The Iannotti’s ® Turning Investor Training Upside Down!

3 Time
#1 Best Selling Authors

TurningANoIntoDough.com
First off, Stephanie and I would like to thank you for purchasing your Lifetime Membership with us and the REACT/CATS Team.

We know you will be happy for the training is not only for life, but we believe it is the best on the planet. You see, what has enabled us to last so long in this business is the ability to adapt to the market changes. Now you will be able to do the same right there with us.

In this binder is the latest training manual. It is up to date as of the date at the bottom of the pages. We update the manual once a year. We strongly recommend going to the REACT/CATS Member Only Website for the latest and greatest information we have. It is always being updated with new material, videos, audios, resources, etc.

All the Video/Audios are on the REACT/CATS Member Only website. Once you have your login just go to www.catsmembers.com and sign in.

We know most people like the Lifetime Membership, but most come on with us because of the Profit Sharing ability you have with us. We are now going to be placing one of our personally trained Property Protégé Group Members (PPGM) with you when you submit a property for Profit Sharing.

This PPGM will keep you accountable to get all the pieces of the deal gathered and submitted to our Deal Flow Account. This will enable you and us to market and see if one of us can find funding for the deal. We truly believe this will not only enhance but make the success of the Profit Sharing Deals increase.

Now, our goal is for you to keep all the profits and do the deals yourself. However, we know you will want to do some deals with us too. We encourage both ways and together we know we will see you at the Top!

To your success,
The Iannotti’s © Turning Investor Training Upside Down!
Our Client Agreement (USAMD Copy)

I understand and agree that no guarantee has been made or could be made that I will actually consummate a transaction involving a property during or after the class or that I will be guaranteed any kind of monetary refund, rebate, commission or any other monies if I don’t.

Acknowledgement Required/Initial Here ___________

I agree to send a letter or fax, or email, to USA Marketing & Development LLC (USAMD) describing my successes from what I learned and put into action from this event. This correspondence will take place within ten (10) days of the close of sale of the property.

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Acknowledgement Required/Initial Here ___________

I acknowledge that neither USAMD nor Jon or Stephanie Iannotti function as my agent, personal accountant, lawyer, or financial advisor. I acknowledge that I am responsible for my actions and hereby release USAMD, Jon and Stephanie Iannotti and affiliated companies and any of their staff, employees, officers or agents, from liabilities for any of my actions or comments influenced by information contained in products and services received.

Acknowledgement Required/Initial Here ___________

I also understand by breaking this agreement there will be absolutely no grounds for a refund of any kind, all fees will be forfeited and I will be asked to leave the training event immediately. I also, agree that there are no grounds to contact my credit card company since my refund has been forfeited.

Acknowledgement Required/Initial Here ___________

I understand and agree to the conditions above.

Signed ________________________________________

Print Name ______________________________________

Date Attended/Purchased _________________________

Class Attended _________________________________

Locations _______________________________________

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1. Making a single copy to keep for yourself
2. Making a copy to give to a friend for free
3. Distributing one or multiple copies to others for profit
4. Making copies for any other reasons. No matter if you make a profit or not, you are committing a serious copyright infringement crime, punishable by severe fines and imprisonment and you may be held liable under both civil and criminal law.

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USA Marketing & Development LLC

2710 Del Prado Blvd. S Suite 2-307

Cape Coral, Florida 33904
From the Desk of “Our Mentor”
Date: February 26, 2014

Hello,

Back in 2011 Jon & Stephanie Iannotti, two students of mine brought me the concept of ‘ACTS’. (Assigning Contract Terms System).

Since then I have taught this innovative technique to thousands of students across the North America.

Now, The Iannotti’s have developed ‘REACT’ (Reverse Engineered Agreeable Contract Terms).

After a few years of doing and mentoring the ACTS program to our students across North America the Iannotti’s discovered another hidden goldmine buried right under our nose that makes real estate investing today a game anyone can play without risk.
Before using these or any techniques, have it (them) approved by the attorney(s) you will be using in your business.

Make sure everything is approved by your legal representation so that what you are using and doing is legal and compliant in your State.

Our documents can be examples for the Attorney(s) to use. Your attorney(s) can use them, change them or use their own.

This is a legal intense business and make sure your legal team keeps you legal and compliant.

Stay within the law and you will succeed.
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What you will learn from us is that we will give you all the information, experience, and does and don’ts of “REACT”

Whether it is marketing, selling, or buying we have been doing it all wrong.

We have been spending money we don’t have to. This is wrong!

We have been walking away from sellers because we cannot “Get a Deal”…..Wrong!

We have been casting aside Buyers that ‘don’t have the cash or credit’ to Buy a home. That is wrong!

As investors, and we were guilty of this too, we stay away from Real Estate Agents for they think we are untrained, unlicensed bottom feeders….That is wrong! We need the Agents as much as they need to know they need us!

As Trainers and Educators, we owe it to you our Members to teach you in a simple easy to understand way. That is what Stephanie and I do. No need to make it complicated.

I am sure you will see the simplistic easy to replicate system that we use in our business daily.
Once you have the system down, you will probably want to put it on ‘Cruise Control’ as we have.

We moved from Pennsylvania to Florida and still run all our businesses on ‘Cruise Control’ from Florida. You can do the same.

We have the systems to recommend to you to do just that. OK, enough said, let’s get this show on the road!
SO EXACTLY WHAT IS ‘REACT’?

REACT is the culmination of over 19 years of doing the technique without ever naming it, or really thinking about it.

We have done hundreds and hundreds of deals with REACT without even knowing we did it.

When we told our good friend and mentor Ron LeGrand about our ACTS (Assignment of Contract Terms System) he went nuts with excitement. We gave Ron ACTS as our give back to him and Global Publishing Inc. for how they changed our lives forever.

Now with REACT, we believe the Investment World will definitely be turned **Upside Down**!

This was our little secret technique that we have done for years and now we are unleashing it.

**REACT or Reverse Engineered Agreeable Contract Terms** is out and taking North America by Storm!
Simply put, we give the Seller what they want on the front end of the deal to get control of the property. Of course, if it has great terms all the better for, we will stay in the deal.

We then begin our marketing for our Funder. A Funder to us is anyone who brings funds to the table to do our deal. Could be hard or private money, IRA funds, buyer with cash or loan, tenant/buyer.

Once a Funder is found if his offer fits into the deal we originally negotiated with the seller, Great. If our Funder has less to offer or wants to do a Lease/Purchase, or other creative techniques, we do two things.

1. We make the deal ‘AFFORDABLE’ to our Funder. We do this by keeping the monthly payment at or below market rent for the property.

   We make the offer to the Seller ‘ATTRACTIVE’. We do this by making the offer more lucrative than the original offer to the Seller. In other words, we make it irresistible for him to not say ‘OK’ I will do it.
Your Dream Team of Professionals

Now you need to surround yourself with professionals who will work with you. These should be people who understand what we are doing and support us in their respective capacity.

1. **Attorney(s)** - These should be a Real Estate Attorney who preferably owns his/her own Title/Closing Company. (We have in this program included a letter and video to explain to the Attorney what we are going to be doing.)

2. **Title Company/Escrow/Closing Company** - this should be owned by or associated with your Attorney, not required but highly recommended.

3. **Realtor/Agent(s)** - they have the Cash and Loan Qualified Buyers.

4. **Contractor(s)** - in case you are going to be doing any rehabbing or cosmetic fix ups. This will only be if you are staying in the deal.

5. **Virtual Assistants** - you need them to be calling your FSBO leads and doing other things for you.

6. **Loan Brokers** - They have people who want to buy but cannot right now (Tenant/Buyers). They also can get loans for the more credit challenged Buyers.
Will I Need a Real Estate License To Do REACT, Options, or Lease/Options?

Now, we are not attorneys and are not practicing law. So, let’s get that clear first.

It is generally accepted that if you have an equitable (principal) interest in a property and are acting on your own behalf that a license is not required.

We have taken that a couple steps further. We also record our interest in the property. So now we not only have an agreement to buy, but a recorded notice that we do.

We also recommend having a Real Estate Broker involved in your deals. Pay them a small amount for each Lease/Option they review and sign off on. Make them an officer of your Company so they can do so.

So now you not only have an agreement to buy, you have a RE Broker involved in the deal, and a Recorded Interest in the property. Layer after layer of protection.

It is our opinion that nothing taught in here violates any real estate laws in the US or Canada, however you are advised to get your attorney’s approval before using any of this information. We are not attorneys so let your attorney make sure you are legal and compliant.

One thing we stress is never market properties you do not own. Make sure you have the recorded equitable interest in the property and look for funding for your deals. Double Closings is the best way to do deals you are not staying in.
“REACT”

Is REACT Worth Your Time and Effort?

OK, so if you have no competition, unlimited leads, and qualified, cash, and credit challenged buyers how can we lose?

If you made just $5,000 per deal and did one deal per month, would that change your life?
What if you did one deal per week?
4 Deals x $5,000 = $20,000!
What if you made an average of $10,000/Deal
4 Deals x $10,000 = $40,000!

We think you can see where we are going with this. We know of one person doing 3-4 Deals per week and average of $12,500 per Deal!!

You are in the right place!
What you will notice about this manual that is different than other Investor Training Manuals, is that there will not be any ‘Fluff’ in ours. We will give you what you need to make this work.

Not a lot of ‘filler’ materials.

Back in 2007 when the Real Estate market, Wall Street and the Banks were crashing is when REACT and another concept ‘ACTS’ (Agreeable Contract Terms System) were created by Steph and I. We had to find something that worked. So, these techniques were born out of necessity. All of the techniques we had been taught and used for years over night quit working.

So, we went back to the basics, Options, Lease/Options... with a new twist.

The beauty of REACT is that it will work in a down market, an up market, and a sideways market. It works with no money, no credit.
5 STEPS TO BECOME A SUCCESSFUL INVESTOR

1. Secure Your Legal Team
2. Locate Sellers
3. Present offers and get Agreements signed
4. Match Funders up with the Agreements you have
5. “REACT” or “ACT”
6. Close Quickly

These are the steps to a successful business and should be done in order. We may discuss them out of order in this training.
The first step in any business is to secure your Legal team. Locate an attorney to work with. Preferably one who is an investor and owns their own Title/Closing/Escrow Company.

Make sure all documents and procedures are approved by your attorney. He must make you Legal & Compliant for your State.

Do not do any business till this step is done.
Step #2 Locate Sellers

a. Our favorite source of Seller leads today is calling For Sale by Owner ads or Facebook Market Place.

b. Vehicle signs/magnets

c. Yard signs

d. Posters

e. Business Cards

f. Web site/Online Marketing

g. Print ads if not to cost prohibitive.

h. MLS-Expired, Cancelled, or Withdrawn listings

i. Direct Mail
We have been calling FSBO leads since 2007. This is basically where most of our Seller leads are coming from. Think about it, every one of these people have their hand up and are saying ‘My house is for sale and I want to sell’.

The main thing with Sellers is they want to sell, and they usually want cash, full retail or more. This is ok. We will go into this in depth later.

Vehicle signs and magnets. We had our vehicle lettered up with ‘We Buy Houses’ our phone number and web site. We average about 25 houses per year just from the vehicle. When we first started we used magnetic signs.

Another way to use magnets is to have a bunch of them printed out and pass them out to anyone who will put them on their vehicles. Then pay them $250 if you do a deal from their sign. Friends, family, lawn care, painters, plumbers, electricians, etc…. Mobile billboards all over town.
Step 2c

Bandit Signs- these work great, if code enforcement leaves you alone. If not, then use sparingly and only where you can without getting into trouble. Tip: place signs on Friday evenings and remove Sunday evening to minimize your problems with Code Enforcement.

Step 2d

Posters- We print up ‘We Buy Houses’ posters with tear off phone numbers (sample in resource section) and put them up anywhere we can. Bulletin boards in business, on windows in stores, Laundromats, etc.

Step 2e

Business Cards- we love our fold over day glow orange ‘We Buy Houses’ business cards. They don’t work if they are in the box. You have to hand them out. Put them in the salt and pepper holder in restaurants, on gas pumps, anywhere.
Web Site- over 94% of all real estate sales start on the web. Do you think maybe you should have a web site? YES! Now you should get two sites. One for buying homes and one for selling homes. We have resources for you to use if you want to that are very low cost. (REACT Deal Flow)

Print Ads- now these can be very costly. That being said, if your area has a low-cost paper then we say use it. If the cost is cost prohibited, don’t. Print ads work they just have to be justified by the cost. Once you start doing some deals and getting some cash flow, you may want to look at doing this.

MLS expired, cancelled, withdrawn listings- This is a great way to get Sellers who want to sell. Some may be motivated, some just want to sell. Some are tired of working with Realtors so they may want to work with us.
Now the steps we just gave you for marketing for your Sellers are all no cost, or low-cost leads.

All the other ways of marketing that we have learned over the years work too.

We have just found that these work the best today for what we are doing.

We are not saying to not do them, we are saying the ones we have outlined are working the best today with the least amount of capital outlay.
Step #3

Present Offer/Get Agreement

Here is some earth shattering news that you may not know about For Sale by Owner Leads.....

Every Seller Wants to Sell!

The Seller typically wants to sell for all CASH, Full Retail or More!

They are not usually interested in Creative Terms ........right Now!

So here is the Secret.......Give them what they want!

We have been doing it wrong all along. Our previous training has taught us that when we find a supposedly motivated seller that we should go talk to them. We make our offer at 65% of ARV (After Repair Value) or less, we try to get creative financing or Lease/purchase from them. We ask “WHY?” Give them what they want! We can always Renegotiate later!
Most Sellers don’t want the Motivated Seller Offer and we usually leave the home or hang up the phone without getting an agreement. We blew it with this Seller.

Leaving us questioning, ‘WHY DID WE JUST DO THAT?????’

We feel that ‘A CONFUSED SELLER SAYS ‘NO’.
So, don’t confuse the seller.

Remember, he wants to sell, so give him what he wants…for now.
He wants cash. Agree to the best price you can get.

“Mr. Seller what is the best price you will sell to me for? Is that the best you can do? Ok, we will get you an agreement for that.”

Once you have a signed agreement, you have something to sell.

How hard is it to get an agreement to buy if you give the seller his price he gave to you?

Once the Seller agrees and you get the agreement drawn up, meet with him to get signed. If you are doing it virtually (not the best way today), email the agreement (in pdf) to him. He can print it out and sign and mail back to you. Try and have Seller on phone with you to go over the agreement and answer any questions they may have.
Make sure to send the instructions on how to get the agreement back to you if you are emailing the agreement.

Make sure you follow up with the Seller to make sure he received the agreements and to see if he has any questions or concerns.

Once you have your signed agreement you can let Seller know that you will be submitting it to your ‘Funders’ for approval and once you have heard back from them that you will be in touch with the Seller to let them know what funding offer you have.

You just may get a price or terms that you will want to close on yourself. If not, then that is when you look for a ‘Funder’ for your deal and you just take your Release Fee.

Release Fee is what you get paid to step away from the deal and release the recorded interest. The seller and buyer close the deal.

If you are not staying in the deal, it is recommended to Double Close with Transactional Funding. This shows intent to close on the deals.
“REACT”

* Definition of ‘Funder’: Anyone who brings money to the table to do our deal. i.e.: Hard money, Private money, IRA money, Buyer with money, Buyer with loan, Tenant/buyer.

* Determine what the Funder will pay or terms they will do to get into a property.

* Run Buyer Qualification Checks: i.e.: Credit Check, Back Ground Check, Megan’s Law Check, Employment Check, and Landlord Check.

* Terms: The details of the Funding for the deal. Could be cash, loan, lease/option, seller financing, etc.
One of the things we recommend is to use ‘Seller Friendly Terminology’.

What we mean by that is don’t say ‘buyers, tenant/buyers’. Say ‘Our Funders’.

Don’t start out giving the Sellers a Seminar of all the knowledge you have learned. You will lose them.

Just remember, **YOU ARE THE BUYER**. After all, the agreement will be between them and you, your entity or land trust.

So as long as you are the Buyer and you are agreeing to buy it for their CASH price, subject to your Funder’s approval, you are more times than not going to get the agreement to buy.

When you do, you have an Agreement to market and drive in your Funders. Once you find out what your Funder will pay or terms they will do to get the property, you present that offer to the Seller.

If it is a Lease/Purchase Funder, we have to structure it so that it is Affordable to the Buyer and Attractive to the Seller to get the deal done. If there is still money (monthly spread) on the table for you, stay in the deal.
Example: Seller wants $200,000 for the property. Our Funder has $15,000 down and wants to Lease/Purchase the property. He can afford $1500/month.

Solution: Funder told us he can afford $1,500/month. Now, we have to make it ‘Attractive’ to the Seller.

Offer to Seller: Lease/Purchase for 3 years.
Purchase price is $210,000
Monthly lease is $1,500 of which $500 goes to pay taxes and insurance. So, the Seller will net $1,000 per month in his pocket.
Total money realized by Seller: 36 months x $1,000 = $36,000
Purchase Price $210,000
Total: $246,000

Now these numbers may be enough for the Seller to say ‘Yes’ to the Lease/purchase. If not, then we can use some of the $15,000 to push him over the edge. Even if we give him $10,000 we still make $5,000 and that is probably more than we should have made on the deal.
If it is a CASH offer or one that our Funder has to get a loan, we see what the offer is. If it fits in our deal and there is money in the offer for us, great. If not, then we have to renegotiate the deal with the Seller and leave some on the table for us.

Example: Seller wants $200,000 for the house cash.
Funder will pay $200,000 for the property cash.

There is nothing in the present deal for our release fee. We have to REACT and Renegotiate with the seller. It would go something like this: ‘Mr. Seller, I have a cash funder for our deal. However, he is not going to pay the full $200,000 he is willing to pay $190,000.’ If the seller agrees, we make $10,000 on a deal that we probably would have made nothing on if we would have approached it any other way other than a REACT deal.

Are you beginning to see how this works? Most of the deals you will see are going to be similar to these two examples.
Step #3
LODCE OUR ‘FUNDERS’
Locating Funders should be your #1 Priority. Without them you have no business!

a. Craig’s list

b. Zillow.com

c. Bandit signs

d. Print ads

e. Real Estate Agents

These are the 5 ways we are finding our Funders today.

CRAIG’S LIST- posting on Craig’s List is a never-ending job, but it produces Funders.

ZILLOW.COM- Same as Craig’s List, it works.

BANDIT SIGNS- examples are enclosed. These signs are pulling in Funders like crazy. Again, watch for Code Enforcement. You don’t need them on your back.
PRINT ADS- if the price is reasonable, run your ‘No Bank Qualifying’ ad.

REAL ESTATE AGENTS- ah yes, think about this one. Agents deal with buyers who can pay cash or qualify for a loan. This is about 14% of the population. So, if you add those ‘Funders’ to our 86% of people who have some cash but challenged credit, we now have access to all the Funders in our area!

How do we work with Real Estate Agents in our areas? When we get a new property, we let the Agents know that it is available and that if they have a buyer who can pay cash or get a loan quickly, we will work with them. They are to add their 3% commission on top of our price. They will be paid on the Settlement sheet.

This is powerful!

We have had Agents bring us hundreds of Funders.
SELLER FRIENDLY TERMINOLOGY DEFINITIONS

TERMS: How the Funding is structured, could be Cash, Loan, Lease Option, Seller Financing, etc.

CONTRACT/DOCUMENTS: use Agreement

BUYER/TENANT/BUYER: use Funder

FUNDERS: Anyone who brings cash to the table for us to do the deal. Such as hard/private money, IRA funds, buyer with cash or a loan, tenant/buyers.

INVESTOR: We buy several properties. Some we keep for our own portfolio and some we pass on to others.

MARKETING: We will submit our signed agreement to our Funders for their approval. Once we hear back from them, we will let you know what their funding offer is and schedule a closing as quickly as possible.
AGREEMENTS

1. Purchase and Sales Agreement

2. Memorandum of Agreement (Notarized & Recorded)
   OR
3. Option to Purchase

4. Notice of Option (Notarized & Recorded)

You will either use #1 & 2 or #3 & 4 as what we like to refer to as your ‘MASTER AGREEMENT’ with every Seller.

These will be the two documents that you use to get Control of the property, so you can legally market to fund your deal.

Whichever two you use, make sure your attorney who you are working with approves them for your use. We have found some will use them the way they are. Some will change them a little, and some will create their own. As long as they approve your Master Agreement and make you Legal and Compliant, that is what you want.

These will be the only agreements you will have to worry about.
Now, your MASTER AGREEMENT we take with us on the first visit with the sellers. Have it filled out with everything but the price. You can fill that in at the property and everyone initial it. The last thing you want to be doing is filling out agreements at the kitchen table by hand, carrying on a conversation, and probably messing it up.

If seller will not sign right now, then do the following.
Once we have a ‘Meeting of the minds’ and come to a verbal agreement on how we can buy the home we tell the sellers this:
‘OK Mr. & Mrs. Seller, We will get the agreements drawn up, finish doing our due diligence and be in touch in a day or so to get everything signed.’

The rest of the agreements such as Purchase and Sale, Lease/Purchase, CYA letters, Release letters, Consulting Agreements, Authorization to Release information, etc. that is needed to get the deal closed will be created by your attorney/title/escrow company.

So, there is no need to worry about ‘what documents do I use?’
*It will be the same 2 agreements every single time.*
Simple, that is how we like to keep it.
“REACT”

YOUR MOST IMPORTANT AGREEMENT YOU NEED!

This is going to depend on what you are using as your ‘Master Agreement’.

1. Memorandum of Agreement if you are using a Purchase & Sales/Agreement of Sale agreement.

2. Notice of Option if you are using an Option to Purchase.

Whichever you are using, it needs to be Notarized and recorded against the Deed on the property. If you can get the Notice signed right away, great. Today we use Virtual Notaries out of the State of Virginia. They can notarized nationwide!

This is very important and what sets REACT apart from other techniques.

It helps keep us Legal and Compliant by having a Recorded Interest in the property and more.
Why is it so important to record this document?

