

The 60-Day Game Plan

A Guide to Your Success



COMMUNITY FOR REAL ESTATE INVESTORS,
AGENTS AND SMALL BUSINESS OWNERS

The 60-Day Game Plan

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Your Game Plan Commitment

Every meaningful accomplishment begins with a commitment. By signing this form, you are committing to your 60- day Game Plan. And making a commitment is key to your success.

So, give this plan 60 days of solid commitment, action, and watch the results. Stick to the plan, stay in the game, and think **BIG!**

X _____
YOUR NAME

DATE

Week 1:

Set up Your Business

Choose a name for your business

The first step in creating a business is to establish a name. Take a simple approach to this. The criteria for a good name are:

- Unique in your market
- Easy to say
- Easy to remember
- Appropriate to your business
- No negative connotations

Remember, you are projecting yourself as a professional. Avoid being fancy or over-inflated. Also avoid initials, which are lacking in character. The surest way to review a name is to do "the phone test". Pick up the phone and say: "Hello, this is..." If you can complete the sentence without embarrassment, you probably have a good name.

One tip when choosing a business name is to not use your name. I want you to imagine that you may sell your business down the road, so it may be hard if it's your name.

Try to avoid using your own name like Michael's Real Estate Services. That makes your business sound small and unprofessional.

Instead, try selecting a name that is descriptive about what you do. If you can't think of something descriptive, use the name of your street, city, or county. For example, if you live in Fayette County, perhaps Fayette Real Estate Solutions can become the name of your business.

Examples:

Fayette Properties
Fayette Property Solutions
Fayette Real Estate Solutions

The name of my business will be_____.

Set up your corporation, LLC, or other business entity

Doing business as a sole proprietorship is not the way to operate. A better alternative is to set up your business as an LLC or corporation. Legal Zoom is a great company to set this up for you. If you would rather do it yourself, contact your state's Division of Corporations. You should seek a competent CPA/Attorney and discuss which is best for you.

My business will be set up as a_____.

Establish a bank account

When you set up your business entity, it's a good idea to open a business checking account for it as well. This will keep your personal monies separate from your company's.

Name of bank/financial institution_____Account

Number_____Date Opened _____

Determine where you will work

One thing that must be considered is where you will physically sit to get your work done. Out of the gate, it is almost always better to work out of your home instead of leasing officespace.

If you plan on doing that, you need to carve out a clutter-free work space in your house or apartment. This does not mean setting up shop at the kitchen table. Rather,

you need a private work area where you won't have tomato sauce spilled on your important papers.

My office space will be _____.

Set up a filing system

Old-School

Within your work space, you'll need a place to file your documents. A two-drawer filing cabinet is a good place to start. If you already have a filing cabinet, just make sure you have plenty of space designated for your real estate files. In addition, get a box of folders and create a new one for each property, tenant, or marketing piece you start collecting information on.

Today

Computers are a must in this business and using software such as Excel and Word will help you organize your business all in one place. REIPro is also a great place to store all your files associated with a property such as inspection forms, offers, contracts, contractor bids, etc. Once you are in a specific property, you will see a button labeled... 'Documents'. This is a great place to store your files.

I will keep my files in the following location: _____.

Establish your record-keeping system

One of the greatest things about owning your own business is the tax benefits. Dozens of write-offs are available to you, but keeping paper records of them is vitally important. Establish a record-keeping system for receipts, mileage logs, etc. so you won't have to guess when tax time comes. You can use Quick Books or Excel to manage your record keeping.

Tax write-offs I expect to take: _____

How I will keep track of them: _____

Designate a business phone and a phone number

Which phone will you use to conduct business? Will it be your cell phone or a land line in your office? What phone number will you put on your business cards? If you want to use an existing phone number, just make sure the number has voice mail (or a message machine) and that people who call you hear a business-related message. There are companies like Google Voice (free) and Phone.com (paid) services that can help you set up your phone system.

Phone I will use to conduct business:

Phone number I will use:

Design a Business Logo

Today, it is easy to create a simple, good looking logo for little cost. If you search online, you can find low-cost and even free software for making your logo. You can find affordable designers at sites like www.fiverr.com.

Purchase Domain Name and Hosting Account

We recommend purchasing your domain name, hosting and email service through www.godaddy.com. Once you have confirmed name, hosting and email, it's time to build a website.

