

2008 Real Estate **Survival Guide** **A Special Report**

**How to Not Only *Survive*
But THRIVE in Today's Market,
By Creating the Ultimate System
for Selling Houses *FA\$T* &
3 Additional Profit Centers for
Generating Massive CA\$H Flow**

by W. Roger Salam
www.RogerSalam.com

What will this special report cover?

- 1. Introduction: The State of the Union of Single Family Real Estate Investing..... 3**
- 2. Why is America in Foreclosure?..... 7**
- 3. What Does It Mean for Investors?..... 10**
- 4. Who Gets Hurt In A Real Estate Down Market & Who Benefits?..... 11**
- 5. Is It Still a Good Idea to Invest in Real Estate? Why Should You Keep Buying Property in a Down Market?..... 13**
- 6. The Doom & Gloom Predictions & What You Can Do..... 15**
- 7. Three Keys to Unlock the Mystery of Real Estate investing Business to Be a Winner in the Short & Long Term..... 24**
- 8. The New Strategy to Not Only Survive, But Prosper Beyond Your Wildest Dreams During the Downturn in Real Estate..... 26**
- 9. How to Sell Your Home in a Nano-second... 31**
- 10. Conclusion..... 50**

Introduction: The State of the Union of Single Family Real Estate Investing

First, the bad news and the "glass half full" perspective. Market conditions have changed. In fact, they have changed a lot, and the changes are affecting almost all areas and markets. So, **if you don't change, you won't last**. In August, the median sales price for existing U.S. homes slipped to \$225,000, down from its record high, a year earlier, of \$229,000. The 1.7 percent dip marked the first year-over-year drop in more than a decade, according to NAR (National Association of Realtors). To many pundits, that was irrefutable evidence that the nationwide housing slump is here to stay.

The up-and-up market of the last few years made many investors look like geniuses. However, it's not going to be business as usual going forward for many investors, and all indicators are that we will be in this situation for several years. Depending on who you listen to, the turn around time is estimated to be two years on the low side and as much as 10 years on the high side.

Now for the glass-half-full perspective!

First, unlike the destruction wrought by the dot.com tech bust of several years ago, the housing downturn won't take a huge bite out of the value of American residential real estate assets, currently **estimated at more than \$20 trillion**.

"Housing cycles end with a whimper, not a bang," says Professor Joseph Gyourko, the Wharton School's Director of Real Estate Research, who did a new study which shows investors where to make safe real estate bets during a dangerous market.

Second, down markets in housing have always offered investors just as many angles to play as they might find during a boom - **you just have to know where to look!**

Here's more good news--we've already done a lot of the scouting for you! On the pages that follow, you'll find plenty of ways to play the current market, whether your risk tolerance is low and you're looking for safe ways to preserve your nest egg or you're an aggressive speculator who sees a downturn as the ideal time to shop.

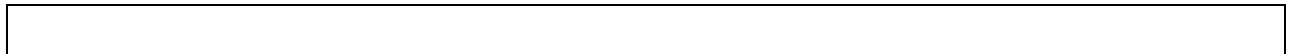
To stay in business and to prosper in the long run, it will be necessary for you to make some changes and that's what this special report is all about - **How to Create NEW Real Estate Profit Centers.** I'll show you how you can learn to create \$20,000 per month (or more) using very little of your own money or credit and without taking on any additional risk.

What is money? The best definition I can give you is, **"Money is a reward for solving problems and providing solutions."** At the end of the day, we all want to make money and do whatever we desire with that money. Real estate is just another vehicle for making money. However, I happen to believe that it is the best vehicle out there to create financial independence (in good times or bad). If you want to make money in real estate, find solutions to the biggest problems and you'll make big money. The real estate market has changed and people don't know where to turn. So, if you can be the person they turn to for solutions, then you won't have to worry about money.

Here's a fact: more millionaires are made during times of upheaval than any normal period! This is the time when wealth will shift from one hand to another. One group of investors will see that the sky is falling while others will profit monumentally from the same events. Which group do you want to belong to? **Will money come into your hand or will it flow out of your hand?**

Let's get a perspective on current market conditions and his concerns from the man himself, Alan Greenspan, former Federal Reserve Chairman and economic 'Maestro' on the state of the union of housing industry in the next couple of pages from his recent address to the World Business Forum attendees in New York.

No doubt you'll read plenty of "doom-and-gloom" stories about people losing their shirts in real estate during the months to come. Read on to make sure you won't be one of them.



Greenspan Says Housing Market Will Fall; Worries Over income Disparity



Alan Greenspan, former Federal Reserve Chairman and economic 'Maestro,' spoke this morning at a packed Radio City Music Hall. In a very Wall-Streety charcoal grey suit and red tie, the man who presided over two decades of nearly uninterrupted growth in the U.S. seemed relaxed and happy -- there to bask in his glory, not raise the alarm.

That doesn't mean he had all good news to tell to the 5,000 attendees of the World Business Forum. Greenspan had a few basic concerns (which will be familiar to those who have heard his latest thoughts as he makes the media rounds to promote his memoir, The Age of Turbulence):

* The housing market is going to continue to decline. It's simple really -- there is a lot of unsold inventory of newly constructed homes still coming on the market. Builders will cut prices to sell, and that will drive down the broader real estate market. How significant will the declines be? He wasn't sure.

* The odds of a recession are between 30% and 50% (or 42.35%, Greenspan said as a joke). In March he thought the odds were only 30%, but following the crisis in the credit markets, he now thinks it could be as high as 50%. The deciding factor will be how well the stock market holds up. Since it is recently hitting new highs even as economic growth slows, things are looking pretty good.

"The system is working," was a common refrain during the talk. Greenspan isn't worried about implications of China's break-neck growth (even though he does think the stock market there is in a bubble). Nor does he fear the consequences of a falling dollar (it's been declining for years now and growth continues). Even sky-high oil doesn't seem to phase him (we thought growth would get hammered at \$50 a barrel crude, now we're at \$80 and we're still growing, he argues.)

What does Greenspan worry about? There is something, and it is no less a weighty matter than the future of capitalism. The problem Greenspan sees is growing income disparity in the U.S. (You know that old bugaboo -- how a few people are getting ridiculously, impossibly rich while more of the middle class is slipping into poverty).

Capitalism always has winners and losers, Greenspan explained. Some people get rich, others get laid-off. But Americans are willing to accept that *if* they believe they are operating in what is basically a just system. Are this year's contrasts between private equity billionaires and working class evictees changing some people's minds?

Greenspan didn't draw out the point and the friendly moderator didn't ask a follow-up question, so my guess is that what might have been a rather profound warning was largely lost on the 5,000 execs at the conference. Clearly, Greenspan sees the risk of a populist groundswell against big business growing. Maybe he'll make the point a little stronger next time.

Why is America in Foreclosure? Why has the real estate market changed so dramatically?

Everybody is blaming "interest only" or "exotic loans" for so many foreclosures and bankruptcies and for some good reasons. Federal Reserve Chairman Alan Greenspan calls them "exotic loans;" the mortgage industry calls them "innovative mortgage products;" and the National Association of Realtors refers to them as "specialty mortgages."

Whatever you call them, the rise of non-traditional home loans such as interest-only loans and negative amortization mortgages has helped lots of families buy homes, fueling the booming real estate industry. It's sort of a vicious cycle – housing prices go up, so many people are forced to use 'exotic' loan products. And that in turn supports the higher housing costs.

Blaming these loans blindly is like blaming fire for all destructions while forgetting that fire can build or fire can destroy – it's up to the user. No body wants to take personal responsibility anymore. Whenever something goes wrong, there is a general trend in this country to find scapegoats and avoid personal responsibility.

"These products have been pushed out of the niches they were created to serve and pushed into broader-based borrowers," Mark Milner, senior vice president and chief risk officer of PMI Group, said. "That's the real risk issue."

"Some households may be employing these instruments to purchase homes that would otherwise be unaffordable, and consequently their use could be adding to pressures in the housing market," the former Fed Chief Greenspan has said. "Moreover, these contracts may leave some mortgagors vulnerable to adverse events."

From a lender's or investor's perspective, nontraditional loans are risky. However, most lenders will try to mitigate that risk by factoring it into the underwriting and pricing the loans to reflect that. But while risky loans make sense for particular borrowers, many more people are using them today for purposes other than originally intended.

Illegal behavior by both borrowers and lenders created the current mortgage mess. Some mortgage applicants lied about their finances. Some mortgage brokers didn't bother to verify credit applications, while others enticed gullible borrowers with teaser rates and played down how the rates would

reset upward, and both lenders and borrowers deluded themselves into believing that rising house prices would cure all defects. All of these factors added to the foreclosure crises.

We can also blame Wall Street firms. A few repackaged these risky mortgages and sold them to public pension plans, hedge funds, cities, counties and a conga line of unsuspecting others. We can also lay responsibility on sub-prime lenders, many of whom indulged in unscrupulous and irresponsible behavior . Since 2006, 176 or so of these lenders have closed or filed for bankruptcy protection. (Check out www.MortgageImplode.com for information on the situation.)

These exotic loans are presented in a very appealing manner. They allow homeowners to purchase a larger house with a smaller initial payment. The appeal ends when the payment rises dramatically. That's when most folks discover they can't meet the larger payment and end up in foreclosure. It's important to understand what has been happening with exotic loans and why, so you can ride the wave. Look at these statistics:

Year	Exotic Loans
2000	19%
2006	81%

In the year 2000, 19% of all new loans were exotic; in 2006 over 81% were. This tells us that most of America owns a property that they can't afford. In addition, the income verses debt ratio has taken a dramatic swing.

2000 - 93% of mortgage payments consumed 28%-36% of a homeowner's paycheck. 7% of mortgage payments were 36% or more of the homeowner's paycheck.