1. It protects you from the Seller trying to sell the property behind your back.

2. It gives you a recorded interest in the property. This gives you the right to market the property as a FSBO and sell your agreement.

3. It is what the Realtors/Agents want to see for it is more powerful than just a contract to buy. It gives you that recorded interest in the property (you are a principal in the deal).

4. It can get you paid if the Funder is using a loan to buy the property. Loan proceeds today are normally not allowed to be used to pay assignment fees and some states don’t like Assignment Fees. Your attorney/closing agent can show the Release Fee to record the document to release the recorded Memorandum or Notice on the Settlement Sheet as a “Lien Release” under “Mortgage Payoffs”. This way loan proceeds can be used to pay you!
Now you have your Property Data Sheet, now what do you do?

First off, the Property Data Sheet (PDS) is filled with wonderful, great information that we will use, just not all of it right now.

First thing is to look over the data on the PDS. Now if the answers to the questions in the middle of the sheet are “YES”, then we may have a motivated seller.

What we have found is that about 50% of the people who say “YES” to these questions said “yes” because they were not sure what they should say.

A couple of things we would like to say at this point.

1. Sellers who say “NO” to these questions are a “YES” they just don’t “KNOW” it yet.
2. A confused Seller will always say “NO”.

So, now with those 2 points said, we would like to say that every single PDS that you get is a potential deal.

Thus, like we have said, you have an ‘Unlimited Supply of Sellers’.

Remember, that we are going to do this completely opposite from what we have been taught. We are going to ‘Turn Your Investor Training UPSIDE DOWN!’

We have been taught to talk to the Sellers and try to get the property for 65% of ARV (After Repair Value), or with Creative Terms. If we did not get one of these, we left the Sellers and moved onto the next one.

We say this is **WRONG!!!**

Remember, every single FSBO WANTS TO SELL.

**WE WANT TO BUY!**

**WE WANT TO CLOSE ON EVERY DEAL!**
Script To Get Master Agreement

“Hello, I am calling about your home for sale at _____, I am not a Realtor, I am looking to buy. Is this a good time to talk?”

**YES**- Great! I have some information about the home, but can you give me some more? ______

Your home sounds like something I may be interested in. When would be a good day and time for me to come see the home? ______

When I come to see the home and I like what I see, are you ready to sign an agreement for me to buy your home?

**NO**- The property has sold/s is under contract. "Oh that is awesome. Has it actually closed?" If yes, "Congratulations". If No, "I would like to possibly be your back up buyer. May I ask, when is it scheduled to close? ____________ Can I follow up with you in case it does not close? ____________

Keep in mind the less you say, the better. Let the seller talk and you fill in the blanks above as much as possible.

Some of this info you may get from the Seller’s ad or when you visit the home.

The main goal here is to get the agreement to buy. Try and get a price the Seller will agree to now and get the Agreement. Negotiating final price and or terms can be done once you have a Funder interested in the Agreement to Buy.

| 1st | $ _____________ | Lender ____________ | % ______ | Pmt $ ______ |
| 2nd | $ _____________ | Lender ____________ | % ______ | Pmt $ ______ |
| Is Payment PITI? | Yes ☐ No ☐ | Current? | | |
| Length of Loan: | | TRUE PITI: | $ ______ in Arrears | Property Taxes/Ins: ______ |

Notes:

__________________________

__________________________

__________________________

__________________________

__________________________

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So, on the front end of the deal when you are first talking to your Seller, you are going for an Agreement to Buy so you can control the property. Once you have the agreement, you can begin your marketing for your Funder, if you don’t already have a Funder List.

If we are going for control, then let’s give the Seller what he wants.

Sellers typically want CASH Full Retail or MORE.

GIVE IT TO THEM!

Remember the name of this technique is ‘Reverse Engineered Agreable Contract Terms’.

So almost every Agreement you take with a seller using this technique you will be renegotiating the deal once you find out what your Funder is willing to pay or terms they are willing to do.

‘JUST GET THE CONTRACT!’
The number 1 thing we have trouble getting students to do is ‘PULL THE TRIGGER’.

What do we mean by that? Basically, once a student gets the PDS and sees all that data they freak out. They can’t get off the PDS! They freeze up and never call the Sellers.

They get into the “WHAT IF?” Mode….

1. What script do I use?
2. What documents do I use?
3. What offers do I make?
4. What if? What if? What if?

We have made it simple for you.

1. A lot of students want ‘Scripts’. We believe this only confuses the student and the Sellers.

So, if you want one, our script with a Seller is very simple.
"REACT"

SELLER SCRIPT

Hello ______________ my name is ___________. I am a Buyer not an Agent. (if you are, disclose it). You recently talked to my assistant __________.

Is your property still available?
We are very much interested in BUYING your property.
We have been past it several times and have researched it online.
(If the PDS has ‘YES’ to the questions, then we address it a little, but don’t try and force the Creative Terms down their throat)
Mr. Seller I see you say that you will entertain creative terms?
(If he says yes, then)
That is great! However, your goal is to SELL the home isn’t it?
(If he says yes, then).
Why don’t we do this? We would like to get an agreement to BUY with you. So, what would be the best price you can take for the property?
Is that the best you can do?
Great! Let’s take an agreement to buy for that price and once we have that we can submit it to our Funders for their approval. We will also include in the agreement that if the Funder will do Creative Terms that you are willing to do that as well.
Our goal here is to get a Funder who will outright fund the deal. However, if the Funder will do the terms instead, we will let you know what those terms are and the final decision is yours.

What do you say Mr. Seller?

Now if the PDS says ‘NO’ to the questions, then the Seller is more than likely not very motivated….Today.

Remember, most of these Sellers want ‘FULL RETAIL OR MORE’.

If they want full retail or more then we have another short conversation with them that goes like this.

Mr. Seller, what would be the best price you will sell the home to us for?

Is that the best you can do?

(Now if he wants full retail or less, JUST GET THE AGREEMENT.)

(If he wants MORE than retail, then we have this conversation)

Mr. Seller, you are wanting more than today’s market value. You are making it very difficult for us or anyone else to buy your home, for Funders will not loan more than market value today. In fact, most won’t even do 100% funding any more.
That being said, ‘Are you sure you will not accept at least market value for the property?’
If he says ‘YES’ then JUST GET THE AGREEMENT!
If he says ‘NO’ then say, “Mr. Seller, we are still interested in the property. Here is what we can do, we will take an agreement with you to buy it for your price of $_____. We will submit that to our Funders for their approval. Again, I don’t believe they will do it, but we are willing to submit it to them and let’s see what they come back with. Our Funders will do one of four things:

1. Offer to fund the deal at face value
2. Offer to fund the deal at less than face value
3. Offer creative terms
4. Not be interested in funding the deal

9 out of 10 Sellers will respond to this script by giving you an agreement to buy the property.

This is what we want, control to begin our marketing for our Funder so we can then REACT!

*Use this script with EVERY Seller. It works!*
“REACT”

SELLER OBJECTIONS

Q: How long will it take to close?

A: I don’t know. It will take longer if we don’t have an agreement to submit to our Funders. I can tell you this, we want this to close quicker than you!

Q: What if someone else comes along to buy my home?

A: Our agreement is not exclusive. So, in exchange for that we ask that any marketing you do that you send the leads to our office for processing. Our team of Agents and Loan Brokers will work those leads to get them to close ASAP. If they buy, you win. If we buy first, you win. Oh and Mr. Seller, we don’t charge you anything for that service. This is our ‘Seller Assist Program’.

Q: How do you make your money?

A: If we don’t stay in the deal we make our money from the Funder. Otherwise, adding the property to our portfolio is our pay.
Q: Why are you not giving me any money down?

A: Because we are not asking for an exclusive agreement. We do give a $10.00 earnest money to make the agreement legal if we are required to by law.

Q: I want my attorney to review this agreement.

A: That is fine, and he/she should. If your attorney has any questions or concerns, we can put our attorneys in touch with yours to clear them up.

Q: Why do you have in the agreement such a long-time frame to close?

A: We have found over doing this for many years that it is easier to build into the agreement extra time to close than to have to get other agreements made up and signed IF we need an extension to close. Those extensions can be anything from attorneys, Title/Escrow Company, funders, Etc. needing additional time to close.
Again, we want this to close quicker than you do!
Q: Why don’t I just list it?

A: You can. First off, is that your goal to LIST it, or Sell it? Remember we are BUYERS. An Agent will charge you up to 6% to list it and hope and pray it sells. We charge you nothing for we are the BUYERS. Besides with Seller Assist Program you can still market the property and send the leads to us to refer to our Agent/Loan Brokers to work at NO CHARGE to you.

You have the best of both worlds!
WHERE TO GET YOUR LEADS

Our number one source of getting Seller leads for since 2007 has been calling For Sale by Owner Leads.

This is by far the most targeted list you can get. Every one of them has a house for sale! Can you do that with a Yellow Letter? How about everyone that reads your ad in the paper?

Now are we saying not to use other forms of marketing including the internet? NO! You need to ‘Brand’ yourself as the go to Buyer in your area.
Notice we did not say ‘INVESTOR’.

We have found that some people are turned off by the term ‘Investor’, so we don’t use it.

Remember, ‘We buy several properties and some we keep for our own portfolio and some we pass on to others’. This works so much better.
OTHER FORMS OF MARKETING

1. Yellow Letters
2. Post cards
3. Posters
4. Flyers
5. Business cards
6. Print ads
7. Vehicle wraps/lettering
8. Bandit signs
9. The internet

These are just a few ways to market, and you should be using several of them in your business.
THE PROPERTY DATA SHEET

This is a work of art and we have been perfecting it for years and continue to. We believe we have it to where whoever talks to the Seller will be able to get the information you need to make your offer.

Now we recommend that it not be you to call and get this information. We recommend using Virtual Assistants.

There are companies around the world who will provide a VA for you and at different pricing.

We recommend that it be USA based and the caller be a female with a Southern accent. Men and women both seem to love to talk to these VA’s.

We have a VA that researches the FSBO sites and sends the info to another VA who does nothing but call the FSBO. Now when you get really good at this you can have an Acquisitionist do the calling of the FSBO’s to make the offer to the Seller.
The Iannotti’s ® Turning Investor Training Upside Down!

REACT/CATS – Member Called Property Data Sheet

Member: ______________________________
Member Entity: ______________________________
Member Contact Number: ______________________________
Email address: ______________________________
Source of Lead: ______________________________
Lead called by: ______________________________

Owner’s Full Name: ______________________________
Owner’s Email: ______________________________
Cell Phone: ______________________________
Evening Phone: ______________________________

asking Price: $________________________

Sellers Estimated Value: ______________________________

Is the house listed? Yes / No (If YES...STOP!!!!!)

Member Comps:
Bed/Bath: ______________________________
Sq. Ft: ______________________________
Lot Size: ______________________________
Construction: ______________________________
Garage: ______________________________
Basement: ______________________________
Waterfront: ______________________________
Pool: ______________________________
Year Built: ______________________________
Refrigerator: ______________________________
Range: ______________________________
Dishwasher: ______________________________
Assessments: ___ Amt: ______

Is the house vacant: ________ House or Condo: ________
HOA Fee: ________ Mobile/Modular: ________

Script To Get Master Agreement

“Hello, I am calling about your home for sale at ______. I am not a Realtor, I am looking to buy. Is this a good time to talk?”

YES- Great! I have some information about the home, but can you give me some more? ______

Your home sounds like something I may be interested in. When would be a good day and time for me to come see the home? ______

When I come to see the home and I like what I see, are you ready to sign an agreement for me to buy your home?

NO- The property has sold/s is under contract. “Oh that is awesome. Has it actually closed?” If yes, “Congratulations”. If No, “I would like to possibly be your back up buyer. May I ask, when is it scheduled to close? ________ Can I follow up with you in case it does not close?” ______

Keep in mind the less you say, the better. Let the seller talk and you fill in the blanks above as much as possible.

Some of this info you may get from the Seller’s ad or when you visit the home.

The main goal here is to get the agreement to buy. Try and get a price the Seller will agree to now and get the Agreement. Negotiating final price and or terms can be done once you have a Funder interested in the Agreement to Buy.

1st $ ____________
2nd $ ____________

Lender ____________ Lender ____________

% ____________ % ____________
Pmt $ ____________ Pmt $ ____________

Is Payment PITU? ______ Current? Yes No

$ _______ in Arrears Property Taxes/Ins: _______

Length of Loan: _______ TRUE PITU: $ _______ Years Left on Loan: _______

Notes:

______________________________________________________________

______________________________________________________________

______________________________________________________________

______________________________________________________________

______________________________________________________________

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WHAT TO DO WHEN YOUR OFFER IS ACCEPTED

Ok, so your offer to buy for all cash has been accepted, now what? Here is what to say.

‘OK Mr. Seller you want $200,000 for your home and we agree to pay $200,000. What we will do now is get the agreements drawn up, finish doing our due diligence and be in touch in a day or two to get everything finalized.’

Then you get the agreements to the seller either in person or emailed to them (again we prefer to do it in person today). Once you get the signed agreements back then say to the seller, ‘OK, now that we have a signed agreement with you to buy, we will submit this to our Funders for their approval. Once we hear back from our Funders we will be in touch with you to let you know what they can do.’
Once you have the agreements, make sure to record your interest in the property. Guys, this is a cost of doing business. It is extremely important that you record your interest.

Now that you have your agreements and your recorded interest, you can start your marketing for your Funder if you don’t already have one.

We really want to stress that today, having the Funders first is key. So, constantly be building your Funder List.
MARKETING FOR OUR FUNDER

We do four main things to bring in our Funders.

1. Craig’s List
2. Zillow.com
3. Bandit signs
4. Our local paper
5. Your web site

Craig’s List is a great source to market to Funders. You have to post a lot and make sure they are not ‘Ghosting’ your listings. From what we understand, ghosting is it looks like your post is there, but it is not. Mix up your ads, make them funny and use all the characters you can. Craig’s List is becoming a ‘science’. The best thing we did, was get a VA that understands Craig’s List.

Facebook Market Place is awesome today. This is another free way to market for Funders. Use generic ‘Possible Seller Financing’ type ads. Pre-qualify them, then match them to properties.
Zillow.com is another source online very similar to Craig’s List only here is how it works. You post one time and it goes out to numerous sites at the same time. So, do what you are doing on Craig’s List and now it goes out to numerous sites.

Bandit signs are great ways to draw in Funders. The only problem with them is Code Enforcement. So, if your area does not allow them, don’t do it. If you can get them out at 5 pm on Friday night and take them down Sunday night, great. An example of the sign we use is in this manual.

Print ads are a great way to get Funders. However, depending on your area they may be cost prohibitive. We are fortunate our paper is still affordable. Check some of the Free papers in your area, the Shopper, Green Sheet types of free papers.

Your web site is extremely important to have. It gives you credibility, and a market to show your properties. Again, it is recommended not to market properties you do not own. Market for Funders. It draws in your Funders.

Social media marketing is huge today also.
“REACT”

FUNDERS

OK, so now our marketing is driving in all these Funders in droves. *Always, Always Be Marketing For Funders.*

Most of them have no money down, challenged credit…..What do we do?

You sift and sort through them to find the ones that have the cash or can get a loan to buy, have some money down but challenged credit and can afford a monthly payment.

It is that simple! *Get Your Funders First!*

Recently we drove in 24 Funder leads in one day. Not bad, but only 4 had potential. They had some money down and could afford a monthly payment.

These were our Funders for the day that we worked with to get into one of the properties we had under contract.

The rest of the leads are Renters who we can sell the leads to other Landlords!
“REACT”

Let us say this, we are not looking for renters.

A renter is used to paying first and last month’s rent and security deposit. So, if the rent is $1,000 per month a renter is used to putting down $3,000.

This is not who we are looking for!

Our Tenant/Buyer needs to have more than that to get into one of our properties. Skin in the game as they say...

For us, we are looking for a minimum $5,000 and the more down the better their chances of getting the property.

We will say that the higher the price of the property, the higher the money down you will receive.

Locating Funders should be the easiest part of the business, as long as you market for them and never stop.
Remember the different ways to find Funders?

1. Facebook Market Place
2. Craig’s List
3. Zillow.com
4. Bandit signs
5. Print ads
6. Web site
7. Realtors/Agents
8. Social media marketing
9. Loan brokers

These will drive in the Funder leads by the dozens.

Remember the Realtors/Agents have the CASH and Qualified Funders. Don’t leave them out of your search for Funders. Over the years they have brought us a several hundred Funders.
“REACT”

Step #5

MATCHING YOUR FUNDER WITH YOUR SELLER/AGREEMENT

OK, so how does this work?

How do we make money with these agreements that we have for all cash retail or more?

To make it work like a machine, get yourself at least 10 agreements and preferably more, say 30 or so.

Oh my, how am I going to do that when I haven’t even got one yet?

Guys, it’s easy to get agreements if you are giving the seller what he wants. Especially if it is cash and he named the price!

GO GET THE AGREEMENTS!
Let’s say you have 10 agreements.

Your marketing for your Funders brings someone in that has $10,000 down and can afford a $1500/month payment.

We now look at the 10 agreements and find the ones that $1500/month would work for.

Remember we are looking at what the property would rent for on the open market. A good site to get an idea of the market rent is www.rentometer.com

Let’s say that 3 of your contracts would work for the $1,500 payment.

We then approach the first seller and have a conversation with them that goes like this.

‘Mr. Seller, we have a Funder for our deal. However, it is not a cash funder, he wants to lease/purchase the property.’

‘Here are the numbers on the deal’
Our agreement with seller is for $150,000 cash

1. Our funder will pay $160,000

2. Funder will pay a lease payment of $1,500/month. Of which $500/month pays taxes, insurance HOA (if applicable)

3. It will be a 3-year lease/purchase.

4. Seller will get $1,000 x 36 months profit = $36,000

5. Funder will pay $160,000 for property

6. Seller’s total is $186,000 for his $150,000 property!
Remember, we need to make it ‘Affordable’ to the buyer. Which we did for he said he can afford the $1,500 payment.

We need to make it ‘Attractive’ to the Seller. Which we did for he will end up making $186,000! For his $150,000 property!

We make the $10,000 the Funder had down!
What if that Seller says ‘NO’?

No problem! Move to the second agreement that the numbers work for and present the offer to him.

If he says ‘NO’ go to the third seller…….

OK, none of them want to do it. No problem! Now we know we have a funder with $10,000 of our money and we want it.

We know where this Funder wants to live and what type of property he wants. We now target market those neighborhoods and find him a property!

Do you see why with numerous agreements this would work easier and like a machine? That is why a friend of ours is doing 3-4 closings a week and making an average of over $12,000 per closing!

Keep in mind, most Funder leads cannot work for what we are doing. We are just looking for the ones that have some money, have credit, or can buy with cash.
‘Competition? There is no Stinkin’ Competition!’

What Investor in his right mind would give a Seller Full Retail or More for a Property, CASH?

Just us!
MARKETING THE PROPERTIES

1. Craig’s list
2. Zillow.com
3. Sign in the yard ‘For Sale By Owner’
4. Posters, flyers
5. Print ad (if affordable)
6. Your web site
7. Facebook Market Place

What we would suggest on all of these is that the property be the focus. Along with the ‘Lease/Purchase’ or ‘No Bank Qualifying’ ‘Possible Seller Financing’ headers.

We don’t put prices or monthly terms/payments on any of the ads. This is done to get them to call in so we can get all their info and determine if they will work for one of the properties.

We could put a bunch of filler stuff in here, but really this is as simple as it gets.

The amount of Sellers and Funders you will be dealing with will need a Contact Management System (CMS).

We recommend REACT Deal Flow.

Go to our Special Link www.GetREACTDealFlow.com and click on the link for a Special price on Deal Flow!
ATTORNEY INVOLVEMENT

OK, we now have a Funder who wants the property and the Seller is good with the price/terms. What do we do next?

Now the Attorney gets involved.

Send over to your attorney the following:

1. Agreement info for Seller and Funder

2. The deal specifics (send the Property Sale Info To Close form to the Attorney)

3. Any special info the Attorney needs to know.

Once the Attorney has the specifics of the deal he/she can create whatever documents he/she feels is necessary to consummate the deal. This can be purchase and sales agreements, lease/purchase, CYA letters, lien letters, HUD1 settlement sheet, Authorization to Release Information, Seller Property Disclosures, etc....
The Attorney gets everything ready, schedules the closing/lease purchase signing with all parties.

Now the beauty of it is everyone can sit in the same room or they can come into his/her office separately to sign their documents.

We recommend the first few deals you do that you be there to see how the process goes and, also you have the relationship between all parties so you can be that buffer if one is needed.

Costs of closing a Lease/Purchase vary according to the Attorney involved. We have found that most charge between $500-1,000 to do the closing.

We have our Attorney split the cost between the Seller and the Tenant/Buyer. We have also advised him that if either party gets to closing and does not have his fee to take it out of our money we are getting. We don’t want to lose a closing for a few hundred dollars, and it makes us look like heroes to our clients.

We recommend watching Video Lesson #3 for explanation.
OK, everyone has been asking how do we talk to our attorney, explain all this, and get our documents approved by the attorney.

Here is how I would explain it to him:

Mr. Attorney, I am looking for an attorney to work with me in my real estate business. If you were that attorney, you would be closing all of my deals. Some of these deals we would purchase outright so they would be straight up purchases. We also do a lot of lease options or lease purchases. My attorney who would be working with us will be the one who also closes those deals as well. So I think you can see that there is some opportunity for closing numerous transactions with my real estate business.

Now as far as the contract that I would like to use, here is what I am suggesting to you and I'm looking for your approval on one of them. I want to control the property with either an Option to Purchase, a Lease Option, or a Purchase and Sale Agreement. Now that being said, our plan is close on every deal ourselves or possibly assign the contract to another investor a buyer or tenant/buyer. The typical time I am looking to close on the deal is anywhere from 3 to 6 months, and hopefully we will close sooner than that.

