

CHEAT SHEET!

The Exact Strategies I Used to Buy 14 Houses in 9 Months!

Ready to Buy Houses in Your Spare Time?

Then read this entire guide - and implement ASAP! You will see results.

This isn't rocket science.

It's social sciences that leverage word of mouth and a little bit of tech to draw sellers to you with ease!

Why Listen to Me on This Topic?

I've collected 19 houses, 19 apartment units and 7 chunks of land bringing me thousands of dollars every month in positive income while living the lazy landlord lifestyle.

I learned how to sift through dozens of potential leads to find qualified motivated sellers who were not living in a house, not behind on payments and not listed on the MLS.

I've been featured on Inman News, Realtor.com, The Lighter Side of Real Estate, hundreds of podcasts, dozens of local tv programs... to be candid, I know my \$hit when it comes to buying houses fast.

Why Talk About Real Estate Investing On Facebook?

This helped me go from no investments, no experience and no residual income to 14 deals in my first year. Well, 9 months really. And you can repeat the success!

Why Buy Houses Now? In This Hot Seller's Market?

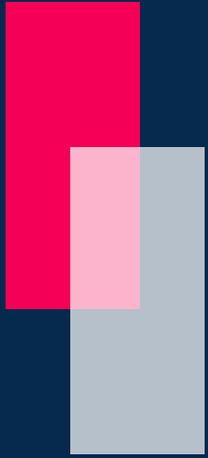
People in your area have houses that they don't want.

Maybe they inherited a house from Mom or Dad and they don't live in that state anymore.
Maybe they are tired of dealing with tenants and toilets.
Maybe they tried listing it but, for many different reasons, it didn't sell.

These people exist in your area and I'm going to help you find them.

Pretty cool, huh?

Oh, and you can make a ton of money by helping people!



Step 1: Creating A Vibe In Your Town

1.1 - Word of Mouth Is Your Best Bet That Brings Motivated Seller's and Off Market Leads to You

When networking from home, at kids events or at the 9-5, you need to let everyone know that you buy houses.

No amount of technology will replace word of mouth. It only amplifies it.

So train your friends and family by explaining your hopes and dreams!

Be aware though. When you start pouring out your heart, they may not be super receptive to this new idea. No problem.

Stay the course. They will come around eventually. (It took my boyfriend/new husband 6 months to accept the fact that I was going to buy houses and be a real landlord.)

1.2 - Repeat Your One-liner

Repeat “I buy houses” so much that not only do your friends and family believe you, but you actually start to feel it’s possibility and probability.

Our brains are crazy little boogers but the more we repeat our new motto, “I buy houses”, then suddenly our brain starts acting like, “Yeah, I buy houses, no big deal!”

Some people call this faking it ‘til you make it.

I call it practice for the future.

1.3 - Catch The Nosey Neighbors

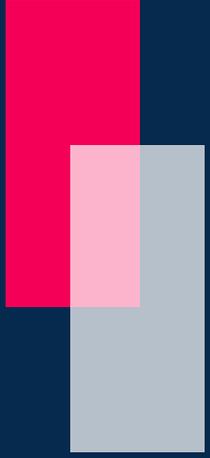
After a few weeks, it will be so natural for you that anyone within earshot will know you buy houses.

That's your first taste of victory. Soon enough, everyone who knows you will be repeating your motto to their other friends and family.

You buy houses! That's the second victory.

You will know this adventure has been successful when they send people to you so you can actually buy houses!

YESSSSS! We have arrived!



Step 2- Facebook is Your (Investing) Friend

2.1 - Let's go virtual

One of the easiest and most rewarding ways to let your friends and family know that you want to be a big fancy real estate investor is by making a public announcement on... drumroll please... Facebook!

Yes, Facebook is one of the most effective marketing strategies available and it's completely free.

I understand some people aren't as loud and proud as I am on Facebook but I promise, once you make the first "I buy houses" post, it is one of the most liberating feelings in your life.

2.2 Tell your story in Pictures

Pictures are worth a thousand words, right?

Well, Facebook has given you three opportunities to prove to people that you buys houses.

“But Whitney... What if I haven’t bought a house before?”

Alright, that’s cool, I get it.

Tell you what. If I could break it down into 3 steps, would you change either your profile picture, header picture or featured picture?

