

# How to Create 3 Income Streams from Sellers without Having to Sell Their Homes the “Old” School Way

In this report, I’m going to show you how to create 3 new seller income streams, and the best part about what I’m going to share with you is that you won’t have to get the seller’s home sold and closed in this tough market.

This means, you won’t need to...

- wait months for your listing to sell
- hope the buyer actually gets financing to close on the home
- fight with appraisers about the property’s value
- split your commission with another agent

Let’s face it; buyers control the market right now. And it kind of looks like this is going to continue for some time due to the high unemployment rate. Most real estate markets are not going to rebound quickly.

**Buyers are nervous. Nervous buyers don’t buy.**

On top of this, the “old” school way to sell a home doesn’t seem to be working any more. Maybe it’s because of the large supply of homes listed for sale. Maybe it’s because of the foreclosed homes on the market. Maybe it’s because there are fewer buyers buying.

Maybe, maybe, maybe.

How can anyone make money with maybes?

This report was spurred by a “closed-door” brainstorming meeting I recently had with several agents in Cleveland. The purpose of the meeting was to find where the money was in the today’s real estate market. What were the best opportunities to focus on? What opportunities should we avoid? How can we eliminate maybes?

I asked each person to give some ideas we could use to sell homes and make money. Every time someone offered an idea for an opportunity, I listed the idea on the white board. I then created three other columns to help evaluate each opportunity. This is how the white board was set up:

## Opportunity

## Money

## Volume

## Challenges

The “money” column was to evaluate the income possibility of the opportunity. We estimated the amount of money we could earn on each transaction, if we moved forward with the idea. We were trying to compare the profitability of each idea. Was the idea a big or small financial opportunity?

We also evaluated the potential “volume” of each opportunity. We did this from two perspectives. The first perspective was the market. Were there a large number of prospects that would be interested in the opportunity? The reason we discussed the market was so we could **focus on opportunities with significant demand**. The second consideration was our ability to handle the opportunity. How many transactions were we capable of processing each month?

The “challenges” column was included to help us think through how each idea might work. Was it complicated or simple? Was the idea dependent upon others? Is it realistic?

As an example, one of the opportunities we evaluated following this criteria was helping investors buy, renovate and sell foreclosed homes. We could help the investors find a great deal. Once purchased, we would help them renovate this home by acting as the general contractor. And when the home was renovated, we would then list the home for sale.

In the money column, we had the opportunity to earn a commission when the investor bought the home, a fee for acting as the general contractor during the rehab project, and a commission when the home sold after renovated.

Sounds profitable, right?

I asked the person who offered this idea to walk me through the numbers so I could “see” the money. He gave an example of selling a \$30,000 foreclosure that could be renovated. The commission on this sale to the investor would be around \$1,000. He then suggested that the investor would need to put about \$30,000 into the home and we could make 10% for sub-contracting all of the work and supervising the entire renovation. This would amount to \$3,000. Next, we could list this home for \$90,000 and make \$2,700 when it sold.

All combined, this one deal could generate \$6,700 of income. This would need to be split with the agent, leaving the company with \$3,350.

Not too bad.

In the volume column, we came to the conclusion that this was a low-volume opportunity. The timeline for getting these deals completed from start to finish was several months. This meant each deal would linger on for long periods, requiring more and more time. If we decided to go after this opportunity, we would only be able to handle a few of these transactions at one time.

Next, we moved on to the challenges column and found multiple challenges. The first challenge was that we would need to find investors who could afford to put 25% down to buy the home and then invest another \$30,000 to \$40,000 out of pocket for the renovations. This is more challenging to do these days than it was a few years ago. Investors who have cash aren't very excited about investing it because of the uncertainty in the economy.

The next challenge was that a large portion of our income would be dependent upon outside contractors during the rehab project. Contractors aren't the most reliable gang, as you're probably well aware! They don't do what they say they're going to do and they usually end up charging a lot more than budgeted. Not good.

The final challenge was getting the investors home sold in this down market. Assuming we could get the home renovated quickly and on budget, we still needed to find a buyer to buy the renovated home. Nice homes are selling, but there would be no guarantee we would be successful.

**The only money we could plan to receive with certainty** was the initial \$1,000 commission when we sold the \$30,000 home to the investor. We couldn't be assured that we would make a general contractor fee because of cost over runs and other problems during the rehab. We also couldn't be certain we would be able to sell the home after it was renovated.

It's kind of hard to pay the bills when your income is uncertain.

In a challenging market, it's best to focus on opportunities, which provide reliable income that you can control. This is because we have limited time and limited cash flow. We don't have the ability to mess around with opportunities that aren't profitable. We've got to make money now!

