



30-Day Action Plan to Starting Your Own Real Estate Business

**By
Michael Smith**

Warning: This eBook is intended for your personal use only. You may not give away, share or resell this intellectual property in any way

All Rights Reserved

Copyright 2009 – Two Average Joes LLC
All Rights Reserved

You may not distribute this report in any way. You may not sell it, or reprint any part of it without written consent from the author, except for the inclusion of brief quotation in a review.

Table of Contents

- 1. Introduction**
- 2. What is the 30 Day Action Plan**
- 3. Day one - Thirty**
- 4. The Next Day**
- 5. What Do I Do After That**

Introduction

Get off seminar/bootcamp roller coaster

That's a funny way to begin a book. What does it mean? It does not mean you stop learning about real estate. This is a business and maybe this is the first shift you need to make. This is not a hobby. This is a profession, a career. It is exciting; it is fun; it is frustrating, and it is heartbreaking. And it is one of the most profitable businesses you can start. But to approach this business as anything less than a business will leave you very broke very quickly, and/or very frustrated. This does not mean you can't have fun with it.

But let me go back to my initial statement – Get off the seminar/bootcamp roller coaster. You need to continue to learn and network with other Real Estate Investors. But if you are like us you have been to enough seminars, bootcamps, teleconferences and Webinars to teach your own. You have enough “tech” to do this business. What is holding you back is fear. I know because it held us back. We were looking for that one system that would unlock the secret and make us millions. That system does not exist without hard work. You need to just get out in the real world and fail. I dare you to call 50 sellers and embarrass yourself. I guarantee by the 25th one you will be a master of the call and you will be running the conversation. But you have to go out and make those calls. Those first five calls will be hard and you will not want to do it. But if you do, the next five will be easy and eventually you will look forward to getting those “Nos.” And when this happens you will give those calls to a Virtual Assistant because it is not worth your time. You do it to show yourself you can do it and that experience will help you when you go out and talk to sellers in there homes.

You have the knowledge to find sellers, talk to them about their properties, make offers for them, find buyers and sell those properties. We will be reviewing all these steps. In fact we will layout these steps for you in this course.

Who are we?

Who are we and why should you care? We are Two Average Joes (Mike and Jeff Smith) who love real estate and working together to make our lives and the lives of our family and employees better every single day. More importantly, we are two individuals who had a plan that we implemented every single day. That is the key to the business – Implementation.

We started a real estate career in 1990. We purchased one book on real estate, a very popular “No Money Down” book, and thought we knew everything. So we started buying HUD homes in Phoenix, Arizona, though we lived in California. Back in the 90s everyone in California knew values. We were buying small homes for large prices and thought we knew values. I was particularly impressed with the purchase of my first home (770 sf 2/1 home for \$129,000). We quickly purchased four homes on the first four houses we put bids on. Jeff and I were amazed. The trouble was, we were buying homes for \$70,000 that were worth \$50,000 and would never cash flow. By the time we were done 18 months later we had purchased a total of nine properties in three states destroyed our relationship with each other and almost our marriages. We spent the next two months selling all the properties (at a loss) and leaving real estate behind.

We went back to our day jobs. For Jeff that was a salesman for bar equipment and for me I was an architect. We continued on that path until the real estate bug raised its head many years later. Jeff and I started right this time. We went to a solid year of seminars and online classes and we purchase countless programs. If I listed them you would not only know them but you would find them on your shelf. And I count each one as valuable lessons in our education. Our success is due in part to a little piece from each one of them. But it was implementing those steps we that helped us achieve success. There is that word again; implementation. Get used to it because this business is about implementing the strategies and steps we lay out here for you. It is a commitment each and every day to take whatever steps are required until you succeed. I can tell you we are where we are because

each and everyday we got out of bed and took those steps until we succeeded and yes we still make mistakes, lose money and continue to buy property.

A Partner Can Help

This is a touchy subject but one that has helped Jeff and I and that is the subject of Partners. A partner is someone that can lift you when you are down. They can hold you accountable. They can also be a pain in the butt if you do not choose the right one. I am very fortunate to have Jeff as my brother and partner. That does not mean there are not some days that I want to belt him one or him me. But we strengthen the others weakness and hold each other accountable. And when we get down (which in the beginning happened a lot) the other was there to pick us up and tell us that we are moving forward, to keep our eyes on the prize. You need to laugh once in a while. Something that did not seem funny at the time could be really funny later – you need to laugh. It helps release pressure and you want to have fun doing this business. So look for humor in your day-to-day plan to achieve financial freedom. Now a partner is like a spouse. You will have to adjust to the others habits and personality. Before selecting a partner think long and hard. You want someone who will strengthen your weakness and you should do the same for him or her. You have to trust them and they have to hold you accountable to accomplish the tasks required to succeed. It could be a spouse, your father or mother or someone else. But they should share your passion for this business. They should know it is a business and hard work is required to make it work. If you find someone like that consider yourself lucky and move forward. If you don't find someone who you trust who will at least hold you accountable and will push you to succeed. Someone who if you let them down you will fell bad. Let them know your weekly goals and have them ask you at the end of the week, "Did you do what you said you would?" If you didn't, you won't feel very good. This will motivate you to try harder next week so you won't have to go through that feeling again – believe me I know.

We had an interesting story with one of our recent purchases. We send out thousands and thousands of post cards to market our company and we had a call from a woman who was a realtor. Her mother wanted to sell her house and her mother wanted to talk to us about buying her house. Well you can imagine the realtor daughter was not happy with that and she made sure we knew that. We have a whole presentation to show the potential sellers about how we can pay them top dollar and how it works. But this realtor wanted no part of that, in fact, she did not want

to even see us. She wanted us to give her the offer over the phone. So Mike put some numbers together based on the values in the neighborhood. We always present three offers – best price for the seller, best terms for us, all cash price and somewhere in between. So Mike made the offer and she liked the all cash price and said we should meet. Before we met, Mike was checking his numbers again and realized we had the wrong zip code on our comparable prices for their neighborhood. We call this realtor daughter and tell her “uh we can’t pay you the price we told you it has to be \$35,000 less.” Yikes. Mike tells me we are still going to see her and tell her we made a mistake, as I don’t want her to think we are slimy real estate investors who low ball – this is where having a partner comes in handy. I said just call her on the phone and tell her so we can hang up when she starts screaming. Mike held firm and said we are keeping the appointment, which by the way was a two-hour drive. That’s a long way to get yelled at!

