

Complete Step-by- Step Guide to Buying Manufactured Homes

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The Entire Manufactured Home

Investing System

Part 1

Buying the home

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DISCLAIMER

Please have your Attorney or Tax Accountant Review these documents and advise you based upon your own personal situation.

Your personal situation may be special and there could be special circumstances that may effect your financial and legal obligations.

TAX DISCLAIMER

Buying and Re-Selling Mobile Homes will result in Capital Gains Taxes. Please discuss this matter with your Accountant before buying & re-selling any mobile home investments.

ACKNOWLEDGEMENT

Robert Minton is a Licensed Real Estate Broker in the State of Ohio. Robert Minton is not a licensed attorney, tax advisor, or any other professional service provider. Brian Beck is not a licensed attorney, tax advisor or any other professional service provider. Anyone considering implementing these ideas and plans are advised to seek professional advice concerning legal and tax matters.

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My name is Rob Minton and I will give you my background so that you can have an idea of where I am coming from and why I might say some of the things that I will say. I am a Real Estate Broker and own a Real Estate Brokerage on the east side of Cleveland. Before getting into real estate, I was a CPA for Deloitte & Touche LLP, one of the big six public accounting firms. Some of my clients were the Cleveland Indians, Leaseway Transportation and Lubrizol. While working as a CPA, I started to study real estate and various investing strategies. On the side in my spare time, I would invest in real estate. I got to the point where I was starting to want to spend more time investing and less time being an accountant, so I decided to become a Realtor. Since that point in time, I have invested in multi-family homes, commercial buildings, single-family homes, stocks, mutual funds, and stock options and on and on.

One of the primary focuses of my real estate brokerage is teaching people how to invest in real estate. Actually, what we have developed is a systematic way of buying and selling homes using Rent to Own Programs. With this approach, we teach our clients how to buy homes and rent them using **Rent To Own Programs**. An example of one of these transactions is a home that I purchased for \$99,000 and within a month rented on a rent to own program with a sales price of \$125,000.

My name is Brian Beck and like Rob, I will give you my background as well. Although, I warn you, my background isn't as glamorous as Rob's. I worked for 12 years for Conn-Selmer, the brass division of the musical instrument giant, Steinway. I

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worked on the shop floor, buffing and polishing brass musical instruments such as trumpets, trombones, tubas, you name it. It was a filthy, physically strenuous and unrewarding blue collar factory job. In my spare time I started a few businesses, and learned systematically through trial and error, why most businesses fail. In fact, I could teach a class on blowing it. My last venture was actually a retail store selling new and used compact discs, DVD's and video games. It was the first time in my life I actually made a profit, and I hurried up and sold that business before I could kill it. With the money made from the sale of my business, I began investing in real estate with Rob, and by using his system I was able to quickly build a portfolio of single family investment properties. He then brought this idea of buying and reselling mobile homes to me along with the idea of turning it into a business.

Within one month of starting Capstone Investment Properties LLC, I was able to quit my factory job, and work exclusively buying and selling mobile homes. Today, just one year later, I have 5 employees, 35 active investors; I am working in over 13 different mobile home parks and have turned over 50 mobile homes. This little business has turned into a goldmine.

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How to Make Massive Amounts of Money Investing In Mobile Homes

This book has been written in hopes that you can use these ideas to sky rocket your investing returns. I can honestly say that I have read hundreds of books on investing and this strategy literally blows away every other concept that I have learned.

Outside of investing in Real Estate, buying and reselling mobile homes is one of the most profitable investments you can make. First let me explain the problem that occurs in the market place of mobile homes. It is extremely difficult for a used mobile home buyer to get financing. Lenders feel that lending money on used mobile homes is just too risky. You could probably imagine that if it is tough for buyers to get financing, it is even more difficult for sellers of mobile homes to find qualified buyers. In most cases, a mobile home seller must wait until they find a buyer that has the ability to pay cash for their home. There are not many cash buyers looking to buy and move into mobile homes.

Here is where you come in: You buy mobile homes for cash and sell them with owner financing. When you offer a used mobile home for sale with financing, you can command top dollar for the home and earn tremendous profits on the price spread. Let me give you a real life example of a mobile home that I really bought and resold:

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I stopped at a Mobile Home Park just a few miles from my office. There was a nice used mobile home for sale. The seller was asking \$12,000. When I called on the mobile home, I spoke to the seller's sister. The seller actually had moved out of state and the mobile home was vacant. She was still making monthly lot rents of \$275 on the home. The seller's sister started complaining about how this was such a big hassle for her to have to show the mobile home. I asked if the sister would be willing to negotiate on the price. She asked what I had in mind. I usually don't give a price, but \$12,000 was too high for me to waste a lot of time on, so I thought I would just test the water. I said maybe \$6,000, she said she would talk to her sister and let me know. A few minutes later, she called and said that she would take \$6,500. I set an appointment to stop and walk through this mobile home. The home was in great shape. I purchased the home for \$6,000 and sold it for \$13,800. I sold the home to the first person that looked at it. They gave me \$500 down and signed a promissory note for \$13,300 payable in monthly installments of \$300 at 12.75%. I now have a \$13,300 investment earning 12.75% fixed and \$500 in my pocket.

So let's get this straight, I turned \$6,000 into \$13,800 in one week. Well actually, I turned \$6,000 into \$18,500 including the interest earned on the money loaned to the buyer.

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Here is the breakdown:

\$500 Down Payment Received Plus

\$300 per month for 60 months=\$18,000

Total Amount Of Money to Be Received \$18,500.

To calculate my return on investment, I will divide the total income received by the price paid.

\$18,500/\$6,000 = 308% Return on My Investment

Well at this point, I hope that this return on investment has gotten your attention.

You see, most people tend to go through life doing exactly what the masses do. They invest their money in:

1. Stocks.
2. Bonds.
3. Mutual Funds.

I often wonder why so many people blindly follow these investing paths. Then the reason why everyone follows the same path finally dawned on me. They follow the same path because that's what all of the advertisements and financial planners recommend.

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The newspapers, investing TV programs and financial planners recommend stocks and bonds because:

1. *They simply don't know any better.*
2. *They receive some form of compensation for recommending those investment vehicles.*

I have shared this mobile home idea with some of these financial guys and I hear comments from them such as:

1. *That's way too much work, or*
2. *It's extremely risky.*

My position on both of these responses is somewhat different. Let's discuss the first response.

The Response of "That's way to much work"

If you're a millionaire and are completely financially secure, stay home and relax. However, most people aren't in this position. The average person has some sort of job. This job that they hold requires them to get up and go to work to earn a paycheck. Super, they now have a paycheck, now what? To earn another paycheck, they have to go to work

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again. You see they are in a continuous cycle of having to go to work to earn money. When you invest into a mobile home, you work one time and get paid over and over again. In the investment that I made above, I worked for a few hours one week and I will get paid \$300 per month for 60 months.

Let me ask you a question?

How many hours does the average person have to work to earn \$18,500?

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**How many hours does the average person have to work to earn
\$18,500.00?**

Hourly Rate	Number of hours needed to reach \$18,500.00	Number of hours in a full time work week	Length of time needed to reach \$18,500.00 (weeks)	Length of time if saving 20% of each check (weeks)
\$5.85/hour	3,163 hours	40	80	396
\$6.55/hour	2,825	40	71	353
\$7.25/hour	2,551	40	64	319
\$8.00/hour	2,313	40	58	289
\$9.00/hour	2,056	40	52	257
\$10.00/hour	1,850	40	47	232
\$11.00/hour	1,682	40	43	211
\$12.00/hour	1,542	40	39	193
\$13.00/hour	1,423	40	36	179
\$14.00/hour	1,322	40	33	166
\$15.00/hour	1,233	40	31	155
\$16.00/hour	1,157	40	29	145
\$17.00/hour	1,089	40	28	136
\$18.00/hour	1,028	40	26	129
\$19.00/hour	974	40	25	122
\$20.00/hour	925	40	24	116

Last column shows how many weeks it would take to save \$18,500.00 if you saved 20% of your *gross* pay in a 40 hour work week at that particular hourly rate. The first three rates are federal minimum wage increases set for 2007, 2008, and 2009.

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Let's assume that the average pay rate across the country is \$15.00 per hour, at this hourly rate you would have to work 1,233 hours to make \$18,500. Please go ahead and check my math, you would need to work 1,233 hours to earn the same \$18,500.

Now let's see, is this strategy really too much work? You can either work smarter or you can work harder. Most people are so busy working harder that they don't even see the smarter way.

I learned a big philosophy from reading Michael Gerber's fantastic book "The E. Myth." In this book, Michael says that a business owner should spend most of their time working **ON** their business, not working **IN** their business. The point he is trying to get across is that you should **Always, Always** focus on progress, not on maintenance.

So if this suggestion is good for business owners, wouldn't it make sense that everyone should

Work On Your Life Rather Than Working In Your Life

Stop and ask yourself, am I approaching my life in the most effective way?

Let's tackle the "*Too Risky*" response now!

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I should start this part with one word “ENRON”!! Many investors that owned Enron stock lost thousands of dollars on their investments. In fact, the majority of stock market investors have lost thousands of dollars over the last few years. I have a close friend of mine who lost over \$100,000 in the stock market. I personally have lost over \$50,000 in the stock market. Between just the two of us alone, we lost over \$150,000 with our stock market investments.

Have You Lost Money In The Stock Market?

I believe that the stock market is extremely risky for many reasons. Some of these reasons are:

1. The stock market is affected by interest rates. Do you as an individual investor have any control over the interest rates or how your stock will react to any changes?
2. The political environment, War and external effects on our economy can change the value of your stock.
3. The performance of the company’s stock you own. If they have a bad quarter, your stock price goes down.
4. A big lawsuit against the company for which you own stock can cause the stock price to plummet quickly.
5. Any negative press or new products from competitors of your stock’s company.

