



# The 3-Pronged Profit Formula

To Collecting and Closing the Best Leads on the Market



# Let Me Begin With a Story...



## Once Upon a Time...



# There Were Three Characters:



Molly and James  
“The Hapless Out of Town Homeowners”

&



Steve “The Super Investor”

Molly and James Lived in Their Dream Home in California and Managed a Rental (their first home) in Illinois. It was becoming a...



# Renting It Has Been an Emotional Roller Coaster



## It's Vacant

They are constantly worried that it's going to be vandalized.  
They are having a hard time selecting a good tenant.

## The Bills Are Stacking Up

And they are having a hard time justifying the payments  
for a property that they don't even live in anymore

## They've Had Several Non-Paying Tenants

Their past tenants have had poor-payment histories, making this  
property an unsure income generator

## The Property Manager is AWOL

He hasn't returned any of their calls and  
repairs and maintenance problems are  
piling up along with the garbage in the  
front yard



# Selling it Even Worse...



## The House is in Need Of Lots of Repairs

The state of the house is not inviting high end offers, rather it's turning away lots of qualified, would-be buyers

## They Hired a Contractor from Craig's List

But have yet to see any work product started, let alone completed

## There is No One There to Manage the Project

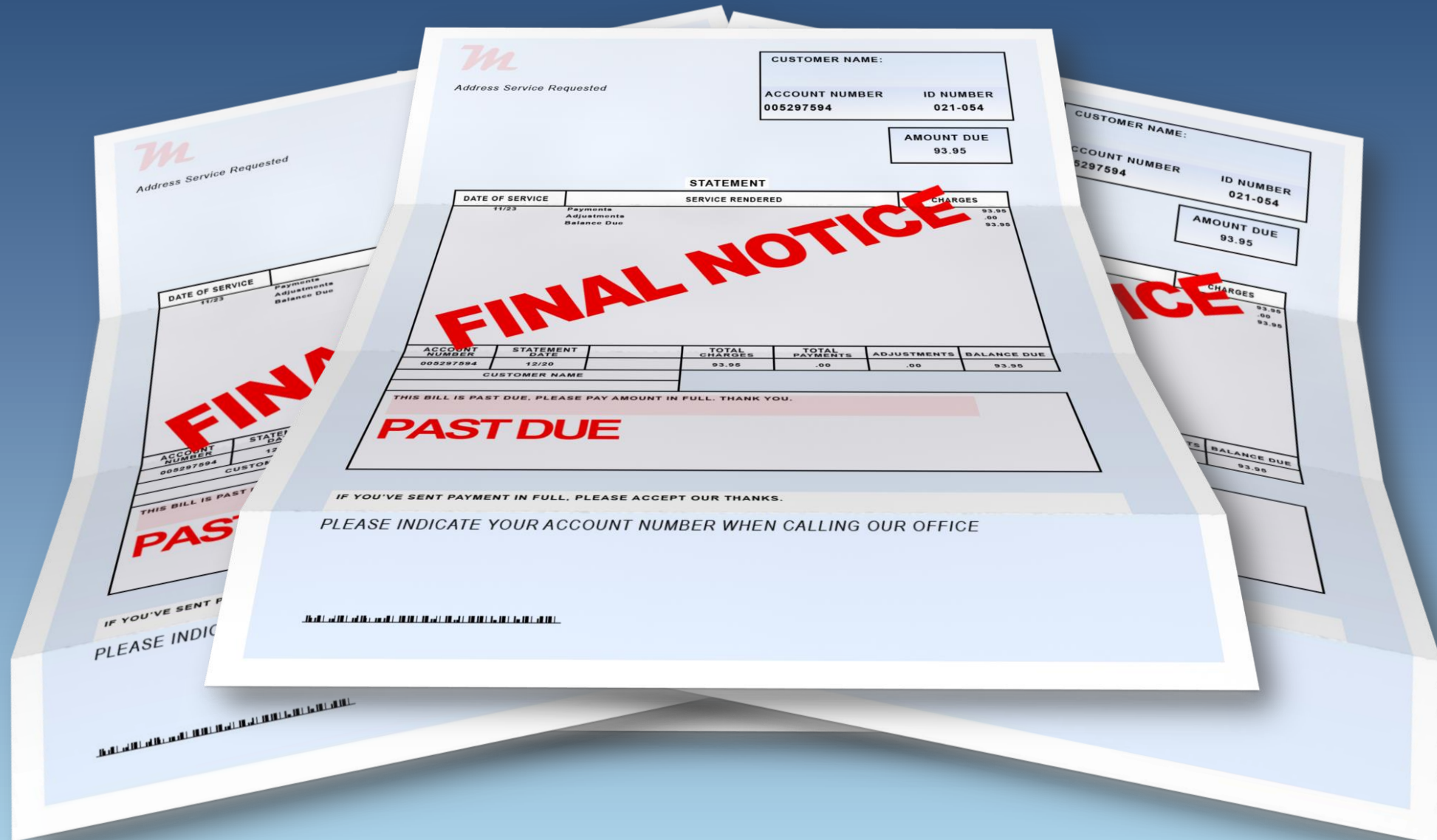
The property manager is not answering his phone and they have no one else to turn to

