

# Bird Dog Training

We want to personally thank you for confirming to become a bird dog (house hunter) for Texas Gals Real Estate (Baxel Properties, LLC)

We hope you're as excited to join us as we are to have you. By working together, we can provide solutions for more and more distressed homeowners here in our community, saving them the time, money, effort, and stress that it normally takes to sell a home in today's economy.

We would like to tell you a little about Baxel Properties, the other half of your team. We are a real estate solutions and investment company. We are in the business of buying, managing and selling houses. The great thing about what we do, other than it is great fun, is that we can help a lot of people in the process. Our by-line is "Investing in the Community". We have had much joy seeing houses transformed into beautiful places to live, young families get their first homes, and removing eye-sores from neighborhoods. This is a great business!

We are so excited that you are now a part of our team. We want to do whatever we can to help you to succeed.

In our area today, houses are typically on the market 5 months or longer. The house can sit up to a year or more before being sold. Some never sell. For someone who needs to sell fast, a better solution is needed.

By purchasing properties fast at a reasonable investor discount, we can help save a homeowner much time, trouble and money. We can save them such things as:

- > Agent Commission. This amounts to thousands of dollars.
- > Repair Costs. We buy houses in as-is condition.
- > Time to Show the House. No need to schedule multiple showings every week and have their house clean and neat all the time - not to mention dozens of strangers traipsing through the house.
- > Negotiation Process. This can typically take days or weeks as offers and counter-offers are communicated through agents.. We make a firm win-win offer and close fast.
- > Stress. We can typically get a house under contract within 24 hours.

We create solutions where everyone wins. We're the perfect option for many people. But we live in a large area and we need help finding those people.

That's where you come in! You are now an essential part of our team.

We would like to know a little about you. We would appreciate it if you could tell us a little. What are your interests? Why did you join our team? What do you do for your "day job". Do you have a family, hobbies, etc? This is not necessary for you to be on our team but it is always nice to know a little about

who we have working with us. It makes it more fun. Feel free to email us a little about you at TexasGalsBirdDogs@gmail.com.

Either way, we are glad you are with us and we'd like to thank you for joining up with us!

You're now an integral part of our mission, and we're excited to work with you!

## **THE MOTIVATED SELLER**

Understanding this concept is critical to the success of our business and your efforts as a team member.

We can only work with people who's number one goal in life right now is to sell their house. They're often dealing with a time-sensitive circumstance, as well as financial and emotional stress caused by:

- > Approaching Foreclosure
- > An Inherited Home
- > Divorce
- > Job Transfer
- > An Inability to Sell the Home Themselves
- > Bad Tenants
- > Vacancy

We can save these homeowners time, money, energy, and stress by BEING the buyer they need!

We've helped a number of homeowners in these situations and we have a lot of expertise in this area.. we just need help finding more families we can assist.

Behind every lead is a person, the seller. For us to turn a property lead into a successful purchase, we need to be dealing with a highly motivated home seller. This is the key principle that will determine your level of success as a property locator.

Some examples of these situations are:

- 1) They're having difficulty making their payments. These days this is a big reason people may need to sell. Knowing who these people are isn't always easy. Some indicators are delinquent taxes, bankruptcy, and houses in great disrepair. What happens if they continue to not make their payments? The bank forecloses, they lose their home, and they're thrown into a world of financial trouble. Their best option may be to sell and sell fast.
- 2) They've inherited a home they do not want or cannot afford. Often the best solution for heirs of an estate that contains property is to liquidate the property quickly. This is simply because cash could help them more than suddenly

owning an extra house.

- 3) They've recently divorced and want to sell: No one plans on getting a divorce, but unfortunately, situations can change. Often, the house becomes the responsibility of one individual who cannot make the payments by him/herself.
- 4) They're moving and need to sell fast: Work or family situations cause people to have to move in a hurry. In this case, selling quickly is usually essential.

So far, do any names pop into your head as you read? If so, those people may be motivated sellers.

5) Their house simply won't sell: Many sellers see their houses sit week after week, month after month on the market with little interest. When their agreement expires with their listing agent, they're forced to figure out what to do next. Just listing it again is a costly and poor decision.

6) They're tired landlords: Many landlords who have dealt with a series of problem tenants are simply fed up with the headaches and ready to sell their properties.

7) They own a vacant house: Houses can be vacant for many reasons, and we've found that owners of these houses are often willing to negotiate a sale.

The very best lead you could submit is one where the owner is in one of the categories we've talked about, has a lot of equity in the property (equity is the difference between the market value of the property and the amount the owner owes on his/her mortgage), and needs to sell right away.

For people in situations such as these, we are the fastest, easiest solution, and they'll be thanking you and us for helping them out!

Now that you know what a motivated seller is, you may ask: "How do I find motivated sellers?"

