

Big Bucks Bird-Dogging



rei

bird-dog

How to effectively find properties that Real Estate Investors will pay you big bucks to find for them.

Real Estate Investing

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Introduction

It is often said that Real Estate is the basis of all wealth. To be a successful private investor has been the dream of many people over the years.

We see the infomercials on television showing big yachts, beautiful homes, sometimes even a private jet and always smiling people toasting each other with a glass of wine.

Who wouldn't want to be part of the 'financially secure'?

It's nice to work at your leisure, set your own schedule, work at home to be around your loved ones and make as much money as you care to.

So...why have so many of us failed?

You might have bought one course or many more.

You obviously have been on the Internet and watched the many posts on various message boards.

You have read the dilemmas of the confused.

Are you one of the many dreamers that have fallen into 'information overload', where you have been given more information and directions than you can possible decipher?

If so, then I have an easier way to slide into a career in the real estate investing (REI) industry.

Your big dreams can come true by starting out as a bird-dog.

John \$Cash\$ Locke
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Real estate investing is something that you really want to do! Bird-dogging should be a credibility builder for you, but shouldn't be your overall goal.

The full picture is being an independent real estate investor – buying and selling to put bigger bucks in the bank. After all, the purpose of any career is to make money.

You have this e-book in your hands because you think it can help you get closer to those dreams – more money and more personal satisfaction.

All over the world people are actively pursuing private real estate investments.

No matter where you live now or choose to live in the future, you will notice bandit signs on telephone poles, billboards, signs on bus benches or ads in the paper that say “I Buy Houses”.

By contacting real estate investors that advertise locally, by logging onto the investing (REI) web sites or joining a local active real estate club you can start a career as a bird-dog.

Investors that are active in clubs and posting online are usually willing to exchange challenges, problems, solutions and referrals.

Sign contracts with as many investors that are willing to work with you - or as many as you care to work for.

Real estate investing fortunately is a year round career. The bird-dog can start as soon as the contracts are signed by each private investor you care to work with.

Each investor will specialize in one or more areas, which will require different types of investing methods, such as, rehabs, subject to, foreclosure, etc.

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The following is a list of questions that you would ask an investor to help you in your marketing effort.

- What service could I offer that would be most beneficial to you?

You are trying to find out if there are certain things the investor feels are important to him.

- What type of properties are you looking for?

Single Family Houses, Duplexes, Four Plexes, Apartment Complexes, and Commercial Properties. Have them be specific. Do they want fixer uppers, beautiful houses or unattractive houses, new or older, etc.?

- Are you looking for a specific area of town?

Remember the most important decision in buying real estate ... location ...location... location.

Your sales effort should be directed towards the owners of the property.

You would place the “buy ads” and have the potential sellers calling you.

You screen the callers and set up the appointment for your various investors.

In time, as you learn how to research the properties for title or lien information, your services become more valuable.

Because you are not signing any paperwork with the seller, you are not holding any liability for the property.

About the Author John \$Cash\$ Locke



John \$Cash\$ Locke is a dynamic and informative speaker and teacher. He has developed his own method of creative real estate investing and operated an extremely profitable business in investing for both himself and his students across the country since 1995.

John is show here at his December 2002, workshop.

John has written a very successful and simplified training manual, which explains his method of investing entitled – Subject To “that’s what I do.”

John has two websites for new and experienced investors to help solve problems and create profits for members.

www.cashnowusa.com is John’s main web site.

www.subto.net is a password protected members only site for those having purchased his manual.

John holds 3 day workshops throughout the year in Las Vegas, Nevada, for people who are interested in fine tuning their skills in the Subject To method.

John’s formal background is in advertising, marketing, sales and public relations. He had been involved in the ownership and operation of a number of television and radio stations throughout the United States.

Being heavily involved in the advertising and marketing arena has proven invaluable in helping direct other prospective investors in their own endeavors.

He has applied his knowledge to the creative real estate market. Remember, knowledge alone is not the answer; you must apply and take action with your knowledge.

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He says that real estate investing has proven to be far more rewarding than other ventures because it allows more freedom to enjoy life, set his own schedule while at the same time does not limit his earning potential.