Setup Business Email Account

Now it's time to have a designated email account for your business. Use the business name you have chosen and set up an account with your current email provider. Be sure to display your email on all your marketing pieces.

Building Your Business Website

Your website will be your main marketing tool to not only generate new business, it's about your credibility. Having a great website isn't just about looking pretty, it must have great content, call to actions, simplicity, opt-in forms and the benefits of

working with you. There are several reasons for having a website for your business including...

- ✓ Reach Millions of People
- ✓ Far Cheaper than Print Advertising
- ✓ Operates 24/7/365
- ✓ Offers Convenience
- ✓ Growth Opportunity
- ✓ Explains the benefits of your business

There are several online companies you can use to build your website or... have someone build it for you including godaddy.com, wix.com, web.com and for the more advanced builders, you can use webflow.com.

Get Business Cards

Your business card is usually the first marketing tool you'll use and if you don't have one, you're not in business. Or at least, that's what people will think. You can research online to find companies that can do this for you. Always keep it simple. You can order your cards through www.vistaprint.com.

Example Business Card:



Week 2:

Create a Marketing Plan for Your Target Market

This week, you will focus on establishing a marketing plan to reach your target market. If you've never created a marketing plan before, that's okay. We've broken it down into four steps that are ideal for real estate investors.

1. Identify Your Customer

As you know, one of the keys to successful real estate investing is finding motivated sellers to deal with. But first, you must determine your target market. To do this, try to describe your ideal customer in the narrowest and most detailed terms possible, as though you're describing him or her to a dear friend.

Many of our students are intimidated by the word "marketing" because they don't consider themselves to be creative. But marketing is more common sense than anything else. You don't have to be a "right-brain-type" to be an effective marketer. Any entrepreneur with persistence will reach their target market!

My ideal customer would be: _____

2. Determine Your Message

Now it's time to determine your message. Here are three things to keep in mind as you do so:

Focus on benefits, not features

This just might be the best-known and most overlooked piece of advice since "eat right and get regular exercise." It's not about you. It's about them. How you will help

them solve a problem? How you will make their lives better? People don't buy shampoo; they buy clean and manageable hair. They don't care how long you've been in business; they want you to make their real estate problem go away so they can sleep at night. It's simple; people hire you because of what you can do for them, not because of what you do. This might sound a bit confusing, but if you stand back for a minute and really think about it, it's true. You don't go to the store and buy toothpaste; you buy clean teeth and fresh breath.

Position your business

Figure out what you do best and what your target market wants. Craft a core marketing message that allows you to quickly tell someone what you do in thirty seconds or less.

Create education-based marketing materials

Make sure a portion of your marketing materials, including your website, focus on education. Make certain your marketing materials speak of your core message and to your target market.

3. Choose a Niche

As a real estate investor, you want to be as versatile as possible. This way, you can literally take advantage of every lead that ever comes your way. However, you need to select several niches that you will specialize in. Other deals that come your way are just gravy.

Think about situations you may have some experience in or at least have a greater comfort level with. Check at least three of them below:

- Pre-foreclosures
- Short Sales
- FSBOs
- REOs (Bank Owned)
- Bankruptcy
- Absentee Owners
- Internet listings

- Vacant Houses
- Divorces
- Tax Liens
- Trusts
- Deaths (Probate)
- Fire and settlement houses (insurance)
- MLS (Realtor)
- Bird dogs
- Network with other wholesale investors
- Other _____
- Other _____
- Other _____

4. Choose Your Marketing Vehicles

Now that you know who you want to reach—and what you want to say—it’s time to get creative. Business cards, signs, and other types of advertising are necessary for convincing motivated sellers to contact you. Below, check at least three different marketing vehicles you will use to reach your prospects:

- Internet/Website
- Email
- Business cards
- Flyers, brochures
- Bandit signs
- Car advertising (magnets, window lettering, etc.)
- Door knocking
- Online Advertising
- Telephone calls
- Word of mouth
- Other _____
- Other _____
- Other _____

5. Direct Mail Campaigns

Mailing Postcards and Letters is a great way to start generating leads, and REIPro is the best place to get started. Follow the Step-By-Step instructions below and build and mail out your first campaign. ***Be Sure to Use the Discount Coupon Code Shown Below***

How to Build and Mail your First Campaign

1) Select or Upload Your Leads

- a. On your dashboard, click the LEADPro button at the top.
- b. Now select the type of leads you are searching for.
- c. Select Your State.
- d. Select your county or multiple counties.
- e. Select your city or multiple cities.
- f. Select your zip code or multiple zip codes.
- g. Click the search button.