Before I finish this story let me tell you about when we went to look at the house. The owners live about two hours away and we were going to meet the niece at the house she was renting from Grandma. We arrive at 1 p.m. and she is waiting out front. She doesn’t seem happy to see us either as she realizes if we buy this house she has to move, and judging by what I see, I don’t think grandma was collecting rent!

She is smoking a cigarette when we walk up and she throws it down in a pile of about 1,000 butts, so I’m thinking this isn’t a good start. She is on her phone and she waves us to go in, not much chance to build rapport here! She takes a second to tell us to be quiet as everyone inside is sleeping – remember it’s 1 in the afternoon. We go inside and it’s pitch black. I’m thinking what the heck are we growing in here? The house is not in good shape, and when we saw a ping pong table in the living room, it’s hard to know what’s next. As we continue on down the hallway, all the doors are closed. But our tour guide (still on the phone) says the one open door is the same size for all the bedrooms so you can look in there. I come to the doorway and I am looking right at a grown man’s naked behind. Needless to say I did not expect this, and Mike and I quickly pass this door and go into the bathroom and start wondering how the heck we can get out of here! So we close our eyes, pass by the door quickly and head to the kitchen area and family room – no bodies there, whew. And yes, she is still on the phone. We look at the backyard and see it’s not in good shape. There is a huge hole left from a doughboy pool that is long gone, a huge satellite unit from the 70’s when you could actually get free TV and last but not least, about

1,000 beer cans on the back porch. These folks really know how to party! Other than that, the house was in great shape. No really, the neighborhood was a very desirable place to live and it was the worst house on the block. So we were very interested in buying it – less the naked guy of course and yes, when we left, she was still on the phone.

So, back to the trip to meet the realtor. We head out and the whole time there's not much conversation, as I am thinking I really don't want to do this. This is going to be bad. I had a hard time thinking positively. But Mike kept saying were going to tell her we made a mistake and this is what we can do and then we will leave – quickly. We arrive at their house and they tell us we are going to meet at the local diner. I'm thinking, "Oh no, the whole town will be there." So we drive down the road to the diner. I forgot to mention one of the reasons they need to sell is the Mom had a heart attack and the Dad had a stroke so they have some big medical bills they want to get paid – so they are motivated to sell. We pull into the diner and the whole town is there. Literally this is Grand Central Station. We come in and meet the Mom, Dad and the *two* realtor daughters. I thought there was just one. This could be more difficult than I thought. So we are having a nice conversation and I have my keys in my hand and I am thinking let's just get this over with and get the heck out of here before the sheriff finds out we are in town. To make matters worse, Mom had just had her identity stolen and she was dealing with that. Oh great, another road block. But we are all having a good conversation and it turns out the one tough realtor daughter has a great sense of humor and she and I are going back and forth with jabs which broke the ice somewhat, but the offer was still lurking out there. Mike starts talking and says we wanted to drive up here to tell you we are sorry but our numbers are wrong and we can't offer what we thought we could and the realtor daughter said, "I knew it!" I'm thinking we should go – then she says, "I wondered how you could offer so much with all the work it needed." So she asks us what we can offer. Oh no, here it comes, she's right across the table from me and she's going to punch me right in the face. I won't be able to drive home. She will be screaming. All this is running through my head. Mike tells her the offer and she says, "So you guys are slimy bait and switch real estate investors." Mike comes back and says, "If we were we would not have driven up here, we made a mistake." In the meantime, the Mother is looking at the number and saying this would not cover all the bills but it would make a good dent, and the daughters are talking and the Dad is saying he hates realtors. Wait, your daughters are realtors.

So it starts to come around and I'm thinking they are going to take off. The daughters go outside and talk. The Dad and Mom are talking and the Dad is still saying, "I don't want to list it I hate realtors." So the daughters come back in and take Mom outside. This is going on for about 15 minutes but it seems like three days – and I'm just thankful I did not get punched. They all sit down and say if you can bring your offer up \$3,000 we have a deal. What did they just say? We have a deal? I did not even want to come up here and we have a deal? So Mike and I look at each other for 10 seconds and say, Yes we have a deal."

So if I had not listened to my brother and we had not driven up to make the offer face to face we would not have made the deal – which netted us about \$40,000. So, it was well worth it. You never know and you can't prejudge.

Real Estate is simple not easy

On one of the many seminars and field trainings we have been on we heard a saying we repeat many times each week, usually when we've had another setback. And we've had a lot of setbacks getting this business off the ground. "Real Estate is simple, but it is not easy." When we first heard that we did not understand the meaning. After working in the business for several months full time, we now know what it means.

Our explanation of it is as follows:

Real estate is simple to talk about it. You can discuss deal structures and all the different ways you can buy and sell property. But it is not easy to implement it on a daily basis.

We believe we know why. Because everyone you talk to is a real estate expert and they will tell you that you cannot buy property with no money down or with owner financing or zero interest payments on a seller's note. And you may even believe what they tell you. But until you actually do a deal you will not believe and that belief will hold you back. It will make it harder to do your business because you will have that thought in your head as you are presenting your offer to a seller. And the seller will know the offer you are making to them is not good and they will reject it. But to borrow a saying from Mary Kay Ash (Founder of Mary Kay Cosmetics), "You have to fake until you make it."

We use these methods for our benefits. Use the information at your own risk.

Day One

1. Money for business
 - a. Time or money
2. What properties to look for
 - a. 3 bedroom/2 bath
 - b. At or below median price
3. Buying model
 - a. Buying to flip
 - b. Buying to hold
4. Get to know your market (on going)
5. Tell everyone what you do

Today is decision day. You have some thing you need to decide upon before you go forward. First you need to decide how you will run your business: **Time or Money**. You can find a lot of information about real estate through time-consuming research. You either do the work yourself (saving money) or hire someone else to do it (Saving time). The chose depends on how fast you want to get going. If you have no money constraint (you still have a job and you are doing this business part-time) then doing your own research is an excellent way to start. You will learn how the all parts of the business work. This will help you when you go to hire someone to do the job. You will know how it is done and how long it should take. But this business still needs money to start. While you can **buy property with no money down** you will need money for marketing (we will talk about this in the days to come) and other research resources you may want that will make this business easier. So you need to either take money out of savings or borrow it. The more you have the faster you will be able to spin this business up. Be warned on borrowing from the kings of borrowing. That is how we started our business: if you take this route you better have a strong constitution. Because the credit runs out quickly and you will need to show results quickly so you can pay it off.

