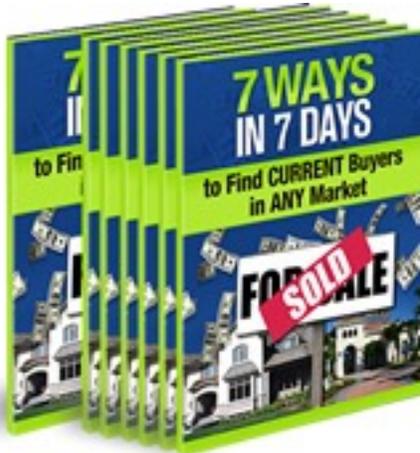


7 Ways in 7 Days to Find CURRENT Buy- ers in ANY Market

by Erik Stark & Steven Mills



7 Ways in 7 Days to Find Buyers in ANY Market!

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Version 2.00

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About the Authors

About Erik Stark

Erik Stark is an Expert Real Estate Entrepreneur, Educator, Marketer, Uber-cool dad and Dedicated Husband of 12+ Years.

Erik has purchased hundreds of properties, created masterful marketing pieces for the industry, shared the stage with the top real estate and personal development speakers of today, helped thousands of people improve their lives and continues to pour his life into his craft toward excellence in all he does

Here Are Some of The Remarkable Achievements of Erik Stark

- Assigned his first deal at age 24
- Purchased over 400+ properties since including single and multi family, apartments, commercial, vacant land and developments.
- Raised millions of dollars in private capital for acquisitions
- Studied and created some of the industries greatest marketing pieces
- Helped dozens of investors do their first deal
- Featured as the “underground expert” in numerous online communities where his case studies and podcasts frequently receive rewards and publishing
- Turned his house flipping hobby into a brick and mortar company with his business partner Steve Mills by age 26
- Runs a local young professional mens ministry near his home in South Florida
- Active in local community with Habitat for Humanity, Sheridan House Ministry and Homeless Voice
- Dedicated dad who no matter how much he teaches his son, still learns to be a kid again every day.
- Committed man of 12+ years to his lovely wife who supports his sacrifice, breakthroughs, appreciation for great living and constant and never ending improvement of life.

Find Erik Online @therealerikstark

About Steve Mills

Steve Mills is a professional real estate investor, developer, marketing expert and entrepreneur.

Steve's professional businesses are located in Detroit Michigan and Fort Lauderdale Florida. Focusing primarily on Real Estate Investment Property and Consulting.

Clients happily buy and sell real estate at exceptional prices and feel they've received incredible value, many times their investment or expectations when working with Steve.

Here are some of the remarkable highlights in Steve's career:

- * Unlike most teachers, was a successful real estate investor years before he became known as a consultant and real estate holder/developer.
- * Founded 2 Companies of his own beginnings at the age of 25 with childhood friend Erik Stark.
- * His first business was a highly successful Wholesaling and Marketing Real Estate Business, purchasing over 35 properties his first eight months in business.
- * Developed a unique portfolio of income properties, which can be applied to any area
- * Invested 100's of thousands of his own capital into education and his business ventures
- * Has purchased over 350 pieces of real estate by the age 31
- * Servicing consulting clients both small and large in multiple states.

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Introduction



Steve and Erik have a unique startup story like many new investors. Having come from the wealth of abundant thinking, Erik and Steve....well, let's have our man Preston Ely tell you about us!

“Just wanted to let you know that I sincerely appreciate you guys. You are exceptional. Ya’ll may not realize it but you are bad a\$\$es. No one I know is doing as much volume as you guys right now (except maybe a couple people). You are more than qualified to be doing this so let your confidence shine through. Ya heard?”

-pre\$ton

Foreword

Congratulations on picking up this simple guide to finding cash buyers in any market. All the strategies you will be learning are actual, proven tactics we use in our business. When we first started off we didn't have money for marketing or to compete with other "baller" wholesalers we learned from. All we had was time and a tireless desire to succeed.

We go over the seven most profitable strategies, ideas, areas and ways to find buyers who are paying cash for properties right now, today in your market. These ideas will never "fade away". They are the by-product of any person who is paying cash for a property. Its so simple and it hurts us to see people charge hundreds, even thousands when you could probably figure this our for yourself if you thought about succeeding NOT instant riches (which is something you will not get from us).

