

LARRY GOINS

Real Estate DAY TRADING

Jump Start

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Buy and Sell Houses The Same Day Using The Internet!

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My Guarantee To You!

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You Are Going Learn How To:

*Buy and Sell Real Estate in 2 Hours
or Less on The Internet Automatically!*

*Automate Your Business and
make money automatically!*

*Use OPE to Run Your
Business For You!*



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The way we invest works with...

Wholesaling Retailing Rehabbing

Lease Options Subject to Landlording

Residential Commercial Multi Family...

Or with any Other System

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The way we invest works in a...

Hot Market, Cold Market

High Priced Market, Low Priced Market

Buyers Market or a Sellers Market!

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The way we invest works for a...

Beginning Investor, Experienced Investor

Young Investor, Chronologically Challenged Investor

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Yale University Study

- In 20 Minutes We Forget 40% of What We Hear
- Within 24 Hours We Forget Another 30%
- Within 7 Days We Forget an Additional 20%

That's a total of 90% in 7 Days

Take Lots of Notes... You'll Need Them.

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Don't "Invest" in Real Estate

Instead, think about the cash you can get out of each property when you buy it!

The most important real estate you will ever "invest" in is the 6 inches between your ears!

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Bought My First House in 1986

Bought and sold hundreds of houses over the years!

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Internet



Phone



Fax



Email



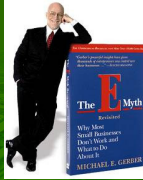
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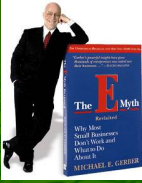
If you have a business and it can't run without YOU...

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You **MUST** have a
"System"

The "System" is the
Solution...

It works so you don't
have to!

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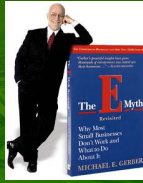
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SYSTEM

- Save
- Your
- Self
- Time
- Energy
- Money



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SYSTEM

Without a system you are
just running a hobby

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9 Step

Easy to Follow Automated System

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Write Down Your Target Monthly Income

\$50,000 yr = \$4,166
\$100,000 yr = \$8,333
\$200,000 yr = \$16,666
\$300,000 yr = \$25,000
\$400,000 yr = \$33,333
\$500,000 yr = \$41,666
\$1,000,000 yr = \$83,333



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Step 1

Analyze

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*Write Down Your
Current Skill Level
On a Scale of 1-10
For This Step*



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Fixer Upper Formula

After Repaired Value X.70

- Closing Cost
- Taxes, Ins, Attorney
- Repairs
- Wholesale fee if any

= Max you can pay

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Instant Landlord Formula

After Repaired Value X.80-.85 max

- Closing Cost
- Taxes, Ins, Attorney
- Repairs
- Wholesale fee if any

= Max you can pay

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Rules for Property Analysis

It is Extremely Important That
Your First Deal Be a Home Run!

I "Gotta" Get a Deal Syndrome!

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Rules for Property Analysis

If your not embarrassed by your
offer it's too much!

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Make an Offer on the First Phone Call

What You Need to Make The Offer...

- 1: Amount of Repairs.
- 2: After Repaired Value.



Then Make an Offer!

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If You Want To Send Me a Deal

What You Need to Send Me...

- 1: Amount of Repairs.
- 2: After Repaired Value.



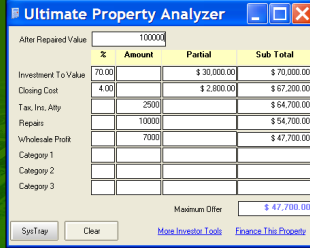
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Ultimate Property Analyzer




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Property Analysis



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Property Analysis

Investment Data	
After Repaired Value	\$ _____
Purchase Price	\$ _____
Rehab Cost	\$ _____
Hard Money Closing Cost	\$ _____
Total Cost	\$ _____
Total Investment To Value	\$ _____ 9%
LTV Up To 70%	\$ _____
Cash To Close	\$ _____

Initial Profit	
After Repaired Value	\$ _____
Total Cost	\$ _____
TOTAL EQUITY/PROFIT	\$ _____

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Property Analysis

Cash Flow / Cashout	
LTV Refi Loan Amount	75% \$ _____ 80% \$ _____
Minus Closing Costs (\$1,750 + 1.5% of Loan)	\$ _____
Minus Hard Money Payoff	\$ _____
EQUAL TAX FREE CASHOUT	\$ _____
EQUITY AFTER REPT	\$ _____
Projected Rent Amount	\$ _____
Minus Payment @ 30 Yrs. %	\$ _____
Taxes (Monthly Estimate)	\$ _____
Insurance (Monthly Estimate)	\$ _____
CASH FLOW	\$ _____

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Step 2

Locate

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*Write Down Your
Current Skill Level
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For This Step*



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I would rather have 10 ways
to find 1 deal....