2006 - 33% of mortgage payments consumed 28%-36% of a homeowner's paycheck. 20% of mortgage payments consumed 36%-58% of the paycheck. 47% of mortgage payments consumed 58%-69% of homeowners' paychecks!

A sad fact--almost half of all homeowners use up to 70% of their paycheck just to make their mortgage payment! This leaves very little left over for emergencies. In addition, when that payment rises, they can't afford it. The result is foreclosure!

Why are these “Exotic Loans” so popular?

Everyone wants the American dream ... a house, a family, a white picket fence, to be successful, and so on. When homeowners see a chance to buy a larger, more expensive property that comes with a low payment, they jump on it. The homeowners know that the payment will increase in a few years and assume that they can sell their property for a profit or refinance it for another low interest rate.

If you have been following the market since the first of the year, you know that property values and sales have fallen nationwide. So, homeowners can no longer sell their properties because they owe what the property is worth, if not more. The enticement of exotic loans is that most require a very low down payment, if any, and the promise of a low monthly payment. This is fine if the market is going up, but when it takes a dramatic drop, homeowners can't sell or refinance, so they end up in foreclosure.

What Does It Mean for Investors

It means there are unlimited properties available right now if you know what to do with them. As an investor with a long term buy and hold strategy, you should buy as many properties as you can afford. With the changing market, buy low and plan to hold for the long haul!

Since most of America is now in a buyer's market (meaning there is more than six months of inventory available), rehabbers need to offer incentives to get properties sold quickly: sell below market, offer no payments for 12 months, offer to pay all closing costs, offer new appliances, offer cash back at closing, and so on. Any property will sell if it is priced right, even in a buyer's market. Remember, 90% of the marketing is done when you set the price on the home.

Wholesalers must hone their short sale skills in order to get good deals. USA Today recently said that short sales are becoming commonplace. As more and more properties go into foreclosure, banks are being forced to short sale in order to get rid of properties. With 50% of loans maxed out, banks no longer have a choice.

The bottom line is that there has never been a better time to be a real estate investor. Foreclosures are going to skyrocket over the next few years because of exotic loans and our cup will "runneth over!"

Who Gets Hurt In A Real Estate Down Market & Who Benefits?

Real estate moves in cycles and when the market is hot everything is champagne and roses for everyone involved. But when the giddiness subsides and the market slows, **only the strong and prepared survive.**

When real estate suffers, a whole lot of individuals suffer with it. A home is the largest asset most people will ever own, and lately they've been using the equity in their houses as an ATM machine. So, when the bank account is low, what is going to suffer? Pretty much everything, and everyone is going to tighten your spending belt. However, the following sectors will be most impacted by a real estate downturn:

1. Companies that aren't diversified: You've heard the old saying, "Don't put all your eggs in one basket." That advice applies to companies when an industry is looking at a down cycle. Any company that has too many hot home sales "eggs" and is counting on them to hatch could be left with large holding costs and depleted profits.

2. Home improvement retailers: The first thing that most new home buyers do is make a trip to the nearest home improvement store to stock up on all the materials and supplies they'll need to fix up their new house to their liking. That's added up to a lot of revenue for these companies. However, if home sales soften, so will those trips to Home Depot and Lowe's and other related similar type of stores.

3. Real estate investment seminar groups: It's easier to hook the late-night cable viewer into thinking real estate investment is the road to riches when houses on his street are selling like hot cakes at never-before-seen prices. But, it may not be so easy when home sales slow and prices stagnate. This is the time that will separate the true smart investors from the casual 'fair weather' investors.

4. Technology vendors: If home sales slow, then Realtors' budgets will start to tighten up a bit. The first thing to cut from the cost sheet for a lot of people could be the latest gadget, web site bells and whistles, or that new laptop they're hoping to get.

5. Renters: When the housing market is good, more renters make the leap to home ownership. But when interest rates are higher and fewer homes are on the market, more will decide to keep renting. This creates greater demand and pushes rents up. The winners will be the buy & hold investors who can survive the ownership downturn.

6. Condo and land developers: Those condo and land developers building in oversupplied areas during a market squeeze could be forced to discount their units or, in worst-case scenarios, hand them back over to the banks that financed them. This is a good opportunity for smart investors to bail out these developers.

7. Lenders and investors of risky mortgages: Many new mortgage products carry an interest rate that will fluctuate in coming years. If borrowers aren't ready for the payment shock, defaults and foreclosures will go up. And if home values stagnate and even decline in some markets, lenders could be stuck holding property worth less than the loans they wrote for it. Investors knowing short sale strategies will be the beneficiaries.

8. New real estate agents: The number of new agents has skyrocketed in recent years, bringing the total number of realtors to 1.1 million. Many of these agents have only experienced the housing glory days and may not be prepared for a slow cycle. Slower home sales results in fewer transactions spread out among agents. The real estate food chain won't be able to support them all.

9. Travel & Entertainment Industry: When money is tight, the things most often cut are luxury or non-essential items. As I said, people have been using their equity as an ATM machine. You've probably seen those bank ads asking you to take a 2nd mortgage to do whatever you want, take that vacation you've always wanted, or buy that thing that you so desired. The appreciation in some cases was so rapid; they couldn't spend it fast enough. Now they'll travel less, eat out less often, buy less clothing, and all of the other actions that create a negative spending cycle.

Who wins in a real estate downturn?

1. Home buyers: When the real estate buying frenzy subsides, home buyers have more leverage with sellers. Prices cool, and there are fewer bidding wars, resulting in offers above asking prices.

2. Home buyers: Getting in when the market is cool is always a good thing.

3. Home buyers: In worst-case scenarios, some homeowners may have to sell fast to avoid foreclosure, which could mean lower prices for new buyers.

Is It Still a Good Idea to Invest in Real Estate? Why Should You Keep Buying Property in a Down Market?

One of life's lessons is to be a contrarian. If you want to be successful, find out what the masses are doing and then go in the opposite direction and you'll increase your chances for success. If you ask the question, "Are people in general (i.e. masses) getting in or getting out of Real Estate?", the answer is most people are getting out, so what should you be doing? Getting in, of course! If you're already in, thank your lucky stars and stay in and take advantage of your head start. Buy as much as you can, but be smart about it.

In the previous pages you've read what foreclosures mean to investors and who benefits in a real estate downturn, and, in both cases, the answer is **Investors and Home Buyers**. Even when it's a "buyer's market," it doesn't stop people from selling houses. Deaths, divorces, job transfers and foreclosures don't slow down just because it's a buyer's market. There will inevitably be a glut of houses on the market, and it only benefits prospective buyers.

There's more room to negotiate in a slow market. A slower pace to the market means more time for you, as a buyer, to walk away and make them sweat. Buyers have the upper hand, not only because there will be fewer prospective buyers to compete with, but also because there will be high inventory.

Mortgage lenders and brokers also get motivated along with sellers. Just as homeowners needing to sell get antsy in a down market, mortgage lenders also get anxious for customers. After all, it is their bread and butter. You will find so much more flexibility and accommodation at the lender's office when the market is down. Brokers will be more willing to cut their points and fees just to get the loan done.

There's an old saying in real estate, "Don't wait to buy real estate, buy real estate and wait" – Simply put, any time is a great time to get into real estate, but now is a particularly great time to own a home or two or twenty. The buyer's market is obviously the best time to buy, but, regardless of that, the lure of tax benefits and credit record improvement should make you want to own a home yesterday.

The new rule: Buy low and rent high!

When the housing market is good, more renters make the leap to home ownership. But when interest rates are higher and fewer homes are on the market, more will decide to keep renting, creating greater demand and pushing rents up. The winners will be the buy & hold investors who can ride out the downturn.

MAKING THE RENT PAY

Redbrick's formula for evaluating rental properties.

$$(\text{RENT} \div 2) / \text{PRICE} = \text{YIELD}$$

RENT: Divide annual rental income in half to account for the cost of vacancies, maintenance, insurance, and taxes.

PRICE: The full price you paid for the property, including closing costs.

YIELD: The return on your investment. In today's market Redbrick looks for 5 to 7 percent.

Note: Redbrick says this formula works best for properties worth less than \$250,000.

Jonas Lee and Tom Skinner, co-founders of Redbrick Investments, use a simple formula to calculate the overall return, or yield, of a rental property: rent divided by two divided by price. (See "Making the Rent Pay," above.) Lee says small landlords often overestimate rental income because they underestimate costs like maintenance, management and vacancies.

The advice Lee gives most often to aspiring real estate owners is to focus on a local market and get to know it really well. "Just wait and watch," he says. "If you know the market, you'll know when an anomaly comes up." And, he adds, that's more likely to occur in the next two years than in the past two.

The Doom & Gloom Predictions & What You Can Do

"Recession isn't an IF but a WHEN"
- **MSN Money Central**, 16 October 2007

"..**home construction starts and permits** for future building hit their **lowest level in more than 14 years in September**"
- **Reuters**, 20 October 2007

"Sales of existing homes fell 8 percent in September, **the largest 1 month decline since 1999**".
- **National Association of Realtors**, 17 October 2007

"**U.S. [new] home construction starts and permits hit their lowest level** in more than 14 years in September"
- **Reuters 20 October 2007**

"**It's consistent with recessions in the past.** And we are heading in that direction"
- **Kurt Karl, Chief U.S. Economist for Swiss RE of New York.**

"Home prices, building, will **continue to deteriorate long into 2008**"
- **Kiplinger Report, 22 October 2007**

"**The Chicago Mercantile** is trading real estate future's contracts banking on the prediction that markets like **San Francisco and Miami will tumble by 25.8% and 27.9% respectively.**"

"**Right now Chief U.S. Economists** are seeing the fact that 10 month housing inventories, and the drop in housing starts with is the lowest since 1992, **is sliding North America into a recession.**"

I've never been a doom & gloom predictor, but the above quotes and facts do seem **Very Real & Alarming**. However, I say bring it on, the bigger the better! I've always believed that the bigger the adversity, the greater the reward. During adverse times, **only the strong and prepared will survive. More millionaires are created during times of upheaval than any normal period. This is the time of wealth changing hands. Will it leave your hands or will more money come to your hands?**

Money is nothing but reward for solving problems and providing solutions. And if you want lots of it, then don't focus on making money. Instead, focus

on learning what the real problem is and find or create solutions for that problem, and money will be an automatic by-product.