As a special bonus you can also find our and watch our Cash Buyer Blitz video showing you the most up to date strategy we use in our business to find cash buyers today. You should hurry on this because this honest strategy is being exploited by investors who are not all using it for the better half of profitability.

Follow along as we pour our heart and souls into giving people the results they need (and we once needed) that truly transform their current life towards the direction we feel you ought to be living. This simple ecourse removes the fear of buying properties by opening your eyes to the new world of real estate investing that is making many people financially free in todays crumbling economy.

Grab a cup of tea, a new highlighter pen and kick back for a few minutes and learn how to bait buyers into your hands by feeding them endless properties at wholesale prices.

Enjoy...

Erik Stark & Steve Mills

We promised you our 7 Ways in 7 Days Mini Course to start finding buyers, and are you in for a whirlwind. Let us just inform you that there are buyers everywhere. I know you're used to the doom and gloom of TV and the media but from this day forward you need to promise us that that is a thought of your past.

The truth is that America is on sale and more fortunes are made in times of turmoil than in good times. There is more liquid cash floating around to buy up these distressed properties than ever before.

So let's get into this...

Now, we already know that your first reaction to this real estate gig is "**where do we find buyers**"? Being that you are new to this we are going to start you off on the path to prosperity and teach you exactly where we find ALL our buyers AND how to have them contacting you for more deals every week. These are tried and true methods that our team still uses although we have stepped up to big baller marketing.

Because truth be told...it is much easier to find a house for a buyer than a buyer for a house and we don't think you will have any problems finding houses in today's market. So read on and read thoroughly.

In order to find out what buyers are out there you need to determine WHICH people are buying houses in your WHAT area. This falls into 3 main categories.

LANDLORDS- Who can pay more money because they are holding the property for long term. They tend to invest in areas where rents are strong and prices and taxes are low. This way they can maximize monthly cash flow. There are a great number of landlords who build a lifestyle of hundreds of rental units. Capitalize on this.

REHABBERS- Who buy based on after repaired value (ARV) and equity in the property at time of purchase. They tend to invest in areas where first time homebuyers are looking to live. Good schools, family friendly neighborhoods, park like settings. They buy the ugly house on the block and

make it appealing to the masses so everyone can afford to live in family friendly neighborhoods.

And... DRUMROLL PLEASE

WHOLETALE- Or what we like to call wholesale to the retail market. Now these will not be your main source of sales but they will pay top dollar for a property because they are the end buyer. They require more marketing but you can get nearly full retail price for the home of their dreams.

Finding Buyers While Driving For Dumpsters

One of the key ways to find buyers is to drive for dollars and become familiar with what is going on in a certain neighborhood. Let's say you are driving down 123 main street anywhere USA and you see a huge, obnoxious-large dumpster in a driveway. There are construction trucks and work vans, sweaty girls carrying bundles of shingles to the roof (sorry, that only happens on our job sites).

Once you find one of these job sites you have two options. You can strike while the iron is hot and go introduce yourself to the foreman or owner if he is there **or** you can write down the address and head right to your city assessor's office to pull public record of who bought the home and how much they paid for it. Now use caution if you choose to approach the property because contractors do not like city officials snooping around there homes. If you're anything like Steve who is constantly wearing linens and flip flops you will not give off the image of a city inspector. There is a very little chance you will actually meet the owner there but you want to respect the contractors time and get as much info about the home as you can.

Mainly:

How much the owner paid What repairs are needed

If he rents or flips And.....drumrolllllll please **IF HE PAYS CASH.**

Now as a contractor of the property you can keep him happy by letting him know you will be bringing the investor houses that need minimal work but still enough to keep the contractor employed. And it has worked to our benefit in the past to notify the contractor of the property so this way he can bid repairs and you can approach the investor with a bid sheet and seal the deal all in one meeting.

Now you're really on the inside with this guy because you are taking the legwork out of his day.

**Here's a success tip when dealing with people in the real estate world-
RESPECT THEIR TIME.**

Real estate professionals are always so busy, so as a wholesaler who dashes in and dashes out with all their problems addressed and handled, they are so over

pleased at the work detail you handled for them the numbers just make it a bonus to buying homes from you. If you can give a busy investor his time back and a deal on top of it you have just created a loyal cash on demand buyer for every house that you bring his way.