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I could go on and on, however, many of the factors that can cause changes in your stocks price are completely outside of your control. You can't control any of these factors one bit. This means your investments are completely at the mercy of outside circumstances.

Compare this to buying and reselling mobile homes with owner financing. Once your mobile home is sold, can the economy, interest rates, politics or competition hurt you? The only risk you have is whether or not your buyer will default in their payment to you.

Now, let's discuss this risk using the first example of the home I bought for 6,000.00. A buyer comes along and pays 500.00 down, plus 300/month for 60 months. I did not let the buyer move into the home until I first received the down payment and first month's payment. Now I have \$800.00 of my investment back which means my total investment in the home is \$5,200.00. Let's say the buyer only stays there 6 months and then stops paying. Over those six months, you have collected another \$1500.00, further reducing your investment in the home to 3,700.00. Getting the buyer out of the home by eviction or just getting them to leave is important because NOW, you get to start all over. Imagine you sell the home on the exact same terms as before. Take a look at the numbers now:

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Here is the breakdown:

\$500 Down Payment Received Plus

\$300 per month for 60 months=\$18,000

Total Amount Of Money to Be Received \$18,500.

To calculate my return on investment, I will divide the total income received by the amount I have invested in the home.

\$18,500/\$3,700 = 500% Return on My Investment

Are you starting to get goose bumps yet? The point here is that the one thing that makes real estate investors lay awake at night is the fear of a vacancy or a tenant not paying. In our situation, the chance of that happening can actually benefit you! There is the possibility that you may have to spend some money evicting the buyer, and the possibility that they will damage the home. We will get into this in much detail later on. If this still sounds risky to you because of these “what if” scenario’s then there are ways you can significantly reduce the risk.

There are many things you can do to significantly reduce the risk:

1. Sell to buyers with higher credit scores.
2. Get the buyer to have a co-signer.
3. Ask for a larger downpayment.

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It stands to reason that the investments, which you can control directly, will be less risky than those you have you have no control over.

Now that we got those items behind us, let's get into the mechanics of how to buy and sell mobile homes.

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How to Invest in Mobile Homes

With Zero of Your Own Money

When I first learn new investing strategies, the problem that I face is always...

“Where Do I Get The Money to Get Started?”

In a section following this I will teach you how to use money in your IRA Savings Account to invest in mobile homes. However, what if you want to invest in some mobile homes outside of your IRA? For me I like to own mobile homes both inside and outside of my IRA account. The reason is that the income from the mobile homes in my IRA account must stay in my IRA account. The income from the mobile homes outside of my IRA account flows directly to my bank account.

If you want to start investing in mobile homes and you don't have enough money to start investing on your own, consider these ideas:

1. If you own a home, you can use a home equity line to invest in mobile homes. In essence, you would be using the equity in your home to build a cashflow machine.

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Amount You Receive per Month Payments)	\$906 (\$302 Mthly for 3 Loan
Total of Monthly Payments	\$32,616 (\$906 Mthly for 36 Months)
Plus the Upfront Money You Received	<u>\$3,000</u>
Total Income Received on Investments Yrs)	\$35,616 (Total of All Income Over 3

Does that seem incredible to you? You can turn \$15,000 of your home's equity into \$35,616 in 3 years. Could you take the first \$15,000 of the income received and payoff your equity loan? This would take you about 13 months. You could then take the balance of your income \$20,616 and pay that towards your home's mortgage. At the end of three years, your equity loan would be paid off in full and your home's mortgage would have been paid down \$20,616. Not to bad. How long will it take you to pay your home's mortgage down by \$20,616 if you don't invest your equity?

Now starting your fourth year, could you take the initial \$15,000 of your equity and the new \$20,616 of additional equity and buy 7 mobile homes and repeat the process? Can you see how this can get really exciting?

I certainly understand someone's apprehension about tapping into his or her home's equity. However, can you use that equity line to help pay off your home faster?

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Leveraging your home's equity is incredible power. You are working smarter instead of harder.

2. Can you partner with someone to invest in mobile homes? Do you know someone that has the financial ability that you can partner with? Your friend could be the money person and you could be the deal person. You could split the profits 50/50! It is truly a win/win partnership.
3. Do you know someone that you could borrow money from? Does someone in your family have money that they would like to loan out? Or do they have equity in their home that you could borrow?

Lets think about this avenue for a moment. Could you borrow \$15,000 from your family member's home equity line? You could offer to pay them a fixed 15% interest rate on their loan to you? I have partnered with my mother. She borrows from her equity line at 5 or 6% interest and I repay her 12% interest. She gets to keep the difference between the 12% I pay her and the 5 or 6% that she pays on her equity line. In addition, she gets the tax deductions for the mortgage interest that is paid throughout the year. This is a win/win partnership. She is making 6 or 7% interest on the money I borrow and getting tax benefits. You might be thinking that paying 12 –15% is a pretty steep rate to pay. However, if you're earning 70% return every year on your investment, paying 15% isn't

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that bad at all. You would be netting a 55% return without using any of your own money. Here is how the numbers would look:

Borrow \$15,000 at 12% Interest Payable in 36 Monthly Installments of \$498

(\$15,000 to Buy & Sell Three Mobile Homes)

(Use Same Terms as Above)

You receive the \$3,000 upfront plus \$906 per month less the payment of \$498 for a net monthly income of \$408. Over the 3 years you would pocket, \$14,688 plus the \$3,000 for a total of \$17,688. Remember this \$17,000 dollars was created without using a penny of your own money. Your family member would also be making a profit too. Wow, isn't win/win investing great!

4. Can you borrow from your credit card to invest in mobile homes? Above we just calculated that you could make \$17,688 by borrowing money at 12%. What is the rate that your credit card charges you? Could you borrow money from your credit card and still make an extra \$15,000 over the next three years?

Here are 4 More Avenues to Get Financing:

1. Can you borrow from your 401k at work?
2. Are you getting a tax refund?
3. Can you borrow against your life insurance policy?

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4. Can you sell something that you own, but don't use anymore to create some money to get started investing?

I like to ask the people on my team a fun question. I ask them this question:

“Is it easier to make money or create money?”

When I ask someone this question, they usually answer that it is easier to make money. They answer this way because they haven't taken any time to think about ways to create money. Considering the examples I outlined above, could you create an extra \$15,000 without using any of your own money?

Can you think of any other ways to create money? The more ways you can think of to create money, the faster you will become financially independent. Can you think of 5 other ways to obtain investment money to get started? Do you think that creativity pays?

The best part about buying mobile homes is that you don't have to qualify with a mortgage lender to get started. All you really need to do to get started is to find a way to get funding to buy your first mobile home. Once you buy your first mobile home and start to see results, it shouldn't be too hard to find new partners to work with. Most people want to see some results before they get involved. Another key point to remember is that if you borrow money from someone to get started, pay him or her back first. If

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you pay them back quickly and they are happy, they will probably be willing to loan you more money again. They will also be happy to recommend you to other people they know that might want to lend you some money.

I will wrap up this section by using the Nike saying, “Just Do It!” Get out there and get started, your momentum will guide you from that point forward.

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What Mobile Homes Should You Buy?

The easiest way for me to answer this question is simply:



I unfortunately learned this lesson the hard way. The very first mobile home I bought was a 1978 Nashua, size 12x60. I paid \$4,000 for this mobile home, which was probably too much. It took about a month to sell. I finally sold this mobile home to an older single guy. The terms of the sale were:

Sale price of \$9,900 payable in monthly installments of \$264 for four years at an interest rate of 12.75%. The total of the monthly payments was \$12,672. Not too bad for only a \$4,000 investment.

Because I was having trouble selling this home because it was smaller, I sold it without taking any down payment. My buyer made two monthly payments and then skipped town in the middle of the night. I had to get the title signed back over to me, which takes a few minutes and \$10.00 at the title bureau. As I learned, the reason why I struggled to get the home sold was because the mobile home was too small. This home

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was only 12 by 60. For many people, they couldn't even fit their furniture in this mobile home. Because I was struggling to sell the mobile home, I offered to sell the mobile home without a down payment. In essence, the buyer had nothing invested at risk. He had nothing to lose if he decided to walk away.

So I started to market the mobile home for sale again to find another buyer. It took me another month to sell this mobile home again. The terms of my second sale were:

Sale Price: \$7,500

Rate: 12.75%

Payment: \$250

Term: 36 months

This buyer is doing just great, thankfully. He has actually invested money into improving the mobile home. Here is my return on this investment on the second sale:

Paid \$4,000

Total of all payments-\$250 times 36=\$9,000

Plus 2 payments from 1st buyer of \$528

Total income of \$9528

Divided by Initial Investment \$4,000=238%

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The RIGHT Mobile Home ATTRACTS the RIGHT Buyer

This return still beats the stock market hands down. A 238% return on my investment and it is now on autopilot. The more money the buyer invests into this mobile home the better. The more someone has at stake the harder they will fight to keep it. Nobody wants to lose money.

To be honest, I am glad that this scenario occurred on my first mobile home investment. I learned some very valuable lessons on this mobile home. The best part is that the lessons are priceless and the investment is providing a 238% return. Here is the big lesson that I walked away with from this investment:



The opposite of this lesson is also true. The wrong mobile home attracts the wrong buyer. Many of the interested buyers for this mobile home weren't quality people. When I say quality people, I mean that they had a history of not living up to their obligations. They had been evicted, they had collections on their credit, and they had filed for bankruptcy and so on. I learned that the people who were willing to live in a small mobile home were somewhat desperate in their lives. Don't get me wrong; I don't mind helping people out. I don't mind giving people another chance. However, this mobile home is an investment. I have learned to treat my investments as a business and you should too.

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The More Interested Buyers in Your Mobile Home, The More Money You Will Make!