Now in Pennsylvania we know that we cannot assign an option to purchase. If we assign our Option, it is considered a Real Estate Transfer and transfer tax is due. This could be 2-5% of the purchase price depending on location. However we also record a notice of option and that is how we get paid. Once I find my buyer or tenant/buyer, we then extinguish our option. Thus allowing a new lease option to be created between my seller and the buyer or tenant/buyer with the terms we had originally negotiated with the seller. We then get paid a Release Fee to release our recorded Notice of Option.

In Florida it's very similar to Pennsylvania, instead of assigning our Option which in Florida we are not allowed to do anymore, we get paid to release the recorded Notice of Option. Then the appropriate documents are created between seller, buyer or tenant/buyer.

You will have to check with your attorney in your state and county to determine how the laws are in your area.

Again the main thing we're looking for is for the attorney to take the sample documents that we have giving you to control properties. He can either give his approval to those documents, change them, or scrap them and create his own. Whatever documents he wants you to use in your area are the documents that you will use to control the property. So once again that will be an Option to Purchase, a Lease Option, or a Purchase and Sale Agreement.

We want the attorney to make them his documents so that you can be protected and also defended by him in case something were to ever arise.
ADDITIONAL RESOURCES

a. Dealflow  [https://getreactdealflow.com/](https://getreactdealflow.com/)
b. 6 Dollar Virtual Assistants  [www.our6dollarvas.com](http://www.our6dollarvas.com)
c. American based Virtual Assistants  [www.ourvas.com](http://www.ourvas.com)

Phone system  [www.FreedomVoice.com](http://www.FreedomVoice.com)

1. [http://click.linksynergy.com/fs-bin/click?id=YnOxBClKBwA&offerid=123018.10000005&type=4&subid=0](http://click.linksynergy.com/fs-bin/click?id=YnOxBClKBwA&offerid=123018.10000005&type=4&subid=0) web sites (Homestead)


3. [https://www.sugarsync.com/referral?rf=e04ja2rfdz0ft](https://www.sugarsync.com/referral?rf=e04ja2rfdz0ft) Free Cloud Service (Sugarsync)
The Iannotti’s ® Turning Investor Training Upside Down!

“REACT”

MORE RESOURCES
We have had some students say ‘I can’t do this, it is deceitful, bait and switch, lying to sellers. 

Our answer to that is a resounding ‘NO IT IS NOT!’

If you take an agreement to buy for market value all cash, you are looking for a funder to fund for all cash. If a Buyer/Funder comes to you that can fund with all cash, Great! If one wants to do terms, then renegotiate the deal. That is Real Estate.

That is what Realtors/Agents do all the time! They take an agreement (listing) to sell it for full retail or more, then offers come in from buyers (funders). They then have to present the offers (renegotiate) with the sellers.

Now you as the Buyer WANT to close on the deal with your Seller. If you don’t, you don’t make money and making money is why we are doing this business right?

You want to stay in every deal if the numbers make sense. If they don’t you may pass onto it to your funder.

If a Buyer comes to an Agent/Realtor and wants to buy but needs to go to a Lender to get the money, then a Financing Contingency is put into the agreement to buy.
What if the lender comes back and says ‘great news Mr. Buyer you are approved. The purchase price of the home is $200,000 and we approve you at $190,000.

That is good and that is bad. He does not have enough to close. So, they have to renegotiate with the seller. Sound familiar???

Your agreement with the Seller is ‘Subject to your Funder’s approval’.

No different than a ‘Financing Contingency’.

No Bait and Switch, No lying, No Deceit!
Quit trying to figure out how this will not work. The only reason it will not work is YOU.

Remember the saying,
‘You have to GO through it to GET to it.’

If you don’t want this to work, it won’t. If you are like we were in the beginning and wanted this to work like nothing else, you make it work.

The information you have here in this manual is priceless. Nobody else is teaching this, yet, but they will copy it. Until then you can be the ‘Go to Buyers’ in your area!
Frequently Asked Questions for REACT:

Do you need to get comps on properties you are planning on doing the REACT technique with?

We only need accurate comps if we are staying in the deal. If we are not staying in the deal, then ‘close enough is close enough’. Remember, we are selling the payment more than the purchase price.

Does it matter which country your Virtual Assistants are in? i.e. USA, India or Philippines? We prefer USA, Southern female talk to sellers. The Philippines VA’s are fine for non-client contact duties i.e. SEO, Web Sites, internet marketing etc.

Once you make the call to the seller, do you get it under agreement with terms to buy the same day?? Well, the saying is ‘You can’t steal in slow motion’.

How would you do that (i.e. mail, in person or over the phone)? In person is always better. If you can’t then email.

If we make $10,000 on a deal, who pays us? Our money comes from the Funder (Buyer or Tenant/Buyer.)

It sounds like most of the funders are purchasing to live in the house, what if the funder wants to flip for a profit? Most of these deals there is no room in them to flip. However, if they want to flip, they need to buy it first.

Do we have to go inspect every house that we get under Agreement? Only if you are staying in the deal. If you are not, your ‘Funder’ will be the one that inspects the property.

How do you work with a Real Estate Agent if they have a contract with the seller or do you only work with them when they bring a buyer? Only if they bring the buyer. If they have a listing, then we don’t deal with the property till the listing is done.

What’s the difference between the Memorandum of Option and the Notice of Option? I think you mean Memorandum of Agreement. The Memorandum is used with the Purchase and Sales Agreement. The Notice of Option is used with the Option agreement.

What do you do if you put a tenant/buyer into the home and they can’t buy/get financed after their 3 year term is up? If they have been a good tenant/buyer and have taken care of the property, paid rent on time, has been trying to get credit cleaned to get financed, you can extend the agreements. You may ask for more Non-Refundable Option Consideration (NROC) to extend. If the opposite, you may want to get someone new.
What happens if we can’t find a funder within 1-2 months, what’s next? You will not be able to close on all agreements. If the agreement expires, you tried. You have to have a Funder to close. If you don’t the agreement expires.

How do you organize all your available contracts and funders so your whole team is looking at the same real time information? We use a contact management system (CMS) named DealFlow (https://getreactdealflow.com/).

Do you work with property managers on deals that you stay in? We have not, but if you do make sure you factor into the True PITI the management fees.

How do you come up with the Release fee amount for each deal? We ask the Funder what he has to work with towards his new home. We try and keep as much of that as possible. Sometimes we have to give part of it to the Seller to get the deal done.

Don’t I have to have a license to do these types of deals? No, as long as you have the property under agreement to buy along with the Recorded Interest. You can also bring a Real Estate Broker on your team. Make him an officer in your company and have him sign off on all marketing. This is added protection, but we recommend checking with your attorney to make sure he makes you Legal and Compliant in your state.

How does the Realtor get paid if they bring a funder that can purchase the house? We have them add their 3% on top of our price. They are then listed on the HUD Settlement sheet and get paid.

How does the Realtor get paid if they bring a funder that can do a lease/option? Everything in Real Estate is negotiable. Work that out with your Realtor. Sometimes, they may get some now and some when the tenant/buyer actually does buy.

Do you normally make offers over the phone or do you wait until you are at the home? We do it both ways. Again, in person will always be better.

What if I wanted to sell my own home this way or specifically on a lease/purchase? Just need to find your Funder and send everything over to your attorney to close.

Do I call back every lead that I get back from the VA or just the prospects? We like to start with the Prospects first. Then the ‘Maybe’s’, and then the ‘No’ responses. Remember, a ‘No’ is a ‘Yes’, they just don’t know it yet!

Do you recommend using a google voice number or should all main phone numbers be thru a service? Google Voice numbers, Magic Jack numbers are fine.
What do you say when the seller agrees to the contract but asks for a deposit “to know that I’m serious.” We are not asking for an ‘Exclusive Agreement to Buy’. We put out many offers and company policy is to not give large deposits. Deposits are to take the property off the market. They can continue to sell while we are obtaining our funding.

When calling a lead sheet that has been completed by a VA or myself, what verbiage do you use from start to finish to get them to agree to “subject to funders approval” and 3-6 months for the contract? It is all on the Property Data Sheet. Use it, it works!

When a seller asks, “How do I make money if I don’t charge commission” what do I tell them? We get paid from our Funder when the deal closes.

How do you convince the seller not only to tie up the property but also sign an affidavit that gets notarized and recorded? These are the agreements our Attorneys have advised us to use in our Business. They make us ‘Legal & Compliant’. Again, the Agreement to Buy can be made non exclusive.

Who is legally authorized to sign the affidavit? (Owner of the company, acquisitionist, etc?) An officer of the Corporation or someone given authority to do so by Corporate Resolution.

What percentage of time do you find the sellers will not accept payments? Every deal is different, but on average….maybe 60% and this changes with the market cycles.

How long are you keeping a recorded interest in the property? 1 month, 3 months, 6 months? Until we either close on the deal or the agreements expire.

How often are the sellers backing out when they find out a notary are required? About 33%.

How do you prepare the sellers that “FUNDERS” will want to view/inspect the home? We tell them the Funders will want to see the property and that we will make an appointment for them to view it. If it is vacant, we try and get them to allow us to lock box it.

How understanding are the sellers when you have to show the property to several “Funders”? Very! They want to sell and understand our Funders need to approve the property.

Do you coach “funders” on appearance/manners for seller property viewings/inspections? No.

Don’t the “funders” expect that down payment will reduce the purchase price? Not usually. However, if they do want that, when they are ready to buy, we can increase the price of the home by the amount down and show the money down on it.

Does the seller and/or the funder get upset when they learn the down payment is the fee/profit to you instead of them? We have never had anyone get upset.
How many deals do you lose because the seller changes their mind after the first meeting? Very few. If they do, go to the next one.

Does your funder/tenant buyer get any credit when they pay their monthly payments toward the purchase price? Not since the Dodd/Frank laws came into effect January 10, 2014.

When does the title transfer? When the Buyer buys and pays the Seller their sales price.

Do you recommend anything for creating credibility, like BBB accreditation, testimonials from sellers and buyers, etc? Testimonials are always good. BBB is good too, but costs money. So make some checks first.

Do you only call on and market for single family homes or do you also do condos/townhouses? REACT works for all of these.

If so, do we need to be careful of anything other than HOA fees or “no rent rules”? Most definitely!

Should we approach listed homes? No, we don’t do listed homes.
The Iannotti’s ® Turning Investor Training Upside Down!

REACT

“We Want to Close on Every Agreement We Get! Some We Keep For Our Own Portfolio, and Some We Pass on To Others.”

Jon & Stephanie Iannotti
“Just because it is in the Agreement, it is not set in stone”
• “Everything is Negotiable & Renegotiable”
• “Get the Agreement, the Money will Come”
• “Renegotiate, Counter Offer, what’s the difference?”
• “Just Get The Agreement”

Quotes by Jon Iannotti
Steps in a Deal

1. Get Property Data Sheet Completed
2. Call Seller and get Agreement to BUY
3. Check Your Funding Source List for Possible Match
4. Look for Cash Funders First (This Could be You)
5. Look for Loan Qualified Funders
6. Look for Tenant/Buyer Funders
7. Create the Funding Offer to Present to Seller
Types of Funders

CASH

Your Funder has the CASH to Purchase a Property. Hard Money, Private Money, IRA Money.

LOAN QUALIFIED

Your Funder has Pre-Qualified for a loan. Preferably with your Loan Broker.

TENANT BUYERS

Funder has Money Down and Can Afford a Monthly Payment.

Jon & Stephanie Iannotti

'REACT'
Creative Finance Example #1

Funder Has Cash

• Funder has $110k For their new home
• Check agreements to see what properties they can buy for $110k
• Present to Funder which ones they ‘Pre-Qualifies for.
• Once Funder has decided present to the Seller the Funding Offer.

Jon & Stephanie Iannotti
Creative Finance Example #2

Funder Qualifies for a Loan

- Funder has been pre-approved for a loan
- Prefer to use your own Loan Broker
- Work closely with Buyer and Loan Broker to make sure process goes smoothly
- Make sure there is money in the Offer for you when you close.
- Show Release Fee as ‘Lien Payoff’ on HUD1 Settlement Sheet to get Paid

Jon & Stephanie Iannotti
Creative Finance Example #3
Funder Has Money Down & Can Afford Payment

- Funder has $10k Down
- Can afford $1200 per month
- Wants 3br/2ba on east side of town
- Credit is borderline financeable

Jon & Stephanie Iannotti

'REACT'
Creative Finance Example #3

Funder Has Money Down & Can Afford Payment

• Check properties you have under agreement that match their criteria.

• If you have a L/O that matches, great

• If not, look at the True PITI/or Market Rent on the properties that match their BR/BA/Location criteria
Creative Finance Example #3
Funder Has Money Down & Can Afford Payment

• If there is a PITI on the property, does it work for the Funder?
• If property is Free & Clear, create a PITI equal to or close to Market Rent for the Property.
• When creating PITI remember to use the Market Rent and Back out Taxes & Insurance
• Make sure to leave money in the offer for you when presenting to Seller.

Jon & Stephanie Iannotti

'REACT'
Creative Finance Example #3

Funder Has Money Down & Can Afford Payment

• Present the Funding Offer to the Seller
• If Seller wants “All Cash Retail or More” remember you cannot take a large Release Fee.
Creative Finance Example #4

Free & Clear

• Use the Market Rent for the Property.
• Back out the Taxes/Insurance, HOA, etc and what is left is the Principal that can be applied to whatever price you give Seller.

Jon & Stephanie Iannotti
Creative Finance Example #4

Free & Clear

- Seller wants $200k for their $100k property.
- Market Rent is $1500/mo
- Taxes/Insurance is $500/mo
- So we can apply $1000/mo to the $200k principal balance.
- Property pays off in 200 months or 16.6yrs
- Funder has $10k

Jon & Stephanie Iannotti
Creative Finance Example #4

Free & Clear

• Seller gets his $200k
• Buyer/Funder gets Seller Financed home
• Property pays off in just over 16 yrs.
• Buyer/Funder pays Market Rent for the payment.
• Our Release Fee is the $10k Funder has minus anything given to Seller.

Jon & Stephanie Iannotti

'REACT'
Creative Finance Example #4
Free & Clear

• Seller wants $200k for their $100k property.
• Market Rent is $1500/mo
• Taxes/Insurance is $500/mo
• So we can apply $1000/mo to the $200k principal balance.
• Property pays off in 200 months or 16.6 yrs
• Funder has $10k
Creative Finance Example #5

Free & Clear

• Seller has home worth $200k Free & Clear
• Wants all Cash.
• Have Seller Refinance the home.
• Banks will refinance at 85% of Market Value or $170k
• If sold Conventionally will net approx. $150k
• We Take over Payments or pass on.

Jon & Stephanie Iannotti

"REACT"
Now
Just Get The
Agreement!

'REACT'
Lifetime Resource Downloads

One thing that Stephanie and I wanted to do for you when we created this course was to give Lifetime online access to the resources.

We recommend that you check the resources from time to time as we will be adding or updating as needed.

You will be receiving your login information in a separate email for our REACT/CATS Member Only Website.

We strongly advise not to share this login access for we do track the IP address and if it is abused ...

YOU WILL LOSE YOUR ACCESS PERMANATELY!

Free Download of our #1 Best Selling Book
“The New Master’s of Real Estate”

“REACT”

Free Download of
“Quit & Grow Rich With Us” Master Mind Presentation
CLOSING THE DEAL

Steps Needed to Close

Remember, we have an agreement with the Seller to Buy the property subject to our Funding Approval. We WANT to close every agreement we sign with Sellers if we get Satisfactory Funding. This Funding Approval has to be approved by the Seller and us.
Funding Sources

We use numerous Funding Sources for our deals.
We do not use Conventional Funders such as Banks, Credit Unions, etc.

Some Funding Sources we use:

• Hard Money Loans.
• Private Money/IRA Loans.
• Buyer with Cash.
• Buyer with a Loan.
• Tenant/Buyers that have money down and can make monthly payments.
Funder is Found Now What?

- Funder is located, Seller and Funder have agreed to price/terms.
- Determine if it is a Cash, Loan, or Lease/Option Funder.
- Get application from Funder.
- If Tenant/Buyer, Run Applicant with [www.ScreenTheTenant.com](http://www.ScreenTheTenant.com)
- Get Reservation/Earnest money and Application Receipt Agreement with Funder.
- Funds are sent to Attorney/Title/Closing Company Escrow account.
Conventional Sale For Cash or With Loan

- These types of Funders are closed with your Title/Closing Company
- Once Funder is secured, send the following to Title/Closing Agent (TCA)
  a) Contact info for Seller and Buyer
  b) Copies of original agreement with Seller that you have including the Notice/Memorandum that was recorded.
  c) Description of the terms of the sale.
- TCA will coordinate from here, keeping you informed.
- Closing takes place and you get your Funds.
Lease/Option or Sandwich L/O Sale

Lease Option (Seller & Buyer)

• This is closed by your Attorney
• Send copies of original agreement with Seller to Attorney.
• Send contact info for Seller & Buyer
• Send details of L/O to Attorney
• Attorney will create the L/O and CYA letters.
• Attorney will do closing and you get your Funds.

Sandwich Lease Option
Seller-You-Buyer

• This is closed by your Attorney
• Send Copies of original agreement with Seller to Attorney.
• Send Contact info for Seller & Buyer
• Send details of L/O ‘A’ to Attorney
• Send details of L/O ‘B’ to Attorney
• Attorney will create the L/O between Seller and You with CYA Letters.
• Attorney will Create L/O between You and Tenant/Buyer with CYA Letters.
• Attorney Closes both L/O’s and you get Funds.
How We Get Paid

• Be sure to record every Notice of Option or Memorandum of Agreement on every deal you are working.
• We do not assign our agreements.
• At closing our agreements are extinguished and new ones are created between the Seller and Buyer or Tenant/Buyer by the Attorney.
• At this point we have nothing to do with the property and we sign a Release of Notice/Memorandum and it gets recorded. This releases our interest in the property and we get paid a fee for doing so.
• Again, we do not assign our interest, we release it and get paid to do so.
AGREEMENT OF SALE

Made this __________ day of ________________, 2019,

BETWEEN ((FIRSTNAME1)) ((MIDDLENAME1)) ((LASTNAME1)) & ((FIRSTNAME2)) ((MIDDLENAME2)) ((LASTNAME2))
Hereinafter called “SELLER”

AND ((PROPERTYADDRESS)) Trust and or Assigns Hereinafter called “BUYERS”

WITNESSETH THAT:

Seller and Buyers, intending to be legally bound mutually covenant and agree that Seller shall, before, on or about ______day of __________, 2019, plus any time necessary for title company to close the deal, by deed of general warranty, well and sufficiently grant and convey unto Buyers, in fee simple, clear of all liens and encumbrance, except as hereinafter set forth, good and marketable title to the following described property:

((PROPERTYADDRESS)) ((PROPERTYCITY)) ((PROPERTYSTATE)) ((PROPERTYZIPCODE)), County of ((PROPERTYCOUNTY)).

Florida Real Property Tax ID Number: ((PARCELNUMBER))

TOGETHER with all singular the buildings, improvements, easements and appurtenances whatsoever thereunto appertaining, it being understood and agreed that all plumbing, heating and electric fixtures and systems appurtenant thereto and forming a part thereof, as well as all cabinets, laundry tubs and other permanent fixtures, unless specifically excepted in this Agreement, are included in the sale and purchase price and shall be delivered to Buyers at the time of delivery of possession of said property.

In consideration thereof, Buyer agrees to pay thereof the sum of __________________________, payable as follows:

A. Balance by cashier check or certified funds on delivery of deed __________________________

B. Financing: Subject to Buyer’s Funder approval

1. Taxes, interest, insurance and rents to be prorated as of date of closing. Taxes shall be prorated based upon the fiscal year of the taxing body.
2. Possession to be given on the date of closing.
3. Seller to pay normal and customary Seller costs. Buyer to pay normal and customary Buyer costs. Buyer to choose Title Company to close with.
4. Seller shall bear the risk of loss through the closing and shall maintain insurance thereon through closing.
5. Should Buyers fail to close or pay the additional sum or sums on account of the purchase price, as herein provided, the aggregate sum or sums paid may be retained by Seller, either as liquidated damages or on account of the purchase price, as Seller may elect. If they are retained as liquidated damages, this Agreement shall become null and void and both parties shall thereupon be released of all further liability hereunder.
6. It is hereby understood between the parties hereto that the Buyer shall have a due diligence period and the right to inspect the property up to and including the day of closing. Seller hereby grants the Buyer and or their representatives all of the necessary rights to list for sale, market, negotiate and enter into a contract to sell Buyer’s interest in this agreement immediately to a third party for profit.
7. Current owner of record and or tenant will permit Buyer if necessary, to hold an event to attract as many potential Funder/Buyers as possible during the agreed upon option period. Seller understands that a significant amount of resources will be committed to the project and Seller and or Tenant will not obstruct Buyer’s event in any way during the agreed upon option period.
8. Seller may not list the property on MLS without written approval of Buyer.
9. Current owner of record and or tenant will permit Buyer if necessary, to hold an event to attract as many potential Funder/Buyers as possible during the agreed upon sales period. Seller understands that a significant amount of resources will be committed to the project and Seller and or tenant will not obstruct Buyer’s event in any way during the agreed upon sales period.
10. Seller represents that the zoning classification of the property is residential; the present use of the property is residential in compliance with the zoning laws, and there is no existing notice of an uncorrected violation of the housing, building, safety or fire ordinances.

USA Marketing & Development LLC 1-29-2019
11. Seller understands that this transaction is contingent upon Buyer’s Funder’s approval.
12. FUNDING SOURCES: Buyer does not usually use Conventional Funding such as Banks. Buyer uses Non-Convention Funding Sources. These may include but are not limited to, Private Money Lenders, Hard Money Lenders, IRA Funds. If/when, funding is offered from a Funding Source, Buyer will inform Seller of said Funding. Seller and Buyer must approve said funding. Buyer may also permit another entity to close on this Agreement of Sale for a fee to Release Buyer’s interest in this Agreement of Sale.
13. Assignment and Release Clause: Buyer may assign and thereby be released from any further liability under this contract.
14. Closing shall be with: Aries Title Co. 720 Goodlette Rd N #304 Naples, FL 34102 Ph: 239-530-7111
15. Additional provisions:
Seller(s) agrees to sign Deed, Settlement Statement, and any other documents necessary to facilitate said sale to Buyer at closing. If Seller(s) do not sign the necessary documents mentioned herein to consummate the sale of said property to Buyer, Seller(s) agree to pay all costs associated with this agreement.