Than 1 way to find 10!

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Where the Deals Are!

- Where Did You Find That Deal?
- Leads... The older they get, the colder they get.
- You can't steal in slow motion...

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Two Ways To Find Properties

Marketing
and
Prospecting

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Marketing

Is anything that makes the phone ring!

When the phone rings, You are helping them... Not the other way around!

Vanity Number www.phonetic.com

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Marketing

Bandit Signs	Vehicle signs
Pay to put them out	Name tag
Put up in stores	License plate frame
Business Cards	Website
Big Business Cards	Internet lead sources
Post Cards	Flyers
Mail to vacant owners	CPA referrals
Mail to preforeclosures	Attorney referrals
Mail to section 8 landlords	Billboards
Out of town owners	

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Marketing... Sample Ad's

I buy houses, apartments, lots and land. Quick cash. Any condition. Anywhere. Call Larry 1-800-526-3054.

In foreclosure? Save your credit, not a loan, Call Larry 1-800-526-3054.

Do you own rentals but are sick of management? I can help. Call Larry 1-800-526-3054.

Is there a house that is bringing down your neighborhood? Trashy, abandoned? I can help. Call Larry 1-800-526-3054.

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This is the sign that I had on my vehicle.



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Here is my new sign.

Which one do you think gets more calls?



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Prospecting

- Classifieds: Keywords
- Court House...
- Divorce
- Foreclosures
- Delinquent Taxes
- Out of Town Owners
- Code Enforcement
- Bail Bonding Co.
- Home Inspection Co.
- Auctions
- Moving Sales
- Senior Centers
- Attorneys
- CPA's
- Property Managers
- Insurance Adjusters
- Hard Money Lenders
- Private Money Lenders

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Prospecting

- Mail Carriers
- Garbage Collectors
- Pizza Delivery
- Meter Readers
- Meter Shut off Workers
- Process Servers
- Lawn Service Co.
- Landlord Lounge
- Security Guards
- Non Profits
- Bus Benches
- Mobile Home Dealers
- House Movers
- FSBO Signs
- Banks and Mortgage Co.
- Fire Department
- Your own Database
- Landlord Association
- Investors Association

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Buy and Sell Fast and Easy On eBay



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eBay Auction Grabber Software



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Finding More Deals Than You Can Handle On The Internet

FREE

Firefox Browser at www.Mozilla.com



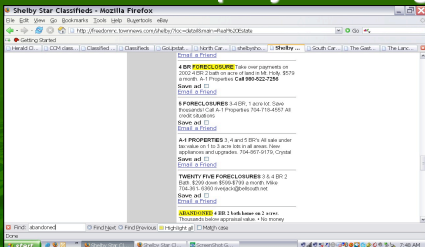
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Customized Property Searching



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Ultimate Internet Search System

- Newspaper Sites
- Luxury Home Sites
- R. E. Auction Sites
- Govt. Auction Sites
- GIS Sites
- REO Realtor Sites
- MLS Sites
- Foreclosure Sites
- Private Lenders
- REO Sites
- People Finder Sites
- Database Sites
- Auto-Responder Sites
- Code Enforcement Sites
- Commercial Sites
- Free Appraisal Sites
- Virtual Assistants
- And Much Much More!

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Ultimate Internet Search System

- FREE Classifieds
- Building Material Discounts
- Rehab Contractors
- Appraisers
- Attorneys/Title Co's
- Lenders
- Home Inspectors
- Property Insurance
- Real Estate Law
- Unsecured Lines of Credit
- Property Managers
- FSBO Sites
- Market Research
- Census Data
- Government Grants
- Foreclosure Listing Services
- Down Payment Assist.
- FREE Credit Reports/Repair
- County/State Govt. Sites
- Email Marketing Groups
- Social Networking Sites

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Step
3

Negotiate

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Write Down Your
Current Skill Level
On a Scale of 1-10
For This Step



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Negotiating

15% of negotiating is words
85% is how you say it!



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Negotiating

Be like an attorney...

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Negotiating

Remember... The one who cares the least wins!

