



**3 QUICK WAYS TO GET
RID OF UNWANTED
RENTAL PROPERTY
FOR TOP DOLLAR IN
TODAY'S MARKET**

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Thanks for requesting our special report.

We are active real estate investors currently looking for property in your area.

We pay all cash and in most cases can close quickly.

If there is anything we can do to assist you with your real estate needs, please

do not hesitate to call us at 816-523-4400 or email us at kcmoHomeBuyer@gmail.com

We have more information on selling your home fast including a property submission form on our web site at www.kcmoHomebuyer.com.

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Introduction:

Believe it or not, you CAN sell your problem property in today's down real estate market, and you even have options. There are people out there who are looking for just this type of property, you just have to find them. They will be happy you did and will take your property off your hands. Some will even pay you handsomely for it.

Why would someone want to buy your problem property? Profit is the long and the short answer, but it goes much deeper than that for many who are interested in property investing, even if profit is the ultimate goal.

Some people really enjoy working with their hands. Purchasing a property in need of light cosmetic repairs and retouches is a great way to get their hands dirty without risking too much money, time or effort. Properties needing more serious work may require a pair of hands that have some degree of experience rather than hands that are best suited for balancing books.

Working with a Local Real Estate Investor

You may not know this, but there are real estate investors in your area right now who are clamoring to get a property like yours. If they haven't found you already, it's time for you to find them.

Start with your local Real Estate Investors Association, also referred to as REIA. You can find your local REIA online with dates and times of upcoming meetings. You don't have to be a member of most REIA's to be able to attend the meetings, but you will have to pay a small fee at the door. Normally, if you're a first time attendee, the fee will be very small, just a few bucks, but if you continue to attend the meetings as a non-member, the fee may increase.

REIA's welcome everyone from investors trying to sell properties to investors trying to buy properties – landlords, rehabbers, and even contractors who will give REIA members a special deal on their services.

Once you find the meeting that you're going to attend, don't go empty handed!

First, bring business cards with you so that anyone who's interested in your property can contact you. Second, be sure to print out flyers to take with you.

Be sure that your flyers include the following information:

1. A picture of the property

2. The asking price
3. A description of the property
4. Detailed information on the property including:
 - a. Year the property was built
 - b. Property type (ex. Single family, Duplex, Condo, etc.)
 - c. Square feet
 - d. Number of bedrooms
 - e. Number of bathrooms
 - f. Property taxes
 - g. Room dimensions
 - h. Garage info
 - i. Basement
 - j. Lot size
 - k. Heat, water, and sewer details
 - l. Repairs needed
 - m. Age of roof

If the house is priced right, and is in an area where it can be pretty easily fixed up and sold, or even rented, you will have more investors wanting to see it than you'll know what to do with.

Another way to find local real estate investors in your area is to simply Google "real estate investors" followed by the area that you're located in. For example, "real estate investors Atlanta".

You may have to take a day off of work if you have a lot of investors who want to see it, but you can pretty easily get everyone there in one day. Schedule them all in 30 minute increments in the same day. Give each investor time to look around and inspect the property themselves and ask you any questions. It's okay if appointments overlap as this will cause a sense of urgency among the investors. Knowing that there are a number of other investors looking at what could be their next big check will cause them to act quickly if they are interested in the property.

Another way to get a large number of investors to your property all at once is to schedule an open house for two hours when everyone can come at one time. A good time to schedule your open house would be towards the end of the work day, around 5 or 6pm. Do not schedule it for more than 2 hours as it leaves a bigger window for your investors to show up and the sense of urgency will not be there.

Again, having all of your interested investors there at the same time will create a sense of urgency and the ones who are truly interested in the property will act quickly.

A local real estate investor can often pay cash for their next investment property, and most want to close very quickly. If an investor is looking for their next big project, they are looking to start it right away. The quicker they can buy it, the quicker they can start work on it, the quicker they can sell or rent it and start making a profit.

Working with a Residential Redevelopment Company

You may not have heard of a Residential Redevelopment Company yet, but they are quickly growing across the United States.

Residential Redevelopment Companies are popping up all over the place and are in search of properties just like yours to redevelop and beautify. Residential Redevelopment Companies specialize in buying problematic properties across the community. They rehab and beautify these properties to rejuvenate and rebuild entire communities and neighborhoods.

They may be a little harder to find, but oftentimes the search is worth it, as they can normally pay more for your property than a single real estate investor can pay.

These companies can be found through networking at your local REIA, they can be found in the yellow pages, as well as online.

Again, if you're able to find more than one Residential Redevelopment Company, schedule them to look at your property one right after another. These companies are snatching up entire city blocks, rehabbing them, and re-selling or renting them in order to rebuild and beautify entire communities.

As long as your property is not in complete and utter shambles, you will receive top dollar for it and, most likely, a quick close.

The same applies when meeting with the Residential Redevelopment Company as when meeting with a local investor. Be sure to have hard copies of information that they can

take with them and refer back to with complete details of the property, including a picture. This will help them to remember the property and will show that you have pride in the property that you're selling which will, in turn, make it more appealing to the potential buyer.

Sell Your Property Using a 5 Day Quick Sale Auction

You may be wondering if you're going to need to hire an auctioneer or auction house for your Quick Sale Auction, and the answer is "NO!" You can hold a Quick Sale Auction yourself with minimum time and effort. There will be some marketing expense involved, but will be well worth it when the house sells.

