

**Even Stupid People Can Do This -  
Simple Methods For Finding  
Buyers In Any Market!**



**Alex Pardo**

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5fkvo>

## ***Day 1 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!***

Welcome to the 10 Day eCourse on The Top 10 Strategies that Millionaire Investors Use To Find Buyers In A Down Market. I want you to know that you have made the wisest decision to sign up for this Free eCourse because over the next 10 days you will learn a variety of methods to help you sell ANY type of property, in ANY market - particularly a "down" market.

Now that we have that out of the way, I want you to know that we have tested these strategies in down markets and while other investors complain about the market conditions and blame the economy for not being able to find buyers and sell their properties, we have excelled in this area by implementing just some of the techniques that you will learn over the next 10 days.

At this point you are probably thinking that YOU DON'T CARE if we excelled and just want to know if you can...! Well don't worry because ANYONE can succeed by using the right strategy or a combination of them...and I can't wait to share them with you.

Now I know your getting anxious but before we get into the meat and potatoes of this eCourse, I want to emphasize that no matter what you learn, without the proper mindset, attitude and determination, you will not succeed! It's that simple. The battle to becoming wealthy and achieving your goals starts with your mind.

Please visit my blog at: <http://alex-pardo.com/?p=7> and read this post on having a Millionaire Mindset. STOP EVERYTHING ELSE AND READ THIS NOW!!!

Ok now we can get started because just being aware of this simple principle of success is half the battle!

-----  
-----  
With the current real estate market acting like a roller coaster, all the way from California to Florida to Texas and anywhere in-between, finding motivated buyers has changed drastically over the last few years. For those who have made the adjustment, this has meant a lot of money in PROFITS!

For those who didn't, well...this eCourse will change that!

The shelf life of information has seemed to shrink from years to months. It's no longer adequate to just have accurate information anymore. It better be just as timely as accurate. If not, throw it away. It can do more harm than good.

Here is your first secret strategy that will work TODAY, to help you update your methods and techniques for finding truly motivated buyers and/or to get your house sold!

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

## **Property Blog**

Property Blogs are popping up all over the internet and for good reason. Blog sites are a great way to get people to view your properties as well as interact with potential buyers all over the world. This not only allows you to effectively market your properties, but allows you to build your buyers list at the same time.

So what is a Blog and anyway and why are they so effective?

To keep it simple, a blog, short for weblog, is an online journal that is updated regularly via postings; with the postings appearing in chronological order. Many blogs allow visitors to make comments via postings in response to the blogger (owner of the blog), or to ask questions.

So you might be asking why you should use a blog? There are many attributes to blogs that make them very resourceful. First, blogs are easy to get started and some of the most popular sites will actually host your blog for free; making them very economical as well. Basically, you can get your blog start in minutes; costing very little to nothing at all. We recommend WordPress but there are others...

Also, search engines such as Google rank sites higher if they have content added on a regular basis, which is inherent in the structure of a blog. This makes them ideal for getting free internet traffic, i.e., home buyers, as well as for driving traffic (pay traffic), and makes it easy to provide valuable information and updates instantly.

Blogs are a very effective way to interact with potential buyers allowing you to respond to questions as well as get valuable feedback on your property.

Below are some of the main advantages and why you NEED to be using blogs in your business:

**Easy to Create:** Blogs are also very easy and fast to create. Using one of the offered templates, you can literally have your blog up and running in minutes! Also with a blog, you don't need an expensive webmaster or pay for any software. They come built in! You can choose to spend a few dollars to buy some additional templates or graphics to add a little more punch to your site, but with most applications, this is absolutely optional and the cost is still very cheap.

**Little to no Cost:** Most of the time when you hear about this great new tool that you just have to have, the very next question is ok, how much is this one going to set me back? One of the great things about the internet is that many of the new and more importantly, effective tools can be had for little to no cost. There are several great services that will host your blog for free. The two most popular ones are WordPress and Blogger. With both sites, you have choices of templates that will make getting your site up and running in no time, with no expense.

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

**Easy to Maintain:** Not only are Blogs easy to create, but more importantly, their easy to maintain as well. You can quickly and easily update your blog from anywhere in the world with a computer and internet connection. That's it. The blog software will automatically put you post in chronological order; allowing you to simply login, post, and leave. It doesn't get much easier than that.

**Search Engine Friendly:** All of this would be meaningless if you didn't have traffic coming to your site. Since search engines love sites that provide new content regularly, blogs are ideal for achieving higher rankings which means more potential buyers to your site. If you take just a few minutes to structure your post to be very focused--keyword focused, your blog can get high rankings very quickly.

And that is just a small taste of what is to come...

