

Get Real™

The Down and Dirty on Real Estate Investing

Marketing Your Properties - Part II

Use Your Power Team's Realtor to Move Properties



In last month's newsletter we looked at some low cost high tech ways to move properties either for rent or sale. It is important to embrace technology to get your properties in front of as many people as possible and get them sold or rented in the shortest time helping you reduce holding costs and allowing you to move on to the next project.

Just like with any marketing effort you need to be doing as many different things as possible to expose your properties. This month we are going to go a little "old school" and look at marketing our properties whether they are for sale, rent or lease-option, through your trusty Realtor.

I need to warn you that this is not just a technical process. We will take you step-by-step through why you need a Realtor on your side to move properties and just how to work with them to be efficient. But this is about a lot more than just the process and benefits.

Working with a Realtor to market properties is about a relationship. If you take the time and effort up front to work with someone you will find that it pays off ten-fold in the long-term. This is not a sit behind the computer type of strategy. Instead you need to get out there and get to know the people you are going to trust your financial future with. You want them to know you too so they feel comfortable investing their time and effort in growing your real estate investing business.



NOTES FROM THE EDITOR...

Last month I mentioned that we were making big changes to our Get the Keys class. The first big change is this will be the last one of it's kind. We are making a concerted effort to help as many people as possible cash in on an unprecedented real estate investing market.



To accomplish this we have basically emptied the prize closet, so to speak, and are offering about \$6,000 worth of bonuses above and beyond the three days of in class education you will receive. This means over 100 hours of additional training from us and some of the nation's leading real estate investing educators. This includes video training from our superstar team of realtors, attorney, accountant, mortgage broker, well you get it the list goes on and on.

I hope you can clear your calendar and get to Charlotte June 19-21 for a class that will be like no other you could attend this summer. I am confident this will be your chance to take your investing to the next level or get that last push you need to secure your financial future. For more info visit www.GetTheKeys.com

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Questions!!

Got a question you would like to have us answer in depth here in the newsletter? We would love to hear from you. All you have to do is

send a quick email to

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and we will take a look.

Please provide your name, number and email in case we need to follow up with you and ask additional questions to make sure we get your question right.

Beginner's Corner

Direct Mail to Pre-foreclosures

You've got your list of defaulted homeowners and defaulted mortgages, but don't feel comfortable ringing them up. Well, you can initiate contact with the homeowner through direct mail letters.

In the old days it used to take a lot of time to find and contact all of the default mortgages out there. Now, it is way easier these days to find the names of homeowners in pre-foreclosure than it used to be and as a result contacting them is easier too.

Looking for the foreclosures

in the old days you used to have to go down to the courthouse and scroll through the lists of homes in foreclosure on microfiche in order to find pre-foreclosure deals that fit your needs and get the names of potential sellers that you could send letters to. In fact, if you wanted you could still do this.

If you want to save yourself some time and stress on your neck, try buying into a mortgaging list that sends you all of the default mortgages. There are all kinds of list providers out there today.

They'll send you lists filled with pre-foreclosures and foreclosures in areas across the country.

Everyone always asks me if the lists are fresh and the data is up to date. The answer is it depends. From state to state and from county to county one list service may vary greatly.

My suggestion has always been to take advantage of that 7 day trial that many of the services provide and do a little due diligence yourself to see just how up to date the list is for your area.

One easy test is to gather a few of their pre-foreclosure listings and check the MLS. If

there are quite a few homes they are saying are in pre-foreclosure but you can find the house on the MLS as being sold by the bank, then your list is probably stale.

How to Start Direct Mailing

You can now contact all of these wonderful foreclosures and pre-foreclosures available on the market by making use of direct mailing practices. Direct mail involves sending a form letter to the homeowners you've selected as potential clients.



Beginner's Corner

Once you get your list of homeowners in default or even a list of homeowners with their own mortgages you can start sending out direct mailing letters.

If you are uncomfortable with your own letter drafting skills, we have a CD available with 79 pre-scripted letters available in Word so you can create your own simple and direct letter to the homeowner.

In your letters be sure to state your reasons for contacting the homeowner about his or her pre-foreclosure and provide your business information.

That includes:

- Your name and company name (if any)
- Telephone number
- Mailing address or office address (if any)
- Email
- Business card

Including a business card in each letter you send out may be a little costly at first, but in the long run those homeowners you contact about picking

up their homeowner mortgages or pre-foreclosures are more likely to keep a business card than the letter.

