

Grow Your Wealth

Fast Track To Freedom

Bootcamp



NOELLE RANDALL
COACHING

Grow Your Wealth

Fast Track To Freedom

Bootcamp



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NAME: _____

CELL: _____

sav●vy

/‘savee/

Noun Informal

1. Intelligence
Ability to acquire and apply knowledge and skills
Powers of reasoning
2. Discernment
Ability to judge well
Sophistication
Cleverness
3. Perception
See, hear or become aware of something through the senses
Realization
Intuitive understanding, insight
A mental image
4. Knowledgeable
A thirst for knowledge
Comprehension
Well informed
Knowledgeable about investing in oneself

Start, Advise, Value, Variety, Yield
And of course.....

Noelle Randall

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My CURRENT Possibilities & Opportunities

1. Describe your work career as it is right now.
2. What are your top 3 opportunities?
3. Where would you like to be a year from now to feel happy about your progress?
4. Regarding all that you see possible for yourself and your business, what are the biggest reasons you would NOT pursue that right now?

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My NEW Possibilities & Opportunities

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The BNB Millionaire

Work Your Property

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THE MINDSET

[illegible]

HOW DO YOU AIRBNB?





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FUNDING AND FINANCIALS

6. Funding Your Setup
 - Credit Cards, Loans, Grants
7. Know The Laws and Tax Implications
 - County and City rules
8. Determine Financials Plan/ P&L
 - Platform Tax Coverage
 - Nightly and Occupancy Rates,
 - Expenses and Taxes




OFF WE GO!




9. Branding.
 - Attract the Right Guests
 - Benchmark against others
10. Setting Up Your Airbnb
 - Ordering and Delivery
 - Set Up Team
 - Platform Launch
11. Managing Your Airbnb
 - Cleaning and Maintenance
 - Bookings and Communication
 - Customer Service: Response Rates and Reviews. Superhost!

# of Properties	\$4,014												\$4,014												\$12,238
ORIGINAL INVESTMENT																									
Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Average												
Avg Monthly Rate	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Average Occupancy Rate	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%											85%	
Total Number of Days/Year	31	28	31	30	31	30	31	31	30	31	30	31	365											365	
Average Nightly Rental	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75	\$16.75											\$16.75	
Monthly Revenue	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140	\$2,140											\$2,140	
Other Income																									\$0
Cleaning Fee	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20											\$20	
Other Income - Ref Fee, Change	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											\$0	
Total Other Income	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20											\$20	
Total Monthly	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160											\$2,160	
Revenue/Day	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160	\$2,160											\$2,160	
Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Average												
Normal Cost	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000											\$1,000	
Normal Processing Fee	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10											\$10	
Cleaning Fee	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20											\$20	
Credit Card Charge	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Credit Card Service Fee	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Credit Card American Sign	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Normal Revenue	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Property Insurance	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Utilities - Electric	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Property Tax	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Pool Rent	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Water and Sewer	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Gas	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Internet	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5											\$5	
Monthly Expenses Total	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775	\$1,775											\$1,775	
Income Before Taxes	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385											\$385	
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											\$0	
Net Profit	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385	\$385											\$385	

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NOTES

Cleaning Checklist

CHANGE LINEN & TOWELS

- ☐ Strip used linen, bed sheets, towels and bathmats. Replace with fresh ones.
- ☐ Extra set- Bed linen, blanket, sheets, pillow case, and towels are fresh & clean.

CLEAN KITCHEN

- ☐ Wash, dry and put away any dishes left out
- ☐ Empty dishwasher (please make sure dishes are dry)
- ☐ Clean fridge – remove anything left behind by guests and wipe any spills
- ☐ Empty and clean stove/oven
- ☐ Empty and clean Microwave
- ☐ Make sure other appliances are empty and clean
- ☐ Clean surfaces, wipe down kitchen counter, bar area , chairs and benches
- ☐ Clean and polish sink , taps and other hardware
- ☐ Sweep, mop and/or vacuum floors/rugs
- ☐ Empty trash bins and replace trash bag (make sure wall and area near trash bin is clean and free of food debris)

CLEAN BATHROOM

- ☐ Sanitize and clean toilet
- ☐ Clean and shine sink and mirrors
- ☐ Scrub clean shower
- ☐ Clean glass shower door/ curtains and make sure it is free of grime (replace or wash curtains and liners that are very dirty)
- ☐ Check bath rugs/mats (wash them if they are stained)
- ☐ Don't forget to check drain holes.
- ☐ Empty trash bins and replace trash bag

Business Credit Vs Personal Credit

Why Business Credit is the Way to Go

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Personal Credit

- ▶ **Personal credit** is what you build by showing trustworthiness when it comes to paying your bills on time and in full, from credit cards to automobile loans to home loans. Doing so increases your credit standing.



What Makes Up Your Credit Score?

- ▶ Payment history: 35%
- ▶ Amounts owed: 30%
- ▶ Length of credit history: 15%
- ▶ Credit mix: 10%
- ▶ New credit: 10%

Source: FICO

What Impacts Your Personal Credit?

Common factors that will affect your credit scores, and these are often split into five categories:

1. **Payment history:** Making on-time payments on your credit accounts can help your scores. But missing payments, having an account sent to collections or filing bankruptcy could hurt your scores.
2. **Credit usage:** How many of your accounts have balances, how much you owe and the portion of your credit limit that you're using on revolving accounts all come into play here.
3. **Length of credit history:** This category includes the average age of all your credit accounts, along with the age of your oldest and newest accounts.

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What Impacts Your Personal Credit? (Cont.)

4. Types of accounts: Also called "credit mix," this considers whether you're managing both installment accounts (such as a car loan, personal loan or mortgage) and revolving accounts (such as credit cards and other types of credit lines). Showing that you can manage both types of accounts responsibly generally helps your scores.
5. Recent activity: This considers whether you've recently applied for or opened new accounts.

What is Business Credit?

PAYDEX SCORE INTERPRETATION



Types of Business Credit

1. Installment Accounts
 - Auto Loans
 - Bank Loans
2. Revolving Accounts
 - Credit Cards
3. Charge Cards
 - Look like Credit Cards but you have to pay the full balance
4. Vendor Accounts
 - Net-30, Net-60, Net-90

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NOTES

QUICK GUIDE

BUILDING BUSINESS CREDIT (THE FIRST 3 MONTHS)

1. Complete Quill, Grainger, and Uline purchases for your home office for 3 months - Invoiced.
2. Get business credit cards using personal credit cards like Chase Ink, American Express and Capital One Spark, etc.
3. Apply and secure trade lines through gas cards and other businesses who report to Dun & Bradstreet (ex: Shell and WaWa).
4. Get a business credit card/loan through your personal bank, using your good standing with them.
5. Research with Nav.com on more resources

GATEWAYS TO FUNDING

GRANTS

- SBA Small Business Administration
<https://www.sba.gov/funding-programs/grants>
- Grants.Gov
<https://www.grants.gov/>

LOANS

- Accion
<https://aofund.org/small-business-loans/>
- RCN Capital
<https://rcncapital.com/loan-programs/>

CROWDFUNDING

- Family & Friends
- TruCrowd
<https://us.trucrowd.com/get-capital-tru-equity-crowdfunding>
- Start Engine
<https://www.startengine.com/>

CREDIT CARDS

- Local Small to Midsize Bank Credit Cards (PNC & Regions)
- Navy Federal Business Credit Card
- Capital One Spark Card
- Chase Ink Business Credit Card





Car Rental Fortunes

*You can conquer the
rental car industry!*

Master Coach KJ Steir

Getting Started Checklist

- Research 3 Cars on Turo
 - Look at Price
 - Completed Trips
 - Delivery Fees
 - Delivery Locations
- Apply for Funding for 1-2 Cars
 - Get Pre-Approval first
- Purchase Car(s)
- Photograph Car(s)
- List Car(s) on Turo

These are the 5 steps you need to get started with Rental Cars on Turo. Every Car can work on the platform, it's all about standing out!

