

MARKETING TO SELLERS
PARTICIPANT GUIDE
YOUR COMPANY NAME

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**Training Content Written & Designed
for YOUR COMPANY NAME
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YOUR COMPANY NAME
MARKETING TO SELLERS – Participant Guide
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*What
Good is
Knowledge
Unless You
Learn
How to
Apply IT?*

*Tap Into
Your
Company
Name Here!*

Introduction

1) Introduction

SLIDES #1-14

2) PARTICIPANT PACKET

Packet Includes:

- ✓ Pens and/or Markers
- ✓ Name Tag – FILL IT OUT > PUT IT ON!
- ✓ Note Pad, Sticky Notes/Post Its
- ✓ Assorted Goodies for Workshop Survival

3) CLASS RULES! YOU MAKE THE RULES!

Together your class will decide appropriate etiquette!

4) YOUR LEARNING GOAL

POST IT ACTIVITY: WRITE YOUR PERSONAL LEARNING GOAL FOR THIS WORKSHOP. POST IT ON YOUR PACKET OR NOTEBOOK O KEEP IT IN MIND.

HAVE A QUESTION? WRITE IT ON A POST IT – PUT IT ON THE WALL WHERE YOUR TEACHER CAN ADDRESS IT DURING CLASS OR PERSONALLY TO YOU DURING BREAK-TIME.

*Get Sellers
to Call You?*

*ASK:
What
Value
Do I
Bring
to My
Seller?*

Course Overview –

Overview Summary

- ◆ WHIFM (What's In It For ME!)
- ◆ Marketing & Lead Generation
- ◆ Presenting & Financing Offers
- ◆ Step Actions & How-Tos
- ◆ Attending Seller Happiness
- ◆ Networking Right Now

Course Overview

> Industry Terms

> Get Sellers to Call You

1. First Steps
2. Marketing and Lead Generation
3. Sellers Start Calling
4. Are Sellers Ready to Sell?
5. Sending offers
6. Financing Options

Industry Terms Defined

Defining Terms

SLIDE #15- Overview of Defining Wholesale, Rehab/Resell, Rehab/Rent

SLIDE #16:

ACTIVITY

Match Terms on the LEFT to their Descriptions on the Right

(Draw a Line to Connect)

Rehab to Resell

Rehab it, finance it to hold as a rental property for income

Wholesaling

Rehab it and list it to sell for profit

Rehab to Rent

Sell Right to Purchase to another Investor for a few

SLIDE #17: Activity ANSWERS

*What
Goals
Do I
Want
to
Achieve?*

*Begin
with the
END in
Mind.*

*Then Plan
Backwards
Forward!*

SLIDE #18: Define Terms Further.

Wholesaling

1. Find a property
2. Put property under contract
3. Sell Right to Purchase to another Investor for a fee

Rehab and Resell

1. Find a property
2. Put property under contract and purchase
3. Rehab it and list it to sell for profit

Rehab and Rent

1. Find a property
2. Put property under contract and purchase
3. Rehab it, refinance it to hold as a rental property for income

SLIDE #19 – Property Types

Property Types

1. Residential – Single Family
2. Residential – Duplex, Triplex, Four-Plex
3. Residential – 5+ Units
4. Residential/Commercial Lots
5. Residential/Commercial Development Lots
6. Commercial Property

SLIDES #20-25 –

ACTIVITY: MATCH INDUSTRY TERMS

Common Terms:

1. After Repair Value – The After Repair Value or 're-sale value' is the fair market value of the property that you believe you can resell the property for after renovations.
2. Fixed Costs – Fixed costs are costs, fees & expenses associated with buying, holding and selling real estate.
3. Buying Costs – Buying costs are costs associated with buying real estate, such as brokerage fees, title work, inspection costs & holding fee
4. Holding Costs – Holding costs are costs associated with holding real estate, such as loan payments, taxes, utilities and maintenance expenses. The monthly holding costs are pulled from the info sheet and multiplied by the total holding period (rehab period + listing period).
5. Selling Costs- Selling costs are costs associated with selling real estate, such as Realtor commissions, seller assisted closing costs & home warranties.
6. Repair Contingency – The repair contingency is used to cover any missed or unforeseen items within your repair cost estimate. Repair contingency is calculated by multiplying the contingency % by the total repair costs estimate. A good rule of thumb is to carry between 5 to 10% repair contingency.
7. Rehab Profit – Rehab profit is the amount of gross profit you want to make on the project. Rehab profit is calculated by multiplying the profit % by the After Repair Value.
8. 70% Rule – The 70% rule is a widely accepted rule among rehabbers and real estate investors as a barometer for purchasing a rehab property.
9. Total Investment – The total investment is the total investment needed to fund the project which includes the purchase costs, fixed costs, & repair costs.
10. Assignment Fee – An amount of money paid to assume a purchase contract on a particular property. Most commonly occurring in wholesaling transactions.

