



The 7 House Deals That Can Make You Millions!



by Brian & Lynette Wolff

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There's one thing that all Americans can agree on; we all want to be rich. With riches come the American Dream—freedom from the rat race, and a life of luxury. So who wouldn't want to be rich? Our neighbor wants to be rich, our friends want to be rich, even our mailman wants to be rich. Pretty much everybody. It's why people keep playing the lottery, despite the near-impossible odds. It's why smart people are constantly on the lookout for the right opportunity--a proven system that can make them millions.

Being rich means different things to different people. To some it means a gorgeous home, security, incredible vacations, luxury cars, awesome toys. To us, the main thing that being rich means is providing our kids with the best life possible. We have two handsome boys and a lovely little girl, and it's always been our goal to provide them with every opportunity. Not only have we always wanted to give them every advantage, we also always wanted to be around while they're growing up. We love getting them off to school, and greeting them when they walk back in the door. We want to be there for them as much as humanly possible, and not be off slaving away at some job all the time. This is the lifestyle we have ultimately achieved, by applying the same knowledge that we teach to thousands of students all across the country. The biggest bonus to all the success is that when we're living our dreams, when money isn't a problem, then we're happier ourselves. Obviously that's going to result in us being nicer to the kids, and a happier home life for everybody.

We actually always felt a responsibility to get rich, we felt we owed it to our kids to make every effort to get rich. We want them to have a better life than we had, to grow up with limitless horizons. We wanted them to do wonderful things in the world, to contribute greatly to their fellow human beings (whether that requires tuition at Harvard medical school, or a start-up investment for a new business).

It's not just the kids though. It's everyone in our lives--family, friends, everyone we know. Being rich means we can help so many of our loved ones, and others in need as well. Being rich means we have the means to be charitable. Now we give to our family members in need, to our church, to our favorite charities. The most wonderful feeling in the world is giving, and through giving, changing another person's life forever. We owe everyone in our life our best efforts to get rich. Only then can we afford to give them the very best. For example, it's so important to be able to help our parents maintain their lifestyle and their dignity as they age. In their latter years we want only the best lifestyle for them, as we will someday want for ourselves. As our great friend Ron LeGrand says, "When we retire to the nursing home, may we own it free and clear." It's the same for everyone in our life—if they need us, if they need help, we want to be there for them.

Now too often we discount the fact that we deserve the very best too. So many of us struggle with low self-esteem, with feelings that we don't deserve "the good life." As much as we want to provide the best for our kids and others, we should also want to provide the best for ourselves! A new car, a big-screen TV, a fabulous boat. Hey, we deserve the good life too! Think of all the good you do, and all the good you could do. Think of all the fun you could have with the good life too!

So for ourselves and for others, we need to make two serious commitments. First, we need to commit to finding a proven system to create riches. Second, we need to commit to taking consistent action. This is the simple secret that separates the people who *want* to be rich from the people who actually *get* rich. The people who get rich have found a system that produces big money, and they've taken action.

1. Find a Proven System to Create Riches

Let us tell you about an incredible woman, Brian's Grandma Ruth. For over four decades she was an admired teacher and principal in the greater Chicago area. She taught me the value of education. She'd always say how an education is priceless. She's the reason I consistently brought home report cards filled with A's. She's the reason I graduated Summa Cum Laude from the University of Minnesota.

My wonderful Grandma is absolutely the reason I am the man I am today. But there's one thing she never did teach me, and that is **how to get rich**.

I paid a lot for my college education. Hey, I figured it was going to be priceless. I thought it would lead me to a thrilling, rewarding, lucrative career. But it turned out that my college education was more pricey than priceless. Beyond the fact that it cost me a lot of money, what was even more distressing was that it cost me a lot of time. Many years of my life. Time is not like money. You can spend money, then you can make more. But when you spend time, there's no way to make more. Once spent, you can't ever get time back...and the clock never stops ticking.

All too soon, our time here runs out. The older we get, the quicker it seems to slip away. So when your time runs out, what will you leave behind? We all want to leave behind a legacy of success and happiness. We want to leave behind a multitude of fellow human beings who are better off for us having touched their lives. We want to leave a valuable estate that can help shelter and provide opportunities for our children, our children's children, and countless generations beyond.

Sadly, the education most of us receive is not going to bring us that result. Coming out of college, it didn't take me long to reach that conclusion. I knew I needed to learn more, and most of all, learn smart.