If you just can't wait 10 days (and I don't blame you) to learn how you can use these advanced strategies to find a boatload of buyers in a down market, then you have to check this out:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694> --- *I was able to get my subscribers a \$50 discount so please don't forget to use this Special Coupon Code: **ALEXBOB** for a \$50 savings!!!*

It is by far the best system I have found for attracting all the buyers you need in a systematic, easy to implement way...

### \*\*\*Action Steps\*\*\*

The one common characteristic of all successful people is that they TAKE ACTION!!! This is why at the end of each day with this E-Course, I have created an 'action steps' section. This information is extremely valuable but it becomes worthless if you don't USE it!!! So here is your first set of actions:

1. So remember in real estate you make your money when you buy, but you realize it when you SELL! So if you are serious about finding motivated buyers for your properties then you need to purchase the "Boatload of Buyers" course at:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>. Don't forget to enter in: **ALEXBOB** to get \$50 OFF!!!

2. You guessed it...set up your own blog! You can simply do a google search for "blogs" or just visit [www.WordPress.org](http://www.WordPress.org), etc...So STOP everything else you are doing and go set up your Blog!

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

I mean it...stop everything else and TAKE ACTION NOW. Here's a tip that I learned from Anthony Robbins: "Where momentum goes, energy flows, and results show!!!"

Isn't that awesome! You need to create momentum by taking the first step...even if it's a small one.

**Oh, and before I forget, be on the lookout tomorrow for something VIRTUAL!!! (hint-hint)**

Well until tomorrow, live with passion!

Best of Success & Abundance,

Alex Pardo

[www.REIWealthPro.com](http://www.REIWealthPro.com)

p.s. Don't wait to get the Boatload of Buyers course --- It's a must if you don't want to get stuck with properties that just suck the life out of your Profits!

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

\*\*\*Use **ALEXBOB** as your Special Coupon Code...

### **Day 2 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!**

Did you act on the Action Steps that we gave you in Day 1 of the eCourse? If not then you have extra homework after today's strategy! I'm just kidding but if you want to advance quicker through this process then check out:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

*I was able to get my subscribers a \$50 discount so please don't forget to use this Special Coupon Code: **ALEXBOB** for a \$50 savings!!!*

Another great technique is...

### **Virtual (Video) Tours**

With the skyrocketing popularity of video posting sites such as YouTube, Viddler, and others, the power of video is undeniable. Depending on what resource you use, anywhere from 84%-93% of potential home buyers start their search on the internet. And of those potential buyers, you increase your chances are being views roughly 38% or more if you include a virtual tour.

**Register Free Now:** For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

Truthfully, the number is even much larger than that but video is moving so fast through the internet that the statistics would need to be updated almost daily to have real, reliable information!

It's hard to visit a site these days without noticing at least one video on there...so it must be for a reason.

Obviously, that's a huge number of buyers that you can afford to be missing out on. But I'll tell you a secret. This is no longer a secret! We know that the vast majority of buyers are starting their home searches on-line, but what is a secret, is that most people including Realtors, don't know how to do video to maximize their efforts and ultimately, their results.

Virtual tours can offer so much more than simply fusing pictures together of the house and adding bad elevator music in the background, which is pretty much the standard in the Realtor community.

Virtual tours give you the ability to not only sell the actual "house" via a video tour; but they also allow you to sell the neighborhood, community, city, yourself (yes, you can and should become a selling tool as well in the tour) etc... Whatever it is that may separate your house from the competition, put it in your tour. Many of the benefits of purchasing your house may not actually be the house itself! Maybe it's your local schools or shopping area. Here's a hint, put these in your video! And, most of these simply don't come across nearly effectively via pictures.

Here are some of the many advantages of using virtual tours (video)

- Catering to the largest group of home buyers (Very Target Specific)
- Virtual Tour is like a 24x7 open house
- Very affordable, especially when compared to other forms or advertising
- Avoid the hassle of having strangers in your house unless they have seen the tour and have a real interest in buying!
- Email potential buyers your tour anywhere in the world. You reach a global market.

So how do we combine day 1 with day 2? Post your virtual tour on your property blog or website, on free posting and video sites such as CraigList and YouTube, along with a variety of low cost pay sites to get maximum exposure for minimum dollars.

*SO CAN YOU GUESS WHAT'S COMING IN DAY 3??? I'LL GIVE YOU ANOTHER HINT -----  
It might be the most popular guy's name on the internet...*

\*\*\***Action Steps**\*\*\*

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

1. Implement the Virtual (Video) Tours technique immediately!!!

You can use a standard recorder, digital camera, or I recommend using a Flip Camera (check out [www.theflip.com](http://www.theflip.com)). So go create momentum! Record a video of one of your properties (if you don't have one that ask a wholesaler or investor if you can help market theirs...if you find a buyer then they will probably pay you a finder's fee), upload it to your website, property blog, or free posting site (day 2 hint : )...

