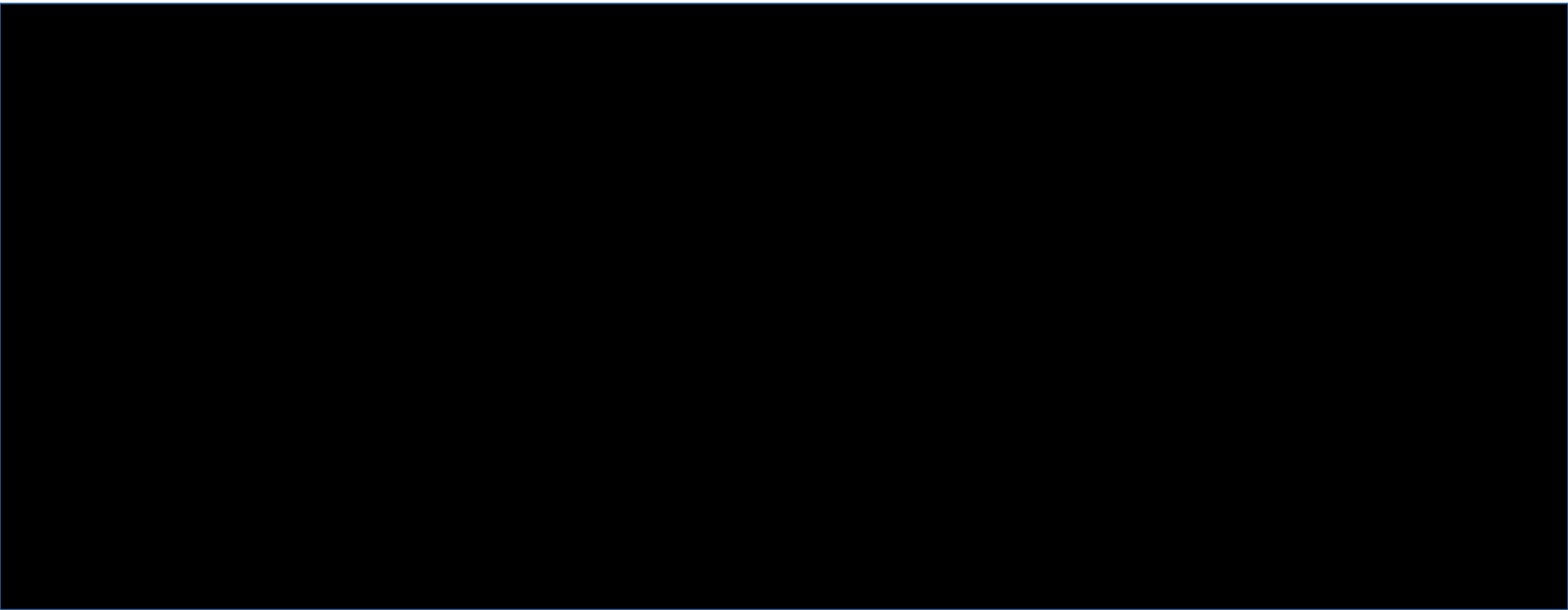
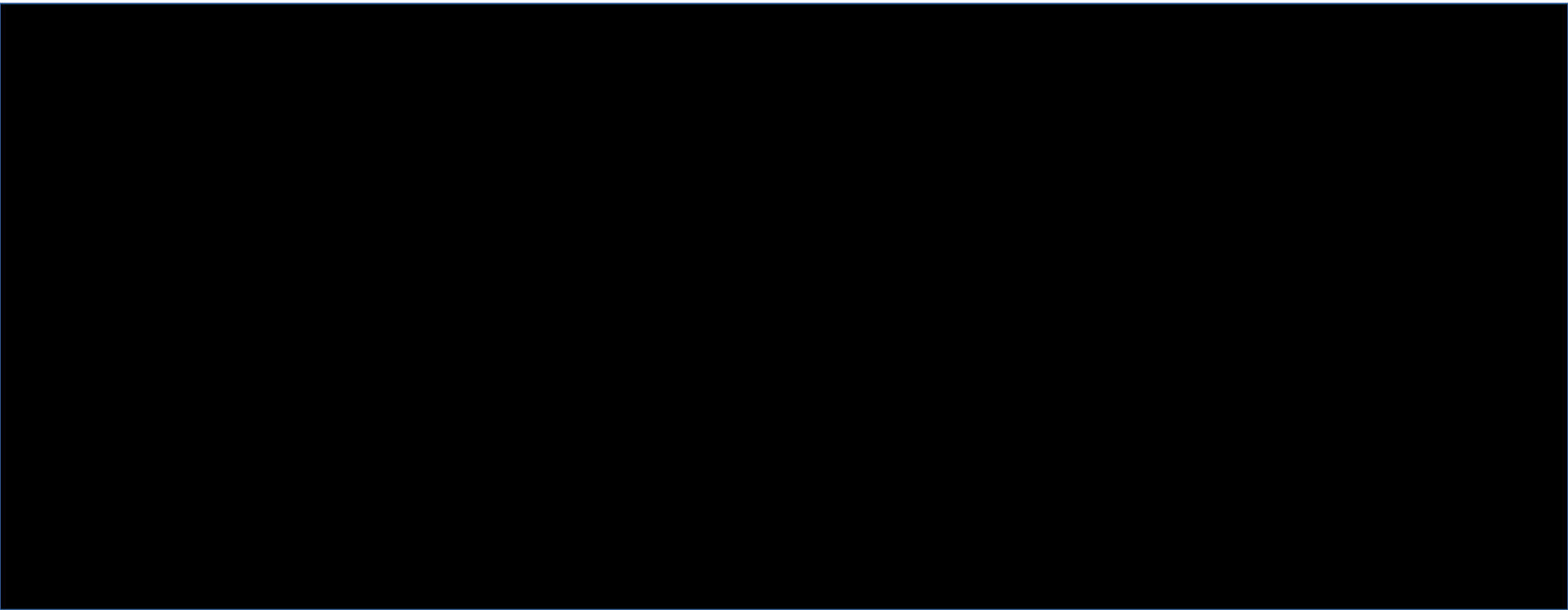