Top 10 Turo Cars

Toyota Corrolla
Ford Mustang
Toyota Prius
Toyota Camry
Jeep Wrangler
BMW 3 Series
Tesla Model 3
Honda Civic
Hyundai Elantra
Mercedes Benz C-Class

Bonus Cars

Jeep Grand Cherokee
Tesla Model X
Chevy Camero
Audi A3

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NOTES

Building A Real Estate Empire

*You Can Start Your
Portfolio Today!*



Noelle Randall, MBA

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"Time and money
equal FREEDOM!"

Noelle Randall

S **START WITH SOLUTIONS**
Every property problem is an opportunity for any real estate investor. Women Who Win find property problems, then match them to the perfect solution. The solution that the most money with the least amount of risk.


A **ADVISE DON'T SELL**
Any real estate investor can buy and sell homes for a profit. Women Who Win are experts, we advise homeowners and our local community. In return, real estate deals us ten-fold.

V **VALUE**
We value the communities we serve as a real estate investor and we add value to our communities. We improve neighborhoods, schools and governments. Our work of adding value to property improves the community at large and we know how to do it.

V **VARIETY**
We use a variety of investing strategies to maximize our profits and reduce our risk. Women Who Win are versatile and nimble investors that succeed in any market or economy.

Y **YIELD**
We care about our "yields" using both definitions of the word. Women Who Win know their return on investment (ROI) numbers and we maximize them on every deal. We also know which deals we should pass on, we are careful investors and we yield when our profits are in jeopardy.

You Need
to be
SAVVY





possibility

Noelle's ~~Success~~ Principles

1: _____
Reflections:

2. _____
Reflections:

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3. _____

Reflection:

4. _____

Reflections:

5. _____

Reflections:

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Good News

I am going to give you

- so much information
- a detailed plan
- a full strategy

that on Monday morning you will need to make a decision!



Bad News

People will try to make you

- do the same thing
- stay on the same path

But, you need to make a decision and decide if you want to get different results and live a better life

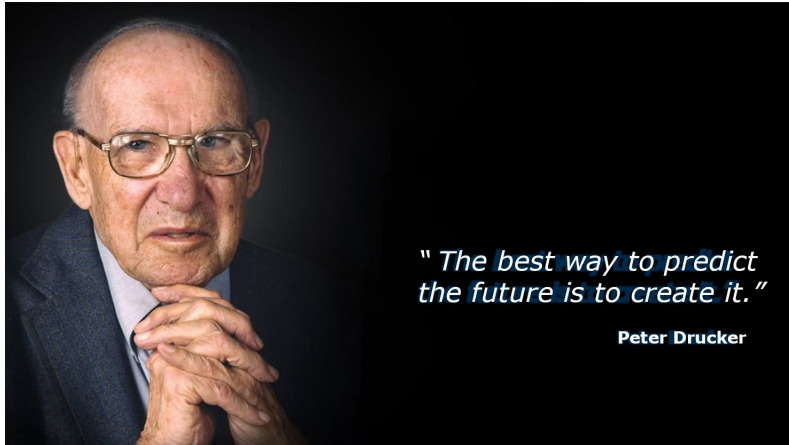


My REI Street Creds

- Started investing with no money and bad credit
- 3rd month made over \$40,000
- I discovered how to flip without leaving home
- My students doing it even faster than I did
- Made \$400,000 the first year
- Now about \$7,000,000 per year



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Benefit

- Proven system
- Walk thru deals
- We help you get paid
- We show you how to make **MORE** per deal
- We increase your net worth
- We help you learn **MULTIPLE** streams of income





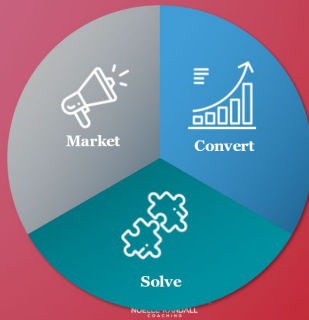
Benefit

- We help you navigate the process at each step
- You'll work less hours
- You can partner with us
- We are nationwide
- We are knowledgeable of various state specific laws



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My Real Estate Investing Blueprint



Problems with Property

- Landlord
- Expired listing
- Craigslist
- Foreclosure/Preforeclosure
- Tax Late



Winners Are Smart

We cherry pick the best deals

We know what the best deals are
- low risk, high return

We created a system where you
have a choice

**We get the most deals,
the best deals, and rarely
do bad deals!**



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Discover Your Brand

- The UNIQUE brand I provide is (outcome based)

- What skills do you have to help people with property problems?

- What experiences have you had personally?

- What personality traits do you have that people like? (i.e. funny, smart, good listener, etc...)

- In what ways do you want to give back to your community?

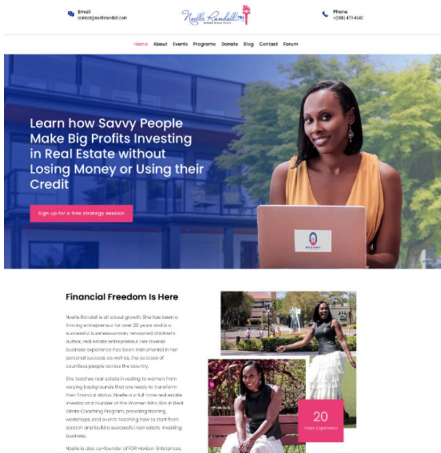
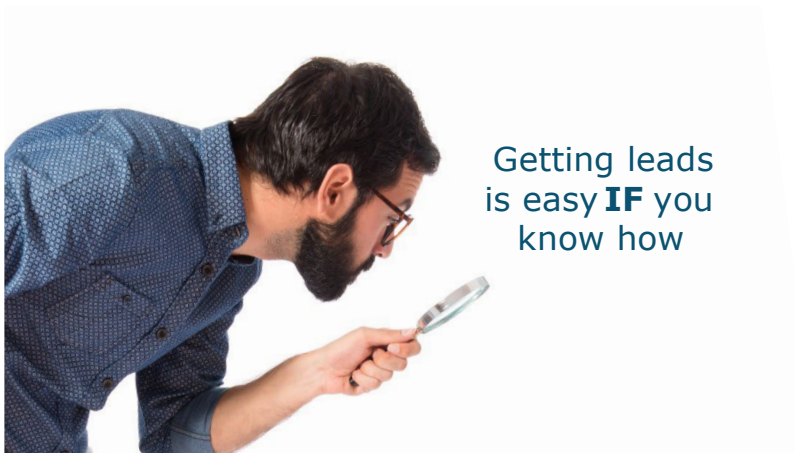
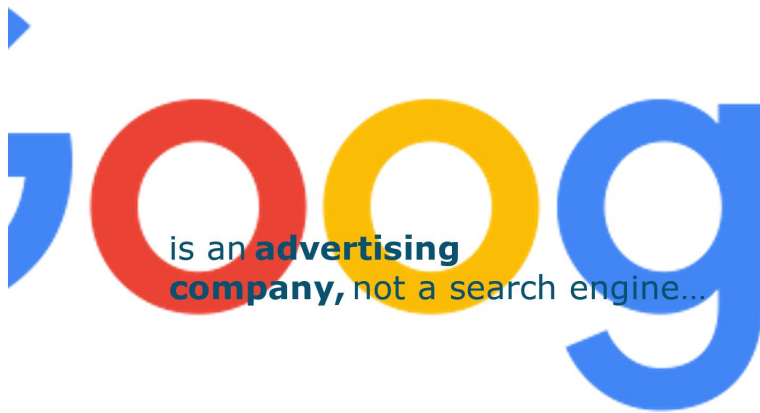
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Houses Can Have Different Values