Let's talk about the target market you are going after. We want to make it easy to buy and sell properties quickly. You do not want to be in the business of buying properties you

have difficulty selling quickly. So you want houses that are bread and butter. The **median priced home** has three bedrooms and two baths. Why, because everyone wants one. They are not hard to sell if they are priced at the median (that means there is an equal amount of homes priced above and below that price). By far the majority of homes sold will be in the range of the median price of homes (+/- 10%).

What business model will you be following? Will you **buy and hold property**. Purchasing properties that you can rent out or will you purchase property to **fix up and resell**. The answer to that question will determine your buying strategy. Obviously you will need to have a **positive cash flow** if you buy and hold, but you will need to buy low enough with will buyers to buy and flip property. You need to research your market condition to tell which will work for you. The current financial climate (January 2009) in California dictates for us to have a buy and hold model. We can resell property but we must provide **owner financing**. Once you decide on the business model you need to research where motivate sellers are. We want sellers that are motivated by circumstance: Death, Divorce and Distress. These three problems will provide the majority of your motivated seller calls, more on this later.

Now get to know your market. Talk to Realtors and go to open houses in neighborhoods you like. Read the newspaper to know what is going on in your town. How long does it take to sell a house and at what price. What is the median price of homes in your **target neighborhood**? This is the research that you must know before you start making offers.

Lastly, tell everyone you know that you are looking for property to buy. Even offer a finders fee for any lead. This may motivate some people to tell you when a property is for sale. Maybe even before it goes on the market or is listed.

Day Two

1. Research your market
 - a. Sales
 - b. D.O.M. / C.D.O.M.
 - c. Inventory
 - d. Buyers Discount
 - i. Average listing price
 - ii. Average Sale price
2. How are you going to buy
 - a. Conventional
 - b. Seller finance
 - c. Private money

Day two can be called “Getting to Know You” just like the song. You need to get to know your market. Your market is the area you are going to operate in when **buying your properties**. You will need to do some research. A lot of the information you are looking for is right on the Internet. Just Google the topic with the city and state and the information will just jump right up. A better way of getting the information and one that will begin your relationship with others in the field is to just contact a realtor. You are going to want to do that anyway (See Day Five). A realtor can be a wealth of information that can help you get to know your market.

Right now what you are looking for is the following:

1. **Sale of homes last month:** this tells you the activity and the type of homes that were sold last month.
2. **D.O.M./C.D.O.M.: Days on Market and Cumulative Days on Market.** This tells how long it took to sell homes that are listed. The average C.O.M. will tell you the strength of the market. If a house has a COM of 30 – that means it took 30 days to sell the house. That would be very good.

3. **Inventory (Listings):** This is the **total number of houses for sale** in your market. You can see what types of houses are for sale. This is your competition when you put your house up for sale. How are you going to differentiate your property from the others on the MLS.
4. **Buyer Discount:** This shows up as the percent difference in the sales price and the listing price.

How are you going to buy? Are you going to buy conventionally with a lender and qualifying for a loan on the property? If you are then put the book down and step away. The following ideas could cause a mental breakdown. We never use banks. Ok! I am sure sometime in the future we will use a bank for financing. But right now we are not going anywhere near a bank for financing. We use **Seller financing and private money**. We will go more in depth on these two topics later in the book. But the short answer is – we use the seller to give us use of their equity as a note on the property to buy the house or we have private individuals that we pay an interest rate (better than their CD) on their money that is **secured by the property**. This is a very powerful and scalable program. We will be talking about private money on Day Four.

Day Three

1. Marketing, Marketing, Marketing
 - a. Business cards
 - b. Bandit signs
 - c. Web sites
 - d. Internet listings (i.e. craigslist)
 - e. Fliers
2. Phone system
 - a. Cell Number
 - b. Ringcentral.com

Welcome to Day Three, which is your marketing day. This is the day you start laying the groundwork for all those motivated sellers who will be calling you and the systems that will handle them. The big name in this game is **MARKETING**. You want **sellers calling you**. Sure you could call people in the paper who are advertising their house for sale, but so can everyone else. That road leads to lots of competition. You want sellers who get a mailer from you and call. Even that does not guarantee they are motivated to sell their home, but it does show more interest in selling than someone in the paper with less competition. And how you reach them is through marketing. Marketing is every piece that has your name or your company's name on it. It is your business cards you hand out to everyone. These cards should say you buy houses. It is bandit signs that say "**I Buy Houses**" and a phone number. It is a Web site you drive traffic to. It is Internet listings (craigslist.org), fliers and best of all, direct mailings asking if they want to **sell their home**. So you need to decide how you are going to run your business – under your own name or through a company? You need to discuss this with your lawyer and accountant and we do not presume to know all the ramifications of your company entity choice, but it most likely will be through a company like a corporation or a LLC (Limited Liability Company). These two entities will provide personal protection of your assets (like your home), consult a lawyer and account before deciding.

So you have set up a market program so what do you do when you have calls coming in from motivated sellers? How are you going to handle them? What number are you going to use? Is it a cell number (OK); your home number (never); an indirect number (i.e. RingCentral.com) or don't put any number on your marketing pieces (not advisable). Research an Internet phone number that can be answered 24 hours a day with a recorded message or be routed to your cell. You can decide to answer the call or not. But why spend all the money on having motivated sellers call you and not pick-up the phone. We use Ringcentral.com for our phone system. It answers and routes all calls to different extensions in our office. We can redirect that call at anytime. It is extremely flexible. For more information go to: <http://www.ringcentral.com>. It is however expensive, well at least more expense than just a cell phone since you have to have the cell or office phone anyway. So by far the simplest and most direct is a cell phone that you answer all the time. You can carry it around with you at all times. As you grow you can add systems.

It is a People Business

You will be amazed at how many nice people you'll meet in the business – sellers, buyers, realtors, and all sorts of folks who are good people. Everyone has an interesting story, so be sure to listen, as you may have the solution to his or her problem. You will figure out how you can help them get what they need – which will help you put together a transaction you thought wasn't possible. This is one of the most important aspects most books do not talk about. You have to be able to approach a stranger and strike up a conversation with them. It is called building rapport. People want to do business with people they like. So part of your job will be to get the seller to like you. How do you do that? By having a genuine interest in them. Ask about them, their hobbies, interests, something you see in the house or anything. It does not matter what it is but it does matter that you do have a genuine interest in what they are saying. Ask questions about their interests and hobbies. Whoever asks questions controls the conversation.