## They Are Spending More Time...

Worrying about this house and they are spending less time on their dream home



# The Bills and Stress are Piling Up...



Address Service Requested

CUSTOMER NAME:  
ACCOUNT NUMBER 005297594 ID NUMBER 021-054

AMOUNT DUE 93.95

### STATEMENT

DATE OF SERVICE	SERVICE RENDERED	CHARGES
11/23	Payments	93.95
	Adjustments	.00
	Balance Due	93.95

**FINAL NOTICE**

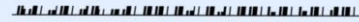
ACCOUNT NUMBER	STATEMENT DATE	TOTAL CHARGES	TOTAL PAYMENTS	ADJUSTMENTS	BALANCE DUE
005297594	12/20	93.95	.00	.00	93.95

CUSTOMER NAME  
**PAST DUE**

THIS BILL IS PAST DUE. PLEASE PAY AMOUNT IN FULL. THANK YOU.

IF YOU'VE SENT PAYMENT IN FULL, PLEASE ACCEPT OUR THANKS.

PLEASE INDICATE YOUR ACCOUNT NUMBER WHEN CALLING OUR OFFICE



Address Service Requested

CUSTOMER NAME:  
ACCOUNT NUMBER 005297594 ID NUMBER 021-054

AMOUNT DUE 93.95

**FINAL NOTICE**

**FINAL NOTICE**

ACCOUNT NUMBER 005297594 STATEMENT DATE 12/20

THIS BILL IS PAST DUE

**PAST DUE**

IF YOU'VE SENT PAYMENT IN FULL, PLEASE ACCEPT OUR THANKS.

PLEASE INDICATE YOUR ACCOUNT NUMBER WHEN CALLING OUR OFFICE



And They Are at Their Wits End





Then They Get This In the Mail

A stylized illustration of a hand holding a white card. The card has the text "3 Real Profitable Options" written on it. The background consists of blue and yellow rays emanating from behind the card, creating a sense of excitement or discovery. The hand is rendered in a simple, cartoonish style with black outlines.

**3 Real**  
Profitable Options

Who Sent It?



# Steve “The SuperInvestor” Used to be:

- A one-trick pony with too few bullets in his marketing arsenal:
  - Craig’s List
  - Yellow Letter
  - Realtors/MLS/REO
- He has no competitive advantage which means he has to have cash or great credit for conventional financing or access to hard/private money



Then He Added a New Tool That Changed Everything! 3 Options to Help Homeowners



# Do You Want to Know What These 3 Options Were That Brought These Two Parties Together?

## Option Three

Consultation and a loan for the property, regardless of credit score, that will allow the funds necessary to bring the property to tip top shape to either maximize rents or sale at top dollar.

## Option Two

Opportunity to maximize property value through a partnership with a highly trained, competent, flush-with-funds real estate investor

## Option One

Fair, all-cash price offer, with a fast closing & no contingencies (CLEAN, QUICK, OVER)

*A Turnkey, One-Stop Shop to Fixing and Selling Propertie for Top Dollar!*


# Let's Say Molly and James Choose Option One:

Steve First Pulls One of his Free Collateral DNA Reports to Assess the As-Is and ARV Value of Molly and James Illinois Property

Collateral *DNA* Property Scan Save as PDF


Dashboard Subject Info Map Comparable Info Listings Market Area

Property Dashboard 711 OAKLEY AVE JOLIET, IL 60436 Flip Possibility: NO




Subject Info	Est. Value: \$105,500	Bed/Bath: 0 / 0	GLA: 1224	Lot Size: 13043 sqft/ 0.30 acres
Subject Sales History	Currently Listed: NO	Listed w/in 12 Mo: NO	Sales Transactions: 9	
Comparable Info	Sales Found: 30	Avg. Distance: 0.368	Avg. Sale Price: \$89,473	Avg. \$/SF: \$75
Recent Area Sales	High Sale Price: \$184,900	Low Sale Price: \$29,900	High \$/SF: \$150	Low \$/SF: \$26
Listings	Avg. List Price: \$85,146	Avg DOM: 95	Open Listings: 30	Closed Listings: 30
Zip Code	Median Price: \$89,900	Price Trend: -19.4%	Foreclosure Count: 11	