So, how's that for finding buyers? I bet your thinking back to ALL the dumpsters you have recently seen in drive-ways and turning them into your future buyers.

This is just one of the many sources we will be teaching you to proactively find buyers in your area. Now make sure you keep a database of these buyers. This is the lifeblood of a wholesalers business. You need to store these away in a Excel spreadsheet, Microsoft Outlook, heck we don't care if your old school and use a ROLODEX, just make sure you don't keep them on a yellow sticky note and let it blow away like so many people we never talk to anymore.

We hope you are pumped and ready to dive right into this... hopefully you're not still reading this and are circling your neighborhood to look for dumpsters and start flipping houses like flapjacks.

Finding Buyers with Direct Response Marketing

Next, I want to share this little piece of marketing genius before we talk about how to have buyers flocking to you like you are the only property liquidation center in town. Remember how we mentioned yesterday about how to get a hold of the homeowner with the dumpster in his yard? Well once you have their address and know that they bought a property, now you need to figure out what to tell them.

This does not need to be a long sales pitch about why he should only deal with you. Now if you're not so confident in walking up and talking to the contractor there is a simple technique that you can use to have this guy smiling from ear to ear at your creativity. Now you will need two pieces of yellow lined paper for this tactic. Personal, handwritten letters ALWAYS get a better response than a typed letter that can be mass produced and mass mailed. But once you have your sheets of paper, say exactly this:

Mr Investor, (Fill in their last name)

I see you recently purchased a home at 123 XYZ Street Anywhere USA. I buy properties in this area for as cheap as \$.20 on the dollar.

If you would like me to consider adding you to my buyers list you can call my office at xxx-xxx-xxxx.

Successfully,

Your Name

You will almost always get a call if you send this letter out, BUT, if by some chance you do not get this phone call take the other letter and crumble it up like you are going to throw it away. Now open it up carefully and be sure not to rip it and staple a million dollar bill to

it and write in red marker across the bill:

"Please do not throw me away"

This little tactic has an irresistible action to pick up a phone and call to see where you came up with such a brilliant idea. This is direct re-

sponse marketing. Great conversation starter if you ask us. AND IT WORKS. It s almost like you were digging thru their garbage to get your letter back and you wanted to let them know they are throwing away a million dollar opportunity.

Finding HUNGRY Buyers At The Action

Now , lets get back to finding out where the paychecks are at.

If I were to tell you that there is a place (actually MANY places) where investors stand around with checks in their hands and are fighting to buy houses you would probably think right past what we are getting at. We'll give you a hint:

You can buy AND sell a property right at this very place! AUCTIONS

There are sometimes hundreds of investors walking around with at least \$1000 check in their hand (usually more). I think most auctions require pre registration and you need a certified check just to get in the bidding war. Now forget what I said about buying and selling in the same place. That is reserved for a different group of investors who don't mind plopping down some consideration in exchange for a 10 fold (or more) return on their money. Oh that is you? Well that's still for another time. Let's get back to getting these buyers in your database.

You will see the action at an auction is intense. There are serious investors throwing money around and unless you step up to claim it, money will keep circling the globe and keep skipping you. You need to watch where these people are buying and when you see someone who is bidding in your target area, confidently step up to them say "hey

I seen you bid on a property in "anywhere town". I get houses there every week and usually auction them off too. Do you mind if I call you with an address in the next couple of days and get you inside before my other buyers? I'd like to consider adding you to my list!"

See how easy that rolls off your tongue? ...**I'd like to consider**

Every other wholesaler is telling them how they get the cheapest properties and they only should work with them. Don't be that guy.

Let the investor be free to buy from whoever and once he sees what you can do for his income he will naturally be coming to you to buy more.

So don't under estimate the power of auctions. There are companies both large and small that keep their advertising quiet because they only need a

select few big hitters to step to the chopping block. These guys are paying cash and want deals to feed the appetite for building their wealth.