E-mail John at: cashnowusa@msn.com

Snail Mail: Cash Now
4754 E. Flamingo Road #537
Las Vegas, NV 89121

What Is A REI Bird-Dog?

A bird-dog, so aptly named, goes out and finds his prey, brings it back to its owners, then receives praise for a job well done. Now it's up to the owner to pluck it, cook it, serve it and take care of the clean up.

In private real estate investing the person called a 'bird-dog' will track down prospective real estate purchases for more advanced (experienced) private investors.

This allows the novice to get in on the first stage and become an apprentice under an experienced teacher – or teachers, as there are many different areas in which investors prefer to specialize.

Being a bird-dog has neither age restrictions nor education requirements and doesn't require a license from any town, city or state. There is no personal contact with the seller – strictly phone contact. The seller calls you in the majority of occasions. The phone script will guide you.

Why would an experienced investor want a bird-dog to share in his profits?

The bird dog offers a valuable service by relieving the investor of a time consuming job.

Nobody in this business is so good at it, that he can't use help and will pay whatever it is worth to get it.

Consider yourself as an independent contractor and sign a contract as such.

Of course, you don't get paid until the sale is completed, because it is a cost of sale to the investor not an investment.

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Be certain that the investor knows that you set the appointment so you can get the credit.

Log every call.

You can also send sellers directly to the investor (add to your call log) to interview on the phone and set his own appointment. Don't forget to ask for referrals from every seller you speak to— the neighbor might need help also.

Work from your home. A cell phone is necessary because people want to talk to another human not a recorder or they'll call the next ad/investor.

Call forward your calls from your home phone to your cell if you leave your house. Be certain to always have a yellow pad and pen available to take notes and a list of questions to ask until you are accustomed to the script.

Most calls come during the daylight hours after people have had a chance to read the morning paper. However, don't be surprised at the evening call after people have gotten off work.

In my experience, for some odd reason, Tuesday was the day most sellers would call on my "I Buy Houses" ad.

Have constant contact with your real estate investors to be aware of his or her schedule to be certain the appointment you set can be met. Also tell the seller that there might be a slight change in the time, but assure them that they will be notified immediately if that happens.

Be certain that all the owners will be there (whoever is on the Deed) for the appointment.

You are not representing yourself as the buyers so use "we, us and they", not "I" when talking to the seller.

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My first experience with a bird-dog was in the winter of 1995; this is when I found out how valuable the bird-dog is to an investor. My wife and I planned a Christmas vacation to visit her relatives in Florida for three weeks.

A neighbor of mine had just lost his job in an executive position with a nationally known company. He approached me and asked, “I see you have many toys, motor homes, boats, exotic automobiles, and you spend most of your time at home. What business are you in?”

I truthfully didn’t know how to answer this question, so I said, “I buy and sell houses, only I am not a Realtor.” We talked for a while and he left.

About two weeks later he came over to my house and said he wanted to talk. He explained that he was losing his job paying about \$150,000.00 per year. He was at an age where he would have trouble finding a position making the kind of money he was used to making.

He said he was thinking about buying a Lube & Tune business with his severance pay, which was over \$100,000.00. I asked him, “Why do you want to buy a job?” Then he point blank said, “I want to learn what you do to make a living. Would you teach me?”

Well, I did not need a partner. I thought for a moment and said, “you will have to start as a bird-dog for me. If you can cut it in this position, then I will train you to become a private real estate investor.”

I gave him the prerequisites of what I look for in my properties; designed his advertising and gave him the methods of finding “Anxious Sellers”. My new bird-dog found around 5 properties for me to look at when I returned from vacation. They all met the criteria I wanted in a Subject To deal. It was a good month for both of us.

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He caught on very quickly. So I took the time to train him as a private investor (for a price). He is worth well over a million dollars today and probably would never have to buy or sell another house.

Goal Setting

Like everything else in life, it's easiest to achieve goals if we set goals first.

How much do you want to earn each week, month or year? How hard do you want to work?

The charm of being a bird-dog is that you can work at your leisure. You can have your spouse help out during the time you hold a full or part time job while learning the real estate investing business.

This is a numbers business. The larger number of potential sellers you reach, the higher number of deals your experienced investors will close.