\$100K house has 4 different values



Avoid Traps



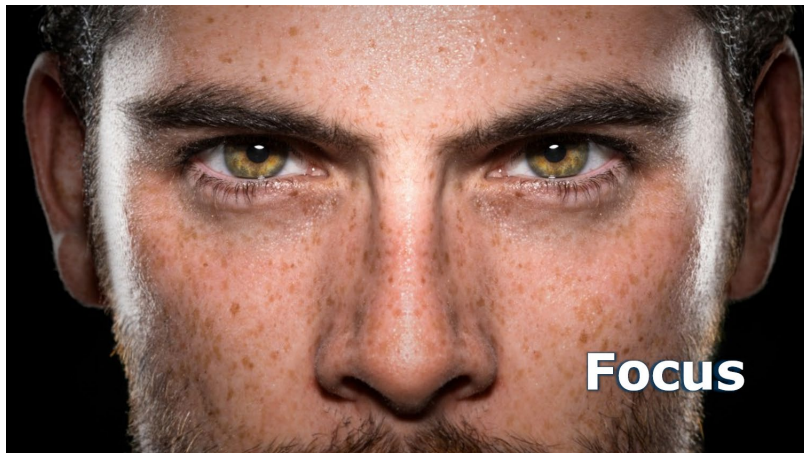
Copy Success



Get Coach



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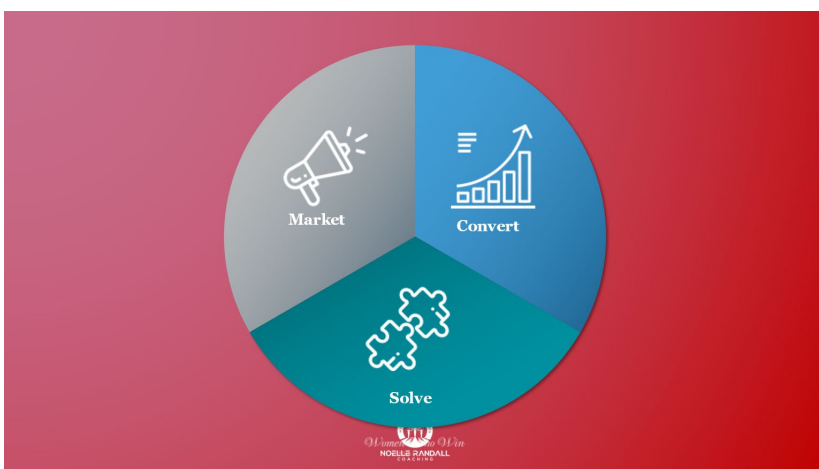


**Direct Marketing
is Key**

You cannot become a
real estate investor by
reading books, watching
YouTube and attending
events

OLSON & OLSON
NOELLE RANDALL
REAL ESTATE





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Marketing

Finding property:
85% of your time and money is spent here



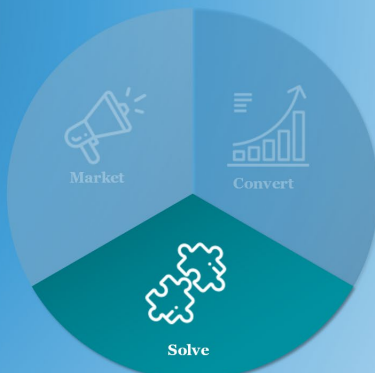
Convert

Negotiations:
Sales
Getting people under contract



Solve

Strategy:
How you will make money



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Women Who Win Are

SAVVY **REAL ESTATE INVESTORS**



SAVVY- THE BLUEPRINT TO REAL ESTATE INVESTING SUCCESS

S

START WITH SOLUTIONS

Every property problem is an opportunity for any real estate investor. Women Who Win find property problems, then match them to the perfect solution. The solution that makes her the most money with the least amount of risk.

A

ADVISE DON'T SELL

Any real estate investor can buy and sell homes for a profit. Women Who Win are local experts, we advise homeowners and our local community. In return, real estate deals come to us ten-fold.

V

VALUE

We value the communities we serve as a real estate investor and we add value to our communities. We improve neighborhoods, schools and governments. Our work of adding value to property improves the community at large and we know how to do it.

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YIELD

We care about our "yields" using both definitions of the word. Women Who Win know their return on investment (ROI) numbers and we maximize them on every deal. We also know which deals we should pass on, we are careful investors and we yield when our profits are in jeopardy.



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House Swapping Why Does it Work?

- **2 checks**
- People need **a place to live** once you buy their house
- Civilian **think differently** than investors
- If you want to be an investor, **think like a civilian**
- Investors buy based on equity while **civilians buy based on terms** (price, payments, down payment)



Lease Purchase (Option) Why Does it Work?

- **Solves Property Problem**
- People don't want to "lose" their house
- Civilian **think differently** than investors
- If you want to be an investor, **think like a civilian**
- Investors buy based on equity/profits while **civilians buy based on terms** (price, payments, down payment)



Mobile Homes

- Most people that own a mobile home, rent it out
- **Worst investments**



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Realtors DOM vs. US

How long does it take
to sell the house?
(consumption rate)



Consumption Rate



/



=

Average



Consumption Rate

Average

+6

BUY

SELL

Average
-6



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Blueprint to House Swap

1. Find house
2. Get it under contract
3. Ask - do you need another house?

4. Due diligence
5. Get paid
6. Look for 2nd house
7. Close deal

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Take Over Payments System



TOPS

WRAP Mortgages

- Owner financing strategy
- Find owners with no equity
- Find buyers with bad credit
- Facilitate strategy where I make money matching them up



T.O.P.S. Why Does it Work?