### Homogeneity Score




67

### Conformity Score




47

### Foreclosure Impact



-35.3%

### Inventory Trend



-58.6%

Estimated Value

# Steve Then Lays Out the Option Like This:

- 3 Tiered Offer:
  1. All Cash at 40% of current value
  2. Some Cash, Seller Carry at 65% of Current Value
  3. No Cash, Seller Carry at 80% of value at interest below 3%
- He Delivers it in Standard Purchase and Sale Agreement with a properly worded addendum


# Let's Say Molly and James Choose Option Two:

Steve First Pulls One of his Free Collateral DNA Reports to Assess the As-Is and ARV Value of Molly and James Illinois Property

Collateral *DNA* Property Scan Save as PDF


Dashboard Subject Info Map Comparable Info Listings Market Area

Property Dashboard 711 OAKLEY AVE JOLIET, IL 60436 Flip Possibility: NO




Subject Info	Est. Value: \$105,500	Bed/Bath: 0 / 0	GLA: 1224	Lot Size: 13043 sqft/ 0.30 acres
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### Foreclosure Impact



-35.3%

### Inventory Trend



-58.6%

Estimated Value



# Steve Then Lays Out the Option Like This:

- Agree to a fair as-is price 25% below what an all cash offer would be
- Contact Cogo Capital to arrange the loan to fix, renovate, and bring the property to full market value
- Fix, stage, and list for sale with agent
- Sell the Property
- Pay Molly and James the predetermined purchase price, pay off the Cogo loan, and split remaining profits 50/50
- Rinse and Repeat


# Let's Say Molly and James Choose Option Three:

Steve First Pulls One of his Free Collateral DNA Reports to Assess the As-Is and ARV Value of Molly and James Illinois Property

Collateral *DNA* Property Scan Save as PDF

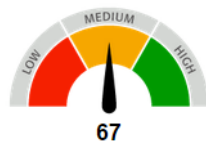
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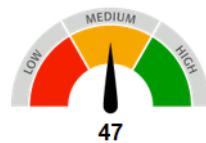


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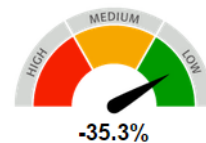
## Homogeneity Score



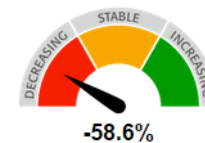
## Conformity Score



## Foreclosure Impact



## Inventory Trend



# Steve Then Lays Out the Option Like This:

- Determine Seller's Needs, wants, desires, and challenges
- Establish address, access information, schedule a walk-through (telephone script)
- Send to Seller repair estimate sheets
- Have Seller Sign Project Manager Agreement (charge 25% overall costs, fees, labor)
- Oversee rehab project on behalf of seller
- If Seller does not have funds you can broker loan to Cogo (for 1 point)
- Stage, List, Sell Property Get Testimonial (earn your \$25%)
- Rinse and Repeat

# With This One Piece of Mail... Molly and James Are Suddenly Empowered With 3 Viable, Profitable Options When Before They Didn't Have Any!



1. If They Go With Option One: They Get Immediate Cash and All the Property Headaches Completely Eliminated
2. If They Go with Option Two: They Get Immediate Cash, Steve's Sweat Equity and Know How, and Half of the Remaining Upside
3. If They Go With Option Three: They Get Guidance and a Private Money Loan to Fix Up the Property for Top Dollar and ALL of the Upside.



Is Anyone Interested in Knowing What  
Molly and James Got in the Mail?

# The Out of State Owner Advocate

Why You Are Losing \$1,000s by the Day

**SHOULD**

This ~~Could~~ be Your Before and After...



Bought for \$110,000 / Sold for \$260,000

**Finally, 3 REAL Profitable Options Offered to Out of State Homeowners!!!**

## Inside You'll Learn:

- How to Get Quick Cash for Your Property: Page 4
- How to get the purchase and upside cash for your property while I do all sweat equity: Page 4
- How to benefit from my expertise to command the most cash on your out of state property: Page 5
- How to avoid the 5 Rookie Rehab Mistakes all newbies make so you can earn the highest retail price on your property: Pages 6-7

My name is Lee Arnold and I specialize in helping successful people, like you, who have had the foresight to invest in properties around the country. You are receiving this letter today because you own a property outside of your local area.

Therefore, this is most likely not your first letter. In truth, you have probably already received multiple letters, solicitations, and even perhaps ridiculous low-ball offers from other investors and you are getting sick and tired of everyone trying to price gouge you out of what your house is worth.

I am writing you today because I am sensitive to your plight and because I've seen too many homeowners make the wrong decision on their property out of pure desperation or frustration.

In fact, just a few years ago I worked with a homeowner that had substantial equity in her property but unfortunately, rather than fixing it up and selling it at top dollar, she abandoned it to rot and deteriorate, while ignoring the bills and notices piling up in the meantime. When it finally went to auction she received nothing for it.

