

## Transcript of an Interview by a Nationally Syndicated Interviewer Who “Grills” Dave Dinkel about Whether his FSBO Power Selling System™ is Really that “Special”.

**Matt:** *Thank you very much for getting this CD. I am here with Dave Dinkel who has been an investor since 1975 and today he's going to share with you what realtors won't tell you and investors don't want you to know. Now, you have an absolutely amazing system called the FSBO Power Selling System. Can you talk about some of the benefits of the system that you have?*

**Dave:** Yeah, thanks for having me here today by the way. I really appreciate it. And let me tell you what I did as I get into it. I set out to have a program on paper that was for both homeowners and investors that would allow them to do three specific things - sell high, sell fast, and frankly save a lot of money. When I say sell fast, I am talking about selling in just 28 hours. I have to admit sometimes it's taken us a couple of weeks to sell a property, but on average it's been between 47 to 87 days less than the average home sits on the market as a real estate listed property. We also get between 5 and 15 percent above other similar priced homes in the same neighborhood and we've proven these techniques that we use on thousands of homes. Can we do that for any home at all? Well, not necessarily because some of the homeowners and investors just don't believe they can do it. They don't believe the system works and frankly, if they just read it and do it, it does work for them. For example, we have homeowners and realtors that tell us all the time there's only three things that are required for a sale – location, condition, and price – and that's pretty much a standard in the real estate industry. However, there are actually two more things that are much much more important than those. That's marketing and interacting with the buyer. And in the program, one of the things I set out to do is teach you how to be a power seller in effect, a true marketer, and also how to interact and negotiate with a buyer. Let me give you two examples of how and these are ways that listeners can actually start putting money in their pockets. Let's talk about the marketing example I mentioned. Forty percent of home sales are decided simply on the appearance of the exterior of the property. I know that sounds crazy. Frankly, it isn't because most buyers when they are driving to a property to look at it won't even stop if it's in disrepair and the sale is lost. So just fixing up the outside of your property can make a difference of thousands of additional extra dollars in your pocket. And let's talk for a second about interacting with a buyer example that I used above. An example of the first interaction a seller has with a buyer is the buyer says something casually like “why are you selling?” and the homeowner being the nice guy he is goes into a story of what's happened to him. He actually gives away his motivation for selling. Now what this does and what it's done is cost sellers billions of dollars because now it starts the negotiation price at a lower level. So to overcome this and other seller mistakes, we actually teach you what to say, in virtually every stage of your presentation. Now some of these things may sound like they are pretty obvious, like why are you selling, but trust me, when we go out to purchase homes because we are active real estate investors, we've never had anyone say to us, well, I don't want to talk about that.

**Matt:** *So let's talk about this. You know, what gives you the right to talk about all the stuff that you're talking about right now and you're going to share with everybody?*

**Dave:** That's a good question because a lot of gurus are around that really haven't done it. Well, to start out with, I graduated from the University of Florida in 1968, it feels like a 100 years ago, and I got a bachelor of science in chemical engineering. Pretty distant from what I'm into, but I later got into the financial arena as a stockbroker with what the name of the firm then was Merrill Lynch. It was the largest firm on Wall Street. And frankly, I became fascinated with marketing and advertising. I created certain campaigns for them that worked very well with getting them clients and also getting brokers. While I was a stockbroker though, I became a certified financial planner and I got very much into helping people with their financial backgrounds and helping them with their financial futures. I stayed in that industry for 22 years before I retired and went out to pursue my real love which was real estate investing. My biggest fear with real estate investing that whole time, before I got started in it, was the liquidity of selling a property. I came from a background where stocks were sold in seconds – never a liquidity problem. Matter of fact when I started in the market the Dow Jones Industrial Average (DJIA) was at 800, it dropped to 350, never got above 2000 but we could always sell stocks. So I always had that background in the back of my mind that if I got into a house, I couldn't sell it. Well, we purchased our first home in 1975. We've been investing ever since and we've seen some real swings in the real estate market. In the 70's and 80's, home mortgages were as high as 14% and some properties virtually fell 30% overnight especially condos which were overbuilt at the time. So I always was looking for ways to make sure that if I purchased anything I could use my practical marketing and sales experience to actually get us out of the property so we didn't have to hold it. And with my wife Nancy, whom I've been married to for 44 years and my partner in real estate for the last 30 years, frankly we never thought much about selling houses because it became very easy for us. But at the beginning of 2006, when the market slowed most of the investors around us were really having problems selling houses. And one day after interviewing some homeowners, Nancy said to me you know it's a tragedy for some of these people because they're losing their houses because they can't sell them and she went on and said why don't we help these people by putting together a home study course in effect and show them how we do it and how quickly we've been able to sell them. So I started to do some research and I looked on the internet, I looked at the library for "For Sale By Owner" or FSBO books and programs and there are literally hundreds of them out there but the curious thing was that none of them really said much more than fire your realtor and save the commission. There's a ton of books out there on highly specialized topics like writing good newspaper ads or negotiating with buyers and they're in a range from \$19.95 to as much as \$1,800 dollars for a two day boot camp and some of the FSBO packages through the commercial people are up to \$8,600 dollars. But frankly, none of them had the personal experience and information that we had in personally marketing over 680 properties. There are also hundreds of courses on buying and selling real estate by "guru" associates of ours, as a matter of fact, they literally have a combined experience of over 30,000 homes since 1997. I mentioned 1997 because it was the beginning of investor involvement in the real estate market on a scale that was unheard of since the 1920's and the 1930's. The issue I had with their frankly very expensive courses is that they didn't focus enough on the selling side of the real estate investing market because they didn't have to. And that was because there were investors everywhere who were buyers. As a matter of fact, a kind of a little known aspect of the market is that back in 1995, only 1.8% of all single family homes were owned