There's no denying I was well-educated. I had a fancy vocabulary, and a head filled with multitudes of facts, concepts, and theorems. Unfortunately, none of those facts or concepts or theorems were of the money-making variety. That education didn't begin until I found the truly thrilling, rewarding, lucrative world of real estate investing.

2. Take Action!

Nobody ever gets rich without action. Action is the basis of all progress. Nothing of value ever gets created without action, no money gets made without action. We all know this, so why do so many of us get stuck in a rut and not take the action that would make us rich?

Most of it is fear. Let's face it, we're all afraid of trying new things. After all, it's a risk. We might look stupid, we might get embarrassed, we might end up feeling like an idiot. We might get mad at ourselves for making dumb, "newbie" mistakes. We've all had to learn new things at some point in our life, we've all had these feelings. This fear of the unknown and fear of being embarrassed stops us. It keeps us from overcoming our complacency and breaking out of our regular routine to do something new. The fear prevents us from leaping into action on a lucrative new business opportunity. Even when we muster our courage and we're ready to take action, sometimes we may not even be sure what the right action is.

On top of these fears, toss in the fear of failure. What if we pour our time and our heart into something, then it doesn't turn out? Hey, over the years we've pushed everything from vitamins to soap products to vacuum cleaners to our own family and friends, in the ultimately vain hope that some Multi-Level Marketing system was going to make us rich. Yes, we can admit it, we're failed Multi-Level Marketers. But we learned many important lessons:

- 1) MLMs are a really tough, long-odds way to get rich.
- 2) If we can push this stuff on our family and friends, nothing we ever do for money in the future will be more embarrassing than this.
- 3) We're willing to take a lot of action and work very hard to get rich.
- 4) We desperately need to find a realistic, proven system to get rich.

So if we're taking action and the riches are not materializing, there's either a flaw in the system, or the entire system itself is flawed. If the system for getting rich is selling oranges on a freeway off-ramp, the system is flawed. All the action in the world is not going to create riches. We need to find a proven system for creating riches, in an industry with a well-deserved reputation for creating millionaires. It also must be a system that anyone can implement. And it must NOT be a long-odds proposition. Many, many regular people should have had proven success at getting rich with the system.

Well, it definitely took us some time and some heartache, but we finally found the industry that has created more millionaires than any other. That industry is Real Estate Investing. We have gone on now to become rich in real estate. You absolutely can too, if you *take action* using a *proven investing system*.

Suddenly we started filling our heads with a whole new set of facts and concepts. We learned all about the 7 House Deals. Then when we went out in the world and started to apply this new information, we quickly realized it WAS of the money-making variety.

One particular phrase really hit us, and really became our new mantra. What was that phrase? “The more you learn, the more you earn.” We became determined to learn all the money-making information we could about the lucrative world of real estate investing.

What you know can make you rich beyond your wildest dreams. What you don't know can keep you stuck in the rat race forever. What we did know, was that the single industry that has broken more people out of the rat race, the industry that has created more millionaires than any other by far, was real estate. And we soon realized that the more we learned about the big 7 real estate investing deals, the more we were going to earn. The key is combining what we've learned about the 7 House Deals with taking action.

We've been making money in real estate for more than 30 years combined. With what we learned about the 7 House Investing Deals, added to our own prior knowledge of the industry, our income soared into the stratosphere.

This can absolutely happen for you too. This business holds truly unlimited potential for making money. That is one of the 7 big reasons why we love real estate investing.

Why We Love Real Estate Investing

1. Easy to Learn and Get Started
2. Start in Spare Time
3. Don't Need Money Or Credit
4. Make Lots of Money in Little Time
5. Fun, Exciting, and Prestigious
6. Can Really Help People!
7. Anybody Can Do It!

We all get excited about money, don't we? Life-changing money. More money than we ever thought was possible. Remember when you were a kid, and you had those huge dreams of riches and a life of luxury? Well guess what, it's not too late. There is so much money out there waiting to be made. There are so many deals that will happen, so many houses that will be bought and sold. Why shouldn't you be the one profiting from them? Hundreds of millions of dollars are going to be generated in the real estate market. Why shouldn't you end up with a healthy share in your pocket? You absolutely should! So what do you need to do to make that happen? You just need to know how the 7 big-money deals work, and then you need to take action!

