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This publication is designed to provide accurate and authoritative information regarding the subject matter covered. The information and advice given herein is educational in nature only and is not meant as legal, accounting, financial or professional advice. Always consult your legal, accounting, or financial professional before making any investment.

The contracts and forms included in this manual and/or other digital information that may accompany this manual are samples only. Before using any of these contracts or forms we recommend that you seek legal counsel in the state in which they will be used.

Success is NOT Guaranteed. **ONLY YOU CAN GUARANTEE YOUR OWN SUCCESS.**

I agree to keep all forms, documents and any information received from 3 Days Live, LLC, Consulting Group, LLC, HP Investment Group, Inc and Diversified Realty Holdings, LLC strictly confidential.

Reproduction or translation of any part of this work without the permissions of the copyright owner is un-lawful.

There is legislation in several states that strictly limits the manner of operating a business in the pre-foreclosure, foreclosure, and forbearance business. Always keep up with the legislation of the state(s) you are working in.

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(407) 650-3119 – FAX

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Boot Camp / Virtual Training Agreement

I, _____ (PRINT NAME) expressly understand and agree that in no way Hunter Paschall, Debbie Paschall, HP Investment Group, Inc, HP Consulting Group, 3 Days Live, LLC or any of their affiliates guarantee the success of any individual, or make any claims that any particular attendee will close a transaction. I understand that no one can guarantee success in a program like this for many reasons, including that some people will not complete the actions needed to consummate a transaction.

In the event any student who attracts any State Attorneys General Banking Commission, Real Estate Commission or local and municipal court investigation during the course of normal business or because of conducting a lawful or unlawful act the student agrees to release, discharge and agrees to indemnify and save harmless Hunter Paschall, Debbie Paschall, HP Investment Group, Inc, HP Consulting Group, 3 Days Live, LLC or any of their affiliates, their members, managers, representatives, employees, assigns, consultants, legal advisors or independent contractors from whom the company might be acting. 3 Days Live, LLC has done its best to provide the proper disclosures regarding the ability to perform "Pre-Foreclosure Course" services in each state represented: however, it's incumbent upon all students to seek out their own legal advice in your particular area. All students may want to consult an attorney in their area prior to using any of the documents distributed in this program.

The undersigned agrees to furnish any success testimonials to Hunter Paschall, Debbie Paschall, HP Investment Group, Inc, HP Consulting Group, 3 Days Live, LLC or any of their affiliates with an uncontested release allowing the reproduction of said communication as a testimonial for promotional use with no expectations of being compensated. The undersigned gives Hunter Paschall, Debbie Paschall, HP Investment Group, Inc, HP Consulting Group, 3 Days Live, LLC or any of their affiliates and those for whom the company is acting the right and permission to copyright and/or use reuse or publish my image in video and audio or photographic pictures supplied by me or taken by the company or its representatives made through any media for any purpose whatsoever including all dramatic rights including with exhibition, theatrically, on television or otherwise.

I hereby waive any right to inspect or approve any finished video or photographs or advertising copy or printed matter that may be used in conjunction therewith or in the future.

I the undersigned acknowledge that everything I say on videotape or audiotape was my own words and done so freely and voluntarily, without the payment of any money or benefits to me. I was not told or prompted in any way on what to say.

The experiences I give on videotape, audiotape and/or any other kind are true and correct and I will not fail to disclose any fact in those statements, which if disclosed would make any of my statements misleading or untrue.

I have read the foregoing release, authorization, and agreement before affixing my signature below. I am competent to contract on my own and warrant that I fully understand the contents thereof. It is my intent that this Agreement be and is legally binding and that this written Agreement is the full and final intent of myself with respect to the subject matters hereof.

_____ My initials indicated I have received a copy of this document.

Signature

Printed Name

Date

Address

Email



The Mission Statement

To Provide an Easy Step by Step Process that Teaches
Others How to be Successful in the Pre-Foreclosure
Industry

This Course Explains REAL DEALS with No Smoke and
Mirrors. You will be Given True Facts to Help Make You
More Successful in this Industry of Helping Others and the
Economy.

CHAPTER 1

Defining Pre-Foreclosures and Short Sales



Integrity Comes When Character is Tested.
Keep True and Never be Ashamed of Doing What
is Right.

What is a Pre-Foreclosure?

A Pre-Foreclosure is a legal action taken by the mortgage company when a Borrower is in default to repossess their property. Lenders get distressed when the Borrower gets behind in making their payments. Mortgage Companies are in the business of loaning money and not repossessing properties. If a loan is not earning interest, it is not producing income for the lender. In addition to not generating interest income, non-performing loans cost the lender more money because of the lost earning power of the assets and the legal and administrative costs associated with collecting the loan or repossessing the property. Example: (If the mortgage company has a \$100,000 non-performing asset, then they are required to keep 3 times that amount in reserves which is \$300,000) Therefore if the mortgage company would take a discount of \$80,000 for the \$100,000 loan, it allows them to put back into circulation the \$300,000 allowing them to collect interest making up for the \$20,000 difference that they took on the \$100,000 loan.

What is a Short Sale?

A short sale is the difference from what is owed to the underlying mortgage company and what they are willing to accept as payment. Example: Balance owed is \$100,000 – they accept \$80,000 as full payment - leaving a Short sale of \$20,000.

What A Pre-Foreclosure Looks Like:



Why Invest in Pre-Foreclosures?

Unlike the wave of foreclosures during the last recession, which essentially came from high-risk lending and lax underwriting; the new wave of foreclosures is being created by divorces, deaths, natural disasters, modification payment increases, and 10/20 ARMS coming due. However, the new Pandemic will be greatest cause of the upcoming influx of foreclosures...

- a. Niche Marketing
- b. Seller's Motivation
- c. Discount of First and Second Mortgages
- d. Take Over an Existing Debt
- e. Create Massive Equity Spreads
- f. No Rehabbing – Wholesale for Instant Cash
- g. No Cash Required Except the \$10.00 Earnest Money!

FORECLOSURE PROCESS FOR JUDICIAL & NONJUDICIAL STATES

All states use either a mortgage or a deed of trust to secure the interest of lenders who have loaned funds for the purpose of buying real property. You should become familiar with each process and its unique characteristics. This way you can better understand how property is secured. You should become more familiar with the most common procedure used in your state. In the following sections, mortgages, promissory notes, deeds of trust and the differences between these documents will be discussed. Also discussed, are the differences between judicial and non-judicial states and the affects they have in the foreclosure process.

Mortgages & Promissory Notes

A *mortgage* is a binding legal document used in by an owner of real property to pledge his or her rights to that property, to a lender as security for a loan described in a promissory note. The real property is the lenders collateral for the promissory note, and the mortgage is the document that grants certain rights to the lender pertaining to that property.

