

## Minutes of Conference Call 6/28/06

Wajed Salam - Moderator  
Mark Wilder - Moderator

**Roger Salam** - I went on vacation and his mind was still here thinking on how to take his students to the next level.

Goal - disregard the last two weeks, what you have done or didn't do. I'm very proud of those who have taken action. Assume this is the first day after the seminar and here is the action plan. We have a long Holiday weekend coming up and the agenda coming up Saturday.

Must do \_\_\_\_\_ deals

Goal in the next 60-90 days

Mission – finding motivated sellers and profitable deals.

My job is to simplify how can I get students to make money in the next 90 days.

Let's make money first. Before I get into the meat of the presentations, check your email where I've given you a very detailed 90 day fast track to investment training.

5 step action plan to get on the fast track

Talking to seller script and property information sheet and Letter of Intent.

Mark will give you tips on how to make money now and then I will get to the specific action plan to begin when you hang up the phone.

**Mark Wilder** - In the seminar booklet – code red 90 day challenge – one of the most important parts. Will get you started faster to identify deals. 1 ½ year supply of over inventory. Realtors are hungry to make offers. When we start talking about becoming an expert in real estate, we need an area. Take a map, draw a line and become an expert. Choose an area that you want to become an expert in, first and foremost. Second, critical thing, find an investor-minded realtor out there. Search different companies and interview them. Realtors are a dime a dozen and you must explain to them that you are a very serious investor and affiliated with cooperative investors with over 50 years experience. When you go to them and tell them you want to make letter of intent offers and they work with you, that is the one you will stay with. Request a 4 liner - MLS medium w/comments – 4 listings per page with the comments listed. Looking in an area (Tampa) between 0 and \$150,000, you want single family homes. Comment section is important – all kinds of things will come up. Handyman special, fixer-upper, owner has left the area, etc... No circumstance, no deal. Identify the key words you are looking for to make an offer.

It doesn't matter what condition the home is in. Scared about making an offer over the phone without seeing the home, You cannot look at every home. The more

circumstances the lower the offer will be. Divide market area into 3 categories. Low-income areas – 30 to 50 cents on the dollar. Worst case scenario, we can sign the contract to another investor. Bail bondsmen, rent to own furniture, and many laundry mats are indicative of a low-income area.

Working class areas – another identifiable exit strategy. Better quality, family oriented, wholesale a property, consider the payment options, cash out, appreciation and attract a better buyer. These homes are better than average condition – problem owner rather than problem property. Target is between 50-65% of the listing price. Saturday, we will do live deals on the phone. If you make a huge mistake in an offer – we have a way out of every offer.

California – 75-85%  
USA Today – defining markets

Pretty Area properties – manicured lawns, etc. – problem people, not problem houses. Success in subject to's, target price is 75-85% depending on the area. Waterfront will appreciate faster, we are not buying ourselves a job but need to have an equity position. Start with the realtor in a climate that is ripe for offers. Understand the market, and know your exit strategy. Take the attitude that you are in business and have been for a long time. You need business cards. Training a realtor, play the part of a real estate investor. Corporate Identity – must give the front that you're experienced.

I guarantee you, mark my words, 20 LOI offers, you will have at least 4 counter offers back, great probability of one acceptance. If you do not receive these responses, who is the realtor, because they are not doing the job for you.

**Roger Salam** - I probably have done more LOI's than anyone I know of. About 50 offers a day. Have a realtor with their cellphone number – LOI fax should be yours. They will just fax back to you. The realtor can fill out the 4 page contract – they are more likely to present the FARBAR contract as opposed to the LOI.

**Mark Wilder** - When the realtor gives you the report, if there are too many in the parameters cut it down to vacant or how many days on market.

Send 20 LOI's and 20 FARBAR contracts and see what difference you receive on counters.

Prove you have the money, make a copy of a cashier's check for \$50,000 made out to cash and copy and send along with the LOI.

**Roger Salam** – I will give a proof of funds from a hard money lender.

We share our wins in public – our concerns in private.

**Rod Collins from Ohio** – intelligent guess that vacant homes are not listed by investors.

**Charis Smith** – Call Sunday with a very motivated seller who is in foreclosure. Networking with guys in Orlando involved in many big projects.

**Regina Usevich** – Hot deal – 50 on the dollar foreclosure from one of five wholesalers I met at REIA club meetings, they strictly do wholesale. When you have to move you have to move – just signed the contract ½ hour before I got there. Proof of funds is necessary.

**Roger Salam** – It all starts with a burning desire – show me how bad you want it and I will show you how to do it. If there is a big enough Why, I will show you the how.

Why will it work this time? I am committed, beyond committed, but I cannot do it for you, I can give you tools, lifelines, but you have to pull the trigger. If you have done it, awesome, otherwise you need to write it down. End of day – we are all here to earn money. What is your association with money and with rich people. If you want to go somewhere, before you get there, you must know where you are. Skill sets, what is it you know, be totally honest with yourself. How to take it to the next level. Customized application,

This is a whole inventory of your skills, so that you can be successful and we will know where to begin with you.

We need to know where you stand, what is stopping you? What stopped you in the past. Saturday we will show you how to structure deals without credit or money. But if you have access to money, take inventory. Outline those things. Add up your checking, savings, family, friends, etc. What percentage are you giving, what do you want to give. Page 4 to 4 ½ - take inventory of your skills and resources.