2) Filter your leads down using the filter buttons at the top

- a. Click the property types button and select property types.
- b. Choose a price range or leave empty.
- c. Choose bedrooms and baths or leave empty. This filter is subject to your local tax assessor if they show this or not.
- d. Click the more button for additional filters.

3) Select Leads and Name Campaign

- a. You can select leads by checking the check box.
- b. Once leads are selected, enter the name of your campaign.
- c. Click the add selected properties button.
- d. Click the go to direct mail button

4) Mail Your First Postcard Campaign

- a. Now that you're on the direct mail dashboard, under the action column, click the icon that looks like an airplane.
- b. Select a workflow
- c. Select frequency

- d. Click the next button
- e. Choose a postcard and click the next button.
- f. Enter contact and return address information.
- g. If you would like to receive a copy, check the please mail me a copy box.
- h. Click the refresh preview link to see updates.
- i. Approve postcard and contact information.
- j. Review YourOrder
- k. Enter coupon code **GETSTARTED** in the promotional box and click apply to receive 10% off printing. This coupon can be used throughout your trial.

5) Track Order

- a. Under the direct mail dropdown at the top, click the ordered campaigns link.
- b. Stay up to date when we have printed and mailed your order.
- c. View USPS tracking by clicking the magnify glass icon and then the truck icon.

Week 3:

Establish Your Farm Area

One of the keys to successful investing is to establish a "Farm Area." First and foremost, your Farm Area will consist of neighborhoods that are ripe for investing. Beyond that, they should be ones you are in close proximity to, familiar with, or both (if possible).

Try to take different routes when you are going to work or running errands. In this way, you can drive through new neighborhoods or subdivisions.

What neighborhoods are ripe for investing?

Establishing a "Farm Area" is fun. Now that you've been trained, business sense will begin leading you to neighborhoods with opportunity. Like most students, you'll likely begin discovering homes and neighborhoods you didn't even know existed before!

The best areas for investing are middle class neighborhoods where most people live. In these areas, you can utilize just about any strategy in your real estate arsenal. Focusing too high (elite neighborhoods) or too low ("war zones") will cause you difficulty when it's time to sell or rent your property, as most buyers/renters will not have the means or the desire to live in these areas.

I will drive around these neighborhoods/areas/subdivisions:

What about zip/postal code mailings?

Just as you need to decide on the appropriate neighborhoods and municipalities for your investing, you should consider zip/postal codes. For instance, one investing strategy is to have your realtor give you all the "expired listings" from the MLS for a particular zip code. Then, you can do a bulk mailing to all those homeowners who

have likely become more motivated because their house didn't sell.

Zip codes: _____

Driving for dollars

Pick a neighborhood you are interested in, such as one in transition, one being fixed up, or one with houses that need work. Drive around the neighborhood slowly, and try to find at least 10 addresses you can write down for neglected, vacant, or condemned homes. Look for homes with signs that say 'For Sale', 'For Sale by Owner', or 'For Rent'.

Here are 10 addresses I found while driving for dollars:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Week 4: Set up Your Team

As a real estate investor, it's important for you to build a team of individuals who can help you with your investing business. It's also important for you to build good relationships with these people—because in the end, they will help you find the right deals.



Let's review some of the basic power team members as well as some you may not be familiar with:

Real Estate Agents

Real estate agents have access to the Multiple Listing Service (MLS) and to buyers and sellers. Get to know the active agents in your Farm Area. When good deals come their way, they will call someone, and that someone should be you. Make sure they get paid when they find deals so you keep your relationships golden.

You may feel uncomfortable talking to real estate professionals as you get started. But don't worry. This is normal. As you talk real estate with others, ask them if they know of a good CPA, mortgage broker, or attorney, etc. Soon, you will have plenty of contacts you can call for any real estate-related question or need that arises.

Realtor Name: _____
Contact Info: _____ \

CPAs, Accountants, and Bookkeepers

When people want to do financial planning, settle their estate, sell some property, raise money, or get out of financial trouble, they turn to their trusted accountant or financial planner. They often help clients dispose of their property, so get to know them and build your network.

You'll need a good CPA who can help you with your taxes, too. Ask around to find a good one that is "investor friendly." Finding the right accountant will save you thousands of dollars a year.

