

“Finding Real Estate Deals”

Why Finding A Great Real Estate Deal Is As Easy As Throwing Rocks...

One of the biggest questions investors ask day in and day out is “Where do I find the real estate deals?” The answer is “EVERYWHERE.” Then, once you find a deal you start to wonder if you found a good enough deal. This report will take a look at both of these important questions, which are vital to your investment business success. This will answer the “where” and “how” to make sure your business gets off the ground and continues on course.

Time to Upgrade Your “Real Estate Investment Mental Blueprint”!

Finding deals in real estate is one of the toughest mental battles investors impose upon themselves (for these guys, it’s like chucking boulders). The point there was “impose upon them”. This will show you why finding a good deal is easy, and how to effectively “take your foot off your own neck” so you can start to become a real estate equity collector.

Deals are “everywhere” because any piece of real estate has potential to be a “Deal.”

First things first, let’s re---program your mental picture about the most famous phrase in real estate, which is “Find real estate deals”. Once this phrase is broken down, your path to real estate success will finally become clear.

Let’s start with “**Find Real Estate.**” Real estate is everywhere, which logically means the possibilities are there too. I bet you are reading this report while sitting in a piece of real estate. I’ll also bet if if you were

told you would be given \$10,000 dollars if you were able to touch 20 pieces of real estate in 10 minutes that all of you [investors] would stop reading this and touch 20 pieces of real estate with relative ease.

Now all that is left to define is “Deal” to cement your new real estate mental blueprint for success. **Deal:** Getting an accepted offer that is 30-- 40% less than market value.

This is generally the standard for whether or not you have a good “Deal” today in real estate.

It sounds simple and it's because it's so simple that people overcomplicate it (and in effect miss the fundamentals which they may have never been taught). People literally try to “find deals” rather than “make deals” by taking market data and making good offers. Often people get into “paralysis by analysis” from everything they encounter when “finding real estate deals”. This is an absolute success killer, and really cripples most new investors. By understanding where to find deals you'll be able to turn your real estate boulders into rocks you can easily throw (profitable deals you can easily do all day long).

Deal Makers VS. Professional Real Estate STUDENTS ----- The Difference Between Those Who Make It and Those Who Fake It

You should also know about the other class of investors out there called the “Professional Real Estate Students”. These are professional real estate students who have an opportunity but are stuck on the paralysis---by---analysis treadmill, which always keeps their first real estate deal out of reach. They have great training, but something is holding them back.

As discussed previously, so long as you get a property that has 30% equity or more in today's real estate market, you have what most would consider a deal. So, before going any further, it is important to understand the most common phrase uttered in real estate, which is “Find real estate deals.”

Putting this all together, the phrase “Find real estate deals” in effect translates to “Look at the real estate all around you and pick out the properties that you can sell for more than what you pay.” (i.e. with at least 30% equity)

Most people don't get this critical distinction that every piece of available real estate is potentially a deal. That is the secret to why “Finding A Deal Is as Easy as Throwing Rocks.” Every property you see is a deal, it just depends on what you offer. It is literally right next door, new investors sometimes travel 200 miles to check out that one needle in a haystack deal after searching for weeks in their self--- inflicted trap, because they find themselves stuck. Deals are as close as your mailbox.

Also, you owe it to yourself to make offers on properties that you visit, because you are the “CEO” of your own company and “your time” is too valuable not to make an offer. Every property can be a deal. Make deals by making a low offer that fits your equity objective and do not be tied to the outcome. The seller can accept your offer or not.

*****Mindset wise, their decision should be of consequence to you. You know where the offer works for you and that is that. ***** If they choose to play ball then great and if not great as well because your offer was your non---negotiable.

Making low offers and offers that make sense to your business — “IS YOUR BUSINESS.” Deal Makers – Make Deals!

Congratulations on your “Real Estate Investment Mental Blueprint” upgrade which added the “Find Real Estate Deals” program to your investment memory database. This deal maker mindset is your “Next Step” to writing winning offers that bring your company real estate success.

The big deal killer at this stage is hesitation. Don't be a "Professional Real Estate Student" and miss the deal. Later, you will be shown how to break down deals FAST and EASY. And, later you'll have a chance to work with the **actual deal maker engine**, which does all the heavy lifting by crunching numbers for you: finding, tracking, and communicating with your sellers and a whole slew of other cool things (but let's stay on topic for now).

The bottom line is this: Make a low offer, even if it is only to start the conversation. This way deals happen. Get going and get busy. Now with powerful avenues to pursue to find deals your "excuses" can turn into "execution" which is way more fun!

Places Where Potential Deals Hide---Out in Plain Sight!

There are tons of places to "Find Real Estate Deals" if you know where to look. This is your "Deal Tree" to pick good real estate deals from. The fact is that just using one of these strategies to find deals can make you thousands of dollars in 30 to 60 days. Pick 2 approaches and attack them and the rinse and repeat. Work through them all over a set amount of time. Find your sweet spot approach and drill deep into profits in your real estate market.

Now that the mental shift has taken effect we can start to identify places to evaluate deals. If we just agreed that every property can be a deal then the places to FIND deals are almost endless.

You can find real estate deals in the following ways:

- ☐ **Tell every realtor you meet you are looking to close on good deals**
- ☐ **Local real estate publications**
- ☐ **Yard signs going to a from your daily work**
- ☐ **Newspaper print & online**
- ☐ **Real Estate Auctions**
- ☐ **Online Real Estate Sites (Dozens)**
- ☐ **Estate Sales**
- ☐ **Craig's List**
- ☐ **Word of mouth because you tell everyone what you do**
- ☐ **Advertising in Newspapers (I Buy Houses For Cash)**
- ☐ **Direct Mail (Buying Distress Home Owner Lists)**
- ☐ **MLS**
- ☐ **Local Investor Clubs**
- ☐ **Online Yahoo Meetup Groups**
- ☐ **Social Media Networking**
- ☐ **Bandit Signs**
- ☐ **Local Banks**
- ☐ **Co---workers**
- ☐ **Family**
- ☐ **Neighbors**
- ☐ **Call on "For Rent" Ads. See if they are a distressed landlord & buy their house**

....and many more!

Time to start putting properties in your sights and getting the ball rolling.

This is enough to keep an investor army busy so time to drill deep and get your next profitable deal under contract that makes sense for your business and then rinse and repeat the process. Real Estate is a numbers game. The more deals you look at the more potential deals you have so start plucking from the deal tree and fast track this year's success by writing good contracts and winning the deal!