

## Property Lead Sheet and Info Needed

The 1<sup>st</sup> step in the process is obviously the initial contact with the seller.

It is critical that the contact be made over the phone, as the owner is getting slammed with e-mails about the property and won't be able to know who we are on the follow up communication if the initial contact is just an e-mail.

If the initial touch is by e-mail, the next touch has to be by phone so the lead sheet can be completed properly.

Some investors tout text messaging, which, text blasts have advantages as far as faster speed for initial contact just as our scraper does via e-mail, but nothing will ever beat a human calling to establish a relationship and make the seller feel at ease.

So when we get the leads, the sellers of EACH lead needs to have been spoken with so the lead sheet can be completed. Without this, we are starting from square one.

You can use the Property Lead Sheet to complete the information to be sent to us.

On the lead sheet, you will notice this was drafted for our VA's who were calling FSBO's FRBO's or taking messages from bandit signs etc.

The information on this sheet is really the CORE of the information we need to begin to move forward.

The first section is CRUCIAL to have ALL information completed for a potential lease purchase.

Up to the section that states "\*\*\* For houses that seem better for a cash offer."

\*\*If an owner isn't willing to give their e-mail address then the way the information is being requested on the phone may need to be reviewed.

\*\*It is very very helpful to have a feel of why they are selling, again how you approach<sup>1</sup>this is in the conversation can make or break the lead. Ask in an almost inquisitive manner, rather than drilling them, with questions about "Did you already buy another house, or moving out of the area?..."

Gives us a good idea of mindset and situation.

Don't ask "Why are you selling?" the immediate response won't be nice.

\*\*In the notes section please put notes that you feel are important such as:

It's in an estate, it was my moms, the payments are 3 months behind, the left side is missing..(HAHAHA!! Had to toss in some humor)

If the owner is wanting to do owner finance put the terms they are asking here.

How soon would you like to close and do you have other properties is really for wholesale and investor owned properties, but is always good info to have.

Information we MUST have:

Property lead sheet with the information above.

Hyperlink to ad from listing site.

What we do NOT need:

Number of bedrooms, sq. footage, lot size, school district, owner's blood type, loan info (unless it is going to be in the wholesale/sub-2 pile)

### The different categories

#### **Lease Option candidate:**

Nice house nice area.

Low equity (not necessary but almost all low equity deals fall into this category.)

Owner needs full price

Move in ready

Price is above \$150k (not a hard stop, but that's about the min we normally go)

No max price on any type of deal.

Payments current

No liens such as tax and IRS

#### **Wholesale :**

**Typical calculation that constitute a wholesale deal is:**

**70% ARV minus repairs minus our assignment fee.**

Not a hard stop, above that, but really can't go above 80% ARV, and normally not above 75% ARV minus repairs and our fee.

Although you all may not be running the #'s, you will run across owners that want 95% of value, and cash only etc. so not a wholesale deal.

We would only put earnest money down on a VERY good deal, and even then we'd have a 14-21 day inspection period

Equity in the deal

Owner is more desperate

Needs repairs

Probably not move in ready

Needs CASH

Needs to close within 3-4 weeks

Payments can be behind

Liens can be OK, title will determine

#### **Sub-2:**

Desperate owner

Payments can be behind

Liens can be OK, title will determine and also depends on exit strategy (rental, owner finance etc.)

Owner is willing to sign a quit claim and we will get a Mortg. Auth. Release and send to Mtg company.

Owner is willing to walk away.

**Owner Finance:**

\*\*If owner's ad states "willing to do owner finance" keep in mind the owner in 98% of the cases already has terms in mind they want such as 10% or 20% down etc. AIN'T gonna happen with us!

We might be able to work with them if they aren't bullheaded about the terms.

On an owner finance option where we are looking to take it owner finance WE have the power in negotiating terms, not the owner.

I mention this because just because the owner will consider OF often times means they are wanting a chunk down.

If they are offering it as OF as just another desperate way to move the property, NOW we can see what we can put together!