

5 Reasons Why Real Estate Investors Fail

Part II

with Richard Roop

What's the
“ultimate strategy”
for buying and selling
houses today?



Why succeed?



Reason #1

Ineffective investing strategy

- 3 reasons why most real estate strategies are ineffective today
- Reviewed the top real estate money making strategies
 - ✓ What they are
 - ✓ Their biggest challenges today
 - ✓ Tips if you will pursue
 - ✓ Solutions to the biggest challenges

Reason #1

Ineffective investing strategy

- **7 investing strategies covered**
 - ✓ **1) Retail Flipping – Pretty Houses**
 - ✓ **2) Wholesale Flipping – Ugly Houses**
 - ✓ **3) Pre-Foreclosures**
 - ✓ **4) Rehabbing**
 - ✓ **5) Buying Subject To**
 - ✓ **6) Lease Options**
 - ✓ **7) The Ultimate Strategy**

How to get or review **Part I**

- **Active members**

- ✓ **Inner Circle, Executive and Platinum**
- ✓ **Login into member site**
- ✓ **Search by category...**
 - **“Ultimate Training Webinars”**
- ✓ **Replays available to you displayed**

- **Non-members:**

- ✓ **www.RichardRoop.com/free-gifts**
- ✓ **Submit web form**
- ✓ **Use member site link in confirmation email**
- ✓ **Scroll down posts to locate the replay**

Reason #2

No committed action plan

- **Simply**
 - ✓ yet a big obstacle to success
- **Know what you want**
 - ✓ and when you want it
- **You can create any outcome**
 - ✓ that you're willing to commit to

Reason #2

No committed action plan

- If it's possible for someone else...
 - ✓ it's possible for you
- Decide on your goal first...
 - ✓ the "how" comes next
- "How" is your action or "game plan"
- Create your own game plan
 - ✓ or use ones proven and created for you

Reason #2

No committed action plan

- **Problem with most money-making goals**
 - ✓ **Vague and not specific**
 - ✓ **No deadline**
 - ✓ **Not stretchingly realistic**
 - ✓ **You don't believe in it**
 - ✓ **Not truly important to you**
 - ✓ **You are not committed**

Your **master** game plan for achieving greater success and results

The 5 Step Formula for Success

1. **Set a goal**
2. **Make a plan**
3. **Plan our work**
4. **Work your Plan**
5. **Get feedback and adjust**

1) Set a goal

- **Deposit \$30,000 in cash into your bank account within 90 days**
 - ✓ **\$10,000 to pay off high interest rate debt**
 - ✓ **\$5,000 to prepay recurring expenses**
 - ✓ **\$5,000 into your cash reserves**
 - ✓ **\$5,000 to grow your investing operation**
 - ✓ **Keep \$5,000 for other personal needs**

2) Make a plan

- **Generate 30 leads from sellers**
 - ✓ **Who want you to buy their house**
- **Make 10 offers**
- **Get one offer accepted**
- **Close your deal**
 - ✓ **Buying "better than no money down"**
 - ✓ **Using other peoples money**
 - ✓ **No using your own cash or credit**
 - ✓ **Collecting all you buying and holding costs PLUS...**
- **Collect \$30,000 in extra cash at closing**

3) Plan your work

- Identify resources at your disposal
- Prioritize high profit activities
- Commit at least 5 hours a week
 - ✓ for taking action
- Block out tasks
 - ✓ to complete in 30 minute time chunks
- Add time blocks to your schedule or planner
- Delegate, outsource and systemize
 - ✓ whatever you can

4) Work your plan

- Don't think during the week
- Just execute and take action
- The key to success is
 - ✓ **"consistent committed action"**
- Manage your people, processes and systems

5) Get feedback and adjust

- Track your progress and results
- Identify:
 - ✓ what works
 - ✓ what doesn't
- Expand on what works
 - ✓ And fix what doesn't
- Adjust your plan
 - ✓ as needed to achieve your goal

Your **master** game plan

5 Step Formula for Success

1. **Set a goal**
2. **Make a plan**
3. **Plan our work**
4. **Work your Plan**
5. **Get feedback and adjust**

Apply **5 Step Formula for Success** in each area you want to achieve great results

- **The 4 critical result areas:**
 - ✓ **1) Investing Strategy**
 - **Buying Plan**
 - ✓ **2) Marketing Plan**
 - ✓ **3) Funding Plan**
 - ✓ **4) Selling Plan**

1) Investing Strategy

- **What you buy**
 - ✓ **Property type**
 - ✓ **Location**
 - ✓ **Price range**
- **How you find**
 - ✓ **Marketing Plan**
- **How you fund**
 - ✓ **Funding Plan**
- **What's your exit**
 - ✓ **Selling Plan**

Investing Plan Resources:

- **Cash Now Secrets**
 - ✓ **Basic training**
 - ✓ **7 different action plans**
 - ✓ www.RichardRoop.com/cashnowsecrets
- **Quick Start Guide to Making Money:**
 - ✓ **28 Days to Free & Clear Cash**
- **Free & Clear Cash Machine**
 - ✓ **Basic training**
 - ✓ **Module 1**
 - ✓ www.RichardRoop.com/fccm
- **5x5 Real Estate Profit System**
 - ✓ **Advanced**
 - ✓ **How to Become a Transaction Engineer**
 - ✓ www.RichardRoop.com/5x5profits