Always take notes while negotiating on the phone.

Always put your contact info on the contract.

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Negotiating One Liners

I'm looking at a couple of houses and although I like yours better, the other one makes more sense.

I only have so much money to work with and right now I'm in a position to close fast...

Just suppose that's not a problem...

If we can... Will you...

How do you mean?

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Realtor Form/Script

them make the offer in the name of _____ and/or Financial Partner) How much deposit do you need? _____ Just fax me the contract and I will sign it and send you a check. Do you have anything else I need to be looking at? _____ Give them your contact information and always write your phone number and name in the corner of the offer. By the way, do you mind if I get your email address so we can stay in touch and I can buy some more property from you? _____ (They will always give it to you) Thanks a lot and I look forward to working with you. Have a great day.

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Realtors

How to Find REO Realtors

How to Find Top Producers

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Step 4

Contract

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Write Down Your Current Skill Level On a Scale of 1-10 For This Step



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Contracts, Forms and Clauses

You need good, simple, easy to use...

Forms & Contracts

Addendums, Assignments & Disclosures!

Contract Clauses for Fast Closings!



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Contract Clauses

- Hold Over Tenants
- Seller Financing
- Environmental Issues
- Zoning Issues
- Commercial/Residential
- Walking the Mortgage
- Much Much More



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As Is – Hold Harmless Form

Continued Business Disclosure: Hold Harmless and As Is - Where Is Addressed

Buyer is purchasing the property in its "EXISTING CONDITION", WITHOUT REPRESENTATION OR WARRANTIES OF ANY KIND OR NATURE. Buyer acknowledges for buyer and buyer's successors, heirs and assigns, that buyer has been given a reasonable opportunity to inspect and investigate the property and all improvements thereon, either independently or through agents of buyer's choosing at buyer's expense and that in purchasing the property, Buyer is not relying on Seller or Seller's Agent, as to the condition of the property and/or any improvements thereon, including but not necessarily limited to, ALL EXISTING WINDOW COVERINGS, FLOOR COVERINGS, ELECTRICAL, PLUMBING, HEATING, SEWAGE, SEPTIC, ROOF, FOUNDATION, SOILS AND GEOLOGY, LOT SIZE OR SUITABILITY OF THE PROPERTY AND/OR ITS IMPROVEMENTS FOR PARTICULAR PURPOSES, OR THAT THE IMPROVEMENTS ARE STRUCTURALLY SOUND AND/OR IN COMPLIANCE WITH ANY CITY, COUNTY, STATE AND/OR FEDERAL CODES OR ORDINANCES. The closing of this transaction shall constitute an acknowledgment by the buyer that the premises were accepted without representation or warranty of any kind or nature and in its "Existing Condition" based solely on buyer's own inspection.

Buyer Signature: _____ Date: _____

Seller Signature: _____ Date: _____

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As Is – Hold Harmless Form

Buyer is purchasing the property in its "EXISTING CONDITION", WITHOUT REPRESENTATION OR WARRANTIES OF ANY KIND OR NATURE. Buyer acknowledges for buyer and buyer's successors, heirs and assigns, that buyer has been given a reasonable opportunity to inspect and investigate the property and all improvements thereon, either independently or through agents of buyer's choosing at buyer's expense and that in purchasing the property, Buyer is not relying on Seller or Seller's Agent, as to the condition of the property and/or any improvements thereon, including but not necessarily limited to, ALL EXISTING WINDOW COVERINGS, FLOOR COVERINGS, ELECTRICAL, PLUMBING, HEATING, SEWAGE, SEPTIC, ROOF, FOUNDATION, SOILS AND GEOLOGY, LOT SIZE OR SUITABILITY OF THE PROPERTY AND/OR ITS IMPROVEMENTS FOR PARTICULAR PURPOSES, OR THAT THE IMPROVEMENTS ARE STRUCTURALLY SOUND AND/OR IN COMPLIANCE WITH ANY CITY, COUNTY, STATE AND/OR FEDERAL CODES OR ORDINANCES. The closing of this transaction shall constitute an acknowledgment by the buyer that the premises were accepted without representation or warranty of any kind or nature and in its "Existing Condition" based solely on buyer's own inspection.

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Step 5

Inspect

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Write Down Your Current Skill Level On a Scale of 1-10 For This Step



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Inspections:

Have a Good Rehab Contractor
Give you a **FREE** Price using **YOUR** Form!