I ended up purchasing the property on the foreclosure steps for \$68,000 dollars, invested \$30,000 into fixing it up and sold it for \$137,500. Although it was a windfall for me, I believe it's unfortunate when a homeowner has to experience loss for me to experience gain. I don't believe this should have happened, especially since I have 3 OPTIONS that could have put money in her pocket and kept her credit clean as a whistle.

And this is not an isolated incident, as you'll see in this letter, there are countless homeowners losing out on hundreds of thousands of dollars merely because they didn't know they had other, more lucrative options. Luckily for you, you're receiving this letter, which means you won't be one of them!

## Where are you at with your extra property(s)?



Your property is in a continuous for rent cycle. Because you live out of state, managing your tenants or your empty house is becoming unsustainable.



Your property is a maintenance nightmare. Tenants have been hard on it. The outside is overgrown the inside is beat up and you're tired of the constant bills piling up on a property you don't even live in.



You're done with the property and you're ready to sell it to anyone that has a pulse and an all-cash offer (regardless of what it is).



## The Out of State and Rental Owner Challenge

### Out of State Example

My real estate agent called me about a house in a very desirable area of town that was owned by a homeowner located 3,000 miles away. They had purchased it 15 years previously to rent it to their kids who were attending college. Once their kids graduated, the house went vacant. In a desperate struggle to keep the house occupied, they rented it out to a less than desirable tenant who trashed the property. This vicious cycle continued year after year and they continued to pour money into the property, hoping the value would go up, the market would change, and they would eventually recover their losses.

Eventually, they threw up their hands and decided to list the property for \$179,000. It didn't sell. They dropped the price to \$149,900. It didn't sell. They dropped the price to \$129,900, and then again to \$114,900. Only then did they start getting offers, mine being one of them. They ultimately accepted my offer for \$110,000. Over the next several months, I invested money and time bringing the property up to date by modernizing it, cleaning it, and then staging it for a quick sale. Ultimately, we got it under contract for \$260,000.

This homeowner took a \$150,000 loss all because they lived out of state and didn't have the wherewithal and

knowledge to properly rehab and retail it for maximum profit. Why should their distance keep them from realizing such a tremendous upside? The answer is they didn't have or know of any other options.

### Rental Owner Example

I received a phone call from a homeowner with a property located a few miles from where she lived. She had been using the property as a rental and based on the condition of the property, she was not a very proactive landlord. The property needed a lot of work. Fixed up, this house was worth \$159,900, but because of its condition and the amount of work needed, I could only offer her \$50,000. After \$40,000 in renovation and repair this property will yield an additional \$30,000 - \$40,000 in proceeds from the sale.

This begs the question: Why didn't this homeowner just contract out the work herself? The answer is simple: she didn't know about the other options available to fix up the property, market it for the highest profitable price, and sell it for a premium.

# Homeowner Loses Sight of Goal & Massive Future Upside



## The Out of State Homeowner Challenges: Do Any Of These Sound Familiar?

- The house is vacant, so you're worried about vandalism.
- The house is vacant, so you're paying for a house that you're not using. And on top of that, you might be paying for your current house, so you have two properties to worry about.
- If you have it on the market, you're probably frustrated that most potential buyers are too picky. You're also not there to make sure the house looks nice for showing.
- You have a non-paying tenant in the property.
- The property needs repairs, but you're not in town to oversee the renovation.
- You have a property manager who is not taking care of the house. After all, the manager knows that you are out-of-state and can't see the day-to-day property management problems.

I received a call from a homeowner several months ago, who had a property across the street from a property my company was currently fixing up. It was a nice house, had great structural "bones" and was in a very desirable part of town. The homeowner began telling me the story of how he ended up with the property and what his plan for it was.

He and his wife had purchased the property back in 1981 and lived there for a period of 5 years. In 1986 they decided to move into a larger house to accommodate their growing family and decided to keep this house as rental. Over the years, it was his dream to fix it up and sell it for a profit. But, as the years passed, life got in the way, he got busy with kids and soccer, church meetings, bowling league, business travel, and eventually grand kids and he just never got around to fixing up the house.

We settled on \$83,000 as the purchase price of his property and I am currently investing \$50,000 of my own money into its renovation and repair. Upon completion the house will be sold for \$229,900. How much money did this poor man leave on the table? With a little more time, energy, effort and know-how he could have kept this money in his own family?

Today I ask you, "What are you going to do with your house? Is it rented? Do you like being a landlord? Have you struggled to get good quality tenants that pay on time? Are you sick and tired of being a landlord? Would you like to sell it and be done? Have you had visions of fixing up this property and some point and selling it for a profit but just haven't been able to get around to it?"