Starting out, most bird-dogs can expect a minimum of \$500.00 per closed deal for simply setting the appointment. Money well earned and well spent for the investor.

You will be placing ads and answering calls from sellers. As time progresses you will learn to check the property for ownership and encumbrances, which is another subject altogether.

The more you do for your investor, the more you deserve in compensation for your work.

Over time, you will have gained experience working and dealing with a variety of investors specializing in their own fields. Then you will have a better idea in which field you prefer to specialize.

Once you have mastered advertising, marketing and setting appointments, you are well on your way to becoming a private investor. Now you can sell the house and make a zillion dollars in 30 days, just like on TV.

Different Strokes For Different Folks

As I said earlier, there are many specialty areas of investing.

Subject To Investing:

There are investors that buy houses ‘subject to’ the existing mortgage loan staying in place, then resell under Land Contract, Contract for Deed or even do a Lease Option.

For example Mr. Jones has a house on Easy Street being financed by The Big Bank.

He needs to sell immediately because he just got a job promotion and transfer; but, for whatever reason, his house did not sell the conventional way using a Realtor.

Mr. Cash, a private real estate investor, comes along and offers Mr. Jones “X” amount of dollars for the equity in his house.

Mr. Cash and Mr. Jones strike a deal; Mr. Cash pays Mr. Jones for his equity. Remember, the loan is staying in place. More simply, Mr. Cash is using Mr. Jones’ loan to finance the property.

Mr. Cash then sells the property to Mr. Smith using a Contract for Deed. Mr. Smith, who is purchasing the property with No Qualifying, pays a premium: higher interest rate and higher price on the property for the privilege.

I personally have bought and sold over 500+ properties using the Subject To method. So there is definitely a market and bird-dog fee from this type of investor.

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I purchased the equity (\$8K) in this townhouse for \$10.00 using the Subject to method. No, this is not a misprint-that's right – ten dollars.

This was a great deal for me and for the person who was bird-dogging for me.

Rehab Investing:

There are investors who purchase houses that are in less than desirable condition.

This type of investor rehabs (remodels or fixes the properties), then resells them for a profit.

Many prospective buyers cannot see through the problems or conditions of a house that is not new or needs to be rehabbed.

If this house is in a good market area, close to schools and shopping, this method of investing can be very lucrative.

Normally you will find a house that needs rehab work in the older areas of your city.

However, there are newer houses that have not been taken care of that still need rehab work.

Professional rehab investors normally have construction crews that they use to complete the work required in the shortest period of time.

Rehabbers may also have three or four projects going on at the same time, giving more opportunity for the bird-dog.

Before I became involved in the Subject To method of investing, my wife and I would purchase a rehab house. We picked an area of town we liked that had an excellent location and good schools.

We lived in the house while remodeling. However, it would take us about one year to complete the work. We sold the houses we rehabbed in less than one weeks time for a substantial profit.

Foreclosure Investing:

Foreclosure investors will work within 3 main areas:

- Pre-foreclosure – the Notice of Default (NOD) has been issued but there is still time to remove or rescue the property from default before auction. At this point you are still working with the seller.
- Auction sales – the default was not cured (loan not caught up) and now the property is sold at a Trustee Sale. This is where the house is sold on the courthouse steps to satisfy the loan.
- Sales from the “Bank” – after the Trustee Sale. This is known as a REO property. This is where the investor deals directly with the lending institution or their representative.

Wholesale Investing:

Wholesale investors usually purchase single-family houses or 1-4 unit duplexes.

They use the buy low, sell high strategy for cash.

Other Investing:

Multi-unit investors purchase apartment complexes and multi-family houses for rentals.

Commercial investors purchase office and retail centers for rental, lease and resell.

Marketing

Marketing is selling. This may surprise you but it is the truth. As such, your marketing efforts need to go hand-in-hand with your selling efforts.

You must consider them as one. Then your labors will be as rewarding as you want them to be.

Any experienced instructor in marketing will tell you that you must apply your marketing knowledge out in the trenches.

What I will do is show you some proven methods that have worked for my students and me.

We, as investors, are looking for ‘Anxious Sellers.’ Why use this word? Most of the time you will hear the word ‘Motivated Seller’ which I believe is a misnomer for the person you should be looking for.