What Good is Knowledge



What Good is Knowledge
Unless You Learn
How to Apply IT?



What Good is Knowledge
Unless You Learn
How to Apply IT?

TAP INTO YOUR

What Good is Knowledge
Unless You Learn
How to Apply IT?

TAP INTO YOUR
YOUR COMPANY
NAME HERE

MARKETING TO SELLERS

WELCOME!

**Participant
Packets**

Are For YOU!

MARKETING TO SELLERS

CLASS CONSIDERATION RULES

MARKETING TO SELLERS

POST IT ACTIVITY

Personal Learning Goal(s)

&

Course Related Questions

MARKETING TO SELLERS

OVERVIEW SUMMARY

- WHIFF (What's In It For ME?)

MARKETING TO SELLERS

OVERVIEW SUMMARY

- WHIFF (What's In It For ME?)
- Marketing & Lead Generation

MARKETING TO SELLERS

OVERVIEW SUMMARY

- WHIFF (What's In It For ME?)
- Marketing & Lead Generation
- Presenting & Financing Offers

MARKETING TO SELLERS

OVERVIEW SUMMARY

- WHIFF (What's In It For ME?)
- Marketing & Lead Generation
- Presenting & Financing Offers
- Step Actions & How-To-Dos

MARKETING TO SELLERS

OVERVIEW SUMMARY

- WHIFF (What's In It For ME?)
- Marketing & Lead Generation
- Presenting & Financing Offers
- Step Actions & How-To-Dos
- Attending Seller Happiness

MARKETING TO SELLERS

OVERVIEW SUMMARY

- WHIFF (What's In It For ME?)
- Marketing & Lead Generation
- Presenting & Financing Offers
- Step Actions & How-To-Dos
- Attending Seller Happiness
- Networking Right Now

