



# The Fearless Investor

By Richard Roop

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# Chapter 1:

## Taking Action with Fear

The idea of becoming “fearless” as a real estate entrepreneur may be better represented by the notion of becoming “courageous.” That’s because fear is good. Fear can protect you. We’re hardwired with a “flight or fight” response... for protection. And you’ll always face “frightening” situations.

How you operate and deal with fear can “make or break” your wildest aspirations for creating huge profits as a real estate investor... of any other entrepreneurial enterprise.

Do you ever feel agitated or anxious in situations where you or someone else might get hurt? Do you ever worry about how your decisions will turn out? Are there times where you feel paralyzed and don’t know what to do?

Having courage is not the opposite of experiencing fear. Courage is the state of mind that allows you to confidently take positive action... in spite of fear

That’s what high achievers do. They take action with fear.

They don’t gamble. They want the odds in their favor. The courageous investor doesn’t take unnecessary chances. They take calculated risks... and they do whatever they can to minimize and mitigate those risks.

Avoid concentrating on fear, worry or doubt. Instead, focus on what you do want. Focus on the positive realization of your outcomes or goals. You’ll always experience fear to one degree or another. But as a “courageous investor” you can win. You can believe in yourself, your abilities and your potential to accomplish great things... no only for you but also for the people you love.

After working closely with thousands of ambitious real estate entrepreneurs in the capacity as a business and marketing consultant, without a doubt, overcoming fear is one the biggest challenges for new investors. And as you become super successful, it is less of an issue... but it’s still an ongoing challenge as you experience one personal

breakthrough after another.

What are the most common fears that affect your profitability, prosperity and ultimate success? How can you view common challenges in a new light? How do you take action in spite of genuine concerns?

Let's take a look at:

- The Fear of Failure
- The Fear of Loss
- The Fear of Success
- The Fear of Rejection
- And more

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## The Fear of Failure

The surest way to never fail is to never try. Hockey superstar Wayne Gretzky summed it up with, **"You miss 100% of the shots you never take."** Do you want to avoid falling short of the goals you set? Then don't set any.

However, if you want to live your preferred lifestyle and achieve your most ambitious desires, go for it. Go for it! Decide on what you want... and find a way to make it happen. There are no unrealistic goals, only unrealistic time frames.

The only way to fail is to give up. Never give up.

One of my mentors and former business partners, Dr. Tad James, instilled in me the belief that...

**"There is no failure, only feedback"**

Feedback is the breakfast of high achievers. Feedback is a rudder that allows you to make continuous corrections and get to your destination. Feedback allows you to measure your results and gauge how well you're doing.

Real estate investing can bring incredible rewards and riches. But there are risks. If you minimize and mitigate the risks, the endeavors you pursue can result in phenomenal cash rewards... cash now, cash

each month or cash later.

Or, on the other hand, the wrong deal can leave you with a small loss and a big lesson. You'll learn from each deal or... earn from each deal. You'll either win... or wind up learning how to win next time.

Profiting from creative or quick-turn real estate deals is a numbers game. Not all prospective deals will be worthwhile. Not all your negotiations will succeed. Not all your offers will be accepted. And not all your properties will pay out the profits you predicted.

Look at it this way. You may have to talk with 10 sellers (get 10 sellers calling you) to find and negotiate a great deal that nets you \$20,000 in profits. OK, so one deal gets you twenty grand. But on 9 prospects you made you nothing. You struck out 9 out of 10 times at bat. However, each seller you talked to helped make you, on average, \$2,000 each. That's one way to look at it.

What if I handed you a smelly bucket of raw oysters and told you that in 1 of the 10 oysters was a valuable and rare black pearl. Then you grab your knife and crack open one. No pearl! What do you do? Do you quit? Do you rag on yourself about being a miserable failure? Of course not... you open another and then another... until you find the prize. You learn... which ones are empty. You develop improved skill... at opening oysters. You eventually achieve your goal. And the next bucket will be even quicker and easier.

Remember it's a numbers game. And you want to know your numbers. Track your results. Measure your progress. Keep your eye on the end result. Repeat what works best. Drop what doesn't. Then test new ways to increase your profits and performance along the way.

There is no reason to fear failing. Attempting great things automatically makes you a winner.

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## **The Fear of Loss**

What if things do not work out? "Write a big check and you can lose a big check," says my long-time mentor and real estate guru Ron LeGrand. How often do you think that you must write a big check to do a deal? If you write a big check you can loss a big check.