This Agreement constitutes the entire contract between the parties hereto and there are no other understandings, oral or written, relating to the subject matter hereof. This Agreement may not be changed, modified, or amended except in writing signed by all the parties.

Whenever used in this Agreement, the singular shall include the plural and the use of any gender shall be applicable to all genders.

Sellers will not record this Agreement except after first obtaining the prior written consent of Buyer. Any attempted recording of this Agreement without such consent shall constitute a default hereunder by the Sellers. Sellers agree to sign Memorandum of Agreement that may be recorded if needed. This Agreement and all of its terms and conditions shall jointly and severally extend to and be binding upon the respective parties hereto, their heirs, executors, administrators, successors and assigns.

IN WITNESS WHEREOF, the said parties to this Agreement, intending to be legally bound hereby, have hereunto set their hands and seals the day and year first above written.

____________________________________   ______________________________________
Seller: ((FIRSTNAME1)) ((MIDDLENAME1)) ((LASTNAME1))  Seller: ((FIRSTNAME2)) ((MIDDLENAME2)) ((LASTNAME2))

By: ____________________________________  _________________________________
Buyer: ((DeedInfoTrusteeName)), Trustee  Date
((PROPERTYADDRESS)) Trust

Cross Reference Instrument # ((CUSTOMINFO8))  ((PROPERTYCOUNTY)) County Clerk of Circuit Court
to this Agreement, intending to be legally bound hereby, have hereunto set their hands and seals the day and year first above written.

____________________________________   ______________________________________
Seller                                                                                     Seller

____________________________________   ______________________________________
Buyer                                                                                     Buyer

104  USA Marketing & Development LLC  1-29-2019
### AUTHORIZATION TO RELEASE INFORMATION

I/We hereby authorize you to release to ________________________________ any and all information regarding my/our account that they may require for the purpose of a credit transaction or loan transfer. You may reproduce this document to acquire reference from more than one source.

Thank You.

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Printed Name
The Iannotti’s ® Turning Investor Training Upside Down!

“REACT”

BENEFITS OF WORKING WITH US

Our offer and agreement are for CASH. The offer is subject to our Funder’s approval.

This is not an exclusive agreement for us to buy. If during our ‘Funding’ process that another buyer were to make an offer and can buy, that is ok, we step aside.

Now our ‘Seller Assist’ Program, as a FREE service to our Seller(s) we ask that any marketing that they continue to do sends all leads to our office. Our team will refer these leads to Agents, and Loan Brokers who will work with these leads to get them to buy the property. It is a little bit of a competition to between our Agents/Loan Brokers to see if they can get the Leads to buy before we do. If these buyers buy before we get our Funding that is great for the Seller(s). If we buy before these leads, that is great for the Seller(s).

Either way the Seller(s) WIN and WE DON’T CHARGE FOR THAT SERVICE.

All we ask is that as a courtesy to us while we are pursuing our Funding that all leads be sent to our office for processing.

Most Seller(s) think they are saving by not paying an Agent the 6% for listing the property and they are. However, now the Seller(s) has to do all the work. Show the property, pre-screen buyers. What if they need a loan, what do you do? What if they have no idea how to buy a house, now what? Title Company? Attorney? Underwriters? Etc.

We take care of all that and we don’t charge the Seller(s) anything.

The Seller(s) need to remember, WE ARE AGREETING TO BUY the property subject to our Funder’s approval. This is the same as an agent bringing an offer with a FINANCING CONTINGENCY. As soon as we hear from one of our Funders, we will be in touch with the Seller(s) to let them know what we can do.

The difference is there is no 6% fees and it is not exclusive!

The Seller(s) get the best of both worlds.

We have been doing business this way for over 15 years.

Also, if a Seller(s) wants to get his/her attorney to approve, this is fine. If the attorney has any questions, we can get him in touch with our attorneys. They speak the same ‘legalese‘ language and can work out any issues.

We want to get the property bought as quickly as possible.

Oh yea, ‘How do we make money?’ Our Funders pay us, not the Seller(s).

Remember, WE ARE AGREETING TO BUY the property not LIST it!
Buyer Data Sheet

Name:                        Date:

Property Address:

How did you hear about our home(s)?

How did you like the home? What did you like best about it?

Are there any questions I can answer for you?

(If they didn’t like it) Have you seen our other homes?

When were you looking to move?

Would you like to take advantage of our owner financing or lease purchase programs?

How much of a down payment can you raise?

(If short of owner financing amount ask these questions)
Do you have a 401k? Credit card? Advance at work? Trade?

What kind of monthly payments can you afford?

Is your credit good, fair, or ugly?

If a lender looked at your credit what would they not like? (12 mo.)

Would you like to send me our easy application so I can start pre-qualifying you for the home? (Our homes sell quickly)
Dear __________(Seller),

As per our conversation, here is a formal Agreement for us to Buy your property at 123 Main Street, Ft Myers Beach, FL 33931 in PDF format.

Once we have the SIGNED/NOTARIZED Agreements back, we can submit it to our Funders for Approval. Once approval is obtained we will be in touch to let you know. We cannot move forward without these two agreements.

Here are the steps to proceed once you have reviewed the Agreement.

1) Download the attached PDFs to your computer, print them, and sign where appropriate.

Please note one of the pages must be notarized. Remind the notary s/he must write in a sellers name in the spot available in the notary seal for a seller's name. (Only mentioning it here since this is a common mistake.)

2) Make a copy for your records.

You have two options to get the paperwork to us: Either one of our associates will meet you at the subject property at a pre-agreed date and time - or you may mail the documents to us.

If you prefer the mail-option:

1) Mail the original documents to;
   Your Company
   123 Main St.
   Your Town, State, 12345

OR

NOTE: BE SURE TO GET A TRACKING NUMBER FROM WHATEVER MAIL-SERVICE YOU USE.
I cannot accept documents without receiving a tracking number in advance.

2) Email the tracking number you got from the Post Office/FedEx/UPS to me at: your email address.com

Once the above steps are complete, please email me up to 15-20 digital pictures of the property if you have them. (Nothing fancy. Just take a few snapshots of each room and a few of the property from the outside.)

If you are unwilling or unable to acquire photographs - simply let me know.

Sincerely,
# Cost To Sell Worksheet

## What You Will Net If You List, Market, & Sell Conventionally

### Property Address:

Based on 6 months to sell

<table>
<thead>
<tr>
<th>Cost</th>
<th>Months</th>
<th>Asking Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asking Price</td>
<td></td>
<td>$349,000.00</td>
</tr>
<tr>
<td>Real Estate Commission</td>
<td>6%</td>
<td>$20,940.00</td>
</tr>
<tr>
<td>Lender Required Seller Assist</td>
<td>6%</td>
<td>$20,940.00</td>
</tr>
<tr>
<td>Buyers Discount</td>
<td>0.03</td>
<td>$10,470.00</td>
</tr>
<tr>
<td>Closing Costs</td>
<td>0.03</td>
<td>$10,470.00</td>
</tr>
<tr>
<td>Mortgage Payments</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>350</td>
<td>$325.00</td>
</tr>
<tr>
<td></td>
<td>325</td>
<td>$325.00</td>
</tr>
<tr>
<td>Theft</td>
<td>$500</td>
<td>$500.00</td>
</tr>
<tr>
<td>Taxes</td>
<td>500</td>
<td>$3,000.00</td>
</tr>
<tr>
<td></td>
<td>0.02</td>
<td>$6,980.00</td>
</tr>
<tr>
<td>Inspection Repairs</td>
<td>1500</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Contract Gotya's</td>
<td>500</td>
<td>$500.00</td>
</tr>
<tr>
<td>Appliance Allowances</td>
<td>1800</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>Termite Inspection</td>
<td>125</td>
<td>$125.00</td>
</tr>
<tr>
<td></td>
<td>300</td>
<td>$300.00</td>
</tr>
<tr>
<td></td>
<td>400</td>
<td>$400.00</td>
</tr>
<tr>
<td>Total Cost To Sell</td>
<td></td>
<td>$80,280.00</td>
</tr>
<tr>
<td>Pay off to Mortgage Lender(s)</td>
<td></td>
<td>$-</td>
</tr>
</tbody>
</table>

**Net Proceeds to You if Sold with Realtor** $268,720.00

**Net to You if You Sell Yourself** $289,660.00

If in parentheses, this is what you have to pay at closing to sell the house Conventionally with a Realtor, or FSBO.
OK, everyone has been asking how do we talk to our attorney, explain all this, and get our documents approved by the attorney.

Here is how I would explain it to him:

Mr. Attorney, I am looking for an attorney to work with me in my real estate business. If you were that attorney, you would be closing all of my deals. Some of these deals we would purchase outright so they would be straight up purchases. We also do a lot of lease options or lease purchases. My attorney who would be working with us will be the one who also closes those deals as well. So I think you can see that there is some opportunity for closing numerous transactions with my real estate business.

Now as far as the contract that I would like to use, here is what I am suggesting to you and I'm looking for your approval on one of them. I want to control the property with either an Option to Purchase, a Lease Option, or a Purchase and Sale Agreement. Now that being said, our plan is close on every deal ourselves or possibly assign the contract to another investor a buyer or tenant/buyer. The typical time I am looking to close on the deal is anywhere from 3 to 6 months, and hopefully we will close sooner than that.

Now in Pennsylvania we know that we cannot assign an option to purchase. If we assign our Option, it is considered a Real Estate Transfer and transfer tax is due. This could be 2-5% of the purchase price depending on location. However we also record a notice of option and that is how we get paid. Once I find my buyer or tenant/buyer, we then extinguish our option. Thus allowing a new lease option to be created between my seller and the buyer or tenant/buyer. With the terms we had originally negotiated with the seller. We then get paid a Release Fee to release our recorded Notice of Option.

In Florida it's very similar to Pennsylvania. Instead of assigning our Option which in Florida we are not allowed to do anymore, we get paid to release the recorded Notice of Option. Then the appropriate documents are created between seller, buyer or tenant/buyer.

You will have to check with your attorney in your state and county to determine how the laws are in your area.

Again the main thing we're looking for is for the attorney to take the sample documents that we have giving you to control properties. He can either give his approval to those documents, change them, or scrap the them and create his own. Whatever documents he wants you to use in your area are the documents that you will use to control the property. So once again that will be an Option to Purchase, a Lease Option, or a Purchase and Sale Agreement.

We want the attorney to make them his documents so that you can be protected and also defended by him in case something were to ever arise.
Once the attorney has decided which document you will use, this will be your Master Agreement with every Seller to tie the property up. Then once you decide to close on it or bring in a Buyer or Tenant/Buyer, the attorney will draw up any documents necessary to consummate the terms of the deal that you originally negotiated with your Seller.

As far as documents to use with the Seller, here is what you need to concern yourself with.

1. One of the following; Option to Purchase, Purchase and Sales agreement, or Lease/Option. (Your Attorney will OK one as your Master Agreement)
2. Seller’s Property Disclosure Form (just download your state’s Realtor Association form)
3. Authorization to Release Information Form (if there is/are underlying loans)
4. Notice of Option, if using an Option to Purchase. This will be recorded against the property in your county Recorder of Deeds or Clerk of Courts office.

That is it. All other documents will be created by your Attorney when you find the Buyer or Tenant/Buyer to go into contract with.

So you can see once your documents are approved by your attorney, it is a ‘Cookie Cutter’ System. You just need to make the offers, get them accepted and fill in the above documents, and move onto the next deal and get it under agreement.
**PROPERTY SALE INFO FORM FOR (Your Attorney/Title-Closing Agent)**

Email to *(Your Attorney/Title-Closing Agent)* (make sure to use a read receipt)

<table>
<thead>
<tr>
<th>DATE: _________________________</th>
<th>Deal Co-ordinator: __________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALES PRICE: _____________________</td>
<td>TERMS: CASH -- LOAN -- SELLER FINANCE --</td>
</tr>
<tr>
<td></td>
<td>LEASE/OPTION -- TAKE OVER PAYMENTS</td>
</tr>
</tbody>
</table>

| ADDRESS OF SUBJECT PROPERTY: _____________________________________________ |

| NAMES OF SELLERS OR ENTITY: ________________________________________________ |

| NAME/TITLE OF OFFICER TO BE ON DOCS if Entity: ________________________________ |

| PHONE NUMBERS FOR SELLERS: (H) __________ (CELL) __________ (W) __________ | |
| EMAIL FOR SELLERS: ___________________ | ADDRESS OF SELLERS: __________________________ |

| NAMES OF PURCHASERS OR (ENTITY): ___________________________________________ |

| ADDRESS OF PURCHASER/ (ENTITY): ___________________________________________ |

| PHONE #’s OF PURCHASER/ENTITY: (H) __________ (CELL) __________ (W) __________ |

| AMT DOWN PAYMENT or NON-REFUNDABLE OPTION CONSIDERATION RECVD: ______________ |

| AMT OF RELEASE FEE RECEIVED: $________ | AMT OF RELEASE FEE DUE AT CLOSE: $________ |

| BASA INSPECTION PERFORMED: Y/N | CERTIFICATE Y/N | DATE PASSED: ________________ |

| MORTGAGE INFO IF APPLICABLE: _______________________________________________ |

| MORTGAGE STATEMENT ATTACHED: Y/N | |

| TAX AMT IF NOT ESCROWED: ___________ | INS. AMT IF NOT ESCROWED: ___________ |

| INSURANCE CARRIER INFO IF NOT ESCROWED: ____________________________________ |

| PERFORMANCE FEE: __________________ |

| NON- REFUNDABLE PET FEE: ___________ | MONTHLY PET FEE: __________________ |

| PETS: List type/and names: ________________________________________________ |

| PROPOSED DATE and TIME OF CLOSING: ______________________________ |

| DETAILS OF THE DEAL: See next page attached |

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**USA Marketing & Development LLC**

1-29-2019
The Iannotti’s ® Turning Investor Training Upside Down!

REACT/CATS – Member Called Property Data Sheet

Member: ________________________________
Member Entity: __________________________
Member Contact Number: ________________
Email address: __________________________
Source of Lead: _________________________
Lead called by: _________________________
Property Address: _______________________
City/State/Zip: __________________________
County: ________________________________
Area of town: ___________________________
★ Market Rent Amount: ___________________

Date: __________
Owner’s Full Name: ______________________
Owner’s Email: __________________________
Cell Phone: _____________________________
Evening Phone: _________________________
★ Asking Price: _________________________
★ Sellers Estimated Value: _________________
★ Is the house listed? Yes / No (If YES...STOP!!!!!)
Member Comps: __________________________
Bed/Bath: __________________ Sq. Ft: ________
Construction: __________________ Garage: ______
Waterfront: __________________ Pool: _________
Refrigerator: __________________ Range: _______
Assessments: __ Amt: ______
★ Is the house vacant? _______House or Condo: ______
HOA Fee: _________ Mobile/Modular: _______

Script To Get Master Agreement

“Hello, I am calling about your home for sale at ______. I am not a Realtor, I am looking to buy. Is this a good time to talk?”

YES: Great! I have some information about the home, but can you give me some more? _______
Your home sounds like something I may be interested in. When would be a good day and time for me to come see the home? _______
When I come to see the home and I like what I see, are you ready to sign an agreement for me to buy your home? _______

NO- The property has sold/is under contract. “Oh that is awesome. Has it actually closed?” If yes, “Congratulations”. If No, “I would like to possibly be your back up buyer. May I ask, when is it scheduled to close? ____________ Can I follow up with you in case it does not close?” ________

Keep in mind the less you say, the better. Let the seller talk and you fill in the blanks above as much as possible.
Some of this info you may get from the Seller’s ad or when you visit the home.

The main goal here is to get the agreement to buy. Try and get a price the Seller will agree to now and get the Agreement. Negotiating final price and or terms can be done once you have a Funder interested in the Agreement to Buy.

1st $___________
2nd $___________
Lender _____________ Lender _____________ %_____ %_____
Pmt $_________ Pmt $_________
Is Payment PITI? _______ Current? □ Yes □ No □ $_________ in Arrears Property Taxes/Ins: _______
Length of Loan: _______ ★ TRUE PITI: $_______ Years Left on Loan: _______

Notes: _____________________________________________________________
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________

Rev: MCPDS 9-26-15
DATE REQUESTED:  

Owners Name/Names:  

Property Address:  

County:  Township:  School District:  

Circle what applies:  tax search, liens and judgments, mortgages, and deeds, assessments, etc.  

Any additional information:  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________  

_________________________________________________________________
Goal: To get a signed agreement to market the said property  
Data Needed: Seller name, phone, property address, asking price & Value  
Remember: Give the seller what s/he wants  

S: Hello  

C: Mr. Seller this is _________ from Your LLC. I have the information my assistant received from you, regarding your property for sale is this a good time to talk?  

S: Yes it is  

C: Great! I’ve been reviewing your information and doing some due diligence on the property. (Then verify some on the info on the sheet). I am very interested in buying your property, what is the best cash price you will take for the property? Is that the best you can do?  

(At or Below market value) Great! I will finish doing my due diligence and get the agreements drawn up. I will be in touch in a day or so to get everything signed. If you have any questions please let me know, my contact information will be included in the email. Can you verify your email address….  

(Higher than market value) Mr. Seller you are going to make it difficult for me or any other buyer to purchase your property priced above market value. I’m sure you know that right now banks are not lending at higher than market value for homes. However, I am still interested in your property. So I will put together an agreement to buy your home at your price. Once this agreement is signed I will send it to my funders for their approval. I don’t know if they will fund the deal at this price, however they’ve surprised me before. If this is okay with you I will get an agreement to you and present it to my funders and see what they say. So read it over/sign it and send it back, so that I can get started. Can you verify your email address?
PROCEDURE FROM PROPERTY DATA SHEET TO SIGNED AGREEMENTS

S: Hello

C: Mr. Seller, this is ______ from (your LLC.) I have the information my assistant received from you and I have some additional questions. Is this a good time to talk?

S: Yes it is.

C: Great! (Then go into verifying some of the information on the property sheet or fill in the blanks that were not answered by the VA’s call.)

C: Ok, I believe I have the information I need. I would like to make an appointment to come out and see the property and then sit down with you and see if we can work out a deal to buy it.

S: Great, how about next _______ at _________o’clock?

C: That will work for me. In the mean time I would like to send you some information to review about the property before our meeting. Let me verify your email it is__________?

C: I will look forward to seeing you and the property then.

I would then send the comps if they are less than the asking price. Also send them the cost to sell filled out for the property.

I would also print out this information along with the six offers from the balloon payment calculator if we are talking about giving equity to the seller. Take this information with you in the property folder when you go to meet the seller at the property. I usually have a manila folder with a note page attached to one side and the property sheet attached to the other inside of the folder.

From looking at the property info sheet and my discussion with the seller on the phone, I pretty much know what kind of offer(s) I am going to make when I get to the house. Knowing this, I keep in mind the ways I structure deals that are on the “How I structure deals” letter I have given you.

When I get to the property, I introduce myself and try and look around the property to see if there is something you can start a conversation about that the seller may be interested in. Such as sports memorabilia around the house, pictures of grandchildren, golfing, etc. I want to build rapport, but remember, LISTEN MORE than you being the one talking.
After a tour of the property, I then say to the seller, “Ok, let’s sit down and see if we can work something out for us to buy the property.”
I then go through the comps, showing the seller what today’s real value of the property is.
I then go through the cost to sell sheet. This will show them what they will net if they sell ‘conventionally’ either with a realtor or by FSBO.

Once they see the real ‘NET’ of what they would receive if sold conventionally I then go into my offer(s). I want to show them that my offer is in their best interest even if it is not a straight out conventional sale.

Remember, don’t talk terminology. Such as lease/option, subject to, sandwich lease/option, seller financing.
I also don’t explain the process. Never go into ‘I will find you a buyer or tenant/buyer. That sure sounds like you are doing a real estate agent’s duties without a license. That is illegal.
I want to always represent myself as the Buyer. That is what I am trying to negotiate, a price and or terms to buy the property.
I want to always point out the benefits of working with us. Nobody else out there will do these types of deals. Conventional sales are just not working the way they used to. That is why our methods are so successful today. Remember, even if our Creative Techniques are turned down by the Seller, for your final offer ask, “OK, So what is the best cash price you will give me to buy the property?”

Once the seller has agreed to price and or terms, I say:
“Great! Now I will finish my due diligence on the property and get the agreement drawn up. I will be in touch in a couple of days and we can get the agreement signed.
In the mean time I will email you the seller’s property disclosure form for you to fill out and bring with you when we meet to sign the agreement.”

I then get the agreement drawn up and make an appointment to get it signed. If I can get the Memorandum or Notice of Option signed and notarized I do. Usually they will not do it right now. I let them know that is OK, but once funding is secured and we are ready to close, the attorney/title company will be in touch to get this document signed and notarized. Just trying to save some time by doing it now.

Once signed, I say to the seller, “Ok, now that we have a signed agreement, I will take this to my Funding Partners for their approval. If they approve it, you will be closing with us. If they don’t, you may be closing with either another investor group or possibly a potential homeowner. Either way, you will still get the price and terms that you and I have agreed to.

Then we go to work marketing the property!!!

Remember, don’t use terminology, or explain techniques, and always, always listen to the seller. They will tell you everything you need to know to buy the property.