I have had many people contact me from a letter I sent them six months after the initial mailing. On top of this I have had many people contact me that I never mailed to. You see business cards can grow legs and end up in the hands of the recipient's friends and family members.

Some suggest being prepared to send out your direct mailing letters to defaulted homeowners up to seven times before you'll get a response. That's the average number of times someone needs to see a piece of information before they'll act

on it.

If you are going to begin a campaign I recommend having some type of software system to manage all of these letters and coordinate when they go out.

Real Prospect offers a simple and powerful way to get those letters out and managed.

However you manage them, the key is to be persistent and consistent on your mailings to make sure you get results.



Marketing Properties

Last month we focused on some low cost ways to market properties. Most of these involved leveraging the power of the internet to get our properties to as many people as possible at the lowest cost.

This month we are going to work backwards a little bit and put together some of the fundamentals of working on our marketing so that we can understand the building blocks needed to work less and get our properties in front of more people.

Many of these techniques are tried and true ways to sell houses on an ongoing basis. It might not be flashy and cutting edge but I can tell you from experience these are ways I have sold and rented houses time and time again.

You will notice that I said get the houses in front of as many people as possible. Too many real estate investors think they have to do everything themselves. I don't like to market one on one. That is costly and takes time and effort. On top of that I don't sell very well that way.

Instead, I want to spend my time and energy working with the people that can get the homes in front of buyers in bulk. I want people that have buyers already in their stable who are qualified and ready to buy homes. It is the only way to keep a steady stream coming to you.

Working with Realtors

For some reason real estate investors automatically assume that the way to make money selling houses is to market it only through themselves and that realtors are an expensive and poor source to sell homes through.



I hate to burst the bubble but for all of the ribbing I give Realtors they are by far the best way to get a house sold. No one in your market is going to know about selling homes and getting them out to buyers than they will. Plus they are a huge source for renters and lease option tenants.

So why do I like Realtors so much? Let's look at a few of the assets they bring to the table.

The first one should be a no brainer but many people miss out on this. Realtors

Marketing Properties

spend money to find buyers. The fact is they are spending marketing dollars on a regular basis to find people looking to buy houses. This is how buyer's agents make money!

How many times have you gotten those calendars, magnets, notepads, key chains, etc. from a Realtor? Sure many of those are out there to get you to sell your house but many are looking for someone that is trying to buy a home also.

All of those trinkets and mailings cost money and take time. None of which you had to spend to get those buyers.

This is the beauty of the situation. The Realtor is getting the buyer and managing all of the marketing.

No matter what it cost them to acquire a customer you are still going to pay them the same amount. How is that for managing your marketing budget?

It is important to keep in mind that the majority of the folks you are looking for in the Realtor pool are those that work with buyers. Some agents focus

completely on selling properties and they will probably have a much smaller pool of customers for you. The great thing is you don't have to go out and look for buyer's agents. They will find you.

The number two reason I like working with Realtors is a biggie. Realtors pre-qualify their clients. That means they find out if and what they can afford when it comes to a mortgage before they start driving them all over town.

It may be wise to pause for a moment here and learn from Realtors. Many investors buy a home, fix it up and put it on the market to sell or rent. Once the sign goes up and the ad goes in the paper the phone calls start coming in. When the phone rings you put on your salesperson hat and start selling to the caller like a desperate Girl Scout trying to sell that last box of cookies to get to Disney World.

You tell the caller all of the great things about the house and why they need to be the one to buy it. After all, if you can get this thing sold you are going to make a whole bunch of money so why wouldn't you sell them on it?

During many of these phone calls it would actually be rare to even hear the caller utter more than 10 words. But you go on about the great features and



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the wonderful standard of living they will enjoy when they move into your new masterpiece.

At the end of the call you ask them if they would like to see the house. They cordially agree on a time to meet you there. And there you go, you have them on the hook and you are ready to reel them in.

There are a couple of problems here that I have had to learn the hard way. The first issue is I am asking if I can show the house to them instead of them asking to see it. Many people have a really hard time saying no and so what they opt to do is just not say it.

You will find yourself spending lots of time driving around town going to show houses only to find that you are the only one making the appointment. Which is really a shame since not only have you already fallen in love with the house, you also own it!