**Fewer maybes = Less risk = More money**

In our meeting, we continued listing different opportunities, evaluating the money, volume, and the potential challenges. I won't bore you with every opportunity we analyzed, but I will say we found an "ugly" commonality in almost every opportunity we discussed. This "ugly" commonality was...

## DEPENDENCY

In almost every opportunity analyzed, we were dependent upon other people or other businesses to get paid. Dependency is very a bad word in business. Depending on others for your income is not a good position to be in anytime, especially in a down market.

If you read John Rockefeller's biography, you'll see how we focused on eliminating dependency in his oil business. His oil refinery once struggled from an oil barrel shortage. He quickly decided to build his own barrels. He eliminated his dependency on outside barrels and solved his problem.

Take a second and think through everything you do in your business and see if it's dependent upon someone else? Hell, every home sale is dependent upon:

Appraisers

Home Inspectors

Loan Processors

Underwriters

Title Agents

Buyers

Sellers

Other real estate agents (co-broke)

A little scary, isn't it?

We ended up crossing out every single opportunity discussed except one. The opportunity we uncovered actually was found by accident. During the meeting, one of our agents shared a story about one of his recent transactions.

Apparently, we received a call from a seller who had been referred to us from one of our investor clients. She was trying to sell her home and had it listed with another real estate agent. Her home had been on the market for over 100 days and during this entire time, she only had one buyer showing. The listing agent's *only* solution was simply to keep lowering the asking price.

Our agent set up a meeting with the seller at her home and during the meeting found out that she had already bought another home and was making two mortgage payments. In addition, she had to pay for the utilities, snow removal and lawn care on the vacant home listed for sale.

He offered to help her sell her home using a Rent to Own Program. The reason he suggested a Rent to Own Program was because the home had already been

listed for several months without any buyer traffic. He didn't think it made sense to continue doing something that didn't work the first time. I agree!

Plus, using the Rent to Own Program, the seller would actually make more money on her home. A Rent to Own Program is basically a lease agreement and a purchase agreement combined. A buyer rents the home for a few years and has the opportunity to buy the home during the lease for a pre-determined price. In most cases, the buyer's purchase price is the estimated value at the end of the lease. This could be \$20,000 to \$30,000 more than today's market value.

The seller loved the idea because she would receive rental income each month, which would help her pay the mortgage. In addition, the buyer would pay for all utilities and handle lawn care and snow removal during the rental period.

She quickly called her agent and canceled her listing agreement. Our agent marketed the home as a Rent To Own home and found a qualified tenant-buyer within a week. The seller was so happy because we relieved this massive financial burden.

In fact, she wrote this testimonial shortly after the Rent to Own buyer moved into her home:

*"I tried for months to sell my home by listing it for sale with a real estate agent. My home sat on the market for over 100 days without any offers. My agent wasn't even able to get any interested buyers to walk through my home. The chances of selling it were extremely limited. Even worse, we already moved out, so I was covering payments, utilities and maintenance on two homes at the same time and it was killing us financially. A friend of mine told me about a real estate company that specialized in helping sellers get their homes sold using Rent to Own Programs. I jumped at the chance and can happily report my home is now rented to a qualified tenant-buyer. The tenant-buyer is paying \$250 a month more than my mortgage payment and has agreed to buy our home for \$17,495 more than what I had it listed for sale. The entire process only took a few weeks!*

*I can honestly say that this special Rent to Own Program has helped my family save over \$20,000 selling our home. More importantly, I no longer have to worry about making two payments and the stress of having a vacant home sit on the market."*

Sincerely,

Thomasine Barner

Pretty cool!

The reason we decided to focus on this opportunity was because it offered attractive income and **eliminated a great deal of dependency**.

We charge \$3,000 to sell a home on a Rent to Own program. In addition, we are providing property management each month so that the seller doesn't have to deal with the buyer during the lease period. Our property management fee is \$99 a month, and the lease agreement is a two-year lease. This means we will earn another \$2,400 in monthly property management fees. And finally, we could include a commission in the purchase agreement when the buyer formally buys the home out at the end of the lease. This commission would be for processing the sale with the buyer, title companies and the buyer's lender.

All combined, this one transaction provided \$3,000 of income upfront, \$99 a month for two years and a potential future commission when the home transfers title. Yes, the future commission is a "Maybe" and is definitely not guaranteed.

However, the most important part of this opportunity is that we have dramatically reduced our dependence on other businesses. When you stop and think about it, we aren't dependent upon anyone to earn this fee.