2. Get ahead of the game by purchasing the best system on the market for finding a Boatload of Buyers by checking out:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694> ----- **Their's even a FREE Audio Training on there!!!**

*Here is a Tip: Always track and test any marketing so you know what works and what doesn't.*

Well until tomorrow ~Contact.FirstName~...live with passion!

Best of Success & Abundance,

Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

p.s. Have you seen / heard the training on buyers? If not you must be crazy!!!

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

Please don't forget to use the Special Coupon Code which will give you \$50 OFF the investment:  
**ALEXBOB**

© 2008 Alex Pardo  
All Rights Reserved

**Day 3 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!**

I bet you could hardly wait for day 3 of this 10 day eCourse to hit your inbox. Well the day is finally here and we're on our way to making you amass tons of motivated, real, qualified buyers...

**Register Free Now:** For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

Most people can't contain themselves and at least take the time to listen to this great call on finding a boatload of buyers: <http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

Note: You will not find this course at a better price unless you use our Coupon Code: **ALEXBOB** --- *This entitles you as a valued subscriber to \$50 off...*

If you already heard the call then you're on your way...So here is our 3rd Millionaire Investor strategy for finding buyers in a down market:

### **Free Internet Posting Sites**

Free internet posting sites are the new studs of the internet community. Why? Because they are free and they actually get results!

The knock on things that are "free" is the perception of how effective can they be if they have to give it away. We'll not in this case. Free posting sites have invaded the internet with a vengeance and are getting results. Making them even more of a no-brainer, they have also made the interfaces very user friendly; requiring just a few minutes to get your posting up and running. If you can cut and paste and hit the upload button, you're ready to go!

There are several "flagship" posting sites that have been leading the way and aggressively expanding their services to stay on the cutting edge. Though these are the leading site now, keep your eyes open. New ones are popping up it seems daily.

### **CraigList.com & Backpage.com**

CraigList / Backpage.com is a great place for posting free classified ads for your home. You not only do get to post a description, but you can add photos as well. Always, always include pictures when possible. We have gotten great results and recommend this be your first stop. It allows you to post a very specific on-line classified ad directly to the heart of your local market. There are a few limitations on how many ads you can post, but I would recommend getting creative and you can find ways to work around it.

### **Postlets.com**

Ok, it doesn't get much better than this. Postlets.com allows you to submit your classified ad, for free, and will distribute it to numerous other free posting sites. They will also host a dedicated single page website on the Postlets.com site as well. Not only can you submit your ad for free, now they figured out how to cut down on the work! Sign me up. Their service will also create the HTML code to post on your Blog.

And for just \$5 dollars per property, you can upgrade to their premium package which offers a multiple-page website for your property, integrates Google mapping, enhanced photos, and video/virtual tours as well as external website links potential buyers can be directed to for even more information.

### **Base.google.com (Google Base)**

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

Google just might be taking over the world! This site is in its beta version but is quickly jumping the ranks to become a major player. Google Base allows you to post your properties for free and apply certain "attributes" to your listing making them easy for would be home buyers or other investors to find it in their Google property searches. This is huge. It not only allows you to post your property but allows you to make the search **very** localized hitting the sweet spot for potential buyers. And Google already has the name and web traffic to be effective from day one-beta or not. And as Google boldly boost, 56% of "real estate" searches show up on Google or Google sister sites. That's an incredible amount of traffic searching their sites for real estate. I would keep a close eye on this one. The potential here is unlimited.

Here are just some other recommended sites that are mentioned in the Boatload of Buyers system: homegain.com, trulia.com, oodle.com, and many more!!!

*Here is tomorrow's tease: It's all about the bandits!!!*

**\*\*\*Action Steps\*\*\***

1. Visit each one of the sites above and start getting familiar with them...Some might ask you to create a free account before you start posting, but at least you will be able to navigate through the sites to see what people are advertising, etc...
2. Review days 1 and 2 and start thinking of an overall gameplan to integrate these strategies into your existing business.

Best of Success & Abundance,

Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

p.s. By now I'm sure you know that I'm dedicated to giving you quality content that you can instantly start applying to your business...

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

\*\*\*Coupon Code: **ALEXBOB**

***Dy 4 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!***

I hope you are finding this eCourse to be head and shoulders above most...We are dedicated to giving you valuable information that will help you move towards your goals...With that said, let's move on to a well-known, yet effective strategy in any market:

**Bandit Signs**

Some investors will preach bandit signs until they are blue in the face while others simply say they are **Register Free Now**: For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

just too troublesome and aggravating to do. What's our take? They are simply too effective not to do! Period.

Well, I guess that makes me a preacher. While I'll be the first to admit that bandit signs can sometimes not be a lot of fun; regardless, they work in finding motivated buyers for us not to use and they are also very cost effective as well.

