in the trash, or you'd ask them if it would be ok to call them back in a few weeks to see how things are going, then remind them of your offer to buy at your low price. Yeah, sometimes you'd get those offers accepted. Sometimes.

So what do you do if you still want to profit on this deal that you've already spent some time on?

Here's your answer. Are you ready? Good…

You Will Simply SELL This Lead!

Wait… What? *Sell* The Lead? That's right! Sell it.

Your First Question: "**WHY** on earth would someone want to BUY a lead from me, when I couldn't do anything with it *myself?*"

Simple. Because there are quite a few businesses out there who would still benefit from working with this person. It still qualifies as a LEAD to *other* businesses, even if its worthless to *you* now.

Your Next Question: "**WHO** the heck would buy these leads from me?"

The answer is obvious. You want to sell that lead to someone who would still get some value out of it for their business.

So You'd SELL That Lead to ONE, Several, or ALL of These:

- A **Realtor**
- A **Contractor**
- **Another Investor**
- Or anyone else you can think of that would benefit (e.g. handyman, painter, pest control company, electrician, plumber, mover, loan officer, landscaper, etc.).

Let's Start With **Realtors**... Realtors who work with this type of seller and/or property will gladly LIST that property on the MLS (Multiple Listing Service), then sit back & wait for a few offers to come in, then pick up their commission check for it! These people have to advertise, so why not pay YOU a few bucks for a qualified, prescreened, and polished lead that they don't have to work to get?

These Realtors will GLADLY pay you: $50 - $100 - Even $500 for leads like this!

What about **Contractors**? Contractors rely on leads, just like any other business. They have to do things to bring these leads in, or they don't have a business. Yes, they have to advertise… and that usually means spending money.

So why wouldn't they be *delighted* to pay YOU to sell them a pre-qualified lead, where they get to go in and pitch their services? That seller may or may not hire them… But at least they'll have a solid estimate for the repairs their house needs. They can use that repair estimate for all kinds of things. Who knows? Maybe the contractor will actually get the business for themselves?

These Contractors will Happily Pay you: $50-$100 - up to $200 for these leads.

Starting to see the light? I thought so.

Then there are **Other Investors**. Yeah, you may have blown the deal yourself. You can't get them to sell to you. But maybe it's because you just didn't present it properly. Maybe you suck at negotiation. Maybe they weren't ready to sell, or - excuse me for being blunt - maybe they just didn't want to sell to YOU!

Hey, it happens! I've been on both ends of the situation.

So don't take it personally… Get even! Rather, make money instead. Sell the lead to another local investor who's willing to pay you something for it, and let them take a crack at the deal themselves. If they're good, they might get the deal. Then, all you have to do is work out a deal with them to get paid!

Investors will pay you: $25-$50 - Even up to $500+ for these leads.

In some cases, they might not pay you up front for it, but they'll pay you a

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It's Impossible to Run a "4" Minute Mile Before You Learn How to Walk!

By Larry Harbolt

I recently had a telephone conversation with one of my students who asked me what I thought was going to be the next best strategy to use to do more deals in 2014. My student is thinking the market is making a real come back. He is very excited because he is seeing house prices starting to go up, house sales are increasing every month and he had just been told by a traveling Guru that the market has huge profit potential and the market is headed back to 2006 price levels just like it was before the crash.

I can truly appreciate his bright eyes and positive enthusiasm. This student is someone who spends time and money constantly in seminar land listening about the latest niche that will be the next million dollar method for investors to create wealth. I must admit that some of the most recent strategies being pitched could, if done using thorough research and use the correct paperwork could be profitable. My problem with all of these new strategies…. Most of these new strategies aren't really new. Many have been around for years. The problem, many new investors quickly bore with each strategy as they hear about the next great money making idea that is making investors wealthy. Most of these new strategies will require large sums of money to learn and implement. As market conditions continually change another will soon appear and the investor is again quickly off in a different direction without perfecting the last.

Don't get me wrong, I am not recommending not listening to what these Gurus's are teaching. What I am saying, you need a basic strategy that will give you a solid foundation of investing knowledge you can use every day to generate money for you to care for your family. Once you have this solid foundation of knowledge that works for you in place and you are comfortable with it, how it works and you really understand everything about it and can easily implement your strategy to buy any property, then and only then I would recommend looking at every pie-in-the-sky new million dollar idea that comes along. Wait until you already have adequate income coming in every month. For those of you who haven't built your solid foundation of knowledge yet, if you continue to chase every new million dollar idea the next Guru shows you and sounds too good to be true the chances of your success will most likely be a long and difficult journey.