The more you talk, the less will go into your wallet!
Testimonials

• I have been doing Act Deals for some time, but the REACT Game plan and recording interest provides me an expectation of a couple more deals a week – and another motivation to get on a cruise control. Thanks for increasing my income. -Mark Lepzinski

• The simplicity of the program truly surprised me. –Andy Kouris

• Great information and explanation on REACT Process. I learned a lot of new ideas, also gained new ways to do those deals, I’ve learned more about doing deals at the seminar than any other I’ve been to in the past three years. –Ronald Mustari

• It is great to hear simple, easy to follow steps to implement the methods that are actually working now. The actual calls to real sellers add authenticity – even the “no one home, leave a message” was just what has been happening for/to us. –Jay Gebhard

• Simple steps to get started. –Priti Shuklo

• Once again Jon and Stephanie did an outstanding job! The REACT event was mind blowing and for those who didn’t make it, I would urge you to make the next event! The information is priceless and will catapult your Real Estate business to the next level. REACT is the Real Deal and the Iannotti’s have delivered! Thank you Jon and Steph! –John Slavik

• I met Jon a few weeks ago at Ron Legrand’s event and thought he was really down to earth and not like all the Guru’s out there. Then this time I met Stephanie and she is just as down to earth. They are real people like me! They make you feel comfortable and yet have way more knowledge than I. I hope to see them again as I really did enjoy listen/learning from them. I also want to send them “my success” story on a REACT Deal. –Lori Wilson
The Iannotti’s ® Turning Investor Training Upside Down!

- Jon and Stephanie are the ‘Real Deal’. We made calls and spoke to actual property owners – many of whom we may have otherwise thrown away. I’d already decided to move forward with ACTS, but now with REACTS, I’m ready to kill it!!!!  -Glenn Davis

- I have paid for and attended other R.E seminars and although good, none were as concise (focused) as this one. A lot of my fears have been washed away because of the “Mysteries” that were solved.  –Bill Simpson

- Very helpful, gave great insight to new Investors.  –Nicholas Friel

- As a licensed Realtor, Jon and Stephanie tied it all together for me to provide new solutions and options for buyers and seller who had no option previously. The end result is a win/win all the way around for all parties.  –Dave Parker

- Good, Clear information.  –Dave Shaw

- I really appreciated Jon and Stephanie’s live phone calls. The information presented seemed very valuable and really opened my eyes to another option for creating deals.  –Lee Ann Cruley

- Jon and Stephanie are very informative (and entertaining) during the REACT workshop. Techniques are explained in detail to help novice or even experienced Investors understand this method of making money.  –Kerry Scott

- REACT – Jon and Stephanie are truly a great team in every way. They know how to deliver their message and teach you in a more than understandable way. I know without a doubt I will apply and REACT to my suspects and now in my eyes there are a lot more true prospects. Thank you Jon and Stephanie.  
  Sincerely,  
  Samuel Sanders
Testimonials

• Now knowing not to throw away all the leads will help boost my chances of doing more deals and having more deals in the pipeline. Thank you very much!
  -Joseph “Randy” Anderson

• This was a very worthwhile workshop to explain how the REACT System can make more deals from leads that I would have thrown away before this event.
  –Lynn Morey

• I have been to many events over the last two years and have found none that have made me know that I can make deals. Stephanie and Jon’s event cut out all the guess work. Instead of trying to figure out which one of the seven or more strategies to offer, you just get a Master Agreement signed and go get the funder. How simple they made it. Was not complicated to understand and perfectly doable. This event was just what I needed to hear in order to get me up and onto doing deals instead analyzing what kind of deal to do. It is also was the most relaxing and power packed event with loads of necessary information event I have been to.  –Shirley Koenig

• It’s a new concept that no one is doing.  –Ron Marshall

• Jon and Steph have developed a break through approach that greatly expands our tool set for creation of deals with properties that would otherwise be outside our ability to convert. REACT is a simple process for landing deals that would otherwise be discarded. Their delivery of the information is clear and concise, equipping you to act immediately with confidence. They are continually refining the REACT technique and promise lifetime updates to ensure we remain current.  –Dick Hull
The Iannotti’s ® Turning Investor Training Upside Down!

Testimonials

• Jon and Stephanie are real and say the way it is. I learned a lot and can’t wait to go to the two day workshop. I hope to be there. Jon and Stephanie are great teachers, easy to understand. Thank you so much. – Vilma Wolfe

• They gave me so much advice that will help me succeed as a Real Estate Investor. – Gloria Gebhard

• Very informative – A new way to increase sales. – Flora Moore-Reece

• Sorry, I did not know about this decades ago. Great new Real Estate idea. – Viki Watson

• Great Info and Leadership. - Mary Shaw

• A creative way to work deals in seller’s market. – Jerry Burson
The Iannotti’s © Turning Investor Training Upside Down!

“REACT”

Testimonials from REACT 1 day event!

- WOW! Where have The Iannotti’s been all my life?! I’ve invested in other educational Real Estate Programs over the years and none have been so simple. I can’t wait to get back to our old leads and make some deals that will work in today’s market. Thank you!! All the Best, Kristen Schuyler

- This event was very informational and an eye opening experience. It puts a different spin on everything I have learned in the past about Real Estate. This was a great time! In closing, Jon and Stephanie Iannotti are the Real Deal. They are great people and are approachable. Dave and Lora Knollmueller

- I feel like I can now do more deals. REACT seems like it is worth $1000+ The Iannotti’s are great speakers and kept me well informed. REACT is GREAT! I will tell my friends to take this class. Ross Van Tassel

- I feel the info with the presentation makes this event the best one day event I’ve ever attended. The one day stands out as better than some multi-day events I’ve attended. The resources provided are also top notch! Their “hands on” experience translates to what looks to be very workable in today’s RE world. Matt Wimsatt

- Jon Iannotti is even smarter at Real Estate Investing than Ron LeGrand! I appreciate that the Iannotti’s take time to teach us when they could be making more money spending their time doing deals. Chris Moyer

USA Marketing & Development LLC
2710 Del Prado Blvd S Suite 2-307 Cape Coral, FL 33904 800-876-7937
“REACT”

- This is time very well spent and the information is straightforward and easy to follow! As a Realtor I’m always looking for ways to see what works for different properties and buyers and sellers in changing markets. It is fantastic to have instructors that have done deals and still do. Bill Hopmann

- Jon and Stephanie are some of the greatest, most kind-hearted people I know. This information about REACT is priceless & I am grateful to be a part of it during it’s conception, and to have been given this opportunity. Jon and Stephanie did a fantastic job with the entire event and are always so concerned with making sure we are all comfortable and are getting the most out of the event. John Slavik

- Excellent value for complete A-Z course on seller/buyer negotiation coupled with the business resources/vendors to give you control of you time! Victor Wagner

- It was comprehensive and easy for beginners to understand. Susan Calabrese

- Very useful tools and good info. Eric Reinertsen

- A lot of information presented in a short amount of time. I picked up 4 or 5 very significant key items which will factor significantly in my future deals. Presented with simplicity in mind. I liked the emphasis on “What to say” and “What not to say.” The “REAL” telephone interview scenarios are very powerful! Tim Prentis
"REACT"

• The information and strategy I learned from this event is against the grain of everything I’ve ever learned thus far as becoming an investor. So far I’ve been making offers based on the 65-70% ARV & I haven’t done any deals. Utilizing this strategy I am confident that I will put my RE investing career on the fast track. Thank you Jon and Stephanie for sharing your knowledge and experience. Mark Ancerewicz

• This is the best, most ever, very comprehensive information we have received to help us understand this business. We are excited to move forward, help people and close deals. Amazing, Wonderful, Fantastic!!! Eileen Van Tassel

• FGCREIA is the place to be for first class, up to date information and Top talent. Martin Butler

• I have mentored with Jon and Steph. They are wonderful to work with. Very creative! They have helped me make a lot of money. Their material is the Best! Bottom line, Listen to them, and do what they tell you to do, or as Nike says; JUST DO IT! Thanks Jon and Steph!! Barry White

• I love the iannotti’s genuine personalities. It’s so refreshing in this age of auto-gurus where new investors sell programs that aren’t tested. We’ve already been using most of the techniques successfully, so I know REACT works! Heather Olson
• Awesome information no one else is teaching and doing. Jessica Taylor

• With 10 years in Real Estate you see a lot and a lot of nonsense. I met Jon and Stephanie almost 3 years ago and was impressed by their honesty and willingness to help others. Notice when you talk with them how they look you in the eye, try that with others and see what you get. It's a pleasure to know them and I wish them well. Papa John Slavik

• This course was taught by a couple who are doing what they teach – they are walking their talk! Course not only teaches what to do, but step-by-step how to close a deal. Also provides a lot of information on setting up and running your business day to day. Class included live calls to sellers to close on a sales agreement. Nothing teaches like live calls. Ron Krugman

• This is my first seminar (workshop) conducted by Stephanie and Jon. I found it to be a good value and had sufficient content. I would recommend to others and look forward to their next seminar. John Andres

• The REACT training was presented in a clear way for those with experience and those without. I really appreciated that they took the time to answer our questions throughout the day. Jon and Stephanie have a wealth of knowledge to share and they do it so willingly. I am so glad that I decided to attend. Nancy Duvall

• You have got me.....! I'm sold this is the best approach I have seen to do deals. Everett Mackey
"REACT"

- This training was Fantastic! A lot of great info gleamed and now I have a cutting edge technique to use going forward. Thank you Jon and Steph for giving this training!! Aaron Seiders

- This event was very good, Jon and Steph took their time to explain and answer any questions, walked thru several leads by calling them to show us all how simple this is to do. Also gave us a lot of resources to help us be successful. I wish we would have taken this training before we spend $35,000 on another course. Thank you Jon and Steph!! Ray Van Tassel

- Jon & Stephanie helped us put together a deal. All we have to do is take the contract out to the seller. Who thought it could be this easy! Katrina Van Tassel

- This is all new information for me. I find it exciting as well as challenging. I do appreciate the opportunity to learn from Jon and Stephanie and am very optimistic I will be successful with their program. Lynne Powers

- The live call demonstration was worth the price of admission! Lisa Poponea

- Very informative, cutting edge knowledge! Vito Kostrzewski
Dear Homeowner,

Thank you for the opportunity to **BUY** your home.

Over the last 25 years, we have purchased or been involved in over **1900** homes. We are not Realtors!

We buy properties for our own portfolio or sometimes pass them on to other people too.

The way our process works is we get a signed agreement to **BUY** with you first. Once we have the signed agreement then we submit it to our Funding Sources for funding. We don’t use Banks, we use Non-Conventional Funding Sources. Once we hear back from a Funding Source that is interested in funding the deal, we let you know.

Now, we cannot guarantee you we will get the funding to buy your home, and nobody can do that. You can put your mind to rest that nobody will work harder to get the funding than us! Our end goal is to close on the deal and make you happy.

Once we hear from an interested Funding Source, you will be contacted by us. We will let you know what the funding offer is. We can tell you, sometimes we get all the funding and sometimes the Funders come back with different funding offers. Whatever the funding offer is, **YOU** get the final approval to accept it or not. If you do, we close. If you don’t, we keep pursuing funding that is satisfactory to you so we can close the deal.

The whole time this is happening there is **NO COST TO YOU**! Remember, we are trying to **BUY** your home, not list it like an agent/Realtor would.

We can also as a courtesy to you, offer to have you in our ‘Seller Assist’ Program. This enables you to keep marketing the property while we are pursuing our funding to buy it. If you have an interest in this program, we can provide you the details. Again, there is **NO CHARGE TO YOU** for this, as we are trying to **BUY** your property.

We look forward to working with you and look to as smooth a closing as possible.

Respectfully,
We/I, ________________________________________________________Seller(s), on this date ______________________ have opted to enter into the Buyer’s Seller Assist Program. Buyer agrees to a ‘Non-Exclusive’ agreement to buy the property located at: ___________________________________________________________ in exchange for Seller(s) continuing to market the property.

**Seller(s) Agree To:**

1. Enter into a Non-Exclusive Agreement for Buyer to buy Seller’s property.
2. Continue marketing the property.
3. Change contact info to Buyer’s Contact info.
4. Send all leads to the Buyer.
5. This Seller Assist Agreement will expire the same day as the Non-Exclusive Agreement to Buy mentioned above.
6. This Seller Assist Program Agreement shall become part of the original agreement to buy between the parties.

**Buyer Agrees To:**

1. Enter into a Non-Exclusive agreement to buy Seller’s Property.
2. Screen all leads Seller sends to Buyer.
3. Work with all leads to get them to buy if they can.
4. Charge Seller nothing for this program.
5. This Seller Assist Agreement will expire the same day as the Non-Exclusive Agreement to Buy mentioned above.
6. This Seller Assist Program Agreement shall become part of the original agreement to buy between the parties.

**IN WITNESS WHEREOF,** the said parties to this Agreement, intending to be legally bound hereby, have hereunto set their hands and seals the day and year first above written.

_________________________________________       __________________________________________
Seller                                           Seller

_________________________________________
Buyer
APPLICATION RECEIPT AGREEMENT – PURCHASE

Address Applied For: _____________________________________________________________

A non-refundable application fee of $_______ and a reservation fee of $_______________ are required for processing this application, and is being paid herewith. This Application Receipt Agreement – Purchase must be signed by all adults who will be purchasing the property before the application can be considered by Management or Sellers. The undersigned expressly agrees that if the application is approved applicant herewith agrees to complete the process and to purchase the Property for $_____________. Applicant(s) further agree that if applicant(s) are accepted by Management/Sellers and then decide, for any reason, not to complete the process or not to close on the purchase of the Property, then all monies paid herewith shall be retained as liquidated damages since other prospective buyers may have been turned away and it may be necessary for Management/Sellers to re-advertise the property and evaluate other applicants. Processing of application shall be as timely as possible and the results may be delivered via telephone, fax or mail. Once approved, applicant agrees to pay any balance of processing and any other funds required and complete the Purchase and Sale Agreement and any other paperwork within 48 hours, otherwise management will assume that applicant has decided to forfeit the reservation/earnest money payment made herewith and will begin re-marketing the property. If applicant is not approved, all monies given herewith, less application fee shown above, shall be returned to applicant.

A PHOTOSTATIC COPY OF MY (OUR) DRIVER’S LICENSE(S) OR PICTURE IDENTIFICATION CARD(S), SOCIAL SECURITY CARD(S), ARE ATTACHED TO THE APPLICATION [ ], OR WILL BE PROVIDED [ ]. I (we) declare that the application is complete, true and correct and I (we) herewith give my (our) permission for anyone contacted to release the credit or personal information of the undersigned applicant(s) to Management or their authorized agents, at any time, for the purposes of entering into and continuing to offer or collect on any agreement and/or credit extended. I (we) further authorize Management or their Authorized Agents to verify the application information including but not limited to obtaining criminal records, contacting creditors, present or former landlords, employers and personal references, whether listed or not, at the time of the application and at any time in the future, with regard to any agreement entered into with Management. Any false information will constitute grounds for rejection of this application, or Management may at any time immediately terminate any agreement entered into in reliance upon misinformation given on the application.

I/We have been provided a copy of this Application Receipt and herewith agree to the terms stated herein. Acceptance of application and any monies herewith are not binding upon Management until application is approved by Management.

Full Name: ______________________________________ Social Security Number: ________________________________

Present Address: ____________________________________________________________________________________
City: _____________________________________ State: ___________ Zip: _____________________________

 Applicant Signature: ______________________________________ Date: ______________________

Full Name: ______________________________________ Social Security Number: ________________________________

Present Address: ____________________________________________________________________________________
City: _____________________________________ State: ___________ Zip: _____________________________

 Applicant Signature: ______________________________________ Date: ______________________

Receipt of $_____________ from applicant is herewith acknowledged.

____________________________________, As Agent for ___________________________ Date: ________________
APPLICATION RECEIPT AGREEMENT L/O or PURCHASE

Address Applied For: __________________________________________________________

A non-refundable application fee of $_______ and a reservation/earnest money fee of $_______ have been paid to Management for processing the application. All adults who will occupy the property before Management can consider the application must sign this Application Receipt Agreement. The undersigned expressly agree that if the application is approved, applicant(s) herewith agree to lease/option this property. Applicant(s) further agree that if applicant(s) are accepted by Management and then decide, for any reason, not to move into the premises, then all monies paid therewith shall be retained as liquidated damages since other prospective purchasers may have been turned away and it will be necessary for Management to re-advertise the property and evaluate other applicants. Processing of application shall be as timely as possible and the results may be delivered via telephone, fax or mail. Once approved, applicant(s) agree to pay the balance of funds and complete the paperwork within 48 hours, otherwise management will assume that applicant(s) has decided to forfeit the reservation fee payment made therewith and will begin re-marketing the property. If applicant(s) is not approved, all monies given therewith, less application fee shown above shall be returned to applicant(s).

A PHOTOSTATIC COPY OF MY (OUR) DRIVER’S LICENSE(S) OR PICTURE IDENTIFICATION CARD(S), SOCIAL SECURITY CARD(S), LATEST PAY CHECK STUB(S) AND LAST YEAR’S W-2(s) OR COPY OF LAST YEARS INCOME TAX RETURN ARE ATTACHED TO THE APPLICATION [ ], OR WILL BE PROVIDED [ ]. I (we) declare that the application is complete, true and correct and I (we) herewith give my (our) permission for anyone contacted to release the credit or personal information of the undersigned applicant(s) to Management or their authorized agents, at any time, for the purposes of entering into and continuing to offer or collect on any agreement and/or credit extended. I (we) further authorize Management or their Authorized Agents to verify the application information including but not limited to obtaining criminal records, contacting creditors, present or former landlords, employers and personal references, whether listed or not, at the time of the application and at any time in the future, with regard to any agreement entered into with Management. Any false information will constitute grounds for rejection of this application, or Management may at any time immediately terminate any agreement entered into in reliance upon misinformation given on the application.

I/We have been provided a copy of this Application Receipt and herewith agree to the terms stated herein. Acceptance of application and any monies herewith are not binding upon Management until Management approves application.

Full Name: ________________________________________________________________ Social Security Number: _________-____-________

Present Address: ____________________________________________________________

City: ___________________________ State: ___________ Zip: ________________________

Applicant Signature: __________________________________________________________ Date: __________

Full Name: ________________________________________________________________ Social Security Number: _________-____-________

Present Address: ____________________________________________________________

City: ___________________________ State: ___________ Zip: ________________________

Applicant Signature: __________________________________________________________ Date: __________

Receipt of $____________________________ from applicant is herewith acknowledged.

________________________________________, As Agent for ____________________________ Date: __________
PROPERTY INFO SHEET FOR VA TO POST PROPERTIES ON WEBSITES AND NEWSPAPER

Information sheet filled out by: __________________________________________

PROPERTY ADDRESS:

PRICE FOR SALE:

PRICE FOR RENT TO OWN:

DATE PROPERTY AVAILABLE: DOES IT NEED TO BE SHOWN: YES/NO

TYPE OF PROPERTY: YEAR BUILT: _______ SQ FT. OF HOME:

SQ. FT OF LOT: LOCK BOX NUMBER:

YEARLY TAXES: DOOR CODE:

YEARLY INSURANCE: HASP CODE: (for lockbox sheet only)

START DATE OF OPTION: DATE OPTION UP:

BEDROOMS: ______________ BATHROOMS: Full: _______________ Half: _______________


SHED: Y or N SIZE OF SHED: ______________

ROOM SIZES: Living Room: __________ Kitchen: __________ Dining Room: __________

Master BR: __________ 2nd BR: __________ 3rd BR: __________ 4th BR: __________ Laundry: __________

Family Room: ______________ Office: ______________ Den: ______________ Deck: ______________

ROOF TYPE: YEAR INSTALLED:

ELECTRICAL SERVICE: YEAR INSTALLED:

TYPE OF HEATING: YEAR INSTALLED:

TYPE OF COOLING: YEAR INSTALLED:

ADDITIONAL IMPORTANT INFO:

___________________________________________________________________
“REACT”

Need Help Doing a Deal?

Now this is not a ‘Hot Line’, or Mentoring. For Mentoring go to www.USAREMentoring.com
This is you have a deal on the table and need help getting it closed.
We will work with you to get the deal closed.
We will also do a Profit Sharing Agreement with you for the deal.
The Profit Sharing splits are 50% to USA Marketing and Development, LLC and 50% To you the Students.
We have helped numerous Students get Checks!
You can be the next one!

If you have a deal on the table ready to go to ‘Submit Property’ tab on your Member Only Site,
contact us at: www.ask@catsaskbox.com
Creative REACT Deal Funding

Most RE Investor Trainers and Investors will tell you that if you have a deal, get the agreement!
The funding will follow the deal.
I am very clear with my Seller that we do not use Banks and Conventional Lending Institutions.
We use Non-Conventional Funding Sources.
When I’m trying to structure my creative deals with my funders, I am first looking for Cash to fund my deal. If I cannot locate Cash, I am then looking to find someone who can get a loan to fund the deal. If I am unsuccessful in finding a loan qualified person, I am then looking for a tenant/buyer. This is for EVERY agreement I sign with a Seller.

My intent is to close on every agreement I get with a Seller and preferably with us staying in the deal and keeping the property. If the numbers don’t make sense for us to stay in, then we look for a Funder to take us out of the deal.
If our Funder can buy, we do a double close with Transactional Funding. By taking ownership, even for a few hours, it shows our intent was to all along buy.
The Iannotti’s ® Turning Investor Training Upside Down!

All Cash Funding

The first type of Funding that I look for is ‘All Cash’.

Now Cash can come from many different sources such as:

1. Hard Money Lenders
2. Private Money Lenders
3. IRA Funds
4. A Buyer with Cash
5. A Buyer with a Loan
6. Your personal Funds

All of the above are sources we use to Fund our Deals with Cash. Remember our intent is to Close on every Agreement that we get with a seller. Will it be us that closes on the deal or another entity/person? We don’t know until we see what interest there is in these sources wanting to Fund our deal.

If the Funding makes sense for us to stay in the Deal, we will. If the Funding offers, we get to fund the deal with Cash are such that it does not make sense for us to stay in the deal, we won’t. We will pass those onto other Entities/Persons for a Release Fee.

Example of us staying in the Deal. Seller wants $250k for a house worth $275k and wants ‘ALL CASH’.