What do Bandit Signs offer? A very fast, cost effective way to get your message out to a ton of people exactly when you want it, what you want it to say, and they give you the ability to test and rotate messages to improve your results relatively easily.

First, I'll explain how we use Bandit Signs and why we do it that way.

To start, I need to note there are many reasons and purposes to use bandit signs and this approach is for selling a property. For other intentions, we may have very different methods.

We like to use white or yellow 18x24 blank signs. We hand right each message in very large, black (and sometimes red), permanent marker. We like to hand right the signs for two reasons. First, we can change the message at will; which obviously allows us to be very responsive to feedback and for making quick changes. Second, we found that people response just as well if not better with a hand written sign verses a pre-printed signs. That's not to say that pre-printed signs aren't good or won't work, they'll work as well, but we feel we capture an additional audience that likes the "feel" of dealing with an individual verses the more professional looking signs.

Due to the low cost of bandit signs, we also recommend putting them out throughout the week. Conventional wisdom says put them out on Friday's after say 4 or 5 pm., so the code enforcement worker who take the signs down are gone for the weekend, and you get a weekend worth's of traffic which is when the majority of home buyers are out looking. While this is still true, we find we get enough calls during the week to make it well worth the investment of having them out all week as well as the weekends.

Also, we hire a service to put the signs out verses putting them out ourselves. This is the biggest complaint we hear from people using bandit signs, so to would suggest eliminating this from the equation. If you go to Craigslist, you can find people for cheap who can put these out for you.

We also use an untraceable number on the signs as well. The reason is actually two-fold. First, depending on your local code restrictions, this may not make your code enforcement officer all that happy and we would suggestion knowing your local ordinances. But, this does put a level of protection in-between you and them. Also, it keeps your main phone number private and every once in a while, you will get a nut who calls that you don't want to have your number! It's just a good idea for safety.

The service we use allows you to forward either the number they are calling (your sign number), which allows you to forward the calls to any phone you want and know that it is a bandit sign call, or the actual caller's number. We prefer the bandit sign number so I know what to expect from the call. Also, our providers on-line interface tracks all calls and if I need to know the number they called from, I can look it up that way as well.

All that being said, what is the key to using bandit signs? Good COPY. You have to write something that will inspire people to pick up the phone and call the number! Your HEADLINE is critical! Also, you have to be flexible and offer anything under the sun you can to be different. You have to offer something

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

unique that the majority of your completion either can't do, doesn't know about or how to do, or simply won't do. Keep in mind that just because you offer something doesn't mean you don't do it on your own terms. With the right terms, you can and should offer as many choices as you can think of.

Your text needs to be big! Remember, people are in their cars driving when they see your sign so they can't read a novel. The biggest things on your sign should be your headline and phone number. Get their attention and let them know who to reach you!

Last note, **track your results**. I can't stress this point enough! Try to get as much information out of the caller to get a good idea of what messages are working as well as which locations are getting the most calls. If you don't know what works then you are going to waste a lot of your marketing dollars.

Also, know the local landmarks in the area. Surprisingly enough, most callers have very little information to provide from the sign they are calling off of but they will remember that the sign was located near a certain gas station or convenience store.

Here is a quick recap on some of the greatest benefits of using bandit signs:

- Cheap
- Targeted
- Offer unlimited flexibility
- Timely
- With proper place, a large audience
- Fast, get your message out exactly when you want to
- and many more...!

### \*\*\***Action Steps**\*\*\*

1. Do a google search on bandit signs and get some quotes on 18x24 signs (delegate to someone else if possible).
2. Once you have placed your order then find someone on [www.craigslist.com](http://www.craigslist.com) that will put them out for you...

Best of Success & Abundance,

Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

p.s. If you think that you have received a lot of content so far then imagine what you will find in the Boatload of Buyers course ---

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

Don't forget to enter: **ALEXBOB** in the special coupon code section to save \$50 off the investment!!!

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

## Day 5 - *Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!*

Can you believe were already half-way through this 10 day eCourse? This next strategy is not a very "sexy" one, but it's important because you need to understand that you are not selling a house...you are probably thinking that I'm crazy and don't know what I'm talking about so let me clarify; you are selling a vision of what that person's home could look like. Do you follow?

By staging the house you are giving it that "hom-ie" feel that an empty house does not have. Many people are not able to visualize what the home could look like so it's our job to create that vision.

Here are some more details...Check out:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

*(Special Coupon Code: **ALEXBOB**) --- \$50 off!!!*

### **Staging to Sell**

In our current down market, staging has never been more important and unfortunately, the first element to go when money gets tight is staging! There are a lot factors at play that help create our down market, but none of those really matter. But, what does matter is the overriding cumulative result which is more competition than ever in the housing market and staging is a big way to set your home apart from the competition. Many times, it's the difference between selling and not. Plain and simple.