by investors and most of those were rentals. But by the year 2006 almost 28% were owned by investors. Now that is a huge increase, and I am going to call it phantom buyers, who literally caused their own shortages in the single family market. Combine that with the lowest interest rates in 40 years and you had kind of a perfect storm in the housing market and it drove housing prices to literally unaffordable levels for most homeowners. So any rate, to get back to it after much discussion with Nancy I agreed to put together our what we called our FSBO Power Selling System and, simply, we decided to do that because the time has come to help people sell their properties quickly and as importantly get full market value or higher and save thousands of dollars doing it. So what we did is I stopped my regular real estate buying and selling business right near the end of 2006 and we did a few properties just to show them in a DVD video that we were going to include in our FSBO Power Selling System. I think we actually did six houses and you'll see them. You'll see crowds of people there. You'll say, "What is he doing?" It's not all that amazing because we do it all the time but you'll think it's amazing when you first see it.

**Matt:** *So, well, I got a question for you. So why should a For Sale By Owner seller spend money with you versus any of the alternatives out there?*

**Dave:** Well, let me get into some of the details of what the course is all about to give you and the listeners an idea of where they can save some money themselves. Obviously, you can save thousands of dollars by kicking your realtor to the curb or firing him. But secondly, and these are the other areas we look at. We look at days on the market. If we can reduce the holding time or holding cost that you have, we can substantially put more money back in your pocket. I think in the text I use an example of a \$250,000 home. The average carrying costs in that house are about \$83.33 a day. So by the end of 30 days you are out of pocket \$2400. We've seen properties be on the market for over a year. So we're focused on reducing that time period very quickly by selling fast. Secondly, we look at closing costs. Most people going into a closing only to stare at a HUD statement and it's bewildering set of numbers. We break it down for you. We go line-item by line-item. In the FSBO Power Selling System we can tell you where to save money and what you should be paying and what you can negotiate. We focus on telling you how to shift your costs to the buyer and finally what we look at is increasing your market value on your own home. As a matter of fact what we do is we give you 318 specific tips on how to increase your property value by between 5 and 15%. I'll mention that later. Now firing your realtor isn't really hard to understand, but even if you want to keep your realtor, we'll show you how to pay half or less of what you would have normally paid them and still get the same service. In terms of selling your house quickly, we try and focus on 28 hours and frankly we're averaging right around 30 hours. The question I get most often is must we take less than fair market value? One of the examples I'll give you, which I'll talk about in a minute, we actually got more than I expected to get. Most of the time we get higher prices than the properties that have been offered on the market with realtors beforehand for months and weren't able to be sold. Well, how do we sell these at fair market value or even get higher prices? We actually show you techniques that you can work with a buyer even if you can't get an appraisal for the property but the buyer wants it. We'll show you how to let him buy it. One of the important things we do to begin in the book or in the text is to determine what the value of your property is. This is critically important. And realtors say it's the first mistake that homeowners make. It's not the biggest, but it's a big one. If you overprice your home, general attitude is "well, I can always come down." Well, that's not true. Once you taint the property with too high a price, your buyer pool is diminished dramatically and we're focusing on that buyer pool. The next thing I go into is having a professional team to

