



Street Smart Buyer Session #4 Workbook

Welcome to Session #4. Today we will be talking about how to find Deals.

I'm giving you some information in this Workbook that will require Practice. I'm giving you Scripts (again) to use when people contact you AND scripts to use in order to Contact people. Because (FROM the survey) the overwhelming feedback was to get STARTED on ways to find motivated sellers and Deals instead of land lording. I have 2 Sessions worth of Training on Land lording which is an essential skill set. But I am going to save that for closer to the end of our Sessions together. So today our 3 topics are going to be about Finding Deals and specifically Motivated Sellers.

Street Smart Tip #1: Advertising

WE BUY ANY HOUSE



- ✓ Facing Foreclosure
- ✓ Behind On Payments
- ✓ Unwanted Inheritance
- ✓ Problem Tenants
- ✓ House Needs Repair

I took a lot of Real Estate Investment Seminars. One was called Ron Legrand Quick turn Real Estate Bootcamp. He came all the way up to Edmonton and Calgary about once a year through the Real Estate Investment Network (REIN Group). I'll be talking about them a little later. Anyway, I took this Bootcamp Twice and at \$3,000 per course, you can bet that the second time I took it, I really wanted to get a deal. He went over a tonne of information but the two things I was able to take home and get started with were these:



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- 1. Put an I Buy Houses Advertisement in the Paper (nowadays it will be online).**
- 2. Know What to Say.**

I'm going to walk you through these two methods which I have refined to my liking through trial and error and modifying things to apply to today.

The result of putting an I Buy Houses ad in the paper went as follows:

I completed my Seminar on Sunday afternoon; I went home and called the Edmonton Journal Newspaper Classified Section. The advertisement went up on Sunday. And the following Tuesday, I bought a House for \$3,000 and no bank qualify... It was this great little house on 92 Street in Edmonton.

The guy who sold it to me was in trouble. He had a first mortgage and a second mortgage, his wife had passed away suddenly 2 years prior and he had since developed a very Serious Drug problem. The banks were calling and he just didn't know what to do. He was at his wits end and was very worried about these debt collectors calling. So I took him through the Motivated Seller Worksheet- It wasn't called that then, but I was able to get all the information that is in the worksheet, I got all the banking information that I needed for my numbers, I was able to explain to him what I could do... I basically said I could take over all of his financing for him... But he would have to vacate the house. And that was what he wanted to do anyway- he wanted to move. So he signed his house over to me- he literally signed his title over to me, walked away with \$3,000 in his jean with the house taken care of. Now please keep in mind, there was a LOT

Of paperwork AND lawyers had to check and make sure everything went smoothly.. But ultimately I was convinced that this stuff works... And I haven't looked back.

This is what my 92 Street Property Ad said:

**I BUY HOUSES- Free Trip to Vegas when I buy your house.
Call 780 203 2203**



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(I didn't give him a Trip to Vegas.... He wanted Cash. But the ad got his attention)

Here are other suggestions-

I BUY HOUSES in YOUR AREA call #123- 456- 7890 or myemail@email.com

Sell house fast to a real estate investor will buy your home fast.

We buy houses in any price range and anywhere in YOUR AREA. We can pay all cash with no conditions and close in a few days. We will handle all paper work and make all the arrangements. We're not Realtors. We're Real Estate Investors. You'll get a quick sale with no hassles and your worries will be behind you. Call now to find out how we can solve your problem!

We buy houses from people in almost any area or price range and many times our sellers have none of these issues but want a fast sale. We'll make all the arrangements and close with an attorney. We're not Realtors. We're real estate investors who buy 3-5 houses per month and would like to buy more. To find out how you too can sell your house as is for a fair price on the date of your choice call 250-YOUR-NUMBER you'll receive a call or email within 24 hours. If we can buy your house you'll know immediately and we'll close when you're ready. All information is kept strictly confidential and you're under no obligation to do anything.

You can copy it; use it in your own advertising.

You can search online too... Chances are those people have modified other people's wording as well.

You might wonder "How the heck to I compete with these People?" Don't worry! Because:

- There are over 7 Billion People on the planet. Your competition cannot get to every motivated seller.
- All things change with time and circumstance. Someone who is not motivated today might be motivated 2 months from now because guess what??? Things happen! Someone gets married, someone gets divorced, someone is born (and the family has now officially outgrown the house), and someone Dies (and no longer needs a house).

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- Just remember there is always another bus... So don't worry if you miss a deal or if some other real estate investor comes along and scoops an opportunity. Don't worry if someone who seemed motivated is no longer motivated. Don't worry if you mess up and scare someone off. Again, there is always another bus.



So you want to play the game right? Well it's the same as hockey... You might say, "I don't know how I am ever going to compete with all those other hockey players!!"

You won't ever compete with them if you never get in the game. So congrats for being here!