2) Marketing Plan

- **Market**
 - ✓ **Who, what and where to target**
- **Message**
 - ✓ **What to say**
- **Media**
 - ✓ **How to deliver what you say**
- **Multiple hits**
 - ✓ **How many times**
- **Months**
 - ✓ **How often**
- **Money**
 - ✓ **How much per deal**
- **Mindset**
 - ✓ **"There is no failure, only feedback"**

These are the 7 M's of a marketing campaign

Marketing Plan Resources:

- **Cash Now Secrets**
 - ✓ www.RichardRoop.com/cashnowsecrets
- **Free & Clear Cash Machine**
 - ✓ **High equity deals**
 - ✓ **Module 2**
 - ✓ www.RichardRoop.com/fccm
- **Million Dollar Postcards**
 - ✓ **All done for you lead generation**
 - ✓ www.RichardRoop.com/mdpc
- **5x5 Real Estate Profit System**
 - ✓ **Includes Instant Marketing Tools**
 - ✓ www.RichardRoop.com/5x5profits

3) Funding Plan

- **5x5 Strategies for Non-deals**
 - ✓ **Quick flip**
 - ✓ **Seller Short Sale**
 - ✓ **Buyer's cash**
 - ✓ **Buyer's loan**
 - ✓ **Existing financing**
- **The Ultimate Strategy**
 - ✓ **Hard money**
 - ✓ **Private money**
 - ✓ **Owner financing**

Funding Plan Resources:

- **Done For You Private Money**
 - ✓ www.RichardRoop.com/dfypm
- **Raising Millions in Private Money**
 - ✓ **Home Study Collection**
 - ✓ www.RichardRoop.com/pmhsc
- **Cash Now Secrets**
 - ✓ www.RichardRoop.com/cashnowsecrets
- **Free & Clear Cash Machine**
 - ✓ **Module 6**
 - ✓ www.RichardRoop.com/fccm
- **5x5 Real Estate Profit System**
 - ✓ www.RichardRoop.com/5x5profits

4) Selling Plan

- **Get the property ready to show**
- **Marketing to sell or occupy**
- **Handling buyers**
- **Offering buyer programs**
- **Property management**
- **Follow up**

Selling Plan Resources:

- **Cash Now Secrets**

- ✓ www.RichardRoop.com/cashnowsecrets

- **Free & Clear Cash Machine**

- ✓ **Module 6**

- ✓ www.RichardRoop.com/fccm

- **5x5 Real Estate Profit System**

- ✓ www.RichardRoop.com/5x5profits

The 7 newest, most up-to-date, step-by-step, simplified success game plans done for you

■ Cash Now Secrets

- ✓ **2 Day interactive seminar**
 - June 24 & 25, 2011
 - Denver, Colorado
- ✓ **www.RichardRoop.com**
- ✓ **Live internet access?**
- ✓ **Copy of program recording?**
- ✓ **Call 1-800-557-3171 Ext 1**
 - if interested in live, virtual or home study

1) Finding \$100,000 profit deals hiding in your marketplace

- How to buy as many deals as you want -- right where you live
- Why you can screen out deals that don't guarantee 6-figures profits
- How to create an autopilot lead generating marketing system
- How to uncover the best deals -- with little or no competition
- How to target the easiest to occupy properties -- in the best locations
- How to get a minimum 2,000% return on your marketing dollar

2) Getting long-term 0% financing on income generating properties

- **How to persuade sellers to finance you interest free -- for up to 15 years**
- **How to structure acceptable offers with over \$100,000 profits each**
- **How to make \$7,000 to \$10,000 a year -- holding properties that manage themselves**
- **How to pay sellers off rapidly from the property's net income**
- **How to get 35% discounts paying sellers off early -- without using your funds**

3) How to start collecting cash profits of \$10,000 to \$30,000 every month

- **How to meet your monthly cash needs without selling your cash cows**
- **How to collect cash profits in advance on the day you buy, not sell**
- **How to buy deals every month that get you cash now, cash flow and cash later**
- **How to protect yourself against declining home prices or inflation**

4) Generating a \$9,000 a month passive, positive cash flow

- **How to buy and hold properties with substantial monthly net cash flow**
- **How to create multiple income streams to replace your earned income**
- **How to maximize the cash flow on both new deals and properties you already own**
- **How to avoid, eliminate or fix negative cash flow**

5) Freeing yourself from debt and paying cash for everything you want or need

- **How to raise extra cash and use it wisely to eliminate consumer debts**
- **How to build cash reserves so you can sleep better at night**
- **How to systematically get your all houses 100% free and clear**
- **How eliminate interest and monthly payments on existing obligations**

6) Living your preferred lifestyle within 5 years or less

- **How to create and achieve a specific goal for financial freedom**
- **How to free up your time to spend it how you want**
- **“The secret” of creating your own future**

7) Enjoying uncommon financial success working these plans just 5 hours a week

- **How to create upfront cash and new passive cash flows in your spare time**
- **How to leverage all your time, energy and money**
- **How to delegate, automate and systemize your investing activities**

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