Day Four

1. Establish your private money program
 - a. Write down family and friends to talk to
 - b. Flap your lips
2. Talk to realtor
3. Locate local REI club
4. Develop script when talking to sellers

Day Four is a critical day for your funding program. You want to fund your deals two ways (there are many ways to fund a deal but the majority that we use is by these two methods) Seller financing and private money. You need to establish your private money program. Private Money is when you ask for private individuals (friends and family) to fund your purchases (like a bank) and you pay them interest. Your Private Money Program will establish what are you going to pay your private money lenders, what interest rate will you pay them, how long will you hold their money, how is the money secured and how can they get their money out early if the need to. All these questions and many more need to be answered before you talk to anyone about private money. You can register for our newsletter (Send an email to info@jm2buyshouses.com with Newsletter in the subject) and get a free report about putting together a private money program. Once you have your program tell everyone you know about that program. It is called, "flapping your lips." Put together a list of everyone you know and offer them the tremendous opportunity to lend money to you secured by real estate for an interest rate that is higher than their bank is paying.

Today is the day you also want to start talking to realtors. These are people who can help you get where you want to go. Not all realtors are the same, you want a realtor that understands how you are going to invest and what exactly you are looking for. They can be very helpful if they understand your criteria. Be upfront about your criteria so you do not waste their time. They want to help but they need to see a pay-off from spending time with you.

You want to visit your local REI club. This can be a good source of encouragement, help with deals, buyers for your deals and information on the local market. Go to the Web site www.reionline.com to get a list of clubs in your area.

Begin to develop your script for when sellers call. Frame your script around the information you want to collect on a property information sheet.

(see example next page). You want enough information to check for equity and structure a deal. You will look for motivation when you make the visit to present your offer.

Day Five

1. Talk to one person everyday about your private money program
2. Buy a list of property owners
 - a. Listsource.com
 - b. Melissadata.com
3. Marketing budget
4. Open USPS.com account
 - a. Upload purchased list
 - b. Postcard copy for mailing
5. Call "I Buy House" or "I buy houses for cash"

Day five is the beginning of your search for private money. This will be the most important thing you do in your real estate business. Without money you cannot buy many properties. The bank will only let you buy so many properties and the climate we are in today (December 2008), they may not qualify you for any loans let alone one for a property that can be sold for a profit or has a positive cash flow. From your list you made yesterday, call one person and either let them know about the opportunity you have for them to make a higher rate of return on the phone or over lunch. I tend to do it in person that way I can gauge their reaction and tailor my presentation of the opportunity. If they say no do not cross them off your list a No now does not mean a No later it just means they cannot at the moment.

You will purchase a list of homeowners in your identified farm area. You can do this at www.listsource.com or www.melissadata.com. Both have search criteria you can use to shrink your direct mail to target a specific group of homeowners and sellers in the group. One of the cardinal rules in marketing is to hit the prospect multiple times before giving up. Your budget for your marketing campaign should be large enough to allow you to mail to the home owner at least five times. That will be enough times to give the prospective seller the opportunity to hear your offer.

Now that you have your list and your budget it is time to open your www.USPS.com account. This is a fantastic Web site. You can put together your marketing message on a postcard and mail it to your list of homeowners. In fact, within the span of a couple of hours, you can have a mailing going out to a 1,000 homeowners, amazing. You can also set that mailing to happen again in a month or 60 days or rotate it with another list or two and send it every 90 days. You can also use a virtual marketing company like SalesTeamLive.com. This company will buy the list in the target area you want and the budget you want and will send out the mailings without fail every month. Send as much or as little as you want, it is "Done for You Marketing." Just visit www.salesteamlive.com/mds and look at the opportunity.

Day Six

1. Talk to one person every day about your private money program
2. Get to know the process
 - a. Talk to a Title officer
 - b. Talk to a mortgage broker
3. Go to the county recorders office
 - a. How are deeds and documents recorded
4. Prepare and study
5. Comps – what are they – how do I find them
6. Good Web sites for research

Day Six starts exactly like the day before talking to someone on your list of people about private money. In fact if you did not talk to someone yesterday you need to talk to two people today. This is absolutely critical to your success.

Study and get to know the process of buying property. Sure you may have purchased your own home once or twice but now you want to look at it from the business side. What are your responsibilities to the process, the seller, the private moneylender and what is the timing you need to have everything in place? Talk to a Title Officer – better yet, take them to lunch and pick their brain on the entire process. Even if you think you know, it will give you an opportunity to talk to one person about private money.

Next go to the county records office and ask how deeds are recorded and what documents you need to buy or sell a property. They will help you at the recorder's office. The more lost and confused you look the more help you will get so ham it up. The information can be invaluable when you need to record a document for a property.

Study and prepare – this is your business and you should know it backward and forward. You should be able to explain it to anyone who asks, and believe me, everyone will ask.

They will want your opinion of the market, how to buy property, how to sell it, what is a fair price and what improvements they should make. It will happen, so be prepared. The more you know the more you will become the expert everyone will want to talk to. Give the information freely. Don't hide or refuse to share it. Some day it will come back to you in another form when you help someone else out.

Know where to get comps (also know as comparable sales). This is also critical to your business. If you do not have reliable comps how can you tell you have a deal? You can find comps on the Internet. I would be careful about the source. Always check the source. The very best place is the MLS, and for that you need a realtor for access. This is why we want to talk to Realtors. They have the information you need and want and you are buying property they can either sell to you or sell for you.

Day Seven

1. Day of rest
2. Make note of accomplishments
 - a. What went right
 - b. What went wrong
3. Enjoy your accomplishments
4. Read real estate section of the paper
5. Review action plan for coming week
6. Spend time with your family

Sunday is a day of rest for you. If you have followed the plan up until now you have established your business and talked to several people about your business and about your private money program. So look back on you have accomplished and pat yourself on the back. You have taken the preliminary step to starting your career in real estate.

Spend some leisure time reading the paper. Look at the real estate section, read the articles and the real estate for sale ads. Review what you will do the coming week, and most important, spend time with your family because that is why you are doing all of this work.

Day Eight

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Post craigslist ad
4. Review craigslist ad
5. Talk to sellers

Day Eight starts exactly like the days before talking to someone on your list of people about private money. Do you see a pattern? If you do not have private money to buy your properties you will run out of money quicker than you can say “Bank Loan.” You will only get so many loans from a bank for buying single-family residences. Private money is absolutely critical to your success.