Next. Make promises you can't keep and you can face lawsuits, bankruptcy or even jail time. Why make promises that you're not 100% committed to keeping? If you can't guarantee you'll perform, don't make promises on performance.

Ron also says "When you put yourself in a position where you can't lose, it's hard to lose." How can you adopt that attitude into your real estate investing?

*Here are a few tips for avoiding losses:*

### **1) Always know your exits**

Never make an offer without knowing your exit first. Have a "Plan B" in case Murphy wants in on your deal. Be cautious of deals with only one exit.

### **2) Buy real estate with no money down**

Have seller's wait for the equity in case you have a need to renegotiate down the road. Don't write big checks. Use other people's money to fund deals and be sure to protect their interest. If you can't get someone else to help fund the deal, is it really a deal?

### **3) Don't personally guarantee debt**

Personally guaranteeing debt puts all your personal assets at risk. Learn how to weed out the deals that require no personal guarantees. If a hard money lender, private investor or bank insists on a personal guarantee, it's got to be a deal where it would be nearly impossible to lose... should your plans not work out.

### **4) Don't make promises you can't keep**

Do what you say. Say what you'll do. Work on developing this habit. If your ability to perform on agreement is a continent on something beyond your control, disclose it.

### **5) Do your due diligence**

It's better to back out of a bad deal than to go through with it. If you haven't done all your homework before presenting an offer,

make your offer anyway... but include any necessary contingency agreements (i.e. Subject to a property inspection satisfactory to Buyer prior to closing). Then satisfy any contingencies before you close.

## 6) Continually educate yourself

Constantly improve your skill and ability for locating deals, generating leads, selling or occupying fast, structuring offers, negotiating with sellers and buyers... and raising cash each month. Also, learn more about your market, managing your time, creating a plan and working your plan. Study success, marketing and entrepreneurship.

## 7) Get help

Don't reinvent the wheel. Model proven systems and strategies. Don't try to do everything yourself. Hire your weakness. Build a dream team. Get expert advice. Hire a performance coach. Focus your time and attention on high level activities... and then delegate and outsource whatever you can.

## 8) Cherry pick the best deals

Increase your lead flow. Get killer deals coming to you. Crank up your marketing machine. Generate more leads than you can handle. That will force you to prioritize and allow you to more easily pass on marginal deals. Don't be so hungry that you try to make a non-deal a deal.

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## Conclusion

I'm "afraid" there are several more BIG FEARS that can hamper your success including **Fear of Success** and **Fear of Rejection** and more. We'll shed some light on these areas and reveal more **practical tips for success** as a real estate entrepreneur in Chapter 2.



9/11 hero and companion

## Chapter 2:

# Becoming a Courageous Investor

Without a doubt, overcoming different types of fear is an ongoing challenge for both new and experienced investors.

If these fears that are never evaluated consciously they have a tendency to grow stronger. On the other hand, fears tend to shrink under direct examination, thus making it easier for you to take the action necessary to make big money and true financial freedom as a real estate entrepreneur.

Fear shrinks because this “subconscious behavioral conditioning” tends to weaken when closely examined with conscious effort. We started this process in Chapter 1. We explored how to handle some of the most common fears that affect your profitability, prosperity and ultimate success... including tips and ideas on how to view common them in a new light.

Here is a quick recap plus some additional information related to the fears covered in Chapter 1:

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### **Fear of Failure**

1. The surest way to never fail is to never try.
2. Decide on what you want... and find a way to make it happen.
3. There are no unrealistic goals, only unrealistic time frames.
4. The only way to fail is to give up. Never give up.
5. There is no failure, only feedback.
6. Minimize and mitigate risks.
7. You'll either win or wind up learning how to win next time.
8. It's a numbers game.

Another way to think about the fear of failure is to ask yourself, “What

characteristics or personality traits would I display if did not have this fear?" Here are a few ideas:

- Proactive
  - Confident
  - Persistent
  - Diligent
  - Prepared
- 

## **Fear of Loss**

1. Always know your exits
2. Buy real estate with no money down
3. Don't personally guarantee debt
4. Don't make promises you can't keep
5. Do your due diligence
6. Continually educate yourself
7. Get help
8. Cherry pick the best deals

To think about the fear of loss in a new light, ask yourself, "What characteristics or personality traits would I display if did not have this fear?" Here are my ideas:

- Skilled
- Bold
- Carefree
- Calm
- Relaxed
- Confident
- Courageous
- Flexible
- Prepared
- Curious
- Trusting
- Cautious
- Leader

Now let's handle some other obstacles to becoming a more courageous investor including the fear of rejection, the fear of success and more.