What is the make up of an “Anxious Seller?” Troubled, concerned, bothered, worried, disturbed, distressed, and uneasy that his house hasn’t sold or he has to sell his house now. These are some of the reasons for this anxiety:

- Transferred
- Divorced
- Behind in Payments
- 2 House Payments
- Loss of Job
- Just Wants Out
- Bad Experience With A Realtor
- Curiosity
- Couldn’t Sell With A Realtor
- Separating

The best and fastest way to spot an opportunity is to look for a problem.

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Which person or company knows who needs to sell and is in trouble:

- Barber or Beautician
- Postal Delivery Person
- Pool Cleaner or Yard Man
- Dog Groomer
- Bankruptcy Attorney
- Finance Companies
- Credit Unions
- Bank Tellers
- Auto Repairmen
- Pawn Shops
- Check Cashing Service
- Auto Title Loan
- Doctors
- Bail Bondsman
- RV Parks
- Laundromats

Leave your business cards in all these places.

Keep a list of all your contacts.

You can give these people \$25.00 for setting up a contact which pans out – pennies out of your pocket compared to what you make off a deal.

Stay in touch with all your contacts by personal visits or hello cards – don't let them forget you. You've planted the seeds, water them and watch them grow.

You will be marketing your product, which is a service.

To promote your product you want a 'direct response' ad, which invites people to call you.

To find HUD Houses: www.hud.org

To find VA Houses: www.homeloans.va.gov/homes.htm

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Tax sales can be found at your local County Assessor or Tax Office.

To find Estate Sales, contact probate attorneys.

Bankruptcy Attorneys are an outstanding source of leads. You can provide a valuable service for their clients. A bankrupt person can reestablish his credit usually after two to three years, whereas creditors frown upon a person with a house foreclosure for a much longer period of time.

Advertising

Despite your budget for advertising, your words must be effective or the money is wasted.

You must give the reader a good reason to act.

House owners are exposed a lot of advertising on a daily basis; you need to draw their attention before your ad/post card, etc, is lost or passed by.

Making your ads good is a challenge, but not impossible – put thought into what your sellers’ needs are.

Make your message clear and not cluttered; be creative.

I will give you examples that you may copy, add to or change to fit your needs.

First let’s look at the five keys to make your advertising work.

✓ **Imaginative** Your advertising message is delivered in a clean, novel way.

✓ **Forceful** The headline, copy or graphics grabs their attention and almost jerks their head off.

✓ **Impressive** The seller or investor will remember you above all others.

✓ **Understandable** The message should be short, snappy and easy to identify with.

✓ **Helpful** This gives the person reading it a reason to call you.

I find the following statements made by one of the greats in advertising, David Ogilvy, to be very true.

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- “On the average five times as many people read the headline as the body copy. When you have written your headline, you have spent 80 cents out of your dollar.”
- “Never write an advertisement you wouldn’t want your own family to read. You wouldn’t tell lies to your own wife. Don’t tell lies to mine.”
- “Every word in the copy must count.”
- “We sell or else.”
- “Advertise what is unique.”

Representation is what you project to your sellers and investors, such as fast, friendly and confidential service.

I have stated many times that when advertising a home for sale use the personality of the home. If you believe your service is above and beyond your competitions’, then you must find a creative way to demonstrate it to your clients.

Is it convenient for your clients to get a hold of you? Are you accessible 24/7 when you are needed? My cell phone is on 24/7; if any student of mine doing Subject To deals needs me at any time, I will be there for them.

The way you service your investors and sellers is the way you will be judged. If you fall down in this area it will soon become apparent to people in your marketing area. This can destroy your business if left unattended or lacking. Service is one of the most important areas to concentrate on in your overall efforts.

Distinctiveness is a way to attract sellers and investors. You will need to offer something they cannot get elsewhere. Be different only with solid business ideas and common sense.

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Value, or what you offer for the price you charge, will be determined by what you have to offer your investor.

You don't want to over spend in setting an advertising budget, but you can't skimp either.

I ran my newspaper ads everyday of the week in the main newspaper. Examples will be shown later in this e-book.