- **Solves Property Problem**
- People don't want to "lose" their house
- Civilians **think differently** than investors
- If you want to be an investor, **think like a civilian**
- Investors buy based on equity/profits while **civilians buy based on terms** (price, payments, down payment)
- Its their **BEST** option



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Buy Property "Subject To" OR Buy ("Lease-Purchase" Option)



BUY

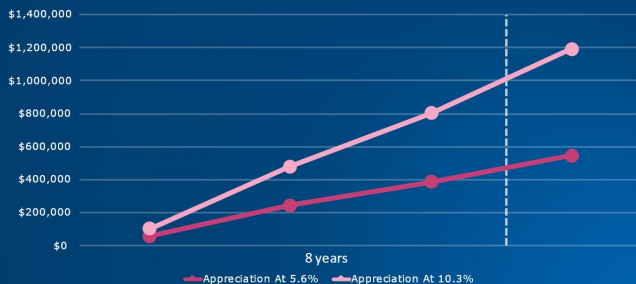
- Agree to pay seller's mortgage payment in exchange for the deed
- The note stays in the seller's name
- Pay as little as possible (the mortgage balance doesn't always matter it's about payments)
- Never use quitclaim deed in Texas, we use a general warranty

SELL

- Renovate then retail
- Wrap or assign
- Rental: Longterm v. STR



TOPS Advantage



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Why Real Estate is Long Term

- Leveraged appreciation = high return on \$\$
- Return on investment 10X
- Conservative investment with high long term returns
- Generates tax deduction
- Diversification from stock and bonds
- Passive income



Inflation vs Appreciation

Buy \$150K	\$30K Discount	80% ARV (After Repair Value)	Wait 8 years
5.6% appreciation \$230K 47% LTV	10% appreciation \$322K 37% LTV	20% appreciation \$645K 18% LTV	

Total Return

$$\text{Total Return} = \text{Income (cash flow)} + \text{Appreciation} - \text{Expenses}$$



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Walk Through A Deal



Value \$150K, owes \$148K
6% commission- 9k
Upside down
Costs owner 10k in closing



Investors are Heroes

I can solve this problem, I can take over the payments or find others that can.

Get contract.

Sell contract to a buyer for a fee.



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1. Seller signs contract with me subject to, he keeps Note, I take over payments

2. Investor assigns contract for **\$10K assignment fee** to new buyer

3. New buyer makes payments on loan

Wendy's Way
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How to Find Buyers

Reverse bandit signs that say "Owner Financing"

- Craigslist- ghost listing
- myhousedeals.com
- Radio Ads



Wendy's Way
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How Can You Trust That the Buyer Will Pay?

Explain this is the best option do least worst option close

- This is not an assumption, be clear
- Due on sale clause? Banks don't want houses they want money. Do banks call the note due when you divorce or rent the house out? No, exactly...

Wendy's Way
NOELLE RANDALL COACHING

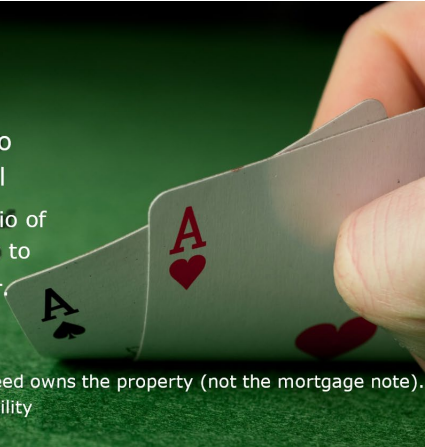
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Review of What You've Learned

You have toknow when to hold 'em and when to sell

- You can obtain a portfolio of properties using subject to
- Get a property manager. Pay 5-12 %

Remember:Whoever owns the deed owns the property (not the mortgage note).
The note is just a liability



Wrap Around

With wrap around you will do **adouble close**

You buy the house subject to.

Then close with buyer using owner financing



**You Don't
Need to Know
Everything**



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12 Ways to Monetize Your Marketing and Make Money



Buy and Hold

Need to be **very specific "where" to hold**

Loan modifications are bad for homeowners **90% fail**

If you get stumped say, let me call my colleague who has the exact situation so the you can get all the facts.

11 of 12 strategies are for cash buy buying and holding get you wealthy



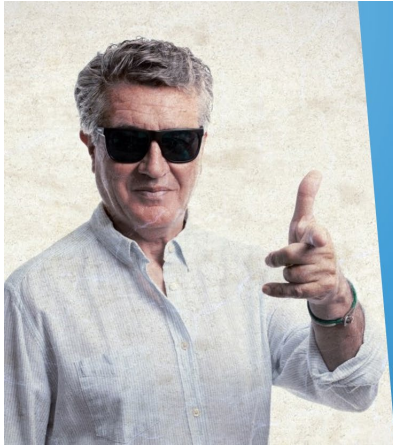
Market Cycle

Money is Made Here

Money is Made Here



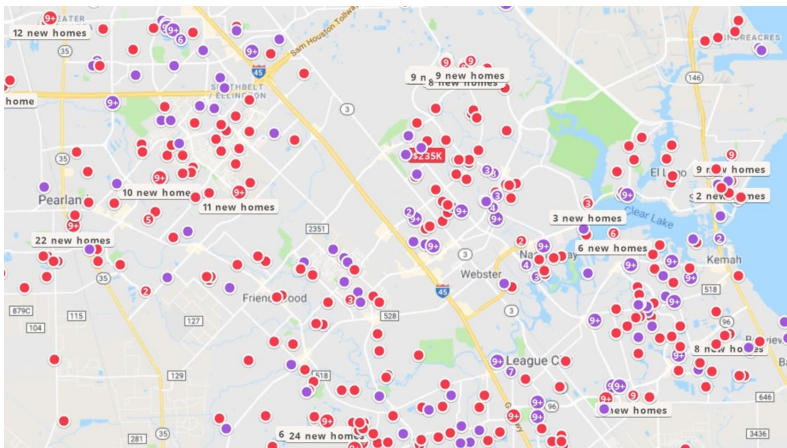
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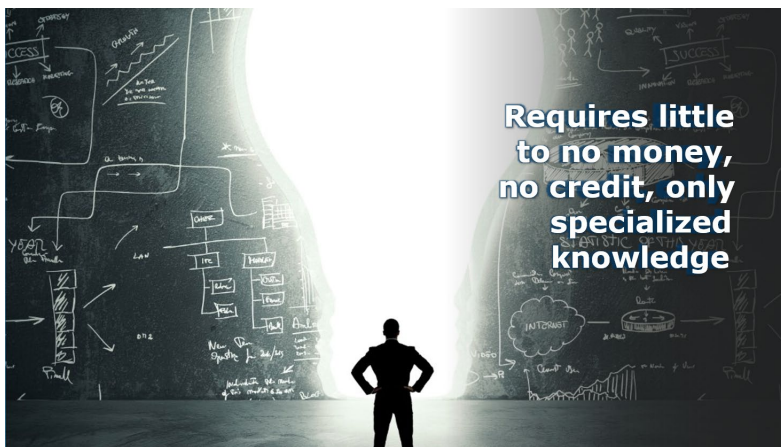


Sellers are Always Mentally 6 Months Behind

- **5-6% appreciation**
- If you ask a civilian how much their house is worth they will always give you an "old" number

Women's Empowerment
NOELLE RANDALL





Requires little to no money, no credit, only specialized knowledge

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What to Buy?



What Do We Buy?

We buy **investment grade properties**, primary considerations max appreciation, classic 3/2, **below to average median price**, high migration, fixed supply areas (not near buildable land)



What to Buy?