Of course, you have to be realistic. If your home isn't priced competitively in the market, you will be limited on what staging will be able to do for you. Staging, most of the time, simply can't overcome the fact that your property is listed \$30,000 over market value. But, we also can't escape the fact that some houses ARE priced competitively in the market and still won't sell. That's were staging can make a huge difference between selling and not selling.

When we say staging to sell, our version may be a little different than what you are a custom to. The general thought when people hear the word "staging" is how much this is going to cost me and how much time going to be involved. We go right to thinking about buying couches and bedroom sets and the dollar sign start to grow and grow with the project. We have a very different philosophy for our version of "staging" that comes with a much smaller price tag.

It's not so much what that you put a pretty couch in the living room or a high end bedroom set in the master bedroom. The only "standard" thing you'll hear us say is get rid of clutter. Clutter is never good.

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

So, what is the actual key with our version of staging? No, it's not to have the prettiest furniture, unless you're selling the place furnished, but to be **REMEMBERED**. Being remembered is the only thing you should have on your mind. Most people don't really remember bedroom sets and bath towels, but don't you think they would remember:

***Let's say you're in Florida. How about you create a nice beach scene? Put a couple of beach chairs in the living room with a few bright beach towels, coupled with a beach bucket and shovel. You could even go as far as to use real beach sand!***

***Or, let's say you live in Colorado. You probably have or know someone who could loan you some skiing equipment. You could make a cool ski lodge feel with the living room with all kinds of skiing items like ski boots, skies, goggles, ski hat, etc...***

Till me that wouldn't get you at a minimum noticed and remembered. That's the key. Do something, anything that will make your property stand out and be remembered. At worst, these ideas are great conversation starters and conversations (with motivated buyers) are the first step to selling your house.

Also, the examples above also show how this can be done for little to no money and have a much longer, last effect than more traditional ideas of staging.

### **Action Steps**

1. Do a google search on home staging companies and get some quotes. They will need to know the size of the house and how far you want to go (i.e. stage the whole house, etc...)
2. Visit your local bookstore and flip through some home magazines...Many times this will give you some ideas.
3. Don't visit <http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694> if you are not serious about finding a boatload of buyers.

*(Special Coupon Code: **ALEXBOB**) --- \$50 off!!!*

Continued Success,  
Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

### **Day 6 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!**

Here are some quick points on having a successful Auction:

- Create a sense of Urgency
- Exposure

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

- CYA - "Cover Your Ass-ets"

For more details you know that I am going to highly recommend you check out the most comprehensive course I have ever seen on finding buyers, but don't forget that you will need to enter **ALEXBOB** in order to receive **\$50 off** the investment:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

## **Silent Auction**

One of the biggest keys to success with potential buyers in a buyers' market is the perception of them "getting a deal". If you were to poll a group of motivated home buyers and ask them; what is the most important thing they are looking for in a purchase, you would think maybe it would be the number of bedrooms, square footage or location, when the reality is they just want to know they are getting a deal.

Why? Because the media and all their friends are telling them they are supposed to get a deal. This gives them a sense of comfort and peace of mind.

Well, nothing says deal more than the word auction. Especially home auction because a buyer's natural thought is a foreclosure auction. And what do people think of when they think of the word foreclosure? A deal...

Alright so what's the absolute, most critical element for a successful auction? You must create a sense of urgency! This sense of urgency lets the buyer know they need to take action and take action now or the deal will go to someone else. Urgency is critical.

Also essential is adequate exposure. You'll need to create as much buzz as possible for your auction. There's nothing better than a room full of buyers seeing each other and knowing that one of them is very well likely bidding on the property against them which almost turns it into a competition or game.

How do I get this exposure? You'll want to invest in an ad in your local paper. I'm not a huge fan of certain print advertising in this market, simply because a lukewarm results, but with an action, it's vital and will get a worthwhile response. Also, bandit signs are another great way to get traffic. Put signs out weeks ahead of time with a very clear date and time of when they can see the property and make their bid.

You'll want to drive traffic for a few weeks giving yourself enough time to generate a buzz and hold your auction over a weekend with a definite completion time. Also remember, this is a silent auction, so people will not know what bids have been made. This obviously is important because it will help drive the price up.

Of course, you'll need to know your state's particular auction laws to make sure you're in compliance.

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

You'll also want to make sure you have all the "legal" terms to cover yourself in the case you don't get an acceptable bid.

### **Action Steps**

1. Get a quote for an ad from your local paper.
2. Find out about your state's laws regarding auctions so that you can protect yourself if you decide to have one.