I've never seen it, but I was told that the Chinese symbol for crisis and opportunity are the same. Crisis and opportunity are like the two sides of one coin. It's the yin and yang - one cannot exist without the other. We live in an age where negativity sells more than any positive news. We're bombarded by every possible media that bring us negative programming in every possible way. However, **they can only bring it; whether you accept it or not is up to you!**

I know the media people are incredibly smart and Madison Avenue folks know all the sneaky ways of getting past our conscious mind and get straight to our sub-conscious mind which is responsible for all our reactions. So, you must stand guard at the door of your mind at all times. Stopping the negative messages and guarding your mind is not enough; you must also simultaneously and proactively program your mind with positive messages and surround yourself with positive people.

Many investors I know have already given up (voluntarily or forced to). They're liquidating their small and large inventory and looking at jobs and other opportunities. The other day I received an email from a local 'guru' that others look up to and who also runs a large Real Estate Investors' Association. I really like the guy and I think he's smart, and has written many good articles about different real estate investing topics. He considers himself a leader and is asking his followers to get out of real estate, because "it's hard work." He's now asking them to join a travel related multi-level business (and right before that he was in a juice related multi-level business). He now advises to never put all your eggs in one basket and claiming that he's creating "multiple sources of income."

I've several issues with his logic and wanted to scream. I'm sure that he has many takers on his offers. People are taking them not because the offers are sound, but because they don't know any better. I'll quote from one of my favorite movies, "**The American President**" where The President (portrayed by Michael Douglas) is having an argument with one of his key speech writers (played by Michael J. Fox) about the president not willing to debate the opposition candidate:

Speechwriter: "In this country it's not only permissible to question our leaders, it's our responsibility. People don't have a choice, because Bob Rumsen (opposition leader) is the only one doing the talking. People want leadership, Mr. President, and in the absence of genuine leadership, they'll listen to anyone who steps up to the

microphone. People are so thirsty for genuine leadership that they'll crawl through the desert towards a mirage and when they discover there's no water, they'll drink sand.

President: Lewis (the speechwriter), people drink sand not because they're so thirsty; people drink sand because they don't know any better."

When you've been listening to the media predicting the doom and gloom and you feel like the sky above real estate is falling and then you get emails from your own real estate gurus soliciting travel business because real estate is "hard work" then it's time for me to speak up so that you know better and have another voice, another opinion, before giving up your hopes and dreams and getting out of real estate.

I want to address several "myths" at this point. Taken at face value, these myths sound very logical. But when you look beneath the surface, you find nothing but hollowness. How do I know this to be a fact? Because I've suffered from experiencing them! You hear these myths over and over again, used by individuals who are preying on innocent people to sell them an opportunity. They are not necessarily listed in any order of importance.

1. Create MSI (Multiple Sources of Income) and Diversify: Don't Put All Your Eggs in One Basket

Doesn't that seem like a very sound advice? Who would argue against that? If you have a real estate business and the market takes a downturn, then your travel business is there to pay your bills. If both of those businesses suffer, you have your health juice business to carry you over. What could be sounder than that? The metaphor of "all eggs in one basket" is so powerful because you probably have experienced personally (or can easily imagine) the disaster when you dropped the egg basket and broke all of them. You say, "Sure that sounds good, and makes total sense. I need to diversify my income and create multiple sources of income." They even gave it an acronym, M.S.I.

Now you want to hear my P.O.V. (point of view)?

MSI is not a myth, but trying to build multiple sources of income at the same time is a myth. It won't happen.

It's hard enough to get one business off the ground and trying to get multiple businesses off the ground simultaneously is a recipe for pure disaster. What you want is to make money and be successful, and both come from one single quality – **FOCUS!**

Many, many books have been written on the subject of focus. Al Ries wrote a book called, **FOCUS: The Future of Your Company Depends on It.** I wanted to change the subtitle to, "The Future of Your Life Depends on It." When you try to develop MSI simultaneously, you end up losing all of your income. If you've gotten one business up and running and are totally systematized and the business runs without you, then you've earned the right to build another business and create another source of income. Do the same thing with your second business (i.e. it runs without you), and you have earned the right to start your next source of income.

My dear friend is a doctor and wanted to do stock trading at night and make more money than he did with his practice (and he makes more than three doctors in his specialty combined). Yes, he was starting to make money, but he was suffering. He was glued to his computer screen when he was home, and both his work and his family suffered. He finally told me that he gave his portfolio to a professional (whose single focus is stock trading) who is managing it, and the doctor is making more money now with his stocks than when he tried to do it. By the way, he has made tens of thousands of dollars by investing in real estate with me (my primary focus), and he's making hundreds of thousands of dollars in his profession (his primary focus).

I'm biased towards real estate being the best vehicle for financial independence (and for good sound reasons), but I really do not care what vehicle you choose for your financial independence. Just make sure you have your single-minded focus on that until it's off and running without you. When that happens, you're off to creating true MSIs. And if you're lucky enough to find a vehicle that you also happen to be passionate about, you'll not only make more money and endure the downtimes better, but you'll also enjoy the process. Remember, life is journey, not a destination. The journey is the reward!

By the way, don't think I'm against MSIs (I'd be crazy to think that). I do have MSIs, and they are all real estate investing related. If you'd like to create MSIs, I'll show you how you can leverage what

you're already doing and create additional sources of income. I'll show you MSIs that are not only highly profitable, but also extremely rewarding emotionally. Quite frankly, I'd not have survived (cash flow wise) if I didn't have these other profitable sources of income.

2. Real Estate is Hard Work Now:

Let me quote few parts from Mr. Guru's email where he states that "Real estate is hard work." Again, I'm not picking on him, but making my points using his email to demonstrate where his logic is misleading. You can decide whatever you think, but you'll at least know another side. He started out with a good quote:

Sent: Sunday, October 07, 2007 9:02 AM:

Warren Buffet says Be Fearful when others are greedy and greedy when others are fearful. A lot of people are fearful right now. If you have the capital and ability to hold, it may be a good time to buy real estate; however, if you do not have the capital, I have some tips for you.

Consider an easier way to make money. I worked with a lot of you over the past couple years in real estate and even during 2006 we did a lot of business. However, I have always believed in working smarter rather than harder. Right now, for most of you, myself included, real estate is hard work.

This (travel) business is SO MUCH EASIER to make money in than real estate right now. I just know YOU can do it.

Here I'm not arguing against, "Real Estate is hard work now." The last few years of rapid appreciation made real estate investing look easy. The truth is, the last few years made some investors look like geniuses (in spite of themselves). Every one and their mother-in-law was a real estate investor. Anyone who bought a pre-construction deal considered them an investor.

These so called "investors" made some serious money (tens of thousands of dollars in one deal) for doing practically nothing but signing some paperwork. Some builder sold them on the project and promised them that the house would appreciate 10, 20, 30% more by the time they finished construction in 6 to 12 months. They never had to learn any fundamentals; they never had to get their hands dirty; they never had to inspect anything, but they still made more money in one deal than an average person earns in one year – why shouldn't they think real estate is hard work now? God forbid, they'd have to learn the basics of real estate investing!

In his (local guru) email he says, the travel business is so much easier:

Sent: Sunday, October 07, 2007 9:02 AM:

Consider an easier way to make money.

This (travel) business is SO MUCH EASIER to make money in than real estate right now, I just know YOU can do it.

If you're doing real estate investing and now you want to get out of it and do something completely different because real estate is "harder," well, this is a completely ludicrous idea. Think about all the time and money that you've already invested! And if you think starting another new business in a totally different industry (e.g. travel or nutrition) is going to be easy, I'd like sell you a bridge while you're at it, too. It's actually going to be twice as hard and if someone is telling you it's going to be easy, it's because they're trying to sell you something.

"The only place where success comes before work is in the dictionary."

3. The new name for MLM or Network Marketing Business Opportunities:

The new name is "**NFL**." I've got a good friend who joined a new network marketing company who shared this information with me. No, it doesn't stand for National Football League; it stands for "**No Friends Left**." We both laughed so hard that it hurt. There is a good deal of truth in it and that's why it was probably so funny and ironic. Now, I personally don't have anything against multi-level marketing or to be more politically correct "Network Marketing" opportunities. Someday I may start my own. I've good friends who are in it and have done very, very well.

The problem I see with MLMs is the same – no focus and the promise of success before work to get you to sign up. I'm sure you get approached regularly like me whether it's a travel deal or nutrition or juice deal. I don't care which one it is, and I firmly believe that you can be successful in it *if* you single-mindedly focused on that opportunity. You probably have a friend like me whom you hear from every few months or so out of the blue and the question that goes through your mind is, "Which opportunity is it now? Or what's the new flavor (or something similar)?" They promise you

that all you have to do is give them your list of names and make the introduction call (or invite them to the introductory meeting), and they'll do all the work and place them under you and you'll get the checks, etc. etc. Huh, sure, and they'll probably deposit the check for you, too.