City Center

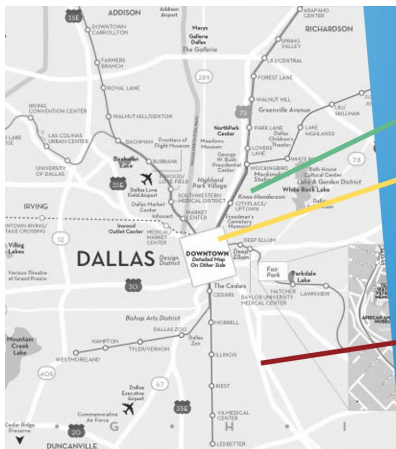
medium grade, expensive land, expensive houses, high rent

Immediate area outside City Center

high grade, valuable land, cheap houses

Suburbs

low grade, cheap land, expensive house



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Top Mistakes

1. Buy New House
2. Buy in areas that have more construction
3. Buy in own neighborhood, bad leverage, bad cash flow
4. Buy for Price(great deal in rotten area for appreciation)
5. Buy for cash flow(in rotten appreciation area)

WOW
OF Wealth & Opportunity
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COACH

Top Mistakes

6. Buy in area with lots of rental properties
7. Buy for "future" potential aka urban crime area
8. Buy for themselves (i.e personal preference)
9. Buy based on realtor
10. Buy too big or too small



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Noelle's Economics Lesson

Real Estate values in fixed supply
will grow with migration
until affordability caps it



Appreciation

What to Expect

- **USA- 5.6%**
- Appreciation rates varies **by location**, home, etc.
- **95%** of buyers buy with **HEART** not head,

It's not hard to beat the average if you try.



Tale of 15 Houses(My personal properties)

BEFORE Knowing How To Grade

5.91%

10 Year Appreciation \$400K

AFTER Knowing How to Grade

12.59%

10 Year Appreciation \$3.4M



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Case Study



The illustration shows four steps in a row: 1. A red house icon. 2. A woman holding a large gold coin with a dollar sign. 3. A stack of green banknotes with a dollar sign. 4. A woman holding a large gold key.

Buy property with TOPS **Pay past due mortgage payments** **Use LOC to rehab** **Put tenant in and Refinance**

BRRRRR with a Twist

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3 Essential Skills for REI

Market

Online

- SEO
- PPC
- Social Media
- Online Local Advertising
- Paid subscription Leads

Offline

- Affiliates
- Website
- Craigslist
- Syndication
- Brand Signs
- Magnetic Signs
- Direct Mail
- Door Hangers
- Business Cards
- Ads
- REIA
- MLS
- FSBO
- Wholesales
- Bird Dogs

Solve

- Fix n' Flip
- Rehab
- Equity Parenting
- Lease Option
- Subject to Assignment
- Wholesale
- Buy and Whle
- Buy, Rehab, Refi, Repeat
- Auctions

Convert

- Negotiations
- Contracts
- Interview Scripts
- Close the Deal



The diagram is a circular flow chart with three segments: 'Market' (top left, with a megaphone icon), 'Convert' (top right, with a bar chart icon), and 'Solve' (bottom, with a puzzle piece icon). Arrows indicate a clockwise cycle between these three stages.

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Marketing is the Engine of the Business

- Skeptics, Gamblers, and lucky gamblers
- Most people fail because they stop marketing

**Never stop the machine.
Never stop marketing.**



Real estate investing is simple.

It's basically **MCS** with a strong focus on **M**.



Winning person

- Get most deals
- Best deals
- Works less hours
- Only marketing and networking
- Little or none of own money used
- Free for lunch



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People Fall into Traps

- Confuse training with doing
- Try to know "everything" first
- Do things that don't make sense
- Try to do everything themselves
- Get overwhelmed
- Give up



The 7 Reasons People Fail

1. Insufficient Knowledge
2. Insufficient Coaching
3. Insufficient Tools
4. Insufficient Outsourcing
5. Insufficient Experience
6. Insufficient Money
7. Insufficient Accountability



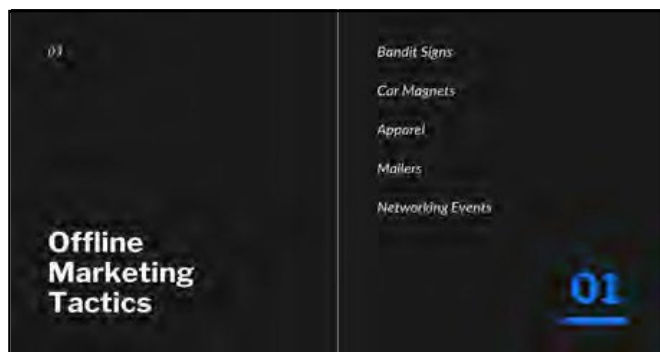
**It's your turn to
create success!**

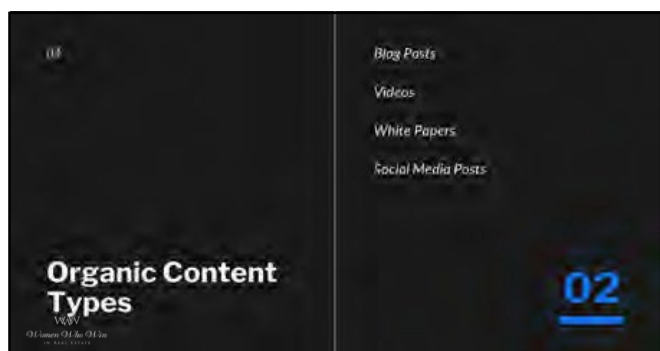


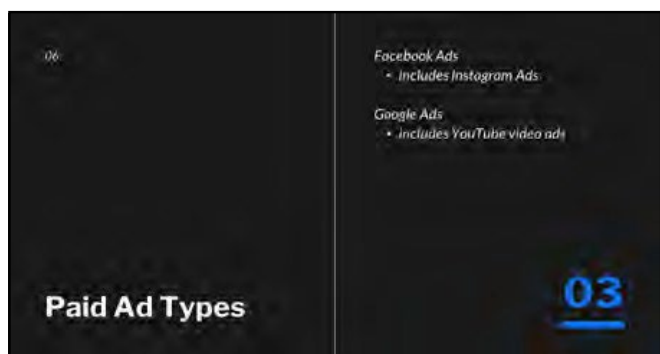
REAL ESTATE LEAD GENERATION HACKS

Saavy Marketing For Real Estate

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08

Mobile Optimization

Make sure your content displays properly on a mobile device

Have calls-to-action above the fold

Reduce the number of clicks to take action

04

10

Genuine, well-written testimonials

Customize the "Our Company" page

Create personalized pages

Minimize stock photography

www.
Ollama Oil for Oil
© 2022 Ollama

06

Trust Builders

07

Follow Up Tactics

Add your Facebook Pixel to your sites to retarget your ads

Remarket using Google Ads

Create an email follow up sequence

Text message campaigns

12

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NOTES

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Top 50 Call Tracking Template

	Name/Mobile Phone #	Phone Call	Text Message	Note Card
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				

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	Name/Mobile Phone #	Phone Call	Text Message	Note Card
26.				
27.				
28.				
29.				
30.				
31.				
32.				
33.				
34.				
35.				
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48.				
50.				