A mortgage is referred to as a two-party instrument because two parties are involved, the mortgagor (borrower) and the mortgagee (lender). The mortgage document protects the interests of the lender in the event of default by the borrower. A mortgage must be signed by the borrower, acknowledged by a notary public, and recorded in the county in which the property is located to be enforceable. In other words, a mortgage secures the repayment of a loan to the lender from the borrower. In the event of default by the borrower, the lender has the right to foreclose on the mortgage to force the sale of the property to obtain satisfactory payment for the promissory note. The legal document filed in mortgage states, to initiate the foreclosure process, is referred to as a *Lis Pendens* which indicates that there is a lawsuit pending. The borrower has the right to cure the default by bringing all payments current and paying any related foreclosure costs the lender may have incurred. Upon doing so, the lender must then execute a *satisfaction of mortgage*, also known as a *discharge of mortgage*, to clear the title to the property.

A *promissory note* is a legal document that stipulates that repayment terms and conditions required by the lender. It is a written promise by a person usually referred to as a borrower, a maker, or an obligor to repay a specific amount of money to another person or entity commonly referred to as a lender, a payee, or an obligee. The promissory note must specify the interest rate, the term or duration of the loan, the frequency and amount of payments, and whether there is any prepayment penalty. A promissory note may contain additional provisions including penalties for late payments, changes in the interest rate based upon changes in a specific index, and an acceleration clause granting the right to the lender to call the note due by accelerating the repayment of any and/or all outstanding balances. When the promissory note has been completely repaid, the note must be canceled and surrendered to the person who signed it. Unlike a mortgage, promissory notes do not need to be notarized to be deemed valid. The promise to repay, however, must be in writing and signed by the parties entering into the agreement.

The terms mortgage and promissory note are often erroneously used and made interchangeable with each other. The two documents, however, serve separate and distinct functions. A promissory note is evidence of the debt while a mortgage is used to secure and protect the rights of the lender, by pledging the property as collateral until the loan is repaid. Basically, a promissory note stipulates the exact repayment terms and conditions for any funds that have been borrowed, while a mortgage is used to promise real property collateral for the repayment of the promissory note.

Deed of Trust

A *deed of trust* is a document that pledges real property as security for the repayment of funds borrowed against it. A *deed of trust* is sometimes used in place of a mortgage. Whereas two parties, the mortgagor, and the mortgagee, use a mortgage, a deed of trust involves three parties: the trustor, the trustee, and the beneficiary. The *trustor* is the term used to describe the borrower. The *trustee* is a third party with no direct interest in the property, such as a title company or an escrow company. Finally, the *beneficiary* is the term used to describe the lender. Each of these parties plays a unique role in the conveyance of real property.

The title is said to be held *in trust* by the trustee for the beneficiary. The deed of trust is like a mortgage in that both documents are used to secure the interests a lender has in real property. However, in a deed of trust state, the deed is placed in trust with a third party until the promissory

note has been satisfied. When the obligations of the loan have been met, the trustee must return the title to the trustor.

If the trustor becomes delinquent on the loan, the beneficiary can file a *notice of default* in the county in which the property exists. A notice of default is used in non-judicial states to make an official public notice that one party intends to bring about some type of legal action against another party. A typical notice will include items such as the name and address of the trustor, the name of the beneficiary, the name of the trustee, the original amount of the loan, and the balance owed on the loan. Because these notices are a matter of public record and are filed at the county courthouse in which the property is located, they are easily obtained and signal the beginning of the foreclosure process. To procure a copy of these records, you can do the research at the courthouse yourself, subscribe to a newspaper that publishes legal notices, or subscribe to an online service specializing in providing this type of information.

If a loan is not brought current, the beneficiary has the right to demand that the trustee initiate foreclosure proceedings so the beneficiary will either be repaid or obtain title to the property. In either case, the deed of trust is the instrument that protects both parties. If the trustor, or borrower, satisfies his obligation to the beneficiary, or lender, the trustee is required to convey the title to him. On the other hand, if the trustor is found to be in default, the trustee is required to begin foreclosure proceedings and ultimately convey title to the beneficiary, if the property is not purchased at an auction.

TYPES OF FORECLOSURE

Judicial Foreclosure

A judicial foreclosure is a judgment ordered by a court in favor of a lender, ruling that the real property securing the debt should be sold under the foreclosure proceedings to satisfy the debt. This method is practiced in *lien theory* states, or those that use a mortgage to secure a lien against real property. The lien theory requires that a borrower *hypothecate*, or pledge, title to the property to the lender and that in the event of default, the lender, through court action, seek repayment from the borrower. The judicial foreclosure process is used in those states recognizing mortgages as the primary legal instrument securing a lender's interest. A judicial foreclosure is a process involving the courts and is typically more cumbersome and costly than a non-judicial foreclosure. Furthermore, under this method lenders or lien holders are only allowed to recover the amount actually owed to them. In other words, lenders are not allowed to profit from the sale. Any overage that may occur because of competitive bidding must be returned to the original owner or borrower.

Non-judicial Foreclosure

A non-judicial foreclosure, unlike a judicial foreclosure, does not occur in a courtroom in the presence of a judge, but instead, occurs in the presence of a third-party trustee as previously set forth in the deed of trust. This method is practiced in *title theory* states, or those that use a deed of trust to secure a lien against real property rather than a mortgage. Recall that in title theory states, the deed is placed in trust with a third party until all terms and conditions contained in the promissory note have been satisfied. If at any time the borrower becomes delinquent on the loan, the beneficiary can instruct the trustee to file a notice of default in the county in which the property exists. The deed of trust contains a *power-of-sale* provision that expressly authorizes the lender to sell the borrower's property through a trustee rather than a judge. The primary advantage of using a trustee rather than a judge is the ease with which this can be done. Again, filing a legal suit through the judicial court system can be both a lengthy and a costly process.

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_____ My initials indicated I have received a copy of this document.

Signature

Printed Name

Date

Address

Email

U.S. FORECLOSURE LAWS BY STATE

The foreclosure process differs a bit from state to state and depends largely on whether the state uses mortgages or deeds of trust for the purchase of real property. Usually, states that use mortgages conduct judicial foreclosures; states that use deeds of trust conduct non-judicial foreclosures. The key difference between the two is that the judicial procedure requires court action on a foreclosed home.