The second issue and this is the one where Realtors come in, you know nothing about the potential buyer. All you really know is they are looking for a house and they can read because they were able to call you. (By the way the latter is not always true either as I have had buyers get someone else to call for them since they couldn't read the sign.) Either way all you know is they may

potentially want to buy your home. You have no clue as to whether they can buy your home.

This is the dilemma. If you want to know if someone can buy your home before you show it to them do you ask them for a pre-qualification letter? We know that most people calling from a sign or the newspaper are not going to have something like that and will probably just move on to the next ad or for sale sign.

The only issue is if you show the house to anyone that wants to see it then you will be wasting a lot of time running all over the place only to hope that the person you are showing the home too has money and some type of credit score.

Great news for you. Realtors are trained on how to pre-qualify buyers and do it in a way that will not turn the buyer off and keep them involved in the process.

I would even recommend, even though you will think I am crazy, if you have someone call off of your yard sign or newspaper ad that you refer them to a realtor!

“Why would I give up a commission for no reason, what is

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wrong with you?" I can hear you screaming at the pages as I type.

Here is the amazing thing. I am in the business of making money, buying, selling, renting and lease-optioning homes. The more homes I do the above activities the more money I make. The more time I spend doing something that someone else is better equipped to do the less money I make. If I want to buy and sell one house every two years then I can probably deal with being 100% a do it yourselfer. If I want to make a business out of it I need to re-think that strategy.

So, here goes, if I did my work right in the first place I built in a commission for the buyer's agent as a part of my initial analysis, right? So if I refer people that come directly to me to a buyer's agent am I losing money? No, I am going to make just what I presumed when I bought the house, assuming all of my other numbers are right.

What I do gain in the process is a lot of extra time in my life and a lot less aggravation having to deal with buyers. Don't tell buyer's agents this but I would much rather deal with motivated sellers than buyers any day of the week. Motivated sellers have a sense of gratitude towards me for helping them out of a tough situation. Buyers act like customers. Can you believe that? Oh

yeah, I guess they are aren't they? And they can be just as demanding as any customer could be.

Warning: Ok, I don't want to make it all smell like roses when dealing with buyer's agents. When it comes to throwing your buyer's to an agent you better be pretty sure you trust this person. You are basically taking a willing buyer and putting them in someone else's hands. This someone else could decide that it is much more important that they take the buyer to all of their listings before showing your house. Watch out for that.

The great news is a buyer's agent with integrity and even a few brain cells will treat you right. They understand that by not screwing you over they have the potential for many deals and commissions for the foreseeable future instead of just a quick close today. But like I said make sure you have a relationship with the Realtor and make sure they are thinking of you too.

The Realtor has already saved you time once by pre-qualifying a buyer before showing the house. That is a wonderful savings but not nearly as much as the other things they do. They take the buyer to the house and show it to them.

In my career I have spent more wasted time showing houses or sitting in the

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driveway waiting to show a house to a potential buyer that never shows up or who shows up and takes one look at the house and is done with it from the initial take.

I could have been talking to so many sellers or making sure my contractor would be done with a house on time so I could get it rented a month earlier and save a whole month's worth of holding costs. My time is so much more valuable than sitting at a house just wishing I could show it.

If I were to have to show a house 20 times before I got it sold I would have spent at least 40 hours showing the house or waiting on a no-show and driving back and forth to the house. The buyer's agent commission on a \$100,000 house is around \$3,000. That is \$75 an hour. Do you know how much more you could make in those 40 hours talking to motivated sellers just to get one house with a \$25,000 profit on it?

This does not include all of the time that is going to be spent writing up contracts, writing counter-offers, waiting

for inspectors and appraisers at the house, etc. There is a lot of time the buyer's agent spends for their 3%. I don't want to spend my time that way.

Now I hope I have you convinced that Realtors save you time. I also believe they save you money. The great thing about Realtors is they are on commission.



Think about it. No matter how much time they spend with their buyers they still charge you exactly the same amount. The buyer's agent commission. If you were to build your business to the point that you could hire

someone to do all of your showings and buyer's relations do you think you would pay them on a commission or per hour? I am going to go with per hour especially since if you pay them on commission they better be a Realtor.

The great thing is I already know no matter what I will be paying the buyer's agent the exact same amount that I wanted to. Of course if I sell the house for less then that changes but it can only go down.

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Now you see where the other money maker is here. The more you sell the house for the more the Realtor makes too. Realtors are ethically bound to protect their clients interest and not make them pay too much for a house. At the same time if the house is in market range do you think they are excited about a bigger commission or a smaller one?