support you – who they should be, why you should use them, and who they shouldn't be. And go on to cover, special marketing considerations. For example, some of these may touch a point with you, like bad real estate markets. It's a bad market if you can sell your house quickly and nobody else can, but it's a depression if it's your house and you can't sell it. Lots of people around the country are in a depressive real estate market right now. I talk about career changes and moves. They're different than transfers and they're different because when you move to a new location you have to do things differently on your next house. Condos and townhouses, especially with guarded and gated communities, can be nightmares for sellers. They throw up their hands and call in a realtor and it's a feeding ground for realtors because condo owners and townhouse owners don't realize that they can market their property effectively without putting a for sale sign in their front yard. Divorce, it's a tragedy. Having been married 44 years, we see it all the time, but we don't understand it ourselves but that's not for us to determine. I go into detail about how to overcome the issue of selling the house. We don't try to resolve your divorce problem. We try to resolve effectively selling your house so that you are not tearing it apart. We deal quite often with fire damage and in the text I show you how to sell your house after it's fire damaged for more than you would have gotten at fair market value. Next thing I go into is foreclosures. Now most people talk about six ways to stop foreclosure, I have a special program with 32 ways ([www.StopMyForeclosureMess.com](http://www.StopMyForeclosureMess.com)) to instantly stop foreclosure. And listen to this, I show you two ways to possibly make money even if you've already lost your home and moved out. No one does that. Now, let's go on and talk about some of the other unique problems. Let's talk about impossible to sell properties. How can a property be impossible to sell? I'm not talking about condition. In this case, I'm talking about title deficiencies, for example, where you don't know it until you go to sell it but you can't transfer the title. This happens often times in probates. So I go in and I tell you exactly how to take care of getting a good title or transferring the property with the bad title and that can be done and we do it effectively. What happens if you get a job transfer is the next topic I cover. They can be tough because you have two mortgages and with two mortgages you've got double the headaches going on for you. So I talk about how to if you're going to have a job transfer how to negotiate with your boss, what to ask for, certain things to do, and more effectively how to sell your house remotely so you don't have to put it in the hands of a realtor. Now let's talk about something that's happened a lot in the last year two years. You want to sell but you owe more than the property is worth. A lot of people have refinanced and taken out the value of their equity in the house. Now they want to sell and they realize that the market's not there. They can't sell. I show you how to do it. I show you how to get out of the house even if you owe more than it's worth. Next thing I talk about is probate. Probate is tricky. One of the reasons it can be tricky is if you are the only beneficiary, in an estate for example. You know that the will says your Mom/Dad left you the house and you sign a contract with a buyer whether it be an investor or a retail buyer. You find out that when you go to court that you may even be the executor of the estate but you didn't have the right to sign the contract. Now you've put yourself in a position where you potentially can be sued for selling something you didn't own. This happens very frequently. You may own it later but you didn't own it when you signed the contract. So I go into details of what to watch out for, what to sign, what not to sign, and when to sign it. Next thing that comes up for us is retirement because part of what I do, and it's very important, is to determine your motivation level for selling and I make it easy. You're a number one which means you are testing the market or you just want to see what's going on. Or you're a number two when you've got to sell within sixty days. Or you're a number three and you're under the gun. You've got 30 days or less and you've got to be out of there, out of the house or you might lose it. Retirement generally is

a motivation level of number one. They don't have to sell. They're not in a hurry to sell. That's fine because with that in mind, I'll show you many ways to market your house at or above and most often above fair market value so you can actually take out more money than you thought you could. Next topic I look at is storm damage properties because let's face it, the whole gulf coast has been ravaged over the last year in hurricanes. It's a tough situation. But in fact, just like in fire damage, there is potential to actually make more money on your property than it was worth when it was priced at full market value in a good market. Now how do I do that? I'd love to tell you, but if I do that the people that actually buy the course would be mad at me, but it is there and you'll see it. Timeshares – a lot of people go on vacation. They go to the free seminar to get the beach towels and have a lunch and pretty soon they own a piece of somewhere outside the country that they get two weeks out of the year in. And then a year or two later they come back to reality and realize they don't want to pay \$100 a month for something they don't get down to anymore to visit. So how do you get rid of that? Well, that's a unique selling situation and I disclose entirely exactly what steps to do and how to get rid of them. Ugly houses - they're everywhere, even in nice neighborhoods. If you've got one in your neighborhood, you know it's a real eyesore. If you own one of them, you are saying to yourself "I know the neighbors are getting a lot more money than I can get. I'm going to throw in the towel and just walk away from it." I'll give you an example in a few minutes of what an ugly house can do or what you can do with an ugly house to get a lot more money out of it. I even go into talking about vacation homes like log cabins and places with hunting areas and so on - how to market them, how to get rid of them. You can't put a sign up by the roadside. You can, but you know somebody may never drive by because it's too far off the road. And the last one that I go over is really expensive homes. Our selling propositions, I call them Unique Selling Propositions or "USP's", they've worked on properties from \$5000 to \$22 million that I'm aware of. Now they probably will work for \$100 million homes but not too many of the people listening are going to be in that category. But it's a specific category, and it has some specific things that you need to do to get maximum dollar for your house. And I have to tell you, expensive, what I call expensive, is I look at the median priced home in the county and if it's more than about \$100,000 to \$150,000 above that, I call that an expensive home. If it's over a million dollars, there are specific things I tell you to do to get more money because it's harder to do an appraisal on a property that's a million to five million dollars. It's done but I can get three different appraisals and get three varying prices. So I go into all these details on how to do that. Next chapter is where I bring together these unique selling propositions. There are 35 of them and I discuss in great detail how each one of them is a different technique to market any type of property. You know those things I just mentioned to you before you say, well, you're saying to yourself, "I'm not one of those. I'm just an average guy in an average neighborhood with an average house and I just want to sell it." Well, I've got 35 unique selling propositions that'll do that for you, too. You may not use all of them but there are some cases where I recommend every one of them, like foreclosure. The other thing I do is provide a separate text on staging with 318 specific but inexpensive property fixes that can add between 5 and 15% to the value of your home – 5 and 15%! As a matter of fact, a national magazine did a survey and they came up with an exact number and that was 7.4% increase in the value of the property that they looked at by doing about a hundred of these things. I went and looked at what we've done for years and I came up with an additional two hundred. Now, one of the important things I alluded to before was negotiating a contract with the buyer and I spend a good deal of time on this because I want to keep the negotiations short and sweet. One of them, I am going to call it a horrendous mistake, and it is, that sellers make is that they start getting nervous when a buyer comes around. And the way