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Phone Script

The first reason I am calling is to check on your happiness? (let them answer, and tell you what they have been up to]

The 2nd reason I'm calling is to find out if I can offer you some help.

I'm curious, the next time you're in a conversation with a friend, family member, or neighbor and they mention that they may need help (specific – with a house they no longer want) would you feel comfortable introducing them to me?

Yes

When you do, here is what you do:

Take out your cell phone, look up my number, call me immediately and we can talk about how you can introduce them to me



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Note Card

<p>Jennifer,</p> <p>In the next week or two, you're likely to notice at least 2 or 3 people who may need my help. They are people who are behind on their mortgage payments and need to sell fast.</p> <p>Jennifer, when you notice them would you please take out your cell phone, look up my number and give me a call so we can talk about how you can introduce them to me.</p> <p>You will feel so good because you're helping a friend when you introduce me.</p> <p>Thanks,</p> <p>Noelle Randall (706) 706-7067</p>	<p>Choose one specific example and make your request match who they are.</p> <ul style="list-style-type: none">• They are people who are behind on their mortgage payments and need to sell fast.• They are people who are getting married and want to buy their first home.• They are people who owe more on their home than it's worth and they don't know what to do.
---	--

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Text Messaging

Jennifer, now you can feel comfortable giving my time and expertise to the people you care about – ok?

If they've given a referral in the last 60 days:

Jennifer, continue to feel comfortable giving my time and expertise to the people you care about – ok?

Activity	Time	Cost
Download template and customize.	5 minutes	None
Merge names and addresses with letters, print and sign.	30 minutes	None
Label, address by hand and mail.	30 minutes	\$.39 per letter
Follow-up call.	5-10 minutes	None

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Reconnect Letter

Suggested addition: If this letter is going to acquaintances, remove "my client" from the first paragraph and eliminate the entire "I'm sorry" paragraph.

Dear (Name),

Under Construction

Something exciting is going on in my business. After seven years as a real estate investor my business is going through some major changes...changes that will benefit you, my client.

I'm Sorry

(Optional text:) Before I share with you what's happening, I feel I need to apologize for not keeping in closer contact with you. I enjoyed working with you in solving your real estate needs, and the relationship we developed while we were working together is important to me. So I hope you will forgive me for not keeping in closer contact with you.

What's Happening?

From now on I want to create and maintain healthy, long-term relationships with people like you. Think about it – you have professionals in every area of your life that provide you with good services on a long-term basis, people like your financial advisor, accountant, lawyer, doctor or trusted mechanic. Why do so many people look at real estate as such a short-term relationship? When you consider that for most people, buying and selling houses is a big event, so why do they settle for a company they don't know and trust?

In my seven-year career, I've seen too many people end up with less than desirable results when selling, buying or rehabbing a home. I would never want this to happen to you. I want you to think of me as your "Real Estate Consultant for Life" and over the next several months, I'll be sharing some wonderful stories about how I can help you or others you refer to me.

It makes perfect sense. You don't want to change your doctor every time you need one. Why would you want anything less than a family real estate consultant? I promise that I will be there for you, your family, your friends and your associates by offering you more than any other real estate professional will give you. THIS IS MY PLEDGE.

I'm looking forward to renewing our relationship. (Optional text:) I will be calling to make sure you received this letter and find out how I can help you right now.

Sincerely,
Jennifer Smith
Your Real Estate Consultant For Life

P.S. If you have any words of wisdom for me as I make this change, I'd love to hear from you. Please e-mail me at yourname@business.com or call me at 888-888-8888.

NOTICE: This is a legal and binding Agreement for the purchase and sale of property. It is appropriate for most, BUT NOT ALL such transactions. If this form does not appear to either Buyer or Seller to be appropriate for a particular transaction, you are urged to discuss the purchase or sale with an attorney BEFORE YOU SIGN. Most, but not all, provisions of this Agreement are subject to negotiation prior to execution.

SELLER:

ADDRESS:

BUYER:

ADDRESS:

Seller agrees to sell and Buyer agrees to buy for the purchase price and upon the terms and conditions stated herein the real property with all buildings and other improvements thereon and all appurtenances thereto, in the same condition as they were on the date of Buyer's signature, reasonable wear and tear excepted.

a) Street Address:

c) Described as:

ADDITIONAL PERSONAL PROPERTY: any to be include

There is no leased personal property except:

a) By initial Deposit submitted herewith receipt of which is hereby acknowledged.....

b) By additional Deposit due upon Sellers Acceptance.....

c) By Proceeds of: Financing as specified in paragraph 6 below.....

d) By subject to the sellers existing financing of approximately.....

e) By _____

f) Balance to be paid by certified check or bank check at Closing.....

TOTAL PRICE TO BE PAID (Must equal "Purchase Price").....

5. DEPOSITS: The Deposit(s) specified above shall be made at the stated times. All Deposits shall be made to the Listing Broker or the attorney/title or escrow company conducting the closing. Except at time of closing, when the deposit shall be delivered to Seller or Seller's designee, the Listing Broker shall not pay the Deposit to anyone without the written consent of all parties to this Agreement. In the event any deposit funds payable pursuant to this Agreement are not paid by Buyer, Seller may give written notice of such failure to Buyer. If such notice is given and a period of 3 (three) days pass without Buyer paying the Deposit owed, Seller may declare Buyer in default and shall have the remedies set forth in Paragraph 14.

a) Amount \$ _____; b) Maximum Initial Interest Rate _____ %

c) Term: years; d) Commitment Date:_____

e) Type: Conventional Fixed Variable FHA VA
Other _____

Buyer's obligation is contingent upon a written property appraisal of the property by a licensed appraiser at no less than the purchase price, and upon the Buyer obtaining financing as specified in this paragraph. Buyer agrees to apply for such financing immediately and diligently pursue a written mortgage commitment on or before the Commitment Date.

Buyer's Initials () Seller's Initials ()

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f). If Buyer is unable to obtain a written commitment and notifies Seller in writing by 5:00 PM on said Commitment Date, this Agreement shall be null and void and any Deposits shall be immediately returned to Buyer. Otherwise, the Financing Contingency shall be deemed satisfied and this Agreement shall continue in full force and effect.

7. CONDITION OF PREMISES: Buyer represents that Buyer has examined the property and is satisfied with the physical condition subject to the Inspection Contingency if applicable. Neither Seller nor any representative of the Seller or Buyer has made any representation or promise other than those expressly stated herein which Buyer has relied upon in making this Agreement.

8. INSPECTION CONTINGENCY:

a) Inspections shall be completed and results reported to Seller on or before 5:00 P.M. on: _____
b) Seller agrees to permit Buyer's designees to inspect the real property during the period from Seller's acceptance until the date set forth in (a) above. If Buyer is not satisfied with the physical condition of the real property, and so notifies Seller in writing prior to the date specified in (a) above, then Buyer may at Buyer's option terminate this Agreement. Buyer may give Seller the option to correct the conditions that are unsatisfactory to the Buyer. Should Buyer elect to terminate this Agreement or Seller is unwilling to correct any unsatisfactory conditions the Buyer shall notify Seller on or before 5:00PM. on: _____ of Buyer's election to terminate this Agreement and if terminated this Agreement shall be null and void and any deposit monies paid hereunder shall be returned immediately to Buyer and neither Buyer nor Seller shall have any claims against each other under the terms of this Agreement. If Buyer fails to notify Seller as provided herein, this contingency shall be deemed satisfied and this Agreement shall continue in full force and effect.
c) If initiated here _____, Buyer does NOT choose to have any inspections performed and WAIVES any rights to object to any defects in the property that would have been disclosed by a full and complete inspections.

