

WEEK THREE NOTES AND ACTION ITEMS

- How to use active and passive strategies to build a buyer's list:
 - Build an email list (Constant Contact, Mailchimp, Excel, Google Sheets)
 - Why, what and how
 - Refresher
 - Assignment contracts
 - Wholesaling
 - Pros and cons
 - WHY do investors buy from wholesaling?
 - Focus on fact that you're providing a service.
 - Investors need houses
 - Concept of supply chain
 - Money must make sense for them
 - WHAT
 - Packaging and promoting your properties
 - Property Overview Package (POP)
 - Full story about property
 - Offer to your audience/database
 - More work done on it, more money will be made
 - Video
 - Wide angle lens
 - Talk throughout
 - Pictures
 - Take as many as you can
 - Things to take pictures of
 - Rooms
 - Appliances
 - Material defects
 - In/outside of mechanical systems
 - Electricity and gas going into house
 - Put in Google Drive and send out
 - Contract Terms/Conditions
 - Be clear
 - Offer types
 - Subject to's
 - Be clear
 - Bank or hard money financing
 - No conventional loans
 - Research mortgage balance, monthly debts, HOAs, etc

- Comps
 - What it's worth
 - Estimated repair costs
 - Nothing below \$10/foot
 - Specs
 - Bed/bath
 - Garage/carport
 - Square footage
 - Conversions
 - Look at market and base decisions on what's happened recently w/ comparable properties.
- Property description/overview
 - Use your words.
 - Tell people what you would do.
 - Do work 1st time so house doesn't become "tainted."
- HOW
 - Create email
 - Build email list
 - Do not buy a list
 - Facebook groups
 - MailChimp
 - Free up to 2K contacts
 - Forms
 - Url to join list
 - Post form link on social media
 - Instagram
 - Follow relevant hashtags
 - End of foreclosure auction – gather names
 - Keep active conversations going
- Negotiated price, sign contract
 - Don't collect more than making
 - Don't get check for more than what's normally in bank account
 - Lower deposit amount or have paid to title company
- To do
 - Create accounts
 - Get good digital camera or smart phone
 - Business cards
 - Vistaprint
 - Logo
 - 99designs.com
 - Fiverr.com

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PRESENTS

Fl↑pThat
CONTRACT

- Pocket notebook or organizer
- Facebook business page