Study and get to know the process of buying property. Sure you may have purchased your own home once or twice but know you want to look at it from the business side. What are your responsibilities to the process, the seller, the private money lenders and what is the timing you need to have everything in place? Talk to a Title Officer – better yet, take them to lunch and pick their brain on the entire process. Even if you think you know, it will give you an opportunity to talk to one person about private money.

Next go to the county records office and ask how deeds are recorded and what documents you need to buy or sell a property. They will help you at the recorder’s office. The more lost and confused you look the more help you will get so ham it up. The information can be invaluable when you need to record a document for a property.

Post an ad on www.craigslist.org for your area. This is exposure for your business. In fact, review craigslist under the real estate section and see what others are posting. How is it written? How can you adapt it to what you are doing? I have looked at other items people are selling and how they worded their copy and adapted that to what I what from people –

either buyers or sellers. You are posting an ad for motivated sellers. Do not expect much. You are just getting your feet wet. But it is free and you never know.

You should start to get some calls on your direct mail piece you sent out on Day 5. Start talking to sellers! Have a property information sheet and just go down the sheet.

Remember, this is an opportunity to build rapport with the seller. They may have to sell their property, but they do not have to sell it to you. People want to do business with someone they know or like. So be friendly and upbeat. Be confident you can help them out of their problem. It helps to stand when you talk to someone on the phone. You will have more energy and that will come through the line. If you have never talked to a seller about their home you will blow it big time. Just know that now. You will be nervous. You will worry that the seller will know you never purchased a home before, or closed a deal on investment property or that you wear different colored socks or shorts all the time (well maybe not the socks and shorts). You will imagine all kinds of things. By the time you pick-up the phone, the seller will be a cross between Superman and Houdini. Try to relax! This will all go away after you talk to 20 or 30 sellers. By then you will be a master of rapport building on the phone and that will allow you to concentrate on structuring the deal and solving the seller's problems.

Day Nine

- 1 Talk to one person every day about your private money program
- 2 Look at properties from realtors
- 3 Prepare offers
- 4 Overcoming fear
 - a. Fake it until you make it
- 5 Call sellers
 - a. Property information sheet
 - b. Look for equity

Day Nine starts exactly like the days before talking to someone on your list of people about private money. Get used to it. It will be like this every day for the rest of you life or until you hire someone to do it for you. Can you do it? Sure you can. I will talk about that in the future when we talk about Virtual Assistants (VA).

From your lunches and contact with realtors, you should have a list of properties they have sent you that match your criteria for houses you are looking for. Go look at the neighborhoods. Become familiar with the type of house the realtor is referring. If it does not meet your criteria let the realtor know. Will you find a motivated seller? Maybe, maybe not. But it is an action step to get you out into your market, which you need to learn and understand. It will pay off when you need to close on property quick or lose the deal.

Between calls from sellers and seeing property realtors have brought you, you should have one deal to write an offer on. If not, write one anyway. Are you afraid it might get accepted and then you would have to buy the property and then you would have to sell the property and you might make money in this business? Yes, everyone has those feelings.

Congratulations, you are human. As May Kay Ash tells it, "You Fake it Until You Make It." I do that a lot. Sometimes I step in **it** and sometimes I don't.

As you found yesterday, people are advertizing on craigslist.org all the time to sell real estate. Some are by the owners but most are by realtors looking for a buyers list (we will develop that in later days). E-mail them about the property or call if there is a number. Call the seller or agent on houses in your neighborhood you like and fill out the property information. The more properties you look at the more likely you will find properties to buy.

Day Ten

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Drive your farm neighborhood
4. Call rentals
5. Call FSBOs (For Sale By Owners)

Day Ten: Private money! Review your warm list and how they responded to your offer. You may have to modify your presentation. You are selling an opportunity. You are not asking the person to buy anything. They are lending their money and getting an interest payment.

Lunch with an expert. Make sure you rotate your list of experts so you grow your list of real estate experts and contacts. Remember you can also talk to them about your private money program. That will help with the action item above.

Get out into your farm neighborhood. You want to keep on what is happening in the neighborhood. It will help when you talk to sellers from these areas. It will demonstrate you do know about the area and you are serious about real estate. They will look to you as an expert.

While you are out in the neighborhood, look for "For Rent" signs. Not the property management signs but the store bought signs or hand drawn signs. These are Absentee Owners who are renting out their property. They may have had to evict the last tenant, which can be a hassle. They may be tired of being a landlord (AKA motivated seller). The seller may be another investor who you can learn from and network with. The investor may have several other properties they are willing to sell at a discount to pay for repairs on the current property or they are getting out of the business.

The same goes for FSBOs, which means For Sale By Owner. These maybe sellers who want to sell, you already know that because there is a sign in the yard saying so. Go talk to them or call them at the very least it is good practice talking to sellers. Their motivation level maybe low which translate into not willing to dealing on their equity. They may not have to move and are not motivated to work on terms for a sale. But right now you may have more time than money so give it a try.

Day 11

1. Talk to one person every day about your private money program
2. Answering calls
3. Talking to sellers

Day Eleven: Private money! Review your warm list and how they responded to your offer.

Your marketing through direct mail should be getting some calls from sellers. Take those calls live and talk to sellers. Get the information on the property and check for equity. How do you check for equity? Well let's first define what equity is; equity is the difference between what the market value of the property and what the seller owes. It is not the difference between what the seller thinks its worth and what they owe. We have spent many an hour with sellers educating them on the changing market value. Sometimes it works and sometimes it does not. How do you obtain the market value? The best way is looking at comps from the MLS. That is why we are making contacts with Realtors they are a valuable asset so treat them well. (BTW a Starbucks gift card goes a long way) But if you can't get a value from a Realtor in time there are several websites I use to get values. Be warned I use these sites as a check and I will frequently take the lowest one. They vary by a wide margin. Check back here on my Blog – I will post a video on the steps I go through for checking comps.

You should also be calling sellers who advertise on craigslist, rental signs in your farm area and properties that look neglected. You are collecting information for the property information sheet so you can check for equity. Work on structuring your deals and write offers. Writing offers is the name of the game and the game runs much smoother with private money.

Day 12

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Visit properties from calls
4. Looking for equity

Day Twelve: Private money! Review your warm list and how they responded to your offer. Compile a list of people who said no because you will go back to these people. We want to give them five opportunities to say no.