Do not over look a military base paper in your area. They have very inexpensive rates, but well worth every dollar spent.

I did a lot of business at Nellis Air Force Base in Nevada. I had continual referrals with a small ad in the base paper.

Newspaper ads do not have to be large to be effective, but must contain the right wording.

If you want to be the Big Bird-Dog on the block, you must be ambitious and spend more money to get started.

Cost out specials that your newspaper may offer. Be certain to set aside an advertising budget up front. Check with your local printer for prices on mailers/postcards.

Get family members to hang fliers on doorknobs in the area the investor is interested in.

If you find a neighborhood with For Sale By Owner (FSBO) signs out in front of a house, place door hangers on the front door knob (Caution - not in the mailbox; no stamp, no mail.)

The best rates and great service I have found for direct mail post cards are with Uncle Sam at www.usps.com they can do it all, check this one out.

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**INDEPENDENT CONTRACTOR AGREEMENT
NON-EMPLOYEE COMPENSATION**

This AGREEMENT made this ____ day of _____, 20__.

BETWEEN: _____ hereinafter referred to as the "COMPANY" having its principal place of business at: _____; AND: _____ hereinafter referred to as the "INDEPENDENT CONTRACTOR" of _____.

1. The "COMPANY" hereby contracts for services by the "INDEPENDENT CONTRACTOR".
2. The "INDEPENDENT CONTRACTOR" is in the business of: _____
3. The "INDEPENDENT CONTRACTOR" shall be compensated as follows: _____

4. The "INDEPENDENT CONTRACTOR" shall be responsible for own expenses.
5. The "INDEPENDENT CONTRACTOR" will not, at any time, either himself/herself or through, or with the aid or assistance of others, take, misappropriate or misuse any "COMPANY" equipment or supplies or misrepresent the "COMPANY" for or in any transaction.
6. This Agreement shall terminate immediately on the occurrence of any of the following events:
 - (a) The written termination of either party to the other
 - (b) The closing of either business of the "COMPANY" or "INDEPENDENT CONTRACTOR"
 - (c) Non-performance of the terms of this AgreementIn the event of the termination of this Agreement, the "INDEPENDENT CONTRACTOR" shall be entitled to the compensation earned prior to the date of termination as provided for in this agreement. The "INDEPENDENT CONTRACTOR" shall be entitled to no further compensation as of the date of termination.
7. All parties of this Agreement agree to be bound by the decision of an Arbitrator, chosen by both parties, should any claim, conflict or controversy arising out of or relating to this agreement.
8. The "INDEPENDENT CONTRACTOR" is a business contracted to perform _____ and is NOT an employee of the "COMPANY". The "INDEPENDENT CONTRACTOR" specifically waives coverage for Workman's Compensation, including State Industrial Insurance System (SIIS) Benefits. The "COMPANY" shall not be responsible for the withholding of any taxes, including but not limited to Income Tax, Social Security, F.I.C.A., State and Federal Employment Security taxes, and the "INDEPENDENT CONTRACTOR" shall be responsible for the payment of all taxes.
9. This Agreement shall be governed by and construed in accordance with the laws of the State of _____.

Executed at _____ County, State of _____ on the day and year first above written

CONTRACTING COMPANY

INDEPENDENT CONTRACTOR

"PLEASE DO NOT USE THIS FORM WITHOUT FIRST CONSULTING WITH A QUALIFIED ATTORNEY."
It is best to have a professional review your paperwork to make certain it conforms to your State Statutes.

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(EXAMPLE)
INDEPENDENT CONTRACTOR AGREEMENT
NON-EMPLOYEE COMPENSATION

This AGREEMENT made this 25th day of December, 2002.

BETWEEN: The Investors name or company name hereinafter referred to as the "COMPANY" having its principal place of business at: 1234 Main St. Las Vegas, NV 89000 ; AND: Your name hereinafter referred to as the "INDEPENDENT CONTRACTOR" of Your address.