I realize your house might not yet be listed, but I wanted to make sure you know all of your options, in case you are interested in selling the property. That is the main purpose of me writing to you today. I don't want you to have a similar sad story as these individuals in this letter because today you are being empowered with options.

## Option One: Sell Your Home for Quick Cash

**I truly enjoy envisioning the promise of a property, transforming it, and increasing its value. I love what it does to a neighborhood and a local community as a whole. I'm looking forward to sharing this passion with you, so you can do the same to your own home.**

As in the examples before, you can always sell me your home as it sits, for cash, but know you'll be selling it to me for less than its after repaired value. I'll then invest the money necessary to it clean and fix it up for maximum profit.

Below you can see my past handiwork!



## Option Two: I Partner With You

Another option is that I partner with you on your property and we turn a profit together. If you choose this option, we first have a conversation and then I do some investigative work to figure out the value, condition, cost of work needed, time it will take, and the ultimate resale value of the property. Once I have determined what I believe we can sell it for, we come to terms on a price that you will receive as a premium for being the owner of the property. I will invest my own money into doing all of the rehab and repair work, and will oversee the staging, listing and selling of the property. When it sells for top dollar, you get the price we established as the base line, I get a return on my invested capital and labor costs, and then we split the net proceeds 50/50, which allows you to participate in the upside of the new value.

For example, let's just say you have a 3 bedroom, 2 bath, 1,400 square foot house in a good market. If it were properly renovated and repaired, you could sell it for \$200,000. Because it's old, dated, ugly and tired, you have been receiving low-ball cash offers from investors in the range of \$60,000. You think it's worth a lot more but don't have the time, energy, or wherewithal to do the work. You also know that \$50,000 dollars would really spruce this property up, but unfortunately you don't have \$50,000 dollars just laying around. You contact me, I inspect the property and agree with you that \$50,000 would make this house a real beauty. We agree on a baseline price of \$60,000, sign a partnership agreement, and then I go in with my crews, and over the course of the next several months we renovate and repair the property and bring it up to snuff. We make it beautiful and ready for the highest peak of the market.

We list the house and obtain a buyer for \$199,900. When we close the numbers look like this:

- Sale Price - \$60,000
- My invested capital and labor \$50,000
- Sale price \$199,900
- Cost of sale and commissions typically 10%, or \$19,900
- Total net proceeds \$180,000

You receive a check at closing for \$180,000, you take out your \$60,000, this leaves \$120,000, you pay me \$50,000 for my renovation and repair, leaving \$70,000. You cut me a check for \$35,000 and you keep \$35,000 which means you sold a house worth \$60,000 for \$95,000 and make a \$35,000 premium profit on all of my hard work and labor. Does this sound great or what?

## Top 5 Rehabbing Mistakes We Can Help You Avoid

I've been in this business for over 20 years and I've seen many a newbie make the same rookie mistakes I made when I first got started. Through my own experience, and through the experience of others, I've compiled a short, but by no means comprehensive, list to help you understand the magnitude of this undertaking.

Rehabbing is a delicate process that takes a good deal of realistic calculations, smart and objective decision making skills, experienced gut reactions, and ultimately the ability to know immediately what repairs will give you the best return on your investment and what repairs to leave well enough alone.



### Rehab Mistake #1: Not Having Enough Patience

Novices rush out and hire the first contractor that makes a bid to address the work they can't do themselves. Professionals either do the work, or rely on a network of prearranged, reliable contractors.

Novices expect to rush through the process, slap on a coat of paint and earn a fortune. Professionals understand that rehabbing and selling houses takes time and that the profit margins are sometimes slim.

We can be your professional service. We have the right amount of patience to make sure the job gets done and gets done properly. Although we have patience, we also know that time is of the essence. We work against the clock, to renovate the home on budget and then turn around and sell it before the financing costs eat up the profits.



### Rehab Mistake #2: Miscalculating Costs

To get to how much it's going to cost to rehab a house, you first need to know what you can sell the property for when it's all done. Once you know this all-critical number, the other costs associated with the house rehab will really start to come into focus.

The best way to determine the After Repair Value (ARV) is through comparing other houses similar to yours that have sold nearby within the past six months. These types of properties are known as "comps". Once you have your ARV, you can start figuring out other costs like:

- Finance Costs
- Renovation Costs
- Realtor's Fees
- Carrying Costs like, property taxes, utilities, insurance

You can certainly try to figure out the comps and costs through online services. But since these numbers are so vitally important, it's best to enlist the help of a professional, like me.

With my many years of experience, I most likely know the ins and outs of the market far better than you do. With Options 2 or 3, I give you a complete assessment of construction and repair costs, project time lines, comparable sales and valuations so you will know what the property will be worth post renovation, as well as a real estate agent's opinion of what listing price will get the property sold the fastest.