MARKETING TO SELLERS

Course Overview

- * Industry Terms
- * Get Sellers to Call You
 - First Steps
 - Marketing and Lead Generation
 - Sellers Start Calling
 - Are Sellers Ready to Sell?
 - Sending Offers
 - Financing Options

MARKETING TO SELLERS

Define Terms

- Wholesale
- Rehab to Resell
- Rehab to Rent
- Property Types
- List of Common Terms

MARKETING TO SELLERS

ACTIVITY

Match Terms on the LEFT to their Descriptions on the Right
(Draw a Line to Connect)

Rehab to Resell

Rehab it, refinance 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 fee

MARKETING TO SELLERS

ACTIVITY ANSWERS

Match Terms on the LEFT to their Descriptions on the Right
(Draw a Line to Connect)

Rehab to Resell

Rehab it, refinance 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 fee

MARKETING TO SELLERS

Define Terms

- Wholesale
Sell Right to Purchase to another Investor for a fee
- Rehab to Resell
Rehab it and list to sell for profit
- Rehab to Rent
Rehab it, refinance it to hold as a rental property for income

MARKETING TO SELLERS

More Terms...

Property Types

- Residential – Single Family
- Residential – Duplex, Triplex, Four-plex
- Residential – 5+ Units
- Residential/Commercial Lots
- Residential/Commercial Development Lots
- Commercial Property

MARKETING TO SELLERS

ACTIVITY Match Definition to TERM on Handout!

The 70% rule is a widely accepted rule among rehabbers and real estate investors as a barometer for purchasing a rehab property.

What's the Term Called? _____

MARKETING TO SELLERS

ACTIVITY Match Definition to TERM on Handout!

This “rule” is a widely accepted rule among rehabbers and real estate investors as a barometer for purchasing a rehab property.

What's the Term Called? 70% Rule

MARKETING TO SELLERS

ACTIVITY Match Definition to TERM on Handout!

An amount of money paid to assume a purchase contract on a particular property. Most commonly occurring in wholesaling transactions.

What's the Term Called? _____

MARKETING TO SELLERS

ACTIVITY Match Definition to TERM on Handout!

An amount of money paid to assume a purchase contract on a particular property. Most commonly occurring in wholesaling transactions.

What's the Term Called? Assignment Fee

MARKETING TO SELLERS

ACTIVITY Match Definition to
TERM on Handout!

Costs, fees & expenses associated with buying,
holding and selling real estate.

What's the Term Called? _____

MARKETING TO SELLERS

ACTIVITY Match Definition to
TERM on Handout!

Costs, fees & expenses associated with buying,
holding and selling real estate.

What's the Term Called? **Fixed Costs**

MARKETING TO SELLERS

FIRST STEPS

Location

- The Who, What, Why, Where & When

Location: Considerations that are

VALUABLE TO YOU!

MARKETING TO SELLERS

FIRST STEPS

Projected Profit

What Percent Profit is...

- 1) Is an acceptable return?
- 2) What is **acceptable to YOU**?
- 3) What is **industry standard**?
- 4) What **factors influence profit**?

MARKETING TO SELLERS

MARKETING & LEAD GENERATION ACTIVITY

- What is your Marketing BUDGET?
- How much TIME should you invest?

What TIME & MONEY are you
willing to spend?

VERSUS

What is REALISTIC!

MARKETING TO SELLERS

ACTIVITY

MARKETING LEADS
COME FROM
WHERE?

Let's Make a List!

MARKETING TO SELLERS

MARKETING LEADS COME FROM...

- ✓ **Door Knocking**
- ✓ Mailers
- ✓ **Bird Dogs**
- ✓ Pay Per Click / Online Ads
- ✓ **TV and Radio Advertising**
- ✓ Billboards, Buses & Bench Seats
- ✓ **Listed Properties**
- ✓ Foreclosure Properties
- ✓ **Lead Capture**

MARKETING TO SELLERS

MARKETING LEADS ACTIVITY

Assess Your Personal Preference & Comfort with Various Marketing Methods.