Honestly, it doesn’t matter at this point. Right now, I want you to promise me that if I give you this super easy breezy strategy to buy houses... that you’ll actually DO IT! Promise? Pinky promise?

OK.

Step 1 - Find a house you’d want to buy.

Step 2 - Stand outside and take a selfie with the house in the background.

Step 3 - Make it one of your 3 pictures on Facebook.

Done! That’s it!

Easy enough, right?

2.3 Tell The World That You Buy Houses

Since you've come this far, we might as well finish the job, right?

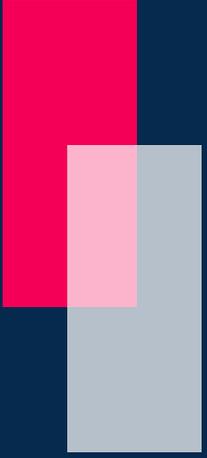
Yes!

OK, in the picture comments, Facebook will say "Tell people about this picture."

OMG! Y'all, Facebook **wants** you to tell people that you buy houses like this one.

Go ahead and tell them to send you a message if they know an empty house is sitting around. Now, we're getting leads offline from our friends and family and we're also getting leads from "friends" online!

It's really THAT easy to get started!



Step 3- Know Your ROI

3.1 Where The Rubber Meets The Road

One of the biggest struggles people have with investing in real estate is :
“Where will I get the best returns?”

Well, that’s going to depend on a few things.

1. What do you consider to be a good return?
2. Where do you want to invest in real estate?

I don’t think there’s a right or wrong way to answer.

Some people want a flat rate of return.

Some want a percentage of the money invested.

Some people want to buy houses in their backyard.

Some people want to invest far away from their home.

Again, I don’t think there’s a right or wrong way to answer. All I can tell you is that I aim for \$300 per month per property and I want to easily and quickly drive by if I feel like checking it out.

If that sounds good to you, great. If you want something different, totally cool.

3.2 Time to Buy These Houses

Alright, now that you have told people online and offline that you buy houses, it's time to actually buy houses!

We can do that 1 of 2 ways.

You get to choose :

1. Spend a whole lot of time, money and energy with expensive mailing campaigns, boring roadside signs and cheesy websites without traffic.
2. We can let the leads come to us.

I'll wait while you consider the options. Let me know when you've decided.

Ready? #2, right?

Yeah, I thought so.

OK, so here's the meat and potatoes, no fluff, sure fire, #1, absolute best ways to find killer deals in any market.

Tell 20 people a day that you buy houses.

Post pics of the houses you want to buy on Facebook.

Seriously.

I have used the power of gossip (original word of mouth) and Facebook (new word of mouth) to buy, rent, sell, lease option, auction and flip 54 deals in the past 3 years.

3.3 Taking It Up A Notch

One of the most effective tools in my toolbelt is this ugly, dinky button that I wear everyday.

This button has opened the door (literally) to hundreds of conversations with sellers.

It is cheesy.

It is weird.

But it works!

And it makes my job so EASY! The button does all the work by breaking the ice with strangers.

I've gotten leads at the grocery store, bank, ball game and at the sellers' house!

When you wear this button, people are more than happy to walk up to you and confess their real estate sins. All you have to do is listen, go see their house and make an offer.

Boom.



3.4 A Horse Of Another Color

Facebook is a different monster when you look at it as a lead source. You don't want to be the person who is always using it for spammy business posts. No one wants to be that guy.

So, here's how we will get around the sleaziness and into the profits.

1. Tell a story. A real story from your life. Emphasis on real estate. For example : An afternoon trip to Sonic morphs into a Driving for Dollars adventure with the kids.
2. Post a picture. Again! What good is a story book without pictures? This is where snapping a selfie of you and the kids becomes a lead generation tool. Please, be parked when you get this memory. Safety first!
3. Actually drive around new areas or parts of town you usually don't visit. Make it into a game. Explain to the kids what it means to you, the family and the future for you to start buying houses.
4. Kids are smart and they say the darndest things. So when they have an epiphany or find a house, guess what you should do with that little nugget. Take a picture and post it as another story!

Expert Nugget: Real estate is not complicated.

As I've shown you here, it's a lot easier to get started than gurus, agents and banks want you to know, see and believe.

Kinda weird, I know. Years of marketing has lead you to a place in your life now where you accept 30 years mortgages as normal. TV shows have shown you the glamorous side of flipping and made it look super fun. That's ok! It is! It's also really stressful.