Lunch with an expert! Make sure you rotate your list of experts so you grow your list of real estate experts and contacts. Remember you can also talk to them about your private money program. That will help with the action item above.

Go look at properties that sellers called on yesterday. You are reviewing them for repairs required and assess how a buyer would feel about the property. Does it need a lot of repairs? What is the cost of the repairs? Does it have curb appeal? Do we want to spend the money for curb appeal? Is there equity?

You continue your property research to see if they have equity. Check comps with a realtor or on-line to verify property information and asking price. If the sellers' asking price is more than the area comps then continue looking. If it is close, I will go look at the area and make an offer based on what the property can afford. I do not really care what the seller wants. It all comes down to what the property can afford and that is based on rental rates, repair costs, transaction fees and our profit in the deal.

Day 13

1. Talk to one person every day about your private money program
2. Visit properties from calls
3. Looking for equity
4. Prepare offers and structure deals
5. Talk to more sellers
6. Talk to realtor agent
 - a. Go to an open house in a neighborhood you drive through

Day Thirteen: Private money! Review your warm list and how they responded to your offer. This will always be the first item on your action plan because it is so important.

Go look at properties that sellers called on yesterday. You are reviewing them for repairs required and assess how a buyer would feel about the property. Does it need a lot of repairs? What is the cost of the repairs? Does it have curb appeal? Do we want to spend the money for curb appeal? This is the bread and butter part of your business. I really like this part. I can visualize how the house will look fixed up and ready for a buyer and that is exciting.

You continue your property research to see if they have equity. Same as you did yesterday. We are developing a routine that will help you get started and be successful in this business.

You have a list of properties you have researched and visited. Start writing offers on those properties. While some of the offer will be presented directly to the sellers others will be through a realtor since they may have a listing. While it may be harder to find a realtor that will present your creative offer to a seller it is worth the effort to try and find that agent, because they will be gold. They will understand what an investor does and help your business. Look at it as another opportunity to extend your network and talk about what you are doing.

Call more people from craigslist and any rental signs you may see in the area. Another good source of leads are the “Vacant with Weeds” property. If you are in an area that has a lot of foreclosed homes this will not work as a good lead source. If not, this is a great source. Find a property that is vacant with weeds or a dead front yard and research the owner of the property and call them.

Go to an open house in your farm area. Meet the realtor and get to know them. Let them know what you are looking for. Be very specific on the type of properties you want to buy.

Day 14

1. Day of Rest
2. Make note of accomplishments
 - a. What went right
 - b. What went wrong
3. Enjoy your accomplishments
4. Read real estate section of the paper
5. Review action plan for coming week
6. Spend time with your family

Day Fourteen: Sunday, a day of rest for you. If you have followed the plan up until now you have established your business and talked to several people about your business and about your private money program. So look back and pat yourself on the back. You have taken the first steps to start your career in real estate. Look at what has gone right and what has gone wrong. What can you change to make the next week better? What can you delegate to others (staff or virtual assistance)? You want to spend your time on items that make you money.

Spend some leisure time reading the paper. Look at the real estate section, read the articles and the real estate for sale ads. Review what you will do the coming week, and most important, spend time with your family because that is why you are doing all of this work.

Day 15

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Second USPS mailing going out
4. Look at five properties
5. Make offers on properties that meet your model

Day Fifteen: Private Money! Review your warm list and how they responded to your offer. Compile a list of people who said no because you will go back to these people. We want to give them five opportunities to say no.

Lunch with an expert. Make sure you rotate your list of experts so you grow your list of real estate experts and contacts. Remember you can also talk to them about your private money program. That will help with the action item above.

If you purchased a large list last week (Day 5), you should be preparing a second mailing. Why do you want to break-up a large list into two mailings? Simple logistics is the answer. You or someone else has to answer the phone and if you sent a large mailing in one batch you could get a bunch of calls all at once (over several days). You may miss some calls. Dividing it over two mailings will make it easier to take the calls. You will repeat this mailing next month following the market rule of multiple mailings.

Go look at five property leads from the realtors you have met. You are evaluating them for equity (market value – repairs – loans = equity).

Day 16

1. Marketing in your farm area
 - a. Bandit signs
 - b. Bus benches
 - c. Know your area
2. Research properties
3. Make offers

Day Sixteen: No Private money! Take a break from talking to people. But if the opportunity presents itself, then do not hesitate.

Today is the day to increase your marketing effort. Marketing is the lifeblood of your business and you cannot stop it. You can adjust the size of it but never stop it, since it takes such a long time to get the momentum going. You start a marketing campaign it takes time for people to notice it and respond. Once they do respond you do not want to shut it off, because you will have to start again. You are already doing direct marketing to homeowners, now you want to extend that reach. Bandit signs are the little 12 x18 signs you see on the side of the road that say "WE BUY HOUSES" with a phone number. You see them everywhere because they work. So today check into ordering 100 plus signs and arrange for someone to place them. Unless you think your time is better spent putting up the signs instead of talking to sellers. You can advertise for someone to place the signs on craigslist. Also check with your local government to see if they have any sign ordinances against putting up the signs. You can also buy a bench sign. It is simpler to do but can cost more (\$100/mo). It is also stationary to one location, so pick a location careful. You are building your name in the community. There are many other ways to advertise. Brainstorm more ideas and keep your eyes open to what attracts your eye and why.

You should be constantly looking at and researching properties. Talk to your network, look on craigslist and drive your farm area.

Day 17

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Review craigslist ads
4. Review rentals in newspaper
5. Look for equity

Day Seventeen: Private money! I hope you enjoyed your day off. But you can never really have a day off. Review your warm list and how they responded to your offer. Compile a list of people who said no because you will go back to these people. We want to give them five opportunities to say no. There is no business without private money.

Lunch with an expert. Make sure you rotate your list of experts so you grow your list of real estate experts and contacts. Remember you can also talk to them about your private money program. That will help with the action item above.

Post an ad on craigslist.org for your area. This is exposure for your business. In fact review craigslist under the real estate section and see what others are posting. How is it written? How can you adapt that to what you are doing? I have looked at other items people are selling and how they worded their copy and adapted that to what I want.

Spend some time reading the paper. Look at the real estate section, read the articles and the real estate for sale ads. Call on the houses for sale and for rent. The rentals may be landlords who no longer want to own rental property.

Go look at five property leads from the realtors you have met. You are evaluating them for equity (market value – repairs – loans = equity).