How the Big 7 House Deals Work

In the big-money world of creative real estate investing, we deal with 4 kinds of sellers and 4 kinds of buyers. We match these up in different ways to create the 7 deals.

The 4 Sellers:

1. "Getting the Deed" Seller ("Subject To")
2. Short Sale Seller (Pre-foreclosure)
3. Ugly House Seller (Repairs over 5% of price)
4. Luxury Home Option Seller (High payments)

The 4 Buyers:

1. Lease-Purchase Buyer (Seller Financing)
2. Work-for-Equity Buyer ("Sweat Equity")
3. Wholesale Buyer (Rehabber)
4. Cash-Out Buyer (Qualified for new mortgage)

The number one thing we are looking for from our sellers is FREE EQUITY. Equity is the difference between what is owed on the house and what the house is worth. If you have a \$200,000 house with a \$180,000 mortgage, you have how much equity? Yes, \$20,000. What we want to hear from our sellers is that they'll give us all that "Free Equity".

Here's an important point when it comes to Free Equity. Yes, we hear you skeptics, "No one will just *give* away Free Equity." That is 100% true! No seller will just give away thousands of dollars of equity. But they will *trade* their equity for something we can give in return. The most important benefit we provide for many motivated sellers, the thing they want the most, is Instant Sale. BAM! House is sold. They can move on. That job transfer, that new house, that mortgage delinquency, that divorce, that monthly payment? BAM, it's settled. Handled. Taken care of. They can move on with their life. For that alone some sellers will trade from \$20,000 to even \$200,000 or more of Free Equity. We've seen it in our own business and our students' businesses so many times. It happens every day. Investors get screaming deals on houses because they're providing a precious service to those sellers. There are many many other benefits to our sellers. When you see our live presentation we'll have more time to go over all of them.

Beyond Free Equity, the number two thing we're looking for from sellers is flexibility. We're not just talking about flexibility on price, we're also talking about terms. We're looking for help with financing. You'll see exactly what we mean when we go over Deal #1, the Pretty House Deal.

With buyers, the main thing we're looking for is **CASH**. If they can bring cash to the table we can be very flexible on bad credit, poor debt ratio, job issues, pets, you name it. We're also looking for our buyer's ability to qualify for financing, either now or in the future, so that the deal can get closed. For our "Wholesale Buyers", also known as Rehabbers, we're looking for buyers with a lot of cash who can close ASAP.

What to Say

There's one thing we learn very quickly when we get into real estate investing. How we approach our sellers and buyers on the phone makes all the difference. It's all in *what we say*. Ron LeGrand has a famous quote, "What comes out of your mouth determines what goes into your bank account." If we say the right things, it's amazing how smoothly the deal will go. If we say the wrong things, we raise more questions than we answer. We ourselves have focused a huge amount of our efforts and training on *what to say* to sellers and buyers. If you do the same, you'll find it pays off for you on each and every deal you do. This is especially true on the first deal, Pretty House.

Here are the 7 pieces to the
Real Estate Investing puzzle:



1. “Pretty House”

“Getting the Deed” Seller + Lease-Purchase Buyer

We love this deal! Here we’re looking for sellers who have some urgency about moving. We refer to these folks as “motivated sellers”. They may be dealing with a job transfer, a divorce, maybe they already bought another house, there are a myriad of motivating factors.

The second thing we’re looking for is that they owe on their mortgage something relatively close to what the house is worth. We call this seller our “Getting the Deed” Seller, because our goal is to get the deed without having to get new financing. This type of deal is also called buying a house “subject to” the existing mortgages. We essentially just take over their existing payments and maintenance on the house.

Here we target sellers who have purchased their home within the last few years, or have refinanced or taken out a second mortgage. They often owe 90% or more of what the house is worth. What we have to remember is that if they sell the traditional way, their costs will often be 10% of the home’s value or more. That includes normally around a 6% commission to the realtors, plus all the closing costs. These sellers have fear, and rightly so, that they’ll have to come out of pocket to sell their house. When they sell to us, there are no commissions or closing costs! That is where our profit comes from. These are your prime “Getting the Deed” Prospects. They get to walk away from the house with no expense to them.

