11 Free Chapters From 2 Best Selling Property Books

"The 44 Most Closely Guarded Property Secrets" & "Make Cash in a Property Market Crash"

THE INDEPENDENT

THE WALL STREET JOURNAL.

FINANCIAL TIMES

amazon.com

CHRISTOPHER HOWARD TRAINING

thebusinessclub

Telegraph | AS SEEN ON TV | The Business Channel | LIVING | FSB | BBC

BBC RADIO NORTHAMPTON 104.2, 103.6FM

The Professional Speaking Association
Experts who speak...

Rob Moore & Mark Homer

Full Time Property Investors & Co-Founders of the Progressive Property Companies

Double UK Best Selling Property Authors

Progressive Books Bought in 42 Countries

Over 350 properties Bought & Sold & £25Million JV Partners

120,000 Progressive Community Members

Because we don't have many real life friends ;-)

Introduction & About Rob Moore & Mark Homer 3-8

Section 1:

FREE Chapter #1. Why Invest [The 44 Secrets] 7-10
FREE Chapter #2. Leverage [The 44 Secrets] 11-15
FREE Chapter #3. Interest Only vs. Repayment [The 44 Secrets] 16-19
FREE Chapter #4. Understanding a Buyers' Market [Make Cash] 20-24
FREE Chapter #5. Are You Sitting on an Asset? [The 44 Secrets] 25-27
Deal examples [Proof & Evidence] 1 28-29
2 Case studies: Gill Alton, Martin & Beckie Cooper, Francis & Jane Dolley and Kris & Jayne Carpenter 30-31

Section 2:

FREE Chapter #6. Why Now is the best Time to Buy for 10 Years [Make Cash] 32-39
FREE Chapter #7. Never Sell [The 44 Secrets] 40-43
FREE Chapter #8. Repossessions [Make Cash] 44-48
FREE Chapter #9. Why are People Motivated to Sell? [Make Cash] 49-54
FREE Chapter #10. Where & How to Find Motivated Sellers [Make Cash] 55-68
FREE Chapter #11. Advanced Negotiation Techniques Part 1 [Make Cash] 69-77
Deal Examples [Proof & Evidence] 2 78-79
Case Study Raj and Paul & Vicki Wusche 80-81
The Property Super Conference 2012 82
This is Just the Beginning... 83

The UK's Best Selling Property Books "***Make Cash in a Property Market Crash***" & "***The 44 Most Closely Guarded Property Secrets***"

Progressive Investors absorbing cashflow information & JV'ing at a Progressive JV Event

Introduction

Many thanks indeed for downloading the Free Chapters of our 2 Best Selling Property Books "The 44 Most Closely Guarded Property Secrets" & Make Cash in a Property Market Crash" These 2 Books alone have made people a lot of money with no previous experience. Neil Asher made £27,000 after reading the *44 Most Closely Guarded Property Secrets*, Dan Atkins wishes he had read our books *before* he spent £7,000 on Property courses & Heather Self completed on her 8th Property, all from the information in these Books.

Jon Woolley is 20 and has already generated over £50K net passive income in the last 9 months from his new portfolio (with other people's money).Patrick will be the first Cerebral Palsy Property millionaire. Jo Moore has set up a property trading business and at 17 can't even get a mortgage for another year. Gill Alton, a crazily busy Mum of 2 whose 'Goldmine' area is hours from where she lives has already replaced her high paying corporate salary within 18 months. Deena Honey raised £500K of JV funds within her first year to build her portfolio…

And 100's of others just like them, and just like you, are beavering, underground, making a small fortune cash flowing properties with other people's money…

So don't underestimate these Free chapters, there is money in there waiting for you to make in one of, if not *the* Biggest Property Crashes Ever

So why are we giving away this valuable content for FREE?...

And that's a good question, so here it is without the B.S. We are looking to create more Property Millionaires over the next 12 months. We already have hundreds of amazing stories that you can read on our site, view on YouTube and even meet in person at our Events, but we want more

You will read some of the stories in this document; stories of *Ordinary people* with Zero Previous Experience who have quit their jobs, sacked their bosses, or just quietly gone on their way buying properties that is making them more and more wealthy everyday

So If we charged you before giving you some of this valuable information, then you wouldn't know how great life can be on the other side, and we wouldn't have all the success stories that we do

Believe us when we say that once you have read this document you will be hooked. This is a whole new and exciting world that we never knew existed, and once you have read both the books and met us in person at an Event you will be even closer to your goals and dreams