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## **Fear of Rejection**

Buying and selling houses is a people business. It's a business about creating relationships and then offering up valuable solutions to buyers, seller, private investors and other people you can help.

Operating with a fear of rejection will suppress your ability to perform at peak levels when talking with sellers and buyers... and when making offers with sellers and buyers. It also holds you back from creating strong, mutually beneficial relationships with members of your "Dream Team" including partners, contractors, employees, real estate agents, mortgage brokers and other professionals.

If you really value other people and you value how they feel about you, it's only natural that you could feel some fear of rejection. Whenever there's the possibility for actual rejection, most people do feel some fear.

Fear of rejection can grow based on the importance of the person to you, and by your inexperience or lack of skill in dealing with the situation. If your self-image is too closely tied to "what others think of you" or on how well you communicate with others, then fear of rejection can threaten your self-image. That alone can create a lot of anxiety. Let's change that.

### ***How can you overcome fear of rejection?***

Here are 7 steps for overcoming the fear of rejection:

1. Identify the person(s) from whom you fear rejection.
2. Examine how this fear is displayed in your behavior toward these people.
3. Choose some productive and rational "alternative behaviors" to display instead with these people. "How would I operate if I did not have this fear?"
4. Imagine what it would be like if you "tried on" these alternative behaviors.

5. Notice what obstacles come up when you're adopting your new behaviors.
6. Analyze these obstacles and identify whether they are irrational beliefs or actual obstacles you want to create solutions for.
7. Start implementing your new behavior patterns with these people.

What characteristics or personality traits would you display if you had no fear of rejection? Try these on:

- Assertive
  - Assured
  - Enthusiastic
  - Confident
  - Determined
  - Influential
  - Charismatic
- 

## **Fear of Success**

So you want to make a million dollars a year buying and selling houses? Or even half that? Suppose you do. But something is holding you back and you're not taking action. If you've determined it is NOT the fear of loss or failure... or the fear of rejection... then what can it be?

Unlike fear of failure and fear of rejection, "fear of success" can be far more insidious because it's almost always unconscious. It's really not the fear of success that's the problem... but rather the fear of the "side effects" of success... many of which may be genuinely unwanted.

And you may not be aware of the unwanted consequences consciously, but subconsciously they can be enough to prevent you from taking action. It's not that you're afraid of what will happen if you fail but what may "change" or happen if you succeed! Sounds crazy, but it's not. Success requires change, and change has both positive and negative consequences.

People claim to want success at something, but in reality the negatives can outweigh the positives in their mind. One way to overcome this problem is to consciously think about what those negatives are, and

then uproot them... one by one. You can figure out how to eliminate each one completely, or decide to accept any one of them and live with it.

***Common reasons people fear success:***

- The fear of change or fear of the unknown
- Others might expect you to succeed again
- You've raised the bar on your performance levels
- You may get more attention from others
- Your private life may suffer
- You may doubt your ability to do it again
- Demands on your time may change
- People may expect you to be someone you're not
- You may believe it's harder to stay at the top than to get on top
- You might alienate others if you perform at higher levels than them

Examine this list. Make your own list. Decide on how you'll handle any of these concerns if they come up, or how you'll continue to grow and prosper in spite of them.

Now make another list... the opposite list. What DO you want? What are all the things you DO want to happen as a result of successfully "making a million dollars in no time flat", or whatever goal you're working toward.

Remember, success is not a destination. It's a journey. You want to be enjoying the ride. Go further than you've ever gone before. The real reward will be the changes you make as a person to grow and succeed. You'll be a better you. And no one can ever take that away.