Accountant Name: _____
Contact Info: _____

Attorneys

Attorneys do a lot of things that can find leads for your business, such as estate sales,

divorce, bankruptcy. Find several active attorneys in your area and network with them.

Attorney Name: _____

Contact Info: _____

Funding Sources (mortgage broker, loan officer, hard money lender)

Bankers and brokers make loans to real estate people and often know where good deals are. Because they have access to funds, they can possibly finance the good deals you find. They also know lots of other investors and can help you expand your network. We'll focus more on Funding Sources in Week 7.

Funding Source: _____

Real Estate Associations

Contact Info: _____

Most major cities have a real estate association and/or a landlord association. Who attends? Investors, landlords, and people who find good deals. Associations are great sources of education, too. Network at their meetings, and you will find everything you need to become a successful real estate investor.

Name of Association: _____

Location: _____

Meeting Time: _____

Contact Name: _____

Other Investors and Landlords

You can find other investors through real estate associations and through "I buy houses" ads. If the ads say, "We loan money on real estate" or "We buy houses," call

them because they're now your favorite people. Sometimes they may find more deals than they know what to do with; they'll pass some on to you, and you can pass some on to them.

Investor Name: _____

Mentors

Contact Info: _____

Everyone needs mentors. Be sure to network and meet people who are also in the investment business. Affiliate yourself with people who can mentor you and your business will grow.

My Mentor: Contact Info: _____

Bird Dogs

In real life, bird dogs are the white dogs with brown spots that flush out rabbits and quail for hunters. In real estate, bird dogs are people who can flush out deals for you. Most successful businesses rely on many people to get things done, and everyone in the organization benefits. It's hard to be a lone wolf in the investing business. You can only look at so many deals, drive around so many neighborhoods, write so many letters, and make so many phone calls yourself.

Who can act as your bird dogs to spot good deals for you? Everyone you know. Because everyone knows someone who needs to sell a property at a discount, is dealing with an estate, getting a divorce, having money problems, going into bankruptcy, or having a property-related issue. Here are some people who can act as bird dogs for you:

Utility Workers

Utility workers from the gas company, electric company, and water company walk and drive through neighborhoods every day. They know a lot about your

neighborhood and the people they deal with. They may be able to say, “I know about a house that needs a lot of work. We shut the gas off or the water off. Here is the owner or the address.”

Post Office Workers

Postal workers know much about you and your neighbors simply from the type of mail they deliver. They know who is getting divorced, who is moving, and who needs to sell a house. In fact, some successful real estate investors are post office workers. Ask them to help you identify some good deals as well as vacant homes.

Police Officers

Police officers have a tough job in the neighborhoods. They find out about houses or properties that can be sold, including ones they just locked up due to inappropriate activity going on inside. They might point you to motivated sellers.

Contractors

You’re going to need good contractors if you get into the rehab business. But beyond that, they can also serve as bird dogs for you. After all, every contractor looks at properties that need work. They know owners, some of whom are motivated to sell. So, contact every contractor and handyman you know and tell them, “If you bring me a deal that I close on, I will pay you a finder’s fee.” You set the rules on finder’s fees as well as the amounts.

Week 5:

Decide on Your Purchase/Exit Strategy and Creative Financing Strategies

“You should always go in with an ‘exit’ in mind,” because while you may find a good deal and get it under contract, if you can’t sell/rent/ or wholesale it, you could have a problem.

This week, begin planning which investment strategies you will implement. There are only 5 actual strategies but each one is its own business. Start by checking 2 strategies you can see yourself doing. Get good at them, then add more as your confidence grows. Trying to learn all 5 at once will only become confusing.

Real Estate Investment Strategies

- Wholesaling
- Retailing
- Seller Financing
- Lease Options
- Straight Options

Wholesaling Real Estate

The Quick-Turn business of locating properties (usually needing repairs) at bargain prices and quickly passing them to investors/landlords at prices well below retail.

Retailing Real Estate

The Quick-Turn business of locating and rehabbing houses in need of repairs. The homes are then sold to new qualified buyers at retail prices.

Seller Financing

The Quick-Turn business of creating financing to purchase properties. This allows you to sell acting as the bank, receiving monthly payments, without the use of any lending institution involved in the transaction.

Lease Options

The Quick-Turn business of controlling properties with no cash, credit, or a license. A lease-option buyer leases a property and has the right or "option" to purchase the property on or before the end of the lease-purchase agreement.