**No other agents are involved in this transaction!**

We simply market the seller's home with a special yard sign and an inexpensive classified advertisement. The prospective Rent to Own Buyers call us directly. We set up a group showing and select the most qualified buyer. How many times have you had another agent yank your chain about an offer? How many times have you had to deal with an incompetent agent trying to get a deal closed so you could get paid? These problems are completely eliminated with this opportunity.

**The buyer is not getting financing when they move in!**

Because the buyer is simply moving into the home as a renter, they do not have to qualify for financing. This means you don't have to deal with underwriters or wait 6 to 8 weeks to get paid. You also won't lose any income because the buyer couldn't get financing!

You control the entire process and can collect your Rent to Own Listing fee very quickly.

Now, you might be wondering how we actually got paid in this deal. We have a simple Rent to Own Listing contract we used with this seller. The contract specifies exactly what we'll do for them. It also explains our Rent to Own Listing fee and how we get paid.

We've engineered this Rent to Own Listing contract to reverse the risk for the

seller. In other words, the seller isn't responsible for our fee unless we have a Rent to Own Buyer move into their home. More importantly, the Rent to Own Buyer typically pays a large upfront payment to the seller before moving in. The seller can use this large upfront payment they receive from the Rent to Own Buyer to pay our fee.

We use this approach with our fee for two reasons. The first reason is because the seller might not have \$3,000 to pay out of pocket. If we asked for this fee up front, we would lose the Rent to Own Listing. The second reason is because the seller can sign up for our Rent to Own Listing and "test-drive" this strategy with their home. If we can't find a Rent to Own buyer, they don't lose a thing. If we do find a Rent to Own buyer, they win. **They have nothing to lose and everything to gain, which makes it a lot easier to get more Rent to Own Listings.**

Imagine talking with a seller and saying the following:

*"In two weeks, I'll have a qualified Rent to Own Buyer who will pay your mortgage payment, take care of your home and agree to buy your home for \$20,000 more money. You don't have to pay my fee unless I'm successful."*

How do you think they might respond?

They'll respond – *"Where do I sign?"*

Talk about focusing on an opportunity that has a lot demand. This is an incredible offer to make to a seller who is having trouble selling their home. This is exactly how the seller referred to above responded.

**This opportunity provided attractive immediate income, recurring income and the possibility of future income. We also eliminated dependency, which simplified our business and allowed us to control our income.**

In terms of volume, these Rent to Own Listings don't take very much time. You show the home 2 or 3 times and screen the applications. Select the most qualified Rent to Own Buyer and meet with them to get the paperwork signed. They move in, you get paid, and you're off working in your next deal.

Depending on how much you want to work, you could easily do 6 to 8 of these deals a month. This is because you don't have to process any closings because there are no lenders, no home inspections, no appraisers and no title companies involved. Your time is streamlined and you can completely control your schedule. If you don't want to work this weekend, don't work. The Rent to Own buyers will wait. They don't have any other options. They can't run off to another agent because other agents won't be able to help them!

All of this is fantastic, but the best part of this opportunity is the opportunity for recurring revenue. Real estate is a brutal business because we are constantly forced to sell another home to get paid.

It's a never-ending treadmill that you can't get off. As soon as you sell a home and collect a commission, you have to do it all over again. Not good.

Remember the old Dunkin Doughnuts commercial where the old guy stumbles out of bed very early in the morning? He says, "Time to make the doughnuts...."

Every morning, he has to make more doughnuts. It never stops.



*The "doughnut  
guy!" Do you  
feel like him?  
Time to sell  
another home!*

The only way to get off the never-ending treadmill is to focus on opportunities that provide recurring revenue. This is *one* of those opportunities.

If you've followed me for any length of time, you might notice that everything I do includes recurring revenue. This is because I made a decision some time ago not to pursue opportunities that didn't provide recurring revenue.

I'll only work on opportunities with recurring revenue. This is because I want to get paid multiple times for the same work.

Imagine what it would feel like to have \$2,000 or \$3,000 a month coming in from managing Rent to Own homes for your clients. How would your business change? How would your life change?

## **And Now For an Offer You Can't Refuse!**

Did you like the Rent to Own Listing opportunity highlighted in this report? If so, you might consider my new "Seller Income System" program. It's only \$297 and



it will show you how to help sellers sell their homes using Rent to Own Programs.

**Here's what I'm going to give you:**

**1. The Complete Rent to Own System (valued at \$197)**

This is my step-by-step for selling homes on Rent to Own Programs. You'll see exactly what to do including what advertisements to run to attract Rent to Own buyers and where to run them. I'll show you how to handle the phone calls, show the home and select the best Rent to Own Buyer for your seller's home. You'll see exactly how we collect large upfront payments from the buyers on Rent to Own homes. My team and I have used this system hundreds of times to sell homes to Rent to Own Buyers over the years. It's powerful, simple and it works. I'll even include the Rent to Own Agreements we use and detailed instructions on how to complete them!