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

Best of Success and Abundance,  
Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

### ***Day 7 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!***

Now I hope you have decided to make a small investment in your education with regards to finding buyers. Everyone knows that in this market that is the name of the game so just one of these strategies can save thousands of dollars in profits!!! It sucks to hear when investors get stuck holding a house for months and months, and sometimes even over a year because they did not think of a creative way to get it sold. This Boatloads of Buyers course contains as much "meaty" content as a finding buyers course could have. Make sure to check it out at:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

and don't forget that by subscribing to receive this 10 day eCourse you get an additional \$50 off by entering: **ALEXBOB** in the Coupon Code section...

Anyway, let's move on to our next Millionaire Strategy:

### **Home Raffle**

No, don't go checking your eyeglass prescription. You are reading it correctly!

So you never thought of raffling a house before? We have all kinds of raffles in life whether it's for the office, the local youth baseball team, you name it, there are raffles for everything. So, why not for a house? It's not as absurd as it sounds. Also, keep in mind that this idea is best suited for a house you're simply looking to get rid of. Where break even sounds pretty good and you're not looking to make a profit.

First and foremost, you'll need to know your states' raffling laws. They all are different and you certainly want to know the ins and outs of the policies so you don't run amuck. But, when you

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

take a few minutes to really look at the numbers and align yourself with a few key players, the task isn't as daunting as you might think.

A good way to kick your raffle off and get going right out of the gate is to find a good non-profit charity you'd like to support and align yourself with. All the "profits" from the sale will go to this charity which gives you a great cause and name behind your raffle. This is critical to give you creditability and a good way to get people involved. It's a win-win for both you and the charity.

So, let's look at how the numbers might look and how you could pull this off.

For simplicity, we'll keep the numbers round. Let's say you owe \$100,000 on your mortgage and you'd like to be able to make \$10,000 for the charity. Of course the more the better, but \$10,000 is nothing to sneeze at and would make most charities happy to participate. You'll also want to make sure you have the raffle and house closing cost covered, but we'll keep it simple for this example.

\$100,000 (Mortgage Payoff)

\$ 10,000 (Charity Contribution)

\$110,000 (Total Money)

So, you'll need \$110,000 dollars to pull your raffle off. Now, the key is how many tickets do I need to see and at what price to make this work? Depending on your area, here are a few examples of how this would look.

$\$100 \times 1100 = \$110,000$

or

$\$200 \times 550 = \$110,000$

For the above examples, you would either need to sell 1100 tickets at \$100 or 550 tickets at \$200. Remember what you are offering. You're offering a chance for someone to own a house for either \$100 or \$200 dollars with odds of either 1100 to 1 or 550 to 1...Not bad odds at all.

So, your obvious next question is how do I sell these tickets? Well, this is a charity event. Go out and promote. There's nothing that people get behind more than charity events. Work your local television stations, news papers, radio stations, etc... for free promotions and remember the charity itself will be fully behind you and willing to participate as well because they are the one's reaping the rewards. This certainly makes for a great media story.

Here are a few critical things to keep in mind:

- Give yourself enough time to sell the tickets
- Price your tickets at a price they will sell at
- Put all pertinent information all your advertising

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

- Know your state laws
- And put a big enough win for the charity to get their full support

### **Action Steps**

1. This is a unique strategy so just make yourself aware of your state's raffling laws so that if you decide to give it a shot you're covered!!!

Expect Abundance!!!

Alex Pardo

[www.REIWealthPro.com](http://www.REIWealthPro.com)

### **Day 8 - *Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!***

By now you know more about finding buyers than 95% of "investors" out there...

Let's jump right into the next technique:

### **Creative Financing**

Regardless of whether you live in a market that has seen only a marginal decline in values or one that has seen a large decline in values; or any in-between, overall inventory is up for just about all areas. And with this increase in inventory, i.e., your competition, options can be the difference maker.

Further adding to the inventory problem and increased competition, is our current mortgage crunch. Financing has now become much more difficult for a buyer to get which makes for a real bad formula: Increased Inventory with Less Qualified Buyers! That's makes for a mean 1-2 punch for home sellers.

With that in mind, creative financing options can be a good defense to combat both of these punches.

First, you'll be light-years ahead of your competition by providing buyers more and more options for them to purchase your home. Buyers like choices and creative financing can offer them several choices that can turn would-be home buyers into actual home buyers.

Two are the most common and effective options you can offer are seller financing and a lease option.

What is seller financing? Seller financing is when a seller finances all or a part of the buyer's purchase price. As mentioned, they can finance the entire purchase price or it can be combined with a traditional mortgage; with the seller normally holding the second position. With the lending crunch, seller financing can open the door to a lot of potential buyers and has wins on both sides as well.

For the seller, they may be able to negotiate a higher interest rate or a higher sales price to start. The biggest benefit

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

for a buyer is they can avoid the whole underwriting experience that is associated with a traditional lender; allowing them to qualify for a loan they may not be able to at this time, as well as possibly saving them money associated with traditional closing cost. The seller normal gives the buyer a short-term balloon mortgage; giving the buyer time to resolve whatever issues they may have qualify for a more traditional mortgage.