The main thing we say to “Getting the Deed” Sellers is, “Will you sell us the house for what you owe on it?” You’d be amazed at all the times the sellers say “Yes!”, even when it means giving away a lot of Free Equity (\$20,000-\$30,000 or much more). When you’ve been doing this business a little while you won’t be surprised at all anymore. You’ll see it happen for yourself. The sellers who are willing to trade away huge amounts of Free Equity are focused more on what they’re getting, which in most cases is an Instant Sale and Debt Relief.

Here's a powerful script that our students use in this situation:

Magic Words® for “Getting the Deed”

Will you sell me the house for what you owe on it?

(if no, go immediately to the next question)

*If I pay you all cash and close whenever you want, what's the least you could accept?

Is that the best you can do?

Ultimatum Close

So are you saying that if I don't pay you \$____, you don't want to sell me the house?

(if yes, re-evaluate deal)

(if no, go back to *)

So the script works, and now we own the house. It's time to turn around and sell this Pretty House to a “Lease-Purchase” Buyer. In our advertising we make sure to put “Bad Credit Okay”, or “No Bank Qualifying”. This always insures plenty of calls, because these kind of buyers are not serviced by realtors whatsoever.

From our years as realtors ourselves, we know that realtors won't touch a buyer unless the buyer can show them a “Pre-Qualified” letter from a lender. They don't want to run some buyer around looking at houses if there's no way the buyer can qualify for a mortgage and close. But with our Lease-Purchase Buyers we don't care about that, because free financing is already in place.

At the start of this deal we are just leasing to the buyer, they are a tenant. What makes them different though is that they have an “Option to Purchase”. Their Option can be for 12 months, 24 months, we’ve even written them for as long as 36 months. Remember we write in that the price will adjust upwards each 12 months, so that we don’t end up selling a house too cheaply. We agree on an “Option Price” with our buyer—a price for which we’ll sell them the house, obviously with our profit built in. Then we go about helping our buyer get qualified for their own mortgage. For that we call on a member of our Dream Team, our mortgage broker. We’ll go into that more when you see us live.

There are so many great things about the Pretty House Deal:

NO CASH NEEDED! When we explain this deal the right way to our sellers, we walk away with a lot of deeds without handing over anything more than a \$10 deposit.

NO CREDIT NEEDED! The key to this whole “subject to” deal is that the seller leaves the mortgage in their own name. We don’t have to get new financing, so all the cash that would’ve gone towards that now goes straight into our pocket. How we explain this to our seller will make all the difference on whether or not we get the deal. That’s why “What to Say” is so important, and we focus so much of our energy on teaching our students about exactly that.

NO RISK! You don’t sign on any mortgage, nothing shows up on your credit report, and you take the deed in a land trust or in your company name (this is a lot easier than it might sound).

NO BIG DEAL! When you know what to say, you can’t believe how easy these deals are to do. As smooth as silk, you’ll find a big check in your hot little hand!

2. “Quick Turn Ugly House”

Ugly House Seller + Wholesale Buyer

This deal is the lazy person’s dream. Simply buy from an Ugly House Seller and flip the property quickly to a Wholesale Buyer. Another name for a Wholesale Buyer is a Rehabber.

It's a simple process to find ugly houses—just drive around! Bring a pad and a digital camera, and soon you'll have a list of potential sellers. Just look for overgrown grass or bushes, broken windows, rotting roof, etc. Ugly houses are not hard to spot.

It's also pretty easy to more Wholesale Buyers than we'll ever need. All we do is run a simple ad for a "Handyman Special". There are so many qualified Rehabbers out there who don't have enough houses to work on, that building a list of these hungry buyers doesn't take long. Once we have our list, then selling ugly houses is just a matter of a couple phone calls and a couple signatures!

3. "Work for Equity"

"Getting the Deed" Seller + Work-for-Equity Buyer

Let's say we buy a house "subject to", and the sellers have agreed to give it to us for what they owe on it. But there's a little wrinkle in this deal, the house needs some work—maybe \$10,000 or more.

Now wait a minute, don't we always want to get houses for "No Money Down and No Credit"? Yes, and this *is* a "No Credit" deal since we're just taking over the seller's current mortgage. But it's not "No Money Down" if we have to sink a bunch of cash into repairs. So what's the solution?

Our exciting exit strategy here is a "Work-for-Equity" Buyer! This Buyer has qualifying issues, but they have some money for a down payment and to do the necessary repairs. If they don't have all the money right away that's okay too, we can give them time while they're living in the house to finish the approved work.

