

Every time an investor approaches a real estate agent, the agent may get preconceived notions of their real intentions and if they are a real player. Luckily, I am just too eager to please and successful to turn anyone away. When Matt Larson walked into my office just three years ago and told me he wanted to buy enough properties so he could retire in 3 years or less, of course I was a bit skeptical. He said his strategy was to find properties that met his criteria and then offer 30% to 50% under fair market value. He said we would be making hundreds of offers, but at the end of the day we would be buying a lot. He said if I would trust him and stick with him, he would stick by me throughout his entire investing career. The stars must have been aligned for Matt because I just trusted what he had to say and I was ready to step out of the normal routine and go for it. So we started our relationship.

Our process started a little slow. I got Matt's criteria and would submit offers in writing. Lots of them. It worked and we got a few homes. At this point, all my skepticism melted away and I was ready to help perfect a system and help Matt reach his goals while I, of course, got to make money. With a few deals under our belt, I went from submitting offers in writing to making offers through quick phone calls. When presenting such low offers, I would start by reassuring the seller's realtor that we were not trying to insult anyone; rather I was representing a buyer who could close fast, ethically and honest. He simply made closing easy for people who need or want to sell below what they originally thought they could get. This helped avoid offending agents so they wouldn't be so defensive.

At first, other agents told me I was crazy. Later, some of those same agents contacted Matt to see if they could get some of his business, but Matt wouldn't do it. Once it became a daily system, I would check my local relationships with other realtors and online listings for properties that met Matt's criteria. After doing a few, I knew exactly what deals he was looking for and would not waste his time unless it fit. If it did, we would have a quick phone call, get a price together, and it was back on my plate to call and make that polite but very low offer. We realized that we would get about 1 deal accepted per 25 to 30 deals we submitted and that number has not changed since day one. This simply works.

In the next few weeks, we should literally be closing on our 50th deal or so. It has been wonderful and I am so glad I was open minded to a new way of doing my job. It has paid off for both of us and now it will even help so many others who could use it.

With 3 years under our belt, our new goal is to purchase or assign at least 100 properties in this upcoming year. By the way, Matt retired from his job three years to the DAY of starting our partnership. The trust and loyalty that Matt and I have for each other is what makes our relationship so successful and profitable. If anyone says this technique does not work, show them what I just wrote, and if it still does not spark their interest, then find a new agent.

Best

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