*SHOOT for
the MOON.*

*Yet Be
REALISTIC.*

*Assess
What You
KNOW- and
What You
NEED to
EARN
Going
forward.*

Get Sellers to Call You

First Steps

SLIDE #26 – First Steps

Location

- Where are you buying the property?
 1. In your local area vs out of state
- What city? What zip code(s)? What Neighborhood(s)?
 1. What is the median house price in the surrounding area
 2. How many average days on market are nearby properties
 3. Crime rates
 4. Schools (quantity and quality) - High value determining factor
 5. Future residential or commercial developments planned for area

SLIDE #27 –Projected Profit

Projected Goals for Profit

- YOUR Time and Money Investment: Are you ready to commit?
- Wholesale? Rehab? Develop? Rent?
- Timeline & Planning – Start with your end goal and plan backwards
- Projected Profits – Are your numbers realistic?

*Be
Authentic.

Be
Genuine.

Be Kind.

Show
Sellers
You Care
About Them
Personally.*

Marketing and Lead Generation

SLIDE #28 What is Your Budget?

- What is your marketing budget?
- What is a reasonable budget?
- How much time should you invest in lead generation?
- Other considerations?

POST IT ACTIVITY:

1. On the top of one Post it write down what you would want to budget or spend for lead generation. (A dollar amount.)
 2. On the bottom of it write down how much time (in hours) you are willing to invest in marketing for leads.
- Put them on the wall or board to share.

*Not Every
Method is
for
Everyone.*

*Find Your
Marketing
Niche
and
Stick to IT!*

SLIDE #29: Marketing Leads Come from Where?

ACTIVITY QUESTION: Ideas for where to get leads.

SLIDE #30: Marketing leads come from these sources:

1. **Door Knocking/Driving For Dollars**
2. **Mailers**
 1. Handwritten Personalized greeting
 2. Postcard
 3. Generalized Letter
 4. Data Sets For Mailing (5 minute subject)
 5. Attachment # _____
3. **Bird Dogs**
4. **Pay Per Click / Online Advertising**
 1. Google Ads
 2. Social Media: Facebook/Instagram/Linked-In/Twitter, etc.
 3. Lead funnels
 4. TV and Radio Advertising
5. **Billboards, Buses and Bench Seats**
6. **Listed Properties**
7. **Foreclosure Properties**
8. **Lead Capture**
 1. Phone #: Local vs 800 number
 2. Cell phone vs answering services
 3. Redirect and recording services
 4. ALWAYS ANSWER THE PHONE PERSONALLY

SLIDE #31: Assess Personal Marketing Leads Comfort Level

ACTIVITY: Determine your personal comfort level for each of the marketing items.

Take into consideration your personality traits, work habits and behaviors. There is no right or wrong method. This is to help you assess what mode of marketing best fits you!

Rank these market lead methods from 1-10. #1 agrees with you most; and #10 the least.

Rank 1-9	Generating Marketing Leads Personal Comfort Level Assessment
	Door Knocking/Driving For Dollars
	Mailers
	Bird Dogs
	Pay Per Click / Online Advertising
	TV and Radio Advertising
	Billboards Buses and Bench Seats
	Listed Properties
	Foreclosure Properties
	Lead Capture
	Other? Specify!

*QUALIFY
EVERY
Seller
Detail.
And Their
Property.*

*Waste
No Time
and
Nobody's
Time.*

Sellers Start Calling

[SLIDE #32: Sellers Start Calling!](#)

QUALIFY – QUALIFY – QUALIFY > WHY QUALIFY SELLERS?

QUALIFY SELLER'S PROPERTY > Find the GAPS & Discrepancies. Is it congruent with what they claimed?

[SLIDE #33: Sellers Start Calling! REASONS to Qualify](#)

SELLERS START CALLING! Why Qualify Sellers?