I have personally lived and invested through seven different economic cycles and I can tell you from experience that every one of those cycles brought out new and exciting strategies I thought I had to learn to be successful. I desperately sought to learn as much as I could because I wasn't making the kind of money all of the Guru's of the day said I should make. I was so desperate to make more money to feed my family but because I never took the time to become proficient at any of the strategies I was chasing, the money simply wasn't coming in like I needed. I ran from idea to idea spending money to buy courses I really couldn't afford believing each new idea was going to solve my money problems and allow me to become rich. Markets come and markets go and so does the latest million dollar idea each time the real estate market or economy changes.

Do yourself a favor, stop chasing every new idea and take the time to become good at one strategy, unlike I did. I never became good at any part of the real estate investing business because I was so desperate for money and that caused me to continually chase the dream but never achieve it for many years.

My Ah-Ha moment finally came when I learned that every property I looked at fell into one of four categories. Over time I became very successful at profiting from ►

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each type of property I saw. Not until then did the money start coming in. Now that I have the money and the time, I can now afford to chase some of the newer ideas that might help me expand my war chest and give me more freedom to do what it is I want to do.

If you have any questions about what I just mentioned about the "4" different type of houses and how to profit from each, feel free to call me at 727-420-4810 or email me at larryharbolt@gmail.com.

Happy Investing!

Larry

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

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sweet finder's fee if they buy the house (at *least* $500), and you know what they say: "Something is better than nothing!"

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

I'm happy to answer that question for you, but… you'll have to wait until NEXT month's issue! (I know, I know.)

So be sure to read next month's issue of this publication, when I'll share with you some super-secret insider tips on HOW to sell these leads for maximum profit & minimum hassle. As always, this will be some great stuff, so don't miss out!

Until Next Time,

Tony Pearl

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FORECLOSURES GONE WILD

Homeowner Associations Increase Short Sale Aggravations!

BY KIMBERLEE FRANK

When working with a Seller on purchasing a short sale it is very important to know the terms and conditions that the new buyer must uphold with the Homeowners Associations. Recently, we started working on a short sale wherein the Seller owed the Homeowner Association a fee of $457.00 per month and another Homeowner Association issue wherein they would only allow the Buyer to be an owner occupant. The Homeowner Association claims that the percentage of rentals have been filled and since that quota was met, this leaves only owner occupants eligible to purchase the property. Now your pool of buyers has been decreased greatly leaving only homeowners to buy the property.

The first thing you need to do when obtaining a short sale or any type of deal from a Seller, that you are interested in purchasing the property to fix and flip or just rent, is to obtain the Homeowner Associations Bylaws. There are Bylaws and Declarations that the Homeowners Associations are to provide to a new buyer. Here are some of the things you must look for to prevent any show-stoppers:

1. Application Fee for the New Buyer
2. The New Buyer must be approved before the Board and the time-frame for this approval
3. The percentage of owner occupant homes versus rentals allowed
4. The colors in which the exterior of the house needs to be painted
5. The size of tree(s) that needs to be planted
6. The type of fence you can have on the property, if any
7. The New Buyer cannot purchase the property in a company name, ie. LLC, Inc. or "C" Corporation and more!

Where do you find out this information? First you need to ask the Seller what is the name and contact information for the Homeowners Association(s). Often, I find that the sellers no longer have this information. Please note that there could be one or two associations controlling the property. The names of the Homeowners Associations are shown on the title work and you can track their telephone number from title work and/or just google their information.

Once you know the name of the Association, you will need to contact them and ask for a copy of the Bylaws and Declarations. There is sometimes a fee of up to $50.00 for these documents. At the same time, you need to ask the Seller to obtain information as to what amount is owed on the Homeowner Association dues. Fighting with the Associations to take less than what is owed on their dues can be very time consuming. You also have to remember that the Board Members of the Homeowner Associations are individuals who live in that subdivision. Therefore, sometimes your request for a reduction of the Homeowner Associations dues is denied because these people have made this ►

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decision based on a personal vendetta not a business decision. I had one Homeowners Association that hated my Seller and refused to reduce his $23,000 dues so I had to have the new buyer pay these dues over and above the purchase price in order to get this deal sold. Yes, the short sale lender did approve this type of deal. In order to sell a house, you have to think outside of the box and never take "NO" as your final answer. I teach my students that there is always a way to make it work and I show them how to do it. Even though the Homeowners Associations know that they are only entitled to 1 full year of dues pursuant to Florida Law should the house go to foreclosure, they didn't want to settle because they really disliked the previous Seller. I do believe that there were no intelligent life forms there! Making that kind of decision and not settling with a perspective buyer is only now going to increase the "dues" that are currently due and also what is owed for future Homeowner Association Dues based on their new Reserve Study.