We're also looking for trainers and crew support for our Property Events. We run the biggest Property Events in the UK and have trained over 42,000 people in Property since 2006. We need you to be one of our success stories, we need you to go out and get the results we know you can [because we have seen it so many times] to help us reach more

people and continue to create wealth and a better life for *Ordinary People*

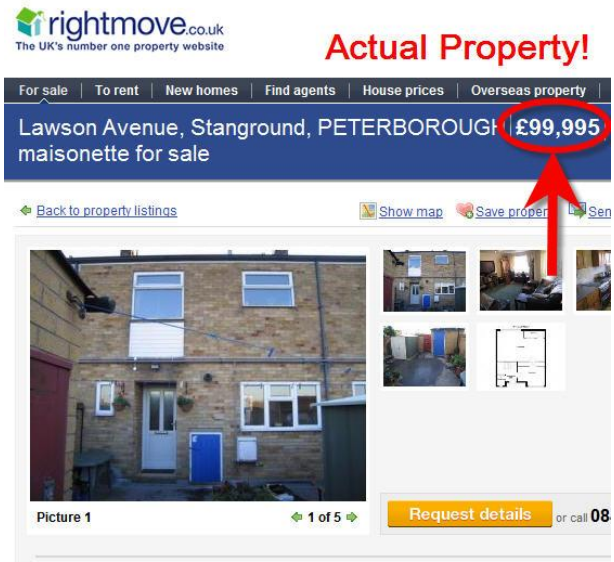
And that is exactly what we are. We don't arrive at Events in a helicopter and wear masks in public. We are real, accessible people who are passionate about building big portfolios of cash generating properties for ourselves and many others and getting Property and financial education more into the mainstream

Rob spoke at the Peter Jones [Dragon's Den] Academy to 27 of the brightest 17-18 year old Entrepreneurs in the country. Many of them have applied or been accepted to do work experience with us, and we know that this kind of education at a young age will totally change their lives [if only we knew what we do Now when we were 17!!]
To help you get the most out of this document we have broken it down into 2 sections. Section 1 is designed for you if you are reasonably new to this information. It is essential that you read this document in the correct order because some of the principles in Section 1 are both Fundamental and Life Changing

If you have experience in Property through reading or actual Property purchasing, then Section 2 is more specific to your knowledge. We will also show you some specific deals with Proof & Evidence of real Discount and Positive Net Cashflow!

In fact, why don't we start with one just to show you the kind of deals you could be doing somewhere near you. It's been crazy over the last 2 years or so, and the deals that you will see in this document will amaze you [especially if you live in London: houses for £50,000 I hear you cry: I can't get a shed for that!!]

Purchase Price: **£60,750**
Value: £90,000
Discount: **32.5%**
Rent: £550
Gross Yield: **11.85%**
Rent vs. Mortgage payment: **£262.85**



Notice the monthly Gross Cashflow: it's huge on a single let property, as is the yield, and the discount, AND the rent! And it's not the best deal we have done: nowhere near!
And No, you probably wouldn't live in this yourself, but that is one of the *BIG* mistakes that many people make in property Investment; they buy through emotions and not figures

Please turn to the next page to read about Mark Homer & Rob Moore...

Who are Mark Homer & Rob Moore

Rob Moore [32]

Mark Homer [31]

If you already know about us you can move past this page and get straight into content. If you have never heard of us before, or would like to know more, please read on ☺

Rob was a former artist £30,000 in debt in 2005 & Mark a glorified Butcher working in a meat factory at the bottom of the corporate ladder. We started Progressive Property on £300 each [which has now grown to 5 Property companies] having discovered a profitable Property buying model but realising that property was best served as a long term strategy

We don't profess to be Gurus or Evangelists, we're both just either side of 30 and have only just scratched the surface of what we want to achieve, despite all that you'll read below

We were sourcing discounted Property like it was going out of fashion in 2005/6 and at the time had so much money 'out' in deposits that we hit a wall and could not buy any more

We didn't want to close the channels we had opened through Estate Agents and affiliates so we set up Progressive Property Ltd to help other people to build a profitable Handsfree portfolio [Fully Managed 28-47.5% BMV Cashflowing Properties] and still ensure we could continue to buy ourselves [very important for us: primarily we are Full Time Property Investors]

We've now bought over 350 properties for ourselves and our investors in the last 4.5 years We have 11 years combined experience in the Property market. We've spent nearly £700,000 accruing all of this Property knowledge and nearly 20,000 hours of our own time in learning what works and what doesn't [what makes money and what doesn't!]