State	Judicial	Non-Judicial	Comment	Process Period**	Publish Sale**	Redemption Period**	Sale/NTS
Alabama	•	•	Judicial rarely	49-74	21	365	Trustee
Alaska	•	•	Judicial rarely	105	65	365*	Trustee
Arizona	•	•	Judicial rarely	90+	41	30-180*	Trustee
Arkansas	•	•	Both	70	30	365*	Trustee
California	•	•	Judicial rarely	117	21	365*	Trustee
Colorado	•	•	Judicial rarely	145	60	None	Trustee
Connecticut	•		Judicial only	62	NA	Court Decides	Court
Delaware	•		Judicial only	170-210	60-90	None	Sheriff
Florida	•		Judicial only	135	NA	None	Court
Georgia	•	•	Judicial rarely	37	32	None	Trustee
Hawaii	•	•	Both	220	60	None	Trustee
Idaho	•	•	Trustee Sale	150	45	365	Trustee
Illinois	•		Judicial only	300	NA	90	Court
Indiana	•		Judicial only	261	120	None	Sheriff
Iowa	•	•	Trustee Sale Voluntary	160	30	20	Sheriff
Kansas	•		Judicial only	130	21	365	Sheriff
Kentucky	•		Judicial only	147	NA	365	Court
Louisiana	•		Judicial only	180	NA	None	Sheriff
Maine	•		Judicial only	240	30	90	Court
Maryland	•		Judicial only	46	30	Court Decides	Court
Massachusetts	•		Judicial only	75	41	None	Court
Michigan		•	Non-Judicial only	60	30	30-365	Sheriff

State	Judicial	Non-Judicial	Comment	Process Period**	Publish Sale**	Redemption Period**	Sale/NTS
Minnesota	•	•	Non-Judicial mostly	90-100	7	180	Sheriff
Mississippi	•	•	Non-Judicial mostly	90	30	None	Trustee
Missouri	•	•	Non-Judicial mostly	60	10	365	Trustee
Montana	•	•	Trustee Sale mostly	150	50	None	Trustee
Nebraska	•		Judicial only	142	NA	None	Sheriff
Nevada	•	•	Trustee Sale mostly	116	80	None	Trustee
New Hampshire		•	Non-Judicial only	59	24	None	Trustee
New Jersey	•		Judicial only	270	NA	10	Sheriff
New Mexico	•		Judicial only	180	NA	30-270	Court
New York	•		Judicial only	445	NA	None	Court
North Carolina	•	•	Non-Judicial mostly	110	25	None	Sheriff
North Dakota	•		Judicial only	150	NA	180-365	Sheriff
Ohio	•		Judicial only	217	NA	None	Sheriff
Oklahoma	•	•	Judicial mostly	186	NA	None	Sheriff
Oregon	•	•	Trustee Sale mostly	150	30	180	Trustee
Pennsylvania	•		Judicial only	270	NA	None	Sheriff
Rhode Island	•	•	Non-judicial mostly	62	21	None	Trustee
South Carolina	•		Judicial only	150	NA	None	Court
South Dakota	•	•	Judicial mostly	150	23	30-365	Sheriff
Tennessee		•	Non-judicial only	40-45	20-25	730	Trustee
Texas	•	•	Non-Judicial mostly	27	NA	None	Trustee
Utah		•	Non-Judicial Only	142	NA	Court Decides	Trustee
Vermont	•		Judicial only	95	NA	180-365	Court
Virginia	•	•	Trustee Sale	45	14-28	None	Trustee

State	Judicial	Non-Judicial	Comment	Process Period**	Publish Sale**	Redemption Period**	Sale/NTS
			mostly				
Washington	•	•	Trustee Sale mostly	135	90	None	Trustee
Washington D.C.		•	Trustee Sale only	47	18	None	Trustee
West Virginia		•	Trustee Sale only	60-90	30-60	None	Trustee
Wisconsin	•	•	Judicial mostly	290	NA	365	Sheriff
Wyoming	•	•	Non-judicial mostly	60	25	90-365	Sheriff

* Judicial Foreclosures Only

** In days

Deficiency Judgments

To recoup any shortfall in the amount bid, including attorney's fees, court costs, and accrued interest charges, the lender must file a deficiency judgment. A deficiency judgment is defined as a judgment that has been issued when the collateral for the loan is inadequate to satisfy the lender's debt completely. In other words, a judgment is issued against the party being foreclosed on to recover any shortfall in the amount owed to them. A deficiency judgment is issued when real property is sold at auction for less than the amount owed on the lien. For example, if a house was sold at auction for \$150,000, but the amount of the loan balance was \$200,000, then a deficiency judgment could be issued for the shortage, or deficiency, of \$50,000 in this example. In summary, deficiency judgments are issued by court action in favor of a lender to help them recover any amount not collected at an auction sale.

1099-C

If a creditor has canceled a portion of your debt you should receive a 1099-C. If you reach a debt settlement with, say, your mortgage company, they'll send you a 1099-C to include with your tax returns for that year. This liability, the difference between what is owed to the bank and what the property sold for (see example above) can become a taxable amount to the Seller/Debtor. The Seller/Debtor could be held accountable for the payment of the tax to the IRS.

DEED IN LIEU OF FORECLOSURE

Not all loan defaults result in foreclosure sales. In some cases, a borrower faced with foreclosure may be able to:

- A. Sell the property to a buyer who will arrange new financing and payoff the old loan or
- B. The lender will accept a “deed in lieu of foreclosure” for the subject property.
- C. Sell the property to a buyer who agrees to bring the loan current and continue to make the mortgage payments until the loan is paid in full.

Option A

Knowing foreclosure will destroy their credit, a distressed owner will usually try to sell their home to recover some of the debt owed to the lender, even if the price is below the mortgage balance owed. However, in some cases, the owner cannot afford or is unwilling and scared to sell a home for less than what is owed because they are unaware of the short sale process. It has been found that lenders would prefer for the homeowner to sell the house at a discount versus accept a deed in lieu of foreclosure.

Option B

A *deed in lieu of foreclosure* is when the lender accepts the deed to the subject property in exchange for the debt. In these cases, the lender has determined that possessing the property immediately is preferable to the cost and risk of pursuing both a foreclosure proceeding and sometimes a deficiency judgment suit. However, a lender does not have to accept the transfer for full payment for the debt. The borrower may still be liable for the difference in value and a deficiency judgment can be filed against them. It is recommended that the borrower, when trading “deed in lieu of foreclosure”, before signing, read carefully over their documents to ensure there is a clause that states whether they are still liable for the deficiency.

Option C

Buying “subject-to” means buying a home subject to the existing mortgage. It means the seller is not paying off the existing mortgage, and the buyer is instead taking over the payments. The unpaid balance of the existing mortgage is then calculated as part of the buyer's purchase price.

CHAPTER 2

Building The “A” Team



Coming Together is a Beginning,
Keeping Together is Progress,
Working Together is Success

It is especially important to your success to have a Team. The team would consist of the following players:

Consulting Group LLC:

We are here to assist you any way we can. In your Success, lies our Success!