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Inspections:

Where to Find Good Rehab Contractors




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Property Inspection



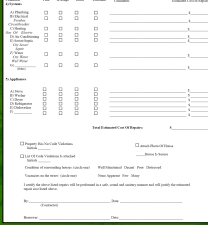
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Property Inspection



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Property Inspection



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Step 6

Appraise

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Write Down Your Current Skill Level On a Scale of 1-10 For This Step



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Appraisals

Find the Right Appraiser...

Get a "Subject To" Appraisal.



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Appraisals

How to Read an Appraisal...



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Appraisals

How To Get a CMA



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Appraisals



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Appraisals

Quality Control Checklist

1. Does the property address match the tax record?
2. Has the appraiser been approved by the lender?
3. Is the appraisal based on "As-Is" or "Subject to" (Spec. inv.)?
4. Is the appraisal less than 60 days old? If no, date of appraisal?
5. Are there front, back and street scene photos of the subject property?
6. Is the appraisal done on correct form (i.e. Form 1004/1005) with a 210 and 1007 done on subject?
7. Are the property rights appraised "See complete"?
8. Are property values declining or is marketing time over 6 months?

SUBJECT

9. Are negative comments used in any of the comment sections?
10. Are there any local sale changes that are likely to affect marketability?
11. If needed, does the investor/collector control the list?
12. Is average more than 6 items, is property rural or is access road private? (circle all that apply)
13. Is the sale value greater than 20% of the appraised value?
14. Is the value more than 20% greater or less than predominant value?
15. Is there substantial difference between actual age and effective age of subject?
16. Is there any deferred maintenance?
17. Is this a manufactured home?
18. Is the property in a FEMA flood hazard area?
19. Is zoning classification residential and compliance met?
20. Is the land -100 value higher for the area?

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Step 7

Sell Fast

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Write Down Your Current Skill Level On a Scale of 1-10 For This Step



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Retailing Fast for All Cash

- Never lower the price
- Down payment Assistance
- Closing cost Assistance
- Carry a Second Mortgage
- Buy down the rate
- Down Payment Assistance Directory
- Retail Buyer Information Form/Script
- Provide 100% Financing



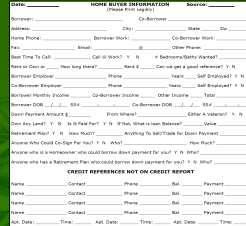
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Retail Buyer Information Form



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Retail Buyer Information Form



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Retail Buyer Information Form



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Wholesaling For Fast Cash!

- Stack em deep & sell em cheap!
- The fastest way to get started!
- Repeat business!
- Educated buyers!
- No emotions involved!
- Sell Properties in 2 Hours!
- Sell Properties By Email!
- Never Show a House Again!
- Provide 100% Financing!



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In Today's Market
You Must Have a

"Motivated Seller"
AND
"Motivated Buyer"
List!



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Motivated Database

The different types of contacts.

- Investors
- Realtors
- FSBO's
- Retail Buyers



"Set it and Forget it"

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Building a Buyers List

- REIA Groups
- I Buy Houses Signs
- I Buy Houses Flyers
- I Buy Houses Ads
- Printed Classifieds
- Online Classifieds
- Online Houses for Sale
- Social Networking Sites
- Social Media Sites
- Social Bookmarking Sites
- Mini Blogs
- Your Own Blog
- Community Sites
- eBay

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Getting Dollars From Your "Motivated Buyers"

Train Your List!

Create a Buying Frenzy!



"Set it and Forget it"

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Actual Motivated Buyers...

-----Original Message-----
 From: Mike [REDACTED]
 Sent: Thursday, May 05
 Subject: \$1050 / Month Rent and \$34,000 Equity

I have tried to get almost every deal that you have sent out. I have called or emailed as soon as I hear from you. But the houses have all been gone. Are you sure these are real houses? HaHa.

I would like for you to consider the next house SOLD - SOLD - SOLD - SOLD

We will take the house, subject to a short inspection. You don't need to send the deal to anyone else. Just give me a call or email.

Thanks,
 Mike

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Actual Motivated Buyers...

-----Original Message-----
 From: [REDACTED]
 Sent: Wednesday, April 20
 Subject: Re:
 Hello,

I emailed you in 1 hour and 13 min. to get that house. I guess that you were right about that they move fast.

The next house as long as you know it will make money I want it. You don't even have to send me an email I WANT IT! I'm ready to move and I can't. I have an offer in on a house and it went through Foreclosure so I won't know about that one for a little while. I hope that we I can get a deal so I can get some cash and maybe be able to make deals happen where I live because I cannot get a deal unless I have cash here.