The other problem with Network Marketing opportunities is that they lead with the opportunity and not the product or service. When that happens, my guard goes up. I've got a mortgage company (one of my MSIs, because this is totally real estate related). But I tried to join a new company that is doing mortgages via MLM, and they've spent a lot of money to create an excellent online system (much better than anything I've seen). I was excited because I thought I could get my students and other fellow investors to share in the profit which I was only making from doing loans. However, all this company wanted me to do was sign people up as a distributor and I left them. Let the product (or service) speak for itself. Then, if someone is really impressed, they'll automatically refer people, and you can recruit them so that they get paid for the referrals. If people truly like the product, they may go full time and make a wonderful living at it. But know that if you do it on the side, it's going to produce like a side, and residual income will be a myth.

I tried to do MLM on the side (nutrition, new video email, travel, etc.), but they never took off. It wasn't because the product or service was bad (I'm still using some of the products), but I never gave it my full attention like I did and am still doing with my real estate business. The most energy an airplane uses is for taking off and once it's up and has reached the desired altitude, you put it on auto pilot and walk around the cabin. You can't go on autopilot while taking off. So, **don't be fooled to think that you can start multiple businesses and have them take off simultaneously. That's just a recipe for a crash landing.**

I heard a statement recently that a millionaire on average makes fourteen different attempts before succeeding at becoming a millionaire. If real estate is not working for you, and you want to try a network marketing opportunity, you have every right to do so. How would you know if you don't give it a shot? How long should you give your current business all you've got before you try something else? There's no scientific answer, but I'll give you my formula for success that I got from one of my mentors:

"If you'll do for the next two years what most people won't do,

you'll be able to do for the rest of your life what most people can't do."

I know some people would rather be lucky than good. My definition of luck is "when preparation meets opportunity." L.U.C.K. stands for "Labor Under Correct Knowledge." You've probably heard the statement, "I'm lucky, but I work 14 hours a day to be lucky." The founder of the Holiday Inn hotels used to say, "In order to be successful, you only have to work half a day; the first twelve hours or the second – your choice." By the way, his other advice was to "study business laws but don't become a lawyer, and study accounting, but don't become an accountant." In order to be a well rounded entrepreneur, you need the knowledge.

If you have to depend on luck or timing or on the stars and the moon to be aligned to make money, then you don't have a business. You cannot build a business on luck (in the traditional sense of the word). My real estate business is affected by the downturn and the interest rate fluctuations, but it doesn't depend on them. It depends on my focus, my flexibility, my creativity in marketing and pure hard work. My good fortune is that I don't call it hard work. I happen to love it and I'm totally passionate about it. I rarely distinguish between my work and play.

It was the same when I worked for Tony Robbins as a professional speaker and trainer. I used to be on the road for 48 weeks out of the year for five continuous years at a time when an average person lasted a year and a half in the same position. I couldn't have lasted that long either if I saw it as a "just a job." It wasn't a job to me; it was a mission to change people's lives, and I saw myself as a catalyst for change and inspiration. By the way, I also happened to be the highest earner the company ever had in my position!

I never focused on making money; I always focused on giving more than I possibly could. I remember when I started doing one talk every Sunday morning during my first year. All my colleagues said I was the new kid who's going to burn out. But, you never burn out when you're passionate about what you're doing (and make more money in the process than ever before.) One of my favorite quotes is called a "True Master" and I want to share that with you so that you can aspire to become one.

A True Master

***A Master in the art of living
Draws no sharp distinction
Between his work and his play,
His labor and his leisure,
His mind and his body,
His education and his recreation.
He hardly knows which is which.
He simply pursues his
Vision of Excellence
Through whatever he is doing
And leaves others to determine
Whether he is working or playing.
To himself, he always seems
To be doing both***

My real passion and mission is to help people reach their full potential financially and emotionally. I believe that there is no freedom without financial freedom. I've chosen real estate as my vehicle to reach my own freedom and to teach others to reach their financial freedom. I hope you can find your passion, just as I did!

Three Keys to Unlock the Mystery of Real Estate investing Business to Be a Winner in the Short & Long Term

If you remember these three lessons and take them to heart, you'll always be a winner in this game. They'll lift the cloud of confusion and clear the path for you to truly understand what it takes and where you need to focus for the greatest results. These three keys will open the doors to untold riches. They're simple, yet profound when you think about the impact and what it can do for your real estate career. I'll give them to you in the form of three questions:

1. What is the **Key to Success** in this business?
2. What is the **Key to Survival** in this real estate business?
3. What is the **Key to Wealth** as a real estate investor?

What is the Key to Success?

I'll give you a one word answer – **Marketing!** If you fail in real estate, you've failed in marketing, not real estate. Real estate has been proven to be a winner for centuries and has created more millionaires than any other vehicle. It's too late for you and me to say that real estate doesn't work. Effective marketing is the name of the game when it comes to your real estate business success. As a small business entrepreneur, you don't have the budget to hire the big (or small) Madison Avenue firms to do your marketing. So, learn all you can about marketing as it is the key that will unlock the door to your success.

What is the Key to Survival?

The one word answer is – **Ca\$h Flow!** As the saying goes, cash is king. You can't eat equity for dinner and can't use equity to pay bills. This is the underlying reason why so many investors cannot survive and go back to their regular job to pay bills. Cash flow management is not easy. How many ways can you generate cash in your business? When things are tough and market has shifted, do you know where to go to create new profit centers? Pay attention to your cash flow as it is the key that will unlock the door to your survival.

What is the Key to Wealth?

Here is the answer in one word – **Appreciation!** And how can you get appreciation? You get it through the strategy of “Buy & Hold.” You’ll make money through buying and selling real estate, but you’ll never become wealthy. One of the main reasons I got into real estate was to create passive residual income, where I do the work once and get paid over and over for as long as I own it. Residual income comes from buying and holding while someone else pays off your mortgage, and eventually you have a free and clear property. You’ll get a nice income from buying and holding and have a very comfortable living, but your real wealth is going to come from the appreciation that happens while you’re holding.

The New Strategy to Not Only Survive, But Prosper Beyond Your Wildest Dreams During the Downturn in Real Estate

The real estate market moves in cycles, like most businesses. Now that we're in a particular down cycle, we need to rethink our strategies. (By the way, don't believe the media that the sky is falling everywhere; there are pockets where the market is holding and even appreciating. There is another school of thought that I heard, "Live where you want to live, but invest where it makes sense" and that makes sense if you're willing to invest out of your comfort zone.)

The new strategy should ensure one thing first and foremost – CA\$H FLOW. This is the key to survival. Everything you do during the slow market should be aimed at creating cash influx that you can ride in the slow times. By the way, you may have properties that are good properties to hold on to, but they don't make positive cash flow and you're not quite ready to sell them either. So, you'll have come up with new ways to generate cash flow and perhaps even create new profit centers that you didn't explore before.

How many ways can you generate cash from your business?

Let's explore all the possibilities and how they stack up in the current market condition:

Wholesale

This is the fastest way to generate a chunk of cash in this business without using your own cash or credit by simply assigning your contract. There are lots of deals out there to be had due to the foreclosure epidemic and the general slowing of the market. But here's the problem--if you don't have a buyer ready, this strategy may not work. Besides, the competition is also high as lots of investors are going after those deals. This strategy is probably nothing new to you as you are already doing this.

Rehab & Retail

This strategy worked very well in the last few years, and this is the best way to maximize the profit from a deal and get a nice influx of cash into the business. But due to the sub-prime mortgage meltdown and the general tightening of the loan criteria, it's getting harder and harder to get buyers to qualify for a loan. Those 100% financing loans and no doc loans are drying

up pretty fast. So, if you're relying on this strategy to create cash, you may be heading for a crash.

Lease Option Deposits

This is my favorite exit strategy, but it's not a good one if you need all the cash right now. Typically, lease option buyers are not in a position to negotiate (but that's changing rapidly as the inventory of homes is increasing), so you can get the full market value of your property if not 10 to 20% higher. The problem is, you get the cash if and when they exercise their option. First, that's a big 'if', and, second, they may still have a problem qualifying for the institutional loan. So, the only money you'll get upfront is the option deposits which are typically 2 to 5% of the price. You'd have to have a sizable inventory to generate large sums of cash, and after your expenses, you'll probably not have much cash left (if any). The monthly cash flow from lease payments are pretty much a break-even or negative and are usually not a great way to generate cash either, so I don't count on them.

Rental Income

This is also similar to the above only worse, because you don't get any large chunk of cash up front other than an extra month of rent (last month rent plus security deposit which is not your money). Rental income typically starts generating some positive cash flow after you've had the property for 4 to 6 years and, hopefully, have experienced some appreciation (and a bit of mortgage reduction). If you put down a lot of money (20% or more down), then you can get cash flow, but you have your own money tied up and your cash on cash return is going to be lower. Since the market is slowing down and many markets are going through corrections, it's not wise to count on appreciation for the next couple of years, and this is not a viable method of generating a chunk of cash. This is the way to hold on to the properties until the market turns, so you'd have to depend on other ways to generate some cash to live.

Refinance

This is certainly a very viable way to generate a chunk of cash infusion into your company, but there are a couple of key assumptions here. First, you have to have plenty of equity (at least 30 to 40%). Second, you have good credit to get a decent interest non-owner occupied loan. Because of the current market conditions, this strategy is also getting tight for two reasons – lenders are lowering the LTV (loan to value) for cash out refinancing, and

appraisals are being chopped down. Typical non-owner occupied cash out refinancings are limited to 70% for stated and 80% for full doc (which most investors can't do). I prefer this strategy over selling out completely to access your equity to ride the slow market (and still own the property to enjoy all the other tax benefits and appreciation.)

That's probably it. I've polled participants during my seminars all around the country and asked people to come up with another way to generate cash from the real estate business, and they pretty much said, "There are no other ways. Houses are our inventory in this business and we can make money by selling them, renting them or refinancing them." Again, that's it.