Keep in mind that marketing can be REALLY expensive. I remember it cost me \$112 for that ad in the newspaper and yes, it paid off because I ended up making over \$100K on that property. BUT- Marketing can be a HUGE waste of money. And you are not only smart; you are "Street Smart". I recommend you use as economical ways as possible.

Local Newspapers are going to be more economical than bigger papers. Many communities also have Coffee News where you can advertise as well.

I recommend the following online sites for advertising:

- **Kijiji** I use it a lot and it's super friendly and affordable.
- **Craigslist** is more popular in a lot of areas. I am not an expert on Craigslist but many of my Coaching Students find deals there.
- **Facebook** is HUGE. I am amazed how much real estate I get done with Facebook. The key for me has been to post on Buy and Sells and Shop and swaps... You just need to go to Facebook and join those groups for your area, then you can post you ad.... You



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need to make sure and go in once a day, find your post and bump it. All you have to do is comment in the “comment” box. I just say “Bump”.

WEBSITE

You can make a really nice looking website with **WordPress** and it's FREE. My ads look really nice with the Website added. It just makes it more professional looking. There are TONS of tutorials on WordPress... It is very user friendly. Here is an example of my Website that I made by myself to sell a Rent to Own Property Recently

www.RentToOwn.JulieHoffmanTV.com

I'm fairly proficient in WordPress because I blog a lot. But I had NEVER built one myself. I just looked up YouTube tutorials on how to make a real estate website and Boom, here it is. I will have suggested tutorials in your workbook, don't worry. ☺

WordPress:

<https://wordpress.com/create/>

How to create a real estate Website

<https://www.youtube.com/watch?v=mEBEoXj4r9k>

How to Create a Website

<https://www.youtube.com/watch?v=FBW97RTxChE>

How to Create a FREE WordPress Website

<https://www.youtube.com/watch?v=Oo94zqBF2jA>

YouTube has Tons of video Tutorials on how to create a website... That way you can have an online Link for people to go to.



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Once you see the effectiveness of your website- you can decide whether or not to upgrade to a hosted site which can cost anywhere from around \$200 per year or more (or some are even less).

Bill Biko, the Educated Landlord also builds websites very economically. Please contact him if you would like to see if he can help you. Bill@BillBiko.com

I'm not going to go hugely into online training because that's an online course in and of its self. But believe me- you can find almost anything you need to build a good quality website. And if you want to pay someone to build a site for you- word of caution- I have paid over \$10,000 in Website Design and I only learned recently that I didn't have to do that. I can connect you with people who will do it for about \$500 US to create something really nice. But again, WordPress is what I use and I love it. Again, talk to Bill if you need.

The internet gives people 24 hour access to you. And let's face it- it's where the world is...

Now if that is not what you want to do, IT'S okay!!!! Just make sure you have some type of "economical" marketing/ advertising happening for you other than bringing it up in conversations.

You're still doing that right? And still looking at properties? You need to keep your brain in Real Estate- think about it as often as possible! There will be other examples of good "I Buy Houses Campaigns in the workbook."

Posters

Grocery stores, convenient stores, community centers... Put up posters! Someone might call you! Make sure you go around and check them regularly to see if they need to be replaced.

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SIDENOTE: Make sure you are prepared for people to contact you!

If you work full time make sure your voicemail let's people know when you will be returning their call. Make sure your ad states that they can "text"

You. Texting is a great way to develop rapport and a very handy way to communicate, set up meetings, etc. Make sure you have email included as well. My daughter's friend's mom is like a "ninja" on the text. I don't think she knows how to answer the phone. Some people text, my friend Michelle is the same about email. She says "don't call me, don't text me. Email me!" And she always responds within 10 minutes. Some People like email, some always like to talk on the phone. My client Garrett always calls me, always answers the phone and rarely answers my texts. If you have an email address, include an auto responder that says if you are emailing about the property:



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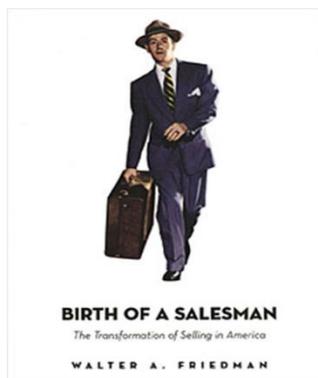
Hi, there. Thank you for your interest... I will be checking emails between the hours of 5 and 7 (for example). Please email me back with the best phone number to reach you at that time of day.

*Sincerely,
You*

You need to know these things because these are your prospective Clients or Customers and you have got to sell.

Even though you are trying to BUY property... You must “Sell” yourself to a potential Motivated Seller. I know, it sounds counter- intuitive. But believe me- it’s a sale. When someone says to you “Yes! I’ll let you take over my financing for no money down!” you have just closed a sale.

