

Rookie To Riches Real Estate Training Jumpstart Your Profits By ***“GETTING IN THE DOOR”***

Lesson #1

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In the next few lessons you are going to learn about how to negotiate with homeowners.

Negotiate to create win-win situations with the homeowner, the bank, and for you, the real estate investor.

But before you can negotiate you need to meet the homeowner and as I said “Get in the door”

For those of you that want to be good at this business and say that nothing will stop you I want to ask you this....Will you go door knocking to meet people in distress property situations?

Going out and doorknocking is how you jumpstart your foreclosure investing. Why? Because so many investors won't do it that's why. This gives you such an opportunity. So I am not here to talk you into door knocking. Only you can do that.

A student of mine, Kent in Philadelphia, closes at least 1 deal a month by doorknocking. This is how I got started as well.

So let's assume that you have decided to knock on doors of people in foreclosure. What next? Well just follow this guide and profits will follow you.

This script will work well if the homeowner is still in pre-foreclosure. You can choose which to use. With practice you will get better.

Door Knocking Script #1

KNOCK KNOCK (btw, always knock, never ring the bell. Why? Because friends knock)

Homeowner: Yes

YOU-(now do not be very aggressive here. TAKE IT EASY)

“Hi, my name is Iggy Investor and my company is looking for some houses in this area to buy. I am looking to buy a house in the very near future and wondered if you might know of anyone thinking about selling.

Homeowner: Well we might be in the market of selling.

YOU: Let's talk about it as long as I'm here. Can I ask why you might be selling....

At this time just start the negotiations.

Door Knocking Script #2

KNOCK KNOCK

Homeowner: Yes

IGGY: “Hi, My name is Iggy Investor and my company works on properties that are in some kind of distress situation either physically or financially. I have provided mutually beneficial solutions to a number of property owners that found themselves in some sort of need to sell a property. But before I go share that with you I need to ask you a question”

(at this time you will have noticed something that the homeowner might be proud of. Like some jewelry they might be wearing, pictures of kids, a mounted trophy fish, a nice piece of clothes, a nice rose bush in the yard, *anything* that you can comment on they might be proud of)

So the example that I use in my live training is the thing that turned me on to this strategy and that was a really nice rose bush in the yard.

So what I would say would be:

“But before I share that I have to ask you, who grew these beautiful roses in your yard” and SHUT UP and let them answer.

Once the homeowner has answered Iggy says

“I wish I could do that. Anyway the reason I came by was that I think I may have some solutions for you in regards to the situation your property is in”

Homeowner-“How do you know about that”

IGGY-“Well anytime an entity like a bank initiates some kind of action to recoup their collateral, a piece of real estate for example, it becomes public notice. In looking through public records I found

this address and thought I could create a win-win situation for all involved. Does that make sense?”

So gang it is as easy as that. Just get them talking and you will get deals.

Always remember though that the business is a numbers game and if your approach does not work with 1 homeowner it may work with another. People want to solve their problems and that is the bottom line.

To your successful real estate investing,

Paul Wells
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www.theforeclosureking.com