Thinking Outside the Box: The New Strategy

The focus of our real estate business has always been to **find motivated sellers** and everything stems from that premise. None of the techniques of buying distressed properties work unless the seller is motivated. All the strategies employed are typically geared for generating motivated sellers.

However, smart investors are realizing that there are plenty of motivated sellers out there due to the foreclosure epidemic, REOs and the general slowdown of the market. **The new currency for making money in this downmarket is not necessarily finding a motivated seller; it's having an eager and qualified buyer in your hand.** Did you get it? Let me repeat, the new currency is having a motivated and qualified buyer.

Your marketing needs to shift to find qualified and motivated buyers. You'll need to build a herd of buyers, whether they are investors, rehabbers, landlords or retail buyers. If you want to maximize and increase your options, you probably should create a separate list of all of the categories.

It makes total sense

If you think about it, you come to this very logical conclusion. I told you earlier that money is the reward for solving problems. Where is the market having the most problems? In selling houses, duh! In my market in the greater Tampa Bay area, the absorption rate was less than 5% this year when it was 50% two years ago. By the way, absorption rate is the number of homes sold divided by the number of homes available at that point. So, if there are 1000 homes available in the MLS (Realtor's Multiple Listing Service) in a given month, only 50 homes sold. I also want to bring your attention to the fact that these statistics do not include FSBOs (For Sale by Owners.) These statistics come from the local Realtors Association. I bet

you that if there was a way to include FSBOs, the absorption rate would be even lower.

So, if you know how to sell houses fast when others can't sell them, you'd be handsomely rewarded for that. Since you've got the key to selling houses fast and there's a glut of homes that need to be sold, there's no shortage of your prospects either.

The last few years of rapid growth and easy credit made selling skills and marketing for buyers almost obsolete. The FSBO (For Sale by Owner) industry enjoyed a rapid growth during that period. You didn't need a realtor to sell your house and pay them 6% commission. In some cases, all you did was stick a sign in the yard, and, by the time, you walked back to the house, you had three offers on your answering machine (or service). Why would you want to spend a dime on marketing your home or need any selling skills? Some California builders were holding lotteries as they were breaking ground because there were so many buyers applying to purchase. I saw people line up the night before like a hot concert ticket buyers when a Clearwater, FL waterfront apartment owner announced that he was going to do a condo conversion. I'll bet you that you can tell me similar stories from your town.

I love the saying, "**Tough times never last, but tough people do.**" Don't wish it was easier; wish you were better and then do something to get better. When you get better, it always gets easier. There's one skill that will pay you the most dividend in life – that is learning how to sell. When I worked for Tony Robbins speaking and traveling 48 weeks out of the year, that's what I was teaching – **selling, persuasion & influencing skills**. I'd speak to an entire company and would ask a trick question to start my talk – "How many of you are in sales?" – and invariably the support and admin staff would not raise their hands.

The truth is we're all in sales. A mother trying to convince her child to choose vegetables over ice cream may be a tougher sale than a corporate boardroom sale situation. A group of friends deciding which movie to see – the better persuader will succeed in convincing the rest to go to his or her choice. The principles of sales and persuasion and influence are the same. If you learn them, you can apply them in any situation – personal or professional.

I was listening to CNN news this morning, and they were saying that there may be a silver lining to a higher oil price (as the barrel of oil reached a new high and is predicted to go higher for various reasons, the continuing Middle East crisis being the main reason.) Whenever there is a serious spike in the

oil price, we get more serious about focusing our energy on alternative resources and reducing our addiction to oil. Whenever there is a spike in oil price, we think of cooperating more (e.g. carpooling) and paying attention to global warming, etc.

Similarly, if there is a silver lining to the market change, it may force you to develop skills that you would not have otherwise tried. This will cause you to be less dependent on the market condition for your livelihood. Out of this crisis, you'll develop systems and processes and resources that'll catapult you to the top of this industry. I'm going to show you how to create additional profit centers that you didn't focus on before and also show you how to systematize them to create cash flow for profit and growth.

These systems are so powerful and complete and comprehensive that they'll not only help you sell your own inventory of houses (if you have any), but they'll also help you sell others' homes for additional profit. I'll show you how you can sell, legally, others' properties without a license, and if you already have one, that'll work too (but you don't need to go out and get one.) If you're a brand new investor and haven't bought your first home, you also can learn this valuable skill and build the selling system. You'll be able to build a cash flow machine that'll pump out cash in good times or bad.

In the next section, I'm going to give you just one strategy from my **"Ultimate System for Selling Houses FA\$T in Any Market Condition for Top Dollar"** that you can implement right now to sell your investment or retail property, create immediate cash, help many other deserving people (other investors and homeowners) who are struggling to sell their home(s), *and* get rewarded handsomely in the process.

How to Sell Any Home in a Nano-Second In a Good or Bad Market for Top Dollar

WARNING: If your first reaction to the title is “It’s impossible” (or other negative thoughts), then know that is the first (and probably the biggest) barrier that you’ll have to overcome before you experience the desired result. I believe in healthy skepticism and I admit that it’s a pretty bold claim, but read with an open mind and believe that it’s possible (at least may be possible) to get the most out of this special report.

“It’s much easier to find a house for a buyer than a buyer for a house”

The above quote is the foundational belief that this strategy is based on. Walt Disney puts it in a different way:

*“You don’t build for yourself. You find out what people want and then build it for them.”
- Walt Disney*

This is the age of super computers that can calculate humongous numbers in a nano-second. I’ll show you how you can merge the power of computers and the power of this idea to sell houses in a nano-second. As a matter of fact, if I could show you how to sell any house before even you buy it, wouldn’t that be selling a house in less than a nano-second? So, how do you sell any house in a nano-second? The answer is:

“Build A Buyers List & Automate the Process to Make Money NOW.”

Before you roll your eyes and say that it’s too simple or that you’ve heard this idea before, I urge you to read on. Remember, the essence of genius is simplicity. Most great ideas are simple. I wish I could say that the idea was mine. It’s not, but I believe that I’ve developed the most effective way to implement this concept. Many gurus expound upon this concept, but do not provide a workable and practical solution for making money with it. If it’s any harder than **“point and click,”** then it’s too much work, and 99% of the investors will not do it. I’m a perfect example of that. I knew about the concept when I got into real estate investing back in 2000 and tried to implement it, but failed--until now. I’ll show you by the time you finish

reading this how you can effortlessly implement this strategy and sell any house for top dollar and make money NOW!

I travel all over the country attending seminars, teaching seminars and speaking with others that teach real estate. It never ceases to amaze me how the surface is barely touched on this subject and how those who share the idea don't provide a practical solution for implementation of this strategy. If your intention is to make money now with real estate, then this is absolutely the fastest way to do it. This will build your business on a solid foundation, not shaky sand. The majority of investors will find a good deal and then proceed to try and sell without having any idea who will buy it. That is really speculative, unless your strategy is to buy and hold. Or they will buy in the wrong area only to find out nobody wants the house.

In my "**Ultimate System for Selling Houses FA\$T in Any Market Condition for Top Dollar,**" this is the very first thing I teach my students to do. That's right! Before you go out advertising and making offers on properties, build your Buyer's List! My motto is, "**Know your exit strategy, before you enter.**" The other methods will also work, but only to a certain degree and I'll guarantee that your holding and other costs will be much higher. Remember, this is only one technique of the total 7 volume course with audio CDs, forms & resource disks that give you the complete system for selling any home fast, really fast, and for maximum dollars under any market condition.

Roger's Rules: A Different Point of View

Before I tell you about the strategy of how to build a buyers' list, I'd like to tell you about my philosophy and why (and how) my team is selling houses even in this so called "depressed market" when others (especially Realtors) are falling flat on their faces. This is very important, if not more important, than the strategies and techniques. It's the underlying beliefs and values that make the strategies so effective in a good or bad market.

I'm not a theory guy when it comes to real estate. Everything in my course is **practical and hands-on**. When you study and apply all of the principles and techniques and understand the philosophy behind "Roger's Rules," you'll be able to hit the ground running and achieve success quickly. The purpose of the 7 volume course is to allow you to develop a systematic approach to Selling Houses Fast and create an automated system to achieve maximum efficiency and effectiveness in your efforts.

You can sell houses no matter what shape the market is in!

That's right! With my system, you can sell houses anywhere, anytime, in any market condition and no matter what the interest rates are.

A Different Point of View for a Tough Market: Roger's Rules for Selling Houses Fast

Roger's Rule #1: We don't Sell Houses, We Sort buyers

This is probably the biggest fundamental difference between the traditional (Realtors) approach to selling houses and my way of moving properties. We don't sell houses; we match the best buyer with the right house. I believe that every house is a dream house for someone. There are some 300+ million people and more coming to this country every day by boats, ships, trains, planes and automobiles. Our focus is primarily on **finding buyers and making it easy** for them to buy the house.

Roger's Rule #2: Houses Must Sell Themselves

Since Roger's first rule is "We don't sell houses," then the house must sell itself. No amount of marketing can sell a bad product. The property must be in tip top condition inside and out to sell it fast. Get a home inspection done to find out what's not up to par and fix it. It's like giving the house a clean bill of health. People are going to find it and demand it if you want to maximize and get the most dollars possible for your house. The **Ultimate System for Selling Houses Fast** goes into details about what to do (and what not to get into) to the house to get it ready to market.

Roger's Rule #3: We Buy Houses and We Sell Homes

If you'd like to sell any house fast, you only have one task and only one task – get the buyer to fall in love with the home. It's not enough to get the house painted and put new carpet and fix what's wrong. That's to be expected. In order to make someone fall in love, you must elicit people's emotions. How? Through selective staging! Staging starts when all the fixing and cleaning is done. When done correctly, staging creates emotion, comfort, and feelings, and as we all know, these are the things that sell houses. Staging is the hottest concept in selling houses fast, and there is an entire volume dedicated in my course to everything you ever want to know about staging and how to do it (even if you're not Martha Stewart).