We've been very fortunate to work with some great people like Bob Geldof, Andreas Panayiotou,Lord Sugar & James Caan at our Property SuperConferences, and have built up a mastermind alliance of some amazing and very skilled professionals that you can tap into.

And we *do not* say this to impress you, it might sound like we are blowing smoke up our own...but we feel it is very important to learn from people who have experience. This means good and bad experience, and if you scroll through our blog you will find some of the Kippers that Mark and I bought in the early days.

www.progressiveproperty.co.uk/blog

We made our mistakes and we've paid our entrance Fee [something we ALL have to do]

Once we'd done that: made the necessary mistakes [that you don't have to] and paid our 'entrance fee' things started to get very exciting. Over the last 2 years we've recorded TV shows with Living, The Business Channel, BBC & Channel4 and had articles published about us and our Property buying in The Independent, The Wall St Journal & The Financial Times

What is also so important is that we have a true passion for investing. Just the talk of investing money, finding deals with the potential to yield greater returns, and building an asset base that can fund a fast and exciting lifestyle, turns us both on big time! [Sad? Perhaps! Imagine our conversations down the Pub. Please try not to hold it against us!]

We've now educated over 100,000 *LIVE* at intimate, personal and paid events on property investing, and have over 120,000 subscribers to our Property Newsletter and mentored over 400 people personally at our Progressive VIP Community.

James Caan with Rob & Mark sharing book ideas

Lord Sugar, Rob & Mark at the Property SuperConference

Section 1

FREE Chapter #1: Why Invest? [The 44 Secrets]

Free Chapter from "The 44 Most Closely Guarded Property Secrets"

Why not just spend our money on cars, conservatories, holidays and feed our eBay and online gambling addictions and be done with it? After all, we only live once and we can't take it with us, right?

Fair enough. Go and join the lottery winners who won it all, spent it all, and ended up in more debt 3 years down the line [there was one chap who lived just a few miles from us who did exactly that]. Oh, and don't forget your one in 3 squillion chance of success [or 14,000,000:1 actual figure – thanks Chris!] that relies on luck.

What we are talking about here is financial independence. It's about building an asset base steadily and properly; investing your time and money at the start so that you can reap the rewards in the future.
Set up once and earn forever.

You are planting your money tree to produce your golden apples year after year ***for the rest of your life***. If you cut the tree down before it matures [as most people do] then it will never produce your golden fruit. Let's pull out all the clichés: you wouldn't slay the golden goose, who lays the golden eggs, would you?

It's all about delaying some of that instant gratification and thinking mid - long term, because it will not be long before you can start picking those apples, and collecting those golden eggs, as long as your tree and goose are ready.

Financial independence: it has been said that you cannot work or save your way to financial independence, which is defined as the 'length of time that you can comfortably live without the need to work or exchange time for money.'

Indeed many of us have got into the trap of working more and more, yet not achieving the happiness or lifestyle that we really want, haven't we?

At Progressive it is our true purpose to help you to financial independence. This is inherent in our mission and another reason for writing this book. We know of other investors and Property educators who charge £3,000 and more on courses, and they will not tell you any more [or even as much] as what is in these 370 odd pages.

Don't get us wrong, we do have personal reasons for teaching you this. We want testimonials. We want success stories. We want to be part of your success and we would love to use your story to help us promote what we already know you can do. You can also be part of our success and help us grow.

We believe that it is the right of everyone to be in a position of financial independence, that there is more than enough money in the world for us all to be millionaires [if we really want it], and that there is a simple system that we can follow in order to achieve the lifestyle we desire. Yet another reason for the conception of this book.

Without investing capital [money] and making our money work for us, we will never be in a position to do the things in life that we really want to do. A savings account is no longer enough, due to low interest and high inflation. As soon as we start to live from savings they diminish, and money from earnings will only come for as long as we are working.

If you hang like an Orang-utan from the branches of your golden apple tree before it has grown to bear fruit; they will snap.

Knowing that we do have a ***choice***, what choice is it for you now?

Working [exchanging time for money] will never make us financially independent. As soon as we lose our ability to work [through burn out, illness, injury, loss of motivation, family commitments, lack of desire, laziness] we no longer have income. None of us want that do we?

One thing that hit us was the relationship between money and stress. We looked at all the people we knew: our parents, friends, mentors, business associates and so on. We realised that those who were stressed were the ones who were working for their money. We've all been there, haven't we?

And the more they worked for their money, the more stressed they became. Yes, this might be a shift in thinking and not 'traditional', but when people have to work for money they end up getting stressed [or worse] almost every time.