1. The "COMPANY" hereby contracts for services by the "INDEPENDENT CONTRACTOR".
2. The "INDEPENDENT CONTRACTOR" is in the business of: Finding houses for investors
3. The "INDEPENDENT CONTRACTOR" shall be compensated as follows: Ten (10%) percent of the resale down payment with a minimum of \$500.00 per transaction.
4. The "INDEPENDENT CONTRACTOR" shall be responsible for own expenses.
5. The "INDEPENDENT CONTRACTOR" will not, at any time, either himself/herself or through, or with the aid or assistance of others, take, misappropriate or misuse any "COMPANY" equipment or supplies or misrepresent the "COMPANY" for or in any transaction.
6. This Agreement shall terminate immediately on the occurrence of any of the following events:
 - (a) The written termination of either party to the other
 - (b) The closing of either business of the "COMPANY" or "INDEPENDENT CONTRACTOR"
 - (c) Non-performance of the terms of this AgreementIn the event of the termination of this Agreement, the "INDEPENDENT CONTRACTOR" shall be entitled to the compensation earned prior to the date of termination as provided for in this agreement. The "INDEPENDENT CONTRACTOR" shall be entitled to no further compensation as of the date of termination.
7. All parties of this Agreement agree to be bound by the decision of an Arbitrator, chosen by both parties, should any claim, conflict or controversy arising out of or relating to this agreement.
8. The "INDEPENDENT CONTRACTOR" is a business contracted to perform the marketing for sellers and buyers of houses and is NOT an employee of the "COMPANY". The "INDEPENDENT CONTRACTOR" specifically waives coverage for Workman's Compensation, including State Industrial Insurance System (SIIS) Benefits. The "COMPANY" shall not be responsible for the withholding of any taxes, including but not limited to Income Tax, Social Security, F.I.C.A., State and Federal Employment Security taxes, and the "INDEPENDENT CONTRACTOR" shall be responsible for the payment of all taxes.
9. This Agreement shall be governed by and construed in accordance with the laws of the State of Your State.

Executed at Your County County, State of Your State on the day and year first above written.

Investor sign
CONTRACTING COMPANY

You sign
INDEPENDENT CONTRACTOR

"PLEASE DO NOT USE THIS FORM WITHOUT FIRST CONSULTING WITH A QUALIFIED ATTORNEY."
It is best to have a professional review your paperwork to make certain it conforms to your State Statutes.

Phone Presentation

Now, your advertising works and calls start to come in – What to ask the prospective seller.

House owner calls you in response to your ad, mailing, sign or referral.

(You) **“Hello. This is Jimmy B. Dog.”**

(Seller) **“I have a house for sale; can you tell me how this works?”**

If they do not give you their name say.

(You) **“Well, (slight hesitation) your first name is?”** (Let’s say it is Joe.)

“Joe, Basically, my buyer or buyers come out and look at your house and make an offer, if it fits into their program. I am not a Realtor and charge no fees or commissions for my service to help you. But, tell me a little about your house.”

Joe tells you about his house.

Let the party on the phone give you as much information as possible before asking any questions. If the seller is not specific or information doesn’t flow easily, prompt them with these basic questions.

- Address and area of town?
- Phone number?
- Age of house?
- Square footage of house?
- Number of bedrooms and bathrooms?
- Space Rent for Mobile Home?
- Homeowner Association fees?
- Schools close by – Parks – Shopping?
- Do you have the paperwork on the house?

- Do you have a pool or spa?

(You) **“My buyers have contacts in the lending industry, some of these lenders discount for cash, would you please tell me who your lender is.”**

Note

This is where you find out information that a seller may not normally tell an investor.

(You) **“I think my buyer works with your lender, what is a ball park balance of your loan and monthly payment?”**

After you have received as much information as possible say, **“My buyer will need to see your house and paperwork. What is the best time to meet with the owners?”**

Arrange date and time to view the house and interview the owners. **“Okay, I have your address as _____. What is the best way to get to your house?”**

Note

I use Microsoft Streets and Trips to find locations of houses. You can print out a map showing the property’s location for your investor. The reason for asking directions to the house is to make sure there are no surprises in trying to find the house.

I remember back a few years ago when I was training a new salesperson for a major educational facility that required in-house sales, so house directions were very important.

We were working the boondocks in Tennessee. I was not paying attention to where my trainee was driving to, but I felt we were traveling farther than we should have been or at least it seemed so.