I have two properties at this time that the Homeowners Associations are controlling where only an owner occupant can purchase the property, as their quota for investment properties has been filled. As an Investor, where does that leave you? Depending on the terms and conditions, it may leave you totally out of the deal. That is why I say that being a Realtor and an Investor gives you the best of both worlds. So … unless the Investor is going to purchase the property as a second home and live in it, he or she cannot purchase the property. Also … if the Investor purchases the property, he or she can only resell the property to an owner occupant.

Always fully analyze your property and your exit strategies before you decide to purchase the property, because sometimes, it is just not worth your time and effort!

I look forward to providing you with future tips! Stay tuned or join me at my next boot camp in February!

Happy Negotiating!

Kimberlee Frank

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

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APPRAISER SECRETS FOR REAL ESTATE INVESTORS

Profit From Shadow Inventory In 5 States

BY MARK JACKSON

When you know the best pockets or market areas around the U.S. to find discounted real estate, you are half way home. All that is left is evaluating the inventory for maximum profit. For those of you connected to REIAComps, the control and feeling of confidence you have over your deals is priceless. Using REIAComps to investigate the value of "Shadow Inventory" houses as they come to market, against the recent sold comparables, will provide you a solid position to "make your profit when you buy".

First, let's define "Shadow Inventory". The general definition goes like this; the current stock of properties in the shadow inventory, also known as pending supply, by calculating the number of properties that are seriously delinquent, in foreclosure or held as REO by mortgage servicers, but not currently listed on multiple listing services MLS's.

CoreLogic released its November National Foreclosure Report with a supplement featuring quarterly shadow inventory data as of October 2013. According to CoreLogic analysis there were 46,000 completed foreclosures in the United States in November 2013, down from 64,000 in November 2012, a year-over-year decrease of 29 percent. On a month-over-month basis, completed foreclosures decreased 8.3 percent, from 50,000 in October 2013.

To make it plain, and according to CoreLogic, completed foreclosures are an indication of the total number of homes actually lost to foreclosure. As a basis of comparison to the 46,000 completed foreclosures reported for November 2013, completed foreclosures averaged 21,000 per month nationwide between 2000 and 2006 before the decline in the housing market in 2007. Since the financial crisis began in September 2008, there have been approximately 4.7 million completed foreclosures across the country. Thus, while this data is old news to most, those tied into REIAComps easily adjusted to valuation changes resulting from the financial crisis in real time.

Now down to the those markets where you can make real profit, five states with the highest number of completed foreclosures for the 12 months ending in November 2013 are Florida (115,000), Michigan (54,000), California (42,000), Texas (40,000) and Georgia (36,000). These five states account for almost half of all completed foreclosures nationally. Anyone looking to acquire discounted houses to wholesale or renovate you can't go wrong in these market areas.

Additionally, the five states with the highest foreclosure inventory as a percentage of all mortgaged homes as of November 2013 were Florida (6.6 percent), New Jersey (6.5 percent), New York (4.7 percent), Maine (3.5 percent) and Connecticut (3.5 percent). Use these five states to bolster your investing activity.

Take this priceless info regarding discounted "Shadow Inventory" real estate which will come to market and turn some extra profit. Of course, use REIAComps to determine the best acquisition and ARV for every deal you look at. Don't for one moment let someone tell you the value. Let REIAComps show you for yourself.

Source data: CoreLogic & NMPM

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

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THE MILLIONAIRE MAKER

Presenting Offers – Part I

By Ron LeGrand

In our last article, we talked about *Constructing Offers*, so now we have to decide how to present them. The first step is to decide what your offer's going to be. If you'll remember, you can either lease option the property from the seller, you can buy it with owner financing, you can take it subject-to the underlying debt or sometimes you can pay all cash when you're dealing with FSBOs.