So we decided to shift our thinking. Remember, everything starts with ourselves. What if we could earn money without working? What if we could earn money without doing something we hate, and without the stress? You can imagine what people thought about that. Of course, stubborn as we are, we ignored them. We shall deal with 'pub talk' later.

Property is one of the best vehicles that allows you to earn money without working. Our lives have changed dramatically since investing in Property, and we have grown to have a burning passion for Property investment [an added bonus!].

Oh, and did you know that over 40% of the Times 100 Rich List have earned fortunes through Property investment?

Of all the investment vehicles we have looked at [and we have looked at many] Property is the best, in our opinion, from the following viewpoints:

The leverage that you can attain through Property is like no other investment vehicle available. We explain leverage in more detail later on. You can leverage your money 10 times over with just a standard 90% mortgage, and that is without factoring in any growth on your portfolio.

Stocks and shares do not enable the average investor to leverage their money; nor does a savings account. You earn only on your money invested, not the bank's money [all will be explained later].

"All this talk of Property, shares and investment, why not just keep your money in the bank earning 5% per year and be done with it? Surely the bank is the safest way to save your money?"

This question comes up regularly. Or "why not keep your red lobsters [£50 notes apparently] under the mattress with the sawn-off shotgun," no one will get their hands on it then!

OK, let's look at this. We like talking about this because most people don't realise how little banks actually incentivise you to save with them.

With inflation currently somewhere near 3% [the RPI is over 4% at the time of writing] the value of your money is going down at 3% per year. We actually believe that the true rate of inflation is much higher, and the government may perhaps be trying to cover it up, but this is not a conspiracy theory book! One thing we don't know is that the cost of food, petrol, many commodities, and general living, are very much on the rise. Immediately cash is worth much less every year, so at least 3% of your 5% interest has just been eaten. Damn it!

Then there is the increase in the cost of living. Currently this is going up at a greater rate than salary rises, so more money is lost to the expense of general living. Annoying.

Then there is tax. Oh tax. Bloody tax. The government charge you tax on interest gained at your tax rate of up to 40%, so that eats another 1-2%, leaving you with less money than you had last year. It's a complete joke [but it's not funny].

So if anyone tries to tell you that leaving your money in the bank will make you a nice tasty 5% per year, then I'm afraid that they are wrong [or on narcotics]. You are actually losing money at the rate of over 1% per year [on a good day].

Leave your cash under your mattress and you are losing around 5% per year at the moment [and going insane with paranoia].

Most people don't understand this. Just knowing how to work out the true costs of an investment will set your expectations at the right level from the start, enabling you to make some good returns without getting burned.

That's inflation. Interestingly, as inflation goes up, and the value of money goes down, the values of Property continue to rise. Surely then it makes sense to leave the majority of your money there in your portfolio?

Does this make sense?

But won't the Government look after me? Yeah right. Let's get real here, things are not as they used to be. I [Rob] learned this about 3 years before writing this book and realised then that the only person who would look after my future was me. Bear this in mind: ***no one is going to look after your future but you***.

We don't need to talk too much about pensions in this book as we all seem to agree that pension stability and security are relics of the past. Gone is the industrial age where you worked for the same company for 25 years and the state pension took care of the rest.

The government increase taxes year on year to repay their national debt. Many of our greatest assets have been sold off [British Gas, BA, BT, Jag, Aston Martin] and the last point of financial return for our government is the tax-paying public.

That's you and us.

When you actually work it out some of us pay upwards of 70% of our money in taxes. We pay tax on what we earn, on what we buy, on what we sell, on services we provide and receive. We pay tax on places we go and methods in which we travel.

Think of a car: we pay tax on our income to raise the money for it. We pay tax to the bank for saving it. We pay tax to buy it. We pay tax to insure it. We pay tax to tax it. We pay tax to put fuel in it. We pay tax to fix it. The bigger car we get the more tax we pay. We pay tax to drive it to some cities. We pay tax when we drive it too fast. We pay tax to park it. We pay tax to park it 5 minutes longer than we said we would park it.

You get the picture. End of rant.

Summary

The only way to achieve financial independence is to invest. The government will not look after you. Savings are not enough. Stashing cash will make you paranoid. You control your future; no one else will take care of it for you.

FREE Chapter #2: Leverage [The 44 Secrets]

Free Chapter from "The 44 Most Closely Guarded Property Secrets"

Leverage is an Art form in a scientific guise.