Because my first mobile home was too small, I was then forced to wait for a buyer that was just starting out and didn't have much furniture. When your mobile home will only cater to a small % of buyers, you will have longer marketing time to find that buyer. However, if you buy a bigger mobile home, your home will be marketable to many more buyers. The value of your mobile home is in direct relation to the # of buyers interested. Here is another great rule of thumb for you to remember:



You will have more interested buyers in your mobile home if you invest in a larger mobile home. The minimum size mobile home I will buy now is 14x70. I won't even waste any time looking at a home unless it's a 14x70 size. If you know ahead of time that a smaller mobile home will not attract a large volume of buyers, why would you invest any of your time looking at them?

How Do You Find Mobile Homes To Sell?

There are really many different ways for you to find a good mobile home to buy. However, before I explain the steps to follow to find a great mobile home investment, let

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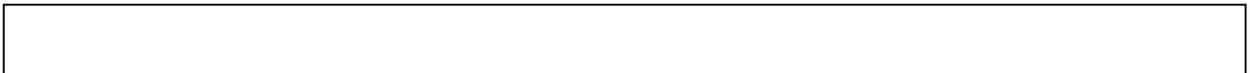
Don't Waste Any of Your Time on Unmotivated Mobile Home Sellers

me tell you exactly what you are looking for. When looking for a good mobile home to invest in, look for one thing only (outside of the size of the mobile home)....

A Motivated Mobile Home Seller

I have learned over the years that you can waste a lot of time trying to buy a mobile home from a seller that is not motivated. If a seller isn't motivated, you really don't have any leverage in negotiating with them. Without motivation to sell their mobile home, you more than likely will not get a great price. Here are some pointers for you to consider:

Unmotivated Mobile Home Seller: An unmotivated mobile home seller is a seller that is under no financial pressure to sell. They haven't bought another home. They don't have any financial deadlines to be concerned with. They haven't packed any boxes, and are still living in the mobile home. In essence, they are just testing the water of selling their home. If they can find a buyer to pay their price super! If no buyer is found, no sweat! Let me say this again...



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A Motivated Mobile Home Seller: A motivated mobile home seller is a person who is under financial pressure to get the mobile home sold. They have bought another home and are making two monthly payments. They are making:

- A) A payment on their new house
- B) A lot rent payment to their mobile home park

The first indicator that you might have found a motivated mobile home seller is if the mobile home they are selling is:

VACANT/EMPTY

A seller of a vacant mobile home is typically financially motivated because they are making a monthly lot rent payment to the mobile home park on a mobile home that they are no longer living in. Here is a good rule of thumb.

The Longer The Mobile Home Is Vacant, The More Motivated The Mobile Home Seller

Now let me clarify that I don't want you to take advantage of people. A motivated mobile home seller is bleeding financially. They need help to stop the payments on

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An Unmotivated Seller Very Well May Soon Become A Motivated Seller

something that they don't want to own anymore. When you agree to buy their mobile home, you are helping them solve a big stressful problem that they have. In most cases, they will say things like...

"I just want to get rid of it" or "I can't afford to make any more monthly payments."

They literally wear their desperation on their sleeves. They need your help to have some peace in their lives. Also, understand that in every market around our country there will always be a percentage of motivated mobile home sellers. This does include your market too!

If there are motivated mobile home sellers in your area, doesn't it make sense to invest your time with them over an unmotivated mobile home seller? Another point to remember is that....



One of the best things you can do as a mobile home investor is to keep a running list of unmotivated mobile home sellers. Every few weeks, call this list and ask them if their mobile home is still available. Ask if they have lowered their price. You will be able to

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quickly tell if they have become motivated or not. If so, investigate further!! If not, call again in a month.

Using this simple strategy, you will uncover some great buys. You will also save yourself an awful lot of time finding good deals as you progress.

Now that we have given you a picture of what you are looking for:

1. *A larger size single wide mobile home*
2. *A motivated mobile home seller*

Let's show you where and how to find them.

Where And How To Find Good Mobile Home Buys:

1. Newspaper: Subscribe to the weekend newspapers in your area. Look in the mobile homes/manufactured homes for sale section. Call every home for sale that has a reasonable asking price. When I say reasonable I mean under \$20,000. In our area, you can pretty much pick up used single wide homes all day long for under \$10,000.00. Paying over 20,000.00 just doesn't make any sense to me, because for the same money I can pick up two to four other homes. In many cases, you will be able to negotiate the asking price down considerably. Don't let an asking price of \$15,000 scare you. Obviously, prices will differ in different

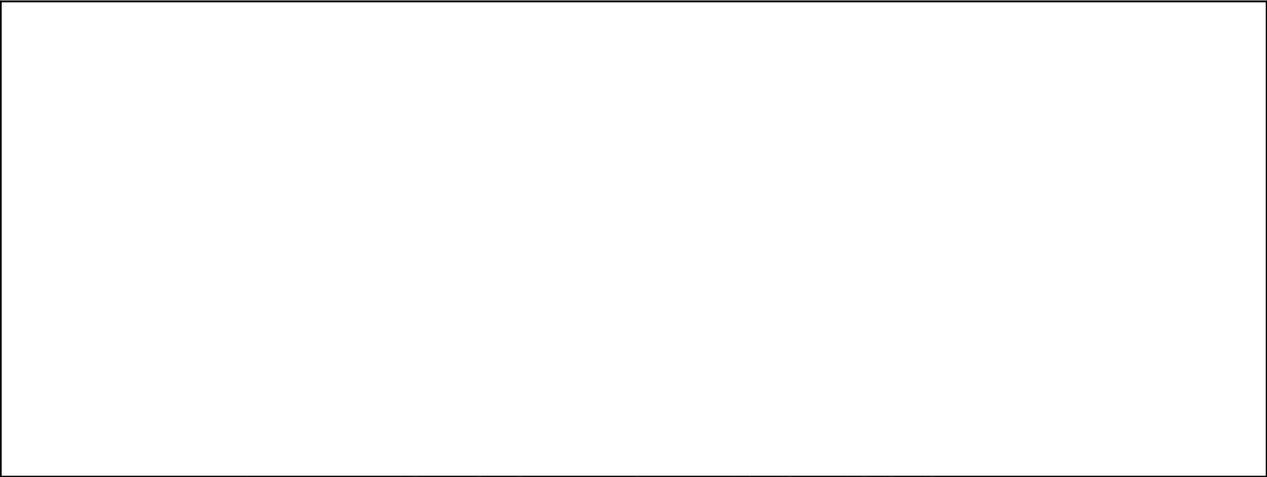
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Quick Tip (2): When you are not sure if a mobile home will be a good investment, you can run a test advertisement in the newspaper to gauge buyer demand. You can put the city, location, the price and terms in your advertisement. In small communities, everyone tends to know what is going on around the park! If you get a good response from your test advertisement, you can then buy the mobile home and sell it to one of your prospective buyers from the test advertisement. This one tip can help you only buy mobile homes that will provide you with double or triple your investment back!

. In fact, I would suggest ^{in your area} running a test ad right now! Put down this manual and run an ad. Use the ad that you find on page 13 of the Selling Guide. You would have to tweak the ad to make it fit your area, but run one right now, and over the next week while you are reading and getting to know this stuff, you can be already lining up buyers! Keep a running list of the people who call. These would be the first ones I would call when you have bought a home!

of the best deals driving through the parks. The reason the best deals are found in the parks is because a truly motivated mobile home seller can't afford to run advertisements in the newspaper. They put a for sale sign in the window and hope for the best. Because this is all they do to advertise, they don't have many other interested buyers. Without any other buyer competition you can control the negotiations.



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Where To Find Mobile Home Parks:

When I first started investing in mobile homes, I had no clue where the mobile home parks were. Here are the three best ways for you to locate all of the mobile home parks in your area:

1. Look in your phone book for mobile home parks or manufactured home communities.
2. Buy a local red map booklet. You can usually get these at most grocery or convenient stores. Look through all of the pages surrounding your home for mobile home parks.
3. Check online. Sites like www.mobilehomeparkstore.com and www.mobilehomevillage.com have directories of mobile home parks separated by state and city. I would make a list of all of the mobile home parks in your area, starting with the closest to you, and radiate out about a half an hour drive in each direction.

Once you have identified all of your local mobile home parks, set aside some time to drive through them. In each city you drive to, stop at a local convenient store or gas

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station and pick up all of the local newspapers in that area. You can gauge by the ads that are already running what homes are going for in the local parks. When you are at the park, stop in to the manager's office and ask them if they know of any mobile homes for sale. The park managers are typically a great source of leads for you. Leave your name and phone number with them in case they hear of someone thinking of selling.

Also note that some mobile home parks have rules within the park that forbid sellers from posting mobile home "for sale" signs. If this is the case, asking people outside within the park if they know of any mobile homes for sale will be more rewarding.

4. Delivering flyers /postcards to mobile homes in the best parks. This method basically is target marketing for mobile home sellers. You can hand deliver flyers or mail inexpensive postcards to the parks that would be the most inviting to people thinking of selling their mobile homes. These flyers would be geared to get people to pick up the phone and call you if they or someone they knew was thinking of selling. If you are going to mail postcards, take note of all of the street names and addresses when you drive through the parks. This way you can send your postcard to the streets that you would be interested in.

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How to Negotiate The Absolute Best Price When Investing in a Mobile Home

At this point you have followed the guidelines and have located a potential motivated mobile home seller. Once you have a motivated mobile home seller, here are the steps to follow to get the best price on your investment:

1. Ask mobile home seller on the phone if their price is negotiable. If they say yes, ask them what's the best they can do on their price. In most cases they will give you a lower price right over the phone. So before you even go see the mobile home, the seller has already dropped the price once. When you get to the mobile home, you are already starting off with a lower price.
2. At the mobile home you will meet the seller for the first time. The goal of this meeting is not to buy the mobile home. The goal is to get the seller to reduce their price to you again. To accomplish this goal, I follow three steps:

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A) When walking through the home NEVER act like you are interested in buying the mobile home. Point out all of the things that are wrong in the home. Ask the seller if they would come down in price to cover some of the problems that you have pointed out. During this walk through, ask the seller as many questions as you can to try to uncover their true motivation.

Some questions are:

1. Why are you selling?
2. When were you hoping to have the money in your hand?
3. How long have they been trying to sell your mobile home?
4. Have they had any other offers?

B) Right before you are going to leave, ask the seller this question, “ If I were to be able to get you the money tomorrow, what would be the lowest price you could sell it for?” In most cases, the seller will give you a lower price. This will be your third reduction in their price. Now here is the key...

Whatever They Say, Their Price Is still Too High For You!

The best way to say this is “*I would love to buy this home, I just simply can't afford it at that price,*” notice how this doesn't offend anyone. When you say that you can't afford it, it doesn't leave a bitter taste in their mouth. Everyone can certainly understand not being able to afford something.

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After you tell them that the price is too high for you, ask them if they know of any other mobile homes for sale. By asking them if they know of any others for sale, you are telling them that they now have lost an interested buyer. They will feel like they were very close to a sale and just lost it. Human nature will make them want to save the deal. So listen carefully to how they respond.

C) A few days later, call them and say, “ I really liked your mobile home. I have taken some time over the last few days to go through my finances. The most I can afford for your mobile home is \$_____.” Offer them a price below the lowest price they made to you. If they accept, wrap up the sale as quickly as possible before they have *Sellers Remorse*. The sooner you cut the check to them and have the title in your hands, the better. You have worked hard to get this home for the best price; don’t blow it now by dragging your feet.

A Few Rules To Live By:

1. Put on some jeans, a T-shirt, tennis shoes, work boots, maybe a baseball cap. You want to look like you just got home from a long day working. Most of the time you will be dealing with lower income people and you do not want to look like anyone they would hate. New and expensive clothing makes you look like their boss, their old landlords, car dealers they’ve worked with in the past, the park

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owner, etc. If you look like you just came from a photo shoot at GQ magazine, they are not going to trust you. Worse, they'll raise their price the minute they see you.

2. Don't meet with them in your fancy sport utility vehicle. You want to give the image of a cash strapped buyer, not a *High Roller*. Some people suggest buying an old pick up truck and taking that through the parks. This is a good idea. My theory is slightly different. On occasion I have to meet with clients, investors, or the park owners and I don't want to be some old slob stepping out of a rusty old pick up truck, full of holes. I have a beige 1998 Malibu. This car is so nondescript, that hardly anyone notices it at all. It looks like every other car on the planet, and it is beige. When I leave someone's home, be it investor or person I might be buying from, I do not want them to remember my car. I want them to remember me.
3. Patience in negotiating will pay very big dividends to you. Don't be in a hurry to negotiate the sale.
4. SHUT UP! Let the seller do the talking. Ask a question or two, and let them gab away about this, that and whatever. If you keep your mouth shut, there should come a point in the conversation where there will be an uncomfortable silence. It is human nature to try and fill this silence with talking. Resist the urge and let them talk. They might just say something you KNOW they didn't mean to tell you.

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5. Try not to give them a price until the absolute end. Notice in the process I outlined above, I never offered a price to them until the absolute end. If you are quick to make an offer on the price, you will probably pay more for the mobile home.

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THE RULES

HANG THIS UP ON A WALL NEAR YOUR DESK!

Wear your old clothes, not your Sunday best!

Park the Lexus; Drive the old Pick up!

Patience wins every time!

Shut your mouth! Let them do the talking!

NEVER name a price first! Try not to name a price
until the end!

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A Funny Thing That I Learned!

In studying human nature, I have come across a very interesting observation. This observation is that in any selling relationship, one party is typically more motivated to have the sale than the other party. In essence, one party is eager and the other is reluctant. You typically don't have two eager parties, or two reluctant parties. Here is the funny thing that I learned:

You Can Choose Your Position in Any Sales Relationship

If you are eager to invest in the mobile home, the seller will more than likely become reluctant. A reluctant seller is harder to deal with on price and terms. So if you don't want to work with any reluctant seller's you should:



When you take the reluctant buyer position first, you automatically force the seller into the eager position. If you think that I am crazy on this, try it out. This same rule of thumb works when you are selling something. If you take the position of reluctant seller first, you force your buyer into taking the eager position. Can you see in the above steps

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on how to negotiate the best possible price, that I played the reluctant buyer position throughout the whole process? It truly works like magic.

Normally, you do not have much in the way of competition from other buyers. However, there have been a few occasions where I have lost a sale or almost lost a sale because I did not move fast enough, once we had a deal.

I looked at a 1998 3 bedroom 2 bath single wide home in a park near my home, and I remember the owner's name was Ed. I walked around this home, and it was pretty nice. Ed was asking 18,000.00 a few months earlier, and I had not contacted him yet. I knew from the manager that Ed was thinking about moving, but he didn't strike the manager as being someone who was truly motivated to get up and get out of there in a hurry. Ed was testing the market.

I sort of let Ed go and had forgotten about him.

When I did go look at it, Ed had dropped his price to 14,000.00. Now he was motivated, and another thing I had noticed was the brand new bright flaming yellow Ford F-150 in his driveway. He was motivated and probably thinking he could put down a nice chunk of change on the truck when he sold his home. This meant he was now *financially motivated* to sell his home.

Over the phone, I asked Ed what his lowest price was and he told me that he could not go any lower than \$12,000.00. Now I was starting to get excited, because this was going to be one of the newest homes I had bought up until this point. I went out, met Ed, and walked through the home. I noticed quite a few problems in the home and pointed out every one of them. I told him how I didn't think I would be able to afford the home,

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and I left. As I was getting in my car, I asked if I could get the money tomorrow, how low could he possibly go. He said \$10,000.00.

This guy was dropping the price 2,000.00 every time I brought it up. I waited about a week and then I called him and offered him \$8,000.00. I waited until February was almost over. March was creeping up and he knew he had to pay lot rent. He said he would call me back and let me know.

The first week of March, I was going to Los Angeles for a week. Ed called me the night before. He accepted my offer. I explained I was leaving first thing in the morning and I would have to pay him when I got home a week later. He agreed. The mistake I made at this point was that I did not have him sign a purchase agreement.

He actually called me three times while I was in LA to reaffirm that I was purchasing the home. I told him repeatedly not to worry; I would pay him as soon as I got back. Geez, the guy was nervous. So what ended up happening?

I got home and could not get him on the phone. I drove to his home and left letters on the door to call me so we could wrap this up. Then I waited. I wasn't going to spend all my time chasing him. Let him come chase me.

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I talked to the manager of the park two weeks later, and found out that he had sold it out from under me to some guy who bought it for 8500.00. I was shocked. I had assumed I was the only one bidding on this home and I was wrong. I was also shocked that he had not called me and tried to get 9,000.00. I would have, but that's another story. The point here is that you have to get them to sign a purchase agreement as soon as you can. Once you get a deal, do not drag your feet. The fact that I lost this home was pure stupidity on my part, because I chose to make assumptions.

It does not matter if you pull a piece of paper out of a notebook and scribble out a purchase agreement. Put something in writing. It does not matter, to me anyways, if the piece of paper wouldn't hold up in court. The illusion of having something in writing is usually enough to secure that home.

I have pre-written and blank purchase agreements with me at all times, just in case, and I am providing one for you here. I would suggest giving this purchase agreement to your lawyer in your state to make sure that it covers you.

The second mistake I made is that I did not put any money down to secure the property. Ten dollars would probably do the trick, but I usually give 100-200 dollars once we have an agreed upon price and a signed purchase agreement. This is an essential piece of the puzzle as well. Even if your scribbled out purchase agreement that we talked about above won't hold up in court, the fact that you put some money down should do the

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trick. If you were to find a better deal the next day, you could always ask for your money back. I'm not saying they would give it back, but they might. It never hurts to ask.

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MOBILE HOME PURCHASE AGREEMENT

Date: _____

The undersigned Seller(s) agree to sell and the undersigned Buyer(s) agree to buy, the following mobile home:

Make: _____ Year: _____ ID#: _____

Located: _____

Sales Price: \$ _____ Deposit: \$ _____

Additional Payment due: \$ _____ Due Date: _____

Date of Possession by Buyer(s): _____

Appliances and contents included in sales price: _____

Unless otherwise noted, Seller(s) warrant that all appliances, AC, electrical service, plumbing and heating system to be in good working order at settlement, which is to be on _____ Buyer(s) reserve right to a walk through inspection and approval on day of possession and settlement. Seller(s) agree to remove all trash and debris from premises and leave home in clean condition.

Seller(s) certify they are the legal owners of mobile home, appliances and contents. Unless otherwise noted, Seller(s) certify that no liens exist on home, appliance or contents. Any existing liens are to be paid and satisfied by Seller(s) prior to settlement and payment by Buyer(s). Upon approval and payment by Buyer(s), Seller(s) agree to deliver to Buyer(s) a clear title to mobile home.

Seller(s) certify that park lot rent is current through _____ and agree to furnish proof of same prior to settlement. Any delinquent rent or other charges by the mobile home park to be paid by Seller(s) prior to settlement. Seller(s) to furnish proof that all taxes on mobile home have been paid and current through _____.

If for any reason mobile home is not allowed to remain on present lot, this agreement becomes null and void and Seller(s) agree to return all money paid by Buyer(s) and cancel this agreement.

Seller(s) verify they have read, understand and agree to this sales agreement and acknowledge a copy of this agreement.

Seller

Seller

Print Name

Print Name

Buyer

Buyer

Print Name

Print Name

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The top part of this purchase agreement is pretty self explanatory. The make, year and ID# are all found on the title. These are important. If the seller does not have the title on him right at that moment, or needs to go to the title bureau to get a replacement and doesn't know this info for some reason. Ask him if there is a sheet hanging in one of the closets that has all the info. Usually I find this paper in a bedroom closet, or in the electrical panel box. If they have done any upgrading or work in the house then this paper might be gone. You can get the info by calling the title bureau and having them look up the title by the seller's name or by the address of the home.

The next four paragraphs are pretty much escape clauses. These give you legal ways to back out of the deal. Be sure to test each and everything you can in the home, with the seller standing next to you. Kick on the furnace, flush the toilets, turn on the AC if it has central air conditioning. Turn on and test all of the appliances if they are leaving them. Later, when we start to get into rehabbing, you will start to see how little much of this matters. However, the seller does not know this, so make a big deal out of everything. It will save you money.

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Park Management

Some of the most important people on my team are the managers and the owners of the parks I work in. They may not know that they are on my team, but I consider them to be high priority members. The managers are the first line of defense keeping the people and residents away from the owners. In some parks, the owners are the managers. No matter what the situation is, I suggest you make it a point to get to the person who makes the decisions.

One of the first homes I bought in a small park in Geneva, OH was a two bedroom, one bath home. I called the number I saw on the sign in the window. The woman had the price of the home set at \$2,500.00. I remember this vividly because I did not try to talk the woman down from her asking price at all. I walked the home with her and it was in great shape. She explained to me that she did not even start looking for another place yet. To me this meant she was unmotivated, so instead of trying to negotiate the price with her, I started negotiating the time with her. I specifically remember telling her that I would give her her full asking price if she was out by the end of the month. She agreed. I stopped by her place the very next morning and gave her \$1,000.00 and we signed a purchase agreement. I told her she would get the rest of the money when I had the title in my hand.

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I had spoken with the manager of the park briefly on the phone a few days before I agreed to buy the home and had explained what it was that I wanted to do. She said she had no problem with it, so I moved forward. The mistake I made here was that I did not go to the decision maker. In this park, there was an off site owner who got information from her manager and told her how to proceed. When I had called, I had not specified to the manager that I was looking at a particular home. I casually told her what I did and asked her if she had any problem with me operating in her park. She said go ahead, and promptly forgot about me.

Meanwhile, I'm running around the park checking out homes and dropping 1,000.00 on a home. After paying the woman, I stopped in the manager's office and introduced myself. I knew something was up when I said "I'm Brian," and she looked at me funny with eyes that said "okaaaayyy."

"Do I know you?" she asked. I quickly explained that I was the one who had called and asked about buying and selling homes in her park. She looked at me quizzically again and said she would have to run it by her boss, the owner and make sure that was ok.

I instantly started sweating. I had already put money down on a home and hadn't gotten permission to do so in this park. This was not good. I started hemming and hawing about how she had given me permission and how I had already put money down. She, Judy, did not even bat an eye. I'm sorry, but I need to talk with the owner and I will get back to you within a couple of days.

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Those three days were the longest days of my life. I don't think I slept for the entire time. You have to remember, this was not my money. This was Rob's money and in my mind I had just blown \$1,000 of it. On the third day, I broke down and called Judy to see if she had talked to the owner. She said she had and everything was fine. That was the longest sigh of relief that had ever exited my body.

Always go the decision maker. I had devised different plans over those three days on getting the money back, but I was lucky and did not have to employ any of these. From that point forward, I made sure I talked to the right person and that I had permission before I put any money down anywhere.

Remember that these people are the ones screening the tenants. They are making the decision whether or not your potential buyer will get into the home. If a manager does not like you, or an owner for that matter, you will be dead in the water. Especially in that park. If they are irritated by you, they will reject every single person you send to them. I take care of the managers. Do not misunderstand; I do not let them walk all over me. I take care of them though, every chance I get.

I keep in touch with the managers at the parks. A lot of the leads that come in come from the managers. They are the direct link between you and the residents of the park. They call me when someone is selling their home. They let me know ahead of time who is getting evicted. They tell me when my people aren't paying on time; they tell me who is doing what. They tell me who lost their job, and who is on drugs or drinking. Who are the troublemakers; who is helping to clean up the park. They tell me

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the names and phone numbers of the people within the park who know how to fix everything and will do it for fifty bucks. They are the nosiest, most knowledgeable people on the planet, and God bless them for it. Remember that rule sheet I told you to cut out and hang on the wall. Go back and read number four again. That's how you get information. ***Shut your mouth and listen.*** People in the mobile home parks loooove to talk. Listen to them and they will choose to talk to you, and you can't help but suck up all the information. This keeps new buyers coming to you, and leads, and it also keeps any of your people from surprising you.

How to approach the manager of the park

The one thing you absolutely DO NOT want to do when approaching the manager or the owner of a park is tell them that you are an investor. People don't like investors. They immediately think two things about investors:

- A. ***You are rich.***
- B. ***You are a slumlord.***

When I first started buying mobile homes for Rob, I would tell the park managers that I had a friend who wanted to buy a home but didn't have the money to pay cash. I explained that I was going to purchase it for them, and they were going to make payments to me. Usually the managers did not mind as long as the person living in the home was on the title. I assured them that I would place them on the title, and just hold a

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lien on the title. This usually got me the go-ahead. The problem with this was that I was lying to them. Now, I'm not saying this because I had a guilty conscience about lying to them. I'm bringing it up because it made it difficult to go back the second time and say, "Uhhh, I have this other friend...."

Plus, what if I didn't move anybody into the home within the first two weeks? The management would call me and ask questions.

I thought you had a friend moving in? Why is there a big sign in the yard of the home that says you offer financing?

I was getting off on the wrong foot, and I had realized early on that I needed the managers to be on my team. I switched things around and instead of telling them that I was buying these for investment purposes; I told them that I worked for a company that helped people and families with credit problems by securing a mobile home for them and offering financing. Here, I am not lying. I am attacking both things that they automatically think about investors. Remember:

A. *You are rich.* I do not tell them that I *own* this company. I told them that I *work for* this company. I am not some rich business owner coming into his or her park looking to take advantage of people. I'm just an ordinary working stiff, just like him/her.

B. *You are a slumlord.* I did not tell them that I was purchasing the home for investment purposes. I told them that I was trying to help people with credit problems get into a home of their own. This is also true. You will read later about how rewarding this is as a profession. It truly is. I am absolutely thrilled when someone is excited to move into one of our homes, and I get cards all of the time from people, who never

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thought they would be able to own their own home, thanking me for giving them this opportunity. This is by far the most rewarding thing I have ever done.

Right about the time I got started in 2006, we had a major flood in Lake County. We had torrential downpours for a few days and all of the rivers overflowed, and sewers backed up and it was a huge mess. Thousands of homes, apartments, condos, etc were destroyed in the flood. President Bush declared it a disaster, and the clean up slowly began when the waters receded, but many people were left without homes. We had, pardon the pun, a flood of people calling for mobile homes as well as our Rent to Own single family homes. I remember in particular, one family of six who were living in a one room hotel room. The parents, all four kids under the age of ten, and their cat, plus everything they salvaged from the floodwaters, was crammed into one room. We got them into a home within a week and there was nothing but tears flowing as we moved them in. They were thrilled and are still in that home today, doing just fine. I get cards at Christmas time with pictures of the kids.

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The park will more than likely have some rules that you should be aware of and follow. First I will summarize some of the rules that you might encounter and then how you can handle them.

1. The Mobile Home Must Be Owner Occupied!

In my area, I haven't found a mobile home park that would allow you to buy a mobile home and then rent it out to tenants. My guess is that the park managers have enough trouble keeping the park looking nice, so they don't want renters living in the mobile homes. When you offer to sell the mobile home to your prospective buyer, you are meeting this requirement.

Your buyer will be an Owner Occupant and you will be the lender. I transfer ownership of the mobile home into my buyers name and put a lien on the title. This way I don't have any issues with the park regarding my buyer being considered a renter. Another benefit of selling the mobile home to the person rather than renting it to them is that you aren't responsible for any repairs or maintenance. This puts your investment on autopilot!

However, a word of caution here! Before you buy any mobile home located in a mobile home park, you should talk with the park manager or owner to find out if your strategy will be acceptable to them. Most parks require that all buyers for mobile homes

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within their park be approved prior to the sale. So both you and your end buyer will need to be approved by the park.

When I find a mobile home in a park that I am interested in buying, I personally visit the park management. *(Quick Tip here; I always visit the manager in the office. I never call them. It is much harder for the park manager to tell you no to your face than it is for them to tell you no on the phone! Plus, it is easier to explain in person, than over the phone.)*

I tell them “I am inquiring about mobile home number _____ owned by _____ . I am interested in buying the mobile home, but it’s not for me and I wanted to see if it would be ok with you.” They will typically respond that they don’t allow you to rent mobile homes in their park. I usually respond with “I wouldn’t be renting the home. I am buying the home for someone that doesn’t have the savings to pay cash for it. I am going to buy the home and sell it to them. They will make payments to me.” If they dig a little, I then tell them what I mentioned before about me working for a company that helps people and families find homes. The manager will probably ask you about the title. I explain that I will be signing the title over to the buyer. Once they understand that I will not be renting the home, they usually say that would be fine.

2. Getting Approved by the Park Management

As mentioned above, you will need to be approved by the mobile home park before you buy the mobile home. Most parks will want to check your credit to make sure that you have a history of paying your debts on time. The problem is that every time someone checks your credit, your credit score is reduced by two or three points. If 10 parks were to check your credit, your credit score could be reduced by 20 to 30 points.

My recommendation for you would be to get a good copy of your credit report in the beginning. When you are trying to buy a mobile home in a park, you can give them a copy of your credit report. This will save them having to check your credit and lowering your score! After your first purchase in the mobile home park, you probably won't need to jump through this hoop anymore. You will be approved for additional purchases down the road. *(Another quick tip: Have your credit report ready, but in all the time I have been doing this, I have gotten permission to work in fourteen different parks. I have filled out applications for every single one of them and not one of them has run my credit report yet. This does not mean that they won't, but most are lazy or unconcerned with your credit report because you will not be living in the home. Again, you should be prepared for it, because it could happen!*

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3. Getting Your Prospective Buyer Approved by the Park

Your buyer will be the one the mobile home park is most interested in approving. The reason is because when you sell your mobile home to your buyer, they will be responsible for paying the monthly lot rent for the home. Because the mobile home is situated on land that isn't owned by the mobile home owner, they have to pay lot rent for their space. In my area, the parks typically charge between \$200 and \$300 dollars per month for the lot rent. So the park management will need to be comfortable that your buyer will be able to pay their monthly lot rent. If not, they will have to evict your buyer from your mobile home.

There really are two ways to handle this process:

- A. When you show your mobile home to prospective buyers, have them complete the mobile home parks rental application. You can then check their credit and submit both their completed application and their credit report for approval.

- B. You can have your prospective buyer go to the park manager and apply with them in person.

I have tried both approaches. One of my natural tendencies is to try to control everything around me. With the first approach, I control the majority of the process.

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With the second approach, the park management controls the majority of the process. Remember the goal is to have the park approve of your buyer so that you can sell your mobile home to them. It really doesn't matter which process you follow as long as you get to your end result. However, there is one caution for you to consider here:

If your mobile home is located in a mobile home park that also sells new mobile homes to buyers, don't let your buyer apply without you!!!!

On my second mobile home investment, I purchased a mobile home in a very large park. This park also was a dealer in new mobile homes. The sales people in the management office were always looking for interested buyers. The problem that started to occur was that I would show my mobile home and have a bunch of interested buyers go the management office to apply to live in the park. After my buyers went to the management office, I would never hear from them again. What was happening was that they would convert my buyer into their buyer. They would say to my buyer, "Why do you want to buy a used mobile home when you can have a brand new one instead?"

I don't know about you, but new always sounds better to me than used. They would literally steal my buyers!!!

To end this problem, I would accompany my buyers into the management office and stay with them while they checked their credit and reviewed their application. After I

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started to go with my buyers to the park manager, I was able to sell my mobile home very quickly. The challenge for me was that I would set my appointments to show this mobile home during hours that the park management office was open. This way, if the people looking at my mobile home were interested, we could just go to the management office right then together. This eliminated having to make two separate trips plus it keeps the buyer moving forward with the momentum. Don't let your buyer's loose interest with time. The longer or more complicated the approval process, the harder and more challenging it will be for you to sell the mobile home.

4. Beware of Year Manufactured Requirements!

If the mobile home park also sells new mobile homes as part of their business, they may have a rule that requires older mobile homes to be moved out of the park upon sale. In my area, there are a few mobile home parks that have this requirement. Once I learned this about the parks, I stayed away from them. Moving your mobile home from one park to another could cost you between \$2,000 and \$3,000. This isn't earth shattering, but why go through it if you don't have to.

Just last week, I called on a mobile home for sale and the Seller told me that in two more years, the home would need to be moved if it sold again. This particular mobile home was a 1991 and the park requires that all mobile homes that are 15 years old be moved upon sale. This rule keeps their sales of new homes consistent and keeps the park

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looking better because they don't have a bunch of older homes in the park. If I were to buy this mobile home and sell it, my buyer would have to move the mobile home when they decided to sell it down the road.

Having to move a mobile home significantly decreases the value. It would be harder for me to sell my mobile home now, because the buyer would have to understand the moving requirement before they bought it today. Not many buyers would want to buy a home that would have to be moved. Needless to say, I didn't buy this mobile home! I will stay away from parks that require older mobile homes to be moved.

5. Handling the Mobile Home Parks Security Deposit and/or Application Fee

One of the mobile homes parks that I bought in required that the buyer pay an \$800 non-refundable application fee. They didn't charge me the fee when I bought the mobile home because I was going to resell it. However, my buyer was required to pay the \$800 fee plus a \$250 security deposit. I didn't want all of my buyer's savings to go the mobile home park for the \$1,050 required to be approved, so this is what I did:

I wanted my buyers savings to go to me for their down payment on my mobile home. I agreed to pay my buyers \$800 application fee. I added this fee into their purchase price and financed it over the term of the promissory note at 12.75% interest. By doing this, I

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accomplished two things, 1) I invested \$800 in an investment that returns a fixed 12.75% return and 2) I collected an additional \$800 as a down payment from my buyer.

Understand that the more money your buyer puts down on your mobile home, the more secure you are in your investment. I wanted my buyer's money to go towards a down payment on their home rather than an \$800 non-refundable application fee. I wanted them to have more at stake in the home psychologically. *(Yet another quick tip: If the situation ever arises whereby the security deposit will be returned, it gets returned to me, not the resident. They did not give you a security deposit; they gave you a down payment.)*

Another investor that I taught will fix up the mobile home for his buyers. Obviously, he adds his fix up costs to the price of the home and then finances it at an attractive interest rate. As he shows the mobile home, if the prospective buyers makes comments that they need a washer or dryer, he will say "I can add a washer and dryer for you, but it might effect your monthly payment slightly" Most of the time, they say that would be fine.

Don't over look the opportunities for you to increase your investing return. You could pay \$1,000 for some appliances and collect \$2,500 in interest on them.

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The point is this, always keep your eyes open for the opportunity to create little income streams. I had a girl tell me one time that she could not buy one of our homes because she didn't have a car. I called her back and asked would she do it, if I threw in a used car. It has a title just like the home; I would just be creating another small income stream. Ultimately, it did not work out that way. But, I gave it a shot.

Once you get into the game of financing, it will become addicting.

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Automated Systems

The Buying System

I like things simple. I am, after all, a simple guy. I *need* things to be simple in order for my non-college educated, blue collar brain to comprehend them. When it comes to technology, I am way behind other people and tend to shun technological advances. That being said, I now realize that technology is a great tool for simplifying your business. The key here is to make the best use of your time. In his book, “The E Myth,” Michael Gerber teaches us a very important point. To be successful, you need to spend more time working *on* your business than you do working *in* your business.

The easiest way to do this is to make your business *system dependent* and not dependant on *you*. In the first chapter, I touched on this briefly. It is a big mistake to make yourself the most important part of your business. If you get the flu, you do not want your business to come to screeching halt while you are bent over a toilet.

Every time you find yourself working in your business, you should stop and ask yourself this question. How would this get done if I were not here? If the answer is readily available, then you should not be doing the task.

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For example, a park owner called me one time to tell me that the three vacant homes we had in his park were drowning in grass. Someone needed to get over there and mow them. The park is about 45 minutes from my house, so putting the lawn mower in my car, driving there, cutting all three lawns, and then driving home would take up most of my day. I called one of the other buyers I had in the park and asked if he or his kids wanted to make a few bucks mowing lawns. They agreed and we settled on ten dollars per lawn. I wrote a check for thirty bucks and threw it in the mail. Mission accomplished in about ten minutes.

Setting up the systems and running your business on auto pilot is the best way to free up your time. What are you freeing up your time for? The short answer is anything you want. Further into the book we will be getting into ways to obligate your buyers to you and your company by writing newsletters and such, and I have found that writing eats up a lot of my time. It is, however, an activity that is growing my business, so I don't mind that it eats up my day. Besides, I sort of like doing it.

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System 1 – **A**tracting Sellers

There are two major activities that make up the bulk of this business. The first one is buying and the second is selling. When I first started doing this, I would get up very early in the morning. I would spend an hour looking up all the various parks around me, and mapping out my day. Then I would hop in the car and go get the local newspapers. I would go through each one and circle the homes I was interested in, and then head out to the first park on my list. All the while on my cell phone calling the people in the paper. I would spend eight to ten hours a day driving through the various parks, talking to people. This is still, hands down, the best way to find mobile homes for sale.

If you are doing this for your own personal investing, then driving through the parks is how you are going to find the best deals. If you are doing this as a business, then you are wasting a ton of time driving when you need to be closing deals. You need a system that will attract sellers to you, not the other way around. If you have sellers chasing you, then you can pick and choose based on criteria you have outlined before. To further save time you need to filter these leads as they come in. You need to set up hoops for the sellers to jump through, so that by the time they reach you, they have a reasonable idea of what you are looking for, and won't waste your time or theirs.

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Picture your system as a giant funnel. You put a ton of information into the top and run it through a bunch of filters and a small amount pops out of the bottom. That small amount consists of quality leads, and these are what you should be spending your time on, because they have the best potential to turn into a purchase. Obviously, the more you pour into the top, the more that will come out of the bottom, so the idea here is to get as many people interested in selling you their home as possible. We will go over a few of the most successful ways to do this.

My advice: ***Do them all!***

One thing my partner likes to teach about, is what he calls Massive Action. I am a big believer in taking massive action, because I know it works, and have seen the results.

When he has a problem to solve, he attacks that problem as if he has gone to war with it. He outlines ten to fifteen possible solutions to the problem, and then employs every single one of the solutions ***at the same time***. That is the key that makes this whole idea work.

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By employing multiple strategies at once, you can see, fairly quickly, which ones are working and which ones are not. Then you can eliminate those that are not working, and focus on those that are and before you know it, problem solved.

The first thing you are going to need is a couple of voicemail boxes. I learned early on that using your personal cell phone or home phone was a bad idea. Use a company like www.copycall.com. As of this writing, you could buy a voicemail box for about 4.00/month if you pay in advance for a year.

Using multiple voicemail numbers will also help you narrow down which strategies are working best for you. For example, let's say you have an ad in the paper and you also decide to pass some flyers around the neighborhood. That flyer should have a different number on it than the one in your ad. This way you can track which of the two is bringing in more leads. If the ad pulls thirty calls, and the flyer pulls one, than you can decide if you want to stop passing out flyers.

I also use different numbers in different papers. This will tell me which newspapers are pulling the most calls. Different numbers in different ads will tell you which ads work best for you. There are many ways you can use the phone numbers to whittle away what is not working and help you focus on what is working. Remember we want to cram as many leads as we can into the top of that funnel.

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I Buy Mobile Homes!

Any size! Any condition! Any situation! Any location!

I buy, sell, and finance used mobile homes.

I will pay **cash** for your mobile home **today!**

24 hr.rec.mess.Call Brian for info **Using Newspapers**

(440) 123-4567

Instead of going out and finding the sellers, we want the sellers to come to us, and placing ads in the local newspapers is a very good way to do just that. Here is an example of one ad I use that consistently has the phone ringing.

- 1.
- 2.
- 3.
- 4.
- 5.



As you can see in line 1, we used a larger print and bold lettering to make the ad pop out of the paper. By using the word I instead of we, people will think you are

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a single person, not a company. People can be trusted, companies can not. This is reinforced by using your name in line 5.

Line 2 opens the floodgates for absolutely anyone looking to sell their mobile home. We are at the top of the funnel here, and we want as many people as we can. I don't care how big, how small, what condition it's in, where it's at, etc. What I'm telling them here is if you own a mobile home and would like to get rid of it, or have to get rid of it, don't hesitate to call me.

Line 3 tells them that you also sell and finance used mobile homes. You will get calls from people looking to buy a mobile home as well. I have three buyers currently who came to buy a home from me by first calling this ad, which was geared toward sellers. Line 3 also has the first filter in it. We used the word *used* in front of mobile homes. This prevents dealers from calling you with offers on brand new mobile homes. This also gets dealers who have vacant used mobile homes to call you, as well as park owners who are having a hard time filling their vacant homes.

Line 4 tells them that we are talking "cash." No banks, no appraisals or any of the other stuff people don't want to deal with when selling their home. They will walk away with cash in their hands. The second important word here is "today." There is no waiting for your cash. People do not want their home sitting forever, and they certainly do not want to wait for their cash. There is another small filter here. By using

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the word today, you are subconsciously telling the person that you move fast. You want their home today, or at the very least, soon. This helps to filter out those people planning ahead to move out three months from now. What you are left with are the people who did not plan ahead and who need to move quickly. A better term for these people is *motivated sellers*. That is precisely who we want to attract.

Line 5 uses your name which tells people they will be dealing with one person, not a company. Some people distrust companies, or don't want to bother to call if they will be put on hold and bounced around. It humanizes your ad and makes the reader more comfortable. You guys are practically brothers now; you are on a first name basis!

Line 5 also relaxes the reader a little more because there is a no obligation non threatening message that they can call just for information. They don't have to talk to Brian just yet. People are hesitant of calling someone who is going to try and sell them on the idea of selling their home. By having a 24 hr. recorded message you are able to give information to them without trying to sell them something. This will get more people to call. You've also told them that they can call at any time. Those people who are reading the newspaper at 3 in the morning can call right now, they don't have to wait until you might be awake. When they make a note of calling later at a better time, they will inevitably forget.

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In our area we have the Cleveland Plain Dealer as our major newspaper and it goes to everywhere in the city as well as all of the suburbs. It is the biggest paper in our area and therefore has the most readers. When the paper you place the ad in goes everywhere, you will get calls from everywhere. You are going to need to filter these leads very well, to cut down the time you spend driving all over the state.

We also have local county papers, as well as smaller city and township circulars. I focus on those papers that publish every single day, rather than once a week. I'm not saying I don't use the "once- a- week" papers, I'm saying that I use the daily papers *more*. The smaller papers tend to pull more calls and from a specific area rather than everywhere. Again, I make sure to put a different phone number in each different ad so that I can gauge how an ad is doing.

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Hello, and thank you so much for calling. If you are thinking of selling your mobile home, then I definitely want to speak with you! I work for a company named Capstone, and we specialize in buying, financing and selling used mobile homes to families with credit problems. I am currently buying used mobile homes in any size, condition, and location. Please leave me a detailed message with some information about your home. I need to know where it is and a general description of the home, including beds, baths, and any thing else you can tell me. Please leave your name and number and the best time to get a hold of you, and please include the price you are asking for your home. Please understand that this phone gets flooded with messages, so it may take me a few days to get back to you. Generally, the more information you leave, the faster I will get in touch with you. If you do not hear from me in two to three days, please do not hesitate to call me back! I appreciate your taking the time to call, and I look forward to speaking with you in the near future.

Filtering

Here is a voicemail script that we will use now to show you what filtering is all about.



When I first set up a voicemail for this purpose, I had asked for number of bedrooms, baths, size, year, condition, location, reason for selling, asking price, appliances, central air etc. What I ended up with was a lot of hang ups. People who called got bombarded with requests for information and just said “Forget it.” Those messages I did get said; “Hi, my name is Chuck, just call me back at” I got no information.

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The point is that you do not want to filter too much. Let the people calling filter themselves. I set up a sheet with labeled columns like the one below.

Name	Location	Bed/Bath	Asking Price	Misc.	Phone Number

Remember, you are looking for motivated sellers. Those that tell you all sorts of info on the home are motivated. They go near the top of my list. Some will call and not know any of the info because it is a relative's home, and that relative died. These go near the top. Those that leave messages like Chucks, go near the bottom. They do not want to tell you about the home because they really do not care if they sell or not, they are checking the market and seeing what their home is worth. I'm not suggesting that you don't call these people, I'm just saying you should leave them for later and focus on the one's who call you begging for you to come look at their home.

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Start at the top of the list and group the homes for sale by the park that they are situated in. Take a group and call everyone who called from that park and set up times to view the homes. This maximizes your efforts, because you can make one trip to the park and view multiple homes. The homes you will be viewing are for sale by motivated sellers who chased after you. Explain to each home owner that you have a few other homes in the park to look at and that you will get back to them. Tell them which other homes you are looking at, and then shut up and let them talk. Many times they will tell you things about those other homes in an attempt to get you to buy their home. This accomplishes two things. First, you get information you might not otherwise have gotten. Second, it shows the home owner that he has competition. This should make him a little nervous about his asking price. This will work out for you later when you play the different homes against each other.

Just like in the housing market, many people believe their home is worth a lot more than what you know the market value to be. Someone will call you and say, "I have a 1970 Fairmont, 12x60, 2 bedrooms and 1 bath. We are asking \$35,000.00, but we will take the best offer."

I am buying 40 year old 2 bedroom homes all day long for less than \$5,000.00. I usually don't even put these guys on the list. They are not motivated, because they obviously have not researched what other homes are selling for in the park. If they are motivated, they will keep calling back until you call them. In the voicemail script, I told

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them that I might not get back to them right away, and to call me again after a few days. If they call back more than twice, I will call them. I ask them how they came up with that number and explain that the home is priced way too high. I tell them to ask around and see what other homes might be selling for and call me back. They rarely call back. Keep their info just the same, you can always call them six months from now, and I'll guarantee that their price point will be a lot lower.

Some people will call you because the ad and the voicemail both say that you finance homes. These people fall into two categories. The first category is made up of those people looking for a mobile home. They want to see if you have any homes available. This is great because the ad is pulling both buyers and sellers. Buyers who call are a bonus. They go on a different list.

The other category is made up of people who have found a home and who are having trouble getting into a park or finding financing to purchase the home they want. These callers are very fragile. I have been able to work with only a couple of them. It all depends on the home that they are interested in purchasing. The numbers have to work, and the home must be worth what you pay for it, regardless of the amount the buyer is willing to pay for it. If this particular buyer loses interest and leaves, or stops paying and gets evicted, are you going to be able to sell the home to someone else for around the same amount?

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Some will call and tell you of this fabulous home they found for \$18,000.00. They saw in your ad that you finance mobile homes, so they wonder if you would finance the home for them, because they are having trouble finding a bank that will not laugh at them. When these people call me, I explain the whole process to them. I tell them I have a pool of investors, and these investors purchase the homes for cash, with the intention of selling that home on financing. If the investors do not make a profit, then there is no reason for them to purchase the home. So in order for us to make this work, I would need to purchase the home, double the price and sell it to them. Usually, around the time I say “double the price”, they hang up.

I do not want this deal. Even if they agree, and we can make gobs of money over the long term with this home, I know for a fact, that I can buy three, or maybe four other homes with that \$18,000.00. That means three or four times more gobs! If the person that called is still interested in this deal, I explain that they would need a much higher down payment and probably a much higher monthly payment for the whole thing to work. This will usually kill the interest they had in working with me. If it doesn't, I explain that I could find them a home comparable to the one they are interested in, for a much lower payment, and I immediately send them to any homes that I may have available at that time.

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On the few occasions where I have been able to do a deal with someone who found the home first, and just wanted financing, the scenario was a bit different. The homes they wanted to purchase were in my price range.

A buyer named Ed called me once about a home in one of the parks I was working in at the time. This home was “For Sale by Owner” for \$8,000.00. Ed had negotiated the price down to \$7,000.00. Ed called me because he had filled out an application for the park and was denied because of his credit. He needed a co-signer and did not have one. The manager suggested Ed call me, because she knew that I co-signed for people on the lot rent when they worked with me. Ed called me.

I asked Ed if he had the 7,000.00 to buy the home. He did not; he just figured if he got accepted to the park, he would go to the bank and ask for a loan. Ed made the mistake of assuming that a bank would give him a loan for an old used mobile home. I explained to Ed that I could buy the home and finance it to him, but I would need to raise the price of the home. I also explained to him that I would not co-sign for him unless he was financing through me. Ed cautiously asked how much I would raise the price. I told him I would crunch the numbers and get back to him.

I immediately called the guy who owned the home. As expected, he was fuming mad. He told me that he had an interested buyer, but that the park was not letting him sell his home to the buyer (Ed) for some reason. I explained to the owner that I might be

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interested in the home and that if I liked it, I would pay him \$6,000.00 cash for the home today. I also explained that I had already been accepted to the park. He said he would get back to me. At this point, I know he is at home right now, thinking about calling the park management and laying into them about not letting someone purchase his home. Maybe he is even thinking of suing the park, because they won't let him sell his house. He knows instinctively that these different courses of action will take a lot of time and energy, and probably not produce any results. Taking my offer gets the whole thing off of his back. He ultimately called me and we settled on \$6,250.00 and I hadn't even looked at the home yet! I got in the car, drove over and walked through the home. It was gorgeous and every bit worth the eight thousand he had been asking. I told him I'd need to think about it, and I left.

When you purchase a home, you should have a number in your mind that you need to hit for this home to fit into your plan. At 6,250.00, my target number to hit would be \$12,500.00. This is the minimum number I want to hit either on purchase price, or purchase price plus interest. If I can hit 12,500.00 within four years, then my return would be 25% per year. I can definitely live with that.

In order to hit that number, I would have to sell the home to him for \$10,000.00 at 12.75% interest for four years. This is the absolute lowest I can go on this home. Instead of offering this to him right off the bat, I called and asked Ed what he could put down and what he could afford monthly. We settled on 500.00 down, 275.00/month.

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I told Ed that to make this work we would have to sell it to him for 12,500.00, but that I could spread the payments over five or six years in order to get his payment at 275.00. He said that sounded fine to him. I set the price at 12,500.00 and raised the interest to 16%. This got him to 275.00/month for 5.5 years. My return is better because instead of offering him my lowest option, I asked him what he could afford.

6,250.00 invested

12500.00 sale price

16% interest rate

\$500.00 Down/ \$275.00 monthly for 66 months

Total: 18,650.00

Return : 198%

Annual return: 36.5%

In a pinch, I could offer this home to an investor as well. Adding the 3,000.00 commission to the sale lowers the return to 102% with an annual return of 18.7%. This is still a very good rate of return for someone looking for an investment vehicle.

With this particular home, I chose to use money I had borrowed at 13% to purchase the home. With a 36.5% annual return, I am making 23.5% for very little work.

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The buyer came to me with a home in mind. A few phone calls and a short trip to the home was all it took.

In short, make the sellers come to you and you will save time, money, and energy. Set up your system to also include buyers and it could make the whole process even easier. In this example above, I did no searching, very little driving, very little negotiating, no marketing other than my ad for sellers, and I made a nice return. Setting up this system allows you to work smarter not harder. Let's find some more places to advertise that we are looking for homes to buy.

Online

In the beginning of this section, I told you I was not the most technologically savvy guy in the world. However, I do understand how powerful a tool the internet can be. I am currently working on a website to drive sellers to me as well. When it is complete, I will be able to plug a web address into my advertisements and send people to their computers for more information. A web site will allow me to get a lot more information to a potential buyer or seller than I could hope to get into a small newspaper ad, or voicemail.

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The newspapers are by far, the best place to advertise. You have to remember that the people who are looking to buy or sell a mobile home are generally people who have lower incomes. At least they are here in the poorest city in the country. I realize that there are places in the country where mobile homes are more prevalent and accepted than they are in the Cleveland area. So you may find more middle class people living in mobile homes in other areas. The internet is going to be a more valuable tool for you as a business owner in these areas. Computers are not the first things these people rush out and buy, therefore, many of them do not have internet access. Ads I have run, both for buying and selling, have not generated many leads. That being said, I still believe in getting as many leads into the top of your funnel as you can, so I believe it is worth the time to put some ads out there on the net.

www.craigslist.com - Craigs List is a free site. You can place ads in the Real estate wanted section, telling people you buy mobile homes, and basically following exactly what our newspaper ad said. Responses can be directed at a voicemail you have previously set up, or they can be emailed to you. This provides an easy way to track responses from Craig's List. Also, when you are working your selling system and looking for people to move into the mobile homes, you can place ad after ad on Craig's list without ever paying a dime. The cool thing about this site is that it is geared more towards younger people. I have been trying through different marketing techniques to get

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younger people to pay attention to the possibilities offered by purchasing a mobile home rather than renting. My biggest obstacle has been the stigma associated with living in a mobile home. This site offers a direct line to those people that I have been trying to reach.

www.Kijiji.com – This is Canada’s version of Craig’s List, and is starting to take off here in the States.

www.backpage.com- another free online classified webpage.

www.mhvillage.com – This site is not free for the type of ad that we are interested in running. They do offer a pay per click ad starting at \$.29 per click. Set up a web page and direct people to the page by doing the pay per click advertising. The nice thing is that you have control over how many people you are reaching. You set the number of clicks you will accept on any given day or month, and when that many people have gone to your site, they stop showing your ad. Going to Google and typing in “mobile homes for sale” will bring this site up first, so anyone looking to buy a mobile home will be checking out this site. It might be a good idea to have an ad there.

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Managers

One of my favorite resources for finding mobile homes to buy is the managers of the parks that I have already worked with. Many times you will not have contact with the park owner, and you will have to deal with the manager on every deal you do in that park. I can not stress enough the importance of getting that manager on your team. This is the person who will be screening and accepting people into the park, and if they don't like you, you are going to have a difficult time selling your mobile home in that park. The manager is often your direct line to the owner as well, so this is a person that at the very least, should like working with you because they can go to bat for you in any type of negotiations with the owner.

In just about every park I currently work in, the manager is also a resident of the park. This means that usually they are working for free or reduced lot rent and in some cases for a small amount of money per hour. This is good for you, because as the old saying goes, "Money talks." Taking care of the managers financially will go a long way towards getting leads on homes for sale in a particular community.

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We will get into referral fees later, but right now I want to stress the importance of making sure that when a manager sends a person to you who ends up buying one of your homes, you make sure you take care of that manager. Immediately! Offering cash fast and off the books is a great way to insure that they continue to send business your way.

Likewise, I give my managers money when they point me to a home that's for sale. This can be a home for sale by owner, a park repo, a bank repo, or a home that has just been abandoned by the previous owners.

Managers also want to look good to their bosses, the owners. If you can provide opportunities to the managers to increase their productivity and offer them a way to make extra cash, you will have a manager loyally on your team.

In one particular park, a manager I have worked with in the past called me because she was having trouble with a home. The home had been abandoned and was just sitting empty. There was 2,000.00 in back lot rent owed on the home. The park manager was trying to sell the home without a title, or rent it, or just get something out of it. Getting an abandonment title can sometimes take up to six months here in Ohio, and that is a lot of lot rent that the park is losing while the home sits. The home was not in good condition, and she was having trouble getting anyone to look at it.

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I told her a few different ways she might try to track down the previous owner and told her how to approach the previous owner once she found them with the goal in mind of getting the title from them. Ultimately she did track them down and was able to convince them that by signing the title over to her, she could ensure that they would face no legal repercussions from abandoning the home. I told her once the home was in her possession, I would buy the home from her for the back lot rent.

I was in the office when the manager bragged to the owner on the telephone how she had systematically found the previous owner and had gained possession of the title. She even bragged that she had gotten me to buy the home for all of the back lot rent, and that she had gotten me to agree to fix up the home and sell it. The way she sold this story to her boss made me look like an idiot, but that makes no difference to me. The owner praised her for her hard work, and she even got a bonus that month for handling the entire situation.

What she did not know was that I already had a customer for that home waiting in the wings. Throughout the entire affair, I had been secretly showing the home to people on my buyers list that were looking for a “Handyman Special.” Once she gave me the go ahead on the home, I produced a buyer within a day and turned the property. I recently stopped at this particular home and you would never recognize it from the home that had been abandoned. Its gorgeous now and the place only cost me about \$2500.00. I didn’t

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need to put any money into fixing up the home, because the guy buying it wanted to do all of the renovations. He is buying the home from me for \$15,900.00 over six years and paying 325.00/month.

The manager got a finder's fee from me, an "Atta girl" from her boss and a bonus that month. The idiot, me, only made a ridiculously high return on his investment and gained a valuable member on his team. I can rest assured knowing that any time a home becomes available she will be dialing my phone number first.

As I said earlier, the manager is your direct pipeline to the owner but they are also a direct pipeline to the people in the community. The manager usually knows every single person in the park and could tell you at the drop of a hat which tenants are on drugs, what every person in the park does for a living, who's thinking of selling their home, who's behind in their lot rent, who's getting evicted, etc.

Many times a resident will walk into the office and tell the manager, "I need to sell my home." I make sure the first words out of the manager's mouth are "You need to call Brian!" I now average at least one phone call per week from a manager who knows of a home for sale. Managers are an unbelievable source of information and leads and should be treated well if you want to succeed in this business.

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So you have your giant funnel set up here and you are dumping as many leads as you possibly can into the top. You have ads in the local newspapers and people are calling in and telling you of their homes for sale. You hopefully have some free ads running on some websites and people are emailing in and telling you of their homes for sale. You also have managers and owners calling you every time they know of a home for sale.

All of these leads come flooding in and you can sit down and begin to go through each and every one of them and pick and choose which homes you want to buy. Sort them by area, size, park, price, year, number of bedrooms, whatever...

Put motivated sellers at the top of your list and begin to call them and inquire about their homes. Always remember to ask them what is the lowest amount they can accept for their home. If asking this question shaves some money off the price then you have already begun to negotiate and you haven't even seen the home yet.

Line up the homes that you want to go and see according to geographic area, and start to look at them. Remember, all of the time you are taking to do these past few steps, you are at home at your coffee table in your slippers. Can you begin to see how setting this aspect of the business on autopilot can save you loads of time, energy and money? It allows you to do most of the work of hunting down good deals without ever leaving the

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house, and then allows you the freedom to view the homes at your own pace and schedule. Setting up the buying system will eliminate much of the stress of this business.

Good job, now let's get out there and sell your homes!

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