A Mailing House:

This Company will be sending out your letters for you. It is recommended you do your own letters in the beginning. The most popular mailing piece is “The Yellow Letter.” I have included an example. (See page 30 for Yellow Letter and other marketing materials)

A Home Inspector:

Before you hire a home inspector you ask him or her if they are certified or licensed. Try to use a home inspector that is licensed and certified in mold. Home Inspectors charge prices based on the square foot of a house. Prices range from \$200.00 to \$400.00 per inspection. A home inspection takes approximately 2 to 3 hours. You can find inspectors at your local real estate groups or through the yellow pages. It is good to have a team player when you need to negotiate with the mitigator for a lower price and have a buyer.

A Real Estate Professional:

Short Sale lenders require you to list the property you are working on in the Multiple Listing System. You should look for a Real Estate Agent to list your properties in the Multiple Listing System to satisfy this requirement. Listing your property allows your house(s) to be visible to other Licensed Real Estate Agents and their buyers. If you are in Florida and cannot find a Licensed Real Estate Agent, we are affiliated with a Real Estate Broker that can list properties in the MLS.

A Title Company:

You want to find a Title Company that is willing to work for you when you need them. The Title Company helps you close your deal. The way to find a Title Company is by speaking with people in your real estate community. When working with your Title Company, you might find that you are teaching them about Land Trusts and the creative things you do with your business! It is also nice to give gift certificates or some type of praise to the closer who works with you on your closings. In other words, be grateful for all the services you get, and show your appreciation.

A Mortgage Broker:

Having the correct Mortgage Broker on your team will weed out unqualified buyers. There are many Mortgage Brokers in your local Real Estate Community. It is recommended that you form a relationship with several. Tip: Send out a craigslist ad to solicit new Brokers who will work with you.

An Accountant:

Try to find an Accountant that has real estate experience by either owning real estate and/or has several clients that own real estate. Ask people in your Real Estate Community who they are using. This is particularly important when you start cashing checks.

A Handyman:

Finding a good handyman can be challenging, but again, ask around your community. It is recommended that you do not do any repairs on the property and sell it “as is”.

Print Shop:

Find a good Printer that can prepare postcards, flyers, business cards, letters, or any other marketing materials.

BUSINESS EQUIPMENT

You Will Need the Following List of Business Equipment To Operate Successfully.

- **Telephone**

- Home, Cell or Office Line

- **Fax**

- An e-fax is another form of fax, that send faxes electronically
- It is not required to use an e-fax but recommended

- **Computer or iPad**

- You will need to work electronically
- You can store your documents on your computer
- You can make marketing products, such as flyers, posting & marketing for Sellers & Buyers
- You can communicate with us on all your deals and questions.

- **E-Mail Account**

- You will need an email account to communicate
- You can get a free account online at Yahoo, Gmail, Etc...

- **Printer or a place like Kinko's, Office Max, Etc...**

- For creating flyers and all office needs

- **Scanner**

- Some documents may need to be scanned and sent via email
- This device is not necessary, but it is recommended
- Scanning makes your workload much easier & stores documents quicker.

An Investor's Essential Gear

Below is a list of things you will need to carry with you. Put this package together and keep it in your car.

- Business Cards
- Sharpie Magnum Marker
- Signs for the Yard
- Flashlight
- Screwdrivers
- Scotch Tape
- Key Tags
- Camera
- Extra Batteries
- Lock Boxes
- Short Sale Purchase Package
- Garbage Bags
- Light Bulbs
- Air Fresheners
- Broom / Dustpan
- Welcome Door Mats
- Water Hose
- Flyers to Market Properties
- Gift Cards for the Buyers of your Properties

The Items above are for a new company that is starting out. After you have done a deal or two you can continue to do these things yourself or outsource them to someone else.