Day 18

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Continue to answer calls from sellers
4. Look at properties to buy

Day Eighteen: Private money! Enough said.

Then have a good lunch and pick the brain of someone in the field. Pick someone you may have met but do not know. You can talk about the real estate environment and how their business is being impacted. How do they see it changing in the future? You are building relationships with these people that will pay off in the future. Refer work to them or use them. Considering joining a local BNI group. This is another way to extend your group. This is a group of business people who refer work to others in their group based on relationships.

Your marketing through direct mail should be getting some calls from sellers. Take those calls live and talk to sellers. Get the information on the property and check for equity. You should also be calling sellers who advertise on craigslist. You are collecting the same information as stated in the paragraph above. Work on structuring your deals and write offers. That is the name of the game.

Day 19

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Purchase one property
 - a. Sweating begins
 - b. Buyer list

Day Nineteen: Private money! Enough said.

Then have a good lunch and pick the brain of someone in the field. Pick someone you may have met but do not know. You can talk about the real estate environment and how their business is being impacted. How do they see it changing in the future? You are building relationships with these people that will pay off in the future. Refer work to them or use them.

With all the offers you have made over the last three weeks you should have gotten one accepted. The law of averages says you will. Now what do you do? First stop and celebrate your little victory... now back to work. With all the people you have talked to about private money you should have a couple of sources for it. If you do not, get on your horse and talk to everyone you have already talked to. Get more "Nos." You need that money to close the deal. Do not use your own money in the deal. I know it is tempting to do that but that is not your job. You bring value to the deal that attracts the private money. So get out there and get the money. You can control the closing to make sure you have the money for the deal. What is your exit strategy for the property?

While you are getting the deal closed, you are going to place an ad to sell the property on craigslist. It is fast and cheap (free). Look how other people have placed their ad and how it attracted you. Copy the good ones and make sure you have pictures for it. This will get your phone ringing. Collect as much information as you can about the potential buyer. If they do not want this property you can look for other properties they might like.

Day 20

1. Ad for property
2. Talk to one person every day about your private money program
3. Lunch with an expert (realtor/title officer/mortgage broker)

Day Twenty: Now that you have a property tied up, review your exit strategy and implement your procedure for selling the property. Remember it is about price and terms. You attract buyers by price and/or terms. Your ad on craigslist should reflect this.

Private money! Enough said.

Then have a good lunch and pick the brain of someone in the field. Pick someone you may have met but do not know. You can talk about the real estate environment and how their business is being impacted. How do they see it changing in the future? You are building relationships with these people that will pay off in the future. Refer work to them or use them.

Day 21

1. Day of Rest
2. Make note of accomplishments
 - a. What went right
 - b. What went wrong
3. Enjoy your accomplishments
4. Read real estate section of the paper
5. Review action plan for coming week
6. Spend time with your family

Day Twenty-one: Sunday, a day of rest for you. If you have followed the plan up until now you have established your business and talked to several people about your business and about your private money program. So look back and pat yourself on the back. You have taken the preliminary step to starting your career in real estate. Look at what has gone right and what has gone wrong. What can you change to make the next week better? What can you delegate to others (staff or virtual assistance)? You want to spend your time on items that make you money.

Spend some leisure time reading the paper. Look at the real estate section, read the articles and the real estate for sale ads. Review what you will do the coming week, and most important, spend time with your family because that is why you are doing all of this work.

Day 22

1. Follow-up on all calls and property visits
2. Talk to one person everyday about your private money program
3. Lunch with an expert (realtor/title officer/mortgage broker)

Day Twenty-two: By now you have a list of properties you have looked at and made offers on. Take time to follow-up on those properties. In fact you should go back to those properties at least once a month. Follow-up will get you a lot of deals. Your offer may have been rejected the first time, but time can soften a seller who needs to sell. Your offer maybe the only offer they have received. Following up may give you an opportunity to buy the property. Check your comps for the area again and rewrite your offer. We often find that the offer will be lower because property values have dropped.

Private money! The same old story but vitally important.

Then have a good lunch and pick the brain of someone in the field. Pick someone you may have met but do not know. You can talk about the real estate environment and how their business is being impacted. How do they see it changing in the future? You are building relationships with these people that will pay off in the future. Refer work to them or use them. If you run out of people to talk to ask people you have already met who you should be talking to about your business.

Day 23

1. Answer calls from sellers based on direct marketing
2. Talk to one person every day about your private money program
3. Lunch with an expert (realtor/title officer/mortgage broker)

Day Twenty-three: You should still be getting calls on your direct mail piece you sent out. Start talking to sellers! Have a property information sheet and just go down the sheet. Now remember, this is an opportunity to build rapport with the seller. They may have to sell their property, but they do not have to sell it to you. People want to do business with someone they know and like. So be friendly and upbeat. Be confident that you can help them out of their problem. Don't forget to stand when you talk to someone on the phone. You will have more energy and that will come through the line. Most of all do not worry about failing. Do not expect to be perfect in fact I have found that helps when people realize that you are human. If you have never talked to a seller about their home you will blow it big time. Just know that now. You will be nervous. You will worry that the seller will know that you never purchased a home before or closed a deal on investment property or that you wear different colored socks or shorts all the time. So just make the call.

Private money! Repeat of me-“Private money is the life blood of my business.” Now go get it.

Then have a good lunch and pick the brain of someone in the field. This is another item that will repeat over and over. This helps spread the news of what business you are working in and helps you establish relationships with other professionals.

Day 24

1. Recruit bird dogs
2. Talk to one person everyday about your private money program

Day Twenty-four: Now that you have relationships with other professionals, you want to start building relationships with other people who will look for properties. They are called bird dogs. I like to call them House Finders. They are your eyes and ears in the community. They can be places where you cannot because of time or money. They stake out a particular area and look for houses based on your criteria. The key to using House Finders effectively is giving them good and clear information about what you are looking for. Where do you find them? Everywhere you go. The mailperson, the UPS driver, the newspaper person can be a house finder or anyone who is working in the neighborhood as part of his or her job. The landscaper who goes from neighborhood to neighborhood could see houses that are falling in disrepair that may be a sign the seller needs to sell. They make contact with the seller and collect the information and pass it on to you. You finish the research and negotiation and close the deal. You pay the house finder. There are many programs to help you with this part of the job. I recommend Andy Poper's TeamWork Lead System at URL <http://www.teamworkleadsystem.com/cmd.php?af=860093>. They have the Web site and information on how to recruit house finders.