Here are a few sites where you can register to get auction dates as they come to your town:

www.REDC.com

www.HudsonMarshall.com

www.WilliamsandWilliams.com

Get on these sites right now and see when they are coming to your town. Do something to set yourself apart from everyone in the crowd. Offer a free service to them. Show value in why buying from you is a time saver and money maker.

You know, one thing we always tell our mentees and team members is **"do the simple things we tell you to do and you will be successful"**. You need to focus on the BIG picture of doing massive amounts of deals. So many people get involved and are set back at the small opportunities (or obstacles as you promised us you would look at no more). There is one characteristic that will shine through you that very few people have. This one trait is enough to make other people excited about calling you to see what properties you can sell them.

It is called PASSION.

Have you ever heard the quote "I can hear your smile thru the phone"? This is your internal glow about life that exudes thru you and is left on every person you talk with. We only touch briefly on this stuff but it is a major unrevealed secret about being successful in anything you do. When you have passion, there is virtually nothing that can stop the momentum of becoming successful. Passion is what gives you energy after 18 hour days. Passion is what gives you control of a situation when someone throws a curve ball into it. Passion is what gets you massive amounts of success in times when the world around is collapsing. Well...that and faith.

Finding Buyers by Going Guerilla

When we first started out we tested everything. The great thing about what you are learning today is that it has already been tested. We have already invested the money to make sure this stuff works for YOU.

One great way to go guerrilla with your search for buyers is to get ahold of where investors post their properties for sale. This is a great way to find people who already have a property to sell so you know they will be buying another. There are many areas where investors post their properties to sell. You will find these at just about any post it board around town. Coffee Houses (investors love Starbucks), supply houses, local lunch hangout spots and my personal favorite

The newspaper. You can grab any Sunday paper and go thru and see the ads investors use. This not only gives you a buyer and how to contact him, but the ad tells you where he buys, what kind of houses, and usually a website to see pictures of the work quality he does.

If you have all this info you know you can bring him a house and he can work his magic.

Once again you need to keep a database of these buyers. Make sure you are writing the source of where you found the buyer. The more you know about your buyer and his investing habits the more you can cater to his needs. This is not to be confused with stalking him to find out everything about his life.

Also, don't discount the small local publications or penny pinchers. You will find that landlords usually keep a low profile and normally don't like to spend a lot on marketing for tenants. It is also a great idea to check multiple papers so you can cross check the ads to see if an investor is marketing in more than one paper. When you find these kinds of buyers, these are the people that can turn your world as a wholesaler into a life of luxury. They are most likely paying cash and moving units. Surely there is something you can do to make their life easier. And you know the life of a wholesaler should be easy. Wholesalers, from a money on time return make more CA\$H

per hour than any other person in the process of flipping a house. Think about it ! You find, screen, negotiate and contract a lead. It takes all of what? 1 maybe 2 hours. Since we are giving you the wheat bread and fat free butter of becoming a successful wholesaler by teaching you where to find buyers, the sell side of business for you is already done and mastered. So your time is better spent on finding more deals to flip to investors. So let's do this math . You have three hours into a deal by the time you show up to closings and just made (lets be modest) \$4000 on your first deal. \$4000 divided by 3 hours is \$1,333.33 an hour. Seriously, some big wig attorneys wish they could make this kind of dough. And most of them have 8 years of schooling to pay off before they can turn a profit.

So to sum up today's ways to find buyers you have the source of finding them and what info you can extract. Here is one more way you can specialize in finding these investors who are selling a rehabbed home. This is completely a bonus to you but ALL of the things we have taught you can be done without you having to do any of it. You can have someone research buyers for you, go online to newspaper publications and pull archives for the past few Sundays and get these buyers. But here is a little bonus round of finding buyers and again can be done in the comfort of your own home.

Craigslist and Backpage are two HUGE online free classified services that post new properties for sale every day. There is a fine line when you begin to solicit people on these sites but if you are focusing on the best qualified serious investors there is a way around this. Now you DO NOT want to send these people an email about bringing them properties. First reason is it will always get in their spam folder, and even if your message was appealing I myself would open it because there are aggregators that mass email these people every day so if you did slip by this spam filter they may not be very pleasant being solicited off the internet.