You make this call by looking at the math on the property information worksheets as we discussed last month and deciding what your exit strategy is going to be. Are you going to stay in the deal or get out of the deal by flipping it on an ACTS?

Your next step, when you can get a YES on the property information sheets, is either: I will sell for what I owe, I will lease purchase, or I will consider monthly payments. Then it's time for you to pick up the phone and call the seller to verify the facts you have are correct and to have a preliminary negotiation of what the seller has in mind. This is where scripts are very important, and you must get to the bottom line as to the seller's true intent before you can make an appointment. Many people who are new in the business go ahead and make the appointment without being clear about whether the seller's really motivated or not. And, even if they were sometimes, it's not clear what we're going to do when we get there even if the seller is motivated. So, before I go any further, let me back track just a hair.

If the seller says, *"I will sell the house for what I owe on it"*, you have a couple of options. You can either take over the debt subject-to or you can lease purchase it. Your decision will be based on whether there's any equity left in the property and whether you see a monthly spread on the payments and, in some cases, the closing costs if you decide to take it subject-to and the seller is willing. For example, if you live in Maryland, you have a 3% transfer tax, so taking over a $200,000 debt would indicate $6,000 just in transfer fees. There should be a lot of equity in this deal for you to consider that. However, if you lease option it, there are no transfer taxes, thus no closing costs, so that might sway your decision.

If the seller says, *"Yes, I will consider a lease-purchase"*, then you have to call and confirm that and then discuss if they're okay with your rent being the same amount as the underlying payment, and then the price, of course. Sometimes there is a lot of equity in the property and the seller is going to want a price considerably higher than that. And if so, you're probably leaning more toward an ACTS deal if they leave little or no equity in the property. If they will leave equity in the property because the market value that you have investigated is lower than the asking price, then you may want to stay in it on a sandwich lease option, or in the case of getting the deed, stay in it and sub-lease it out to a tenant buyer.

And, then of course, if the seller says they will accept monthly payments, that opens the door for owner financing, which is my favorite kind of financing, and I simply want to know if they will take little or no down payment and a small monthly payment. I'll likely stay in the deal and create an instant payday from a lease option deposit from my tenant buyer and a monthly spread for a lot of years to come while owning the property. If they want retail price and a higher payment and/ or a down payment, then I'll likely sign it up and ACTS it and just get an assignment fee.

Now, I know I went through that pretty quickly, but you must understand what I just said in this previous paragraph, or you will not be able to adequately prescreen prospects and construct deals much less present them to the seller. Of course, if you do not understand this, the smartest thing for you to do is to get to my Quick Turn School as fast as you can and spend four days doing nothing but making sure you understand how to process these leads after you get them.

I will confess the hardest job we have with students is not getting them to this point, but to get them to the house and get an agreement signed, largely because they're a little unclear on what they're trying to accomplish. Once you pass that hurdle, the rest is easy. You can screen them in seconds. You can make the calls in minutes, and then set yourself up with appointments to go out and get the contract signed. And of course, until you do, not much else is going to happen.

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Caution: be careful not to do too much negotiating while you're on the telephone. All you're trying to accomplish is to make sure the seller is motivated and to find out what's on their mind as I previously discussed. This is not the time to get into the nitty-gritty details and scare the seller off with too much conversation prior to a face to face meeting. If they're motivated and flexible, go. If they're not, don't go. But, don't work hard to talk yourself out of a deal because you don't have all of the answers. Sometimes, you need to get to the house, make the acquaintance and get a relationship going, and that makes it easy to open up the conversation to get to the bottom line on many of the deals.

Okay, once you get past this hurdle, your next job is to make an appointment. I've enclosed an Appointment Script, and I suggest strongly that you use it. If you'll take a look at it, you'll see that I want to know if the person I'm talking to is the only owner, because if you go to the house and both owners aren't there, you're wasting your trip and probably creating a problem for yourself. Can you imagine one of the sellers trying to explain this to the other seller after you're gone? So, don't go unless all owners are present. Secondly, if you do, you can't leave with an agreement because all owners have to sign the agreement, or you don't have an agreement.

You'll also notice that I point blank ask them, *"If I come out and look at your house and I like it and you like me, are you ready to get the paperwork done while I'm there to sell your house today?"* If I don't get a "yes" answer to that, I am not going. So, the smartest thing for you to do is use the Appointment Script provided and make the appointment, and then you won't be making trips to the house for nothing.