If you can master the Art of leverage then you will be wealthy beyond all of your expectations, plans, goals [and quite possibly dreams]. You will earn on your portfolio almost infinitely more than you would using your own money.

Leverage is becoming more and more important in our society. This has been a massive learning for us over the last 2 years, and has exponentially changed our quality of life since 2004/5.

First there was the donkey, the camel, the horse and the elephant. We're not great on history, so we can't tell you which one came first. Did prehistoric man use the mammoth to get from his Ice house to the local Ice Bar? You get the picture; we used animals to make a journey quicker and easier.

Then there was the wheel 3000 odd years B.C. Then the bicycle, then the train, then the car, then the plane, then the shuttle. Who knows what will come next, but whatever it is will make journeys even faster and easier.

In the modern day we have the internet; a huge vehicle for leveraging time. More recently businesses turn to P.A's, virtual assistants [V.A's] and outsourcing to leverage our time more cheaply than employing full time people or doing the work ourselves and dying at 65!
Leverage is so important if you want to achieve more with less effort. It can be a hard shift; people take real ownership of things that they have built and can get precious about handing tasks over to other people; yet think nothing about using a taxi to get to the newsagent or a plane to go to Ibiza. If you have ever run your own business you will know what we mean.

The 4 Hour Work Week by Timothy Ferriss is a great book that talks about using leverage through outsourcing. It certainly gave us a shift in perception and where we were spending our time

The greatest business people in the world understand this concept, because they have head to learn it though experience. If we ever want to grow, or upscale to the next level, whether in business or investing, we need more help. We need more people, and more of other people's money.

Many of the greatest investors never actually use any of their own money but invest millions. Many of the biggest business owners don't work day to day yet employ

thousands of people.

In investment terms, relating this concept to Property, leverage is utilising other people's time, money and skills to gain greater advantage, result or wealth than you ever could on your own.

Think of buying a Property now. Do you think you would be able to find it, survey it, do the conveyancing, find a solicitor, organise the mortgage and so on, all on your own?

The more people we can utilise, especially experts in the areas that perhaps we aren't as strong, the better the results we will get.

In Property investment we can look at leverage from two angles:
1. Leveraging other people and their time to gain greater financial benefit.
2. Leveraging the banks' money to earn a greater return.

It is very important to understand that leverage is not using other people; that will end up more expensive in the long term, guaranteed. Remember that cost is not just financial. It can be reputational [did we make that one up too?] So much time can be lost for the future which will equate to pounds and pence, and you will never be able to get it back.

Starting at point no.1, let's look at the best ways to leverage other people for win-win scenarios, and your long term financial gain:

Get other people to do the things you can't. Be a great 'people person' and always offer benefits and value to them. This is as relevant if you have 10 staff as if you just deal with people on a daily basis. Your ability to leverage and attract wealth and success will rely upon you being a relationship expert:

- Never ridicule someone who is learning
- Only reprimand in private and when absolutely necessary
- Always praise good work publicly
- Be personable and care about other people
- Always involve people in your long term vision
- Reward good work financially and in appreciation/praise
- Motivate, inspire and lead by example
- Be consistent
- Forgive
- Be clear of the outcome before you start [write it down]
- Set realistic goals: set others up for success
- Earn respect and keep respect [which may involve distance and professionalism]

You might think that this is not specifically Property related, but some skills are just essential in all areas of life. These relate directly to the way you treat everyone that will be involved in the growing and profitability of your portfolio, and are very important.

**Fundamental tip No.1:
Life is about people and how you make them ***feel***. People like and are naturally drawn to people who make them feel good.

Always be thinking in terms of leverage. Every person you meet has the ability to help you to your financial goals. You can help them to theirs. You can help each other. These rules apply not just in your handling of agents and vendors, but in all areas of life.

Make your money and your wealth work for you. If most of it is stuffed under your mattress then it may be going down in value by 5% or more per year. The average inflation figure since 1948 has been 5.8%. More about inflation later but remember this: you could be investing that cash for an infinite return using other people's money. And you can sleep easily!

This takes us to point 2. We believe that you will already be thinking about this, and may have experienced it yourself. As Property investors we like to use as much of the banks' money and as little of our own to earn potentially infinite returns.

A simple Buy to Let mortgage in today's market will require a 15% deposit. Yes there are other mortgage products that allow 90% or more, and there are bridging loans and such that use leverage, and we'll talk about these in forthcoming chapters.

The bank will lend the other 85% of the purchase price needed so that you can buy a given Property. Banks are willing to lend such a great amount on Property [as opposed to shares, bonds and other vehicles] because Property is very secure and stable. The banks know they have a good chance of getting their money back if things go wrong and you cannot keep up repayments, as their loan to you is secured on an historically stable asset.