Road map – what are we going to take and go to do our deals. Finding motivated sellers and profitable deals. Minimum 1 to 2 deals in 60 to 90 days with equity in your pocket. How much equity? How many deals? How much time are you willing to spend in all these things? Key activities that will help you get to your deals. How much study, marketing materials, meeting with sellers. If you include drive time – no more than 2 hours with a seller. How many appointments do you need to go on. How much research? How many hours you are going to commit is an indication on what you will do. These are critical. You are doing it anyway, but writing it down brings it to your conscious. Many ways you can buy properties. Top 5 lead generating strategies, in order of ease and money. Mark has started you off with one with MLS. You must track the results on a weekly basis. How are you going to track them? You must start with one or two and try them for a few months and then try something else for the next few months. Continuing education – educated person is a self-educated person. Best investment you can make for your money. Totally on you own, time, discipline and will power. Many people have been successful. But many successful people have had mentors.

Seminars are selling dreams, and I believe they need to make it more realistic. Doctors - how much money did they spend – how much did you spend? How much time did you

spend and what kind of income was generated. Proven vehicle to wealth building – Real estate.

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What books are you going to read to keep your mind fresh?

Block a couple of hours in 90 days as a review session.

One deal in 60-90 days. They teach you the 3 most important things in Real Estate is location, location, location – WRONG – one guru gave some numbers, he said 60% of the deal depends on whether the seller is motivated or not. 100% of the deal if the seller is motivated. Not a deal when I found it – I made it a deal. 20-30% are the financing terms and 10% is location factor. Higher appreciation – location is appropriate for speculators not investors. The single greatest time waster that r/e investors do is they talk to unmotivated sellers. A motivated seller has two components – a compelling reason they have to sell and there is a time crunch. The situation they are in is a) tons of equity or b) they do not need the money immediately.

You must talk to sellers. Dial for dollars. 3 things most important to increase your effectiveness – we sort we don't sell.

- 1 Our job is not to make them motivated we sort the unmotivated. In 2 minutes we want to get off the phone if they are not motivated.
- 2 Looking to eliminate unmotivated sellers
- 3 the person who is asking the questions is in control.

Gather old newspapers in your city and get them for the past three months. Call from the back and if the property is still for sale, then move forward from there. Landvoice.com was formerly warnocksbyowner. He was selling this list to investors. Gather information and then send to you. Subscribed to every publication and he emailed all FSBO to realtors, where they would in turn call to get the listing. They would ask are you a realtor because they are tired of hearing from realtors. I delete the daily listing and go to the website and I search for the past 6 months and call from the back forward.

List the numbers of the FSBO and throw out the paper and give yourself 3 hours to generate momentum to dial for dollars.

FSBO script has a lot of psychology and the instructions are in red. Everything was designed because I am lazy and you will hear me talk on Saturday. When you call, our goal is to very quickly determine if there is a deal or not. I do not introduce myself, I am calling to see if the house is still for sale. If they say yes, now I want to put a bounce in my step and a smile on my face. If they don't ask them if they have any other houses for

sale, if you don't plant a seed, you will not sow – they may have a neighbor they would tell you has a house for sale and then I would give my name.

As they are telling you about their house, you can use the property information sheet. This is where you listen. If they are telling you about every upgrade, crown molding – they are trying to get top dollar. If they are not talking about their situation, they are trying to sell the house. If they pause for a second you break in and ask why are you selling.

FSBO – another thing you will find – but a realtor at this time has listed the house. Ask if you can deal with them directly.

I want them to not try to structure the deal, just gather the information.

Will talk to the partner and get back to you. Sit down with your mentor and how can we structure a deal. This is just a baseline for a FSBO offer. If you are going to call 20 – ½ will be voicemail and leave a message.

Generate calls that is cost effective

Driving for Dollars

Calling about your vacant/boarded up house at \_\_\_\_\_. If you would like to sell your home for all cash and close quickly, please call me at \_\_\_\_\_.

Drive block by block and highlight where you have been. Car magnet signs on the car, print in your computer I buy Houses and put it in the window. That's why you are going slow. Done better with a partner in the same neighborhood. Boarded/vacant – tall grass and also every for sale and for rent sign. Go back to your office and take those addresses and either do direct mail or find out the owner and if they are out of town, I get more excited. I will call 411 and ask for the phone number. I don't want to waste time with white pages, etc. If 411 doesn't have it then you need to skip trace or it is time for direct mail. Doesn't matter what it says, send hand written letter. Gather all the phone numbers and then you call. You can go right back to the FSBO script.

If you have some money that you want to use for marketing – bandit signs. Put out at least 50 signs per week. Be comfortable with this technique. It will generate calls from the neighborhood you target. Every 6 or 10 weeks they will get 50 signs. Do not put your cell, office or home phone on the sign. Create a voicemail or use a live call center. If they hang up, capture the number, but when you call back be careful you are not calling back the code inspector.

Get the list of properties – 4 lines and comments

Dial for Dollars

Drive for Dollars

Bandit Signs - 866-Sign-Guy – Rob or Dan – let them know that you are my students and he will give you a great deal. I would recommend that you order at least 250 signs or 500. You are committed in using it and may not get the results. Less is More – We Buy Houses – Cash in 2 days or one line Cash for Houses with the phone number. As big as you can, use the entire sign and don't skimp by trying to cut the sign in half.

Classified Ads – If you want it to work, don't try to guess which weekend or day that they are going to call. Why does it work for you and not for me and he said he has a one year contract and every time the paper comes out, the number is there. If you are going to do this, do it for 90 days and get a contract with the paper.

Call the people in the paper that state they buy houses. They know less than you know. They will continue to call until they find someone live. Put cell phone in the ad so that you can answer each call. One investor places two ads in the same paper but in two different pots.

Direct Mail

Spread the Word – Business Cards

Go to Vista Print and get free business cards.

Image Experts for the dollar bill cards – Ed Warren – 727-488-7558

Do not focus on deal structuring and exit strategies. Focus solely on getting yourself a deal, get it under contract and we will help you from there.

Get out of your own way