What characteristics or personality traits would you display if you had no fear of success? My ideas:

- Confident
- Humble
- Supportive
- Excited
- Optimistic
- Energetic
- Self-assured
- Grateful
- Generous

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## In conclusion

Here's a handy reference chart on some of what we covered in this chapter:

### Personality traits of a Courageous Investor

Common Fears	What characteristics or personality traits would I display if did not have this fear?
The fear of <b>loss</b>	<ul style="list-style-type: none"><li>• Skilled</li><li>• Bold</li><li>• Carefree</li><li>• Calm</li><li>• Relaxed</li><li>• Confident</li><li>• Courageous</li><li>• Flexible</li><li>• Prepared</li><li>• Curious</li><li>• Trusting</li><li>• Cautious</li><li>• Leader</li></ul>
The fear of <b>failure</b>	<ul style="list-style-type: none"><li>• Proactive</li><li>• Confident</li><li>• Persistent</li><li>• Diligent</li><li>• Prepared</li></ul>
The fear of <b>rejection</b>	<ul style="list-style-type: none"><li>• Assertive</li><li>• Assured</li><li>• Enthusiastic</li><li>• Confident</li><li>• Determined</li><li>• Influential</li><li>• Charismatic</li></ul>
The fear of <b>success</b>	<ul style="list-style-type: none"><li>• Confident</li><li>• Humble</li><li>• Supportive</li><li>• Excited</li><li>• Optimistic</li><li>• Energetic</li><li>• Self-assured</li><li>• Grateful</li><li>• Generous</li></ul>

In Chapter 3 we'll specifically address 50 common fears that are directly related to the business of buying and selling houses as a real estate entrepreneur. They all fall into one of these categories:



- ✓ The fear of losing money
- ✓ The fear of losing a deal
- ✓ The fear of people not keeping their promises
- ✓ The fear of giving up control
- ✓ The fear of what people think
- ✓ The fear of not keeping your agreements
- ✓ The fear of the unknown future

The most dangerous life I can live...  
is a safe one

To develop courage is my most crucial assignment,  
and there's no better way to do that than  
by regularly pushing into unknown territory

If I tolerate boredom,  
I'm inviting the universe to come and kick my ass;  
to force me, through unpleasant distractions,  
to summon more boldness

As I pursue the real magic,  
I must consistently...  
face my fears

-- Author unknown --

## Chapter 3:

# What's the worst that can happen?

Ok. Now we're going to address a list 50 specific fears that can affect your ability to make the substantial profits available to you when you invest your time buying and selling houses as a real estate entrepreneur.

We got this list from surveying thousands of real estate investors. I've noticed that each of these 50 concerns or fears can be pigeonholed into one of these categories:

- ✓ The fear of losing money
- ✓ The fear of losing a deal
- ✓ The fear of people not keeping their promises
- ✓ The fear of giving up control
- ✓ The fear of what people think
- ✓ The fear of not keeping your agreements
- ✓ The fear of the unknown future

You'll soon realize that the solutions you want can be found in the two previous chapters. As we get into each of these 50 most common fears, I'll reference you back to those chapters so you can get the "big picture" solutions.

**Let's get started...**

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### **The fear of losing money**

Each of the first 9 fears reported below by investors can be overcome by going back and reading the section on handling "The Fear of Loss." They include any concerns of "losing money" around:

1. Down payments
2. Vacancies
3. Negative cash flow
4. Market changes

5. Unexpected repairs
6. Investing in real estate training and tools
7. Being sued
8. Offering too much
9. Being unable to sell

### **What's the worst that can happen?**

Well, you might lose money... or you might not make as much money as you planned. But you and your family will not in any physical danger. You won't die. You only risk losing some money. Are the rewards for taking a calculated risk worth it? I think so. If you make a mistake or get unlucky it may cost you a few dollars... for the chance to realistically earn substantial real estate profits. Look... you can always get more money, can't you? In fact, if you had NO money the government would probably try to force some on you.

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### **The fear of losing a deal**

Each of the next 7 fears reported below by investors can be overcome by going back and reading the sections on "The Fear of Loss" and "The Fear of Rejection." They include any concerns that can come up around "losing a deal" like:

10. Offering too little
11. Missing an opportunity
12. Having a deal fall apart
13. Having an offer rejected
14. An inability to make numbers work
15. An inability to fund your deal
16. Inability to please a buyer or seller

### **What's the worst that can happen?**

You might lose some time or some money. Or you'll miss out on the opportunity to do a deal and make money. Again, are the rewards worth it? I guarantee that you'll lose a few deals. So what? With the right approach, you'll have a never-ending stream of deals that can

payoff handsomely. When things don't work out, my answer is... Next!