**2. The Seller Income Streams Guide! (valued at \$97)**

In this guide, you'll learn how to create 3 new income streams from just one client! These income streams include the Rent to Own Listing commission, monthly recurring revenue with Property Management and a future commission when the seller's home closes at the end of the Rent to Own Program! This guide includes little tips that will save you a lot time and money!

**3. The Seller Rent to Own Marketing Guide & Done-for-You Advertisements You Can Use to Attract Sellers! (valued at \$197)**

Once you see how quickly you can sell a Rent to Own home, you'll want to do more. You'll have instant access to powerful lead generation advertisements you can use to generate seller leads. These advertisements include classified advertisements, Craigslist advertisements, blog posts, emails, Facebook advertisements and advertorial advertisements. Simply copy and paste these advertisements and you'll be able to easily attract sellers for your Rent to Own Listings program.

**4. The Seller Rent to Own Lead Conversion Guide! (valued at \$197)**

You'll learn how to automatically convert seller leads into Rent to Own Listing clients. This guide includes simple lead capture websites and step-by-step instructions on how to automatically convert prospects 24 hours a day, 7 days a week!

**5. A "KILLER" Done-for-You FREE REPORT Sales Letter! (valued at \$397)**

To be honest, generating leads is easy if you have the right advertisements. However, turning the leads you generate into clients is very challenging. You won't have to worry about converting seller leads into Rent to Own Listings, because I've done this for you with a powerful FREE REPORT sales letter. This sales letter will compel seller leads to list their homes under your Rent to Own Listings Program. Simply get this FREE REPORT in the prospect's hands and you'll have them fighting over you! And the good news is I'll show you how to deliver this FREE REPORT automatically online!

### **6. A "POWERFUL" Done-for-You Video Sales Letter! (valued at \$397)**

Video sales letters have quickly become an incredible lead conversion tool for businesses in almost every industry. I've created a powerful video sales letter for you and you can use this video sales letter to get sellers to "apply" to be part of your Rent to Own Listings program. You'll be able to use my video without having to make one recording. Or, if you want to record your own video, you can use the included PowerPoint presentation! All you'll have to do is market this *done-for-you* video and you'll have new Rent to Own Listing client applications pouring into your office!

It really doesn't matter how much experience you have in real estate. You'll be able to start making money by helping sellers sell their homes on Rent to Own Programs. You can collect attractive fees without having to depend on other agents, lenders or anyone else for that matter. **And the best part is no one else is doing this so you won't be competing with other agents in your area.** More importantly, you can help each seller with property management and you'll have automatic recurring monthly income in your business. It really doesn't get much better than this...until you see these special bonuses!

#### **Special FREE Bonuses Valued Over \$391 Including:**

- My Rent to Own Listing Agreement in Microsoft Word format! (valued at \$97)
- My entire Property Management Agreement! (valued at \$197)
- A FREE 30-Day Trial Membership in my Master Marketers Club valued at \$97

#### **You Get All Of This Valued at \$1,873 for a Tiny Fraction Of The Price!**

I've told a few close business associates that I was going to offer my new Seller Income Steams System to other agents. Each one told me to charge between \$1,495 and \$1,997 because they felt it would be worth every penny.

To be honest, I agree with them.

The reason why they said to charge so much was because just ONE Rent to

Own Listing brings in at least \$3,000. I decided against their recommendation and will let you have all of it – *instantly* – for a one-time investment of \$297.

Would you invest \$297 to make \$3,000?

Would you invest \$297 to make \$3,000 plus \$99 a month for two years?

Would you invest \$297 to make \$3,000 plus 99 a month for two years and a commission when the home transfers title?

There's no catch. Just an incredible discount on an awesome way to generate income from sellers without having to get their homes sold the "old" school way.

### **Here's What You Need To Do Next**

IMMEDIATELY go to <http://www.SellerIncomeStreams.com> and claim your copy! This offer could expire ANY minute. I typically don't leave my new products on the market for very long. In fact, I usually close the doors after 100 are sold.

You've read this far. Just go ahead and give it a try. The worst that can happen is you get it, decide it's not for you, and I give you a refund. No big deal. (You don't have even have to send anything back!)

But my guess is you'll LOVE this and you'll get WAY MORE value out of it than what I'm asking. So either way, YOU WIN!

Best,

- Rob Minton