**We work against the clock to renovate the home on budget and then turn around and sell it before the financing costs eat up the profits.**

## Option Three: Actively Participate

Using the same scenario as before you think, "Gee Lee, that sounds really good but I don't want to pay you \$35,000 of my profit when I can go to the bank and get a construction loan or put the work on a credit card and hire a contractor to do all of this for me." Well, you are in luck my friend, because I happen to know a contractor who will not only do all of the work, but also has access to private money investors who will lend you the \$50,000 that you need for the renovation and repair. I can arrange all of this for you. I will also look over the loan, the construction, the staging and the sale and I get paid 25% of the total construction costs. If construction is \$50,000, when the house finally sells I would earn \$12,500 for my work in overseeing the project and getting it completed.

We list the house and obtain a buyer for \$199,900. When we close the numbers look like this:

- Sale Price - \$60,000
- Your invested capital and labor, including closing costs of the financing and debt service on the loans \$50,000 = \$10,000. \$60,000
- Sale price \$199,900
- Cost of sale and commissions typically 10%. Or \$19,900
- Total net proceeds \$180,000

You receive a check at closing for \$180,000, you take out your \$60,000, this leaves \$120,000, you pay off the loan of \$50,000 plus \$10,000 for the financing of the loan for the renovation and repair leaving \$60,000. You cut me a check for \$12,500 and you keep \$47,500 which means you sold a house worth \$60,000 for \$200,000 and made \$47,500 premium profit on all of my hard work and labor. Does this sound great or what?

### Which Option is Right for You?

As you review each of these three options you can see that Option #1 is by far the easiest. You get your \$60,000 now, I close in less than 14 days and you are done with this property and can move on to other interests. We find that 60-75% of respondents choose this option, as many of them are so sick and tired of the property they just want to get their money and run.

Should you choose Option #2 - you are agreeing to partner with me and my company. We will do a fantastic job on getting this property fixed up and resold. This process could take 6 - 18 months and there is no guarantee that it will sell, or that you will actually earn more than you would just selling it to me outright. However, my past experience has shown that there is an upside and you'll have the opportunity to share in it.

Should you choose Option #3 - you are committing yourself to actively be involved in the process from start to finish. You will either need to come out of pocket with enough cash to pay for all the renovation and repairs yourself, or take on the liability and expense of a loan. You would also need to coordinate with an architect, engineer, designer, and the city on pulling permits. The overall bulk of the liability of the project will rest on your shoulders. I can certainly help you as a consultant, but not being the owner or a partner in the project, I would have no signing authority or ultimate say in the project as a whole. I can tell you that even though this option potentially puts the most money in your pocket, it is by no means a hands-off method to increasing your earnings. If you do decide on this option, I've included 5 rehab mistakes to avoid on the next few pages.

**We find that 60-75% of respondents choose Option One as many of them at this point are so sick and tired of the property they just want to get their money and run.**



### Thinking Of Rehabbing it Yourself?

There are two ways to rehab: Do it yourself or hire someone to do it for you. There are pros and cons to both. If you can do it yourself, you can save money on labor. The downside is that if you don't know what you're doing and you don't fix according to code, you will have major problems. Also, if you have a day job, you only have nights and weekends to work, which means it might drag on for months. This can cost you more money and a lot of frustration.



Speaking of money, when you fix and sell a house, you will probably use financing for most of the rehab. You also have insurance, utilities, taxes, and many other costs. All those costs add up fast and that is why you need to fix and sell quickly. The longer it takes to make repairs on a home the less profits you will make in the long run.



## Rehab Mistake #3: Not Having an Experienced Advocate Who Has Your Back

Without question, the majority of failed rehabs are directly correlated to poorly calculated costs and schedules. This happens because the homeowner is often unaware of the amount of time and costs of materials and repairs. That's why it's best to have someone in your corner who can accurately estimate all of the costs you are likely to incur, as well as which upgrades have the best return on investment and which upgrades will back away at your bottom line. A professional is also likely to know how much time it will take to complete each job.

By getting involved in Options Two or Three, you can tap into the seasoned experience my team. We can help you accurately account for the cost and time of each repair and make sure the contractors are keeping to the schedule that will put your finished property on the market during the prime time.



## Rehab Mistake #5: Not Managing Contractors Correctly

Every new rehabber has a horror story about a contractor and if you're not careful, you could be one of them. As in every profession, you have a few bad apples that give the profession a bad name. How do you avoid these bad actors?

1. Make sure to check out each contractor thoroughly. You can never do too much background checking before making a decision.
2. Always insist on a properly written contract, typed and signed. It should spell out even the smallest details.