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To learn more from Ron LeGrand or to get his $599 Wholesaling course for only $1, go to www.RonsWholesalingCourse.com

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

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REAL WORLD REAL ESTATE INVESTING

Learning About Real Estate Investing

By Bill Cook

If you're a Baby Boomer or a Gen Xer, then you're thinking more and more about retirement – mainly, how are you gonna afford it? After all, we all know that Social Security is not much of a retirement plan.

This need-to-know desire is driving lots of folks to learn about real estate investing. After all, more folks have achieved financial freedom from real estate than from all other types of investments – *combined*!

The question we're continually asked is, "What's the best way to learn how to successfully invest in real estate?" Here's a hint: All those TV infomercials are nothing but hot air. Those "gurus" who come to town offering a "free" seminar are just snakes in the grass… but then, you already know this.

After 19 years of investing in real estate, we've learned that the two best ways to learn are 1) Meet with sellers and ask Pete Fortunato's famous question: *Why are you selling such a nice house like this?"* 2) Hang out with been-there-and-done-that investors.

Sure, neither of these ways is sexy, but they are *incredibly* effective. Gotta add one other thing: You've got to do both *a lot*…once or twice just won't cut it.

How confident am I of this advice? I'm about to put my time, money and effort where my mouth is. I've decided to spend a good bit of the next five months in Tampa, Florida. Why Tampa? Two reasons: First, Pete Fortunato lives in St. Pete – it's right next to Tampa. (Do you think St. Pete is named after him?) Pete has been one of our primary teachers since 1999, and is the best creative deal structurer Kim and I have ever met.

Second, because of investors like Jack Miller, Pete Fortunato, John Schaub, Mike Meeker, Jimmy Napier, and Warren Hardin, Tampa is the Mecca for real estate investors. There are more magnificent creative deal structurers there than anywhere else. Don't believe me? Go to just *one* Real Estate Exchangers meeting at Denny's in St. Pete – you'll never be the same again!

Poor Pete doesn't know it yet, but he's about to get a free chauffeur. I'll be staying right around the corner from him. Every time he goes out his front door to go anywhere, there I'll be, in his driveway, in my car – *blocking his car!* He either lets me drive him or he doesn't go!

Does this make me a stalker? Absolutely! But think about this: Pete needs to go to McDonald's. Because his car is blocked, he gets in mine. On the way to the restaurant, I stop by a couple of sellers' homes and knock on the doors. What would ***YOU*** give to watch Pete Fortunato at a seller's kitchen table creatively structuring a deal?

What's it worth – what great advice can you get – if you take John, Mike or Jimmy to lunch?

If you want to learn about real estate investing, please learn from our hard-earned experience: Skip the nonsense and go hang out with experienced investors…and remember to meet with sellers!

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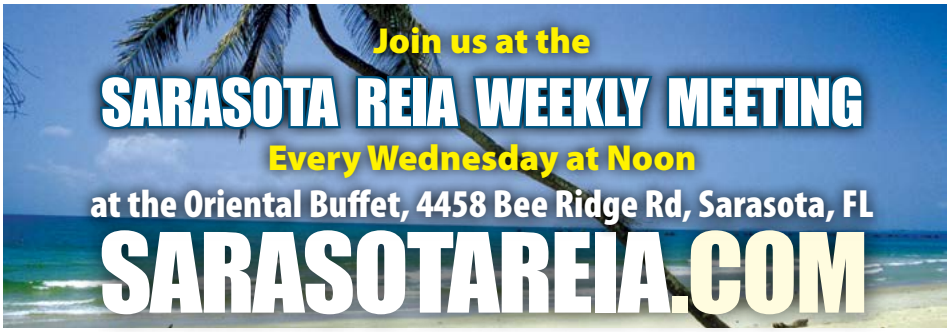
Bill Cook is a full-time real estate investor, speaker and author. He specializes in single-family homes and mobile home parks. Bill believes that real estate investing, especially the act of buying and holding rental property, is the surest way to financial independence and wealth. Bill and his wife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



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◀ continued from page 1

You have to lessen your donuts, i.e. the mental candy of TV and frivolous music or you can't achieve anything.

Does that mean zero candy? No, of course not, we all enjoy some serenity. I just watched the game. It was good, but it was also the ONLY thing I watched.

I need you to limit yourself and, understand that any hour not spent on activities toward your goals is only slowing you down. And the people that control the amount of mental candy they absorb are successful. This is a truth you must accept. Your fate hangs on this.

