

What's New in Our Industry



Freedom Mentor

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

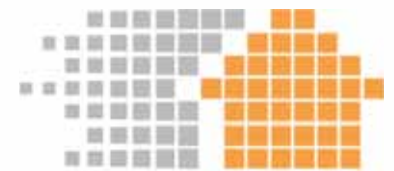
PropStream

- Greatest Data Aggregator in our Industry's History
 - Incredible public records data
 - More and more MLS data
- Ability to voicemail & email blast Cash Buyers (another way to find investor buyers) as well as potential seller Lists with better filters than any other system in history.



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PROP STREAM

RoofStock.com

- Marketplace for Single Family Home Rentals
 - A new place to list already-rented single family homes for sale.



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iBuyers



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iBuyers

- Institutional Residential Real Estate Investors
- Real Estate Brokerage Copycats
- Seller Lead Generators

Opendoor

REDFIN

COLDWELL
BANKER



Zillow
Instant Offers

OFFERPAD

kw

HomeLight™

zavvie

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iBuyers

- Institutional Residential Real Estate Investors
 - They make all cash, quick-close offers
 - Have been paying way too much!
 - Marketing for Sellers on Search, Radio, Direct Mail, etc.
 - Direct competition to us (true-blue iBuyers)

Opendoor knock OFFERPAD



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iBuyers

- Real Estate Brokerage Copycats
 - Alternative to listing with an agent
 - Not actively marketing for sellers
 - Way to keep more customers (the “we offer that service too” approach)
 - Not direct competition



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iBuyers

❏ Seller Lead Generators

- ❏ Call themselves “iBuyers” but all they are doing is generating seller leads.
- ❏ Very advanced individual investors may have a shot at these leads
- ❏ Not the best postured leads though



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iBuyers

- How do true-blue iBuyer make money?
 - Renovate & Resell (we think?)
 - Thin Margins: 3-8% of final sales price
 - Volume? <https://www.nbc.com/saturday-night-live/video/first-citiwide-bank-change-ii/n9703>
 - First to market share at any cost?
 - Currently appears highly unsustainable but may change business model rapidly

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iBuyers

- In 25+ major metro areas; expanding rapidly
- 0.2% Home Sales in 2018 (25,000 transactions total)
 - 6% in Phoenix
- Agents and Investors alike are concerned about how iBuyer will impact their business.

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iBuyers

- ❑ Negative Impacts of True-Blue iBuyers
 - ❑ Gobble up some of the motivated seller market share in the areas they are in.
 - ❑ Make it more difficult, in some instances, to structure creative financing (since the seller thinks they can get all cash and close fast elsewhere)
 - ❑ Losing good leads originating from Google Ads Search







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iBuyers

Positive Impacts

-  Makes our services more mainstream, Brings more legitimacy to what we do
-  Creates new opportunities for creative deals (who would have otherwise hired an agent to sell their house)
-  Ultimate Sucker Cash Investor Buyer!
-  Always a Multiple Offer Situation?



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iBuyers

- What to do with an iBuyer in your area...
 - Study Your Competition
 - Learn their criteria
 - Follow the deals that you lose
 - Add their keywords to your Google Ads Search campaign
 - Consider pulling back from Google Ads Search
 - Use them in multiple offer situations



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iBuyers

- Where we win
 - Being Creative
 - Misfits
 - Sustainable business model
 - Local person (NOT big Corporation)
 - Every customer doesn't do business with the same company, no matter how big and good they are.



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Summary

- PropStream

- iBuyers

- Making our service more mainstream

- Growing rapidly

- True-blue are direct competitors

- May have to adjust marketing

- We have our place in this industry

- Expect rapid change in their business models



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What's New in our Program

- Creative Real Estate Certification



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