*****Keep a supply of masks and gloves during the Covid-19 Pandemic*****

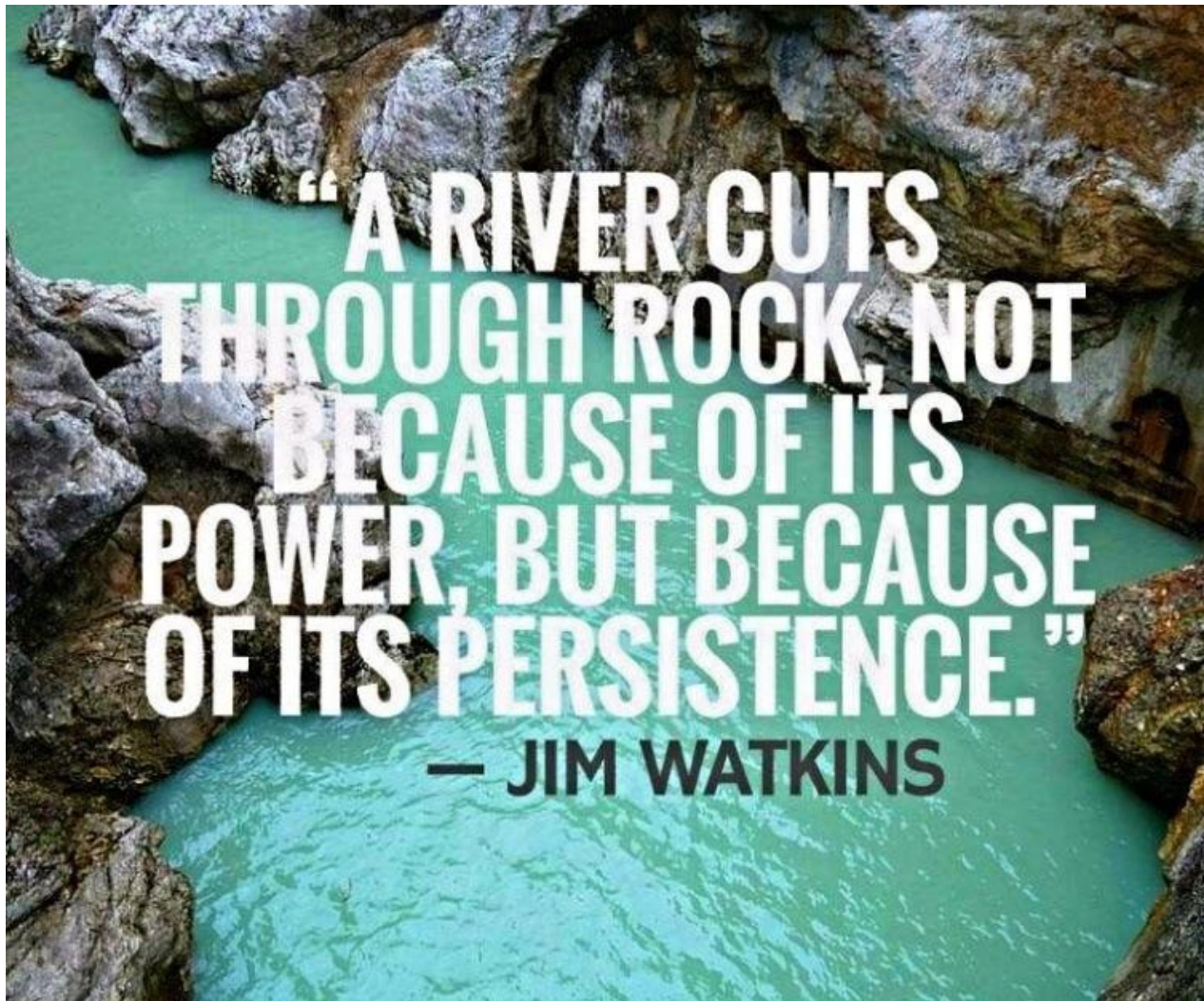
PERSONAL NAME vs. CORPORATION

You should not have any of the properties owned in your personal name. You should buy property in a Land Trust with a Beneficiary being you. Most law firms recommend an LLC entity, which stands for Limited Liability Company. LLCs are becoming more popular and it is easy to see why. They combine the personal liability protection of a corporation with the tax benefits and simplicity of a partnership. In other words, the owners (or "members") of an LLC are not personally liable for its debts and liabilities, but also have the benefit of being taxed only once on their profits. Moreover, LLCs are flexible and require less ongoing paperwork. Attorneys believe that there is more protection in a Limited Liability company than having a piece of property in your personal name. It is recommended that you seek the advice of a CPA in choosing the correct entity for you to own property and/or your business.

Our suggestion is to use an entity that does not include your personal name. We have found over the years that it is best to keep your personal out of publications...

CHAPTER 3

Finding Pre-Foreclosures



Persistence:
There Is No Giant Step That Does It,
It is a Lot of Little Steps.

FINDING PRE-FORECLOSURES

Being a Pre-Foreclosure investor requires you to talk and pre-qualify sellers, negotiate debt, and sell properties. If that is your business model; you can outsource what you do not like to do.

You can eliminate much of the legwork involved in buying Pre-Foreclosures if you can get homeowners to make the first step and seek you out. How do you do this, exactly?

Here is a list of ways to get a Seller to find you:

1. Classified Ads: (see page 31 for examples)

- Drive people to call you
- Drive people to a Website
- Direct calls to your cell phone, answering service or voice mail service.

Call the newspaper and see if they offer a **YEARLY CONTRACT PRICE** – This allows you to get a lower price for the advertisement because you guarantee that you will place x amount of ads in the newspaper for the entire year.

Place classified ads in your target area's newspapers, with wording like this:

"I Buy Foreclosures! Quick Closings! No need to file bankruptcy. Get cash to pay off bills. Call 1-800-555-5555. Ext 100 (Voicemail or Answering Service)

Stop Foreclosure Call Today – 407-555-1212 (directly to you)

We Buy Houses – 407-555-1212

Loan Modification for free – 407-555-5555

It is important that you rotate your ads. It is recommended you test your advertisement and change it every 30 days if you are not getting the calls you want from the advertisement.

Driving traffic to your website is another way to allow the Seller to read about your company and how you can help them without them having to talk to you.

2. Signs:

Use a sign shop to create ground signs. Here are two companies:

1. <https://www.signsonthecheap.com/>
2. <https://www.signs.com/>
3. <https://www.fastsigns.com/>

You will need to order: Yellow Colored Corrugated double-sided 18 x 24. You can buy blank signs at half price.

Examples of what to put on your signs:

I BUY HOUSES
800-555-5555 Ext 23
24 hour recorded message

AVOID FORECLOSURE
407-555-5555

STOP FORECLOSURE
407-555-5555
www.stopforeclosure.com

SAVE YOUR HOME
407-555-5555

Drive calls to a live answering service, 24 hour recorded message, your cell phone or to a website. (ART = <http://www.automaticresponse.com/>, PATLive = <https://www.patlive.com/>, Etc...)

Locations for Signs should be in a targeted area that you are interested in purchasing properties. You can put your signs:

- On Telephone Poles
 - In Yards of Properties You Own or a friend's house
 - In Store Windows
 - In Locations of Your Target Neighborhood
 - At Entrances of Stores – Home Depot, Lowes, Etc.
 - At Major Intersections
1. Hire someone to put them out – cost is about \$1.00 - \$3.00 per sign with stand.
 2. Provide a mapped area where you would like the signs.
 3. High traffic areas are the best location.

****Disclaimer – There may be an ordinance from the local cities not allowing signage****

3. Leaving a Recorded Voice Message:

You can leave a message on your voicemail describing what you do and your contact information.

Example of a Voice Mail Recording:

Hi and thank you for calling. At **(Company Name)**, we are anti-foreclosure experts who will work with you to help you avoid foreclosure by selling your home. Take advantage of our 20 plus years of experience with dealing with mortgage companies during the foreclosure process. This is a time that you can take control of your situation with the help of a team who has a successful history of helping homeowners just like you come out of a foreclosure situation in a positive place, allowing you to move on with your life. However, time is of the essence, so please leave your name, address and number and someone will contact you within 24 hours.

4. Postcards:

Using postcards is a great way of getting your message to the Sellers.

1. Choose which postcard would be right for you. (See examples page 32)
2. Obtain a quote several different print shops in your area as to the cost of the postcard.
3. Obtain names from a list provider in your farm area. You can use Propstream (<https://trial.propstreampro.com/shortfixorflip/>), RealtyTrac, Property Appraiser, or any other provider. Make sure you ask for a detailed list and excluded P.O. Boxes and Apartments. ***Please use our affiliate link above for Propstream, so you get our deal for you and contact bill.beanland@realtytrac.com – mention Hunter or Heather to receive partnership rate for RealtyTrac***
4. The cost per post card should be no more than \$.10 a piece, using 3x5 postcards.
5. Mail the postcards to half of the list, to test it and determine its accuracy.
6. Calls can be driven to a voice mail box, an office number, a live answering service or your cell phone. However, when you are new and just starting out you should answer your calls so you can get used to the questions and answers that people will give you. Believe me, you learn a lot when you field your own calls!
7. Track your response on your mailing.

8. Follow up every 30 days on people who call from the list that are not interested in selling their house. Their circumstances and mindset could change.
9. Mailing consecutively is especially important. You will need to mail a minimum of 3 to 7 postcards to get a good response. Changing the color of the postcard could increase your response.

Mailing your postcards first class allows you to get the postcards returned to you. Tracking vacant homes is a great lead source.