That’s right you have got to “Sell as Customers Like it”. And part of how you sell is of course by communication. Make sure you communicate the way they like. Because guess what, folks???



You’re in Sales! Congratulations!!!!

You have to have something called an Up Front contract in your first conversation with a potential motivated seller....This is something you can practice every day for a little bit. Don’t worry. You can have it in front of you the whole time and just read from it. An Up Front



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Contract is something I learned from Sandler Sales Training when I was raising money to buy more property. An Up Front Contract does the following:

- Know this before you place an ad or take a phone call.
- Lays the rules for the conversation
- Avoid Long conversations without direction
- Helps you understand what's happening next....

First things first. You need to know how much time they have. If it is 5 minutes, then you will likely need to schedule another time to talk. Keep your calendar nearby- in case. A good Backup is to text and set something up. Simply say, "Listen, how much time do we have?"

Oh and by the way no matter how much time they have it is Always Perfect- even if it is 20 seconds. It's perfect!

Here is a good example of an Up Front Contract Script:

"Hi, thanks so much for (calling) taking my call. How much time do you have to talk to me today? Perfect! Well, First you are going to have some questions for me about what I have in mind like When can I buy your house, How much can I pay you? And I've actually got quite a few questions about the property such as the square footage, how old it is, and what you want

to sell it for. I'd like to know also about how you go about making decisions, we'll need to discuss money a fair bit... and at the end of this conversation, we are going to decide whether it makes sense for us to go our separate ways, or if we should keep walking down this road together. Ok?"

I've used this script so many times I have lost count. And it works like a charm. An Up Front Contract sets the "tone" for the conversation. It shows that I am a professional. I mean business. It almost puts my prospects into a "trance". They seem to "fall in line" right away. This is great because time is money!

Keep in mind that you will be doing a LOT of "Sifting" and "Sorting". What do I mean? Well, it's just like digging for gold; you sometimes have to dig quite a bit before you find something.

When you place an I BUY HOUSES ad, you might get quite a few handfuls of people who WANT to sell their house. Most of them will be people who are NOT motivated. And if you want to buy properties Low to now money down, without qualifying for financing, YOU are looking for



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someone who is MOTIVATED. You might talk to 30 unmotivated Sellers (I like to call them “Tire Kickers”) before you find someone who is motivated. And it might be even more than that!

Keep digging! Eventually you’ll find something. Especially if you BELIEVE you can find them. Attitude, persistence and patience are key qualities when it comes to successful Real Estate Investment.

What you want is to completing the Motivated Seller Worksheet to see if I’ve got a deal in front of me.

When it comes to the Up Front Contract: Know it, practice it.... Have it in front of you to read. Practice it the same way you practice “Bringing up Real Estate”

Remember P.P.P.P.P. Perfect Practice Prevents Poor Performance

20 Times regular Pace
20 Times super-FAST
20 Times regular Pace

(Once a day)

That way you will be READY. And it feels so good to be ready.

Street Smart Tip #2: Networking

I recommend joining a Real Estate Investment organization... This is where real estate investors get together to network..... The reason I bring this up is you are going to be learning different WAYS to do creative deals when purchasing such as Agreements for Sale, Lease Options aka Rent to Own, and Vendor Take back mortgages (WE WILL BE GOING OVER ALL OF THESE TYPES OF DEALS!). You don’t typically need to explain as much when you are dealing with an investor. I belonged to REIN, the real estate investors Network- I believe it is the largest Network of Investors in Canada. They have monthly meetings in major centers as well as weekend meetings every three months or so with tons of information.... The potential drawback is that these Groups- Rein in particular- used to have a minimum 18 month commitment- so that’s \$3600 right there if it’s \$200 per month. It can be absolutely worth it especially if you get even only one deal out of it that makes you, say, \$30,000. If you join you want to make sure you are ready with business cards so people can contact you if needed. What I like about networking with other real estate investors, is that they can be easier to work with than someone off the



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street. Each and every one of you already know WAY more about real estate investment than the average person just by attending this class for 3 weeks!

www.REINCanada.com

You could meet someone who has a bunch of properties and just want to get rid of one or two that are taking up too much of their time. You might meet someone who is ready to exit or SELL and they may want to sell as a Lease option for tax reasons or other business reasons. Sometimes Investors will create a win win for you: make some up-front Cash Flow and a little cash flow along the way to create a win win for you. And maybe you will just meet someone who is in “Over their head”.

I had an investor call me about this house in Beaumont. He was in Calgary- 3 hours away. He explained how he had bought it as an agreement for Sale (Something you will be learning) from a “desperate” seller. He had given her \$20,000 and had carried it vacant for 6 months over the cold Alberta winter. So basically this poor guy was hemorrhaging money. I was able to take it off his hands no money down and take a tremendous amount of stress out of his life. By the way, he has gone on to become very successful in real estate investment. But he was about to quit over this deal... it can be tough.