You will use the money received from your tenant renting out your Property to pay the bank [mortgage] back. Here you have twice effectively used leverage.

This next paragraph is a fundamental piece in the Property investment puzzle:

You will earn your return on the full value of the Property having only paid out 15% of the full price. That is leverage. And that is only the start.

Do you remember just a few moments ago we we're talking about the Law of compounding? This is where leverage really comes into its own.

We discussed the Rule of 72 working on the amount of capital that you invest, and we used the simple example of a £100,000 Property bought for £85,000.

We kept is simple, stating that a deal like this would probably cost you about £3,000 to £5,000.

And we gave you the figures below based on your ROCE [return on capital employed - spent]:

5% growth: 72/5 = 14.4 years to turn £5,000 into £10,000
8% growth: 72/8 = 9 years to turn £5,000 into £10,000
11.74% growth: 72/11.74 = 6 years 48 days to turn £5,000 into £10,000

Using the leverage you can obtain through Property, we can absolutely nail these figures [beat them easily!]

Taking the example of your £100,000 Property, in 10 years at the 3 given growth figures, the results are as follows:

5% growth: £100,000 becomes £162,889
8% growth: £100,000 becomes £215,892
11.74% growth: £100,000 becomes £303,450

So instead of taking between 6 to 14 years to double your cash and get a 200% return, you could be getting an ROCE [return on the cash you spent] of over 4000%. If you want to see exactly how this is worked out, please turn to the back of the book on page 361. If you feel you need to read more to get a better understanding, why not read it when you've finished the book?

We still know many investors who buy Property for cash. They are not effectively utilising leverage and could buy 7 times as much Property for the same money. Just imagine earning 7 times as much money for nothing now…

How would that feel?

Are you sitting on an asset? Think of your own Property now. Over half of the people we regularly speak to at seminars, events, or just in person have enough equity in their home to buy more Property [and earn much more using leverage]. If you or someone you know [perhaps a family member] owns a house, think now how long you have had it; perhaps 2 years, 5 years or more. Think back to what you bought it for; perhaps less than £100,000? Think now to what it is worth. If you don't know, look for what similar properties are selling for on www.nethouseprices.com or www.rightmove.co.uk. You could also get an estate agent to value it for you [if you are even just thinking of selling your home, they will do it for free].

There is a great chance that the value of your home has gone up in value £50,000, £100,000 or more in a very short space of time. In fact, some of our investors' homes doubled in less than 5 years!

Read these next 2 paragraphs carefully. They could be the difference that makes the difference. It could be this alone that helps to secure your long term financial independence and a Property portfolio that will earn for you for life:

You probably have enough equity to buy more Property, get the tenants to pay your mortgages and generate additional equity on perhaps 5-10 properties rather than just your own home. That is what leverage is really about!

Whatever equity you have made on your house now, multiply that by 5 or 10 and imagine what that means to you. Think of £500,000 to £1million now. Imagine 10% of that per year for the rest of your life. Would that help you for your retirement or the lifestyle you desire? Would that give you freedom, choice and independence now?

You can leverage anything: estate agents, leaflets, other people, websites, e-mail marketing systems, joint ventures, we could go on and on. Always be thinking leverage.

At Progressive Property, we effectively leverage the money loaned by the bank to purchase assets for you up to 10 times the value you would be able to achieve with just your own money. Then we leverage evidenced discounts to get your deposit[s] back so that you can buy infinite amounts of Property with one deposit pot. [More later – that's the exciting part!].

You leverage our time and expertise to do this so that you are free to live your own life.

Summary

Always think of how you can use leverage. How can you earn maximum return on minimum investment and use other people's money for potentially infinite ROI?

FREE Chapter #3: Interest Only Vs. Repayment [The 44 Secrets]

Free Chapter from "The 44 Most Closely Guarded Property Secrets"

This one sparks a great debate and thus warrants its very own section.

Many of you will know that nearly all investment mortgages are interest only, rather than capital repayment: you are only paying off the interest on the loan rather than the loan itself.

Stay with us here. It is when most people understand the advantages of this concept that everything seems to fit into place.

The average repayment loan [mortgage] will take you 25 years to pay off. When you do eventually pay it off you will have paid off around 2.5 times the value of your Property. Yes you will own your Property outright, but for a £100,000 Property you will have paid roughly £250,000 for it after the 25 years [at the time of writing, depending on interest rates]. That is a lot of tied up capital that could have been invested, leveraged and making you much more money.