they attempt to overcome that emotionally is they talk fast and incessantly, and it annoys the buyers but for trained buyers like myself, it shows me they're uncomfortable and it is a weakness. So what we talk about is how to do it carefully. What is so important that I'll call it the secret of the ages of the greatest salesman, that is, give the buyer what the buyer wants. Ask them more questions than he asks you and fit your property to his needs. That's how you sell the property. To get there, we've got to get the buyers to you. That's also very, very important but I also talk about handling the closing. Actually sitting down at the table and looking at the HUD statement and looking to the buyer's side where they're looking at three inches of papers to sign and you're looking at three pieces that won't take you more than five minutes and they're could be there for two hours asking questions. I talk about how to save money and even make money if the buyers don't close. They walk away and say it's too much trouble. I'll show you how to make money even if they do close, but they need a little extra time. I go into specific techniques of when you do your contracting and what are some things you want to put in it which I am going to call escape clauses. Some people call them weasel clauses. What they are is there for your protection. I show you exactly what your attorney should put in the contract or you should and the reason for it. I have approximately 25 different money saving tips in the text that I'm sure you've never seen or heard about. Most of these you probably won't hear about if I hadn't mentioned them. This should give you a few ideas of the value of the package. This is why there is no other FSBO package that I believe has ever been offered that is comparable to our FSBO Power Selling System.

**Matt:** *Awesome. You mentioned that, one of your realtor friends once told you that there's an industry best kept secret out there. Can you tell us what that is?*

**Dave:** Yeah, we were having a conversation one day and he said to me you know there are two things that homeowners shouldn't know or should know, but he would never tell them. The first one was that the average real estate commission is equivalent to the first 78 months of the homeowner's next mortgage principal payments. Not the whole payment, just the principle payments. So roughly for 78 months of the next house the homeowner buys, he's paying the real estate broker's commission of the previous sale. Truly amazing! The other one by the way was what I had mentioned to you before, that the most crippling question that a homeowner can answer is "Gee, why are you selling your property?" We focus, on three other areas to save the homeowner literally thousands of dollars. They include the carrying costs. I mentioned it to you as days on the market or "DOM" that we focus on eliminating. We look at the closing costs. I had mentioned to you that I sit you down in front of a HUD statement and I actually made the background on the HUD statement gray. These are the areas where you can save tons of money. And I made a darker gray color where the buyer can shift certain charges to the buyer. So before you get to the closing table, and before you are ready to write your contract, you will already know how you can start saving your money. Let me give you some examples on these three things like carrying costs. I mentioned to you before that the average homeowner let's say in the United States is \$250,000. Ironically, when I started writing this text that was an exact figure. I just looked at the numbers a week or so ago and they are down to \$216,000. Any rate, at \$250,000 for the sake of conversation, let's say that comes out to about \$83.33 a day it costs you to carry the house. Now that's taxes which you aren't paying then but you will pay, insurance which you may have prepaid but you still pay, mortgage interest because you get an interest mortgage payment every month, utilities and general maintenance. So those are carrying costs. Those are critically important to investors because the profit margin they have may be eaten alive if they had

to be in the property for months and months. In your case, that profit or that loss in this case would be about \$2400 a month is coming directly out of your equity in the house and directly out of your pocket if you have two mortgages. The other thing I mentioned was closing costs and we go into great detail. I mean I don't want to stress this too much but we show you where to save money, how to shift expenses. What we've found as we look back on our closing statements, we save an average of about \$2878 on each and every sale. Not everybody can do that, but we give you a heads up of where to look to do it and how to do it. On the sales pricing increase, there's no secret. The condition of your property is extremely important to sales. We feel it's so important that I have included an additional text on Staging your home with 318 techniques to improve your property by between 5-15% and as I mentioned that national magazine came up with an actual average of 7.4% of price increase but the critical part is you're able to sell your house in one half the time using only one third of these techniques. Now these are not techniques like put in a new kitchen. We are not talking about rehabbing your property. We are talking about fixing things that buyers look at that you may not be aware of because you're living in the house – simple things you can do part time to bring that all together. Now I'm going to say this to you because we've been there. It's hard to put a value on your peace of mind, but think about what it would be worth if you didn't have to worry about sitting on your home and having, you know, crazy people come through, just not being able to sell the house, and then when you finally get an offer, it's not even close to fair market value. And you're under a lot of stress. We've seen those feelings and we know those. And frankly, it's priceless to put that behind you and know that you have a way out, a simple way out.