3. Never fork over a large down payment for materials or pay the contractor before the job is done.
4. Avoid any suspicious contractor whose address is listed as a post office box.

We have a team of fully vetted, experienced contractors who work quickly and efficiently to properly rehab the property for the highest retail value. They understand county codes and what permits are necessary for the types of rehab your property needs.



## Rehab Mistake #4: Overdoing It

While you will want to produce the best product possible, over-improving a rehab is a very real and costly possibility. To make the home more appealing, all too often newbies will incorporate unneeded upgrades that exceed expectations of the neighborhood. You need to remember that you are rehabbing to sell. Keep expenses to a minimum, while still making sure to upgrade your house to the point where it is slightly better than the available comparables. Make it stand out, but not too much.

We have been doing this for years and we know how to view other comparable properties in the neighborhood to decide what improvements and finishes to mimic.

We also keep ourselves knowledgeable of the newer designs, paint schemes, and finishes and how to incorporate them into the repairs while always staying true to the neighborhood standard. We never overdo or underdo.

## ~~This Could~~ <sup>SHOULD</sup> be Your Before and After...



Bought for \$83,000 / Sales Price \$229,900

As a seasoned professional in the real estate industry, I can tell you that I have SEEN some things. There is not house, or project that is too big, too gross, or too bad that I wouldn't be able to help out with.

There is no obligation for you to choose any of these three options, and if you just want an opinion, I am happy to do a walk through for you. I can give you a complete assessment of construction and repair costs, project time lines, comparable sales and valuations to know what the property will be worth post renovation, as well as a real estate agent's opinion of what listing price will get it sold the fastest. I welcome a conversation about the property and your phone call does not obligate you to repair, list, or sell the property.

If the property is currently listed, your tenants will not be made aware of the phone call. If they need to be removed prior to the start of our relationship, I have a very good attorney and property manager that can help evict the tenants. If you have an existing lease with your tenants, which is outstanding for 2-10 months, know that there is a lot of preliminary preparation and planning that will need to be done. There is a great chance I may not be able to start on your project for several weeks or months. Because of this, it is imperative that you contact me now, long before you think you might want to sell. That way you at least have a better understanding of what your options may be.

Again, you can reach me at:  
1121 E. Mullan Ave  
Coeur D'Alene, ID 83814  
800-341-9918 ext 1801 – Toll Free / 801-574-4020 – Cell  
Lee1@cogocapital.com – Email

**We Are a Turnkey, One-Stop Shop to Fixing and Selling Your Property for Top Dollar!**

You can reach me via email at Lee1@cogocapital.com, or you can call my office at 800-341-9918. To speak with me directly you can reach me on my cell at 801-574-4020. Feel free to call me.

I look forward to speaking with you and collectively coming up with solutions that put the most money in your pocket.

Yours in Success,

Lee Arnold  
Chief Executive Officer

PS – I cannot reiterate enough how much interest we have been receiving on this partnership opportunity. Our calendar is filling up fast and you delaying a day or a week could push your project back several weeks or months.

PPS – The market has not been this hot for some time. If you have been thinking about making a move, you cannot afford to relax, you must act now.

PPPS – There is no obligation. Every caller will receive a full market evaluation, construction cost estimate, and realtor evaluation of the after repaired value, assuming pristine condition.

PPPPS – In the time it took you to read all of this information it's quite possible that several other out of state owners have already called me. Don't let your deal get lost in the shuffle. Call now and let us make your opportunity our priority.

# The Out-of-State Owner Advocate is:

An 8 page, full color, professionally designed and copy-written newsletter

- Stock-Full of Real Case Studies
- Before and After Photos of Real Rehabbed Properties
- The 3-Options Broken Down into Easy-to-Understand Solutions