As you will probably know; this is known as 'cost of capital'. A great example is the purchase of a car. Many people will tell you it's foolish to get a car on finance; and we certainly don't believe in stretching yourself into debt to buy 'liabilities.'

Example: let's make the assumption that you can easily afford a car costing £25,000; cash or finance.
Option 1: You buy it on finance. You tie up a £5,000 deposit and raise the rest through finance, costing you approx £425 per month on a repayment loan for 60 months depending on interest rates. You have £20,000 to invest.

Option 2: You buy it cash. You have zero repayments and zero cash to invest.

Option 1: You invest the £20,000 and with it, using your increasing knowledge, you can plausibly buy 1 Property per year with the same capital. For ease of figures; these properties are worth £100,000 based on today's figures.

Compounded equity at end of yr 5 [based on 5% growth]: **£168,461**

Go to the back of the book to page 363 if you would like to see how we arrive at this figure in more detail.

Option 1:
Money made: £168,461
Money spent on repayments: £425 x60 = £25,500
Total: **£142,961**

Option 2: You save the £425 per month repayments and it takes 47 months to accrue £20,000 to invest. This leaves around 1 year to invest. You invest the £20,000 and buy 1 equivalent Property for £121,550 [£100,000 Property + 4 years growth].

Equity at end of year 5 [or year 1 for this strategy]: £24,309
Option 2:
Money made: £24,309
Money spent on repayments: 0
Total: £24,309

Interesting, isn't it?!

A couple of additional points: in 25 years you would have paid off your mortgage, all set at the current rate [i.e. inflation: the value of money]. In 25 years all of that money that you have paid towards your repayment mortgage will actually be worth much less than what you paid for it relatively. The £250,000 could have actually gone down in value by almost three-quarters if the rate of inflation stays relatively high as it is.

Quick aside: Don't be fooled by 'official inflation figures.' The actual rate of inflation can be [are] much higher. In our current economic conditions the price of food, commodities, petrol and general living are on the way up, alarmingly so, far more than the government may openly admit.

Taxes are on the way up; we are getting fined for everything we do. Our solicitor got fined £40 for putting out a cigarette by a 'community support officer,' Rob got fined £60 because SatNav took him momentarily in a 'congestion zone,' Mark get's parking tickets when he is loading stuff into the office. They want to fine us at our local council for putting rubbish in the wrong coloured bin and charge us a new tax to collect it – we're just waiting for breathing tax!

And guess what: wages are not going up anywhere near in relative terms to this. End of rant.

We can actually work the impact inflation will have almost exactly using the 'rule of 70.' It is like using the rule of 72 in reverse, and is a quick way of working out the time in which it will take the value of money to halve, knowing the figure of inflation.

Picking up on the example on the previous page of £250,000,
to determine the time for money's buying power to halve, simply divide the "rule-quantity" [70] by the inflation rate. Let's look at some examples:

Inflation at 2%: 70/2 = 35 years for £250,000 to halve in value
Inflation at 4%: 70/4 = 17.5 years for £250,000 to halve in value
Inflation at 6%: 70/6 = 11.67 for £250,000 to halve in value

20 years ago properties could be bought for around £5,000 as many of you will know. £5,000 doesn't even buy a garage now! Can you see how easy it would be to pay off £5,000 now that your house is worth around £200,000?! If you buy a house for £200,000 today and inflation stays relatively consistent to the last 20 years, then that £200,000 could be worth, in relative terms, what £5,000 is today. Don't worry if this is not clear, we'll run over it again.

We'll discuss in just a second why most people will never actually get to the end of their repayment term; another reason for taking out interest only mortgages.

So the second point about capital repayment mortgages: they are not set so that you pay equal amounts of interest to repayment on a monthly basis [as you might expect]. Because mortgage companies are in the business of making money, because the market is so competitive and they know you'll be with another lender in 3 years, they make their loans 'top heavy.'

This means that for the first few years of your repayment mortgage you are paying off nearly all interest and very little capital. It is not until you get right near the end of your 25 [+] year term that you are paying off a decent amount of capital. This is the lenders' way of getting maximum money out of you in a minimum period of time.

This brings us to the next point. They arrange the loans like this for profit. That goes without saying. Because the market is so competitive and transient, the lenders know that in 2-3 years you are likely to have remortgaged and changed mortgages in the search for a better rate or to release cash from your equity. People rarely stay with the same mortgage company for very long nowadays.