9. STATEMENT RE: LEAD BASED PAINT: The parties acknowledge that dwelling units constructed prior to 1978 are likely to contain lead-based paint which could create a health hazard. In the event that the real property which is the subject of this Agreement consists of or contains a residential unit built prior to 1978, the parties agree that each party has received, reviewed, signed and annexed hereto a completed Disclosure and acknowledgment Form re: Lead-Based Paint as required by federal HUD/EPA disclosure regulations.

10. OCCUPANCY, POSSESSION: CLOSING DATE: _____

Unless otherwise stated herein, Buyer shall receive exclusive possession and occupancy with keys on Closing Date. The Real Property shall be maintained by Seller until time of Closing and shall be transferred in broom clean condition, free of debris. Buyer shall have the right to a walk-through inspection of the Property within 48 hours prior to the Closing Date. Title and escrow shall be handled by _____.

11. WARRANTY DEED: Seller agrees to convey fee simple title of the Real Property to Buyer by a good and sufficient Warranty Deed subject only to any and all provisions of any ordinance, municipal regulation, public or private law, restrictions and easements as appear of record, if any, provided they do not affect marketability of title, current real estate taxes, water and sewer charges, and the current water and sewer assessment balance, if any; except in those cases where a fiduciary's Deed or other form of court ordered deed may be required to pass title. Seller warrants that Seller has no knowledge and/or notice of any outstanding violations from any town, city or State agency relating to the property.

12. MARKETABLE TITLE: Title to be conveyed by Seller shall be marketable, as determined by what is normal and customary in the state where the property resides ("Marketable Title") Seller further agrees to execute such documents as may be reasonably required by Buyer's title insurance company or by Buyer's mortgage lender. Should Seller be unable to convey Marketable Title as defined herein, Buyer may accept such Title as Seller can convey, or may reject the Unmarketable Title, receive back all Deposit money, and declare this Agreement null and void. Upon such election of repayment to Buyer of all sums paid on account hereof, this Agreement shall terminate and the Parties hereto shall be released from all further obligations to each other.

13. ADJUSTMENTS/PRORATIONS: Unless otherwise expressly agreed, all fees shall be apportioned pro rata as of the Closing Date in accordance with what is normal and customary in the state where the property resides, including but not limited to, if appropriate, real estate taxes and assessments, interest, escrow fees, transfer tax fees, Association fees, water and sewer charges, rent, and security deposits, if any, shall be credited to Buyer by Seller on the Closing Date and shall include any interest accrued to the tenant.

14. BUYER'S DEFAULT: If Buyer fails to comply with any Term of this Agreement by the date set forth for compliance and Seller is not in default, Seller shall be entitled to all initial and additional deposit funds deposited for this Agreement. If Buyer has paid the same, all liquidated damages and both parties shall be relieved of further liability under this Agreement. If legal action is sought to enforce any provision of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees.

15. RISK OF LOSS, DAMAGE: All risk of loss or damage to said property and its contents shall be assumed by the Seller until delivery of the Deed, provided the Buyer did not cause the loss or damage. In the event the loss or damage exceeds \$5,000.00, Buyer shall have the option to receive any insurance payment on account of said damage and take Title, or rescind the Agreement and receive back all Deposit money paid. If the Buyer rescinds the Agreement, all rights and obligations of the parties under this Agreement shall terminate.

16. COMMON INTEREST COMMUNITY: If the property is a unit in a condominium or other common interest community, Seller will deliver the resale documents in accordance with the local statutes and customs.

17. LISTING BROKER: _____ PH#: _____

COOPERATING BROKER _____ PH# _____
Buyer Agent

18. MANDATORY SELLER DISCLOSURES: Seller shall deliver to Buyer, within the time specified by statute (or if not specified, within 7 days of acceptance of the offer) all Seller disclosures as required by law in the state where the property resides. If Seller fails to deliver such disclosures in the time specified above, Buyer reserves the right to all remedies available to Buyer under applicable law.

19. EQUAL HOUSING RIGHTS: This Agreement is Subject to all local statutory laws prohibiting discrimination in commercial and residential real estate transactions.

20. ADDENDUMS AND ADVISORIES: The following attached Addenda and/or Advisories are part of this Agreement:

Addenda 1: _____ Addenda 2: _____

Advisory 1: _____ Advisory 2: _____

Advisory 3: _____ Advisory 4: _____

21. ADDITIONAL TERMS AND CONDITIONS: _____

22. EMAIL OR FAX TRANSMISSION: The parties acknowledge that this Agreement and any addenda or modification and/or any notices due hereunder may be transmitted between them by facsimile machine, e-FAX, or via email and the parties intend that an emailed or faxed document containing either the original and/or copies of the parties' signatures shall be binding and of full effect.

23. COMPLETE AGREEMENT: This Agreement contains the entire agreement between Buyer and Seller concerning this transaction and supersedes any and all previous written or oral agreements concerning the Property. Any extensions or modifications of this Agreement shall be in writing signed by the parties.

24. NOTICE: Any notice required or permitted under the Terms of this Agreement by Buyer or Seller shall be in writing addressed to the Party concerned using

Buyer's Initials (_____) Seller's Initials (_____)

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the address stated in Paragraph 1 of this Agreement or to such party's attorney or to the party's Listing Broker or Cooperating Broker designated in paragraph 17.

25. DISCLOSURES AND CONTRACT PROVISIONS: Seller acknowledges that the buyer has the right to make the property in any way before closing. Seller understands upon signing this agreement that buyer will possess a contractual interest in the property.

26. SHORT SALE: In cases of short sale, the parties shall work together so that the bank or or any lenders agree to hold sellers or named persons on title as of this agreement harmless of any further actions and will release seller and any other parties from any remaining amounts owed.

27. LICENSE ACKNOWLEDGEMENT: () Buyer is a licensed Realtor in the state of _____.

() Seller is a licensed Realtor in the state of _____.

28. BUYER AND SELLER acknowledge that they have the legal ability to enter into this Agreement, have read and understand this Agreement, and voluntarily accept the duties and obligations set forth herein. Buyer shall deliver a copy of this Agreement to the Seller within (7) seven days.

29. TIME TO ACCEPT: Seller shall have until _____ to accept this Agreement.

30. SIGNATURES:

Buyer's Signature _____ Date _____

Seller's Signature _____ Date _____

Buyer's Signature _____ Date _____

Seller's Signature _____ Date _____

Buyer's Initials (_____) Seller's Initials (_____) _____ of _____

Page

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Assignment of Real Estate Purchase and Sale Agreement



THIS ASSIGNMENT ("Assignment") is made and entered into this ____ day of _____, 20____ by and between _____ ("Assignor"), and, _____ ("Assignee").