3.4 Top Secret Information- Proceed With Caution

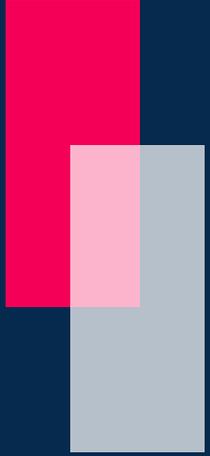
I'm going to let you in on some top secret information that agents don't want you to know about....

There are people in your town buying houses today without a mortgage broker, real estate agent or other "Professional Real Estate Person" involved.

Sellers are selling houses without using the MLS and Buyers are buying deals directly from those sellers.

I know because I'm one of the people in my town bucking the system and buying as many houses as I want to deal with. And you can start to buy these houses, help these sellers and make boatloads of money at the same time.

Expert Nugget: Did you know that most conventional real estate transactions closed with a bank and utilizing real estate agents contain 7% to 12% fluff...sometimes more. This fluff covers agent commissions, origination fees, appraisal fees, flood certifications, and other non essential items. I don't pay these fees in my transactions and I don't want you to either.



Step 4:

Buy Houses

On Purpose

4.1 They're in my pipeline, now what?

Now that you've got people calling you, sharing your posts and sending you messages about their real estate trouble... well, now you need to turn those leads into deals and those deals into passive income.

Your friends and family have been helping you promote the good news about buying houses.

But they won't send you leads forever if you don't follow up on those leads.

4.2 Beginner's Luck Is A Powerful Tool

Leads are just the beginning of your real estate investing journey. We need to get in touch with these sellers, find out about the property, find out what might be wrong with the property and find out how motivated the seller is to make a deal happen. A few questions you need to ask:

- Do you owe anything on this property?- We're trying to find out if they own it free and clear... or if they have a lot of equity built up in it... or if they are upside down and owe more than it's worth.
- Does it need any repairs?- Houses that need updates are easier buy at a low price or buy with creative financing. New builds or recently flipped houses will probably go to a pre-qualified, regular buyer and we don't want to waste our time.
- Why are you selling it?- This question is the KEY to your success. This is their opportunity to tell you the story behind selling the house. This is the most important question we ask and the answer will let us know if it's worth setting up an appointment or not.
- When would you like to sell it?- I love this question because it's a financial indicator of how motivated they are to get rid of it. It also lets me know if they are living there, which is one of my deal breakers.

After we've gone through these questions, we should have a good idea about the seller's situation in regards to this particular house.

Expert Nugget: You should spend at least 80% of your time listening to sellers and less than 20% talking. You need to let them explain their pain point and why they want to sell. Lots of times it is about money....but plenty of times it is not. Don't overpay by throwing out offers and flapping your jaws. Let them lead the conversation and steer it right where you need it to go.

Of course, I can't cover everything in this little cheat sheet.

I'd love the chance to teach you all about these tactics so your house buying adventure will THRIVE and your income streams will FLOW!

Real estate investing is here to stay. It isn't a fad. It also isn't a get rich quick overnight type of plan. People just like me and you have been buying houses and making monthly income for decades- no scratch that, CENTURIES. It's high time you start collecting a piece of the rental market.

With this guide you know how to attract leads on autopilot. But once you get those leads- it's a whole new set of challenges to turn it into a deal for you, the seller and your buyer.

Would you like to see my top strategies to get started in real estate investing even faster?

I've got a couple things that can help! A few books that guide you through the basics, the lead sheets to help you turn those conversations into serious transactions, and a couple of those funky "I Buy Houses" buttons that start the conversations for you and open the door to big opportunities!

There is no better time than right now to buy houses to increase your monthly income, establish generational wealth and maybe even leave your 9-5 years before you'd planned on retiring.

All of it is possible and I'm happy to guide you through this path- do it right the first time and accelerate your success by skipping all the rookie mistakes I made at first!

Grab the books, the lead sheets, and the magic buttons by clicking here and ordering yours today.

Then you can get started buying houses easier, creating a new stream of income and getting your deals done fast EVEN if you've never done a real estate deal before.

Another myth I need to bust - you don't need a ton of money, connections, or knowledge to get started. You just need to take strategic action and keep it stupid simple. Sound good?

Then let's get you started here so you can add a new income stream! Woohoo!!