**Matt:** *What makes what you have to offer different than everybody else's?*

**Dave:** That's a good question because that's kind of the core of what we're trying to get at. The material and what is offered in this home study course is not what the publishing world calls an old man in a new suit or old lady in a new dress. It's timely. It's been updated regularly and frankly, it's considered shocking by some of the readers who previewed it because it just unveils many of the industry secrets that never before have been told. The information that you're going to get takes a hands-on approach to proactively marketing your property to a small pool of buyers. Now those buyers are already looking at your neighbors' houses and those houses may be offered at lower prices. So simply dropping your price is not going to sell your house because anyone can do it. So we focus you on what does sell houses and what you can do to do that. Now you need to be different and we show you how - from the basic signage all the way to speaking with buyers. We handle you through the whole process. We teach you how to fit your property to your buyer's needs. I mentioned this before, this is a secret of super salesmen, known from hundreds of years ago and we teach you how to use it. And these super salesmen are not born despite what you hear "he's a born salesman". They're not. They're trained and you can be trained in a very short time period and we do that for you. Now the industry standard for realtors is there are three factors for selling your house – location, condition, and price, but there's actually five. And the other two that they don't talk about are marketing and negotiating the sale. Now they don't talk about marketing because they have a flat marketing system – to put a sign in the front yard with their name on it, to drive other buyers to them, and list it on the MLS - which probably up until two or three years ago you had to have a realtor sign a lengthy contract with you and pay a high commission to do. We show you how not to have to do that. If you want to use a realtor, we show you how to use a realtor with half or less than commission or no commission at

all and still get listed on the MLS®. Now realtors work in kind of a unique fashion, they have a brotherhood that is focused on selling listings. They pay millions and millions of dollars a year, and this is no secret in the industry, to go courses and some of them pay \$25,000 for a five day boot camp to learn how to sell the sellers of the homes on signing a listing contract with them. Now the most successful realtors are not the ones who sell the most houses. They're the ones that sell the most listings because in reality that realtor that sits in front of you and signs you up is only going to sell your house about 5% of the time. The other 95% of the time, he's marketed your home to every other realtor in the area on the MLS for them to buy your property. Now sometimes I have to admit that they actually put your house picture in a magazine that you can pick up at the grocery store. It's always interesting to me how the picture of your house is actually smaller than the size of the realtor's face but that's a personal thing. So any rate, what I am saying to you is we can show you how to do that yourself. So why pay a 3% to 5% for an MLS® listing and why not take advantage of the other money saving areas we show you in our FSBO Power Selling System?

**Matt:** *Let's talk about this - I know you've been doing this for awhile. Can you give some examples of things that you've done successfully throughout your career? And I bet you've got a bunch of examples.*

**Dave:** Yeah, I'll tell you one that comes to mind that we did just recently. By way of setting the stage for this, the real estate market was at a stand still and I'm talking about dead stalled in terms of sales. This was December or November of 2007. The average days on the market were 138 and increasing rapidly. An investor friend called me with a house she said we looked at that was for sale by owner, FSBO, and the asking price had been reduced to \$335,000 and it still hadn't been sold. She said it had been on the market that she knew of for about three months but frankly it was an ugly house in a nice neighborhood and I discussed with her what she wanted to do. She said, well, her expectations were to make \$40,000 and it would take her about six months to sell it and to rehab it and you know it would be kind of a big job for her because of the amount of money involved. She didn't have the money. So I said to her, "Well, let me ask you a question. Would you be happy with making say \$15,000 and not do any work whatsoever on the property?" She said, "Of course." So what we did is we actually became partners. I do this with people quite often and I had her make an appointment with the seller. Without going into a lot of detail because this is part of a selling program, buying program for investors that I mentor, I went out and saw him and in ten minutes he accepted my first offer of \$290,000. Coincidentally what he said to me when I walked in is he said "I will not talk less than \$330,000 for the house." So any rate, what I did is I actually made him do owner financing. There was no mortgage on the property so we had to come out of pocket with about \$12,500 each to do our closing costs and the small cash-out "get away" money I gave him, and we owned the property. We closed on a Friday and we actually had to spend about five days cleaning out the house itself because it just frankly was full of junk. Your question should be "why did he take my offer for literally \$40,000 less than he expected. Here's the secret - I listened to what he said. I asked him questions and I said here's how I am going to structure the deal. Every one of the points of that deal were exactly what he had asked for without realizing it. It was done. I didn't beat him to death. I didn't offer five or six times. I didn't rattle around. Any rate in my mentoring course for investors I talk to you about this method. So we closed on the property on a Friday. We spend four days cleaning it out and we never touched a mop and we never touched any paint. Usually we patch and paint them but I said to her, "Let me take care of selling it"