The very first thing I said a Realtor can do for you is bring you pre-qualified buyer's. Now, it is also time to think outside the box a little bit. I assume that since you are reading this newsletter you are not looking to buy and sell or rent just one home. Instead you have already, or want to, build a business, whether full or part time, out of real estate.

Networking with Buyer's agents brings another long term benefit to the table. They not only know who can buy a house but just as importantly. They know who can't buy a house and often times they know why they can't.

If you had a chance to listen to last month's Spotlight on Education with Andy Heller then I know you are convinced that there is really good repeatable money in buying homes and lease-optioning them to buyer/tenants.

I will tell you that in this market it is fairly easy to find the right properties to lease-option to others. It is not a no work technique but in relative terms it is easier than it has been in 15 years. There are also more tenant buyers than there has ever been.

The question is how do you market for a tenant buyer effectively? There are many ways through newspaper ads and signs. But a no cost solution is Realtors. Of all of the people they qualify to buy homes more and more cannot buy a home today.

As I mentioned before Realtors work on commission. If they cannot get a buyer qualified they cannot sell them the house and they do not make any money. This makes a perfect situation for you if you specialize in lease optioning homes.

Over time a Realtor is going to build up a group of people that just can't perform leaving them with a lot of dead weight. How hard do you think it would be to convince the Realtor to bring their clients to you and see if they can get qualified by you for one of your lease to own homes? Not very hard at all especially if there is a financial incentive for the Realtor.

On top of this Realtor bringing you clients if they work in a large real estate

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One Hot Market

You would be hard pressed to find a professional investor out there who would say our current real estate market isn't the best they have seen in years.

With record foreclosure rates, record low interest rates and more sellers than buyers it is obvious this is the time to buy.

One key item often overlooked by new investors is the need for proper education and the learning curve. Many new investors tell me they will get some education once they are ready to buy.

I can tell you it takes about 3-9 months to really get your feet under you and then probably 1-2 years to really have everything hitting on all cylinders.

This is why we are offering this course today. We want everyone that is interested in getting in on the best market in years to get going and get up to speed before the opportunity has passed you by.

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"I came to Get the Keys hoping to get the multitude of questions that I had answered and gain the focus needed to succeed. I found Judson and Lynn willing to answer any and all questions during all sessions at a level that everyone could understand.

The home/bus tour was particularly helpful in easing my worries about losing all my potential profits in rehab costs that were missed initially. I left the course with all of my questions answered and with the confidence and personal market focus to start implementing my business plan immediately. Very user friendly!"

Tim Heien

"Very Real, Very obtainable goals. I definitely feel like I have enough to go back to New York and get started."

Eddie Lopez

"We learned about buying and selling houses and exit strategies... the bus tour was a real eye opener...If you want to come down I highly recommend it these guys know what they are talking about."

Tracy

"It's real life things that they use...there is no bull...I would do it again if I had the chance."

Cameron

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office they will have a lot of co-workers that are in the same boat. If you can network through this Realtor you can bring in a lot more leads without any extra time involved. This is why I love leveraging other people's time. Other people's money is a necessary part of financing but leveraging other people's time is the secret to growing your business.

I think many investors stay away from Realtors to market lease/option properties because they don't know how to compensate the Realtor. It is customary for a Realtor to get paid when the home closes. Of course in this case we may not be closing on the house for twelve to twenty four months. That is a long time for someone to wait for a commission.

There are a couple of things working in your favor when it comes to this. The first is that the market is tough and it is harder and harder for a Realtor to make a commission. A broker that would have laughed at you for wanting to do a lease-option deal two years ago is probably going to be all ears today.

The other thing you have working for you is there are many more homes being occupied and sold through lease-options on the MLS than there were two years ago, so Realtors and their Broker in Charge are much more comfortable

with the practice and this brings with it a warmer reception.

The biggest question I get is how do you structure a lease-option deal when there is a Realtor involved? It is a good question and it is one of those "it depends" answers. I really need to get a feel for the Realtor and know what they are looking for out of the deal.

In some instances a Realtor may not be expecting a penny of commission until the house sells. While this might seem like a great situation I would avoid structuring my commission this way. There are a couple of good reasons for this.

First of all most of the owner occupant sellers that are trying to sell on lease-option today are going to ask the Realtor to structure the commission that way. If I give them something upfront and I know how to work a lease-option already, this means more money sooner and less work for the Realtor. I am going to be way ahead of my competition.