If you're not successful, guess what? You either made mistakes taking the wrong actions, or you aren't taking actions at all, which is harder to fix, sometimes impossible to fix. Can't make the horse drink right?

Success is BEHAVIOR, not skill, luck, or even capital. Please tell me you are internalizing this!

You need to WORK in order to get what you want. The RIGHT work, and the RIGHT amount of time applied to work make ALL THE DIFFERENCE.

So say goodbye to your old life of wasting time or trying to do the least amount of work to get by, that's what losers do. Say hello to your new life of doing what needs to be done to reach the finish line.

Education and TRAINING is not the same thing. Education is not enough. You must be educated to do the proper behaviors that breed achievement.

This is the approach I take in my own business. I've invested in all kinds of real estate over the past 25 years and one of my favorite ways is with Tax Liens and Deeds. And I'm really good at it. I was taught this strategy over 20 years ago on how to find deals that I could do simply, in all markets, and repeat year after year to make crushing amounts of money, regardless of market conditions.

Powerful Profit Potential in Tax Lien and Deed Investing

One of the most enticing reasons for investing in tax sales is they are motivated people to sell, and almost no one takes advantage of tax sales to own properties. We teach 5 strategies to buy properties through tax sales that get us amazing deals.

And you know what? We DON'T go to auctions. That's right, most people think Tax Sales are about buying liens at an auction, but that's the last place we look. We like liens that won't redeem, we like mailing to people pre-auction, and we like buying property directly from the county for pennies on the dollar!

Flipping properties for fast cash is an option, but holding them can accelerate your explosive growth potential, especially if you marry holding with other profit strategies like owner financing, lease options, etc. We like buying low and holding to build a passive portfolio, that's Generational Wealth, i.e. long term financial security your kids and their kids can benefit from.

I CONSISTENTLY buy property for 30 cents on the dollar. Let me be honest, I actually don't buy them for 30 cents - I'm ALL IN for 30 cents. Meaning I buy them AND fix them for a TOTAL of 30% of repaired value. So I'm actually buying them for 10% or less. Yes, I know, I'm so clever.

The truth is, there is nothing clever about it and you can do it too. The money comes from motivation and mindset, that's 90% of the battle. At Fortris, we pour ourselves into sharing decades of experience with people who simply want to know how to get money made. People who want to hear things straight and not get misled following each crumb. We put the pieces together in tax sales and we hope that opens your eyes into a whole new world of deal flow.

See Tom's Bio at http://tampareia.com/?p=3712

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MARKETING MAGIC TRICKS

Marketing to Senior Homeowners

By Kathy Kennebrook, The Marketing Magic Lady

One of my favorite techniques for locating motivated sellers in my real estate investing business is to create direct mail campaigns targeting Senior Home Owners in my area. These homeowners are a good source of leads for my business for a variety of reasons.

After having bought and sold hundreds of properties throughout my real estate investing career, I have discovered that senior home owners may be interested in selling a property for many reasons. Most of the time these homes are in nice neighborhoods where people want to live.

One reason a senior home owner might want to sell would be that a spouse has passed away and the remaining home owner doesn't want to continue living in the property alone. Or perhaps the senior home owner wants to move in with a relative or relocate to another state and sell their home. The homeowner may want to move into a smaller home or an assisted living facility. The home they have for sale may also have been a vacation property they owned or perhaps a retirement home they purchased and now they either don't want to or are unable to live in it any longer. We have purchased homes that have been inherited by a senior home owner that they simply don't want or need.

There are many reasons a senior home owner may want to work with a real estate investor to get their property sold as opposed to listing it with a Real Estate Agent. Maybe they need to have the property sold quickly because they need the funds to relocate to another state or perhaps move into an assisted living facility or a nursing home. Or the home owner may not want people walking through their property during showings until it is sold. It may be that they are looking for an easier solution to their problem.

Because these are senior home owners, the home may need repairs that the owner is no longer able to do or able to afford to have done in order to get the home sold. Many end users are unwilling to purchase a home that needs a lot of repairs and these are ideal properties for the real estate investor to purchase for their real estate investing business.

I believe that many times, the homeowner may be willing to work with a real estate investor in order to get a home sold quickly and for a fair price. If you as a real estate investor are a person of integrity, then you will want to create a win-win solution for all parties involved in the sale of the property. It's a great feeling to be able to create a winning solution for your seller.