So here is what you do. Many times the investors who are serious hitters have a website or an office or a business name you can contact. You want to take this info and find out the address of the property, name of the investor or address of his office and send them your letter considering adding them to your buyers list. There is nothing illegal about sending a letter to an

investor who will be buying houses. What should be illegal are the people who send letters with no appeal to attract the buyer.

You have to be outrageous in your effort to bring in buyers. Let's break it down a step further. How many serious cash investors would it take to give you the lifestyle you will soon be living? 5? 3? 10? If you contract one house every week and had five serious cash buyers wanting that deal, how many times do you need to duplicate this to where you eventually can do it while on vacation?

There is no dream selling here. This is reality and hopefully you are going to make it yours. There is a big piece of real estate pie and only those with the proper drawer full of utensils will be eating. You have just been given the silver platter now go out and prepare your feast.

Finding Buyers by Spilling Your Passion for Real Estate

In our last 7 Ways in 7 Days session we told you introduced you to this word called PASSION. Now we know what you're thinking. You signed up to find buyers!

WHAT DOES PASSION HAVE TO DO WITH FINDING BUYERS?

This has EVERYTHING to do with becoming a successful investor/ wholesaler/networker/parent/husband/wife/negotiator/human/contributor. The list is ongoing. Life is 5% what happens and 95% how you react.

If a seller yells at you and tells you your offer price is ridiculous and he will never accept this how would you react? Would you put him in a headlock and make him sign the paperwork or would you simply and calmly reply "well, what would you accept"?

The bottom line to this is you have to also prepare yourself for what is going to go on in the real world of making real money. Forget about the real estate for a moment. Throughout school we were taught and brainwashed that we are going to be going through a cycle of becoming robots. Get good grades, go to college, go to work for a large firm and make good money trading your time in life for compensation of money and hopefully a decent retirement package. If you are sincerely reading this, I personally challenge you to unwind ALL those years of prepping you to go to the slaughter house and redirecting your path to own the slaughter house.

The next step to learning this success thing is preparing your mind to do the things you want it to return to you. We could go on for chapters but I hope you begin to take your life work and bend it to work for you. That's right; bend it to work for you. I know you have had a moment in life where you had exactly what you didn't want to happen, happened. This world WILL give you what you ask of it and unfortunately for most people their spiral is just heading in the wrong direction. Once you get past the initial "halt" of slowing down your downward spiral and redirect it upwards you have just changed the forces of the Universe to work in your favor. Now BELIEVE us. There are forces that work triple time to make sure your spiral has resistance. Don't worry about them forces. You just know your

end result and refuse to accept the norm that most sheep are headed towards every day.

Using Direct Response Bandit Signs

Today's strategy for finding buyers is yet another that can be orchestrated all thru a computer. Again, don't focus on any little hang-ups.

Focus on the end result of closing deals and bulldog your way to fill in the gaps along the way. Find a way to get people to work for free. Create a barter system. Give an agent your junk leads (who want to buy retail) in exchange for getting access to their public record or MLS.

I have to touch on this and unless this is the very first site you have been destined to come your way you have heard of these things called bandit signs. These yellow signs can be seen just about everywhere these days. Even

garage sales, contractors, barbers, realtors and more are seen using these signs. Remember what we said about that old mentality. Just because everyone is using them only means there is a big portion of pie to get in on. Our bandit sign voodoo gives you our personal 25 best bandit signs that have made us hundreds of thousands of dollars.

But here is the secret to getting your signs noticed before the rest. Bandit signs are what is considered direct response marketing. A buyer sees a sign that has wording that appeals to his investing habits and picks up his phone to take action on the property. **A direct response to what he needs.**

Now one step further to this is making the "direct response" more appealing to all serious investors. The key is not getting 500 phone calls of the sign. The last thing you want is mortgage buyers calling you about your house you are selling for cash. You want to focus this to "zero" in on your target of finding cash buyers who can stroke endless checks to buy your entire inventory you send their way. Here is an example of a sign that works awesome for pulling cash buyers:

\$40k house

\$100k neighborhood cash only xxx-xxx-xxxx

This tells me (and all serious cash buyers) you have a house for \$.40 on the dollar. Now it always helps to squeeze CASH ONLY on the sign somewhere so anyone who thinks they might want to see it and doesn't have cash is ruled out. This focuses your effort to bring in all investors in a given area. There is no right and wrong way to market with bandit signs. What determines what is right is determining your target market. Since

we are focusing on cash buyers you want your signs to appeal to investors in the areas you will be contracting properties.