Example of a Postcard:

Front



Back

Warning Homeowner:

You are receiving this postcard because our records indicated we can help with one of the following:

- Relocating/Moving
- Cash Loans
- Behind On Payments
- Upside Down House
- Refinancing
- We Pay Cash for Executive Homes!

Call our 24-Hour Free Help Hotline at 407-439-2699

Special homeowners' assistance programs could allow us to make your house payments until your house is sold. Any situation!! Don't call any Realtor until you contact us. Avoid any unnecessary commissions or fees. We buy houses using private funding sources and can close fast! We specialize in high price range houses, just like yours. *Your information is strictly confidential.*

This communication is time sensitive.

CALL US TODAY 407-439-2699

5. Newspaper Flyers:

You can insert flyers in the local newspapers and Homeowner Association's monthly newsletters after you determine what area you would like to purchase property in.

- You can call and ask the person in charge of sales in the circulation department what distribution numbers are in each area.
- You can ask for the Thursday distribution numbers since it has been found that Thursday is a better day for price and there is not as many inserts in the newspaper.
- Find out the costs and when you will need to provide the flyer
- Sometimes this process can take up to 2 weeks

Always use both sides of the Flyer

You can try to find another business to use one side of the flyer, i.e. a pizza restaurant or a local business. If you have two different websites, one that buys and one that sells, you can advertise the Lease Option or Houses for Sale on one side and the foreclosure flyer on the other.

6. Social Media

<https://www.facebook.com/> - It is no shocker that Facebook is one of the highest-ranking social media sites for business. With 2 plus billion active users, Facebook is the most used social platform. Whether your business goal is brand awareness, website traffic, lead generation, or online conversions, Facebook should (and more than likely will) make a notable difference in reaching your goals when used properly. On Facebook, you can target by age, gender, employment, interests, buying habits, and a whole lot more! This will give you the ability to target your exact audience and put your ads and content in their newsfeed where they are already scrolling.

<https://www.linkedin.com/> - If your business follows a B2B (business to business) model, or targets consumers based on job titles, then LinkedIn can be a powerful tool for you! LinkedIn has over 300 million active users, most all of which are in the business world. Because LinkedIn is thought to be one of the best social media platforms for business, people often include more precise information about their employers, job positions, work email addresses and more than they do on other social media platforms that are more commonly used for personal use. This is a great place to build relationships with colleagues in the same industry that you are in. You can find property appraisers, property inspectors, title companies, and numerous other business relationships you will need to be successful.

<https://www.instagram.com/?hl=en> - Instagram comes remarkably close behind Facebook on the list of social media sites for business. Instagram is owned by the same person who owns Facebook and has over 500 million daily active people. On Facebook, you must pay for advertising campaigns to grow your followers and expand the reach of your page and posts. On Instagram, you can cultivate your followers naturally and therefore grow the reach of your profile and posts naturally as well! This makes Instagram a great option for both businesses with and without an advertising budget.

<https://www.alignable.com/> - Alignable is another place to grow your network anywhere across North America. You can locate great customers, vendors, or business associates from over 3 million businesses in nearly 30,000 communities.

<https://www.youtube.com/> - YouTube is a video platform that enables users to watch videos and/or upload them. YouTube has 2 billion active users, providing your business the chance to share company content with over 30+ million daily active users who are likely to watch it.

<https://twitter.com/home> - Twitter is one of the older social media platforms, and it has 336 million monthly active Twitter users. You can post photos and videos along with character-limited copy, but Twitter is most known for its feed of real-time updates. Twitter is also great for engaging new potential customers through its use of hashtags. Like Instagram, you can search a hashtag and find other posts from consumers and companies alike that have used that hashtag. This means that you can find consumers seeking for something that your company offers and vice versa!

Example of an Insert for a Newspaper or HOA Newsletter:

FORECLOSURE ISN'T YOUR ONLY OPTION

Dear Homeowner:

The possibility of losing your home is only one of the many consequences of foreclosure. I work for Your Company name. We are a company that offers many different solutions including but not limited to, helping you save your home, refinancing, negotiating with the bank on your behalf, stopping foreclosure, selling and/or buying your home, etc...

*If you are currently facing foreclosure, you should know that there are options available to you. No matter how large your loan, how little your equity, even if your house needs repairs or if you have outstanding credit problems, we are interested in buying your home. We are registered with the better business bureau and have been in business for over ____ years. We have helped many people in the same situation as you. We know that bad things can happen to good people. There are many reasons why people go into foreclosure. We are sincere and empathetic to each individual situation. We have numerous testimonials that we can provide to you as well. **It does not have to end in Foreclosure!***

Give us the opportunity to help you with your situation and help you get your life moving in the right direction. What have you got to lose? Call us at 888-555-5555 or at www.yourwebsite.com Act now before the Foreclosure Sale the clock is ticking.

7. Business Cards and/or Pens:

This is one of the cheapest ways to spread the word that you buy houses. You can do the following with business cards:

- Give a business card or a pen to the waitress when you dine out
- Exchange business cards with everyone you meet
- Include your business cards or pens when you are sending out a business letter
- Include your business cards or pens when you are paying bills
- Put your business cards on all bulletin boards in grocery stores, restaurants, churches or anywhere else
- Give pens to everyone
- Leave pens and business cards everywhere you go

8. Get a Website:

Having a website gives you creditability with Sellers. They can go online in the comforts of their own home and get an answer to every question they have if, you have a good website. (see our websites at www.hpinvestment.com, www.consultinggroupllc.net)

9. Yellow Letters:

This is also a target approach. You can send handwritten yellow letters or use a company that specializes in creating handwritten yellow letters to advertise. These letters can be of a personal or business nature. Use your distribution list from your provider list for these addresses.

Example of a Personal Handwritten Yellow Letter:

Dear

My name is Debbie. My husband Hunter and
I would like to BUY your house at:

Please call us at (407) 439-2699.

Thanks,
Debbie

P.S. It would be great to hear from you even if you don't
want to sell your property right now.

You can also create a list from the property appraiser's site to send out. To purchase these letters, go to <http://yellowlettershop.com/> and ask for Rob Speciale.



Example of Business Letter to Seller

HP Consulting Group
221 W SR 434, Longwood FL 32750
1-888-888-8888
www.workingtosaveyourhome.com

To Milton,

I would like to start out by introducing myself. My name is Pam and I work with H.P. Consulting Group. We are a company that offers many different solutions including but not limited to, helping you save your home, refinancing, negotiating with the bank on your behalf, stopping foreclosure, selling and/or buying your home, etc...

We are registered with the better business bureau and have been in business for over 20 years. We have helped many people in the same situation as you. In fact, this company was founded by a man who has been in the same situation you are in now. Because he knows what it is like to have a bank file against him, he knows what you feel and what you are going through. He has trained all of us and has taught us that just because someone is in foreclosure, they are not a bad person. He has taught us that it can happen to anyone and that we need to be sincere and empathetic to each individual situation. We have numerous testimonials that we can provide to you as well.