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## The fear of people not keeping their promises

Answers to the next set of 9 fears can again be found in the section on "The Fear of Loss." When you're concerned about "people not keeping their promises" you may worry about:

17. Tenant management
18. Contractors completing on time and on budget
19. Real estate agents, mortgage brokers and other member of your Dream team
20. Dealing with partners and associates
21. Unpredictable employees
22. Buyers defaulting on agreements
23. Seller backing out
24. Short sale negotiations with banks
25. Real estate gurus, mentors and coaches

### What's the worst that can happen?

You lose money or time... or the opportunity to do a deal and make some money. To "worry" is to visualize (and therefore potentially attract) what you don't want. It's akin to negative goal setting. You'll never be in 100% in control. The wealthiest and most successful people in the world never have that much control. ***So you can expect*** some people to not keep their promises from time to time. Part of your business and investment plans should take that possibility into account on any deal.

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## The fear of giving up control

To handle the next set of 7 fears, refer the section on "The Fear of Loss." Common concerns related to "giving up control" might be around:

26. Delegation

27. Outsourcing
28. Automation
29. Systems
30. Hiring help
31. Managing others
32. A bank calling the "Due On Sale" clause

### **What's the worst that can happen?**

You lose efficiency or time... or the opportunity to do a deal and make money. To grow and leverage yourself you must be willing to give up control. You can never do everything yourself without hitting a plateau. Giving up control will support your rise up the ladder of success. The key is to make sure you still manage what you hire out, delegate, outsource, automate and systemize. As far as a bank calling a loan that you took over "subject to," I think it is a risk worth taking... since it can help you generate millions of dollars in profits... and allow you to solve many more problems for sellers and buyers. The worst case is you have to scramble to pay a bank off if they pushed the issue. And I've never had to do that... after over 300 deals.

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### **The fear of what people think**

If you're afraid about what others might think, refer the sections on "The Fear of Rejection" and "The Fear of Success." That would include:

33. Sellers
34. Buyers
35. Friends
36. Family
37. Spouse
38. Your community
39. Local media

### **What's the worst that can happen?**

You could be misunderstood by these folks. Depending on who it is,

you'll have to decide how far you want educate them... making certain you have a good reason to do so.

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## **The fear of not keeping your agreements**

Each of the next 6 fears below can be overcome by going back and reading the sections on "The Fear of Loss" and "The Fear of Rejection." They include any concerns that can come up related to **you** "not keeping your agreements" including:

40. Promises to yourself
41. Taking care of a "Due On Sale clause" if enforced
42. Cash flow challenges
43. Changing your agreements when necessary
44. Having your reputation tarnished
45. Any inability to perform

## **What's the worst that can happen?**

You do whatever you can to make it right and make it up... or you renegotiate new agreements. Unexpected things happen. If you make a promise that you can't keep due to unforeseen circumstances, apologize... then do whatever you can to minimize any negative impact, and then create the clear intent of only making promises you can keep in the future.

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## **The fear of the unknown future**

The last 5 fears concerns are solved in the sections on the "Fear of Loss," "Fear of Failure" and "Fear of Success." They include:

46. Current laws and new laws
47. Interest rate direction
48. Market values direction
49. Discovering fraud against you
50. Changing your focus or values

## What's the worst that can happen?

You may need to adjust and make new decisions based on new information. Or you might lose some money. Or you might not make as much money as you planned. Stay well-informed and educated. Learn how other investors handle these challenges. When uncertain, buy better to protect yourself, or give yourself some outs. Remember the keys to "creating your own future" include knowing what you want, then focusing on what you want most... and then immediately attacking any challenges as they pop up. **The only way you can fail is to give up on your dreams.**

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## Conclusion

For a recap and easy reference, I'm including a **Chart of the Top 50 Fears of Real Estate Entrepreneurs** on the next page.

We've looked at a lot the **worst** case scenarios but what about the **best** case scenarios? How about collecting tens of thousands of dollars in cash profits each month? Generating hundreds of thousands of dollars in equity each year? Accumulating millions of dollars of real estate to secure your financial future? Controlling your own destiny?

Make a commitment to hopes, dreams and most desirous outcomes. Experiencing fear is normal and natural with anything new or different. Apply the strategies you now have for eliminating fear... overcoming fear and... simply taking action in spite of fear.