and she said to me “I’m terrified now that we own it, it’s going to take us months and months to sell it.” So I told her, “I tell you what I want you to do. Don’t come by on Saturday. Let me come in here and kind of do my magic. Put out my little yard signs – the things I do and you come by Sunday.” She said, “Okay, what are you going to do?” I said, “I’m going to sell the house.” She said, “What do you mean, sell the house?” I said, “Let me try it.” Well, I wanted to do this house, and one of the reasons was to get it on video so that you guys could see how it was done. That Saturday morning I opened the sale so to speak. I think it was about ten o’clock, it’s on my video. At any rate, within twenty five minutes, I had 21 offers. Now, the highest offer that came in at that time was a cash offer for \$335,000. Remember that number - \$335,000? That’s the exact price that was offered by the FSBO seller for months before and he couldn’t sell it. Had he had my course beforehand, he would have made an extra \$45,000. I don’t know exactly but \$45,000 is well over 500 times the price of the course. By the way, the advertising on the property cost me about \$200. Now in November of 2007 we had a couple who called us and they had to move. They were desperate to sell their house. It had been on the market for four months with a realtor with no offers what-so-ever. They fired the realtor and they were even more desperate to sell because no one ever came by to see it. They were asking \$325,000. Now the problem with it was that five houses away there was a larger house with a pool and it was offered for \$300,000. And it wasn’t selling, but it was in the hands of a realtor. So that homeowner was willing to take somewhere around \$280,000 net after selling it, but he couldn’t sell it. So it appeared that our seller’s house was obviously over-priced at least in their mind. But this house had one very unique feature and it was a buyer’s dream. And I said to my real estate partner “I want the house.” And he said to me, “Why? You’ll never sell it.” I said, “Listen to me.”, I’ve done this hundreds of times before. By the way, this was a handyman’s special. They had tried to rehab this house themselves for the last seven years, never completed it and it was still a handyman’s special. But I said to him, “Let me do this. This one feature that I am talking about will sell the house all by itself, if marketed correctly.” He said, “I don’t know what you’re talking about. Go ahead and do it.” So I offered \$290,000. Same thing I did on the previous house and they countered and said that, “No, we want \$305,000.” I countered and said, “No, I am only going to pay \$290,000.” And they agreed. What we did is closed on a Friday and painted and patched it for one week because the interior was raw drywall. And the following Saturday, we put it on the market. In 28 hours, we had five real offers. We had about 12 offers but the other ones were ridiculous. The best offer we had at that time was \$342,000. But ironically a woman came up to me before I said to everyone “We’re going to close our sale tomorrow at 4:00pm” and I said to her “If you put a bid in, you need to be here so I can take the highest offer price.” So the woman came up to me and she said, “I really want this house. It’s beautiful.” And, you know, beauty is in the eye of the beholder because it was a handyman’s special, but she said, “I really want this house. Will you help me?” I said, “Well, you know I have to be fair to everyone involved. So what I want you to do is come back tomorrow about a quarter to four. You’ll see what people have offered and you’re welcome to offer more money.” Sure enough she was there I think the next day at 3:30. And she came up to me and she said, “I really want this house.” And I am embarrassed to say this, she got down on one knee and she said to me, “Please sell me the house.” And I said to her, “You know, I will be happy to, all you have to do is simply offer more money than the next person offered.” So as we came to four o’clock, we had about 20 people in the house who were all curious about what it was going to sell for. Probably most of them were neighbors who were there to re-evaluate their net worth. But none the less, I went over and looked at our offerings and the highest offer was \$342,000. So I made an announcement. I said, “Anybody else wants to offer more money now’s the