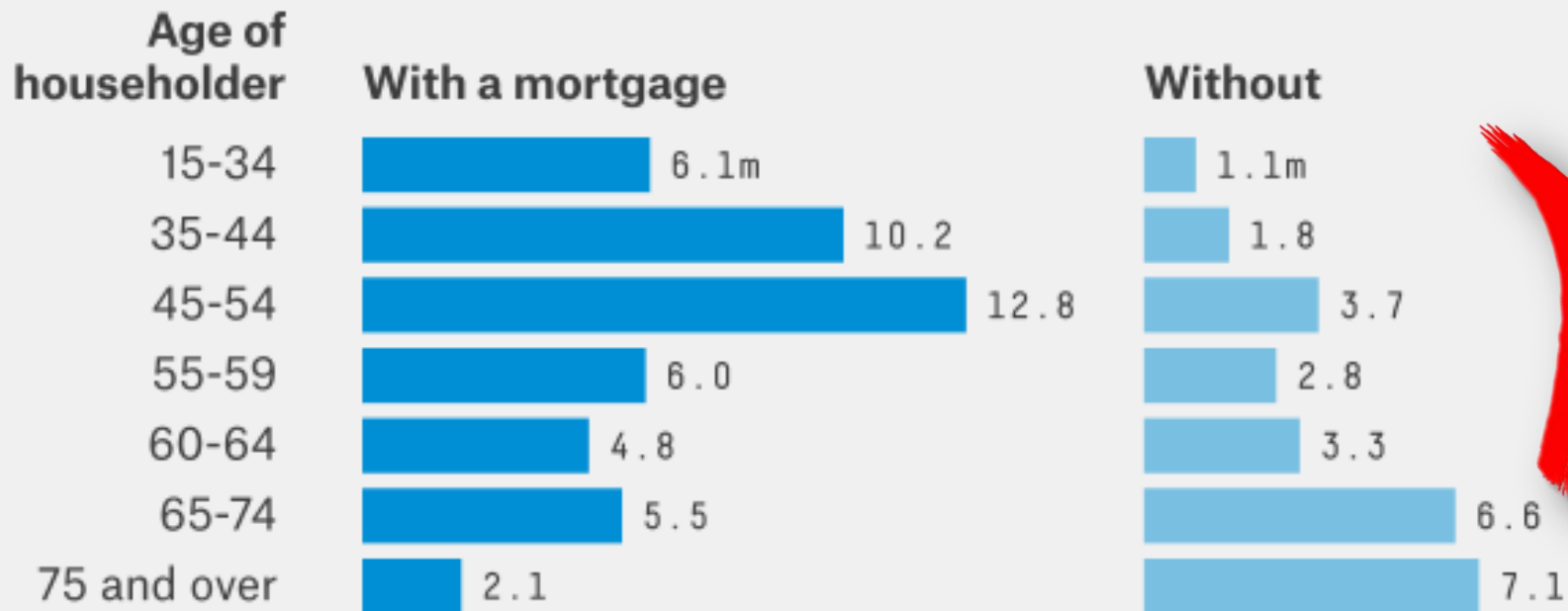
# And How Did Steve Know to Mail This Highly Converting Mail Piece to Molly & James?

They were chosen from a top secret list of out of state owners who are all over the United States. They either own their properties free and clear or owe less than 20% of the property's value.



# Mortgage Status Of American Homes

By age of main householder, 2013



FIVETHIRTYEIGHT

SOURCE: AMERICAN CENSUS BUREAU

The Lead Base Is Limitless and Extremely Qualified

Would You Like Access to These Qualified Leads & Have the Ability to Offer These Profitable Solutions to Homeowners?



# Would You Like to Offer Out of State Homeowners Option One Complete With:

- A Collateral DNA Report
- The 3-tiered logic offer (the building blocks to structure each and a script to approach the homeowner)
- The Standard Purchase and Sale Agreement with a Properly Worded Addendum (keeps you safe with all the right clauses)

OR

# Would You Like to Offer Out of State Homeowners Option Two Complete With:

- A Collateral DNA Report
- The Sample Partnership Agreement
- The Sample LLC Docs
- The Standard Purchase and Sale Agreement with a Properly Worded Addendum (keeps you safe with all the right clauses)

OR

# Would You Like to Offer Out of State Homeowners Option Three Complete With:

- The DNA Collateral Report
- Telephone Script
- Repair Estimate Sheet
- Project Management Agreement with your 25% Fee Included
- The Ability to Broker the Rehab Loan to Cogo Capital for an Additional 1 Point



# Or Would You Be Interested in This ENTIRE Turn-Key System

- Licensing Agreement to Use the Letter as Your Own (including all the case studies) (customized with your contact info)
- Purchase And Sale Agreement
- 3 Tiered Offer Formula
- Offer-Writing Addendum
- Partnership Agreement
- Sample LLC Articles
- Sales Script for Incoming Calls
- Sales Script for Outbound Calls
- Ability to Utilize Cogo Capital for All Acquisition and Rehab Funds
- Repair Estimate Sheet
- Project Management/Oversight Agreement
- Access to Collateral DNA (4 Free) & and a Coupon Code for Deep Discounts Afterwards
- Access to a LIVE, Invitation Only Training Call with Lee to Learn How to Pull the Best Lists for the Least Amount

# What Would You Pay for a Turn-Key System Like This?

\$30,000

\$20,000

\$10,000

\$5,000

\$1,500

How much would you be willing to pay for:

- Legal Fees for all the Contracts and Agreements?
- Professional Copywriting and Design?
- Time, hard work, and know how to actually do this yourself to get all the stories, case studies and before and after pictures to put in your own letter?

# What Would You Pay for a Turn-Key System Like This



**BUT YOU WON'T  
BE PAYING THAT!**

**EVENT SPECIAL  
Only \$997**