There is $25k at least in the deal so this is getting me excited to stay in. I would then look for one of the 6 Funding sources listed above to fund the deal. Keep in mind that you have to factor in the cost of the money in your numbers.
Example of us passing the deal onto another Entity/Person. Seller wants ‘All Cash’ and $250 for his $275 house. The funding is such that the cost of it would end up making the $25k spread on the house shrink to $15k and closing costs would be another $6k, my potential $9k profit does not excite me like the $25k in the first example. So, we would probably look to pass this one onto another entity/person for our release fee.

Using Transactional Funding to Buy it, would reduce our profits and would make the Release Fee profit, not a Release Fee.

Make sure to factor all these costs into the deals.
Now, a lot of these if the numbers make sense, I will stay in the deal. I don’t know when I sign the agreement with the Seller if the numbers will make sense or not. I have to wait and see what kind of funding and the amount of or terms of that funding are. If the numbers end up not making sense for me to stay in, I will probably pass it on to a tenant/buyer or another buyer.

Real Estate is all about the numbers, and there is an argument that can be made to stay in every deal even if it is for full retail and there is no monthly spread.

Think about it. Seller wants $200k for a $200k home and payment is $1600 per month PITI.

The ‘Stay In’ argument is, OK tenant/buyer has $20k down and can afford the $1600/month payment.

You sell it to the tenant/buyer on a lease option for the ‘Appraised Value’ at time of exercising the Option to Buy but not less than $200k. So, you don’t get any monthly spread, but you did get $20k down and let’s say in 3 years the property did appreciate to $210k. You get the $20k up front, and $10k in the price when purchased. (This assumes that the buyer gets no credit for the $20k up front) for a total of $30k profit to you.
Hmmmm...... So, as I said the argument to stay in actually does make sense. The only caveat to this is that as I tell all my students, ‘What is your Risk Tolerance?’

Risk Tolerance is, if the property goes empty, are you ok making that $1600/month payment for the Seller until you get someone in there on a Lease/Option?

If the answer is ‘yes’, then I can see the case to stay in these particular deals for the long haul.
Using a Loan to Fund our Deal

If our funding source is another entity/person, and they are using a loan, we can still close on this deal.

The numbers of the deal need worked out with the Funder. So, if we have an agreement to buy for $250k and we find a Funding source willing to pay $275k with a loan the process would work like this.

Get Funder under agreement to buy for the $250k and he applies with Conventional lending institution for the loan for the $275k. Our Title Company will handle the closing to make sure that the deal is not messed up. Remember this is a Creative deal even though it is conventional funding being used to fund the deal.

On the HUD 1 Settlement sheet we would be listed as a ‘Release Fee’ for $25k. Banks and Lending Institutions will not allow Assignments, so we have to get paid to Release our Recorded Interest Document which they will allow.

So, in the end the Buyer pays $250k for the home and a $25k Release Fee for a total of $275k.

The Seller got what he wanted, we get our Release fee and the buyer pays the agreed upon $275k for the home. WIN-WIN-WIN!
Refinancing to Fund Our Deal

Ok, so our seller has equity in the home and wants his equity out of the property.

The fastest way we can get him his equity is for him to refinance the home and for us to take over the payments and new loan balance.

Sounds farfetched that someone would do that, right? WRONG! Today the Banks and conventional lenders will lend up to 85% of the Bank Appraisal on the property.

So, if the house is appraised at $100k, the banks will loan up to $85k.

Now keep in mind that on a conventional sale that takes on average 6 months to complete, the seller will net at best $78k. Review the Cost to Sell Sheet.

So, we show the seller that he would actually get more doing the deal our way with the refinance and us taking over the payments and loan balance.

Seller gets his $85k, we get a property worth $100k with a loan in place with a nice low payment!

Now we can sandwich Lease/Option it out.
Seller Financing

With over 34% of the homes in the USA Free and Clear, Seller Financing is definitely one of our Creative techniques that we enjoy the most.

With Seller financing I need to know a few things.

1. What is the Market Rent for the property?
2. What is the Insurance, taxes, assessments, HOA fees for the property?

So, what I want to do is keep it affordable for my Funder. So, we ask ‘what is the most you can afford for a payment?’

Then I take the Market Rent and subtract out the monthly costs of Insurance, Taxes, Assessments, HOA fees, etc.

What is left over is the amount we can either apply to the purchase price as principal only payments or the total Principal and Interest the Seller will receive.

Now of course if the Seller will leave some on the table for us, we stay in the deal. If the Seller does not and is wanting all the equity and monthly spread, then we pass the deal onto our Tenant/Buyer for our Release Fee.
Your Dream Team

Every Real Estate Investing Professional, (REIP) needs to set up their “Dream Team”.

The Dream Team should consist of:

1. Attorney
2. Title/Closing Company
3. Real Estate Broker
4. Loan Broker
5. Contractor
6. On The Ground Person
7. Virtual Assistants

**Advanced Team Members**

8. Acquisitionists
9. Closing Coordinator

Let’s face it, you are setting up your business and with any business you want to have team members who are professional and on board with you.

This is very important for as we always tell everyone, when you are building a business it is like building a house. You dig the footer, lay the block, frame the house, roof it, paint, move in.

The same is with building your business and it starts with a strong ‘footer’. Your ‘footer’ is your ‘Dream Team’. Without them in place, your business could come tumbling down. We don’t care if you are running a real estate business, a hamburger place, a bank, grocery store. It all starts with the ‘Dream Team’.

Let’s look at each Team Member separately.
1. **Attorney:** In your quest to stay ‘legal and compliant’, your attorney is a key member of your team. The attorney needs to review your agreements and approve what you are doing. The attorney needs to make sure you are doing these techniques or any other real estate investing techniques legally. Every state and sometimes some localities have different rules that will need to be followed. The attorney can make sure you know these nuances and that you are using the proper techniques. Please review the Attorney Module for more detailed information.

2. **Title/Closing Company:** This is important for most of the closings for REACT are not simple closings. That is one of the reasons we get paid as well as we do. Creative Deal closings are sometimes difficult to structure and will require our assistance with the Title/Closing Company to make sure it is done right, and we get paid. This may include getting agreements, forms, explaining the ‘release fee’ and making sure the HUD settlement sheet is structured properly. Once you do one of these creative closings, they become very clear. The best way to get through the closing is to submit questions to us to help explain it to you. Hopefully, the Title/Closing Company you use is Investor friendly and has experience closing creative deals. The best place to find them is at your local REIA Club.

3. **Real Estate Broker:** This is another Key member of your Dream Team. You will need a Broker who is Investor Friendly. You have to make it beneficial for the broker to work with you. First let us explain why you need a RE Broker. We can market all day to buy houses. It is when you market a property you do not own for sale that can possibly cause problems for you with the Board of Realtors, or state Real Estate authorities. Even with an agreement to buy with you as a principal in the transaction, they
can possibly cause you legal problems. So, by bringing on a Real Estate Broker as an Officer and Member of your LLC or Company, all marketing of the properties for sale/lease-purchase can be done by the Broker. The Broker can do that for they are licensed. Please review the Real Estate Broker Module for more details.

4. **Loan Broker:** We want to use a Loan Broker for our Buyer/Funders who need financing. Reason being they usually have dozens of programs to possibly get our people financed. Traditional banks and Credit Unions typically have 1 or 2 programs for people. If they don’t fit in the ‘box’, they don’t get the loan. Again, your local REIA Club is a good source to find Loan Brokers.

5. **Contractor:** If you are doing rehabs, or repairs to properties you need a reputable Contractor. They need to be licensed and insured. Using the local handy man will not work out and could end up costing tons more than doing it right from the start. Always use your agreements with Contractors not theirs. They protect you, their agreements protect them. Several speakers teach rehabbing and have their own agreements. We don’t provide these.

6. **On The Ground Person:** Our recommendation for this person is someone who is retired. They are looking to get out of the house once in a while and make a few dollars. They have a work ethic for they worked their entire life and are retired now. So, when you need them they are there.

   Now, what can this person do for you? They can be a courier to take agreements to sellers/buyer/funders to get signed. They can take pictures, put signs up, meet with Contractors, go to closings, etc.
7. **Virtual Assistants:** What can we say about these guys and girls? A great VA is worth their weight in gold. A bad one needs to go and go now. They used to say, ‘hire slow, fire fast’. Today we say, ‘hire fast, fire fast’. With Virtual Assistants, we can make a phone call and boom, we have a VA. If we need to replace a VA, we make a call and boom they are gone, and we have a new one. VA’s do anything and everything we need them to do for us. They are proficient in Microsoft Office, Google Applications, REACT Deal Flow, and more. The service we use also trains them in REACT/CATS and REACT Deal Flow. So, if you use the same service, you have VA’s already trained in what we do.

8. **Acquisitionist:** This person is the one who will be your ‘Courier’. They will go to the seller’s home and present the Master Agreement to hopefully get it signed. It is best if your Acquisitionist is also a Notary. This will eliminate the need to go somewhere to get the agreement notarized. The best acquisitionist we have had was a Notary and it worked like a charm. This person will have to be compensated, so hold off on bringing them on until you have cash flow to cover it.

9. **Closing Coordinator:** Your Closing Coordinator should have a working knowledge of closings, both Conventional and Creative. They will be in touch with Sellers, Buyers, Tenants, Attorneys, Title/Closing/Escrow Companies, Loan/Bank officers, Municipalities to get whatever documents, signatures, letters, you name it that will be needed or required to close the deals. This person is a very important part of your business. They will hold the purse strings to you getting your checks. They need to be very good at what they do.

   We found our Closing Coordinators in two places. One was a loan processor for a Mortgage Broker. The other was a former Bank Manager. Both worked extremely well for us. We would suggest you look in the same places for yours.
Summary

Now keep in mind # 8 & 9 above are once you are doing enough deals to bring these people on board. They will cost you money, but they will make you a whole lot more.

We hope you can see the value in why you need these people in your business. Remember, you are creating or have a business. Let’s do it right from the start so you can build a strong ‘bullet proof’ business.
Attorney Module

What To Say To Get The Attorney Onboard

The best thing to do is when you meet with the Attorney, let him know that you are looking to buy some properties in the area, and you are looking for an Attorney to work with. What you are looking for right now is what agreement(s) is he comfortable using. You can take our Agreement of Sale, and the Option to Purchase with you. Let the Attorney know that in other areas that our group has been purchasing we use these. In some areas we use the Realtor agreement. However, we want to use whatever paperwork the Attorney approves.

Now keep in mind that no matter what Master Agreement we have approved by the attorney, we need to have our ‘Protection Clauses’ in the agreement.
Here is a list of the Protection Clauses.

1. Subject to Buyer’s Funder approval.

2. Subject to Inspection Period/Due Diligence (inspection) Period up to and including the day of Closing.

3. Seller hereby grants Buyer and or their representatives all of the necessary rights to list, market for sale, negotiate and enter into an agreement to sell Buyer’s Equitable Interest in this Agreement to Buy to a Third Party for profit.

4. Closing shall be with __ (Your Title/Closing Company.) ____

5. Seller states the property is not under any marketing agreement with any Broker, Realtor, Agent, (MLS).

Remember, that once the Attorney has approved your Master Agreement you can use it over and over again with each new Seller.
We cannot say this enough. The good Lord gave us 2 ears and 1 mouth. It is always better to listen more than talk. If you are giving ‘mini-seminars all the time, you are probably not doing much business.

Same thing with the Attorney. We have to get them excited to work with us. We are looking to buy several properties in the area and we are looking for an Attorney to work with who can close traditional deals and creative terms deals.

Now, as far as the Master Agreement we really don’t care what the Attorney wants us to use as long as it has our Protection Clauses either in it or attached as an Addendum to it.

A conversation with the Attorney about the possibility of our Sellers coming into his office to have one of his assistants get the Memorandum of Agreement or Notice of Option signed and notarized
should be done as well. Attorney could then file the document with the County or you can agree to pick it up and file it yourself. We don’t want to abuse the relationship, but we do need an authoritative figure (Attorney office) to get the Seller to sign and Notarize the form.

Remember why we need the Memorandum of Agreement or Notice of Option. It gives us an equitable (principal) interest in the deal. On deals that require funder to get a loan, we can use loan proceeds to pay off the ‘Release of Memorandum/Notice of Option. Another plus is that the recorded Memorandum/Notice keeps seller or other buyers from going around us. You see to get clear title to the property we have to record a Release that releases our interest in the property. So, it is very important we get this Memorandum/Notice recorded as soon as possible.

The final agreements whether a Purchase and Sale Agreement or a Lease/Option will be created by the Attorney with the final terms of the deal. The Master Agreement is basically starting our process of finding the funding to close. It will be voided out by the Attorney once
we have the Funder in place and the final terms of the deal agreed to by all parties. Attorney creates all final agreements to close.

If we are staying in the deal and are closing with the seller, our recorded Memorandum of Agreement or Notice of Option stays in place if it is a Lease/Option. If we are purchasing the property from the Seller, the Memorandum or Notice will be released at the closing. When we stay in the deal, we are the Buyers and we close with the Seller. So, as any Buyer would have, we would have normal and customary closing costs. So, we have to calculate that into the numbers of the deal. Then when we resell the property or do a Sandwich Lease/Option with a Tenant/Buyer, we will have closing costs again as the ‘Seller/Landlord’.

If we are not staying in the deal and closing with the seller the Attorney will create a new Agreement between the Seller and the Funder. Our Master Agreement is then voided out at the closing table.
The Seller and Funder close and we get paid to file a Release document that releases the Memorandum of Agreement or the Notice of Option that was recorded when we originally took the Master Agreement with the Seller.

This step is key, especially if our Funder is using a loan to fund the deal.
Attorney Module

Summary


2. Explain to attorney you are looking to do several deals and need an Attorney who can close Conventional, and Creative Deals.

3. Try to get the Attorney’s office or the Title/Closing office to agree to have Sellers come in and sign the Memorandum of Agreement or Notice of Option. They can notarize it and record it or you can pick up and record it with the County.

4. Attorney should own or have association with Title/Closing Company that can do Conventional and Creative Closings.

5. Workout the ‘Costs’ to close so that they are split between Seller and Buyer/Funder. Of course, if one or both cannot pay all the costs that Attorney is to take fees from your Release Fee after consulting with you.

Work hand in hand with Attorney, Title/Closing Company to get your deals closed.
Real Estate Broker Module

With the ever changing perception that Real Estate Investors seem to have, we again have changed how we do business. Being an Investor years ago was not looked down on by Sellers, Buyers, the Media. Today with the economic crash, that we RE Investors had nothing to do with, and a few Investors who went out and did illegal, unethical or unmoral deals there is that perception we have to overcome sometimes.

We run our business on the “MEL” System. That is, whatever we do, it has to be done: Morally
Ethically
Legally

We never want to break these three Keystones of our business!

So, that being said, one of the Dream Team Members of our team is our Real Estate Broker. By having a Broker on our Team we can now legally market our properties, and our Equitable Interest in Properties.

Our Broker is an officer and member of our LLC. So that when our company markets for our Buyers/Funders, our Broker is the one who is doing it and he is licensed by the State to do so.

This is a very important part of your business. We can market all day for Sellers with no issues. We can market all day for Buyer/Funders....IF WE OWN the property. If we just have an agreement to buy the property, that is where the Board of Realtors, and the State Regulators get touchy.

We used to be able to market our interest in an agreement to buy all the time. Today, it is tougher to do that as the Realtor Lobbyists are being successful in getting laws passed to stop this practice in more and more States. Thus, having a Broker on our team is necessary.
Real Estate Broker Module

Finding A Real Estate Broker To Become A Team Member

So, how do you find a Real Estate Broker to join your team? Well, the best place is your Local Real Estate Investor Association, REIA.

If they are at the REIA, they typically get investing and Investors. How we found our Broker was at a networking event our REIA put on. After the event, I approached a Broker who I knew was an Investor and also a Broker. I said to him,” we are interviewing Brokers right now to come on our team and work with us. Do you happen to know anyone who might be interested in doing that?” Well, you can imagine the puzzled look he gave me when he responded, “What about me?”.

That started the conversation and he is now on our Team!

Now all marketing to Sell, Rent, Rent to Own our properties and agreements to buy properties is done by the Broker.

Here is a little known fact. Did you know that you can own a Real Estate Brokerage and not have to be a Broker/Realtor/Agent yourself? It’s true! As long as you have a licensed Broker in the business, you the owner of the business do not have to be licensed.

Now as with everything in Real Estate Business, please check and make sure they have not changed the rules for this in your area. We do not believe they have done this anywhere, but please double check.

This is as much a huge piece to your business as your Attorney.
Real Estate Broker Module

We do not recommend going to the large Realtor Brokerages in town. They have no time to consider this and probably won’t.

So, why not go to the “Mom & Pop” or “One Man Agency” who is “Investor Friendly” to see if they will work with you?

That type of Broker would probably welcome the opportunity to expand their income and business by working with you.

That is what we have done.
Real Estate Broker

Module

How to Compensate Your Broker

What we are going to say about this is, “It is all negotiable”.

So, sit down with your Broker and work it out. On the conventional closings, he would of course get commissions. These are paid by the Seller and Buyer. With most of our deals, the Buyer is the one who pays this for most of our Sellers don’t want to pay Commissions.

For Creative Deals, it can be a flat fee, or ‘some now and some when it closes’, or some monthly....residual income is great for everyone.

Look, these are deals the Broker would never have been paid on in the first place without you. Make it a mutually beneficial arrangement.

Something else to consider when working out compensation is how the Broker will be paid on Double Closings. Sometimes we may have to actually close on the deal with us buying and turning right around with us being the Seller and sell to our end user/tenant/buyer.

In cases like these, we pay only on the second transaction. The numbers are probably too tight to pay on both. Of course, if we are making a big pay day, we can always adjust that with a bonus or actually paying on the first transaction as well.

We always want to be fair, but we can’t just give our profits away.

Remember, it is all negotiable, and work it out before it is an issue. As with anything, a piece of something is better than the whole of nothing.

Please watch the video on this Real Estate Broker Subject.
MARKETING Module

Marketing for REACT-CATS – MARKETING MODULE

- **MARKETING** - it all begins with YOU!
  
  98% of the Business is Marketing!

- **Elevator Speech** - you have to let everyone you know who you are and what you do. Your Elevator Speech should be 30-60 seconds in length.

- **Business Cards**
  - We Buy Houses
  - Professional Card
  - Use both sides of the cards.

- **Websites**: Credibility Sites & Let people know what you do sites.

- **Squeeze Pages**
  - Sellers
  - Buyers/Funders
  - Private Money
  - Lease to Own/Owner Finance
  - LEAD Management

- **Video Marketing**
  - Sellers
  - Buyers
  - Private Money
  - To sell houses with

- **Direct Mail**
  - Yellow Letter Marketing

- **Company** - where to purchase
  - Letter vs Post cards
  - Standard instructions – how many times
  - List – where to get them

- **Social Media**
  - Setup
  - Managing
  - Like Campaigns
  - Ads to Run

- **Online Marketing**
  - Craigslist
  - Email Marketing
  - Zillow, etc.

- **Print Ads**
  - Business cards
  - Rack Cards
  - Brochures
  - Flyers
  - Message
  - Resources
Marketing Module

- Bandit Signs
  - Message
  - Placement
  - Accessories
  - Where to get
- Press Releases
  - When to
  - How to
- Apparel/Human Advertising
  - Bird dogs
  - Message
  - Resources
- Car Magnets/Vehicle Lettering
  - Message
  - Resources
- VA Services
  - What to automate
  - What NOT to automate
  - Who to use / not use.
Marketing Module

Marketing begins with you. We believe that 98% of the business is Marketing. If you are not Marketing, you have no business!

Now, besides all the online marketing you can do, there still is the old standby techniques that work too. You should be doing as much as you can. We are not advocating going out and spending thousands of dollars on marketing, but don’t kid yourself, you will need some money to market if you plan on being successful.

For Stephanie and I, we have spent as little as a few hundred dollars to as much as $25,000 per month on marketing. Back in the hay days of the mid 2003-2007 time frame we were at the top of that spending scale. Now it did work, but we were pulling in on average over $150,000 per month in profits. Today, we spend on average about $1,000 per month and get results of about the same!

How do we do that? We will let you know in this Module.
Marketing Module

Elevator Speech

Your ‘Elevator Speech’ has to let everyone you talk with know who you are and what you do for a living. Keep it short but to the point and you want to make sure it peaks their interest.

Here is an example: ‘Hi I’m Jon Iannotti, and I am the area’s premier provider of solutions for people who are looking to sell or buy a home. You see, I am the buyer if someone wants to sell and I also turn around and have properties for sale. I also provide homes to people using creative terms who cannot purchase today. If you know anyone who needs to sell or wants to buy please send them to me. Here is my card.’
Marketing Module
We Buy Houses Business Card

Bi-Fold Business Card in Day Glo Orange
With Raised Print.
For a more Professional Card, model it after a Realtor’s Card.
Be sure to use both sides.
You have to have a web presence in today’s real estate world. Over 94% of all Real Estate Transactions begin on the internet.

You will need:
1. A Core site.
2. A Selling site.
3. A Buying site.
4. Several ‘Squeeze Pages’, for all the above.

Let’s discuss each.
A **Core Site:** this is a site that explains to the world who you are and what you do.

A **Selling Site:** this site is built with the intention of going into detail of how you can help Sellers.

A **Buying Site:** this site is to show your Buyer/Funders your inventory.

A **Private Money Site:** this site would explain how they can make money using their IRA and becoming a private money lender.
Marketing Module

Squeeze Pages: these are designed to first send someone to so you can get their contact information and give them something for it. Such as a free report or download. Then they are redirected to the site you want them to go to. Be it, the Core site, Selling site, or Buying site. This way you know who is going to your sites. You build your lists this way.

You want to get their contact information, redirect them to the appropriate site, and then have a live person talk to them. This can be a Virtual Assistant, Assistant, or you.

Your Marketing should have catchy, Unique Selling Propositions. We suggest looking on the internet for other Investor sites. Get some ideas from other sites.

Just having a great, catchy site is not where it ends. You have to drive traffic to the site or it will just sit there. Other off line advertising, and online search engine optimization are the best ways to accomplish this. The best way is to hire people who know how to do Search Engine Optimization and online marketing. You will have this as an ongoing expense to stay at the top of any Searches online.