I asked the trainee if we were about there yet? The trainee replied, “No, we have not come to where the old red barn used to be. That’s where I am suppose to turn.”

Get good directions. Are you still thinking about this one or did you get it?

(You) “I know this is important to you, so don’t worry, I’ll definitely have my buyer there for you. They will be looking forward to meeting you on (DAY) at (TIME), Good bye”.

DO NOT be overly chummy, and never rude.

Note

Use your buyer’s name when possible in setting the appointment.

Make sure that all the house owners are there for your investor (anyone that is on the Deed to the house). They are the decision makers.

Use “house,” when buying. Use “home”, when selling.

REVIEW OF WHY PEOPLE CALL YOU:

- Behind in payments
- Bad experience with a Realtor
- Couldn’t sell with Realtor
- Just want out, Transferred
- Want to leave town
- Curiosity
- Divorce- Separating
- Two houses with two payments

The seller will tell you everything, sometimes things you don’t want to hear. You must determine the seller’s needs.

The more you know, the better your investor can negotiate during the face-to-face meeting with the sellers. Listen and take notes.

YOUR JOB ON THE PHONE IS TO SET THE APPOINTMENT:

The people that call you have already shown urgency.

WHAT HAPPENS TO SELLERS WHEN YOU HANG UP?

- Anxious to meet with your investor, excited.
- You might be the answer to their needs.
- Gets paper work together.

IF THE SELLER WANTS YOUR INVESTOR THERE NOW...

Call your investor on your cell or landline phone while the seller is still on the phone.

Fill out the Property Information Sheet with as much information you can about the owner and the property.

Property Information Sheet

See next page.

Property Information Sheet

Owner(s) _____			
Site _____		Phone _____	
City _____		State _____ Zip _____	
1 st Loan \$ _____	2 nd Loan \$ _____	Total _____	Lien(s) _____
1 st Mo Pay \$ _____	2 nd Mo Pay \$ _____	Total _____	Assoc Fee \$ _____
1 st Mortgage Co _____		2 nd Mortgage Co _____	
Address _____		Address _____	
Telephone _____	Loan # _____	Telephone _____	Loan # _____

Schools – Elementary _____ Jr. Hi _____ Hi _____

Year Built _____ Square Feet _____ Lot Size _____ Bedrooms _____ Bathrooms _____

Stories _____ Garage _____ Carport _____ Patio _____ Out Bldg _____ Fireplace _____ Counter Top _____

Landscape _____ Sprinklers _____ Structure _____ Roof _____ Flooring _____ Ceiling _____ Pool _____

Spa _____ Gas _____ Electric _____ Water _____ Sewer _____ Septic _____ Heating _____ Cooling _____

Appliances: GD _____ DW _____ REF _____ WSH _____ DRY _____ MW _____ WSOFT _____ RO _____ BBQ _____

Window Coverings _____ Fencing _____ Ceiling Fans _____

Information seller responds with that will help your buyer.

Directions:

Direct Mail Postcards

Like your business card, your post cards have to have an instant appeal. As I said earlier, people are regularly bombarded with mail and advertisements.

Though they are more likely to glance at a post card than read an advertising letter, you have only a few seconds to catch their attention. Do you have something they need?

Here color is important, (I like green for GO or since my middle name is \$Cash\$ the color of money).

Hit their need up front with a punch line to catch the interest in their continuing to read the post card. They can hold onto it for future reference.

Your post card is representing you in front of a potential seller. You aren't there to impress them in person so your direct mailing must do it for you.

The following cards are representative of what the design of your card should look like, or you can use either one of mine for your direct mail campaign.

NOT A REALTOR

Here is what my buyers offer...

- Fast, Friendly Confidential Service.
- Move when you are ready.
- They have your house cleaned after you leave.
- Need to get out? They are problems solvers.
- No more showings to strangers.
- No Fees or Commissions paid by you for my service.

Money Today

**MY BUYERS CAN
HAVE YOUR
MONEY IN
48 HOURS
FOR YOUR HOUSE**

**I have the contacts and I am
a REI Bird-Dog.**

Call John Now!

555-1234

For Cash

Not A Realtor

**We have buyers:
Our buyer needs...**

A single family house.

