



### Off Market Deal Strategies

There are many ways to get off market deals. One of the ways we want to do this is go directly to the source. There are various types of people that work in professions that deal with people that need to sell their homes.

Some examples are as follows: Probate Attorneys, Real Estate Closing Attorneys, Churches, Funeral Homes, Morticians, CPAs, Bankruptcy professionals, Divorce professionals, and the list goes on. It is important to note “professionals” because you do not always have to deal with the person in charge. You can talk to or network with people that just work in the firm. The key is to get someone on the inside to help feed you leads.

#### **1. Dealing with probate properties.**

These can be probate attorneys, morticians, funeral homes, churches and anyone else that has access to dead people. As morbid as it sounds, these are some of the best deals to acquire. The reason why is because a lot of people that inherit property typically want to cash out. They may sell these properties under market value just to make a quick buck.

It is especially important to get to these people before they talk to a licensed real estate agent. Real estate agents are typically going to advise the client to sell for market price to maximize their commission. If you get to the person 1<sup>st</sup> you can buy it for whatever they will agree upon. I have bought many deals from estate sales where no agents were involved and I got STEALS! There is nothing wrong with this either because the families were very happy with the price I gave them. People only get upset if they feel they could have gotten a better deal. So we avoid most of this by getting to the deal 1<sup>st</sup>.

#### **2. Divorce**

There are many cases in this matter where real estate is involved. I personally have seen a lot of divorces in my life and property typically is sold. Due to the high level of personal feelings involved with these cases a lot of times you can grab some really good deals. The judges may rule for the couple to split everything 50/50 or make a specific party sell the real estate. This is great, because now the couple maybe looking to sell fast so they can be done with each other no matter how much it hurts them (You would be shocked!).

### 3. Bankruptcy

People that file for bankruptcy file for all types of reasons. One of the main things I see within real estate is people like to use it to keep their property. If you are facing foreclosure you can use the laws of bankruptcy to stall and even keep your home from being sold on the courthouse steps. What's important about this tactic is you really have to be trying to work something out with the banks and creditors you owe for the judge to help you out.

Unfortunately, a lot of people that file for bankruptcy use it as a temporary fix and ultimately still lose their homes. This can be because they didn't fulfill their promise of making the necessary payments that courts worked out, or a variety of other issues. To our benefit, we can find these people that are about to lose their real estate assets in bankruptcy and buy them ourselves before the banks take them. That means we can do Short Sales (refer to our class on short sales), buy them straight up, and/or even whole sale them. However we have to get to these people 1<sup>st</sup>!

### 4. CPAs

CPAs and tax professionals have all types of information on clients looking to make serious financial moves. They have their ears to the ground regularly with people looking to unload assets or acquire assets for financial reasons. As a result, these people are great for getting deals and having people buy your deals. I have worked with various CPAs/ Tax professionals over the years and all have proven to be lucrative.

### 5. Real Estate Closing Attorneys and/or Title Companies

Depending on the state you live in the people that handle files to transfer property from one entity to another are either closing attorneys or title companies. The state of Georgia uses closing attorneys to facilitate transactions from one person to another. The state of Florida and Texas for example use title companies. Regardless these attorneys and title companies do the same thing, they close deals. Which means they know when deals fall through, when deals need buyers, who bought what, who is selling what and everything else you can think of knowing that you may think they see in their respective offices. So it's very important to build a relationship with these individuals. They can be a valuable source of getting off market deals. They can even help you wholesale those same deals by doing the closings.

All of the people indicated in these various professions have access to endless amounts of contacts. However the question you may ask is how do I get them to work with me? Let's dive into that.

### How to get these people to even work with you!

In business you must always come to the table with something. Business is all about reciprocity. Think about it like this, when someone gives you a complement, you feel inclined to give them a complement back. Business is no different. When people are given business that makes them money, they feel the need to do something nice for the person that gave them that business. You will see this with thank you cards, gift cards, and even money exchanged. People will even go to the extent of setting up partnerships to refer business to one another. This is the universal language of business. One cannot stay in business long, if they do not have a system in place that rewards people for helping them.

Thus, it is important to bring something to the table for anyone you may call within the various professions listed above. You will not be successful if you call these people asking for leads with nothing to give them in return. Also it is important to note, many of these people will be shielded by “gatekeepers”. These gatekeepers filter the calls to the bosses in charge so their time is not wasted. These people come in the form of receptionists, office managers and/or assistants. To get past these gatekeepers and talk directly to people in charge, you must present yourself as a person looking to do business with the company you are calling. You need to come as if you are looking to use their service or have a client for them. These strategies are universal for anyone you call. The script is going to be the same.

**My Script goes like this:**

**Receptionist: Hello thank you for calling ABC Company how may I direct your call?**

**Me: Hello, I was referred to you by Dr. Jones. He speaks highly of your firm. I have a client that needs to use your firm, but I want to make sure you all are a good fit. Is there someone I can talk to so I may discuss costs etc... I have a lot of clients like this and I want to possibly even discuss referring all of them to this firm, but I want to make sure I know what you guys are about.**

**Receptionist: Oh yes.... Please let me have you talk to MR. Right!**

**Side note... It is important to get past the gatekeeper and talk to the right person. You do not have to ask who to speak to because the gatekeeper knows the best person for you to talk to.**

**I have attached video of me calling people in some of these professionals. Note that when you make these calls you are establishing relationships. You may or may not get deals right away, but once you plant the seeds deals will come!**