- Learn about the home's value
- Learn if they really want to sell
- This is YOUR opportunity to learn
- Does the home qualify for a match?
- Qualify the Seller & their Property
> So you **DON'T WASTE YOUR TIME!**

Example:

1. Potential Seller calls.
You question Seller about the condition of the house. (You are unfamiliar with the area.) They describe the perfect house for the perfect price point. You talk details because this person needs to sell. You agree on terms and price. And agree to present it in person when you come see the house.
2. You arrive at the house to find it is in horrible condition. Unworthy of 70% of the agreed on price. It's also located in a drug infested neighborhood.
 - What did you just do? >> WASTED YOUR TIME
 - What did you not do? >> Properly Qualify

[SLIDES #34-35: USE A QUALIFYING QUESTIONNAIRE!](#)

MOTIVATED SELLER QUESTIONNAIRE

Property Address: _____ City _____ Zip _____
Seller's Name: _____
Name's On Title: _____ 1st _____ 2nd _____
Seller's Mailing Address: _____
Seller's Phone: _____ Cell _____ Home _____ Work _____
Seller's Email _____

Establish A Conversational Rapport With Seller!

- Tell me about the house? ___ Bed ___ Ba ___ Sq/ft ___ Ga' ___ Lot Size

- What do you like most about the house? (least)

- Why are you wanting to sell such a nice house?

- Have you had any offers to buy the house recently?

- Are there any repairs needed that you know about or if so what do you think it may cost to get the house in A-1 shape?

- Why haven't you considered listing the house with a Realtor?

- What would you think the house would appraise for if it were in perfect shape? What do you base that from?

- Would you have a idea of what the house would rent for in that area?

Now, Let's Get Down To Business

- Do you own the house free and clear? ___ 1st Morg ___ 2nd Morg ___ Pay/mo ___ Pay Current ___
- Are you flexible on the price? And open to offers?

- If somebody were to buy your house, what time frame would you want to close?

- Do you have a ball-park range of what you're looking for on the property?

Notes: _____

*Attentive
Listening
to Your
Seller
is the
BEST
Gift to Give
to the
BOTH of
YOU!*

Sellers Start Calling

VETTING SELLERS More Tips....

1. Triage the client: Are they ready to sell NOW?
1 to 6 months
 - Hot Leads = Offer ASAP
 - Warm Leads = Create listing appointment or sell to Realtor
2. Setting up a drip campaign
 - Everyone you talk to WILL sell their house at some point – determine their timeline and FOLLOW UP
 - Use of reminder system/CRM/calendar

SLIDE #36: Important Tips

Important!

- YOU are to solve problems – First, last -and always
- YOU add value by solving problems for sellers
- YOU make it simple for the Seller
- YOU are to be the single point of contact for ALL the information on this transaction

10 Values YOU Bring to Sellers

SLIDE #37: 10 Reasons Sellers want to work with you.

ACTIVITY: Rank your order from 1-10. (#1 is the highest.) Put a star on your top 3.

Rank 1-10	10 Values YOU Bring to Sellers. And Why Sellers will Trust YOU.
	Truly LISTEN to what your Sellers say. Find their emotional desires.
	Be a PROBLEM SOLVER . Sellers need <u>you</u> to solve their issues.
	Be AGREEABLE . Listen to the Sellers' point of view. Do not argue. Do not create objections.
	Be your Seller's POINT OF CONTACT .
	Be GENUINE in your desire to help your Seller.
	Have INTEGRITY and RESPECT your Sellers. They will TRUST YOU.
	Have a POSITIVE ATTITUDE at all times.
	Get to KNOW your Sellers on a PERSONAL level.
	Use EMPATHY to understand your Sellers motivations and needs.
	Help EDUCATE your Seller so they understand and feel confident.
	Keep it SIMPLE for Sellers

Keep in mind that YOU BRING VALUE to your Seller!

*Sellers Will
Not
Remember
the Details.*

*They WILL
Remember
How their
Experience
with YOU
FELT.*

*Always Treat
Sellers with
Empathy,
Compassion,
Kindness
and CARE.*

Is Your Seller Ready to Sell? If NOT Now-When?

[SLIDE #38: Is Your Seller Ready to Sign?](#)

IF YES > Get them an offer AS FAST AS POSSIBLE

IF NOT > Groom them for a down the road sale.

ACTIVITY: Language & Words

Words to use regarding paperwork:

- “Paperwork for your approval...”
- “Agreement...”
- “Cash on hand...”

Words to AVOID when talking to a seller

- “Contract...”
- “Signature...”
- “Binding...”
- Words that infer a commitment

ACTIVITY: Write IT Down, POST IT or Discussion Q&A –

What Words Turn YOU OFF??

As a Seller name words that would scare you off from selling?