A lease-option is another alternative financing solution that allows a home buyer to lease a home with an option to buy. The home buyer normally pays an option fee upfront for the right to buy the property in the future, normally for a time period of 1 to 2 years. Also, each month's rent payment may consist of not only the rent, but an additional amount which can be applied toward the down payment on an already negotiated sales price if they buyer decides to exercise their option.

The option period gives the buyer time to qualify for traditional financing to purchase the home and also take a sort of test drive of the home. If they decide not to purchase the home, the seller keeps both the option fee as well as the additional per month rental amount. If they buyer decides to purchase the home, i.e., exercise their option, they normally are credited the option fee off the sales price as well as they get the additional per month rental amount applied to their down payment.

### **Action Step**

1. If you have a house that you have not been able to sell, think if this strategy would work for you? Maybe you can help someone else sell their house by implementing this strategy with one of your buyers...???

Continued Success,  
Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

p.s. Have you heard the audio on finding buyers yet? If not then visit:  
<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

p.s. Make sure to use: **ALEXBOB** as your special coupon code.

### ***Day 9 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!***

Alright...

Investors and realtors tell me all the time that "they didn't know" you could do what I'm about to share with you below...With such an uncertain marketplace and the continuous rise in foreclosures, lenders are open to almost any solution and this is just one shining example.

### **A "Unique Type" of Short Sale**

For some very obvious reasons I'll follow up on below, short sales is not our favorite option on this list. But, with many investors stuck with problem properties that are either GOING to be

**Register Free Now:** For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

foreclosed on or WILL force a person into a bankruptcy, then a short may be the final "best" choice for someone, and this eCourse would not be complete without discussing the option of a short sale and how to successfully complete a short sale with the least amount of damage.

And before I go forward, I would like to quickly review exactly what a short sale is and why a lender would consider doing one. A short sale occurs when a lender agrees to accept a lesser value than the lien that is secured by the property. Long story short, the lender allows you to sell the house for less than what is owed on the mortgage. So, why would a lender do this? The answer is for a number of reasons. Below are a few of the highlights so you get a good understanding of the underlying circumstances of a short sale.

- First and foremost, the owner can no longer and/or is no longer make the mortgage payments
- There is little to no equity in the home, meaning the bank cannot foreclose on the property and sell in on the open market to cover the mortgage and associated selling/maintaining cost. The cost to do this would be greater than the deficiency in the sale price verse the mortgage
- The number of defaulted properties in a lenders portfolio limits the amount of money they can loan moving forward
- Potential of the owner filing for bankruptcy compounding the problem for the lender
- Condition of the property
- Position as a creditor, i.e., whether they are in 1<sup>st</sup> position vs. 2<sup>nd</sup> position, and so on
- Foreclosure laws in certain states

Now that we understand some of the things that would motivate a lender to so a short sale, we need to talk briefly about the lenders requirement once a short sale is completed.

For example, if the mortgage on a house is \$100,000 and the lender accepts \$80,000 as payment, then the lender in effect has taken a \$20,000 dollar loss. The bank then has to categorize that loss somehow on their "books" to complete the transaction. In general, a lender has two choices of what to do with the deficiency amount when they short sale a property. They either have to place a judgment on the owner for the \$20,000 dollars; which the owner will have to pay sometime in the future, or they have to submit a \_\_\_\_ to the IRS; which basically files it as income made by the owner. So, as an owner requesting a short sale, you then have to figure out how these ramifications will affect you and your associated options. We recommend having a good CPA and lawyer who are very familiar with this process and can give you the RIGHT advice for your situation.

One of the biggest fears for the seller of a short sale is what it will do to their credit which is certainly something you have to look at. This is where our recommended approach can be a little different than others, and before I go much further, I have to say that anything related to short sales requires patience and persistence. Without these two characteristics, this probably isn't for

**Register Free Now:** For Students of The Greatest Real Estate Giveaway... "Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

you because you'll simply go mad. But for those who can exercise patience and persistence, the payoff can be a great reward.

A new trend we are seeing is some lenders are starting to look more seriously at the potential for a short sale before the owner is late on payments. The old wisdom, which was very true, is that lenders would not even talk to you unless you were late on your payments. And why? Because until recently, there was enough equity in the homes for the lenders to simply foreclose on the property; if that's what they choose to do, and sell the house on the open market and get their money back.

Well, lenders are starting to realize that that's no longer the case and that they are better off simply taking a short sale than go through the drawn out processes of foreclosure, and the expense that comes with foreclosing and reselling the property. Also adding to the problem for the lender is due to the increase in defaulted properties, the foreclosure process has basically gone from about 4 months to closer to 12-15 months in many areas. What does that mean to the lender?

