

Chapter 13 We Want You to Succeed

Congratulations, you know all our secrets. Well, almost all of them... This may be the last section of this program, but the beginning of your success!

At the end of every program, we like to share with you our final notes, stories, etc. Steven has brilliantly organized this last section the way real estate transactions are formed: acquisitions, engineering, sales.

Follow along with the DVD for our final chapter with more info about the following items and great stories!

Acquisitions

There are many ways to sell property, but few ways to buy them correctly.
Pick the right county/area to work in.
Use good fresh data (try the county first).
You make your money when you buy it, not when you sell it!
Don't over negotiate and don't buy bad property.
Buy Groups of properties at the same time.

Engineering

Pictures, Pictures, Pictures.
Use graphics in your maps. (Arrows)
Make videos of your property for YouTube.
Be nice to the county people. They have more power than we all think.
Get to know the area "in person".

Sales

Get the social media ball rolling as soon as possible.
Make and keep an "A" list of your best buyers. Put us on your "A" list! (Develop those relationships.)
Give customers the attention they deserve yet don't waste time with tire kickers.
Design and implement a sales plan. Execute it for every property

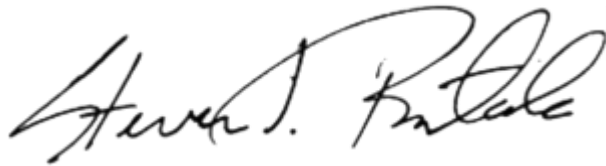
Last Items

Visualize your success.
Set reach goals.
Be honest and ethical, even it costs money.
Don't give up. There will be a series of small failures. Ask for help.
Embrace change always.

Be sure you hang up the phone BEFORE celebrating that awesome acquisition!
(Get a bell!)

You got this!

To your success,

A handwritten signature in black ink, reading "Steven J. Rutledge". The signature is fluid and cursive, with the first name "Steven" and last name "Rutledge" clearly legible.