NOTE: I may use the word "house" when referring to selling in the course, but all marketing pieces that go out to the public will say "home."

Roger's Rule #4: We Don't Show Houses, We Let the Buyers See Them

The amount of time Realtors spend in showing houses (and wasting gas) is staggering. This is another difference between us and Realtors selling houses. You'd have to call and make appointment and meet the Realtor to see the house. This slows down the selling process. If one of our prospective buyers happens to be driving by and sees the house, they can find out all about the house and go inside the house right then and buy it without anyone following or escorting them. There are exceptions, but we mostly let our buyers see the house by themselves. I believe you get in the way if you're there trying to show them the house. Most people don't need a tour guide to show them the house; they can figure out the kitchen from the bedroom. I'll show you how to highlight the special features and draw people's attention to things you want them to notice without you being there. We put a lockbox (not the realtor kind, but a regular one) on the house and give the code to the buyer. Some people shiver with this thought. We have a complete automated system of delivering information about the house and sorting the buyers.

Roger's Rule #5: The Price Must Reflect the House

This should be the first rule of selling houses fast. Price cures all. Every house will sell regardless of the condition it's in, *if* the price is right. The number one reason why houses don't sell is because they're not priced right. If you'd like to sell a house at lightning speed, then keep lowering your price, and I'm sure that there is a number when it'll sell pretty much instantly. However, I don't think you came to me for this wisdom. In most cases, I advise my students to increase the price and not decrease it if it's not selling. My course is designed for getting the maximum dollars for the house, but you must learn how to price it right.

Roger's Rule #6: Flexibility is Power

Be flexible in your approach, but be firm with your outcome. Your goal is to sell your houses fast and for the most dollars possible. Besides flexibility, I should also add creativity is power. Realtors only deal with people who have good credit and have the required down payment. Be flexible and offer creative ways to make the house more attractive to a wider range of buyers. If you don't need all the cash today, you can sell your house with creative financing. This is a course all by itself. Your imagination is the only limit. One entire volume in my course is dedicated to discussing all the different ways to sell houses creatively and get the most for your houses and get cashed out if you need to.

Roger's Rule #7: Always Have Back Up Buyers

Don't spend the money before you've deposited the check! Don't stop the marketing when the house goes into contract. I've heard a staggering statistic that 10% of deals fall apart at the closing table. I know this happens, but I didn't know that the statistics were this high. I've received calls from my title company on more than one occasion that the deal fell through and the sellers were desperate. They know that I can pay cash in two days or less, so they call me to the rescue. I can tell you story after story about why deals fall apart and the teary aftermath, but the key is to keep the marketing going all the way up to the day of closing and accept back up buyers (with actual contract and write on the contract that this is back up offer number 1, 2, etc.) This way you also keep building your Buyers' List.

Ok, so what is a Buyers List and how do you go about building it to sell houses in a nano-second?

A buyers list is a list of contacts (potential buyers) that you periodically keep in touch with. But, oh, it is much more than just that. It is a list that contains as much information as possible on each potential buyer and their real estate wants and needs. Question: If you know what people want and build trustworthy and professional relationships with them, how could they not buy the property they are looking for from you? After all, you are not merely selling a property; you are fulfilling a need that they have and thus making yourself a value-added **"Solutions Provider."**

Why Build a Buyer's List?

Whether you plan to retail, rehab and retail, lease option or wholesale, you'll need to build a buyers list. If you plan to wholesale, these folks can make you very rich. If you're focusing in the pre-foreclosure and short sale market, the most important piece of the puzzle is having buyers on hand waiting to buy your short sale deals.

If your goal is to rehab, from time-to-time you'll come across a property you can't do because of a lack of time or finances. Call the investors on your buyers list and make some quick cash selling the property to someone else. If you plan to retail a house, you will need to develop an owner occupant buyers' list.

Following are 4 Good Reasons to Build a Buyers' List:

1. Your Buyers' List will determine what areas of town you should focus your buying energy on based on the demand. For example, for every one buyer that I have for South St. Pete, I probably have five or more buyers for the North St. Pete areas; so, I will focus and do my target marketing five times more in North than South side of St. Pete. I will have my Birddogs and Realtors bring me listings from there. My street signs will go there as well as my direct mail, etc. It is the law of supply and demand.

2. Your Buyers' List ensures your houses will be quickly sold. What good does it do to get a good deal and find out that nobody wants it? This is Basic Market Research 101. Once you get to know your buyer's list, many times you'll identify a buyer before you even sign the deal with your seller. You'll never run the risk of not having too much inventory, because you'll train your buyers to go and look at your houses quickly before someone else gets it. You can consistently tell potential buyers that you have no houses without the risk of losing credibility. Contrary to conventional wisdom, it whets their appetites and makes them hungry and motivated buyers who are easy to do business with and are waiting for your next house.

3. Creating a Buyers' List keeps the cash flow machine running. I mention in all my courses that the key to survival in this business is CA\$H Flow and yes, CA\$H is King! Even if you have a great real estate investment machine going, you will be forced to slow down or stop buying properties in the event your selling side of the business hits a glitch. Real estate investing business is no different than any other small business in that excess inventory is a cash flow killer in many ways.

4. Your Buyers' List will build your confidence to go out and put any house under contract without any fear. Although your goal is to build a large buyer's list, know that a quality buyers list is not solely determined by the quantity of investors you have, but rather on how many "ready-to-buy" investors you have on hand. You will know your investors are willing and able when they're being proactive and are calling to see what you have available or when they are trying to grab the deal from you even before the ink dries.

Once you have a list that resembles something like this, you can now go out with confidence and find deals and short sales that you will not only successfully negotiate but make a profit on as well. What's the use of doing all of the work to get a short sale accepted and not being able to make a profit? Let me answer that for you--there is none! Building your buyers list now will

reduce the possibility of your deals falling through due to not having an effective exit strategy.

How Many Different Types Buyers' List Should You Create?

If all you're going to do is wholesale properties to investors, then all you need to do is number 2 & 3 below, but if you want to maximize your options to make money, you'll need to develop all four kinds of buyer's lists mentioned below.

There Are Four Basic Types of Buyers:

1. Retail Buyer List (Owner Occupants Buyers)

You will make your largest profit per deal but it's typically a one shot deal, unless you develop the art and science of asking for referrals, which will make you more money than most other forms of advertising.

You may create a sub-category of this and create a "**First-time Home Buyers List**" as they have issues that are unique to them. They may need a little more assistance from you to buy their first home from you.

2. Investor/Rehabbers

These types of investors typically buy, renovate and sell. They need you because without houses they don't make money. They'll be repeat buyers, and if you can package the deal with hard money financing, they'll buy more from you. They'll most likely have to buy the properties at no more than 70% of the after repair value.

3. Investor/Landlords

You will make the easiest and most money with these people. They are looking for the cash flow and long-term appreciation, not the quick profit. This is a good group to develop and cultivate and provide extra attention and service to. Would you rather sell 5 houses to 5 different people versus 5 houses to one person?

4. Lease Option Buyer's List (Rent to Own List)

A large portion of buyers will fall into this category and if you don't need to cash out of the property immediately, this group of buyers will actually make you the most profit on a single house (more than retail buyers list). This is because they'll pay a premium for the house due to the lack of perfect credit or large down payment. They typically pay 3 to 5% of value of the property as NROC (Non Refundable Option Consideration) and pay 10 to 20% more than the current value which is set as the strike price for the option.

How Do You Build a Buyer's List?

So, now that I've (hopefully) convinced you beyond a shadow of a doubt of the many benefits of building a Buyers' List, how do you go about building a good list? To build an effective buyers' list, you must use good marketing techniques and look in the right places. When people hear the word "list," one of the first things that comes to mind is that hundreds of investors with deep pockets are needed to build a buyers list. Although creating a large active list would be ideal, it's not likely for most investors nor is it necessary. Your list should include both investors and traditional home buyers. Your day should be spent finding deals that fit your needs and your buyer's needs and speaking with potential buyers that you could add to and grow your Buyer's List.

Following are 7 ways of building a large and effective Buyers' List:

1. Circle of Influence: The first thing you need to do is to take out a sheet of paper and make a list of all of the people that you know. The people that you know are called your "circle of influence." Unless you have been living under a rock your whole life, this exercise shouldn't take long. The purpose of this brainstorming activity is so that you begin to build your list with people you have a relationship with. If you're a realtor, you have probably been taught this same strategy. This is also the most popular strategy for network marketing companies.

For example, think of people whom you've spoken to recently who mentioned buying a house or investment property. Also, think about people you know who are risk takers. You should also focus on people you know who have lots of friends and associates. In other words, let your mind stretch as far as possible to come up with a large list of rough prospects. I know that I said that it is not necessary to have a large buyers list; however, it is helpful to start off with lots of prospects to give you the greatest amount of potential investors to begin working with.

The reason you will want to start off with you circle of influence is because many times the people who will buy or lead you to those that do will be someone you know. After you've made contact with everyone on your circle of influence list, you will then need to expand your list to others outside of people that you know personally.

2. Joining Your Local REIA group: The easiest way to get buyers for your buyer list from these clubs is to speak at a club meeting or passing out or posting flyers. I highly recommend joining a real estate investors club and other business networking organizations and even Chamber of Commerce

mixers. Many of the people that you meet at these types of settings will be looking for their next profitable investment. If you can offer other investors real estate deals at huge discounts with minimal risk, you'll attract a pool of reliable buyers with deep pockets just waiting to snatch your deals up.