The goal of the 5 Day Quick Sale Auction is to market the property for 5 days and on the 5th day, hold an open house for 2 hours when all of your prospects will view the property and place a bid on it if interested. Again, the idea here is to create a feeding frenzy of real estate investors and other prospective buyers.

You will not need an auctioneer as the bidding process is similar to that of a silent auction. You will have an Auction Bid Sheet in the kitchen with the following information:

1. Name
2. Primary Phone
3. Address
4. Email Address
5. Bid

This is where your prospective buyers will place their bids and will be able to see what the previous bids are. This is the most important piece of paper in the house as this is what you will use later in your round robin process.

There is an important decision that you have to make before you market your property for auction. There are two types of auctions, an absolute auction and a subject to reserve auction. In an absolute auction, you agree to sell the house to the highest bidder, no matter what. In a subject to reserve auction, you can set a minimum price that needs to be met in order to sell the house.

Use this timeline for your 5 Day Quick Sale Auction:

5 Days Before the Auction:

1. Place an ad in the paper to run every day up until auction day with a few details of the property, the address, date, and time of the auction. Use wording similar to "bids starting at hundreds of thousands below market value!" Do not let anyone see the inside of the house before auction day.
2. Have flyers printed out which include the following information:
 - a. A picture of the property
 - b. The asking price – use "Bids starting at hundreds of thousands below market value!" instead of listing a price
 - c. A brief description of the property
 - d. Detailed information on the property including:
 - i. Year the property was built
 - ii. Property type (ex. Single family, Duplex, Condo, etc.)
 - iii. Square feet
 - iv. Number of bedrooms

- v. Number of bathrooms
- vi. Property taxes
- vii. Room dimensions
- viii. Garage info
- ix. Basement
- x. Lot size
- xi. Heat, water, and sewer details
- xii. Repairs needed
- xiii. Age of roof

3. Bring your flyers to local businesses such as coffee shops, real estate offices, grocery stores and leave a stack at each place or hang on their community board
4. Place a "Home For Sale" sign in the front yard of the property with a phone number where prospects can reach you along with a literature box full of your detailed information flyers
5. Place your ad on free sites like Craigslist.com and use social networking sites such as Facebook, MySpace, and Twitter to get the message out. If you have a website, make your auction property a "Featured Property" to draw attention and give details on the auction
6. Have a Home Inspection done and have the report ready for the auction

3 Days Before the Auction:

1. Be sure to check your newspaper or online ad to verify that it is being printed exactly how you want it

2. Refill your literature box at the property and be sure that your sign is still in the yard and highly visible
3. Place "Home For Auction" signs around the neighborhood with the address and date and time of the auction
4. Be sure to have returned all phone calls with inquiries about the property and auction
5. Make a large "AUCTION TODAY" sign with the time to be used at the house on the date of the auction
6. Do any last minute tidying up or cleaning of the house and yard area (more about that in the last chapter)

AUCTION DAY:

1. Arrive to the house at least 1 hour before the auction is scheduled to begin
2. Place your large "AUCTION TODAY" sign in the front yard of the house so that it's highly visible
3. Replace any "Home For Auction" signs around the neighborhood with arrows pointing prospective buyers in the right direction
4. Place your detailed literature sheets and copies of the Home Inspection on the kitchen table, along with the Auction Bid Sheet and your business cards
5. Have comparable readily available as well for properties within a mile of the property that you're selling

6. Answer everyone's questions during the auction and let them know that you will be contacting them later if they place a bid. Verify that the phone number that they're leaving will be a good number to reach them within the next 2 hours
7. Once the auction has closed, call each person that placed a bid and let them know what the high bid is. Give them an opportunity to increase their bid. If they increase their bid, mark their new bid on the sheet. You will get down to 2 or 3 prospective buyers bidding against each other and you will continue the round robin process of calling each one to let them know what the high bid is and give them the opportunity to increase their bid until you come down to one buyer.

In an absolute auction, the highest bidder gets the house. If you placed a reserve, you don't have to sell the property if the highest bid does not meet your reserve.

There are also auction houses that will hold the auction for you for a fee. They will do all of the marketing for you and will hold the auction. Some of these auction houses are:

Hudson and Marshall (<http://www.hudsonandmarshall.com/>)

House Auction (<http://www.houseauction.com/>)

How to Make Your Problem Property More

Appealing

Even though you need to sell your property fast, there are things that you can do to help speed up the process that don't take too much time or money.

The first thing to remember in selling your property fast is to add a little curb appeal. Trimming the bushes, mowing the lawn, and planting a few flowers can add tons of curb appeal to your property and will give your prospective buyers a good first impression of the property.

Second, be sure that the interior of the property does not have a bad odor. Use a subtle air freshener to make the property smell fresh and clean. Bad smells can turn buyers off who may have otherwise been impressed. You can also light a candle with a fresh clean scent and play soft music in the background to make your prospective buyers feel relaxed.

Beware of clutter – Limit personal items and furniture in the property and avoid any clutter. If necessary, consider placing large items in storage during the sales process. Make sure that each room is neat, clean, and tidy.

You may want to consider sprucing up the paint or replacing the carpet to freshen the property up. Just a little bit of paint and carpet can add a ton of value to your property and will get you top dollar.

Be sure that your asking price is a fair asking price. Compare your property to other properties in the area that have sold recently and their sales prices. Price your property competitively. If your property is highly overpriced, you will turn prospective buyers off. Be willing to negotiate and create a win-win transaction for everyone involved.