Squeeze pages are available inside of: https://getreactdealflow.com/
The Iannotti’s ® Turning Investor Training Upside Down!
Squeeze pages are websites designed to give free information in return for someone giving you their contact information. They also give you credibility. Once they opt in and give you their contact information several things should happen.

1. Their information should go into a Contact Management System (CMS).
2. They should be put into an Auto Responder. This system will send them an email every so many days to try and get them to work with you.
3. A live person, Virtual Assistant, or an Assistant, or you should contact them ‘live’.
4. Besides the Auto Responder, you can use Voice Blast or Text messages to try and get them to work with you.
Core Site: This page should be designed to show the world who you are and what you do. This is a great place to build your credibility.

Seller Squeeze Page: This page should be designed for Sellers who are looking to sell their properties. You should offer them a Free report or E-book that would entice them to give you their contact information to get it.

Funder/Buyer Squeeze Page: This page should be designed for people looking to Buy, Invest, properties. Again, you should offer them a Free report or E-book that would entice them to give you their contact information to get it.

Private Money: This page should be designed for people looking to invest in properties. Again, you should offer them a Free report or E-book that would entice them to give you their contact information to get it. This information you are offering them should not actually talk about investing money. There are rules against that for you need to have a previous relationship with them first. So by offering them information on educating them on how they can use their IRA to make money Tax Free or Tax Deferred should peak their interest and get them to opt-in. Then once you have their contact info and you have educated them with a Free Report or E-book on using their IRA to fund real estate deals, you can work with them as Private Investors.
Now all of these Squeeze Pages, Web sites, Contact Management, Auto Responder, Voice Blaster, Text Blaster, all of it we get with one system, the React Deal Flow System https://getreactdealflow.com/ . Now you can go out and get all this from separate sources and expect to pay hundreds if not thousands. We provide all of this and more, for just $97 a month. You should have these things for your business. We have tried to provide value to you once again.

**Video Marketing**

Videos are very important to your business. Not only for showing your properties with a Virtual Tour, but lots more. Video can be shot with a cell phone all the way up to professional videographers. Now, we would suggest getting someone to shoot them and edit them for you. Shooting the videos is the easy part. Editing them is not where your time should be spent. You can send the video to a service like fiverr.com They can edit videos for as little as $25.

Let’s look at some of the different video you should do.

1. **Sellers:** you need to shoot videos to use in your online marketing and your web sites, squeeze pages. The search engines on the web love video. Video will get you ranked higher on web searches. The sellers will get to know you better and more willing to work with you by seeing you ‘live’ talking to them.

2. **Funders/Buyers:** along with all the benefits and reasons for Seller videos, these should show Funder/Buyers why they
Marketing Module

3. should work with you and explain all the ways they can buy with you. Again, credibility and that they should work with you.

4. **Private Lenders:** again, all the benefits in #1 above and the credibility of them hearing from you ‘live’ how they can use their IRA to invest tax free or deferred.
Direct Mail

Contrary to what everyone thinks, the US Postal Service is still around and will be forever. For Sale By Owner, FSBO, ads have been the mainstay of our lead generation for years. Now that every Guru and Real Estate Agent in the country is teaching and using FSBO calling to get leads, we need to change it up.

So, enter, the old standby of Direct Mail. Now, we still use FSBO calling, but we have added Direct Mail to what we do to get our Seller leads. We do several different mailings as well.
1. The Yellow Letter
2. Post Cards
3. Professional looking letter

Now you should always mail more than once to the same list. So here is what we do:
1. The Yellow Letter
2. Yellow Letter looking Post Card
3. Professional Letter
4. Professional Post Card

Not everyone will respond to just the Yellow Letter/Post Card. Some want to see a more professional Letter/Post Card. How-ever the more you touch them (mail to them, voice mail, text message) the better your chances of success.

Here are a couple of examples.
Hi

My name is Jan Iannotti.
My wife Stephanie and I would like to...

$ Buy $

Your house at

Please call us at
Ph: 941-952-4692
Cell: 
Email:

Thanks
Jan
The Iannotti’s ® Turning Investor Training Upside Down!

BACK

We Buy Fast!
Make us your First Choice,
Or Your Last!
1-800-876-7937ext 302

Let us show you how to make
Money TAX FREE for LIFE
In your IRA!

Give us a call today!
1-800-876-7937ext 380
Or Visit:
BetterThanStocksAndCDs.com

FRONT

Mark Seller
206 Evans City Rd.
Butler, PA 16001

If you have your property is listed with an agent, please disregard this message.
Marketing Module

Where To Get Lists To Mail To

There are several sources for getting lists to mail to. If you are a REACT Deal Flow subscriber you have access to over 10 different types of lists most of which are free to download. You can also google mailing list providers and there are several out there.

- Salesgenie.com
- Leadsplease.com
- Infousa.com
- Melissadata.com
- Caldwell-list.com

Those are just a few of the many list providers out there. Something to watch out for and you really cannot tell with most of them is to make sure the information if fresh. Also, the more refined your search, the better the info you will receive.
Social Media is a huge way to market in today’s world. I will say it takes a lot of time to do it and you really need to keep up with the changes the sites make for posting.

So that being said, I would definitely get someone who knows what they are doing with Social Media to set you up online and to post and manage your accounts.

Now this could become a sizeable expense depending on how much you want them to do for you. We suggest hitting it a little hard in the beginning and then put it on Cruise Control and just have it managed for a small fee. The key is to stay out in front of the public so they know who you are and what you do.

You can do things like ‘Like Campaigns’, or Pay per Click, or Boost your posts just to name a few. These all cost money, but you can limit what you want to spend. The good thing is, people will notice you which is the end goal you want.

We could write a book on Social Media, but that is not where we want to spend our time. We just wanted to point out to you that this is a part of your business, actually today it is part of any business.
This is something else that should be a huge part of your marketing today. We do a ton of Online Marketing. Or should I say our Virtual Assistants do it for us.

You have to remember your time and money are valuable. You should be doing as little of the ‘grunt’ work as possible. You are the face of your company. Sure, you will be the one whose picture is in the advertising, but it should not be you doing the advertising.

Craig’s List, Kijiji, Back Page, Zillow, Trulia, Facebook Market Place these are just a few of the sites to market for Sellers. The Real Estate Broker in your business is the one who will use these and the MLS to find the Funder/Buyers.

If you are a subscriber to REACT Deal Flow, you can create a flyer for the property that has a link to it. You then can post the link on any marketing you do on line or even in print ads.

Most of what you can do with marketing online is Free. Now to get better results the services that offer paid boosting can accomplish that for you.

Now remember, all this marketing stuff does not need to be done by you. Get someone to help with it. Do you have to do everything in this module for marketing? The answer is yes and no. If you want the best results, yes. If you want to try some and see what happens, ok. The key is to do something! Remember 98% of this business is Marketing!
Marketing Module

Print Ads

OK, here is what we say about Print Ads.... We Love Them!

Now that being said if they are cost prohibitive, don’t use them. The newspapers are out of control in most of the country with cost of printing ads. However, there are some cheaper ways of doing it.

Most areas have ‘Free’ papers. Some are called ‘Thrifty Nickle’, or ‘Green Sheet’, or ‘The Shopper’, or something similar. Now they may offer some free space but more than likely you will pay for your ads. Now they will not be as expensive as the Big Boy papers in town, but they get results.

What about your church and their announcement letter or paper they print each week?

How about Home Owner Association Newsletters?

How about business cards, rack cards, flyers, brochures, posters? Did you know that we gave you what we use in the resource section of the CATS Member web site? There is a ton of marketing materials in there. If we have done well over 3000 deals using these same pieces, do you think you might be able to use some of it and possibly do some deals?

Vistaprint.com is a great place to get these things printed for relatively little money. Once you get on their email list you will get all their specials they run. Sometimes you will get up to 50% off and Free shipping. Another place that is very similar and they run great deals often is Staples.com
Another place we have been using a lot lately is Ebay.com and Amazon.com. You can get some amazing pricing on printed materials.

Now we do an awful lot of printing in our business. We actually have 6 printers. Do you know what that costs to do just in ink? The answer is, not much. You see we figured out how to do that inexpensively too. Here is what we are currently using:

- Canon MX922 All in One Printer, purchase on Ebay new for $75-$90 including free shipping. We currently have 6 of them.
- Refillable ink cartridges with chips that reset on Ebay cost $15.
- Paper, we typically pay $10-$20 per case when they go on sale at Staples, Office Max/Office Depot. Sam’s Club is $29 every day.
- Ink, we buy in quart bottles on Ebay. Average cost is $15-$20 per bottle. How much printing can one do with a quart of ink? Answer, Tons of it!!!

So, do you see there should be no excuses about it costs too much to print things. Or ‘I keep running out of ink’. Not anymore!
Bandit Signs

Bandit signs, you know what they are right? These are the signs you see at almost every street corner in town. Now the message can be:

- We Buy Houses
- We Buy Homes
- I Buy Houses
- Generic Funder/Buyer signs
- Looking to Buy?
- Fixer Upper Available
- No Bank Qualifying
- New Rent to Own Program

You get the picture?

Now where do we get them. Well there are local sign shops that can do them, but they are usually more money. We have found two web sites that have worked good for us and when they run specials, man they almost give the stuff away.

- [www.banditsigns.com](http://www.banditsigns.com)
- [www.witnessdesigns.com](http://www.witnessdesigns.com)

Now there are a lot more of them on the internet and again, Ebay and Amazon are two good spots to look. Also, on Vistaprint and Staples.com these run deals where you can get bandit signs cheap as well.
The best places to put them are in high traffic areas, and at or across from the entrances to housing plans. Now keep in mind that if Code Enforcement is a stickler for signs, you may not want to use Bandit Signs.

If that is the case, we figured out how to handle that as well. See back in 2004 we were at a big Real Estate Event in Orlando Florida. We received a call from Code Enforcement in Butler Pennsylvania where we are from. They really got on us about bandit signs. So, we have not used any since then, 2004. Now we have to tell you that our other marketing is so good, that at least once a year since then we get code enforcement calling us to tell us not to put bandit signs up. Now some new investors do, but code is so used to knowing we are the ‘We Buy Houses’ People in town, that they call threatening us! Now that is good marketing.

So back to how to get around the code enforcement/bandit sign issue. What we have done is we made up a bunch of magnetic signs and give them to anyone who is willing to put them on their vehicles for us. We have friends, relatives, plumbers, painters, yard care/pool care guys, etc. with magnets on their vehicles. Now we always ask a seller ‘how did you hear about us?’ So, we track it and if we end up buying a property from someone who called from a magnet, we pay the person who was displaying the magnet $250! They love it and code enforcement can’t do a thing about it.
Marketing Module

Now you can use the metal ‘H’ stakes to hold the bandit signs or our favorite, nylon zip strips. Utility companies don’t like nails, and staples on their sign posts and utility poles. If you attach the sign with these zip strips, they are very hard to remove for one thing, and for another no one can gripe about the nails or staples.
Press Releases

There are several web sites or services out there on the internet that you can do a press release with. Most are free services. You just have to give them the copy and they will syndicate it. Now do you have to write the copy, no. you can use a service like www.fiverr.com to write it for you.

Press releases are a great credibility tool. You can talk about who you are and what you are doing to help the community. You can talk about the market today. You can do it as an interview or just you talking. There are several ways to do it and several services to get it out there for you.
Clothing and Other People

This is one of my favorite things, clothing. As most of you can see in the videos I shoot, or if you come to one of our events, you will see me with shirts, jackets that have our company logo on them and it always says: “We Buy Houses”. There is never any question what I do.

I cannot tell you how many properties we have bought or controlled because of my apparel. When I walk into a room there is no question what I do.

I advertise for our company not for anybody else’s company.

It kills me when someone walks in with ‘Harley Davidson’, or ‘Ford’, or ‘Chevy’, ‘Nike’, whatever on their apparel, or vehicles! Do they pay you to market for them? No! they make you pay to market for them! Ingenious!

How about getting other people to wear your logo? Or put it on their vehicles? Guys, you have to market in this business, or you will not make it. Get over it, let people know what you do.

Trust me on this one, you will be rewarded for it.
Car Magnets/Lettering/Wraps

Now we discussed this earlier. Car magnets are cheap and they work. Now since they will be on your car and you will be moving past people fast, the message has to be simple and legible.

I don’t care if you are using magnets, vinyl lettering or a wrap, it has to be legible, and simple to read. Forget about your picture, trees, houses, the beach. If they can’t read it at 60 miles per hour, you wasted your money.

We suggest using the font that traffic signs are made with.

There is a reason they use that font.

As far as Wraps, the only reason to use one is to have all kinds of graphics, and pictures on there. This defeats what we want to do. We do not like wraps. Besides, they are way too costly.

Now with vinyl lettering, it is inexpensive, and you are committed. With magnets, you can pull them off whenever you want and probably when you shouldn’t. You never know when someone may see them. This is why we prefer vinyl lettering.

When I went full time investing, I bought a Chevy Avalanche. I had that truck for 8 years. Took it straight from the dealer to a sign shop that lettered the truck up for me. We averaged 25 houses a year during those 8 years just from the truck!

Here is a picture of it:
The tailgate, back window, and bug deflector were all done up as well. Same message, ‘We Buy Houses’.
Virtual Assistants/Service

We believe we single handedly changed the industry by introducing several Guru’s to how we use Virtual Assistants. Now every Guru/Speaker talks about using Virtual Assistants.

When we started using VA’s it really changed our business and shot it through the roof! The VA’s can do just about anything for us. We recommend you give the VA’s anything you can. Your time is too precious to be doing $20 per hour things. Yes, I said $20. That is probably high, but I wanted to get your attention.

You see, if they work by the minute that is 33 cents per minute. So, if they work half an hour that is $10. If they work 15 minutes that is $5! Now if we paid a live assistant to work 40 hours a week at $20 dollars an hour that would be $3200 for the month. If a VA works by the minute and it takes them 40 hours for a MONTH that is $800! Now let me tell you that most VA’s in 40 hours can do the work of a live person in your office at 160 hours for the month!

The VA’s we use work our phones for anyone who calls in. That is sellers, buyers, anyone. They fill in the Property Data Sheets, upload them into our REACT Deal Flow system, property management, work with Buyers/Tenant Buyers. They do our web sites, online marketing, place our print ads, order repairs on properties we own, oh I have lost track of everything they do.

We use a service called www.VirtualOfficeVA.com
The Iannotti’s © Turning Investor Training Upside Down!

Marketing Module

So pretty much from the beginning of us using VA’s Elsa and her group have been our go to VA’s. Our business has grown exponentially and the VA’s are a major part of why.

You can get cheaper VA services, however Virtual Office Va’s are American based and trained in the REACT/CATS System. They are also trained in how to use our REACT Deal Flow Contact Management System.

Summary

In summary we will finish this Module the way we started it. This business is 98% Marketing. If you are not Marketing, you don’t have a business. One of the first line items a business will cut when funds get low is Marketing. That is the kiss of death for a business.

Remember, you can market all day for Sellers, and to build a Buyers/Funder list. It is when you market properties you do not own or agreements to buy to the public that you could get into legal trouble.

Refer to the Real Estate Broker Module to see how to handle that.

So, keep marketing yourself, your business, for Sellers, and constantly build that Funder/Buyer List. Don’t forget, if you own a property, market the heck out of it.

You can always market properties you own.

If you need more clarity, please come to one of our workshops. All our attendees say they are the best on the planet!

See you at the top!
With the creation of our Property Data Sheet, we basically created a way for you to pre-screen your leads into people who are willing to work with you, “The ‘YES’ Business”, and people who are not willing to do creative terms or discount, “The ‘NO’ Business”.

First let’s discuss the “NO Business”. When the market changed to more of a Retail Seller’s Market, we had to change and we created REACT, Reverse Engineered Agreeable Contract Terms.

REACT is a technique we perfected that allows us to work with all the “NO” sellers. The ones that answer “NO” to the scripting on the Property Data Sheets. These are the sellers who usually want Cash, Full Retail, or More. They are more difficult to work with than the Motivated “YES” sellers. However, they still want to sell their properties. REACT lets us work with these “NO” sellers.

Now to ACT, Agreeable Contract Terms. This is the “YES” Business. The sellers who answer “YES” to the scripting on the Property Data Sheets are the Motivated Sellers that ACT will be the technique we use with their property.

We will concentrate here on the ACT technique and together with REACT, we can work with any seller who wants to sell their property. This is where we want you to be. The last thing you want to do is pay to get leads and throw them away for one reason or another. We hope you see the benefit of using the two innovative techniques we created.
What you will learn from us is that we will give you all the information, experience and does and don’ts of “ACT & REACT”

Whether it is marketing, selling, or buying we have been doing it all wrong.

We have been spending money we don’t have to. This is wrong!

We have been walking away from sellers because we cannot “Get a Deal”…..Wrong!

We have been casting aside buyers that ‘don’t have the cash or credit’ to Buy a home. That is wrong!

As investors, and I was guilty of this too, we stay away from Real Estate Agents for they think we are untrained, unlicensed bottom feeders….That is wrong!

We need the Agents as much as they need to know they need us!
As Trainers and Educators, we owe it to you our Students to teach you in a simple easy to understand way. That is what Stephanie and I do. No need to make it complicated.

I am sure you will see the simplistic easy to replicate system that we use in our business daily.

Once you have the system down, you will probably want to put it on ‘Cruise Control’ as we have.

We moved from Pennsylvania to Florida and still run all our businesses on ‘Cruise Control’ from Florida. You can do the same.

We have the systems to recommend to you to do just that. OK, enough said, let’s get this show on the road!
SO EXACTLY WHAT IS ‘CATS’?

Back in 2011 Stephanie and I went to our good friend and Mentor, Ron in Jacksonville, Florida and told him about what we had been doing for the previous 3 years. When we told him and that we affectionately called it ACTS, Assigning Contract Terms System, he loved it.

Ron then took the technique out to the world with us helping his students do ACTS deals. It very quickly became ‘The Technique’ to learn and use in Real Estate Investing. Several Information Marketers are now coming out with versions of it.

Since then thousands of ACTS deals have been done across the country.

Stephanie and I have decided to teach our technique to students for there is nobody better equipped to than the creators of it. So now we have CATS, Complete Agreeable Terms System, The “YES & NO” Business.
This is the “YES” Business. When the answers to the questions on the Property Data Sheet are “YES” then we have a motivated seller and a possible ACT deal.

An ACT deal is when we negotiate a discounted price or terms with the seller before we sign an agreement to buy with the seller. The price and or terms we negotiate determine whether or not we stay in the deal or pass it onto one of our Funders. Now that being said, today if you are in a Hot Market, there is an argument that you could stay in the deal even if there is no monthly spread.

Now if you are staying in the deal, you have to know your ‘Risk Tolerance’. Risk Tolerance is if the property goes empty, are you ok with making the payments on it till you fill or sell it? If your answer is ‘I can handle it’, then stay in the deal and keep it. This is where the real wealth is created by hanging onto properties.

Don’t forget, that the numbers have to work. Every month a Tenant/Buyer makes a payment, the loan balance comes down. Also, you should have a monthly spread on the payment you make to the seller (Lender) and what your tenant pays you. You will also get the Non-Refundable Option Consideration (NROC) from the tenant on the front end as well, along with the back-end profit when the tenant buys.
Your Dream Team of Professionals

Now you need to surround yourself with professionals who will work with you. These should be people who understand what we are doing and support us in their respective capacity.

1. Attorney(s) - These should be a Real Estate Attorney who preferably owns his/her own Title/Closing Company. (We have in this program included a letter to explain to the Attorney what we are going to be doing.)

2. Title Company/Closing Company - this should be owned by or associated with your Attorney.

3. Realtor/Agent(s) - they have the Cash and Loan Qualified Buyers.

4. Contractor(s) - in case you are going to be doing any rehabbing or cosmetic fix ups. This will only be if you are staying in the deal.

5. Virtual Assistants - you need them to be calling your FSBO leads and doing other things for you.

6. Loan Brokers - they have buyers & Tenant/Buyers.
Will I Need a Real Estate License To Do CATS, Options, or Lease/Options?

Now, we are not attorneys and are not practicing law. So, let’s get that clear first.

It is generally accepted that if you have an equitable interest in a property and are acting on your own behalf that a license is not required.

We have taken that a couple steps further. We also record our interest in the property. So now we not only have an agreement to buy, but a recorded notice that we do.

We also recommend having a Real Estate Broker involved in your deals. Pay them a small amount for each Lease/Option they review and sign off on. Make them an officer of your Company so they can do so.

So now you not only have an agreement to buy, you have a RE Broker involved in the deal, and a Recorded Interest in the property. Layer after layer of protection.

It is also a good idea to Double Close with Transactional Funding every deal you are not going to stay in. Once you close and own it, even for a few hours, there was no question about your “Intent”. Transactional Funding is cheap insurance and a cost of doing business.

It is our opinion that nothing taught in here violates any real estate laws in the US or Canada, however you are advised to get your attorney’s approval before using any of this information. Let your attorney make sure you are legal and compliant.
Is CATS Worth Your Time and Effort?

OK, so if you have no competition, unlimited leads, and loan qualified, cash, or credit challenged buyers how can we lose?

If you made just $5,000 per deal and did one deal per month, would that change your life?

What if you did one deal per week?
4 Deals x $5,000 = $20,000!

What if you made an average of $10,000/Deal?
4 Deals x $10,000 = $40,000!

We think you can see where we are going with this. We know of one person doing 3-4 Deals per week and average of $12,500 per Deal!!!

You are in the right place!
Back in 2007 when the Real Estate market, Wall Street and the Banks were crashing is when this and another concept ‘REACT’ were created by Steph and I. We had to find something that worked. So, these techniques were born out of necessity. All of the techniques we had been taught and used for years over night quit working.

So, we went back to the basics, Options, Lease/Options… with a new twist.

The beauty of CATS is that it will work in a down market, an up market, and a sideways market.