I sleep during the day so I try to check my email every 2 to 3 hours for a house that you might have. I'm ready to get something going and I'm glad that you can be of assistance in that.

Thank you,
 Josh

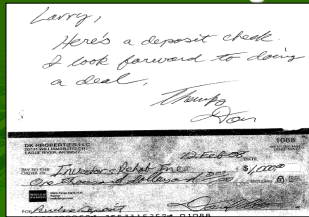
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Here's a deposit check I look forward to doing a deal...




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"I've been getting emails on Larry's wholesale deals for several months.



When an awesome deal came up I missed out because I couldn't get my deposit check in quick enough since I live in Alaska.

I decided I would just mail Larry a deposit check to make sure I could get the next deal.

I got the deal and am on my way to turning a quick \$10-15K profit".

Thank you Larry,
Dan Abts

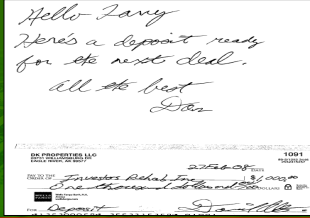
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Here's a deposit ready for the next deal...



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Always Get Twice The Amount Of The Deposit You Paid!



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Maximize Your Motivated Database and Your Time!

How Your Properties Sell in 2 Hours or Less Automatically!



"Set it and Forget it"

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Maximize Your Motivated Database and Your Time!

How to create a "Two Hour Head Start" Short List



"Set it and Forget it"

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Maximize Your Motivated Database and Your Time!

Pick The CASH Offers or...



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Maximize Your Motivated Database *and* Your Time!

Ask For
"Highest and Best"



Turning Data Into Dollars.

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**Step
8**

Automate

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*Write Down Your
Current Skill Level
On a Scale of 1-10
For This Step*



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**Would YOU Like a FREE
Personal Assistant That...**

- Follows up weekly with your Investors, Realtors, FSBO's and Retail Buyers?
- Builds your dream team for you?
- Finds you properties every week?
- Does it All Automatically Whether You Are There or Not?
- Never complains or misses a day?



"Set it and Forget it"

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**Exclusive Customized
Auto Responder
Program**

"Set it and Forget it"

Buy and Sell Houses The Same Day Using The Internet!

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Auto Responders!

- A Seller Who Never Sleeps!
- The Cheapest Personal Assistant Ever!
- An Immense Time Saver!
- Say less to more people!
- A Real Estate business that works hard for you instead of you having to work hard in your Real Estate business!

"Set it and Forget it"

Buy and Sell Houses The Same Day Using The Internet!

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**12 Months of Professionally Written
Pre Scripted Auto Responders**

Investors (Buyers & Sellers)
Realtors (Buyers & Sellers)
FSBO 's (Sellers)
Retail Buyers (Buyers)



"Set it and Forget it"

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Realtor Auto Responders

Real Estate DAY TRADING

Jump Start

Realtor Auto Responders

Real Estate DAY TRADING

Jump Start

Realtor Auto Responders

REAL ESTATE DAY TRADING

Jump Start

Realtor Auto Responders

Real Estate DAY TRADING

Jump Start

Realtor Auto Responders

REALTOR Auto Responder #3

Dear <insert name here>:

I'm interested in <insert name> and I just wanted to follow up to see if you had any more properties that we can make an offer on.

As you may recall, we had properties we were interested in and we asked you what you can show them. We are going to have a great opportunity to make an offer on a property that we are interested in.

Let's see how we can make an offer on a property that we are interested in. We are going to have a great opportunity to make an offer on a property that we are interested in.

We are also looking for another property that we are interested in. We are going to have a great opportunity to make an offer on a property that we are interested in.

We are also looking for another property that we are interested in. We are going to have a great opportunity to make an offer on a property that we are interested in.

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Investor Auto Responders

Real Estate DAY TRADING

Jump Start

Investor Auto Responders

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Investor Auto Responders

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Real Estate DAY TRADING

Jump Start

Investor Auto Responders

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Real Estate DAY TRADING

Jump Start

Buyer Auto Responders

Real Estate DAY TRADING

Jump Start

Buyer Auto Responders

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The System Works For You Even When You Don't!

It trains employees to work for you!

It teaches a spouse or partner the business for you!

It gets your teenagers started in real estate for you!