There's another big plus on this deal. Because we're providing the financing for our Work-for-Equity Buyers, we can usually ask near retail price for the home. This helps guarantee us a good profit.

4. “Rehab”

Ugly House Seller + Cash-Out Buyer

This is the classic “real estate investor” deal. All the shows on TV about real estate investing only cover this one deal. That’s why our students do so well, they know 6 other deals besides this one to make big money.

Of course to do a Rehab you must start with an Ugly House Seller. A Rehab is more involved and time-consuming than any other deal. There will be repair costs, holding costs, and financing costs. That’s why we usually recommend flipping an ugly house to one of your Wholesale Buyers when you’re just starting out. But there can be some awesome money doing rehabs. We’ve had students make 6-figure profits from fixing a house up, and then selling it to a “Cash-Out” Buyer.

5. “Short Sale Ugly House”

Short Sale Seller + Wholesale Buyer

A “Short Sale” is sometimes also called a pre-foreclosure. There is huge money in these deals. We didn’t even know this when we were starting out, but sometimes mortgage lenders will agree to discount the amount they are owed. They will actually take a reduced pay-off to avoid the cost and time it would take them to foreclose on a house. Sometimes lenders also have delinquency problems they need to address. They need to get those loans off the books to stay within government guidelines.

While Lynette was a realtor for many years, I branched off into mortgage lending. I was actually the #1 Top Producer in the nation for the giant lending company, Ameriquest Mortgage. It’s been fascinating to see how lending has changed, with so many adjustable rate, interest only, and even negative amortizing mortgages. I agree with the experts, that with all these new riskier mortgage products, we are in for a tidal wave of these “Short Sale” deals.

That means a tidal wave of profits for the savvy investor. What we're looking for Short Sale Sellers who are 3 months or more behind on their mortgage. They should owe more than 80% on their first mortgage, and/or have a second or even third mortgage.

We not only save many sellers from foreclosure, we can often get them a little moving money to make their transition easier. Once we get the lender to agree to a discount, then we sell quickly to take advantage of it. Our exit strategy on these type of deals is the same as Deal #2—flip the property quickly to a Wholesale Buyer.

6. “Short Sale Pretty House”

Short Sale Seller + Cash-Out Buyer

This is the same type of deal as the previous one, but here the house needs little or no repairs. The only thing that changes is our exit strategy. Here we sell to a “Cash-Out Buyer”.

Again, we're going to be seeing so many more of these big-dollar deals over the coming months and years. We need more investors to pick up the slack, help out these Short Sale Sellers, and make huge profits at the same time!

7. “Luxury Home Option”

Luxury Home Seller + Cash-Out Buyer

The phone rings, and some sellers tell us they have a house worth over a million dollars they want us to buy (maybe over two, three, or even five million). They're even willing to give us a ton of Free Equity! Sounds great, right? Except, gulp, look at that payment. It's a lot more than we want to be on the hook for every month. So what do we do?

That's when we do this Luxury Home Option Deal. We agree on a discounted price that our Luxury Home Seller is willing to accept. We sign an "Option" to buy at that price for a certain number of months. Then we find a Cash-Out Buyer who is willing to pay something more than our Option price. The difference is our profit!

We get pretty creative when selling these Luxury Homes, sometimes even using a qualified real estate auctioneer. The key to this whole deal is to get enough Free Equity so that we can offer the home at a bargain and still make a considerable profit. It's not unusual to have a 6-figure profit on these big, gorgeous Luxury Home deals!

So when you know how these 7 House Deals work, you can truly make millions. These are the deals that can make you **RICH!**

1. Pretty House
2. Quick Turn Ugly House
3. Work-for-Equity
4. Rehab
5. Short Sale Ugly House
6. Short Sale Pretty House
7. Luxury Home Option

You can do these deals, you can get rich in real estate. We've seen it happen for so many of our students all across the country. We've had several students who've made over one million dollars in less than a year! We've heard so many wonderful, life-changing success stories.

One of the main attitudes that all our successful students shared was that they began with belief. So our best advice to you as you begin or continue your journey in real estate investing is to hang onto your belief. To put it another way, one of our long-standing mottos has always been "Expect Success!" Then your success becomes a self-fulfilling prophecy. Your belief creates that reality in your mind. When you follow what we teach you'll soon see that success materialize for yourself and your family. We hope you'll take advantage of our powerful, cutting edge training systems. We're truly looking forward to helping all your dreams come true!