

Lease Purchase Consulting Outline

I. Basics of a Lease Purchase

- A. What is a Lease Purchase ?
- B. Why do Lease Purchases Work ?
- C. Benefits to Buyers, Sellers, Investors, Realtors, YOU !
- D. Examples of Deals.
- E. Advantages.
- F. Common Sense Rules.

In most Real Estate Transactions, someone has to lose. The buyer wants the lowest price and the seller wants the highest. This normally results in creating an adversarial relationship. By educating the principal parties concerned with Lease Purchasing we can eliminate major areas of disagreement and give both parties exactly what they want.

II. Profit Centers-How Do We Make \$\$\$\$

- A. Option Consideration
- B. Monthly Rents (Positive Cash Flow)
- C. Cash at Closing
- D. Notes
- E. Assignments
- F. Consulting
- G. Coaching
- H. Exchanging
- I. Tax Benefits
- J. Hypothecation (stream of income)

III. Strategies

- A. Subletting/Sandwich Lease
- B. Assignment
- C. Working with Landlord/Seller
- D. Working with Tenant/Buyer
- E. Marketing Your Properties
- E. Your Own Home
- F. Pure Option
- G. Investors
- H. Consulting

IV. Management

- A. No More Tenants and Toilets
- B. Rent Payments
- C. Maintenance & Repairs
- D. Payment Solutions

Lease Purchasing for the 21st Century©

V. Finding Lease Purchase Properties

- A. Create Them by Educating not Selling
- B. Newspapers Ads (oldies, too)
- C. Secondary publications
- D. MLS (Multiple Listing Service)
- E. Realtors
- F. Brokers
- G. Vacant Homes
- H. Create your own Bird Dog Program
- I. Spread the Word
- J. Info Form
- K. Newsletter
- L. Teaser Ads
- M. Train your own Telemarketers
- N. Investor Clubs
- O. Consulting
- P. Brochures
- Q. Speaking at local organizations
- R. Foreclosures
- S. Probates
- T. Local Computer Bulletin Boards
- U. Have the buyer look for the property
- V. Unlawful Detainers/Evictions
- W. Drive thru condo, mobile home parks
- X. Letter - Expired Real Estate Listings
- Y. Pictures of successful deals & Referral Letters
- Z. Absentee Landlords with online service

NEW

- Online Services
- Sellers Brokers (help you sell)
- Buyers Brokers
- Computer Bulletin Boards Local & National)
- Articles for real estate newsletter/clubs

The key to finding Lease Purchase properties is utilizing several techniques at the same time and being consistent. Remember: educate and be non adversarial. Don't sell; Consult.

VI. Finding the Buyers.

- A. Advertise for Them.
- B. Contact Real Estate Agencies.
- C. Bird Dogs.
- D. Flyers/Mailers to renters.
- E. Post Notices
- F. Mortgage Brokers

Lease Purchasing for the 21st Century©

- G. Accountants
- H. Financial Planner
- I. Newsletter
- J. Boards/BBS
- K. Bankers L/P
- L. Rental Agencies
- M. Relocation Companies
- N. Speaking Engagements
- O. Brochure
- P. Computer Bulletin Board
- Q. Signs/Rent to Own
- R. Referral by others
- S. Finance Companies
- T. Employee Transfers
- U. Internet

VII. Determining Price

- A. Computer Service -Data Quick/TRW/MLS
- B. MLS Access - Books, Affiliate membership, retired brokers
- C. Realtors-Network-Open Houses
- D. Tax Records
- E. Drive Bys
- F. Dead Reckoning
- G. Title Companies
- H. Determining Rental Rates for area
- I. 800 # info
- J. Internet
- K. Sunday Classified & Real Estate sections of the newspaper
- L. Rental hot sheet
- Miscellaneous: Credit Check via Fax

VIII. Contracts/Forms

- A. Purpose/Intent
- B. Buyers
- C. Sellers
- D. How to Fill Out
- E. Evaluation Form
- F. Information Form
- G. Ouit Claim/Tenant Buyer Recording
- H. Assignment
- I. Protecting Deal: Memorandum-open
- J. Pure Option AgreementEscrow
- K. Deed in Escrow
- L. Insurance Payee

Lease Purchasing for the 21st Century©

IX. Making The Deal Happen & Protecting the Deal

- A. Psychology
- B. Closing
- C. Sense of Urgency
- D. Working with Investors
- E. Escrow/Memorandum
- F. Negotiation
- G. Role Playing Buyer and Seller
- H. Dialogues

X. Protecting the Deal

- A. A Good Contract
- B. Memorandum
- C. Open Escrow & Instructions
- D. Deed in Escrow
- E. Payments (direct to Bank, etc.)
- F. Payments to third party (escrow co., accountant, attorney)
- G. Insurance Loss Payee
- H. Default Clause 2:1 Cure
- I. Sufficient Option Consideration

XI. Doing Business Right

- A. Setting up Office (Tax Benefits)
- B. Mail Box
- C. Phone System
- D. Computer-Mac-Modem
- E. Business Cards
- F. Fax
- G. Specialized Software
- H. Financial Calculator
- I. Day Planner
- J. Business License
- K. Is Real Estate License Necessary
- L. Protecting your Knowledge/Info
- M. Map book
- N. Speaking
- O. Writing
- P. Networking

Lease Purchasing for the 21st Century©

XII. Making it All Happen

- A. Phone Calls/Demo
- B. Saving Information
- C. Follow Up
- D. Review
- E. Final Questions

XIII. Business Plan

- A. Ads to Attract Buyers and Sellers
- B. Phone Calls
- C. Reading Materials
- D. Review Tapes
- E. Review Contracts
- F. Review Advantages
- G. Do It !!!!!