WITNESSETH:

WHEREAS, On the ____ day of _____, 20____, the Assignor has entered into a certain Real Estate Purchase and Sale Agreement ("Agreement") with _____ as ("Seller(s)") and the Assignor as ("Buyer(s)") for rights to purchase the property located at _____, in the City of _____, State of _____, copy of said Agreement being attached hereto as Exhibit "A",

AND WHEREAS, Assignor wishes to sell his/her/their right in the Agreement and the Assignee wishes to buy all of Assignor's rights and accepts receiving title and interest in, to and under said Agreement.

1. NOW THEREFORE, for and in consideration of the sum of _____ DOLLARS (\$000.00) and other good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, Assignor has assigned, transferred, sold and conveyed and by these presents does hereby assign, transfer, sell and convey unto Assignee all of Assignor's right, title and interest in, to and under said Agreement. This Assignment shall be binding upon Assignor and shall inure to the benefit of Assignee and its successors, heirs and assigns.
2. Assignee hereby assumes all of Assignor's duties and obligations under said Agreement.
3. The Assignee agrees to close on or before ____ day of _____, 20____ and adhere to all remaining terms of the Agreement.
4. The Assignee agrees to indemnify and hold harmless Assignor from and against any claim or action, which may arise or hereafter be brought by Seller(s) against Assignor arising under or by virtue of the Agreement.
5. This Assignment constitutes the sole and entire agreement between the parties hereto and no modification shall be binding unless set forth in writing and signed by all parties hereto.
6. This Assignment shall be construed under the laws of the State of _____.
7. Time is of the essence in this Assignment.
8. Seller and Assignee agree and understand that Assignor is not acting as a real estate broker or agent in this transaction and is not representing either party, but rather acting as a principal in selling his/her/their contractual and/or equitable interest in the above referenced agreement to Assignee.
9. A deposit of _____ DOLLARS (\$000.00) has been made payable to the Assignor.

IN WITNESS WHEREOF this Assignment has been signed, sealed and delivered by Assignor and Assignee as of the day and year first above written.

Signed, sealed and delivered in the presence of:

Witness:

Assignor:

Witness:

Assignee:

STATE OF _____;
: ss. _____
COUNTY OF _____:

I, _____, a duly authorized and acting Notary Public in and for the State of _____, hereby declare: that on this date personally appeared before me _____, to me known to be the individual(s) described in and who executed the within and foregoing document, and acknowledged to me that he signed the same as his free and voluntary act and deed.

WITNESS my hand and official seal this ____ day of _____, 20____.

Notary Public

APSA-V3-01062016

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Glossary

Assessed Value - the value established for property tax purposes.

Assignee - the person to whom an agreement or contract is sold or transferred.

Assignment - the method by which a right or contract is transferred.

Assignor - the person who assigns or transfers an agreement or contract to another.

Bird Dog - someone who identifies a potential good real estate investment opportunity and passes that deal on to another investor for a fee.

Clear Title - a marketable title, one free of clouds and disputed interests.

Closing - The formal meeting where loan documents are signed and funds disbursed. Note, however, that Federal law requires that funds not be disbursed for three business days on certain loans where personal residences serve as the security.

Closing Costs - The expenses which borrowers incur to complete the loan transaction. These costs may include title searches, title insurance, closing fees, recording fees, processing fees and other charges.

Closing Date - the date on which the seller delivers the deed and the buyer pays for the property.

Closing Statement - an accounting of funds from a real estate transaction, also known as a HUD

Contract - an agreement between competent parties to do or not do certain things for consideration.

Contractor - one who contracts to provide specific goods or services.

Convey - to deed or transfer title to another.

Deed - written document, properly signed and delivered, that conveys title to real property.

Due Diligence - The act of carefully reviewing, checking and verifying all of the facts and issues before proceeding. In lending it is, among other things, verification of employment, income and savings; review of the appraisal; credit report; and status of the title.

Down Payment - The portion of the purchase price paid by a buyer to a seller from sources of funds outside of those provided by a lender.

Earnest Money - a deposit made by a purchaser of real estate to show good faith.

Equity - The value of the unencumbered interest in real estate as determined by subtracting the total of the unpaid mortgage balances plus the sum of any current liens against the property from the property's fair market value.

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Escrow - an agreement between two or more parties providing that certain instruments or property be placed with a third party for safekeeping, pending the fulfillment or performance of a specified act or condition.

Escrow Account - An account from which funds can be disbursed only for specified reasons; i.e. the money is held in trust for a specific use. In lending, these accounts are most often used to hold and disburse real estate taxes and hazard insurance premiums which have been paid in advance (usually on a monthly basis) by the borrower.

Estate - the degree, nature, and extent of interest that a person has in real property.

Eviction - legal proceeding by a lessor (landlord) to recover possession of property.

Exchange - under Section 1031 of the IRS Tax Code, like-kind property used in a trade or business or held as an investment can be exchanged tax-free, subject to certain conditions.

Fee Agreement - An agreement between a borrower and a broker which normally specifies the relationship between them and the amount of compensation to the broker.

FRBO - for rent by owner.

FSBO - for sale by owner.

Grantee - the party to whom title to real property is conveyed.

Grantor - the party who gives the deed

Hard Money Loan - A loan that is underwritten with the condition and value of the property as the primary criteria for approval. Secondary issues may include the credit of the borrower, the ability of the borrower to repay the loan and/or the ability of the borrower to manage the property or successfully complete a rehab and sell the property. Owner occupancy, debt ratios and other issues are seldom a factor. Appraisals rather than purchase prices are used to determine value. Cash out purchases are often allowed and are another key benefit. These loans are usually approved within days and are often funded in two weeks or under with times as short as two or three days not uncommon. The cost for the benefits of speed of funding, lax underwriting and other advantages is typically a moderately high interest rate (usually low to mid teens) and high points (usually 5 to 10).

HUD-1 Statement - A form used by a settlement or closing agent itemizing all charges imposed on a borrower and seller in a real estate transaction. This form gives a picture of the closing transaction, and provides each party with a complete list of incoming and outgoing funds. "Buyers" are referred to as "borrowers" on this form even if no loan is involved. The HUD-1 is also known as a "closing sheet" or "settlement form".

Joint Venture - an agreement between two or more persons who invest in a single business or property.

Lien - A claim on a property of another as security for money owed. Examples of types of liens would include judgments, mechanic's liens, mortgages and unpaid taxes.

Mortgage - A lien against real property given by a borrower to a lender as security for money borrowed.

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Probate - The process of establishing the validity of a will before a duly authorized court or person. Once validity is confirmed, the probate court then administers the sale of property as directed by the will or as authorized by the court to settle any financial obligations

Settlement Statement - also known as Closing Statement or HUD-1.

Tax Lien - a debt attached to the property for failing to pay taxes

Terms - conditions and arrangements specified within a contract

Title - evidence of ownership, evidence of lawful possession

Title Insurance - an insurance policy that protects the holder from loss sustained by defects in the title

Title Search - an examination of the public records to determine the ownership and encumbrances affecting real property

Trust - an arrangement whereby property is transferred to a trusted third party trustee by a grantor/trustor, trustee holds the property for the benefit of the beneficiary

Trustee - one who holds property in trust for another to secure performance of an obligation, the neutral party in a trust deed transaction.

Wholesale - to contract a property with the intention of reselling it quickly at a higher price.