time.” She didn’t come forward. She spoke a foreign language and perhaps she didn’t understand me. I said it two or three more times and I said, “I have to close it off.” She came up to me later and she said, “I would have happily paid you \$350,000.” I said, “Well, I am a man of my word and I said that at four o’clock I would do this. So I’m sorry.” It took 32 days to close, but we made money by the extension of the closing date which I tell you how to do that in your program. And one of the things we always look for is roof credits. In this case I got a \$2500 roof credit back from the roofer who had just put the roof on about three months before and I talk in the book about how to do that. So after closing costs and everything else, we made about a \$44,000 net profit in one week and I spent about \$250 on advertising. Ironically, the \$250 I spent didn’t work because the advertising didn’t go in place when it was supposed to so what sold this house and I hate to say this, but what sold this house was 13 hand written signs. Now I actually show you these signs on the DVD and I’m snickering because it’s not funny, but it’s the culmination of years’ worth of doing this - to know what to put on the sign and how to make the sign is priceless. Again, this particular seller could have saved more than 500 times the value of the course if he had known about it and purchased it. Let me give you one last quick one. We purchased a property that had been on the market for some time. It had been on the market for \$290,000. We paid \$245,000, but we got the owner to do the financing for \$220,000. So out of pocket, we came up with very little to go to the closing. We painted and patched this one for a week then put it on the market the following weekend and we had horrendous, continuous rain for two days. We had some perspective buyers come but we did get four offers on the property but my expectation was we should have had ten offers or maybe more. Any rate, we took the best offer that we had on Friday, on Sunday rather, at 4 o’clock and we got \$286,500. We did very well in spite of the weather conditions being so bad and the fact that those signs, which I mentioned to you before, kept disappearing as fast as we put them out. The city had a signage ordinance and they had a code enforcement officer who went around on Saturday and Sunday and took out any yard sale signs or any other signs that homeowners put up. We didn’t realize that for awhile. But this homeowner could have put in his pocket more than 500 times the cost of our course if he had just had purchased it himself. Can anybody do this? We believe that following what processes we give you, anyone, literally anyone, has the tools to do what we do. I believe almost everyone can do it. Everyone out there has the potential to do this. It’s up to you to actually do it. Now I tell you what I have trouble with. I have trouble with hardened investors and frankly know-it-all realtors who’ve watched me for years and they still do it their way. They’re just tough on “I know how to do it.” I actually had a property I wholesaled to an investor who had a property next door to one I was selling and he said to me “What are you going to ask for the house?” I said, “I’m asking \$225,000”. He said, “You’re crazy. There’s no way you can sell that property, the highest sales price in this neighborhood is less than \$200,000.” I said to him, “Well, look, once Nancy get’s it in her mind that she wants a certain price, we get it.” He said, “How can you get that? It won’t appraise for that.” So I said to him, “Watch.” Well, I actually had had three people come through who said they would pay you \$225,000. The first one had IRS liens against him personally and I couldn’t get him financing. The second person had bad credit. But the third person that came through had \$100,000 as a down payment. Now what did the mean to us? It meant I was willing to pay a 2% real estate commission to get her in because the bank didn’t even require, repeat didn’t even require, an appraisal because there was so much money down. Now guess what did that do for the property values in the neighborhood? The investor bought the property from me wholesale which was right next door. He said to me, “When I rehab it, what do you think I can get?” And I said, “I think you can get \$270,000.” I sold it to him for \$186,000 without every even cleaning it

out. I bought it two weeks earlier for \$105,000. None the less, he said to me, "It's impossible." I said, "Well, why don't you let us sell the house." We did and we got \$275,000 for it and it was because of the appraisal on our property next door. His was a 4/2, ours was a 2/1. So those are examples of how to make large and quick profits in real estate investing you understand the process, specifically the selling process and how to help your buyer get into the property. There are all kinds of unique ways to get them in and we disclose these all to you in the text.

**Matt:** *So, let me ask you this, why isn't everybody doing this?*

**Dave:** Well, it frustrates me because as I actually looked at it, I found out that the average time that a For Sale By Owner, or a FSBO seller, keeps his property on the market is less than four weeks. He doesn't know what he's doing or what's going to happen. He's frustrated by people coming in and out, so he finally just calls a realtor. And that simple decision costs him tens of thousands of dollars not only in the real estate commission but in those other areas "money making areas" that I mentioned to you. A good example is this. I talked before about "tainting" the property value by being on the market too long. When a For Sale By Owner seller puts his property, or anyone puts their property, with a realtor there's a unique clock that starts. It's called DOM or "Days on the Market." What that does is from the time it's listed with a realtor and goes onto the MLS® there's a clock on the bottom of the sales page. It clicks off every day, one day, two days, three days. So a realtor coming in can look at that and investors who have access to the MLS® can look at that and that homeowner becomes a target for realtors looking to replace the former realtor and investors looking for a frustrated homeowner to reduce his asking price. The first time is at five days or less after it goes on the market because that's when investors look for bargains and they'll rush out to a property. So if you put your property on the MLS® and you're inundated with investors almost immediately, you've under priced it. That's what happened. Usually, you think of a realtor as always going to overprice it because he's going to buy the listing and he's going to say to you, "Yeah, why I can get \$200,000 more than fair market value" because he wants you to sign up with him. But a lot of time realtors don't realize the value of a property, especially if it needs rehabbing. They look at comparables and they say, "Yeah, that's a comparable," but they don't take into account the real intrinsic value of the property itself. So any rate, you get contacted quickly, you know, take offers, don't just sell it. The other time is after about 120 days of the homeowner sitting there agonizing and twittling his thumbs. You're going to get frustrated and you're now going to get a deluge of phone calls once again. This is going to be from two camps, the first camp is other realtors. They're coming after you to have your property re-listed with them. They will either blame the market or they blame your realtor. They explain how they can do better and they are trained to get you to switch to them. The other camp is the same investors that came in the first five days and they're out there to say to you, "Well, are you more motivated now than before because my offer is a little worse than it was the first time, but I can get you out by paying cash for your house, I can close on your house in 72 hours." Unfortunately for motivated sellers, those number three motivation levels or higher, they take those offers and the simple investment in our course would keep them from having to do that and lose so much equity. My course has been a life saver to a lot of people. Now the average seller is faced with determining first the selling price and then what kind of advertising to do and all the time he's making payments and he has to negotiate with unruly buyers and he has to go through the legal aspects of the contract. He has to figure out what the closing is all about and this whole time he's working full time and he may even have children. If he's a single parent, if the parent's a