Give us the opportunity to help you with your situation and help you get your life moving in the right direction. 1-888-888-8888.

Sincerely,

Pam

10. Word of Mouth:

Do not underestimate the power of good old-fashioned word of mouth. Tell everyone you know what you do. The word will spread.

“My name is _____ and I am working with the Top National Foreclosure / Short Sale Company in the Country. We have completed over 3000 successful transactions.”

Here is a list of ways for You to find a Seller:

1. Door Knocking:

Going to the house of someone that you do not know and knocking on their door is by far the most effective way to get a deal. A personal connection can be immediately created and most importantly, it builds confidence and credibility, two “must-haves” of the business.

After you have done this a few times and spoken with a few sellers, you will see that most sellers are fun to talk to! With a bit of practice, you will look forward to speaking to sellers.

To make the door knocking campaign a true success, here are some simple guidelines to follow:

- Dress nicely, but not too dressy
- Have a business card, post card and yellow legal pad
- A red sharpie pen to leave a “Yellow Letter” if they are not at the property

Use this when they answer the door:

“Hi, my name is _____ and I buy homes in this area. I do cash loans & refinances and would like to know if you have resolved your current situation with the bank.”

Or

“Hi, my name is _____ with your company name. It has come to our attention that you as the owner, may or may not be behind on payments to the bank.”

Speak slowly so they understand and wait for a response. Wait until they say something. If they say they have it resolved, ask how, and offer your services as a backup plan. If the house is vacant, knock on neighbor’s door and find out where they moved.

2. Real Estate Agents:

There are many reasons to work with a real estate agent in your search for good pre-foreclosure leads. For one thing, helping people buy and sell property is their area of expertise. In addition, real estate agents have valuable information and insight regarding the local housing market. Ideally, you will find some real estate agents with pre-foreclosure related experience and expertise. On the other hand, you may encounter some agent who dislikes the whole concept of people, especially “everyday people” like us, investing in pre-foreclosures. Every area usually has a few brokers who handle the bulk of the government pre-foreclosures in that community. You should be able to locate these brokers easily by asking around in the local realty community. When contacting real estate agents, make it clear right off the bat that you are specifically interested in pre-foreclosures. It is good to have realtors that have some investment property themselves or have other investors that they work with. Some realtors do not like to work with investors because of the low offers that the investors offer. It should become immediately obvious if the agent has a negative attitude toward pre-foreclosure investing. If so, move on. However, if you get a favorable response, you are off to a good start. This person may prove to be an asset to you.

A conversation with a prospective Real Estate Agent will go something like,

“I am looking for an investor friendly agent that we can work with to build a relationship in buying and selling pre-foreclosure properties.”

3. Newspapers & Legal Notices:

Newspapers can be a wealth of information. The banks, real estate agents, or a homeowner in default may advertise pre-foreclosed properties. You can also find legal notices announcing upcoming pre-foreclosure sales in the paper. The local municipality or a federal agency such as the IRS or HUD may post these. VA and FHA pre-foreclosure sale ads often run on a regular schedule. Calling the classified manager at the paper and asking for the schedule can help you organize your search. Legal notices can be found in most large daily newspapers. The names or headings of these notices vary, depending upon the type of notice and local lingo. State laws vary as to the publication requirements for pre-foreclosure sales. Generally, the notice must appear in a general circulation newspaper, or the local paper with the largest circulation.

EXAMPLE:

Jacksonville Daily Record - Duval County

July 21, 2020

Foreclosure Sales - Commissioner (Judicial) Sales

Notice of Sale - Foreclosure
IN THE CIRCUIT COURT OF THE FOURTH JUDICIAL
CIRCUIT IN AND FOR
DUVAL COUNTY, FLORIDA
Case No. 16-2013-CA-000821
FORECLOSURE
Division FC-A
BANK OF AMERICA, N.A.,
Plaintiff,
VS.
DONALD L. BUTLER, ET AL.,
Defendant(s).

NOTICE OF
FORECLOSURE SALE

NOTICE IS HEREBY GIVEN pursuant to the Final Judgment of Foreclosure dated May 6, 2013, in the above action, I will sell to the highest bidder for cash at Duval County, Florida, on September 28, 2020, at 11:00 AM, at:

www.duval.realforeclose.com

for the following described property:

LOT 55, LANTANA LAKES UNIT ONE, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 44, PAGES 32, 32A THROUGH 32F, OF THE CURRENT PUBLIC RECORDS OF DUVAL COUNTY, FLORIDA

Any person claiming an interest in the surplus from the sale, if any, other than the property owner as of the date of the lis pendens must file a claim before the clerk reports the surplus as unclaimed. The Court, in its discretion, may enlarge the time of the sale. Notice of the changed time of sale shall be published as provided herein.

Americans With Disabilities Act (ADA) Notice

In accordance with the Americans with Disabilities Act of 1990 (ADA), If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator at crtinrp@coj.net or (904) 255-1695 at least 7 days before your scheduled court appearance, or immediately upon receiving this notification if the time before the scheduled appearance is less than 7 days; if you are hearing or voice impaired, call 711.

Date: July 16, 2020

RONNIE FUSSELL

Clerk of the Circuit Court

By: Alice V. Griffin

Deputy Clerk of the Court

(Court Seal)

Tromberg Law Group, P.A.

1515 South Federal Highway, Suite 100

Boca Raton, FL 33432

Jul. 21/28 (20-04132D)

4. Public Records:

If you want to be a pre-foreclosure investor, you must become comfortable researching and deciphering public records and other official documents. It is recommended to use a list provider to gather your leads, allowing you to use your time more wisely. You cannot talk to sellers if you are searching the court records. Those of you who cannot afford a list provider really cannot afford not to use one.

5. County Courthouse:

The best source for pre-foreclosure information is the county courthouse. Real estate transactions are recorded in the county in which the property is located. You will need to look for the pre-foreclosures in the county you are interested in. A property residing in county #1 cannot be found by looking in county #2. This information is public record, and anyone can simply go and look at it.

Most county courthouses are big imposing buildings filled with lots of official departments and offices. The first trip to the courthouse can be intimidating to the nervous visitor. Make the process easier by getting some information in advance. Call and ask which office or department handles real estate transactions. Generally, it is the county clerk or county recorder's office. Call this department and get some basic information such as where in the courthouse they are located, what hours they are open to the public, etc. Remember to be polite and nice to the people who work at the courthouse as these folks will take good care of you and make your work easier.

