

Profit Mastery



Freedom Mentor

The Most Trusted Resource for Guiding
Real Estate Investors to Financial Freedom

You'll Discover...



- Profit is GOOD!
- You Deserve to Profit
- Anti-Profit Behavior
- Seller Misconceptions
- 3 Ways We Profit
- 3 Offers to Make



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Profit is GOOD!

- Capitalism is built on profit
- Without profit, our entire economic system fails
- The Fear of More Money



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You Deserve to Profit

- You bring value!
- What to do, when to do it, ability to do it, at the time it needs to be done.
- We are oftentimes their best option!
 - Probate
 - Very little equity
 - Unique situations



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Prosperity Bucket



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Anti-Profit Behavior

- ❑ Not drilling down on the absolute minimum the seller is willing to take.
- ❑ Not learning what is most important to a seller (move out money, post sale income)
- ❑ Making offers that have little or no profit for the sake of getting a deal under contract
- ❑ Giving away without taking from somewhere else in the deal (Quid Pro Quo).



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Anti-Profit Behavior

- ❑ Setting overly-optimistic expectations when you first get a deal under contract
- ❑ Trying to convince a seller to agree to a deal that is already bad for you
- ❑ NOT making three offers, in the proper order (all cash quick close; retail wholesale; creative financing)
- ❑ Offering too much over and over again



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3 Ways We Profit

Renovate & Resell to Retail Buyer

-  Short Term Creative Financing or Hard Money or Cash

Sell As-Is to Retail or Investor Buyer

-  Find buyer while under contract

Sell to Tenant Buyer or Owner Financing Buyer

-  Long term creative financing



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3 Offers We Make

- 1. All Cash Quick Closing Offer
 - 65% of As-Is Value (short closing period)
- 2. Retail Wholesale Offer
 - 80-85% of Sales Price (long closing period)
- 3. Creative Financing Offer
 - 90%+ for Long Term Creative Financing
 - 70-80% for Short Term Creative Financing



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Seller Misconceptions

- ❑ Misconception: Title search is not needed
 - ❑ Truth: EVERY Buyer will get a Title Search and it can take up to 10 days or more.
- ❑ Misconception: Earnest money is cash they can spend prior to closing
 - ❑ Truth: Earnest Money is held in trust at a title co.
- ❑ Misconception: Property taxes are closing costs
 - ❑ Truth: Property taxes are liens like a mortgage.



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Occupancy Addendum

- Half of Proceeds are held by Title Company until seller completely vacates and leaves the property as agreed.



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Summary



- Profit is GOOD!
- You Deserve to Profit
- 3 Ways We Profit
- 3 Offers We Make



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