I also know that this list is very easy for the real estate investor to get their hands on. I use a couple of different resources to provide me and my students with these lists of senior home owners.

The list broker will provide a list split by zip code ranges so you can market to the exact areas you are looking to buy in. There is usually no competition for these properties since most of the time they are not actively being marketed. This gives you, the real estate investor the opportunity to create a win-win solution for you and the seller. In addition, these are usually sellers who are interested in selling "right now" which makes them a very good lead source for you. These properties may not always be in the best of condition which makes it difficult to sell them to an end user, so selling to a real estate investor just makes a lot more sense.

All in all, senior home owners make some of the best lead sources for the real estate investor. These are folks who have a problem they need to solve, but don't know how to do that until they are contacted by you, the real estate investor.

For more information on lead sources for creating senior home owner mailings and marketing materials for locating all the qualified motivated sellers you need for your real estate investing business, visit Kathy Kennebrook's website at www.marketingmagiclady.com.

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

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ASSETS 101

Why an IRA-Owned LLC or Trust?

By Dyches Boddiford

I am often asked if an IRA-owned LLC or trust makes sense. Well, like a lot of things, it depends. If your normal custodial account is working well for you, there may be little reason to add these structures. But there are situations for which you may want to consider them as covered below.

Advantages

Promoters push the IRA owned entities as a way for you to have checkbook control over your IRA funds. While it is an arguable point as to whether you should be the manager or trustee of your IRA-owned LLC or trust (we will postpone that discussion until the class next month), there are other reasons to use these entities. For example,

Privacy – These IRA-owned entities will keep individual IRA account holder's names off the public records. This is true even for low liability paper investments such as contracts, notes, mortgages and options as well as real property ownership.

Family Investment – Such IRA-owned entities may be comprised of multiple IRAs of family members. This structure can put even small accounts to work by combining them to do bigger deals. Also, only the manager or trustee need be the decision maker and can act to fund an investment without having to involve multiple accounts and account holders. Spreading family member's accounts over multiple deals reduces the risk one bad deal could deplete a family member's account.

Pooled Investment of Different Types of Accounts – You may have different types of pension accounts that you would like to pool to do deals. This would allow swift action when a deal presents itself rather than having to deal with each account and coordinating them to fund the investments. An advanced idea would be to include a personal account in the mix as well. But keep in mind you will need to keep proof that you received no current benefit from the pension plan investments.

Quick Action – With all paperwork in place and funds in a local bank account, deals can be funded quickly. This benefit does not mitigate the responsibility to properly document the transaction. These records may be invaluable should your IRA-owned entity be audited.

Asset Protection – The LLC has a statutory liability shield that can protect your IRA from liabilities from ownership of real estate. Property insurance still should be the first line of defense, of course. But there are times when insurance companies deny claims or the claims are not covered.

Management & Investment Expertise – The LLC or trust can provide a way that someone with expertise can directly manage the funds without having to direct a custodian. With real estate in an IRA-owned LLC, the LLC manager can be invaluable in directly managing the property and negotiating purchases of other property by the LLC. Such streamlining also allows for simpler bookkeeping.

The IRA must set up these entities and fund them. The structure of the Operating Agreement or Trust Agreement is very important and specific to the IRA being the owner.

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Dyches Boddiford is a full time investor who speaks from experience in a variety of real estate areas. His seminars and conferences are intended for the serious real estate investor, though entrepreneurs in other businesses or investments will find his training helpful as well.

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HOW TO BE A REAL ESTATE INVESTOR

What is Your 2014 Headline?

BY RUSS HINER

It's the beginning of the year. We all have resolutions, but they often fail. Why? Because we don't ask the right questions before we dedicate ourselves to the success we want. Consider these questions:

- What do you need to keep you inspired?
- What is blocking you from success in real estate?
- Is it accountability?
- Is your personal life interfering with your professional life?
- Are you too negative?

At the beginning of 2014, I focused on goal setting. This year, I want to offer you simple techniques for creating and getting support with your investments.

Let's begin with raising capital. Keep in mind that even great deals need ACTION ITEMS!