- ✓ Door Knocking
- ✓ Mailers
- ✓ Bird Dogs
- ✓ Pay Per Click-Online Ads
- ✓ TV and Radio Advertising
- ✓ TV and Radio Ads
- ✓ Billboards, Buses & Bench Seats
- ✓ Listed Properties
- ✓ Foreclosure Properties
- ✓ Lead Capture

MARKETING TO SELLERS

SELLERS START CALLING!

**QUALIFY
QUALIFY
QUALIFY**

Why Qualify Sellers?

YOUR COMPANY NAME

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MARKETING TO SELLERS

Why Qualify Sellers?

- Learn about their home's value
- Learn if they really want to sell
- This is YOUR opportunity to learn

QUALIFY SELLER'S PROPERTY!

- Does their property match their claim?
- Find the Gaps & Discrepancies!

MARKETING TO SELLERS

SELLERS START CALLING!

**Use a Script to Easily
Quality Sellers!**

CHECK OUT THE

Motivated Seller Questionnaire

YOUR COMPANY NAME

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MARKETING TO SELLERS

A Script...

- Provides Focus
- Covers All Points
- Keeps You on Track

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 ___ Bath ___ Sq. ft. ___ Gar ___ Lot Size _____
- What do you like most about the house? _____
- Why are you wanting to sell such a nice home? _____
- 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 did you consider listing 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 an 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: _____

YOUR COMPANY NAME

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MARKETING TO SELLERS

Important!

- We are here to solve problems
- We add value
- We make it simple for the seller
- Be the single point of contact

MARKETING TO SELLERS

10 VALUES You Bring to Sellers

- ✓ Listen with FULL Attention.
- ✓ Be Agreeable & Authentic
- ✓ Show Empathy & Understand
- ✓ Be Single Point of Contact.
- ✓ Show Respect. Have Integrity.
- ✓ Have a CAN DO Attitude.
- ✓ Educate Sellers-Add Value.
- ✓ Be a Problem Solver.
- ✓ Keep It Simple
- ✓ Get to Know Your Seller on a Personal Level.

MARKETING TO SELLERS

IS YOUR SELLER READY TO SIGN?

If Not NOW → WHEN?

If Yes > Get IT Done ASAP

If No > Follow Up for WHEN!

LANGUAGE ACTIVITY

Words that are Appropriate.

Words to Avoid.

MARKETING TO SELLERS

SENDING OFFERS

- **Most Important** > Understand the PSA
- **Earnest Monies** (Promissory Note vs Certified Funds)
- **Legal Description**
- **Offer Price**
- **Cash Out or Owner Carry Terms**
- **Inspection Period**
- **Closing Dates**

MARKETING TO SELLERS

Purchase & Sale Agreement = PSA

ACTIVITY

- Review Components of a PSA
- PSA sections that may provoke Seller objection to signing.

Signing PSA & handling thereafter.

MARKETING TO SELLERS



* WOO-HOO * SELLER SIGNS PSA!

Appropriate Acknowledgments

> **ADD YOUR PERSONAL TOUCH** <

- Communicate your personal Thanks 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 settles

MARKETING TO SELLERS

TYPES OF FINANCING

- Self Funded (Savings, Cash, IRA)
- Private Lenders/Investors
- Hard Money
- Bank Financing

MARKETING TO SELLERS

FINANCING

Where Do I Find Investors?

- Bank Lenders
- Mortgage Brokers
- Title Companies
- Investment Groups
- Advertise: Craigslist, Other

THANK YOU for PARTICIPATING!

PLEASE KEEP IN TOUCH ~

FOR ONGOING SUPPORT CONTACT US!

**TAP INTO YOUR
YOUR COMPANY
NAME GOES HERE**

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