Go now and prosper. Enjoy your journey of continuous discovery. Become... **the courageous investor.**



## Top 50 Fears of Real Estate Entrepreneurs

Top 7 Fears	Higher Level Fear	Includes fears around...	Worst case?
<b>The fear of losing money</b>	<ul style="list-style-type: none"> <li>· Fear of loss</li> </ul>	<ul style="list-style-type: none"> <li>· Down payments</li> <li>· Vacancies</li> <li>· Negative cash flow</li> <li>· Market changes</li> <li>· Unexpected repairs</li> <li>· Cost of training &amp; tools</li> <li>· Being sued</li> <li>· Offering too much</li> <li>· Unable to sell</li> </ul>	You lose money or you don't make as much money as you planned
<b>The fear of losing a deal</b>	<ul style="list-style-type: none"> <li>· Fear of loss</li> <li>· Fear of rejection</li> </ul>	<ul style="list-style-type: none"> <li>· Offering too little</li> <li>· Missing an opportunity</li> <li>· Having a deal fall apart</li> <li>· Having an offer rejected</li> <li>· Inability to make numbers work</li> <li>· Inability to fund</li> <li>· Inability to please</li> </ul>	You lose time and money invested and the opportunity to do a deal and make money
<b>The fear of people not keeping their promises</b>	<ul style="list-style-type: none"> <li>· Fear of loss</li> </ul>	<ul style="list-style-type: none"> <li>· Tenant management</li> <li>· Contractors - on time and budget</li> <li>· Dream Team (agents, brokers, lenders, etc.)</li> <li>· Partners and associates</li> <li>· Unpredictable employees</li> <li>· Buyer defaulting</li> <li>· Seller backing out</li> <li>· Banks – loss mitigation</li> <li>· Gurus, mentors, coaches</li> </ul>	You lose money, time or the opportunity to do a deal and make money
<b>The fear of giving up control</b>	<ul style="list-style-type: none"> <li>· Fear of loss</li> </ul>	<ul style="list-style-type: none"> <li>· Delegation</li> <li>· Outsourcing</li> <li>· Automation</li> <li>· Systems</li> <li>· Hiring</li> <li>· Managing</li> <li>· Due On Sale clause</li> </ul>	You lose efficiency or the opportunity to do a deal and make money
<b>The fear of what people think</b>	<ul style="list-style-type: none"> <li>· Fear of rejection</li> <li>· Fear of success</li> </ul>	<ul style="list-style-type: none"> <li>· Sellers</li> <li>· Buyers</li> <li>· Friends</li> <li>· Family</li> <li>· Spouse</li> <li>· Community</li> <li>· Media</li> </ul>	You are misunderstood by others
<b>The fear of not keeping your agreements</b>	<ul style="list-style-type: none"> <li>· Fear of rejection</li> <li>· Fear of loss</li> </ul>	<ul style="list-style-type: none"> <li>· To yourself</li> <li>· Due On Sale clause</li> <li>· Cash flow challenges</li> <li>· Changing your agreements</li> <li>· Tarnishing your reputation</li> <li>· Inability to perform</li> </ul>	You do whatever you can to make it right and to make it up to others or you renegotiate new agreements
<b>The fear of the unknown future</b>	<ul style="list-style-type: none"> <li>· Fear of failure</li> <li>· Fear of loss</li> <li>· Fear of success</li> </ul>	<ul style="list-style-type: none"> <li>· Current laws and new laws</li> <li>· Interest rate direction</li> <li>· Market values direction</li> <li>· Discovering fraud against you</li> <li>· Change of focus or values</li> </ul>	You adjust and make new decisions based on new information, or you lose money, or you don't make as much money as you planned

## About the Author:



Richard Roop is one of the top direct response marketing 'gurus' and consultants dedicated to helping real estate investors generate more leads, negotiate better deals and create more consistent, predictable cash each month. He has done over 450 deals, manages millions of dollars in real estate and still actively buys and sells houses every month. But his real passion is to sharing his knowledge, systems and strategies with other investors. Very few speakers and trainers get down so in-depth into the real 'nitty gritty', step by step and "how to" of capturing equity and generating cash without using your own cash or credit.

Known as "THE Marketing Consultant for Real Estate Entrepreneurs," much of Richard's time now is dedicated to helping other investors improve their marketing results and increasing the profits generated from each deal. He has developed some of the most effective marketing systems and strategies that can help you leverage all your efforts toward growing your investing business. He specializes in creating direct marketing strategies and automated systems that have proven to work with all types of properties... especially single family homes... including both pretty or ugly houses.

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