Real Estate Investment Clubs are a great way to build your investor buyers' list, but not your retail buyers' list. The monthly meetings are filled with people who want to buy properties for investment but are afraid to do it. When you become a "Coach & Counselor" and determine what they want and provide support i.e. landlording, or finding a contractor, etc., you will reap handsome rewards.

3. Classified Advertising: This is another bread and butter way of developing all kinds of buyers' lists. Your ad will dictate what kind of buyers you'll attract. This is also a fairly inexpensive way to build a large list. You don't have to publish your ad in the big city newspapers, but only with the local area newspapers and some of the freebie newspapers (Penny Savers, Thrifty Nickel, etc.).

If you use a newspaper ad, you should always be general and not specific. Several ways of doing so in your ad would be:

- 1) stating that you have multiple properties for sale
- 2) stating that the properties have a wide range in prices
- 3) stating that you have several properties throughout whatever area you are focusing your ad on.

Also, be sure to include something in your ad as an incentive for potential buyers to call like a free washing machine with purchase or possible cash back at closing. If you have a good incentive and keep your ad general, you will eventually have more buyers calling you than you can handle at one time. At the end of this article, I've provided a list of sample classified ads for you to use as examples.

4. Signs in the Yard and Around the Neighborhood: This is probably the most effective way to find buyers for any house and this will generate the most calls as well. This is also a relatively inexpensive way to build your Buyers' List, and what kind of buyers you attract will depend on what you put on the bandit signs. Besides the traditional marketing methods of marketing a home, put a sign in the yard, ad in the newspaper, and flyers in the neighborhood to advertise your house for sale. Those are the basics and should be done each and every time. The following are additional ways to build your buyer's list and cut down dramatically on your holding costs.

5. Flyer Distribution: Flyer distribution can also be an effective way to generate buyers for your homes. Besides placing the flyers door to door in and around the subject property, you can be creative and get extra mileage by placing them in strategic locations; for example, in the laundromats. Most homeowners have their own washer/dryer, but most renters go to a laundromat for their laundry needs, so place a flyer with phone number tears at every laundromat nearby in your farm area.

Churches, Synagogues & Mosques & Other Religious Centers: This can go a long way! "Discretion is the better part of valor", they say. Go to your local churches and let the pastors, priests, etc., know what you do and how you can help and hand them flyers to pass out to their members. Many times, they have parishioners or members of the congregation who can use your assistance.

6. Websites Specializing in Selling Real Estate: There are many websites that do nothing but specialize in capturing buyer leads. For example, JustListed.com, HouseValues.com, and you can Google and find many on your own. You can create your own website or buy the leads from these websites. The leads typically cost between \$10 and as high as \$50 per lead, but considering your profit margin, this investment is justified.

7. Networking with Mortgage Brokers & Realtors: Any mortgage broker or Realtor can find you buyers. My brokers hear from me on a regular basis when I have homes for sale. I'll also buy a list of fax numbers and send a fax broadcast to them to introduce myself and the property that I'm selling. Offer referral bonuses to Realtors & Mortgage Brokers and to all your Birddogs Make sure that everyone you come in contact with knows that you give a \$250 to \$500 referral fee for every lead they give you that results in the purchase or sale of a house.

- Use your business cards - Everywhere you go should see a business card of yours left behind. Whether dining out or getting gas, you should leave at least one of your business cards behind dedicated specifically to selling your properties. And if you'd like to know about how to get the most effective business card on the planet, then check out the article "***The Most Effective Business Card***" on my website or contact my office (www.HomelandGroup.com).

Holding costs can make or break you. Failed short sales can result in a loss of credibility that you never get back. The bottom line is that you never know where your next seller is going to come from, so make sure that anyone who talks to you knows about your properties. They won't sell

themselves, contrary to popular belief, so get out there and start networking!

How To Automate Your Buyer's List:

Before I tell you how to automate, let me explain why you MUST automate and why this is the most important part of building your list. If you don't automate your list with some kind of software that automatically sorts and matches the buyers' with a house, you'll not be able to do it manually and will soon lose interest in the list. The bigger the list, the more impossible it gets. If you don't automate, you'll go back to your old way of finding a deal and then doing marketing to find a buyer. This defeats all the time and money that you've spent marketing to build your buyers' list.

“Having a pre-identified, qualified buyer is more important than buying the property at a deep discount (or any discount).”

I've put the above quote in red so that it really draws your attention (and it sinks into your brain). As investors, we're always trying to buy a property at a deep discount (who wouldn't), and the obvious logic is that the deeper the discount, the more (potential) profit we can make. In our quest for finding discounted properties, we sometimes lose sight that ***our goal is to make money and not buy at a deep discount.***

For an investor buying a property for cash, the typical formula is to buy the property at a minimum of 60 to 70% of the current value minus any repairs. For example, if the ARV (After Repair Value) is \$200K, you should buy the property in the \$120 to \$140K range minus any repairs. If the repair estimate is \$10K, then you should be buying the property somewhere in the \$100 to \$120K range. This is a competitive market place, and if your buying criteria is 60% minus repairs and someone else has 70% minus repairs, who's going to get the property? Can someone else snatch the property if they pay 75% or 80%+ for the property? Of course, the person paying the most will get the property.

Now, is the investor buying at 80% taking more risk than the person buying at 60%? Not necessarily *if* the investor buying at 80%+ has a pre-identified buyer. Can the person buying at 80% end up making more money than the person buying at 60%? The answer is yes and here's why. First of all, you

could be wrong with your evaluation of the property or the property value could go down after you bought (thereby increasing your price to value ratio and lowering your profit potential). If the person buying at 60% does not have a buyer pre-identified, their holding costs may end up being 20%+ and eat up their potential profit. It's not uncommon these days for properties to sit on the market for 6 months to a year.

On the other hand, the person buying the property at 80% can end up making more money if he or she has a buyer pre-identified and qualified. Going in, he'll know much how much money he or she'll put in their pocket. Even if another investor ends up making more money on a similar house in six months, the investor with a pre-identified buyer may make a little less on one deal, but can reinvest their money and make more in the long term.

So, in the final analysis, it doesn't matter what you pay for the house, as long as you make money with the property. It makes me sick to think about how much money I left on the table, because all I was focusing was on buying the property based on my 60 to 65% formula and not how much money I can put in my pocket now. I'd spend in excess of 25K for marketing for one month and for every 10 callers, I'd probably throw out 6 to 8 leads simply because they were asking 70% or higher. My logic was that they're not motivated sellers.

Would you buy a property at 70, 80 or 90% or more of the current value? My old answer would be absolutely not, but now I'd say, of course yes, as long as I have a buyer pre-identified at 95% or more. So, "Is it possible to buy a property at a deep discount and still not make money or worse, lose money?" The answer is yes and you should change your focus from buying to selling first.

The Dating Game of Matching Buyers with Properties

If you understand this and make a philosophical shift in your thinking and practice that it's more important to have a qualified buyer than buying a property at a discount, you'll be way further ahead than most investors in this game. Of course, all else being equal, we'll buy the property as inexpensively as possible to maximize our profit potential.

So, how do you insure that you have a buyer for your property before you buy your property? Of course, the answer is to build your buyers' list and I've shared with you why and how to build that list. Now that you've built your buyers' list, how do you automate it?

One of the biggest gurus in Real Estate investing still doesn't get it

If I mentioned his name, you'd most likely recognize it. He's even got his own TV infomercial, but my point here is not to slander him, because I'm very grateful to him for all that I've learned from him. But he's dead wrong on this topic. I went to his boot camp when I first got started and he shared the idea of creating a buyers list and I went to his boot camp on "Selling Houses Fast" again this year. He promised to share everything he has ever learned about selling houses in his 20+ years in real estate investing, and I was all excited to learn some new tricks.

Alas, his greatest idea for selling houses fast was still creating a buyers' list. One lady asked him the question, "Where do I keep the list" or something like that. I wanted to scream when he said, "It doesn't matter – put it in a three ring binder, put it in a spiral note book, put it in a 3x5 card or if you're computer savvy, create an Excel spread sheet."

Trust me that if you keep your list in any format (cards, three ring binders, Excel or other programs) where you'll have to look through the leads manually to see if there's a fit, you'll quickly find yourself throwing the list away. This is especially true when your list starts to get bigger. You need a software system where you input the leads, and, when you have a house (input the house info), you push a button (click of the mouse) and the software tells you how many matches (potential buyers) you get. And this is what I call **the dating game of matching buyers with properties**.

Once you identify some potential buyers, you can send these people the property information via fax and/or email automatically. Also, don't forget to call the most important buyers personally to add the human touch and urgency.

Creating a lifetime community of like-minded people

What if you're just starting out and don't have a buyers' list? What if you have a huge buyers' list, but don't have a matching property? **Remember, the goal is not to build a huge buyers' list; the goal is to make money with the buyers' list.** The goal is also to maximize your buyers' list to make as much money as possible.

You've heard of OPM (Other People's Money), but have you heard of OPL & OPP? The name of the game in real estate investing is "**Leverage**", and you can use all kinds of leverage to make money in Real Estate. If you're in real estate investing, besides OPM, you can also use OPL (Other People's List) and OPP (Other People's Property) to make money.

If you own a property and don't have a buyer match, you won't lose the property. But if you have an eager buyer looking to buy a property right now, but you didn't have anything that they like, you're sure going to lose that buyer to someone else. So, if you had a system that would identify properties that another fellow investor owned that came up as a match for your buyers, you could certainly strike up all kinds of deals with the other investor to make money by selling his houses.