Action Item 1: Find Lenders

1. First, and easiest, call me with your deal! I may want to pay you cold hard cash for houses you find.
2. Call friends, family, and everybody on your contact list and tell them that you are investing in real estate. Maybe they will want to invest.
3. Have a 30 second speech prepared. You want to keep them listening and hooked. Tell them what you are doing, and ALWAYS close with a question: "How is your personal portfolio working?" If the person is getting returns of less than 10, put them down as a possible lender. If they don't have any investments, mark them off of your list.
4. Convince them that you are a reliable investor. Remember that lenders want to know that they will be paid. You must convince them by telling them WHEN they will get paid, WHAT they will get paid, and that there is NO risk.
5. Never get off of the phone without asking if the person knows others who might be interested in your deal.

Action Item 2: Create a Plan

Know these two things:

- How are you going to spend the money? Figure out how much money you need, then add 20% for errors.
- Can you fulfill the agreement? Consider time, payback, interest rate, and security. Remember that hedge equity can pool your friend's money.

Action Item 3: Create Project to Keep You Inspired

- Create a project. If you don't have one, get ideas from www.indegogo.com under real-estate. *Note: Don't invest on this website, call me first.*
- Create budget for the project by using the above system.

What will YOUR headline read for the New Year?

That is up to YOU.

With my help, your headline can be…

"I Broke Through the Money Barrier!"

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

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

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Card Number: _____ **Expiration Date:** _____ **Code:** _____

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

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

Applicant #1: _____ (sign) **Applicant #2:** _____ (sign)

_____ (print) _____ (print)

Date: _____ **Date:** _____

Tampa REIA Use Only: Member #: _____ Exp Date: _____ ID Card: ☐ Printed ☐ Sent ___/___/___

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

Tampa Area Meetings

http://TampaREIA.com/Meetings

Tampa REIA Main Meeting

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

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

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

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

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

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

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

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

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

Last Thursday of Each Month
North Port Investors Meeting
11:30am – 1:30pm
Family Table Restaurant
14132 Tamiami Trail, North Port, FL
Leader: Willis Miller
P: 941-378-3780

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

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

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

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TAMPA REIA CALENDAR OF EVENTS

FEBRUARY 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	3 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm	4 **Florida Gulf Coast REIA** (Bonita Springs) 5:30pm - 9:00pm 	5 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	6 **Sarasota REIA Monthly Meeting** (Sarasota) 7:00pm – 9:00pm **Creative Real Estate Exchangers Meeting** (St Pete) 9:00am - 11:00am	7	8
9	10 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm 	11 **Suncoast REIA** (Tampa) 6:00pm - 9:00pm	12 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	13 **Creative Real Estate ExchangersMeeting** (St Pete) 9:00am - 11:00am **TAMPA REIA MAIN MEETING WITH TOM DIAGOSTINO** 6:00pm – 9:00pm **Late Nite Networking at Whiskey Joe's** 9:30pm – Late 	14 *Happy Valentine's Day*	15 **How to Create Generational Wealth with Tax Liens & Deeds with Tom DiAgostino** Tampa, FL 8:30am - 4:00pm
16	17 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm	18	19 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	20 **Creative Real Estate Exchangers Meeting** (St Pete) 9:00am - 11:00am **IRC Main Meeting** (Winter Park /Orlando) 6:00pm – 9:00pm **BEACH REIA** (St. Pete) 6:00pm – 9:00pm	21	22
23	24 **Larry Harbolt's Weekly REI Meetup** (Pinellas Park) 7:00pm – 9:00pm	25	26 **Sarasota REIA Weekly Meeting** (Sarasota) 12:00pm – 1:30pm	27 **Creative Real Estate ExchangersMeeting** (St Pete) 9:00am - 11:00am **North Port Investors Meeting** (North Port) 11:30am - 1:30pm 	28	MARCH 1

UPCOMING EVENTS

- ★ **FEB 13 - TAMPA REIA MEETING WITH TOM DIAGOSTINO**
- ★ **FEB 15 - TAMPA REIA TAX SALE WORKSHOP WITH TOM DIAGOSTINO**
- ★ **FEB 12 - 15 - RON LEGRAND'S QUICK START REAL ESTATE SCHOOL IN ORLANDO, FL**
- ★ **FEB 20 - BEACH REIA WITH MATT & COURTNEY LARSEN**
- ★ **MAR 13 - TAMPA REIA MEETING WITH JON IANNOTTI ON TURNING INVESTOR TRAINING UPSIDE DOWN**
- ★ **MAR 15 - REVERSE ENGINEERED ASSIGNMENT OF CONTRACT TERMS "REACT" WORKSHOP WITH JON IANNOTTI**

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