Now, finding motivated sellers can take some time - and maybe some money - but everything worthwhile in life seems to take a little of both. Because the resources you can commit will be different than other people's, we'll provide a number of marketing options to choose from.

We just mentioned a key term, and that's marketing. This is an essential concept to understand. Without marketing (i.e. getting the word out), no one will know that we're here to help!

The fact is that there are a lot of highly motivated sellers out there, but they just don't know whom to call. So we have two options:

- > We can try to track these people down
- > We can let them find us

Both strategies work, but it's generally easier to let motivated sellers find us than for us to track them down. And how do they find us? MARKETING, MARKETING, MARKETING!!

**One note:** we only want to deal directly with **homeowners**. *If a property is listed with a real estate agent, please ignore it.* They are working hard for their money, so we don't want to step on any toes.

Think about the myriad of ways we are marketed to everyday.... think about all the advertising we are bombarded with constantly from TV, radio, newspapers etc. All this would not be done if it didn't work and make money for the advertisers.

This week, pay attention to this marketing. It may surprise you how much we are influenced by this.

We don't expect you to market like the pros. Only the pros can do that. But market you must.... But in your own way. We will help by presenting you with many marketing ideas. You may want to use some or all of them, it's up to you.

Let's talk about some different marketing ideas. Some of these strategies will require an understanding of the ideal types of neighborhoods and properties that result in most of our deals. Some neighborhood associations/cities have regulations and don't allow certain forms of advertising. You need to be familiar with the rules of your target area.

We find most of our properties in blue collar neighborhoods where the majority of homes are 20 years old or older. Our ideal property is typically 3-bedroom/2-bath or 3-bedroom/1-bath, between 900 and 2000 sq ft, and has a block structure (i.e. brick or cinder block). The home will typically be in need of a good deal of repair or cleanup.

If you have a property in mind, but it doesn't exactly fit our ideal specifications that's fine! Deals come in all shapes and sizes, so submit it to us anyway and we'll do what we can.

Marketing and advertising comes in many shapes and sizes as well. These include fliers, business cards, bandit signs, print ads, internet scanning, newspaper scanning, direct mail, door hangers and driving for dollars.

#### **- Flyers -**

These are a fantastic (and inexpensive) ways to spread the word. There is a marketing flyer at the end of this document. Feel free to print it out as many times as you'd like. Use neon paper (orange, yellow, or green) that draws attention from a distance. Hand it out to neighbors, post it at public bulletin boards, drop it off at laundromats, bus stops, coffee shops, etc.

#### **- Business Cards -**

These you can pass out to everyone you meet, leave them at restaurants, put them in your bills that you send off when you pay them, etc. Try setting a goal of handing out 5 business cards per day.



### - Internet Scanning -

Websites such as [www.craigslist.org](http://www.craigslist.org), [www.foresalebyowner.com](http://www.foresalebyowner.com), and [www.backpage.com](http://www.backpage.com) have motivated sellers posting their houses all the time! Look for key words such as **motivated**, **must sell**, and **FSBO**. This involves virtually no expense but does take some time. You will be receiving special instruction about this in another email.

### - Newspaper Scanning -

You already read the Sunday paper, so just take a few more minutes to scan the houses for sale. Again, look for key words like **motivated**, **must sell**, and **FSBO**.

### - Direct Mail -

We send post cards and letters to homeowners in pre-foreclosure, bankruptcy, property tax delinquency, and other situations. We get good response from our mailers. Sending mail simply requires:

- >Pulling a list from a trusted online source
- >Cleaning the list based on our criteria
- >Merging the list with our pre-written letters
- >Folding, stuffing, addressing, stamping, and sending the letters

If you're interested in sending direct mail, simply contact us. We'll provide you with the website where you'll find the lists, instructions on cleaning the list, and our pre-written letters and postcards. This method is only for those who have the money to invest because this is expensive.

### - Door Hangers -

This is a great strategy that gets strong response simply because homeowners cannot miss them. Door hangers can be purchased from [www.doorhangers.com](http://www.doorhangers.com).

You'll want two-sided hangers, preferably in color. The front should be vivid and attention-grabbing with a brief headline. The back should provide all the details about who and how we can help, along with contact information. Again, use the flyer as a template for the information on your hangers.

The perfect time to distribute door hangers is mid-day when most people are at work. You may want to use a map to keep track of the areas you have covered. Be sure to take note of the ideal neighborhood and property profile described above.

### - Driving for Dollars -

This is the method of finding motivated sellers that you can do almost automatically. In fact it probably will become automatic once you've done it several times.

Do you know of any vacant or “distressed” homes on in the area? Simply write down the address and a brief description of the home, snap a quick photo, then look up the information and send it to us the next time you’re behind a computer.