single mom, it's a nightmare for them. So it would appear it's easier to just throw in the towel and say, "Let the realtor do it." But ironically, the realtor doesn't do it because almost 95% of the work involved in selling your house is done by the homeowner whether they have a realtor or not. So why not put that money in your pocket? That's what we're saying to you. All those things I mentioned, the advertising, the marketing, the negotiating, all those things are taken care of for you. We go through them, detail by detail. I even, as a bonus, have included a set of CD's that you can download to an MP3 player or burn a CD and play on your way to and from work. If you have a spouse, you can let the spouse look at the text. And I included a Quick Start Manual to kind of summarize the forms and necessary checklists you need to get yourself through the process just to make it extra easy.

**Matt:** *I know that you've done a marketing survey and found that perspective course buyers had three burning issues. What are those three burning issues?*

**Dave:** Well actually, we got testimonials from people who've known us for years and you'll see those on some of our material. They know that we sell in weekends, houses in just a weekend or two at or above fair market value. But for most people the first thing they said to us is we just don't believe it works. So what we did is we took those testimonials and we put them in. I actually may have one of the audios with me where they talk about being on site with me and actually seeing us sell a home. One of them said they thought I hypnotized the buyers but that's not true. I use simple selling techniques that anyone can learn and you can use them instantly. Secondly, they thought that the course was too expensive without knowing how much it was going to be and for the people who have sold their homes way below market value or had to wait up to a year, our program is really, really cheap. I gave two examples of homeowners before, actually three of them, if they could have invested in the program, they would have made 500 times their investment back. I don't know stocks that do that, but none the less, even if you only make back 50 times your investment, that's not a bad deal. The thing that's of value to you is the peace of mind the course offers you. It takes away the annoying gnawing feeling of sitting there and looking out your window from an open house and not having anybody drive up. The third thing people said to us without knowing how much it was ironically is they said they couldn't afford it. So I said to Nancy let's price the course at a price point that is so affordable that anyone, even in foreclosure, can afford it! I know that the "insider secrets" have never been offered to the public before, so the value is just huge.

**Matt:** *Well, that's awesome. So why don't we talk about this or just let people know how in the world can they grab one for themselves?*

**Dave:** Well, if you want to get to the stage where you reduce or eliminate your tension that's built up from the fear of selling your home, plus put as much as tens of thousands of extra dollars in your pocket, all you have to do really is order the course. We have 5 CD's, 2 DVD's, a manual – a Quick Start Manual. We have some additional bonuses if you go online and look at them. So when you go the website what you do is you click into [www.FSBOPowerSellingSystem.com](http://www.FSBOPowerSellingSystem.com). For those of you who are really ready to take charge of your life and eliminate the future tension either you're going to have in selling your home. So, get out your credit card, go to your computer and go online to [www.FSBOPowerSellingSystem.com](http://www.FSBOPowerSellingSystem.com). Use your discount code to save the additional money and get started in selling your house yourself and saving yourself a lot of money.

**Matt:** *Awesome. So that's one thing you want to do is go to that location which was [www.FSBOPowerSellingSystem.com](http://www.FSBOPowerSellingSystem.com) Now, before we end this CD, I've got one last question. And the question I have for you is this - "Is there anything weighing on your heart that you haven't told the listeners right now that you just would like to share with them?"*

**Dave:** Well, let me tell you a little about my background, the people I work with know that I'm really a giver. A lot of the mentorship students I have call me a teacher of teachers because they always come back to me for information. I love seeing people making money and doing things themselves. Everyone has the potential to do that but in the final analysis, the only reasons for failure are 1.) Not getting started, 2.) Quitting, or 3.) Dying. Most people have a fear that they can't do it and they never get started. I suggest to you that the way to overcome that is just do it. Just go out and do things. The more activity you have, the better off you are in life. I'm not talking about physical activities per se. I'm talking about mental activity and doing things. Do you get depressed? Best way in the world to get out of that depression is to go and do something. You start thinking thoughts that are negative, think positive thoughts. Change your own attitude. You're the only one that can do it. So in closing what I'd like to say is just do it because if you get started and don't quit trying, the only thing to stop you is dying.

**Matt:** *Awesome. Well, thank you guys each and every one of you for getting this CD. Just remember that you can always listen to this CD over and over again. You've got one of the best, libraries in the world which is in your car. And on top of that also remember that you can go to [www.FSBOPowerSellingSystem.com](http://www.FSBOPowerSellingSystem.com) and can grab yourself a copy of this awesome course. Thank you very much for listening to this CD.*

## NOTICE

The best selling e-book called "32 Ways to Quickly Stop Foreclosure" has been revised in 2008 to include changes in the foreclosure process. It can be viewed at [www.StopMyForeclosureMess.com](http://www.StopMyForeclosureMess.com)