Here are a few great signs that get awesome responses from our local market

Crappy House \$30k CASH

XXX-xxx-XXXX

Investor Properties Endless Supply xxx-xxx-xxxx

You can scower the forums online to find out what works in other areas. These signs will differ depending on the areas you put your signs. We have this one part of town that is what most would call a redneck area. It was very bold to put this sign out but the calls we got were very directed to the buyers we wanted. It went something like this:

Hillbilly Haven

\$20k CASH

xxx-xxx-xxxx

***Use this at your own discretion. This can get you sued.**

I must tell you that we sold this house in record time because the investor that bought it felt he could relate to us right from the get go. So in this case boldness is rewarded.

Keep in mind that bandit signs don't always have to be yellow background with black marker. There are a few cheap guys in our area who go to every produce and furniture store and take all their old boxes for free and cut them down to 18x24 size signs and post up all over town. This is just a non conforming way get out there and join the masses without incurring over head costs.

This brings me to another side note. Once you know that this business is going to work for you, you can stop worrying about any over head costs you obtain along the way. Just make up your mind and go for the gusto.

We will be winding down and gearing up to let you loose after a few more days. See you on the Flip Side.

By now your blood must be stirred. Which actually brings us to share this quote with you that kept us motivated to shoot higher with every goal.

“Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die, but long after we are gone be a living thing, asserting itself with ever-growing insistence. Remember that our sons and our grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty.”

- Daniel Burnham

I recommend STRONGLY that you begin to build your portfolio of quotes that motivate you. There is **HUGE opportunity to make a lot of money In real estate wholesaling but we know you are passionate to be successful in the truest sense of the word.** Healthy, faith based, focused, driven, balanced, secure in all you do, confident. These are some aspects of becoming a total success in life.

Finding Buyers at The Local REIAs

So let's get down to brass tacks here. You have already learned our four best ways to find people who are buying houses in any area. This tactic happens to be one of the most effective because it builds instant rapport. Every city across America (major city anyways) has a Real Estate Investors association. This may be in the form of a landlord club or investors mastermind session, but this is a place where like minded active real estate investors hang out. I mean seriously, how many newbie investors are going to miss a rerun of the Simpsons rather than go network with people doing what they think is impossible?

Now keep in mind that these guys do this full time so one of the greatest opportunities you can give them back is time. If you supply the houses and eventually work your way up to full service wholesaling you will have the whole REIA making you the go-to guy for cheap properties. One of the best ways to keep these guys accountable to what they say is do your homework on them. When we used to go to REIA events I made sure I got a card from the big hitters. I never worried about having cards to give away because 85% of business cards will be tossed away. If an investor gives me his business card I have all his contact info, his address and his business name.

Here is the secret to becoming an expert in what sells in the market. If you have a card from the guy who buys the most properties in town you want to go down to your city offices or hop on the online public record system and find out what he has bought in the last 90 days. So know you have a paycheck waiting at the end of bringing him a house that fits his criteria.

Pretty easy right? It's all in the approach. You never want to come off as the big hitter when starting off. I know there is that whole "fake it til you make it" aspect but I think you will have better fortunes under promising and over delivering. Once you build a track record you will see the driving force that keeps your buyers coming back to you. A few of our VIP buyers will only buy thru us because we are such likeable people and there is a level of trust when we sell them a house. This is far more rewarding to have big redevelopment companies come to you for deals when they have huge contacts to reach out to.

So here is another tip for meeting the heavy hitters at the REIA. Investors love to talk about themselves. It doesn't take much but the right timing to approach a big wig and get him to spill his guts to you about what got him started. This I found was the easiest way to get personal access to him next time you have a deal. After you talk with him at the event, ask him these two questions and they are pretty much setting him up right there to buy your next hot deal.

"If I contract a deal will you meet me there and tell me of it's a good deal or not"

Now you have to promise yourself that this is just a trick question to get him over the house and evaluate, congratulate and make you an offer right there to buy the contract. You already know what a good deal is from him because you have researched his past few acquisitions. Then ask him this- which pretty much tells you he has cash to close and stroke a check for any house you bring him.