Straight Options

An "option" is simply the right to purchase a property under specific terms within a certain time frame. This strategy is used with nice houses in nice neighborhoods where the homes do not need any fix up. It's very similar to the wholesaling strategy in terms of steps.

Many of our students are confused by this step. Just remember: The strategies you choose today may not be the ones you end up using in the future. That's okay. Just select at least two strategies and go for it!

Create a Buyer's List

When you implement your investing strategies, you need to have an entry AND exit strategy. Most rookie investors think a lot more about getting in than getting out. But one way to make your exit strategy much easier is to have a buyer's list already put together.

Let's say you find a good property to wholesale. Once you have it under contract,

there's no need to start searching for investors you can wholesale it to. If you've already taken the time to develop a wholesale buyer's list, simply email pictures and specs of the property to them. This will get you results much quicker. And over time, the contacts on your list will begin to trust you.

Depending on which exit strategies you checked above, decide which "buyer's lists" you will begin developing now:

Types of Buyer's Lists

- Cash Buyers - **REIPro Software**
- Qualified Buyers
- Non-Qualified Buyers
- Note Buyers

You should use REIPro's Buyers Questionnaire to gather all the information you need to help them. Follow this step-by-step instruction to get started:

- 1) All you have to do is click on the 'Buyers' button at the top of REIPro.
- 2) Click 'Create New Buyer'.
- 3) Determine how they heard about you for tracking your marketing.
- 4) Determine the type of buyer they are.
- 5) Go through the questions and be sure to get their contact info so you can stay in contact with them.

Tip:

Make sure they are serious and committed because you can't afford to spend time with people that will waste your time.

Week 6:

Determine Your Investing Preference

It's time to establish your investing preference. In Week 5, you just decided which strategies you feel most comfortable with. Now that you've figured this out, you'll be able to determine what type of investor you are.

To do this, consider all the techniques you've learned and then visualize how you'd like to see your real estate career unfold. Then, check the option below that most closely identifies what type of investor you are:

Short-term

- Wholesaling
- Retailing
- Straight Options

Long-term

- Single family rentals
- Multi-family
- Commercial
- Seller Financing
- Lease Options

Step-up

- Hard money lender
- Private lender
- Private mortgage notes
- Tax liens

Week 7:

Consider Your Funding Options

In Week 4, we talked about setting up your real estate team. An important part of that team is lenders who can get you money to do your deals. But funding options are not limited to lenders at the local bank or a mortgage broker who can get you traditional financing.

Funding for your deals can come from **MANY** different sources. And most of those options could be considered non- traditional. Check for the funding options you will consider for your deals below:

Funding Options

- Banks/Lenders/Credit unions(qualify)
- HELOCs (equity)
- Credit cards (short-term only)
- Hard money lenders (payments, short-term only)
- Private money lenders (interest/partner)
- Partnerships (people with money and credit)
- Personal finances (IRAs, 401(k)s, RRSPs, your own cash)

Don't get bogged down when considering your funding options. The goal of this step is to select the options available to you NOW. More options will open up to you as your career progresses. For example, you may not know any private money lenders right now, but you will eventually meet some. This is the "law of attraction" at work.

Funding Source: _____

Contact Info: _____

Week 8:

Commit to Your Goals and Support

At the beginning of this 60-day Game Plan, you made a commitment. Congratulations on making it through the first seven weeks! Now that you're in the final week, it's time to focus on your goals going forward. Fill in the blank for each of the goals below and make a commitment going forward that will keep you accountable in your productivity.

Goals (Fill In)

- Commit _____ hours weekly
- Make _____ calls weekly
- Analyze _____ properties weekly
- View _____ properties weekly
- Add _____ people to buyers list
- Add _____ people to sellers list
- Add _____ people to database
- Make _____ written offers weekly
- Close _____ deals monthly
- Make \$ _____ in first 90 Days
- Create \$ _____ in regular monthly income

Set up Your Support

Attend Minimum 1 Webinar / Teleconference Session Weekly
Webinar / Teleconference Session Dates: _____

Read at least one real estate- related book each quarter

Name of Book: _____

Author: _____

Attend a local Investor Club once monthly Club attended:

Date attended: _____

Attend a 2-day training within the next 3-6 months.

Chris' next training event will be in: _____ on these dates:
