



THE
Insider's Guide
To Doing Deals In
Today's Economy!

MORTGAGE ASSIGNMENT MANIFESTO



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By Jimmy James



Disclaimer: This is for entertainment purposes only! We are not lawyers, accountants, veterinarians, use your own counsel.

Need To Know

Jimmy's Investor Definition:

Mortgage Assignment – A powerful new tool that combined with the right marketing instruments can bring in an “unheard of” number of deals and cash to your wallet!

What Do I Need To Find A Deal?

- 1) A Printer



- 2) This Report



- 3) Tested Marketing Letter (I'll Show You How To Get This)



What's In This Manual?

Section 1 tells our story...exactly how we built our *successful* real estate investing business in just over a year and a half and how you can reap profits much faster.

Section 2 describes exactly whom you should be targeting and how to use a few simple marketing strategies to get *your phone ringing fast* with motivated sellers (potential deals).

In **Section 3**, I'll give you a blueprint that will help you pull it all together so you can *start making deals fast*.

Section 1

What is the Mortgage Assignment Manifesto?

Real Estate Investing has *totally changed*...

What if you could find multiple risk free deals a month with **no down payment?**

What if you could get motivated sellers and buyers *calling you?*

What if you could do this with just **ONE Simple Strategy?**

This is the “Secret Sauce” of Mortgage Assignments!

Trust me, I’m not Einstein... This is not rocket science... I’m just an ex-football player who stumbled on a solution so simple that even I could understand it (with the help of my partners who don’t mind repeating things from time to time 😊).

It’s a *few simple methods* that will allow you to get motivated sellers and buyers calling you... that essentially anyone can do...

Using a simple strategy, that though we didn’t invent it....we “play” it like Michael Jordan played basketball! And we think **you can** too.

What Has Mortgage Assignments Done For Us?...

- Allowed us to stop looking for “the next big thing” and start looking for what’s important...namely, DEALS.
- Enabled me to get up to 27 calls in **ONE DAY** from buyers salivating for owner-financed homes.
- Allowed us to Close *7 Mortgage Assignment/Owner Financed Properties* in February 2010 averaging \$5,285 each.
- Put us in the position where other investors, both experienced and new, were CONSTANTLY asking us to **train them** and/or partner on *their deals*.
- Exploded so big that our one time mentor Phill Grove has asked us to *teach his students* about how to find mortgage assignments fast.

For a guy who started off just wanting to accumulate some cash flow rental properties, it has *BLOWN UP* beyond my **wildest dreams**...

Imagine mastering one investment strategy and then having people calling and e-mailing YOU from all over the country looking for your help and wanting to *partner on deals*.

My horizons are so much bigger than just a little over a year ago... GEEZ...

Sitting here, I am getting SOOO excited...

“Pop The Cork On The Bubbly”



So now the question is:

Where do you want to be two years from now?

Jimmy, Jimmy...The Embarrassing Truth

Ok... I admit it... I **screwed up BAD**.

I did...and telling you my **personal** story totally makes me “blushy” like a little Japanese school girl, but I also know I have an obligation...an obligation to help you avoid my mistakes...

So I am going to *tell you* my story, “the good, the bad and the ugly” so you can copy only the good parts that led to “mondo” deals, and avoid the bad: i.e: The **expensive mistakes I made**.

My story starts in the majestic rice fields of the “Land Of The Rising Sun”, Japan, where I taught English for over 4 years.

Actually, scratch that, it actually starts before that ...

In “Corporate Hell” working at a bank, doing the whole J.O.B. thing, never really having success.

I even had to work a second job at a hat shop to make ends meet. It was tough... and I hated it.

The daily grind of working for other people doing the **EXACT** same thing day after day, I was *going crazy*...I **needed something new**.

So one day I stumbled upon an “out”! There was a cultural exchange program that was offering an **amazing** opportunity to be an English teacher in Japan!



For the *first time in years*, there was something exciting... something to make life worth living... I took the plunge and applied! Low and behold, I got in and...



“I couldn’t believe where they actually sent me...”

I suddenly found myself in the most rural of rural Japanese mountain village. Engulfed in mountain scenery that was a cocoon of pure, lusciously green, natural delight ...in a town full of the world’s nicest people and rambunctious little kids that treated me like a huge foreign “Panda Bear” that they got to play with.

From cubicle “hell”... to singing and dancing to happy English songs... we had a blast. It was such a great experience and *my confidence grew*.

However, I also saw the **underside**... “Salary Men” they called them. This whole society of *hard working* men and some women, getting to work early in the morning and not coming home till 9:00 or 10:00 o’clock. Their eyes literally bloodshot like you threw sand in them from the daily *grind* of hard work.

It was a shocking look in the mirror. I compared it to my past life, though I had more time to watch TV. :) Had *my life been so different?*

I had to change but....

What would I do...what could I do?

The answer came when I found a Robert Kiyosaki book “Retire Young Retire Rich.”

I read it and was **enthralled**. I started reading anything I could get my hands on about how he got rich through real estate. I had my plan. I was going to save up a down payment and when I got back, I would find and buy my first cash flowing rental property using a bank loan... **It would be awesome...**

Even the best laid plans....

So it's Christmas 2008. I bid “Sayonara” to Japan and I found myself back home getting re-acquainted to “real English” and catching up with friends and family.

There is so much you miss when you've been gone for **so long**. Keep in mind, in my mountain village, I was isolated from “America” and I was largely unaware of the scope of the problems.

But being back, it became glaringly obvious, as if something hit me in the face... it was the overpowering sense that *something was different...*

The self-assured optimism Americans had before I left for Japan had turned *dark and nasty*. The housing bubble, economic collapse, job losses and foreclosures weighed heavily on everyone's mind.

I hadn't really wanted a "real job," but even if I needed one as a backup, there was no way I could get one now.

Everyone was so WORRIED...

They would ask me:

"What are you going to do?"

"Real Estate Investing" I told them...

"In this Market?...That's a terrible idea!" many responded. As if I just said the sky wasn't blue and they KNEW that THEY were RIGHT.

I started to wonder myself... Could it be true? Could they be right?

"No" I determined They couldn't be right. I had a plan... it was the *same plan* THE Robert Kiyosaki had followed to Real Estate Riches. It *couldn't* be wrong... or could it?

The Banks And Loan Officers told me...

*Even though my credit was damn near stellar, even though I had saved a **reasonable down payment**, no matter how good of a deal I found, they were not going to give me a loan for a rental property...*

"FUUUUUDGE" I said...

Or something close to that! My whole plan was ruined... I couldn't get a loan...

I *didn't* have a job since I worked abroad. I didn't even *qualify* for *unemployment benefits*.

My savings just kept *running out the door*, getting *smaller* and *smaller*, making me feel like a giant sumo wrestler was *sitting on my chest*, getting even heavier...with every expense!

What was I going to do?

The Answer...?

I was driving in my \$850 1992 blue Geo Prizm with a white right fender when I heard "it" over the radio.

"Free Real Estate Investing Courses, Sign Up Today"

Could this be it...*the answer*?



Now To The Embarrassing Part

Ha... **Free!!**

I walked in there pumped up and ready to take notes... instead all I got was a hard sales pitch to buy the "next all inclusive classes".

Keep in mind, I was desperate... and in reality, \$500 is a small sum if in the grand scheme of things it got me what I wanted... which was money-making deals.

It didn't...

What it did get me is a three day clinic in the art of up selling.

In fact, the only thing they really taught us was how to call our credit card companies to UP OUR CREDIT LIMITS.

They really put the pressure cooker on trying to get us to buy as much as \$30,000 worth of classes.

Then, to really drive the nails into our desperate hands, they showed us all the potential profits of deals, and said we *had to* sign up now because we would *never* get this “bargain” again.

I saw people put as much as \$30,000 on their credit cards...

And..

This is **SOOOO embarrassing**... (but I don't want you to make the same mistake)

**“I signed up for four classes that included
this mediocre software that cost over
\$16,000...”**

I am not going to name any names because it's not really in my nature and I don't really feel like getting into a legal squabble.

Let's just say, the courses were just OK...especially for the price... and even though I met hundreds of people who had purchased their courses...

I *never* saw anyone actually **make any money**... (maybe they did.. I just didn't see it)

There had to be a better way.



I'll see you in Austin

Ha... it's amazing how things work out. I was on my way to Austin and on the way I figured I'd kill some time on the 14 hour drive by calling a Realtor that was investor friendly.

I called two numbers that I had pulled off the internet, one called me back...

It was Flip...

The Plot Thickens

My future partners Flip, Dani Lynn and I met in downtown Austin at a fairly swanky bar... (wait till you find out our normal meeting place!!)

Over some margaritas and bourbons we talked about Real Estate and goals and boy did we have a lot in common! What's more, Dani Lynn was practically "buzzing"... she had just been to Phill Grove's Re-Volution class

and was on a “all the opportunities available to make money in Real Estate Investing” high.

We instantly connected, and after a quick tour of the town, I realized that Austin was the place for me.... But here is the real story...

“You did how many deals?”

It took me about two months before I finally got to Austin and got settled.

I went over their house in my investor golf shirt best and we all talked about what they had been doing.

I couldn't believe it!!!!

Dani Lynn, who had just taken Phill Grove's courses a few months ago, was on an absolute ROLL!

She and Flip had tied up 7 short sale deals in *their first month!*

Let's just say, I was no longer skeptical of Phill Grove' teaching abilities. :)

I had found *the answer...* and found two Real Estate RockStar partners...
my life would never be the same again!

Flip & Dani Lynn Reveal Something Personal

(As told by Dani Lynn)

Flip and I have been married for 7 years and we met while working on cruise ships (we both played in the show band). The gig didn't really pay much but we got to travel and we had a ton of free time (we honestly only worked 2 hours a day)...



After a while we began working with the art auctions that were held on ships to make some extra bucks... One day, my eyes were completely opened when I saw the Auctioneer clear \$20,000 from one auction..



It was such an amazing realization. Flip and I knew we could run these auctions ourselves and WE could be the ones making \$20,000.

After we got licensed, we made some pretty awesome cash doing art auctions on the ship. In fact, we did so well, we were promoted to the “land auction division” which was great money but the time commitment just got the better of us.

Something had to change... we came up with an awesome plan. We were going to buy a real estate auction franchise right here in Austin. We included a couple of our friends/partners in the idea, hoping we could work together and we were so serious, we permanently left our current auction positions.

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It All Came Crashing Down

Well, a couple of our “would be” partners were so convinced on how great our idea was, that they went and bought the franchise... WITHOUT US....right out from under our noses...

They completely cut us out!

It was so TERRIBLE...

I will never forget the tears I cried, Flip and I were truly crushed not just at the money, but also the betrayal!

Before, we had made good money, but now we needed to replace it. We had some savings but not that much...

It's funny, I can't say I've exactly forgiven our dirty business partners, but I am definitely glad they did what they did.

If not for them, we would never have meet Phil Grove or Jimmy and we would never have become the Mortgage Assignment and REI RockStars.

This Is So Embarrassingly Funny

Jimmy is making me include one more thing... He thinks it's hilarious.

Even though, as art auctioneers we had to learn all about the world's finest art, we kind of have this secret place that we absolutely love to go eat.

You'll never guess...

It's so embarrassing...



Flip and I love Hooters and we drag Jimmy there all the time, usually right in the middle of the afternoon for “planning” sessions.

So yeah, that's Flip's and my story... if there is any advice I have, it's that the single biggest reason for our success is that we ferociously do the marketing. You have to follow the plan for the plan to work!

Jimmy's Response...

“Mom I only go to Hooters cause they make me.” :)



Moving On To Mortgage Assignment Deals

So you see, I met a great team and we were rocking and rolling. It was about this time that Phill started talking about his Mortgage Assignment Profits System...

We were actually at the first Mortgage Assignment closing that was signed in August at Phil's \$5,000,000 mansion.

Phill was so "giddy" about the potential of these deals that he wanted to close the first one at his house!



I Knew we hit a gold mine when...

I put out a whole bunch of bandit signs for owner finance buyers and the results were 'friggin' unbelievable.



After putting out the signs, the NEXT day I had as many as 27 calls about homes. They would taper off as the weeks went on and signs would get taken down... but then I'd just put out more signs and **SHAZAAM!!!**

There were/are just **so many buyers** out there who couldn't get bank financing who wanted to own a home...

The real cool thing is...

While most of them didn't have much to put down, a lot of them had quite a lot.

Like \$8,000 to \$20,000

We were in business...and for a while I thought we would work exclusively with buyers...until we found this very important secret.

Working exclusively with buyers, while potentially profitable, takes a lot of follow up and is extremely time consuming.

You see, there are boatloads of motivated buyers out there...TONS!!!

They all want one thing, the chance to own an owner-financed house...

THE HOUSES ARE THE KEY....



If you have the houses, the buyers *come to you* "as long as you let them know you have something for sale".

Houses: The Center Of The Universe

You have a house with a loan in place and it magnetically attracts buyers in this environment.

If you can just get *the deal under contract* then you will have no shortage of buyers blowing up your phone (if you advertise it right).

So we decided to focus mostly on getting deals... and once we cracked the marketing code...

Sellers And Buyers Were Now Chasing US!!!

Dani Lynn's Story: We Did How Many Mortgage Assignment Deals In One Month?

We had been following Phill's training like a "Bible" – really knocking out the marketing and taking tons of calls...

We knew we had something big when finally it all came together in February 2010 when we did 7 deals in one month... and we made \$37,000!

I was friggin' pumped.. (Of course we celebrated at Hooters :)).

Jimmy Says...

Read This If You Want Deals

What Phill Grove's Mortgage Assignment Profit system essentially does is
“Sell Unsellable Homes to Unloanable Buyers!”

I know, I know... it sounds impossible...that's like saying he's an Alchemist that turns lead into gold.

But there's actually all sorts of science behind it..

Consider this...

According to the latest available statistics from the Wall Street Journal, the number of homes under water, meaning the owners owe more to the bank than it was worth, was at 10.8 million in Sept 2010. This is accounting for...

**“Nearly 22.5% Of (ALL) U.S.
Homeowners”** (WSJ Dec 14th, 2010)

Think about that... nearly ¼ of all homes in this country are worth less than the owners owe to the bank.

And a lot of these people can't make the payments, or for other life reasons they just need to move...



Trina Tells

Trina called looking for help after seeing my door hanger on her door.

She bought her house a couple years ago and still owed \$130,000 to the bank. Times are definitely tough, so Trina felt really blessed when she got accepted for a new job...with *just one hitch!*

It was in Houston...4 Hours Away!

Trina was in a pinch...she had to move. She loathed renting and could not afford to get a new place AND make her next \$1250 mortgage payment.

What's more, she had consulted a Realtor who told her house had not increased in value since she purchased it, so she could not sell it for \$130,000 and afford to pay the costly 7% - 10% in Realtor commissions and closing costs. (Roughly \$9,100 to \$13,000 out of pocket.)

Trina could rent it out, but the rent would not cover her mortgage payment and she loathed the thought of being an out of city landlord having to deal with vacancies, marketing, maintenance and all the "hassle".

Trina was truly in a "stuck between two giant sumo wrestlers" style pinch.

Her Realtor recommended a short sale which would not only destroy her credit, but with the shortage of buyers who can get bank loans, it would very likely end in foreclosure anyway...

Consider how much better a Mortgage Assignment would be for her... an option that would get someone else to make the payments, actually improve her credit as the buyer kept paying, and get the title into the new buyer's hands so they would be responsible for the homes upkeep.

This Is So Typical Right Now

Think about all the millions of foreclosures you are hearing about on the NEWS every night... Every single one of these foreclosures represents a homeowner in distress that needed to move.

And every one of these foreclosures was a **POTENTIAL Mortgage Assignment Deal...**

It's Mind Blowing...

How many people are NEEDLESSLY going into foreclosure?

How many *Potential Deals* are totally being *tossed away*?

Answer: It's WAY More than even we can handle.

Buyers Saga

Banks really screwed up by giving loans to practically anyone. It seemed putting a mirror under your nose and proving you were still breathing was the only real requirement they had. Then on top of it all, they gave buyers adjustable rate mortgages! Well, you know the end of the story...

Bam!!!

That is what hit the economy. Meanwhile, the banks have been bailed out to the tune of trillions by our government.

And in response they have done a complete 180. Now millions of buyers, who have good down payments and who are the type of people who used to qualify for bank loans, are being told “NO” because of some mediocre credit issues or they don’t have W-2 income because they are self employed business owners.

These Buyers Didn’t Just Wake Up And Say...

Your Landlord



"Thanks for paying my mortgage!"

“Renting is great and I love paying my Landlord’s mortgage.”

To the contrary... **They Still Want To Own!**

Today, the ranks of buyers who would consider buying with owner financing has **absolutely EXPLODED.**

The Real Secret To Deals

So on one hand, we now have homes in the tens of millions where the seller can't afford to sell them, and many are facing foreclosure. On the other hand, we have an unprecedented number buyers who are considering some type of owner financing.

“What If We Could Match These Two Together?”

That my friend... is the *awesome sauce*... which is called the Mortgage Assignment Profits System..

It's the magic bullet that Flip, Dani Lynn and I have used to build businesses that do multiple deals a month...

And we, in consultation with our mentor, have **honed it to perfection**...

So that you can get things running even faster than we did!

(Obviously, this assumes you actually implement the plan!)

There has never been an opportunity like this...

Not in history has there been a confluence of events that have created so many motivated sellers (people who NEED to sell) and motivated buyers (who can't get loans)...

It is literally a goldmine out there. And there's a dirty little secret that I am going to share with you right now...

“Dirty Little Secret”

I was recently back home for Christmas in my native Northern Ky/Cincinnati area. My mom and I were driving around one day as we headed to see my 88 year old aunt who was in rehab for surgery and I noticed that there was ALMOST NO owner financed homes being advertised.

That struck me as CRAZY because even though I don't live there anymore, people are STILL talking about how tough everything is and how many foreclosures there are.

This HUGE Realization Hit Me

Practically NO ONE is *taking advantage* of this historic opportunity...

I mean honestly, the biggest knocks against investing are...

The risk...

The cost..

Yet Phill has invented a risk free system that shows you how to find properties without hardly spending a dime and it's going largely ignored all over the country...

It's an untapped forest of deals just waiting for ANYONE to grab a hold and press the launch button to the world of DEALS...

Why The Window Is Closing

I know... I know... like you I get tired of hearing the "you must act now" mantra... and usually it's not even true.

But with Mortgage Assignments, it's truly an opportunity that will not last forever for two reasons...

One...

Eventually, all the underwater homes are going to funnel through the process... the market will bottom out and things will return to normal.

Two...

The word is getting out. Our phones have been ringing off the hook, to the point that it is interfering with OUR Deals.



There are only 24 hours in the day...

Whereas a year ago, we were the only ones doing Mortgage Assignments. We are seeing more competition every day.

And all over the country, this phenomenon *will take place*.

Mortgage Assignments will be the “go to” strategy of the *next year to three* years (in my opinion)... and you have to act now to beat the rush!

Am I Really Going To Show You How To Find A Deal?

YEP! (Technical Term) 😊

Okay... I’m not sure if I should really do this, but what do I care? We can get tons of deals... so I’m going to reveal to you how to generate real calls from potential motivated sellers.

And while this is not the only strategy I use...

It’s “A” strategy I use... and a very successful strategy at that.

All you really need is a printer...

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And maybe a car... depending on your neighborhood.

Insider Trading Secret Revealed

Truth is, you can find Mortgage Assignment candidates all over the place, maybe even on your very own street.

But there is one particular place that is counterintuitive to investors. This place is a *gold mine* that far and away produces the best results for my team and I..

I am really giving away our best stuff here...

In and around Austin as well as any metropolitan area, there are subdivisions built in the last 3 to 7 years full of recently built homes.

Now traditionally, real estate investors would not target these types of neighborhoods. The traditional investor typically goes after mature neighborhoods and areas that have appreciated over the years where they can find deals that are in need of a lot of repair for “rehabbing” (Fix N Flip).

But think about it...

These newer neighborhoods are the homes that were purchased when the “crappiest” loans were given. These poor buyers bought at the height of housing bubble, with sky-high prices and little to nothing down. Now, after the crash, many of these homeowners are *completely stuck*...and they need your help.

So let me repeat this very important secret...

The very communities that have traditionally been largely ignored by investors are the single best source of RISK Free Deals.

This is where You Need To GO For Multiple Mortgage Assignment leads/ Deals...



Exercise

So, if the best Mortgage Assignment neighborhoods are newer areas where the homes were bought between 2002 to 2008, (roughly), it's likely that some of these subdivisions have builders still building homes even to this day!

Let's brainstorm similar subdivisions in your area.

- 1) What subdivisions in your area that have been built in the last 10 years?
- 2) Think of your friends who have bought homes in the last 8 years... have any of them bought a home in a new subdivision?
- 3) Next time you are driving around, make a conscious effort to look for neighborhoods that have been built up in the last 10 years.
- 4) Ask a Realtor where all the new subdivisions are.
- 5) Look for advertisements for "BRAND NEW HOMES FOR SALE"
(It Might As Well Say "Mortgage Assignment Homes This Way") ☺

Don't forget this...

To catch a lot of fish, you need two things.

First, you need to know where the fish are!

Second, you need really good bait that the fish will *bite on*.



Now that I've given you a "radar system" to find the fish... now you need good bait to get them to chomp down.

Our bait is a great marketing piece.

Over the last year, we have tested countless different marketing ideas and I have learned one particularly valuable lesson:

"Marketing Magic"

The *biggest* lesson my team and I have learned about marketing is that it's *not about you...it's about them.*

So telling them how cool you are, how much experience you have, how much knowledge you possess, "we are number one" etc, really doesn't matter that much because...

They are only concerned about themselves.

I say that not as a criticism, just as a factual observation based on testing. What you need is marketing that makes them think subliminally...*"wow it sounds like he/she is talking directly to ME."*

It may sound funny but it's true. And testing your marketing pieces is the best way to figure out the needs of your target market. So if you have time, I highly recommend you make and test some marketing pieces and see how they work for you area.

However, since your just starting out, I'd hate to for you to spend too much time using marketing pieces *that don't work*. After all, there isn't much worse than being stuck on a lake, and **not catching any fish.**

What Could I Give You To Get Deals?

My partners and I (Mortgage Assignment RockStars) really debated and went back and forth on this idea.

There were a lot of pros and cons...but

Finally, we all relented and said the “heck” with it! We decided to give you a really high converting piece that we have had great success with ourselves to grab deals...

So be patient...I'll hand over the marketing after you finish the book.

To Mail Or Not To Mail?



Mail is great and we certainly use it, but the *cheapest*, most *responsive*, and most cost effective method of advertising we know is farming a neighborhood and personally putting out postcards, flyers, letters or door-hangers on doors.

That is really it.

So, we've tried to make it incredibly easy for you to get started... simply print out our free, proven and tested marketing piece at the end of this book and put it on the doors of your homes. “Voila”... You are all set...

Best Method For Flyers

I like to put the printed marketing on the doors in the morning or during the day. At first, I must admit...

I was pretty shy about talking to people so I did it after 9:00am and before 5:00pm to avoid as much “contact” as possible.

I quickly realized that as long as you turn that frown upside down and smile, and then add a warm glass of “Hi”... people almost always smile back and are usually very nice.

Plus, if you REALLY want to turn it up a notch and talk to people, they are almost always (with a few exceptions) very friendly. Sooner or later I can guarantee you that you will run into someone who is happy to tell you all the “goings on” in the neighborhood, including where the vacant and abandoned houses are!!!

Which, if you have taken Phill Grove’s Re-Volution you know that it’s a really great source of deals.

Flyer Placing Techniques

When using 8 ½ printed flyers from my printer, I like to roll the flyer from top to bottom and then wedge it in between the edge of the door and the door knob.

Once in a while, there will be a door that is not a knob so I will just fold the flyer and stick it through the handle or wedge it in the crack in the door.

Also, if all else fails and you are unsure about which neighborhood to go to... go *put flyers out in your neighborhood*.. It will get you used to marketing and you never know, you may just turn up a deal...



The Best Question Ever...

A few days ago Dani Lynn, Flip and I were hosting one of our exclusive webinars for everyone who bought the M.A.P.S. system through us.

There was one really awesome question that someone asked on the webinar (sorry, I didn't write down their name). The question was so obvious, yet so brilliant because it gets to the heart of everything...the fastest path to deals...

His question was: What would you do RIGHT NOW to get started doing Mortgage Assignments if you were in my position?

This is a great question because Phill is such a content heavy guy and he can give you so many tools for you to use that there are times where you can get overwhelmed and be unsure of where to start.

So our answer was simple and to the point. Obviously, he needed to run through the system and memorize the scripts, but in addition to that, the key is being pro active and immediately doing the EXACT things we just discussed.

- 1) Find a few "targeted" neighborhoods and start plastering those neighborhoods with flyers.
- 2) Be prepared to take calls and gather information, but in the meantime, don't stop marketing!! As you start generating leads, some of those leads will turn into contracts (Deals).

- 3) Once you start getting seller deals under contract, don't stop marketing for sellers!! However, now it's time to add in marketing to get buyers.
- 4) Keep this up and eventually you'll find a buyer lead who will like one of your homes and "Ta-Da", it's money in your pocket.



(REMINDER: If you buy M.A.P.S through us, make sure you've sent us your receipt so you get added to our buyer list. Then be sure to tune in for our periodic exclusive Q&A webinars where we answer all your Mortgage Assignment questions and often talk about deals.)

On To Victory...



Yes... There is a path to deals!

So get those door flyers out...

Be Unstoppable...

Don't quit.

By our estimations, we get about a 1% call back rate on our marketing when we are flyering a targeted M.A.P.S. neighborhood.

But It Really Varies...sometimes we put out 1,000 and get none.

Sometimes we put out 300 and get 4 calls...

In the neighborhood I live in, for example, it is not that high and I have only one deal to date. While my neighborhood is nice, it is a little older and not

particularly ripe for Mortgage Assignments... so the call rate is about 1 and 1,000.

You just don't know... You've just got to keep pushing forward, and forward, almost blindly until you strike oil.

(By the way, in good Mortgage Assignment rich communities, I recommend re-flyering a neighborhood about once a month.)

Why You Will Fail At Mortgage Assignment

Let's paint a scenario for you.

Tracee is one of our beloved students who was getting her real estate license and wanted to do investing through Mortgage Assignments...

Tracee LOVED the concept, and she was *itching* like poison ivy to know how to get started. We figured the best way to learn "was learning by doing."

We gave Tracee the exact Mortgage Assignment Manifesto Plan I gave you earlier. When Dani Lynn put the marketing letter in her hand she was "all smiles", like Clint Eastwood with a gun. Dani Lynn did a quick search of neighborhoods and told her to start marketing in and around her very own subdivisions. (Tracee lives in an area where there are a lot of new homes.)

Now one of the things I really love about Tracee is that she is totally "Game"... Meaning if you tell her to do it, she does it.

So Tracee started putting out the very same marketing letter we are giving you and because she has a full time job and she's a single mom, she had

to do these flyers during the weekends, after work and she even *got some kids to help*.

Low and behold...Tracee started getting all kinds of calls right out of the gate...Her phone was literally ringing off the hook...which is great except there was one glaring problem...

Tracee had yet to do ANY training...(it's funny but after reading this book, you've had **more training** than she had)

SO...

1. She didn't know **what to say**.
2. Or how to evaluate/price a home.
3. How to *structure* a deal.
4. She didn't have any contracts.
5. Or how to get *legal help to close*.

So Tracee called us, and because she is a member of our team, we helped her get through her first set of deals...

"Tracee's first deal "Picture"



This, of course, is awesome for Tracy and cool for us too... but the truth is, we just *don't have time* to partner with everyone and close your deals.

Luckily, between our exclusive buyer webinars and the coaching program we will be launching with Phill Grove, we hope that will be enough to help everyone hit the ground running!

How to succeed at M.A.P.S. for Deals!

Follow Phill's and our training documents and videos...

- 1) Scripts and video training that tells you *exactly how* to close a deal.
- 2) Legal contracts that protect you, the buyers and sellers.
- 3) How to overcome objections including the due on sales clause (not hard once you know how)
- 4) Property Evaluation Strategies
- 5) Getting Legal Help Anywhere For Mortgage Assignments
- 6) Methods To Structuring a Deal
- 7) Proven marketing methods to find sellers and buyers.



Proof Is In The Pudding

7 Mortgage Assignment RockStar Deals

Done in a Period of Just One Month!

Deal 1



Lead Generated by: The lead was referred to us from a friend and fellow musician who knew we could help potential homebuyers that could not get a loan.

Prospect Profile: These buyers were both musicians who currently lived in New York and wanted to move to downtown Austin, the “Live Music Capital of the World!” Of course, as self-employed musicians in this market, they couldn’t get approved for a loan, despite great income and perfect credit.

Down Payment: 10%

Buyer Needs: A home near downtown Austin with enough land to build a recording studio in the back.

What We Made: \$9,540.00

Other Notes: We were able to close this deal after submitting the contract in just over a week.

Deal 2



Lead Generated by: This lead was referred to us from a mortgage broker who we were using as a part of our power team.

Prospect Profile: Divorced seller who was newly engaged and stuck with a house that was still in the middle of a unfinished big kitchen remodel.

Strategies Used: Combo strategy: which was a traditional listing, mortgage assignment and subject to.

Home Notes: The reason those three strategies worked is because the home had a little bit of equity but the home also needed some work. The kitchen was half way through a remodel and the home needed fresh paint and carpet. So, we priced it well enough to attract a buyer or investor who might be willing to do a little work on the house for some 'sweat' equity.

Time Frame of Sale: 2 weeks

What We Made: \$750 assignment fee and an agreement to list the home when it was ready to sell again.

Deal 3



Lead Generated by: This lead came from one of our owner finance properties we were marketing.

Prospect Profile: Self Employed buyers in the hail restoration business. These buyers had moved here from out of state and due to the market and a bad year in the hail restoration business, they lost their home to foreclosure. They moved to the Austin area and started leasing and then had an amazing year on the job. So, they decided they wanted to take advantage of the down market and try to buy a home with owner financing.

Down Payment: 10%

Buyer Needs: A home with some land and a quiet country feeling and a safe neighborhood for the kids.

What We Made: \$6750.00

Other Notes: This transaction was our fastest yet! This was done from contract to close in 4 days!

Deal 4



Lead Generated by: Handwritten letter / Foreclosure List

Prospect Profile: The husband had lost his job and they were going through a divorce. The wife had already moved out and they were already 4 payments behind on their mortgage when we met.

Strategies Used: Combo plan: mortgage assignment and short sale.

Home Notes: Small 2 story home, very messy and had a few holes in the drywall

Time Frame of Sale: 10 months

Other Notes: Although we tried a mortgage assignment on this house, all the fees to catch everything up and pay us meant we needed a fairly large assignment fee. As each month passed, the assignment fee got larger which made it more and more difficult to succeed with that strategy.

What We Made: \$2550.00

Deal 5



Lead Generated by: This lead came from our power team member mortgage broker.

Prospect Profile: Credit challenged family buying their first home. These particular buyers had some credit challenges but only needed about 1 – 2 years before they would be able to refinance.

Down Payment: 5%

Buyer Needs: Particular school district and neighborhood.

What We Made: \$4,151.80

Deal 6



Lead Generated by: This lead came from one of the homes we were marketing for owner finance.

Prospect Profile: Police officer with a fiancé and a baby on the way

Down Payment: 10%

Buyer Needs: Home near where he worked but in a good school system for his kids.

What We Made: \$2500.00

Deal 7



Lead Generated by: This lead came from one of our bandit signs.

Prospect Profile: Large Hawaiian family tired of renting. This was a 10 person family who had been forced into renting a home due to recent tragedy. The husband was involved in a hit and run accident and due to the numerous surgeries he had as a result, their finances and credit took a big hit. This family was very close and so they all came together to help each other through this time.

Down Payment: 5%

Buyer Needs: 5+ bedrooms

What We Made: \$8,082.95

Our Mortgage Assignment Future

Recently my partners and I have been trying to plan the next year and in all honesty, we are *excited* but also *completely overwhelmed*.

Truth is, there are more Mortgage Assignment deals than we could ever possibly do..

We need to leverage ourselves...

The *only way* we can think of to do this, to help all these distressed homeowners and new legions of buyers is **think big**..

Bold Action Is Needed

We need Mortgage Assignment investors all over the country...

With so many motivated sellers and buyers, the more Mortgage Assignment Investors the merrier!

This way we can take advantage of more potential deals/buyers and instructing/partnering opportunities...

As always in a Win-Win way.

(Win-Win is our company motto)

No Risk Investing?

If you're like me, when I started I was really worried about the risk. And while I knew there was a cost to my education, I surely wanted to get it without having to take out a *second loan..(so to speak)*

Now you see why I am so *friggin' pumped up* about Mortgage Assignments...cause while all true investors know that you never get something for nothing either it be *money* or *time* or effort...

At the same time, to adapt perfectly to the new reality with an all new *risk-free* investing system that combines the power of the internet and the best of old school investor marketing is as Dani likes to say..."**Sweeet.**"

THIS IS THE SECRET We Have Used...

to get deals and this is the main strategy I will use in the near future.

There is literally no limit, for us or YOU, if you put yourself into the same situation like the Mortgage Assignment RockStars have done.

If you really want to join the ranks of Phill Grove, Flip, Dani Lynn, Tracee and myself who are making it happen with this new explosive strategy..



The time is now...

Yes, there is a time to kick the tires... but if you just keep kicking eventually you will have a really sore toe and at the end of the day you are still in the car lobby.

Success is built on ACTION. Making the decision to take control of the steering wheel of *your destiny* and making all *your dreams come true*..

There are no more excuses...

This is the real deal...

I know because I was exactly where you are..

and a year and a half later I am exactly where you want to be...

And I am throwing you a rope...

Grab a hold and come with me... (And Flip and Dani Too!)



Testimonials

"Dani Lynn,

My overall experience with you and your team has been outstanding!

I signed up for the MAPS Program in November of 2010 with a business partner. Our initial phone conversation asking you questions about your "best practices" of what is currently working was a great help to get us started quickly and in the right direction.

We followed your advice and began our first marketing campaign with a piece that you recommended and we immediately began getting phone calls, "just like you said we would!" We have been on three appointments and have signed up one Seller in the MAPS program. Due to the holidays we are still trying to schedule appointments with three other Sellers in the neighborhood.

After getting the paperwork completed with signing up our first Seller, we emailed you with the "next steps" and you were very quick in responding to our questions relating to specifics of how and where to market for buyers. With additional information / clarifications from your last webinars we have identified a potential buyer for our first deal and should know if we can put it together by the MAPS Live Weekend Workshop on the 15th of January.

Thank you for all the time you and your team devote to helping us via webinars, emails and phone calls, it is truly appreciated!"

Vincent Farelli ~ Broker/Owner of Farelli and Associates

"Hello,

About three months ago I bought a program from Phil Grove called RE-Volution. The program was amazing. You could train at your own pace and every two weeks Phil would host an on-line coaching session. About halfway through the program, Phil launched a separate program called MAPS. After learning so much about the Maps program through the RE-Volution Program I wanted it too. The potential for making good money was there and I wanted in on the action. However, I was a little short on cash at the moment, between paydays.

I immediately contacted Dani Lynn and her husband, Flip who helped me get the program right away and then billed me on my payday.

Within a couple of days, I could access the maps Program and the REI Matcher. The training videos and bonus material is awesome. Dani Lynn is also always quick to respond to my questions and give me advice. I feel like I have a team right at my fingers who can help me put together any deal in any situation.

Phil is a great teacher and Dani Lynn takes it further with her personal touch to helping me when I need it. I am also going to Austin for a four day workshop that was INCLUDED in my course. All I had to pay for was my lodging and transportation. Imagine getting hands on coaching and training with top coaches for FREE. Unbelievable!

This is probably the best investment I have ever made. I didn't just buy a training program but I bought a team of people willing to teach me and to help me in my real estate investing.

Thank you for the awesome material and support."

Lannae ~ Investor

"Dani Lynn and her Team have been super helpful in every way possible. Have helped me several times in getting started with the MAPS Program. Nice people to be associated with and offer ongoing support , especially fast response to my questions and asking for info pieces I needed."

John Dunn ~ Conneticut Investor

"Hi,
I wanted to share some feedback with you regarding Dani and her team, Jimmy and Flip. I have been extremely impressed with all aspects of my relationship with them. Since I purchased MAPS, they did everything they said they would and more. They answered my questions promptly through email, the phone, along with answering everyone's questions on webinars. I would like to add that I actually enjoy listening and participating in the webinars. They are the real deal! You can tell they love what they do and they are great at their job. They really love to help and want others to succeed. They know how to explain a simple or complicated situation in a way that is easy to understand. I highly recommend them and you can contact me directly and I would gladly tell you the same.
Thank you."

Howard G. ~ Investor

"I've been in contact with Dani after I purchased the MAPS system. Dani has been able to quickly answer all of my questions and she has made some great recommendations to quick start my MAPS business plan. The webinars hosted by Dani also provide a wealth of information concerning marketing and selling techniques. A great learning experience for any real estate investor!"

Steve Z. ~ Realtor

"To Whom It May Concern:

This is in reference to Dani Lynn, Flip and Jimmy. Although it has been via email - It has been my good fortune to become acquainted with the above-referenced individuals. Due to their open, gracious and receiving nature, I feel as if I know them personally. I have been on their webinars and have come away encouraged and with more knowledge about the MAPS program. The videos they recorded on role-playing, regarding MAPS, have been invaluable! In fact, I'm going to watch them again as a refresher course!

I really appreciate how prompt they are in responding to emails, because usually, when I send an email, it's because I'm facing a dilemma which is time sensitive and I'm not always able to wait until a webinar to obtain an answer."

Kathy Valdez ~ MAPS & RE-VOLUTION STUDENT

HIGH CONVERTING MARKETING LETTER

Hi,

I am interested in buying your house. I am willing to buy it as-is, for a cash price and I can close fast.

My partners and I also have a special new program that allows anyone to sell, even if you have little to no equity.

I am prepared to buy your house as-is, even if your home is in need of repairs. I can be flexible on the closing date and I can even pay ALL of the closing costs for you.

Plus, we have many other options. I can take over your payments or improve your credit by catching you up.

If you'd like to sell your house for a fair price, please call xxx-xxx-xxxx. You can call anytime, but please call right away because I want to buy two houses in your area very soon.

Your Name Here

P.S. Call me today at xxx-xxx-xxxx so that I can make you an offer.