Do you drive the same route to work every day? Try alternative routes and stay on the lookout for houses that match our ideal property profile! Some common symptoms are overgrown yards, rusted cars in the yard, FSBO signs, broken windows, etc.

If ALL the properties in the area exhibit the above symptoms, it’s not a good sign. But if it’s a single house surrounded by several decent houses, you may be looking at a deal. The common rule in real estate is to find “the worst house in the best neighborhood.”

How about garage sales? These happen every weekend in good weather and often signify that the homeowner is moving. Simply stopping by and asking if they’ll be selling their house – or if they know of any neighbors who may be interested in doing so – can result in some solid leads.

It’s a good idea to print out several of the lead sheets at the end of this guide. Then when you run across a vacant, distressed, or available home as you’re out & about, just fill in as many blanks on the sheet as you can while you are out and about.

Remember that each vacant or distressed home you submit to us could mean **\$500** cash!

As you can see, there are a number of marketing options available, and there’s an option for every budget and time commitment. And by no means is this list exhaustive! If you can think of new, creative ways to find motivated sellers, just let us know.

The important thing to keep in mind with each of these strategies is that you’re not *spending* time and money, you’re *investing* it with strong potential for great return.

## **PROPERTIES OF INTEREST**

You might like to have a little more detail about what kinds of properties we are looking for.

One focus of Baxel Properties is wholesale real estate. We purchase properties at substantial discounts. By substantial, I mean 50% to 65% of the retail value. This includes the cost of any repairs that may be made. How much we offer on a property is determined by several things. One of the primary things we look at is how much work does it need to be in retail condition. If it needs a lot of work, we offer the lower percent. If it only needs very little cosmetic work, we offer toward the higher percent. Our goal is to make a fair equitable offer to the seller. Not every seller will think our offer is fair. Those are the ones we pass on.

When you look for properties, we welcome houses in all shapes and sizes and conditions. But in order for us to quickly go through all the leads you will send us, we need a bit of info in addition to the address of the property. Remember, the faster we can assess the property, make an offer and close, the faster you get paid.

Below you will find the Lead Information Sheet. You will find the form itself at the end of this document

Use this form to gather information about the property.

Here is the info that is on the form:

1. Property Address: \_\_\_\_\_
  2. Property Type: Single-Family    Townhome    Multi-Unit  
                          Condo    Commercial    Mobile Land
  3. Construction: Block (Cinder or Brick) Frame (Wood)
  4. Occupancy: Vacant    Occupied
  5. Condition of Property: 1 2 3 4 5 6 7 8 9 10  
  Tear Down                    Immaculate
  6. Describe Any Repairs Needed.
  7. Describe the Area.
- Additional Information (Obtain from [www.taxnetusa.com](http://www.taxnetusa.com) or Owner, etc)
8. Owner's Name:
  9. Beds: \_\_\_\_\_ Baths: \_\_\_\_\_ Approx. Square Footage: \_\_\_\_\_  
Year built \_\_\_\_\_ Assessed tax value \_\_\_\_\_
  10. Owner's Reason for Selling (gauge motivation):
  11. Owner's Current Loan Balance:
  12. Owner's Contact Information
    - a. Phone:
    - b. Email:
    - c. Current Address (if different than property address):
  13. Asking Price
  14. How did you find this property?

This information will enable us to quickly determine if it is a "deal" or not. We don't want to waste your time or ours with houses that aren't really deals. You will need to talk to the owner to get some of the info.

Use this sheet as you talk to the owner. Then submit a seller form from our website [www.texasgalsbirddogs.com](http://www.texasgalsbirddogs.com). Go to the "Submit a Property" tab and fill out the form. Be sure to put your name in the space provided. That way we will make sure you get credit for the lead and will get paid when the house closes.

You may be asking "How do I know what retail value is on a house?" If you have access to MLS listings and know how to run comps on a house, you can get the retail value. If you don't know how to do this, you can go to <http://www.taxnetusa.com/texas> and look the tax assessed value. This is not exactly the price a house will get on the market but it does give a general idea of the value. Each county is more or less accurate as to the tax value reflecting the actual retail value. So for our purposes you only need to go to the tax website for your county. You can do this at [www.taxnetusa.com](http://www.taxnetusa.com) as well.

So... with all that said, here are some things that you must include with your deal submission: Everything on the form ..! Well, as much as you possibly can.

# We need to be **able to contact the owner by phone**. So you need to figure out a way to get a number for us. The White Pages works pretty good. Or any number of other methods. Use your imagination.

# We need the **tax assessed value**. This is not hard to do and it speeds up the process for us later... that means you get paid faster.

# We need the **asking price** if you can get that. Just ask the owner what they want for the house.

# Get **as much info about the property as you can**. That will save us time and make it easier to assess the deal. And we all get paid faster.