How can I afford to give them money upfront? The great news is you should be getting a chunk of money as an option payment on your deals.

Everyone has their own idea of what is

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right but I would say between 1-3% of the agreed upon purchase price is normal. If I have a \$100,000 home I might get \$2,500 for an option payment.

In my area the standard buyer's agent commission is 3% or in this example, \$3,000. I would probably offer the Realtor about 30% of my option payment money as an upfront commission. So on my \$2,500 option payment I would be providing them \$750 for essentially finding me a tenant and a potential buyer.

The reason I think this is fair is because so far all they really did was find me a tenant. A property manager or tenant search service will usually charge a landlord 50% of the first month's rent to locate a tenant. On my \$100,000 house, rent would be around \$1,000-\$1,100/mo. So a standard locator's fee would be \$500-\$550. My buyer's agent is making out much better than that.

To provide an even greater incentive to the agent I will usually tell them that the \$750 is supposed to be an advance on their 3% but since they did some good work and tried hard I will consider the \$750 a bonus and still give them the full 3% when the buyer closes.

Many people think that is crazy to pay extra money but I like giving people more than they expect. First of all the

psychological effect is amazing. It is instant trust and connection between you and the other person. Plus they have good will towards you going forward for a long time.

The reason I don't mind paying the extra money from a business standpoint is because it can make me more money in the future. With a full 3% commission on the line the buyer's agent may take a more active roll in working with the buyer to make sure they get the work done that is needed to close on the house as agreed. The more people I have keeping an eye on the buyer the better off I am.

I also don't mind paying this commission for the simple fact that when I close I will be making a windfall profit. The extra \$750 I am paying out over the life of this deal really doesn't feel like a strain on my business. If I planned correctly it really isn't a strain. I will still make the same back end profit I am just reducing my front end profit on the option payment. No biggie.

These have all been ways to work with buyer's agents. I want to talk about one way to work with Realtors from a seller's agent standpoint. I will first tell you I don't use a seller's agent. I feel that I have the same skills and knowledge as an agent to represent

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myself in selling my home and protecting myself.

If you don't feel like you have those skills then you should definitely employ the use of a seller's agent or learn the skills and information yourself. Understanding the business and it's laws is a really important part of your skill set. You might not need to have it all down the first time out but over time you should be able to perform these duties on your own and save a hefty commission in the process.

Instead of a standard seller's agent I prefer to use a flat fee listing service. There are many flat fee services around the country and depending on where you are and what you are looking to accomplish you can get a lot of different options.

When I use a service all I am really looking for is someone that can put the house on the MLS for me. That is really a pretty basic service to provide. I want them to get all of the information from me that is needed and enter it into the

MLS so I can get exposure through the biggest property database, my buyers and their agents are searching through. For this service I pay \$300.

This price will vary but that is the amount I have worked out with my Realtor. There are also national services that provide flat fee listings at

similar rates. I prefer to use a local Realtor that I have a relationship with because it allows us to work together and possibly get other services at no charge when needed.

The Realtor will usually provide you with a sample of the information

that is needed to list on the MLS. I would recommend asking them to print off the pages they have to enter data on straight from the MLS website. This way you will know all of your options and fields that can be used to best describe your property. Many MLS listing sites are detailed and I want to get as many of my details on there as possible. The more information provided means less



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questions which means less phone calls and more time for me to spend making money other places.

Other than the description you will need some pictures to put on the MLS. Do not and I repeat do not put a listing on the MLS without pictures. That also means don't put it on and hope to go back and put the pictures on later. No one is going to pay attention to your listing without pictures so you may as well wait till they are available and do the listing then.

If you would like my opinion on what pictures to take and how many make sure you go back to last month's newsletter and review that information. I have some details of just what I like to include for pictures and also what I like to include in my text description of the property.

After all the basic data there are a few other items you need to pay attention to. First, there will a section for showing instructions. In the showing instructions you will want it to state "Contact homeowner for showings." And then provide your phone number, preferably cellphone, for all buyer's agents that are interested.

Providing this information will keep you from having to bother the flat fee lister for incoming inquiries about the

property. You can also streamline the process by providing the lock box code in the showing instructions. The downside to this is many MLS's have made this a no-no in the last couple of years. On top of that it is hard to control who goes through your home if you provide everyone with the code first. Even if it states that the Realtor needs to call you first you would be surprised how many think that doesn't apply to them if they are already in the neighborhood.