Courthouse records have valuable information for pre-foreclosure investors. What exactly are you looking for? That depends on what phase of pre-foreclosure you are dealing with and the state in which you are located. In trust deed states, for example, you will look for Notices of Default. In states that use the mortgage system, look for a Lis Pendens. (www.MyOrangeClerk.com)

Other public records of interest can be found at the tax collector's office. People who are seriously behind on their property taxes are often also in default on their home loan. In addition, keep an eye out for notices (either in the newspaper or at the courthouse) of current lawsuits. You may spot information on a legal battle involving a home in pre-foreclosure.

Most Courthouses now have online search tools. However, that can vary from county to county. You just need to do the research in the area you are working and find out if the Court(s) have online search tools or if you need to physically go to the Courthouse.

6. Regional Real Estate Publications:

In addition to the daily newspaper, you might have a local daily or weekly real estate publication that specializes in reporting Notices of Default, pre-foreclosure sales, etc. These publications can be valuable resources, as they cater specifically to real estate investors, bankers, etc.

Just like the Courthouses, many Real Estate Publications are online.

7. Internet:

Seems like you can do anything faster and easier via the internet these days and pre-foreclosure investing is no exception. In fact, you will find a goldmine of information and resources on the internet related to buying property.

Before subscribing to a listing publication or reporting service, make sure they offer the type of information you need. Request a sample copy, or a trial membership. Do some research on the organization, check the Better Business Bureau for any negative reports, or do an online search for complaints from unhappy former subscribers. Craigslist, Facebook, Etc.

8. Direct Calls to Homeowners:

Always consider making calls in conjunction with your mailing campaign.

A lot of investors will not take the time to contact the Homeowner by telephone. It is important to build rapport with the Homeowner.

You will only have a short time on the telephone with the Homeowner when they answer the telephone. You must immediately tell them what you can do for them.

You can use the following free websites to locate telephone numbers:

- <https://www.addresses.com/>
- <https://www.anywho.com/whitepages>
- <https://www.411.com/>
- <https://www.truepeoplesearch.com/>
- <https://thatsthem.com/>

Depending on how badly you want the property, it may be worth investing in a small fee to locate the owner. **These services have a fee:**

- <https://www.intelius.com/>
- <https://www.instantcheckmate.com/>
- <https://locateplus.com/>
- <https://www.experian.com/small-business/skip-tracing-tools-software>
- <https://www.zabasearch.com/>
- <https://www.onesourceprocess.com/skip-tracing/>
- <https://www.einvestigator.com/skip-tracing/>
- <https://www.belleslink.com/skip-tracing-best-practices/database-searches/>

*****A skip trace team or system is extremely beneficial. *****

Example of what to Say to a Seller on the Phone:

“Hello, my name is _____ I am contacting you to see if I can assist you with either saving or selling your home. I am associated with 3 different companies that can help you work out a payment plan with your lender, refinance your existing loan or sell your house. Which Company can help you?”

If the Homeowner responds: None.

Then ask them “How have you taken care of this?” Make sure you listen to what they say and ask if it is ok to follow up with them in one week.

LISTEN, LISTEN, LISTEN!!

Homeowners will always tell you which way to go and what their needs are. Ex:

Hello. I am _____ my wife and I are looking to buy a house in your area. We pay cash and can close quick. Is your house for sale? Are your payments current or behind? Would you like us to help you with the bank?

Or

Hello. It has come to our attention that you may or may not be behind on your payments. (STOP)
Wait for a response (WHO) speaks next is on the defensive side of the conversation. Let your seller tell you they are in foreclosure before you tell them.

HOW TO HANDLE AND CASH IN ON YOUR VACANT LEADS

When you are marketing, you will find a lot of the Sellers you are trying to contact or Sellers that have contacted you probably no longer live in the Pre-Foreclosed property. These people are usually down to their last option and have probably already given up hope and just walked away from the home, expecting the bank to take it and their credit to be damaged for years. It is harder to track down the Sellers of these Vacant Properties, but you can try to find their contact information the following ways:

1. Go to the house and leave a Yellow letter in the door with your contact info
2. Go to the neighbors and find out where the Homeowner moved – Leave a sticky note.



3. Locate telephone numbers on the free telephone search websites
4. Contact a skip tracer to obtain the telephone number of the Homeowner and their new address, i.e.
5. See if you can locate them on any of the social media platforms. Facebook, Instagram, Snapchat, etc...

It is to your advantage to track down these Sellers because:

1. Most of the time the Homeowner does not want any money
2. Many investors do not hunt down vacant homes that are in foreclosure, giving you less competition
3. Selling vacant houses is easier because you can allow your new buyers instant access
4. The House is easier to get good BPO's and values from the bank.

SELLERS INFORMATION WORKSHEET

Date _____

Students Name: _____

Students Phone: _____

Students Email: _____

*Property Address: _____ County: _____

Owners Name _____

Email _____

Owners Name _____

Source _____

*Owner Home Phone _____

Neighborhood/Area: _____

*Owner Cell Phone _____

Asking Price: _____

Property Information

*Reason for Sale _____

1. Is the property: Owner Occupied Tenant Occupied Vacant Other _____
2. If occupied, when will the property become vacant? _____
3. Is the house listed? Yes No If yes, with who? And when will it be off the Market? _____
4. Does the house need repairs? Yes No If yes, what kind of repairs? _____
5. Do you have an HOA? Yes No Company Name? _____ Phone: _____
6. When do you pay your HOA? Yearly Monthly Quarterly Is your HOA current: Yes No If not, how much do you owe? \$ _____

Bedrooms/Baths _____ **Sq. Ft.** _____ **Lot Size:** _____ **Year Built:** _____

Construction: Frame/Siding Brick Block **Garage:** 0 1 2 3+ **Carport:** 0 1 2

Pool: Yes No In-ground Above Ground **Type:** Single Family Townhome Condo Commercial

MORTGAGE INFORMATION

*1st \$ _____ Lender _____ ADJ/FIX _____ % Pmt _____ PITI: Yes/No

*2nd \$ _____ Lender _____ ADJ/FIX _____ % Pmt _____ PITI: Yes/No

Date of 1st Mortgage Originated: _____ **Are your payments Current? Yes No** \$ _____ **in arrears**

Date of 2nd Mortgage Originated: _____ **Are your payments Current? Yes No** \$ _____ **in arrears**

If behind, is there a Foreclosure Case? Yes No Case#: _____ Sale Date: _____

How much are your taxes \$ _____ Are your taxes Current? Yes No \$ _____ in arrears

Will you sell the house for what you owe on it? Yes No (If yes, skip next question).

*Do you own any other houses? _____

COMMENTS:

Comps: Xome _____ Zillow _____ MLS _____ Redfin _____

*****PLEASE COMPLETE THIS FORM IN ITS ENTIRETY*****