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Employment Agreements
Employment Application
Job Description
Proposed Compensation
Pay Sheet

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Hire a Virtual Assistant For Virtually Nothing To Do All The Work For You!



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Take calls
Make calls
Make offers
Design flyers
Build buyers list
Post FREE ads
Answer ads
Search for deals
Analyze deals
Anything and everything!



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Property Search Criteria

City: _____ County: _____ State: _____
 Zip: _____
 Property Type: _____
 Beds: _____ Baths: _____
 Sq Ft: _____
 Price Range: \$ _____ to \$ _____
 Features: _____
 Other: _____
 Only Look At Property w/ Photos _____
 Property Search: _____
 Any Characteristics To Look For (ex. Cash offer): _____

Examples of what you are looking for:



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Daily/Weekly Activity Logs and Goals

Daily/Weekly Activity Log

Number of Houses Viewed?	Goal: _____ Actual: _____
Number of Offers Made?	Goal: _____ Actual: _____
Number of Offers Accepted?	Goal: _____ Actual: _____
Number of Offers Rejected?	Goal: _____ Actual: _____
Number of Offers Pending?	Goal: _____ Actual: _____
Number of Offers Closed?	Goal: _____ Actual: _____
Number of Offers Sold?	Goal: _____ Actual: _____
Number of Offers Bought?	Goal: _____ Actual: _____
Number of People Added To Database?	Goal: _____ Actual: _____

How can I double my progress?

What could I have done overall to get better results this week?

What obstacles were you unable to overcome?

What was the most important lesson you learned this week?

Activity Log

How many houses did you view this week? _____

How many offers did you make this week? _____

How many offers did you accept this week? _____

How many offers did you reject this week? _____

How many offers did you pending this week? _____

How many offers did you close this week? _____

How many offers did you sell this week? _____

How many offers did you buy this week? _____

How many people did you add to your database this week? _____

How many houses did you view this week? _____

How many offers did you make this week? _____

How many offers did you accept this week? _____

How many offers did you reject this week? _____

How many offers did you pending this week? _____

How many offers did you close this week? _____

How many offers did you sell this week? _____

How many offers did you buy this week? _____

How many people did you add to your database this week? _____

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[illegible]

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Buy/Sell Check List

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Deposit Tracker Log

DEPOSIT TRACKER LOG										
SAMPLE	PROPERTY ADDRESS	CITY	STATE	ZIP CODE	DATE RECEIVED	AMOUNT	PAYEE NAME	REMARKS	DUES	Fees

Buy and Sell Houses The Same Day Using The Internet!

The image shows the front cover of a book titled "Real Estate DAY TRADING" by LARRY GOINS. The author's name is at the top in white. The title is in large, bold, yellow letters. Below the title is a red button with the words "Jump Start" in white. The background is green with a faint pattern of US dollar bills. In the center, the book's contents are listed in white, italicized text: "Employment Agreements", "Employment Application", "Job Description", "Proposed Compensation", and "Pay Sheet". At the bottom, a red banner contains the text "Buy and Sell Houses The Same Day Using The Internet!" in white.

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Jump Start

Employment Agreements
Employment Application
Job Description
Proposed Compensation
Pay Sheet

Buy and Sell Houses The Same Day Using The Internet!



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Jump Start

*Can You See How You Can Use Every
Technique In a...*

Hot market, Cold Market

High Priced Market, Low Priced Market

Buyers Market or a Sellers Market!

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Why do some people make money and others don't?

You can make money...

You can make excuses...

But you can't make both!

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**Every Level of
Income Requires a
Different You!**

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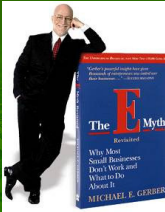
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The Fastest Way to Success

- Save
- Your
- Self
- Time
- Energy
- Money



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*Can You See How You Can Use Every
Technique In a...*

Hot market, Cold Market

High Priced Market, Low Priced Market

Buyers Market or a Sellers Market!

Buy and Sell Houses The Same Day Using The Internet!

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4 Step Quick Start Checklist

Learn To Analyze
Line Up Your Funding
Build Your Buyers List
Make Offers



"Set it and Forget it"

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Thanks a lot for your business. I look forward to working with you in the future. Please do not hesitate to contact me if I can help you with anything at all.

I wish you the best,

Larry Goins

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Please remember to call my office at 877-LAR-RYGO (527-7946) or visit www.LarryGoinsCoaching.com for your FREE strategy session with one of my start up specialist!

I wish you the best,

Larry Goins

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