He needs one today...

**and in as little as 48 hours
you can have your cash.**

- I find houses for local investors.
- No Fees or Commissions paid by you for my service.
- Why use me?
- I have the contacts.
- I am a REI Bird-Dog.
- I am available 24/7.
- Fast, Friendly Confidential Service.
- **Start packing now!**

"Anxious House Sellers Wanted"

Call John Now!

555-1234

For Cash

John \$Cash\$ Locke
Big Bucks Bird-Dogging

Business Cards

Business cards are often the first contact for you and your business. Your card needs to communicate the information a prospect needs to know and how to contact you easily.

Business cards should be printed on #65 cover stock. Don't let the design on your card get too close to the edge of the card.

Most business cards are dull.

Your card must make a powerful, positive and personal impression in order for your card to be pulled out of the pile when you or your services are needed.

Color always helps. It is more expensive, but well worth it in my opinion.



To get started, you can design your own card and use the over the counter sheet of business cards to print on your color printer.

I do not recommend you use your corporate or company name on your cards. It is better to be an individual when advertising for the sellers or investors. This gives you the personal touch.

News Print Advertising

I Have Buyers 4 Houses!
REI Bird-Dog Ask Me.
Call John 555-1234

I Have Buyers 4 Houses!
REI Bird-Dog Ask Me.
Not a Realtor!
Call John 555-1234

John \$Cash\$ Locke
Big Bucks Bird-Dogging

Wednesday's and Sundays are the most read days for newspapers. If your budget is small then advertise on these two days or Sunday only for a very small budget.

Newspaper is reinforcement for your direct mail, bandit signs or other methods of advertising.

Bandit Signs



We have taken a different approach with our signs. Most investors buy houses we say we have buyers for houses.

The investors or house sellers will be calling you first with this reverse method to hopefully reach more buyers with a single call.

I would recommend that the sign have a yellow background with black lettering for the highest impact.

David Alexander is the owner of a sign company that I have found to have a very good reputation among real estate investors. www.banditsigns.com

Bandit signs can be stapled to telephone poles, on stakes in your Farm Area (see following page), tie wrapped to light poles, etc.

Check with your local authorities governing the placement of signs or you might get fined. These signs however are very effective.

Setting Up Your Farm Area

As we have discussed, advertising and marketing is essential for any kind of sales campaign and is based on an analysis of your investing target area. Commonly known as Farming For Sellers.

Your Farm area will be different depending on what your investor is looking for. The investors will tell you what type of property they are looking for depending on their method of investing.

Once you have the information from your investor you can now determine where to concentrate your advertising. You will need information from the following sources.

- Title Companies. Title companies will give you information on properties you select, such as 1 –2 year old houses or loans, which is what I recommend for Subject To investors. Some title companies will give you address labels. Check with several to find one that best suites your needs.
- If your local title companies cannot provide the information you need, then contact FARES or Dataquick on line. These services will demographically break down your Farm area so that you can direct mail.
www.dataquick.com Link to Dataquick.
www.firstamres.com Link to FARES.
- County records are another great source for property information. I find that most employees that work for the County are very friendly and more than happy to help you. Anything that is a public record can be found here: tax liens, foreclosures, lis pendens and the list goes on depending what you are looking for. Don't be afraid to ask.

John \$Cash\$ Locke
Big Bucks Bird-Dogging

Direct response marketing allows you to control your advertising expenses and to target the dollars spent instead of the shotgun effect hoping you will hit something.

You will find that a percentage of anxious sellers will respond to your advertising. The norm in direct mailing is from 1%-3% that will respond to a mailing piece.

Mail the first mailings to your Farm area, then follow up in 30-45 days to the same area. This keeps your name in front of the sellers; repetition is a key in advertising. You must realize that it sometimes takes many advertising impressions to reach your seller.

Thank you, for making an investment in my e-book and I personally wish you great Bird-Dogging success. I sincerely hope that the Bird-Dogs that want to become a creative real estate investor find this book their starting point.

Credit must be given to my lovely wife, Betsy, and also to my good friend and associate, John Marias, our Corporate Research Director, for assistance in putting this e-book together.

John \$Cash\$ Locke

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