"Will you fund a deal if I buy it below \$.55 or after repaired value"?

This answer will determine if he likes you or not. If he says yes you pretty much need to get hitting the streets to match his inventory. Although it is easier to find a house for a buyer, this is the scenario where a built in buyer is gold lining in your pocket. If it's a private seller you can even option

the house so there is virtually no risk on your part. Make sure you record your option with memorandum at your city offices. This protects the seller and your profit from being swiped. If someone tries to cut you out make sure you blackball them from your list and give deals directly to their competitors (in front of them is what I prefer) so they know they burned a gateway to easy living.

We are keeping this one short because these last two are the best ways to drum up buyers and honestly, I am trying to keep you working smart not hard.

Get out there and network!

Finding Buyers Through Realtors

Do we have you jumping out of bed at 5 am feeling like you are 12 feet tall yet? If not, you need to eat oatmeal and more fruit. Today's secret is about befriending great REO agents. These guys hold the key to quite possibly every consistent buyer in a given area (that is until the buyers find out about you).

Most markets are predominant on MLS exposure. There will individuals such as homeowners, FSBOs, estate sales and the likes of many others who may opt to sell homes themselves.

The fact of the matter is that where else will a great deal have 5000 plus people working to sell it to their buyers?

The MLS of course.

Picture the MLS as a large department store. There are three floors to this department store. The main floor which is mostly retail or over financed houses. The racks on this floor is so over crowded with deals it makes economies sick. Then you have the middle floor which is houses that are priced right but no longer acceptable to the masses and the third floor that has the cheapest bargain properties that everyone wants first choice at. What level are you going to shop the most? Picture your relationship as one of those mystery shoppers who walks around the sales floor and watches

the racks for the latest hot deals. This rack will have more agents walking around it than any other rack and if you have relationships with all the "rack watchers" you will get the deal.

Well the same thing flies with buyers. Agents do not care in what order they sell deals. They want commissions. If you approach them and say "hey, you sold a house a few weeks ago to your client for \$xx,xxx. I have one around the corner I am selling for \$xx,xxx and I m going to put \$1000 in your pocket" I think you can stir up some activity on your property.

Always over deliver if the agent brings you a buyer without any commitment for the listing. This is part of seeing the BIG picture.

If commission calls for a \$750 commission, give them a flat \$1000. Next

time you bring a deal there way, I am sure they will be jumping to get their buyers list thru your home.

You will get the hang of this once you "click" with an agent. We'll keep this short, sweet and simple.

Finding Buyers In Public Records

Today is your day. We have saved the best for last. We wanted to test your "genius" and we hope you found the loophole in Day 1s Flip Side.

As we all know we hate to lose a good thing, but in this case we happened to be downright great. We have dished out 7 days of the greatest knowledge any investor could ever require in order to be successful. Whether you actually use it is up to YOU. There is a study about those who get free services or gifts and the study proves that anything that was given away for free literally has minimal value because you did not sacrifice anything in return. Seems about right doesn't it?

This information is sheer terror to any currently operating in a given area. Actually let me rephrase that. This information is sheer terror to any currently operating in a given area...if you decide to implement any of it and turn this business into a fortune. You can literally create the marketplace with this kind of info.

So let's get back to this loophole thing. We told you at the beginning of Day 1 that you can drive for dollars and look for dumpsters and then simply reverse search the owner who bought it and send him a letter or postcard. Well...this is where your genius comes in.

Driving for dollars is a great way to stir up activity in any area, but quite honestly, you can do this without ever leaving your bed (if you have a laptop that is). You simply get access to your counties public record or the MLS if you already have it and start reverse searching who is buying up houses in a given area. These record pulls tells you who is buying TODAY. The streets tell all but the money is in the data.

Does that not seem like the most genius, low cost way to sell a deal today or what? I mean, you could be like countless other investors who pay to build a website, have it managed and hosted, post the deals, send the buyers to the site, put ads in the paper to sell a deal. There are countless ways to "market a property". But if you downright want to sell houses fast, go to where the data is and market to your specific audience.