Well, if the bank requires you to start missing payments before they negotiate, they are only increasing the liability they will be taking back-the house and associated debt. To do the math, let's say your mortgage is \$2,000 a month and the bank takes 12 months to foreclose-this is just to foreclose, not actually ridding them of the property. So, 12 months X \$2,000=\$24,000. The bank is already in the hole out of the gate for \$24,000 before they actually take possession of the property and we haven't even added in the legal fees of processing the foreclosure, taxes, insurance, home owner association fees, etc., that they will now inherit. These fees can and will be in the thousands. When adding these fees together, keep in mind that the lender now the owners of the property and must get it sold. Now we have Realtor fees to add on top as well!

Let's say the house is worth \$200,000, that's roughly another \$12,000 in expenses. As you can see, the number just keeps getting larger and larger. *Depending on the potential deficiency amount, lenders are learning that offering a short sale as a solution before a person defaults may be the best choice for both parties involved.*

And what does this do for you? As part of the short sales, you negotiate that the short sales shows up on your credit as a paid debt. Truthfully, it is very difficult to avoid having your credit hit one way or another, but this certainly will minimize the hit on your credit and consequently, makes it easier to repair and recover moving forward.

### **Action Steps**

1. No action steps ---- I just wanted to make you aware of this option!!!

**Register Free Now:** For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

If you're like most then you have found this content to be valuable so I'd kick myself if I didn't stress the importance of investing in the Boatload of Buyers system:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

(Special Coupon Code: **ALEXBOB**) --- \$50 off!!!

Best of Success and Abundance,  
Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

### ***Day 10 - Even Stupid People Can Do This - Simple Methods For Finding Buyers In Any Market!***

The day has come...throughout these 10 days you have learned numerous ways to find buyers for any type of property you have and here is just a quick recap on the strategies that you have been exposed to so far:

- **Property Blog**
- **Virtual (Video) Tours**
- **Free Internet Posting Sites**
- **Bandit Signs**
- **Staging To Sell**
- **Silent Auction**
- **Home Raffle**
- **Creative Financing**
- **A "Unique Type" of Short Sale**

If you feel that this eCourse has provided you with value and strategies that you can use right away to help sell your properties, then I urge you to invest in the Boatload of Buyers system:

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

You certainly don't have to, but I know I small investment will help you save thousands and thousands of dollars in profits in the long run. When you decide to take action, don't forget to use **ALEXBOB** as the Coupon Code so you can get an additional \$50 knocked off the price.

Well as promised, below is the last technique and it will probably surprise you...

### **When Not Selling is your Secret Weapon**

Sometimes, the best strategy is simply to review all your choices and see what makes comes out in the wash and really makes the most since. Sometimes the best choice is not to sell at all.

And yes, this is a weapon. The key is to know all your choices and do the math. For some, a few years of a wait and see mode could save 10s to 100s of thousands of dollars in retirement money if their house

**Register Free Now:** For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>

was figured in their planes. For others, it could be the difference of them actually going from buyers to renters when they make their move.

First, I would look at what your real motivation is for selling. Did you get into a bad mortgage that you no longer are able to pay, or are you simply looking to move for a change of location, or are moving for a career change, the reasons are endless, but all of these can have very different solutions and choices that you are able to pursue.

Depending on your situation and how you are able to position your home in the current market, you most likely can't afford to rule out any options. For example renting, and to some there is a reason rent is a four letter word, might be your best and maybe only realistic option. Though you never had any attentions of being a landlord, sometime you just need to roll with the punches and go into survival mode; which is where many people are in the more severely declined markets.

But, if you run the numbers and renting is something you are unable to do, than do it. Or, perhaps the previously mentioned creative financing options are your best choice. If at the end of the day, you find that none of the options are something that are doable for your situation, and I certainly would suggest running any and all of the ideas you are not completely sure of their ramifications by your CPA and lawyer to get an exact idea of what they can do for you, than not selling at this time may actually be your weapon of choice. Sometimes, doing nothing real is doing something.

And that's all for now...

Lastly, remember what you read on day 1 of this eCourse...successful people TAKE ACTION, and in order for these strategies to benefit you and your business you need to apply them...

<http://www.realestatetrainingacademy.com/cmd.php?Clk=2641694>

*(Special Coupon Code: **ALEXBOB**) --- \$50 off!!!*

Best of Success and Abundance,  
Alex Pardo  
[www.REIWealthPro.com](http://www.REIWealthPro.com)

© 2008 Alex Pardo  
All Rights Reserved

**Register Free Now:** For Students of The Greatest Real Estate Giveaway..."Explode Your Profits And Join Real Estate Investing's Most Profitable ROCKSTARS For 12 Powerful Weeks Of Advanced Training..." . . .FREE to the next 97 registrants:

<http://tinyurl.com/5sfkvo>