Elevator Pitch/ 30 Second Infomercial

You have all probably heard what an Elevator Pitch or a 30 Second infomercial is... You want to grab someone’s attention right away so that they know what you are about. The idea is that if you are in an elevator with a Big Fish or a Whale, someone like Donald Trump, you only have the time in the elevator (about 30 seconds) to give him your pitch. So again... Be ready. Now in a room full of real estate investors, realtors, and mortgage brokers, your lines that I taught you in “Bringing up Real Estate the Street Smart Way” will still work. So let’s say that another Investor asks you about your real estate investments. You can say something like

“Well, I’m actually pretty new at this... I’ve been learning ways to help people sell their home, even if they don’t have a lot of equity....”



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I came upon this deal from a mortgage Broker from my Women in Business Networking group which I've made \$10k on so far. The sellers didn't have any equity in their house. Casey and her hubby Bob were able to purchase it for only \$5k and without qualifying for financing through a Lease Option.

Street Smart Tip #3: "Dialing For Dollars"





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You can join a group that you have to pay for on a monthly basis, and drive to, and take time to do, and you might talk to a few people, and it might lead to something... Hey, everything is worth a try as long as you have the time and it fits within your budget... The single most cost effective way to search for deals (in my experience) is using the good old fashion telephone.

Who to call?

Mortgage Brokers and Realtors

- “Hi can I speak with Mr. Mortgage? My name is Julie Hoffman; I got your number from the B.C. Mortgage Brokers Association. I’m a real estate investor and I was hoping to tell you a little bit about how I might be able to help some of your clients and create a win win for all of us... Do you have a few minutes to talk to me?” Yes or No
- No? Reschedule?
- Yes
- “Great. How much time do you have? Well I have been working with a Real Estate Investment coach to help people who need to sell their home, even if it doesn’t have any equity. I pay a referral of \$1000- \$2000 depending on the deal and I promise to use you to get financing when I need to for any property you help me find. Would it be okay if I contacted you every 6 weeks or so to follow up? Yes or No
- And Send them an email thanking them- that way you are connected.

Follow up Script: “Hi, Mr. Mortgage Broker, this is Julie Hoffman. We spoke about 6 weeks ago. Did you get my email? Great. I am just phoning to follow up with you to see if you might have a client who would be a fit for my program.”

If they remember you it will be Yes or No.

If they don’t remember you, you can just go back to the original script where you say: “Well I have been working with a Real Estate Investment coach to help people who need to sell their home, even if it doesn’t have any equity. I pay a referral of \$1000- \$2000 depending on the deal and I promise to use you to get financing when I need to for any property you help me find. “

And the conversation will either lead to a Motivated Seller or not.



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You will be VERY surprised how much more confident you are speaking on the phone after 6 weeks of practicing Bringing Up Real Estate and talking to people regularly about the skills you are leaning. It's fun to feel progress!

Where a hosted blog comes in Handy. #25/ month to collect a list \$200 per year. A hosted Blog enables you to keep an online List of emails to contact people more regularly and more efficiently.

Make sure you keep EVERYONE's contact information somewhere even if it is just a sheet of paper.

I recommend Microsoft Excel spreadsheets as well as Google Sheets. Google Sheets keep information in a "Cloud" so you don't have to worry about misplacing a worksheet in your computer. Yes, that has so totally happened to me. 😊

A realtor or Mortgage Broker might have someone for you the first time you talk to them!

- You won't know unless you call
- Some will be nice
- Some won't be so nice....
- Anyone can make 10 phone calls a day
- Realtors and mortgage brokers are GREAT at answering their phones AND phoning back.

You could make 10 calls; get a hold of 3 or 4 people. But likely anyone who missed your call will phone you back if you leave a message. Here's a script for a message... This works like a hot damn: "Hi, Mr. Mortgage Broker. This is Julie Hoffman calling. Can you please phone me

back? I am hoping that I have a deal for you. My phone number is 778 215 7653. That's 778 215 7653. Thanks! Talk to you soon!"

I cold called a mortgage broker named Matt using that same script... he called me back 2 weeks later with this deal that I ended up making \$30,000 no money down, no bank qualify.

That led to another deal here in Kamloops where the Seller couldn't get this property sold fast enough.... And it was no money down with a \$40,000 profit. \$70,000 from one phone call.

Use the same script for Realtors.

- Once you have a lead or a Motivated Seller. Make sure you use your:



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- Up Front Contract
- Get Information on the Property from the Motivated Seller Worksheet

To summarize, you need to be “Out There” marketing, networking, talking to people. If people don’t know that you are looking for deals, then you won’t find them. Period.

I hope you find these tips helpful. I look forward to seeing you next Session.