Here's an example:

Let say a 3 bedroom, 1 bath, 1100 square foot house built in 1954 is assessed at \$64K. It needs \$10K worth of work. Owner is asking \$80K. In view of what I've written so far, is this a deal or not? No, it's not a deal. We would pass on this one. Here's the math: tax value - repairs - our fees = offer price. So the numbers are 64k-10k - fees = 54K - fees offer. The owner wants 80K for the house..... He wants more than we will pay for it. PASS.... (ONE NOTE HERE: The tax value is NOT the retail value of the house. It can be higher or lower than the retail value. It depends on the county the house is in. We will determine the retail value. You can use the tax value as a ballpark figure in determining if it is a probably a deal or not.)

If the owner was very eager to sell and only wanted what he owed on it (\$40K), would that be a deal? Possibly. We would consider this one.

Remember, you will not make any offers. Just tell the seller that you are the information gatherer and that you will pass on what you gather to the company. Then the company will contact the seller.

So you understand what a motivated seller is, and you're ready to start making money as a team member.. great!

## **METHODS OF FINDING MOTIVATED SELLERS**

One of the most effective means of finding sellers we can work with is to utilize the flyer. You will find it at the end of this document

These are a fantastic (and inexpensive) way to spread the word.

Feel free to print your flyer out as many times as you'd like. Use neon paper (orange, yellow, or green) that draws attention from a distance. Put YOUR phone number on the flyer so that the owner will call you and you can begin to collect the information you will need to submit on your form that you email to us.

Hand it out to neighbors, post it at public bulletin boards, drop it off at laundromats, bus stops, coffee shops, etc.

Motivated sellers can be anywhere, so gain exposure in as many areas as possible.

Remember that fliers cannot be placed inside someone's mailbox, but placing them on the front porch, behind screen doors, or "sticky-noted" to the front door can be very effective.

Take a look at your Training Packet for information on additional house hunting strategies, such as:

- > Business Cards
- > Bandit Signs
- > Print Ads
- > Internet Scanning
- > Newspaper Scanning
- > Door Hangers
- > "Driving for Dollars"
- > Direct Mail

Get creative with your marketing, and the results will come!

After you've identified your motivated sellers and have gotten the info on them, there are a few more steps that you need to complete.

#### **\*Submitting Leads\***

As was said before, when you have done your homework and have completed the Lead Information Sheet, submit the lead on our website [www.texasgalsbirddogs.com](http://www.texasgalsbirddogs.com).

Go to the "[Submit a Property](#)" tab and fill out the form. Be sure to put your name in the space provided. You can submit digital photos of the property by attaching them to an email and sending it to [TexasGalsBirdDogs@gmail.com](mailto:TexasGalsBirdDogs@gmail.com). A digital camera is necessary for this. Be sure to put the address of the property in the subject line. Say this, "photos -123 Main Street." That will help us to keep things organized.

In the case of the same lead being submitted from more than one Bird Dog, the first one submitted gets credit for it.

#### **\* Unsuccessful Leads \***

For various reasons, we do not move forward on every opportunity you bring us. In these cases, either the seller wasn't truly motivated or we could not agree to terms, so the deal didn't work. That's okay, it happens all the time. Don't let it discourage you!

We want you to be incredibly successful, so just keep learning and submitting those leads. Remember that the more leads you bring us, the greater your chance of success.

In each case, you'll be updated on the status of the property, and we'll try to provide you as much information as possible on why the deal didn't work.

**PLEASE DO NOT SUBMIT PROPERTIES ON MLS..... ! They WILL be rejected.**

**\* Getting Paid! \***

Again, we will pay you **\$500.00** for each lead that you submit if we decide to move forward in purchasing the property. You will be paid at closing by check. The check will be mailed to the address you provide.

The IRS requires that you complete a W9 form if we pay you over \$600 in the course of the year. So if you are paid for more than one property, we will ask you to submit a 1099.

This is a simple opportunity with potential for extraordinary financial reward. It's a no-risk, no-obligation way to learn a little bit about real estate investing. And, most of all, it should be fun! If there's anything we can clarify to get you on your way, please contact us by email at any time.

**We look forward to teaming with you to help better our community through real estate solutions!**





# WE'LL BUY YOUR HOUSE TODAY!



*If any of the following describe you:*

- > Behind on Payments?
- > Divorce?
- > Need Fast Cash?
- > Moving Soon?
- > Double Payments?
- > Estate Sale?
- > Bad Tenants?
- > *House Simply Won't Sell?*

*Here's your quick and easy solution:*

- > Cash!!! Instant
- > Pay No Realtor Fees
- > Freedom From Maintenance Hassles
- > Guaranteed Written Offer Within 48 Hours!
- > Debt Relief!
- > Fast Closing

**Call Me Today At:**

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