It works with no money, no credit.
5 STEPS TO BECOME A SUCCESSFUL INVESTOR

1. Secure Your Legal Team
2. Locate Sellers
3. Present offers and get Agreements signed
4. Match Funders up with the Agreements you have
5. “If you Don’t ACT…REACT”
6. Close Quickly
These are the steps to a successful business and should be done in order. These may be discussed out of order in this training.

**Step #1 Secure Legal Team**

The first step in any business is to secure your Legal team. Locate an attorney to work with. Preferably one who is an investor and owns their own Title/Closing Company. Your local Real Estate Investor Club is a great place to find your attorney.

Make sure all documents and procedures are approved by your attorney. He must make you Legal & Compliant for your State.

Do not do any business till this step is done.

We have included an explanation letter in the Resources on how to explain to your potential attorney what we are trying to do.

It is entitled, “How to explain and get the attorney on board”.

Hopefully this will explain it, so you don’t have to.
Step #2 Locate Sellers

j. Our favorite source of Seller leads today is calling For Sale by Owner ads and Facebook Market Place.

k. Vehicle signs/magnets

l. Yard signs

m. Posters

n. Business Cards

o. Web site

p. Print ads if not to cost prohibitive.

q. MLS-Expired, Cancelled, or Withdrawn listings

r. Direct Mail

s. Social Media Marketing
Step 2a

We have been calling FSBO leads since 2007. This is basically where most of our Seller leads are coming from. Think about it, every one of these people have their hand up and are saying ‘My house is for sale and I want to sell’.

The main thing with Sellers is they want to sell, and they usually want cash, full retail or more. This is ok. We will go into this in depth later. Of course, the Yellow Letter is a great direct mail piece that works phenomenal as well.

Use legal (8.5x14) lined yellow paper for your Yellow Letters. Also, mail them in invitation size envelopes.

Use RED ink and a live stamp.
Hi,

My name is Jon Iannotti.
My wife Stephanie and I would like to

$ Buy $

Your house at

Please call us at

Ph: 941-952-4692

Fax:

Cell:

Email:

Thanks

Jon
Vehicle signs and magnets. See page 36 for a picture of our truck. We had our vehicle lettered up with ‘We Buy Houses’ our phone number and web site. We average about 20 houses per year just from the vehicle. When we first started, we used magnetic signs.

Another way to use magnets is to have a bunch of them printed out and pass them out to anyone who will put them on their vehicles. Then pay them $250 if you do a deal from their sign. Friends, family, lawn care, painters, plumbers, electricians, etc…. Mobile billboards all over town.

Step 2c

Bandit Signs- these work great, if code enforcement leaves you alone. If not, then use sparingly and only where you can without getting into trouble. Tip: place signs on Friday evenings and remove Sunday evening to minimize your problems with Code Enforcement.
Step 2d

Posters- We print up ‘We Buy Houses’ posters with tear off phone numbers and put them up anywhere we can. A poster is provided for you in the Resources on line. Bulletin boards in business, on windows in stores, Laundromats, etc.

Step 2e

Business Cards- we love our fold over day glow orange ‘We Buy Houses’ business cards. See ours on page 20. They don’t work if they are in the box. You have to hand them out. Put them in the salt and pepper holder in restaurants, on gas pumps, anywhere.
Dear Seller,

Do you own an unwanted house and need to sell quickly?

- House Vacant
- Need repairs?
- Divorce?
- Bad Tenants
- Facing Foreclosure?
- Behind on Payments?
- 100% financed?
- Estate Sale?

These are common problems that can happen to anyone! We buy houses from people in situations just like yours in almost any area or price range. We specialize in finding creative solutions to your real estate problems that others will not touch. We can close quickly with no hassles, no commissions and we will handle all the paperwork.

We are real estate investors who want to buy your house. Call now to find out how we can put your real estate headaches behind you.

Rarely do problems just go away. CALL NOW. Let's find a solution that will work for you. YOU will be surprised at the options YOU have.

JON IANNOTTI
Phone: 724-283-5021  Fax: 724-283-2246
E-Mail: butlerswebuyhouses@earthlink.net
Web Site: butlerswebuyhouses.com

Our Orange Business Card

NO Bank Qualifying!
with us

Need a Home?

WE BUY HOUSES
CASH
Iannotti Realty Solutions, Inc.
724-283-5021
Step 2f

Web Site- over 94% of all real estate sales start on the web. Do you think maybe you should have a web site? YES! Now you should get two sites. One for buying homes and one for selling homes. We have resources for you to use if you want to that are very low cost. See 2 of our web sites on pages 35 & 36.

Step 2g

Print Ads- now these can be very costly. That being said, if your area has a low cost paper then we say use it. If the cost is cost prohibited, don’t. Print ads work they just have to be justified by the cost. Once you start doing some deals and getting some cash flow, you may want to look at doing this.
Step 2h

MLS expired, cancelled, withdrawn listings- This is a great way to get Sellers who want to sell. Some may be motivated, some just want to sell. Some are tired of working with Realtors so they may want to work with us.

Now the steps we just gave you for marketing for your Sellers are all no cost, or low-cost leads.

All the other ways of marketing that we have learned over the years work.

We have just found that these work the best today for what we are doing.

We are not saying to not do them, we are saying the ones we have outlined are working the best today with the least amount of capital outlay.
Step #3

Present Offer/Get Agreement

Here is some earth shattering news that you may not know about For Sale by Owner Leads…..

Every Seller Wants to Sell! MANY DO NOT WANT TO TALK TO REALTORS OR AGENTS!

The Seller typically wants to sell for all CASH, Full Retail or More!

The Seller who answers “YES” to the script questions on the Property Data Sheet, are who we are looking for.

These sellers are voicing their motivation to do a discount or creative terms. This is what we are looking for.
The main thing is, just listen to the Seller and they will tell you how you can buy the property. We are looking for a discount and or creative terms.

We feel that ‘A CONFUSED SELLER SAYS ‘NO’. So, don’t confuse the seller.

Agree to the best price or terms that you can get. It may be a takeover debt (payments) deal, a seller financing deal, a refinance and take over debt deal, a short payoff, lease/option.

Ask the Seller, what is the best price you will sell to me for? Is that the best you can do? Ok, we will get you an agreement for that.

Once you have a signed agreement, you have something to sell.

How hard is it to get an agreement to buy if you give the seller his price he gave to you?

Once the Seller agrees and you get the agreement drawn up, meet with him to get signed. If you are doing it virtually, email the agreement (in pdf) to him. He can print it out and
sign and mail back to you. Make sure all sellers on title sign the agreement.

Make sure to send the instructions on how to get the agreement back to you if you are emailing the agreement.

Make sure you follow up with the Seller to make sure he received the agreements and to see if he has any questions or concerns.

Once you have your signed agreement you can let Seller know that you will be submitting it to your ‘Funders’ for approval and once you have heard back from them that you will be in touch with the Seller to let them know what you have.

You just may get a price or terms that you will want to close on yourself. If not, then that is when you look for a ‘Funder’ for your deal.

We always let the Seller know that we will probably not be moving into the property. We may not even be the ones they close with. If the numbers make sense for us to keep it, then we will be closing with
them. If the numbers don’t make sense for us to keep it, then we will present the deal to our Funders who might want to close on it. We also let them know that possibly an ‘end user’ may want to close and move in. Remind the seller that if you do not find the Funding, the deal will not close.

Stay up front and honest with them. This will keep you out of sticky situations down the road.
C.A.T.S.  
Complete Agreeable Terms System  
The “YES & NO” Business

* Definition of ‘Funder’: Anyone who brings money to the table to do our deal. i.e.: Hard money, Private money, IRA money, Buyer with money, Buyer with loan, Tenant/buyer.

* Determine what the Funder will pay or terms they will do to get into a property.

* Run Buyer Qualification Checks: i.e.: Credit Check, Background Check, Megan’s Law Check, Employment Check, and Landlord Check.
The Iannotti’s © Turning Investor Training Upside Down!

C.A.T.S.
Complete Agreeable Terms System
The “YES & NO” Business

One of the things we recommend is to use
‘Seller Friendly Terminology’.

What we mean by that is don’t say ‘buyers, tenant/buyers’.
Say ‘Our Funders’.

Don’t start out giving the Sellers a Seminar of all the knowledge you
have learned. You will lose them.

Just remember, YOU ARE THE BUYER, as long as you can secure
the funding to buy. After all, the agreement will be between them
and you or your entity.

So as long as you are the Buyer and you are agreeing to buy it for
their CASH price, subject to your Funder’s approval you are more
times than not going to get the agreement to buy.

When you do, you have an Agreement to market and drive in your
Funders. Once you find out what your Funder will pay or terms he
will do to get the property, you present that offer to the Seller.
So now we have agreements to sell, we need to fund these deals and get them to close.

How do we do that?

*We have to constantly be advertising for Funders.* We want to drive them to our squeeze pages to get them to our web sites.

Any advertising we use we want drive them to either a squeeze page or a live operator so we can capture their contact information.

Once we have that we can then determine from the Buyer’s Information forms in your resources, what they can do to fund our deals.

Remember, we only need some preliminary info.

- Name, phone, email,
- How much they can pay (purchase price)
- How much per month can they pay
- Where they want a home
- Type of home, land, beds, baths, pool, A/C, etc.
- Can they purchase now or need time.
- How much they have to put down toward their new home.
Once we have this information, we can determine which of our agreements they would ‘Pre-qualify’ for.

So, if they can purchase now, and they have $100,000 to spend, we may not want to show them an agreement for $500,000. Now that being said, with $100,000 down, and they are willing to get a loan or do a Lease/Purchase, or Seller Financing, we might be able to get them into the more expensive agreement.

If the funder can do payments, but not get financed now, then we need to know what they can afford. This enables us to see if any of the agreements we have they would be able to do. Again, if funder can afford $1000/month we do not want to offer them agreements for $1800/month.

With ACT, you could have all kinds of funders. Remember, these are sellers who are motivated to give you a discount or terms.

So, our Funders can be or have:

- Cash
- Loan qualified
- Tenant/buyers
- Investors
- End users
Remember, the whole idea of the CAT system is whether or not we get the discount, terms or even a straight out purchase price from the sellers, we want to get the agreement to buy.

With the Funders, we need to know what they can pay for a purchase price, or monthly and how much they have down.

Then we can ‘match’ our Funders with our agreements to buy.

Some you will stay in the middle by sandwich lease/optioning or actual purchasing. Some you will just pass on to your funder/end user.

It all depends on the numbers and your ‘risk tolerance’.

Even if we are purchasing or lease/optioning from the seller, we do not close on it until we have our funder in place that we are going to sell to or lease/option to.

By doing it this way, we have no payments to make to the seller and are not on the hook for the property until we exercise our right to buy or lease/option from the seller.

That is huge! Don’t violate that and you will not jeopardize putting yourself in a possible ‘payment out, no payment in’, situation.
OK, you have your agreement to buy. You have your funding in place and you are ready to close, now what?

Once you have the seller, you and your funder on the same page, you now have to get everything to the Attorney/Title/Escrow Closing Company.

Use the “Property Sale Info Form” in the resources to get the information to the appropriate closer.

If you are doing a closing that there will not be a transfer of title right now, it goes to your attorney to close.

If there will be a transfer of title now, then it goes to your Title/Escrow Closing Company.

The form should give them the information they will need to get the deal closed. If they need additional info or documents, they will tell you.
Along with the ‘Property Sale Info Form’ you should include the following:

- Your original agreement to buy with the seller
- Your Memorandum/Notice of Option that was recorded.
- The contact info for you, Seller, and Funder.
- Any new Renegotiated terms for the deal.
- Loan approval letter if loan is being used.
- Funds from funder for the escrow account.

If more information is needed, they will contact you. We recommend working closely with their office to make sure everything moves quickly and smoothly to the closing.

Remember, this is how you get paid!

Our experience is that rarely does a closing going smoothly. There is always some sort of ‘hick-up’ that happens. Deal with it when it happens quickly and hopefully, it can be overcome.

If it is a Lease/Purchase Funder, we have to structure it so that it is Affordable to the Buyer and Attractive to the Seller to get the deal done.
If it is a Conventional Sale, then we have to leave some on the table for our ‘Release Fee’.

Here is an example.

Seller wants $100k for property

You agree to $100k cash price.

You find a funder with $110k cash. Seller gets their $100k, you get a $10k Release Fee for releasing the recorded Notice of Option, Memorandum of Agreement, or Release of our Purchase and Sales Agreement.
Here is an example of a Lease/Purchase Deal.

If it is a Lease/Purchase Funder:
Seller wants $100k for their property.
We agree to give Seller $100k cash, subject to our Funder’s approval.
We find a Funder willing to pay the $100k for the property.
We approach the seller to see if they will accept $90k. If Seller accepts the $90k that leaves $10k for a “Release Fee” to us. We get paid a Release Fee to record the release to the Notice of Option or Memorandum of Agreement we recorded when we took the agreement to buy, or to Release our Purchase and Sales Agreement.
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C.A.T.S.
Complete Agreeable Terms System
The “YES & NO” Business

“YES!”

Free or Low Cost Classified Listing Sites

➢ Craigslist.com
➢ Facebook Market Place
➢ Zillow.com
➢ Classifiedflyers.com
➢ Craigswall.com
➢ Google.com
➢ Backpage.com
➢ Ebayclassifieds.com
➢ Odle.com
➢ Usfreeads.com
➢ Adpost.com
➢ Sell.com
➢ Classifiedads.com
➢ Webclassifieds.us
➢ Buysellcommunity.com
➢ Classifiedsforfree.com
Print Ads

We like to use print ads, but only if they are not cost prohibitive. Today, most papers are too expensive to run ads in that is why we have turned to doing most of our ads online. However, if you have a newspaper, or small print publication that is not expensive, these ads work.

We have also done the restraint placemat paper mat that your plates sit on. These are very inexpensive to get your ad on and they pull results also. When you see one of these, just take the number off of it and call them to see their pricing.

We run a simple ad such as:

We Buy Houses
Any Condition Or Area
Cash Or Terms
724-283-5021
ButlersWeBuyHouses.com

Here are some Classified Ad Sites:
Ad2go.com
Adleaf.com
Walmart.oodle.com
Lycos.oodle.com
Vast.com
For Sale By Owner Sites

Most of these are FREE but not all of them. We prefer to use the lesser known sites, for they don’t get the traffic the more known sites do. This makes for better leads sometimes.

➢ Facebook Market Place
➢ Flatfeeking.com
➢ Valuemls.com
➢ Byownermls.com
➢ Foresalebyowner.com
➢ Virtualfsbo.com
➢ Fsbo.com
➢ Infotube.net
➢ Owners.com
➢ Trulia.com
➢ Zillow.com
➢ Homesnap.com
➢ Buyowner.com
➢ Militarybyowner.com
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What We Have Found Working CATS

1. Most Sellers are not motivated and willing to discount.
   a. Sellers today watch the news and read the papers. They are constantly hearing that the market is coming back and prices are going up, banks are lending. Now in some areas, the first two are true. However, lending is still very tight and hard to get. We have to educate our Sellers to the Reality of the market place and financing today.

2. Most Sellers do not want to work with Real Estate Agents.
   a. When we call FSBO Sellers, the first words usually out of their mouths are, “Are you a Realtor or Agent?”
   b. We combat this with, “Hello my name is Jon and I just want you to know that I am not a Realtor/Agent. I am a Buyer and would like to talk to you about possibly buying your home.”

3. Higher end Sellers will want their Attorney or Agent friend advice.
   a. Higher end Sellers will want to run the agreement past their attorney or Realtor friend. We do not discourage this. We let them know that if their Attorney or Advisor has questions, to let us know and we will get them in touch with our Attorney for answers.
4. Most Sellers will give you a short time to buy.
   a. We have been finding that most sellers want to close in 45 days or less. We have been doing mostly 3-month agreements. Now we will do less, but it makes it very difficult to get the funding and close within a minimum of 45 days. Heck, if we were using conventional financing, you are looking at a minimum of 45 days for a commitment and probably another 30 days to close.

5. Most Sellers want Full Retail price or MORE.
   a. They sure do. Now a motivated seller will work with you. Most of the Sellers we work with are not motivated. So, we get the agreement for the best price they will give us and go to work to find the funding. We always tell the Seller that they are making it very difficult for us to buy, but we are willing to try and get the funding.

6. Most Sellers don’t want to take it off the market.
   a. Sellers usually say they don’t want to take it off the market while we are looking for funding. We try and use our ‘Seller Assist’ Program with these Sellers. Sometimes we may have to remove parts of it to satisfy the Seller, so we do. Remember, our goal up front is to get an agreement to buy, so give them what they want.
7. Most Sellers want money down.
   a. We do not put money down. We explain to the Seller that we are not asking for an ‘Exclusive Agreement’ to buy. They can continue to market the property if they want to.

8. Most Sellers want to know you are credible.
   a. This seems to be getting to be a bigger issue with Sellers today. We combat this with our Q&A flyers for ‘Overleveraged Homes’, and ‘Stop, you could be losing money selling to anyone other than us’. We also refer to our #1 Best Selling Book we wrote. Also, the Advertorial I wrote. Our web sites, our Nationwide Group of Buyers, and anything else we can pull from. Now keep in mind this is OUR credibility. What we are telling you until you build your own, use ours! You are now part of the Nationwide REACT Team! We are daily building more credibility and YOU are part of that!
9. Most Sellers need educated on today’s market and financing.
   a. We can’t tell you how many Sellers have told us ‘Back at the height of the market this home was worth 2-3 times more!’”
   Yep, they are right, with the key words ‘Back at the height’. We are constantly educating the Sellers as to the market conditions and financing available today. It is not the ‘Good old days’ of a few years ago. You will probably have to provide them Comparable Sales if they are unrealistic in their pricing.

10. “Shut up and Listen”.
   a. Sellers will tell you everything you need to figure out the deal, if you let them. Don’t think you have to impress them with your knowledge and training. Listen more than running your mouth.
To Summarize CATS

The Complete Agreeable Terms System comes down to a few points.

1. Generate as many leads as you want to work or need. If you are only doing the ‘YES’ or ACT side of the business, you will need a ton of leads. If you are going to work the complete CATS system, then the number of leads needed will depend on how many you want to work.

2. Constantly be building your Funder/Buyer List. A Funder/Buyer is only good for 30-45 Days. This business is so much easier if you have your Funding lined up first, then go shopping for the properties.

3. If you can negotiate great price and or terms, then ACT the deal. If not, then give the Seller what they want with a ‘Subject to Buyer’s Funder Approval’ contingency and REACT the deal. There is nothing wrong with writing a contract to buy with a funding contingency. It is done all day long all across the country.

4. Be upfront with the Seller. Let them know that they may not be closing with you. If the numbers make sense, it may be, you they close with. If the numbers are not good for you, however you have a funder or an end user that wants the deal, the Seller will be closing with them.
5. Remember the original Master Agreement whether an ACT or REACT deal will be done by you between you and the Seller. All other agreements will be created by your Attorney or Title/Closing Company.

6. The more properties you have under agreement to buy, the better your chances of closing on them with funding that makes sense.

7. Remember, the real wealth is in buying and holding properties. So, the ones that the numbers/terms make sense and meet your ‘Risk Tolerance’, you keep them! The rest of them if you can find funding and pass it onto your funder or end user do so. Remember, we do not assign contracts! We release our interest in our agreement to buy. Stay away from assignments. A lot of states are not looking at assignments in a good light anymore. Check with your attorney.

8. Double Close on as many as you can when not staying in the middle of the deals. This enables you to take ownership for a few hours till you resell the property to your end Funder. This does take some money to pay for the Transactional Funding, but it is cheap insurance to show intent that you do Buy Houses. We have found the cheapest money is if you can get your attorney to do the Transactional Funding for you. You should be able to get the money for 1-3% interest. If you are doing deals with your attorney, title/closing company you should get that rate more towards the lower end.
Before using these or any techniques, have it (them) approved by the attorney(s) you will be using in your business.

Make sure everything is approved by your legal representation so that what you are using and doing is legal and compliant in your State.

Our documents can be examples for the Attorney(s) to use. Your attorney(s) can use them, change them or use their own.

This is a legal intense business and make sure your legal team keeps you legal and compliant.
Script for Calling Seller From PDS to Make Offer

‘Hello, I am calling about your property for sale at ______________. I am looking to buy a home and I am not a Realtor. Is this a good time to talk?’

If answer is no, it has sold: Ask ‘has it closed yet?’ ‘Do you mind me asking when it is scheduled to close, for I may be your back up buyer if it does not close? Isn’t that a great position to be in knowing if it does not close, you still have me as a buyer?’

Then note the date it is scheduled to close and follow up with the seller to make sure it has or not.

If answer is yes it is available: Then build some report with them by verifying some of the info on the PDS, such as Beds, Baths, Garage, size of the lot, does it need repairs/updates.

Then ask their price and if it is negotiable.

If they are open to creative terms, tell them ‘that is great.’ ‘Now if we can pay all cash would you rather have that, or would you rather have payments?’

If answer is cash, then ask them: ‘If I come out and look at the property and I like what I see, are you ready to sign a sales agreement with me to buy the property?’

If the answer is they want payments: Then tell them ‘that is great!’ ‘I am sure we can work out a price and terms that will work for both of us. I would like to come out and look at the property and if I like what I see, let’s work out the details and get a sales agreement signed.’

Once you have them agreeing and saying to come out to the property, then say: ‘It just so happens I am out of town and will be for a while. I would like to have (Member who submitted PDS) come out and look at the property. I am sure if (Member) agrees that the property will work for us, that you two can work out the final details for the sales agreement. I will have (Member) call you and set up a mutually agreeable time and day for (Member) to come out.’

Finish by saying: ‘I buy a lot of properties, and I am hoping yours will be one of them. Thank your for your time, and I look forward to working with you.’

If they ask: ‘are you an investor?’ Then answer: ‘we buy several homes, some we keep for our own portfolio and some we pass on to others. We don’t look for investments, we look for homes.’

Finish by saying, ‘thank you for your time, and I look forward to doing business with you.’
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C.A.T.S.
Complete Agreeable Terms System
The “YES & NO” Business

“YES!”

Notes