I have a bunch more tips for working with the buyer's agent from an MLS call and exactly how to handle them at our next class, [Get the Keys](#), June 19-21 in Charlotte, NC. I will even provide all of the questions you need to ask to not only sell your homes but also get more deals and rent your houses too, all with just the buyer's agent phone call.

Once you have completed the form and have sent your pictures and instructions to your flat fee lister you need to do some follow up. They should always provide you printouts of the listing they did on the MLS for you. If they tell you they can't because the MLS can only be viewed by Realtors then move on to someone else. That is bull and even if it was true you are only asking to see your listing. You are entitled to that.

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Flat fee listers that don't want to provide it don't want to let you know if they made a mistake or didn't enter all of the data. That is exactly why you want to see it. You want to go over the listing with a fine tooth comb and make sure they have entered the information exactly as you have asked. If they haven't, then you need to ask them to fix it or provide an explanation of why they didn't follow your instructions.

I hope you have found these to be some pretty good reasons to work with buyer's agents to get your houses sold or even lease-optioned. I think you will find that a couple of good trusted Realtors will go a long way to quicker turnarounds on your homes. Let's talk a little bit about some ways to market to Realtors to get the buyers coming to you.

In last month's newsletter we outlined some ways to utilize online flyer services that will email your listings to potential buyer's agents. These services are very affordable, around \$20 each posting and get out to a large number of realtors.

If you would like a more old fashioned but useful way to do this then you need to look into flyer services provided by local vendors. Many areas have someone or many people that will physically deliver "Hot Sheets" or news

listing flyers to each of the Realtor's offices in your area.

Now they will not be getting the information to the individual provider that is working off on their own but it will get to the larger brokerage offices. These are the majority of the people you are after anyways. These services deliver one flyer for each agent in the office.

This can be just one more way for you to get your property in front of a buyer's agent. In marketing, the general rule is your home needs to be seen three times to be recognized. If the buyer's agent gets an email flyer about your property and then it shows up on their daily MLS search and finally a physical copy is delivered to them they have a much better chance of recommending the home to a client that is a match for the listing.

One last way to get your homes out to the brokerages is through fax. Now fax can be a slow process unless you use a broadcast service but it can be affordable too. If you don't have a fax machine you can use inexpensive services like www.efax.com and you can send computer files through fax machines. If you have the fax number for the local offices you can enter them into your system in

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batch and let the machine do the work.

It is my preference instead of a bulk fax to send it to targeted Realtors. Over time I have gotten to know who in my area sells the types of homes I am selling. When I have one for sale or lease option I will target my faxes to that Realtor usually with a semi-personal message telling them I think they would be interested in the house. Some bulk faxes can be tossed by the first person that sees them but a fax with a cover sheet will almost always get to the intended recipient.

Now that we have figured out how to work with Realtors so we can work smarter and not harder we are going to finish up next month with a few more ways to market properties.

We are going to go old school and look at some of the most basic ways that homes are sold from signs to newspaper ads. Keep in mind that Realtors can be your friend when the relationship is managed correctly and everyone involved gets treated fairly.

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Get the Keys

There has been a ton of interest for many new investors that have asked us to

guide them through the process of buying, selling and leasing homes. Until now we didn't really have a platform to provide the level of service we are used to providing. Welcome to Get the Keys.

Get the Keys is a three day intensive training class with Judson Voss. This is a step by step program designed for individuals that want to start investing in single family homes and build their business today. This is not a "survey of real estate investing" class. We show you how we run our business and GIVE you the tools you need to make it happen.

This course is not for everyone. It takes a level of commitment and passion. The next class will only be opened to a few students, and is held June 19-21, Location: Charlotte, NC. Find out more at www.getthekeys.com

Upcoming Events

Meet Judson Live & Learn

Dates June 19-21 Get the Keys, Location: Charlotte, NC

THREE full days to learn step by step to build your business.

More information and register at www.getthekeys.com

Would you like Judson to Speak at your Club?

Email customersvc@getrealrei.com to schedule a speaking engagement

Got a Good Story??



Tell us About it...

We would love to hear about your real estate investing triumphs and trials. So many of our listeners really enjoy hearing what other investors just like you are doing around the country. It makes us all feel better to know that others are going through the same things we are.

Email us at getrealshow@getrealrei.com or call 800-878-4982. If we talk with you on the air you will get a special real estate education gift from us.