What sales lingo is irritating- a cliché that has hidden meaning; one not to be trusted?

Name words that evoke ugly reactions, feelings or emotions.

Name warm fuzzy words that bring positive reactions, feelings or emotions.

*Remember
the Sale is
NOT in Your
Wallet Until
the Deed is
Done.*

*Follow Up
on Every
Facet of the
Transaction
Up To- and
Through
Closing Day*

Sending Offers

SLIDE #39: Sending Offers

1. Understand the PSA is the most important.
2. Earnest Monies (Promissory Note vs Certified Funds)
3. Legal Description
4. Offer Price
5. Cash Out or Owner Carry Terms
6. Inspection Period
7. Closing Dates

Q&A ACTIVITY:

Q: What if you are confused writing the offer. -
A:

Q: What if they get the offer and don't respond?
A:

Q: What does it mean when a Seller freely shares their home info- particularly their financial info about their ownership in their home?
A:

Write THAT Offer. Get it in their hands. Follow up thereafter!

*Dot the "i"
Cross the "t"
Do a
Double-
Check for
Good
Measure.*

*As in...
Measure
Twice
and Cut
Once!*

Purchase & Sale Agreement -Example-

[SLIDE #40: Example of a Real PSA](#)

ACTIVITY: Review PSA

- Review components of the PSA
- Understand PSA sections a seller may object to when signing the PSA
- Signing PSA and handling thereafter.

How to Sign the PSA

- Docusign
- Hand deliver
- Use a courier

Appoint Paperwork

Give Seller a copy

Open Escrow

No Matter
What -Make
Sellers Feel
AWESOME
About
Working
with YOU!

BECAUSE
Word of
Mouth
Referrals
are YOUR
MONEY!

Seller Signs PSA!

[SLIDE #41: Woo-Hoo! Seller Signs! Acknowledgments](#)

ADD YOUR PERSONAL TOUCH

- Communicate your personal Thank you with assurance for a smooth closing – Continue to be the problem solver and advocate through and to closing.
- A hand written card
- A gift certificate after closing

ACKNOWLEDGMENT TIPS

Always say PLEASE & THANK YOU where appropriate

Use and address Seller by their name – (Not sir or mam)

PERSONALIZE THEIR EXPERIENCE

It's ALWAYS about HOW YOU MAKE a PERSON FEEL—
and How THEY FEEL ABOUT YOU!

HONESTY REALLY IS THE BEST POLICY

BE AUTHENTIC ALWAYS

CARE ABOUT THE SELLER – SHOW IT SO THEY KNOW IT!

Financing

SLIDE #42: Types of Financing

1. Self-Fund – From Savings/401K/HELOC on primary residence
 - Most simple form of funding
 - No dealing with lenders or requirements
 - Pay little to no Interest or fees

2. Private Lenders/Investor
 - Variable terms (IE. Simple interest to partnerships)
 - 6-18% rate with 6/12/18/or longer month note
 - 50/50 profits splits
 - Or a mix of both
 - Typically, No Personal Guarantee
 - Loan up to 100% of purchase price and up to 100% of rehab cost
 - *This is dependent on your experience, what investor lender requires*

3. 'Hard Money'
 - Short Term Loan from Private and Institutional Lenders
 - Almost always personal guarantee
 - Certain criteria to qualify (credit score and experience)
 - Construction Funds can be delayed holding up project
 - Most expensive option and includes multiple fees

4. Long Term Bank Financing
 - Cheapest Cost of Money
 - Long Closing (Typically 45 days or longer)
 - House needs to be livable and loan-able
 - Very few properties that are purchased at a discount qualify

*Opportunity
Knocks
Where You
Least
Expect It.*

*Never
Discount a
Mouse Hole!*

Financing: Where to Find Investors

[SLIDE #43: Where Do I Find Investors?](#)

ACTIVITY Q&A

How do I find investors:

- Mortgage broker and bank lenders
- Title companies
- Investing Groups
- Advertise on TV, CL and other media

Equal Exchange + 3 Way Benefit!

**Someone with money + Someone needing a loan =
Opportunity for YOU to Earn a Referral Fee!**

What is 1 Important Value to this Workshop?

**Together you are networking with other people in this class
starting to build a community to collaborate with.
Share business cards with each other now!**

[SLIDE #44-45: CLOSING](#)

THANK YOU!

PLEASE KEEP IN TOUCH ~

FOR ONGOING SUPPORT CONTACT US!

THE END!

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YOUR COMPANY NAME

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