Next you need private money and you get that by talking to everyone you know. So go and spread the word on your program and collect the money.

Day 25

1. Talk to one person every day about your private money program
2. Review all offers made so far (follow-up)

Day Twenty-Five: More private money. By now you have had some success that will build up your confidence to go out and get more. After you have a private lender or two, give them your information packet. Yes they have seen it before, but have them look at it with the eye to explain things more clearly. What questions did the booklet answer and what did it leave out. This is valuable feedback. The information they give you will make the booklet better for the next person you give it to. Remember you can make no guarantees about rates of return. Check with you attorney to verify that you are complying with the local, state & federal laws for private money. You may have to register with the SEC. Your attorney can help you there. Ok enough with the disclaimer and warnings.

Remember to follow-up on all your offers you sent out. There is a deal in that pile

Day 26

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. REOs – Talk to realtors
4. Talk to title company
5. Make more offers

Day Twenty-six: Private money! Review your warm list and how they responded to your offer. You may have to modify your presentation. You are selling an opportunity. You are not asking the person to buy anything. They are lending their money and getting an interest payment.

Have lunch with an expert. Make sure you rotate your list of experts so you grow your list of real estate experts and contacts. Remember you can also talk to them about your private money program. That will help with the action item above.

You should be constantly talking to your realtor network about REOs (Foreclosed homes) in your farm area, researching them and making offers. Any offers that were rejected should go in a file to be resubmitted in 30 days if it is still on the market. Do not go chasing deals; let them come to you.

You should also be talking to your Title Officer about deals you have in escrow. Reviewing preliminary title reports, checking documentation and removing any roadblocks and challenges that come up during the escrow. Do not assume that no news is good news.

Continue to make offers on properties that meet your criteria. It is a numbers game. Look at 100 properties for 10 offers to get one deal. That is why you tell house finders, realtors, etc. what you are looking for to cut down the time needed to find the leads. The numbers do compress, as more people know what you do and begin to refer properties and people to you.

Day 27

1. Talk to one person every day about your private money program
2. Lunch with an expert (realtor/title officer/mortgage broker)
3. Follow-up with everything

Day Twenty-seven: Private money! We have been talking about this for the past four weeks. That is how important this is to your business. It is absolutely vital. If you have not done this over the past weeks then you might as well quit now because you need the money to continue your business. Yes you can get some from a bank, if you have good credit and a large down payment but that will only take to two or three properties. I do not know about you but my business model involves many more properties than four. So go pull out your warm list and review how everyone on it responded to your offer. Compile a list of people who said no because you will go back to these people. We want to give them five opportunities to say no.

You have had some good lunches over the past four weeks. Through your lunches you have been talking and building your power team. Continue to talk and network with these people. They can help you in the success of your business so help them with theirs.

Remember to follow-up on all the properties you have written offers on. Follow-up is a key to the success. Check in with sellers you have talked to and made offers on. Things change over time and they may be more receptive to your offer.

Day 28

1. Day of Rest
2. Make note of accomplishments
 - a. What went right?
 - b. What went wrong?
3. Enjoy your accomplishments
4. Read real estate section of the paper
5. Review action plan for coming week
6. Spend time with your family

Day Twenty-eight: Sunday, a day of rest for you. If you have followed the plan up until now you have established your business and talked to several people about your business and about your private money program. So look back and pat yourself on the back. You have taken the preliminary step to starting your career in real estate. Look at what has gone right and what has gone wrong. What can you change to make the next week better? What can you delegate to others (staff or virtual assistance)? You want to spend your time on items that make you money.

Spend some leisure time reading the paper. Look at the real estate section, read the articles and the real estate for sale ads. Review what you will do the coming week, and most important, spend time with your family because that is why you are doing all of this work.

Day 29

1. Next batch of mailing
2. Talk to sellers

Day Twenty-nine: Private money! I promise this will be the last time I bring it up. If you have done it over the past 29 days you should have had some successes. Go back to those that liked the idea. If they has lent to you thank them. They are helping your business grow. See if they have any additional funds they would like to lend. Ask them if they know anyone who they think would be interested in the same program. Above all, take care of this person.

If you purchased a large list last week (Day 5), you should be preparing a second mailing or a third if you did one earlier. Why do you want to break-up a large list into two mailings? Simple logistics is the answer. You or someone else has to answer the phone and if you sent a large mailing in one batch you could get a bunch of calls all at once (over several days). You may miss some calls. Dividing it over two mailings will make it easier to take the calls. You will repeat this mailing next month following the market rule of multiple mailings.

Go look at five property leads from the realtors you have met. You are evaluating them for equity (market value – repairs – loans = equity). Day Twenty-nine: Private money! I promise this will be the last time I bring it up. If you have done it over the past 29 days you should have had some successes. Go back to those that liked the idea. If they has lent to you thank them. They are helping your business grow. See if they have any additional funds they would like to lend. Ask them if they know anyone who they think would be interested in the same program. Above all, take care of this person.

If you purchased a large list last week (Day 5), you should be preparing a second mailing or a third if you did one earlier. Why do you want to break-up a large list into two mailings? Simple logistics is the answer. You or someone else has to answer the phone and if you

sent a large mailing in one batch you could get a bunch of calls all at once (over several days). You may miss some calls. Dividing it over two mailings will make it easier to take the calls. You will repeat this mailing next month following the market rule of multiple mailings.

Go look at five property leads from the realtors you have met. You are evaluating them for equity (market value – repairs – loans = equity).

Day 30

1. Review last 30 days
 - a. What worked and what did not work.
 - b. One property under contract.

Day Thirty: The last day of the 30-Day Action Plan and now you are asking yourself what do I do next? You start all over again. By now you should have at least one property under contract. You have seen many properties and written over 20 to 30 offers. So the numbers say that you should have at least one if not more and with the number of people you have talked to about private money you should have the money to purchase the property.

Once that is done what next? Do the same all over again – but this time enjoy the process. This can be a frustrating business, but it can also be fun. Like I said at the beginning of this action plan I said it was simple but not easy. You have to do the steps everyday. So commit to doing the steps that are required to be successful in this business. Look at property, make offers & talk about private money. There are many steps in between from rehab to exit strategy. Keep learning – network with other investors share information. The pie is very big and there is enough to go around. I believe in the BNI motto “Givers Gain”. So help others and it will come back to you.

Good luck! Please let me know of your successes or questions. Let me know how I can help you in your business.