This kind of ties in with what we spoke about yesterday with finding an area's best REO agents. Once you begin to reverse search the MLS and find these buyers, some of you may also be inclined to contact the agent to bring their buyer. Although you may have to pay a couple dollars to the agent for closing it out you want to make sure YOUR relationship is good with the buyer or agent. This is a great way to have the whole process "done for you" . The agent takes the buyer thru the house, you draw up a contract and have the agent do the rest from there.

Close at your title company, no inspection, \$2000 EMD. The whole works.

We typically have the agent "mark up" the deal so we always get our fee and there fee is paid on top, by the buyer essentially.

How To Create Curiosity Thru Direct Mail:

Remember the whole Million dollar bill in the crumbled up letter? This works magic in peoples brains. It was taught to us personally by the worlds greatest real estate salesman. Learn what other investors are doing in your market and make your mailers the complete opposite. For more creative tips on create direct response direct mail, ask for our swipe file of proven response letters and postcards.

How Relationships Determine Your Net Worth thru Real Estate Investing:

Everything you do affects how much money you can make. You need to focus on delivering what you say, keeping the process simple and respecting people's time. Having a well balanced lifestyle is key and will show in everything you do.

Don't forget to send over your testimonials. Lets close and welcome to the Flip Side.

THE END...

Just kidding. There is no end to this world of real estate investing and wholesaling. We know alot of people preach that you can work less, make more and live the rest of your life on a beach hammock and deposit millions in your bank each waking hour, but the fact of the matter is, THIS IS BUSINESS, and business aint no hobby.

Real estate investing has allowed us to live how we want, when we want and not have to answer to an alarm clock or boss ever but we want you to know we give our lives for this and work very hard to achieve the level of success we have been able to produce.

Hopefully you will be motivated to press through the good bad and ugly of real estate investing and one thing we advise you strongly on is develop your mentality to become a winner. Winners win because they focus on the gold. Olympians work for years with the hopes of claiming gold at the

olympics. You have to develop the mentality of a winner and take mistakes as education not failure.

This ebook was inspired by the countless phone calls, interviews, emails and frustrations we encountered from hundreds of new investors over the years. Staying in the rut of frustration seemed far easier than the pain of becoming a real estate investor and succeeding. This book eliminates step 1 of the successful investors equation.

Develop the mentality and when all else fails...go harder with what you undoubtedly believe in and are willing to die for!!!

Successfully Dedicated,

Erik Stark & Steve Mills



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Bonus Chapter...This will be short and sweet yet I wanted to tell you EXACTLY how we have trained our office to find buyers, even if we dont sell properties. Everything you heard above, we do, have done and proven what works but we want to give you something more. This is our offices

EXACT process once we contract a property. I don't have time for details, but this is what we do.

1. We take all photos of the property
2. We create a description of the property
3. We create a scope of work of needed repairs
4. We find comparable sales, rents and current active listings we may be competing with
5. We drive the neighborhood going 5 streets in each direction
6. We stop and talk to all contractors or dumpster houses
7. We call EVERY For Rent sign and ask if they are an investor buying more property
8. We call wholesalers asking if they have a buyer and to put there fee on top
9. We pull a list of recent sales on the MLS or county records and reach out to the agents to see if they have buyers. Those we dont get ahold of we mail the owners directly. If we dont hear back, we visit the property
10. We call our top buyers and offer it to them first
11. We create a wholesale packet in case people need info (although if they are serious, they will get off their ass and go look at the property)
12. We consistently mail for Whale buyers (those who buy 5 or more per month)
13. We post flyers at Home Depot, Hardware stores and restaurants we eat at frequently
14. We reach out to our title company to see if they have buyers who need to do a 1031 exchange
15. We call top performing agents and ask if they have a cash buyer

These principles will never go away. Learn how to master these and you will own a nice pie in your market. If you still need more ways to find buyers, I suggest you invest in the drunk letter marketing system. This psychologically loaded direct response mail piece has been an underground secret in the world of wholesalers across the nation.

Thats it....if you need further guidance with building your business, are looking for real estate hands on training, would like professional negotiators to handle your transactions, you know where to find us.

We look forward to the exchange and appreciate your effort in choosing to live a better life through real estate investing.

Over and out...

Erik and Steve