And similarly, if you are starting out and don't have a buyers' list, what if you had a system that would identify buyers for your property that another fellow investor has in his or her database? You could certainly call them and give them a referral fee (or any kind of mutually beneficial agreement) for the buyer at closing. This buyer was sitting in the other investor's database and not doing anything, and now you are going to make them money and make yourself money – certainly a win-win-win situation (you, the other investor and the buyer, all three win).

- ◆ ***What if you had a system that not only found buyers for your property within your own database, but also told you who else in the area has potential buyers?***

- ◆ ***What if you had a system that found other people's property (OPP) that matched your buyer's criteria?***

- ◆ ***What if you had a system that would force cooperation instead of competition among fellow investors to help each other find buyers and find properties and both make money that they otherwise wouldn't have?***

If you don't have such a system, visit www.RogerSalam.com or contact my office www.HomelandGroup.com and they'll arrange a demo.

One of my ultimate goals was to create a ***Lifetime Community of Like-minded People*** where cooperation and not competition is the motto. This will be a community of investors with the highest of values and morals. This will be a community that will have the highest standards of ethics to deal with each other and their customers.

Investor/Buyer Data Gathering Form

Once you've automated the Buyers' List building process, you'll need to populate the database. You need to print up a stack of Buyer Information Forms. Then, start speaking to the people on your list and use this form as a guide to gather necessary information. You do not have to ask the questions as they appear; instead ask the questions in a conversational form so it does not seem obvious that your questions are predetermined.

Begin speaking to the people on your list who you feel the most comfortable with so that you can develop your flow. You can now keep a record on all of your prospects for easy access. The form will tell you what type of property your potential buyer is looking for, how soon they will be ready to purchase, their price range, are they looking for a residence or investment property, how they will fund the deal, and so forth. This form ideally should be an online form and the data inputted goes directly into your searchable database. Again, if you have such a system, contact my office.

When investors and buyers begin calling, get their information. Take their name, number, fax, and email, and put that information in a database. Then the next time you find another deal, you'll have a list of buyers. Run your ads for sixty to ninety days. Even if you sell your property the next day, keep the ads running to continue to build your list. You can also run a blind ad to build your list.

Tell the investors that you have good news and bad news. The bad news is the property has been sold, but the good news is you are working on another, and ask if you can you call them once the deal is finalized. They will always say, "Yes!"

Here are some sample questions to create your form and to ask potential buyers:

- What is your name?
- What is your phone number?
- Do you have an alternative phone number (office, home, cell)?
- Do you have a preferred area where you'd like to invest in?
- Can you close with cash immediately?
- Will it be your own cash or will you be using hard money most of the time?
- Can I call you in the future with good deals?

- What is your price range you'd like to stay?
- What level of rehabs are you interested in? Find out if they do simple cosmetic changes like updating baths, kitchens, or changing carpet, or if they can handle major jobs such as foundation issues or fire damage
- Okay, (first name), this property is located at (address). I would encourage you to go look at it right away. Based on the number of calls I have received so far, it won't last long
- If you don't end up with this particular piece of property, I will call you with the next one, okay?
- I need your fax and email, so I can send you information on my next deal.
- How many rehabs are you looking to do each year?
- Are you interested in rentals?
- What are your criteria for rentals?
- Great! We'll be in touch!

Developing & Cultivating Your Buyers List

Now that you've built and automated your list, it is time for you to develop and cultivate it for a greater harvest. How do you develop your buyers list? Well, the first thing you will need to do is qualify each person on your list. You'll want to separate your buyers into three categories:

1. Hot - Your hot buyers are those investors who know exactly what type of property they want and have the immediate resources to close a deal within the next 15-30 days. They are risk takers. Many of these investors have been in the business for a while.

2. Warm - Your warm buyers are those investors who have somewhat of an idea of what they want but may also be open to suggestions if you have something worthwhile. They are your moderate risk takers. These investors are also financially able to buy but may be 2-4 months away.

3. Cold - Your cold buyers are those investors who have an interest in investing but may not be sure what they are looking for and may not be

willing to assume much risk. If an absolutely great deal comes along at the right time, they may jump on it. However, they are probably 6 months to a year away from making a purchase.

Once you have compiled and categorized your list, the very next thing you will want to do is begin locating deals. Begin putting out signs, posting Internet ads, using car magnets, and posting flyers to create your initial buzz. As a result of doing these things consistently, you'll most likely get several calls from other investors inquiring about the deals that you have available. These investors should be added to your buyers list and categorized accordingly. Many of the investors that contact you will be "hot buyers."

Creating Loyalty & Building Trust with Your Buyer's List: Another way to develop and cultivate your buyer's list is by being a coach or counselor to your buyers, especially to those who are starting out in this business or if they are first time home buyers.

Some of the buyers will be at the point where they have seen the house but have yet to make a decision to buy. It is at this point that being a "Coach and Counselor" pays off. I teach my students to build a business where the buyer seeks our counsel. Remember, the buyer is not just buying our houses but our reputation as well. I have actually been in situations where the buyer has asked me "Roger, should I buy this house?" I tell some of my students that sometimes the best way I can serve them is by asking them to not invest in a deal. It's like a waiter at a restaurant telling you not to order the special today even though that was the most expensive item. The result is that you automatically develop a trust.

Important Point When Dealing with Beginner Buyers: The person new to this business may be confused and unsure. You should never push too hard to make the sale. You don't want to sell them a house and later have them regret it. Remember, we want an investor who will buy several houses from us. The buyer's trust can close as quickly as it opens. Your job is to keep it open.

So as you can now see, the key to a successful real estate investing business is Building, Automating and Cultivating a Buyers List. Not only will you see a dramatic increase in your income by implementing this but you will also find this business extremely rewarding and enjoyable.

Your list is a continuous process, so you'll want to add new buyers and investors to your list on a daily to weekly basis. The more depth and the

more qualified buyers you have for your deals, the more money you will make. Do not make the mistake of going out and negotiating deals without having a buyer or workable strategy to find one. Remember my motto, **"Know your exit strategy before you enter."** Having buyers for your deals will make your job so much easier and give you the confidence and ability to put more deals in your funnel.

I hope that you'll implement this strategy and not just think, "that was a good idea" and I'll get to it later. If you do that, what you're really putting off is making more money NOW. This is the most powerful idea for selling houses fast, but this is only one strategy from my **"Ultimate System for Selling Houses FA\$T in Any Market Condition for Top Dollar."** If you're an investor, beginner or advanced, you'll find this course to be the bible for selling houses fast, really fast and for maximum dollars.

Sample Classified ads to build Retail buyers' list:

Gorgeous! Updated & All New! Must See
Multiple 3 br/ 2 ba homes to choose in several areas, ready to move in!
Call 123-456-7890 x 123

Sample Classified ads to build Investor buyer's list:

Handyman/Investor special
Great deal for rehabbers!
123-456-7890

Investor special, Cheap, Cash
Thousands below market--Won't last!
123-456-7890

Investor liquidating 11 properties. Must sell. No money down. Must have good credit. Possible cash-out at closing. Serious buyers only. 123-456-7890

Classified ads to build Lease Option buyer's list:

Buy a home without bank qualifying or large down payment. Free special report explains. Hear 24 hour recorded info 1-888-449-XXXX Box 9996 or visit www.yourbuysite.com

Owner can finance or rent-to-own: 3 nice homes to choose from. Call 123-456-7890 or visit www.yourbuysite.com

Other classified ad examples:

Fixer Upper: Owner can finance. \$189,500 fixed up or make offer as is. 3 bed 2 bath views. 24hr recd info 1-888-449-XXXX x9996 or www.yourbuysite.com.

Rent to Own: 3bd 2ba views. \$149,500. 2 months FREE rent. Pets Ok. 24hr recd info 1-888-449-8989 x999 or www.yourbuysite.com.

Public Bid Sale: 3bd 2ba views valued at \$179,500. Owner can help finance. Will be sold Sunday night for best reasonable offer. Open house Sat. 11am-1pm. 24hr recd info 1-888-449-8989 x999 or www.yourbuysite.com/bidsale

Real Estate Blowout: Local investor must sell. Several nice homes at bottom line cash prices or with flexible seller financing. Recd list 1-888-449-8989 x999 or www.yourbuysite.com.

In conclusion, let me tell with you what my good friend and mentor, Tony Robbins, shared with me. In order to build the ultimate selling machine, you'd actually have to be great at leading, managing and marketing. You can profoundly improve your company if you absolutely commit to one hour a week in which you do nothing but work on making your business more effective.

I've created the most comprehensive system for selling houses fast and for top dollar and created additional untapped profit centers. What you learned in this entire report is but one small part of this complete 7 volume course with audio CDs, forms & resource disk. The course is primarily geared for real estate investors. If you looking to sell your own home or have few homes, you don't need any elaborate system of building buyers list. I'll show you how you can sell any home in one weekend with 7 to 10 days of marketing using my HBO (Highest & Best Offer) Accelerated Home Sales Event. If you're a Realtor (hopefully with an open mind), you'll definitely expand more than just your repertoire of tools & techniques; it'll be a total mind expansion. and you'll be exposed to a whole new way of selling houses fast other than MLS and create additional profit centers that you never knew existed.

With passion and purpose,



W. Roger Salam

It's my sincere hope that you've not only learned & enjoyed the 2008 Real Estate Investing Survival special report, but also profited from the report by implementing the ideas. You are now have one of the tools & techniques not only to survive in today's market but **thrive!** I've laid the foundation so that you can create the ultimate selling system for generating massive cash flow.

Over the next few weeks, I plan to share some of my most current success strategies that I'm using in today's marketplace and that of a few others. So check your inbox! But that's not all...

Keep your eyes open for a special invitation to a LIVE event in which I will go into much, much more detail than I could possibly fit into a single report! If you must absolutely have to have a look, you might want to go to...

<http://www.realestatesurvivalbootcamp.com/>