In short you are spending so much of your available [investible - made up word again perhaps?] capital on a repayment mortgage which is just going down in value over time. It makes far more sense to invest that money and compound the returns, and let it go up and up and up.

Let's do some maths on this shall we? This part is fun and it's very powerful. Let's just take that £150,000 that you save by taking an interest only mortgage on a £100,000 house; to keep it simple. An average monthly repayment based on these figures [depending on interest rates] would be £833.33.

You decide to invest £50,000 of that repayment you have saved, every 5 years [£833.33 x 12 x 5 = £49,999.80 – you put up the extra 20p!] You know, or at least you will by the end of the book, that you can buy up to 5 properties with that £50,000.

In 25 years using this simple strategy, you will have bought 15 properties. The total value using conservative growth figures of 8% would be ***£11,813,649***!

That's over ***£10million*** from one simple strategy. That £100,000 that you still owe on your original house shouldn't be a problem to you now, should it?!

For the exact figures of that calculation go to page 365.

So as you can see there is a huge cost of capital [cost of not investing] involved in paying back a mortgage. This is a fundamental concept for investing. If you have money tied up in your house it could be costing you ***millions*** by ***not*** investing it.

And at this point you might be nodding and think yes, it's all very well, but I don't actually own my Property do I?

Well no you don't. But would you rather have 16 properties [yours plus 15 investments] or one, bearing in mind what we are learning here?

And let's look at your end result in 25 years and address this question: in 25 years your £100,000 Property that you bought will still carry a debt of £100,000. Because you have chosen an interest only mortgage, you will still owe that on your Property. Think back to what we said about inflation and the ever decreasing [relative] value of money. In 25 years the £100,000 that you still owe will actually only be worth about a quarter [relatively] of that at that time. The average figure of inflation over the last 59 years has been 5.8%. A good source for this kind of information is www.statistics.gov.uk

However your asset, on current growth figures, is now worth around £800,000 at the end of the 25 years and still has a small loan [chopped down by inflation] that you need to pay off. Do you think you might be able to afford it with the assets just in this one house?!

And what about the other 15 you bought [using the concept of leverage] because you did not have to repay the loan? All of those will also be worth around £800,000 [each].

This is where leverage really comes into its own. The figures are quite breathtaking wouldn't you agree? And remember that you can take all of this growth incrementally if you remortgage [and not pay a penny of tax on it!]. So to keep with this example, you could potentially access 85% of [£100,000 x 15] + 25 year's growth. That could be ***£10million*** all from the money you would have tied up paying off your first mortgage!

Now we're talking [and we don't use exclamations lightly!].

Summary:

Remembering leverage and the Law of compounding, keep your investment mortgages to interest only. Invest saved capital and leverage up to 12000% [120 times] over 25 years to secure your financial future.

FREE Chapter #4: Understanding a Buyer's Market [Make Cash]

Free Chapter from "Make Cash in a Property Market Crash"

This is fundamental in your ability to make vast amounts of Property cash right now and in certain 'pockets' of time in the future. The definition of a buyer's market is:

'A market that is more in favour of buyers because there are more sellers than buyers in the market. Buyers control price because of a lack of liquidity and competition.'

Lack of liquidity

Currently lending is a lot more challenging than it used to be. Banks are not lending to each other as easily they are lending at higher rates and there is a lack of trust and confidence between financial institutions. Look at the recent interbank lending rates [libor and euribor] and you will see this reflected in the figures [on the next page].

Therefore most buyers have stopped buying. Fear and uncertainty are paralysing. Most people would rather wait than act. Rabbit in the headlights.

Now because of this, a lot of banks aren't liquid [no cash]; banks that don't have high street branches and don't have a lot of cash from savers who deposit cash. Not all banks are like your high street varieties: Barclays, Nationwide, Royal Bank of Scotland, The Halifax and so on who have many high street branches, many savers and depositors, and are very 'liquid.'

Many of the lenders [mortgage companies] that are relevant for you don't have high street branches and rely on lending money to you that's been loaned to them by other banks [with liquidity]. This has really reduced the lending in the market and the statistics back this up. According to the CML [Council of mortgage lenders] lending in the market is down almost 40% on last year.

If the banks are lending to each other, they are at such a high rate that this just gets passed on to the investor and owner occupier. Here is an article from The Guardian:

'The global credit crunch appeared to take a fresh turn for the worse today as interbank lending rates, known as Libor, rose to new two-month highs in London and the eurozone.

Interbank interest rates are set by the demand and supply of money rather than the Bank of England, and analysts say the latest rates signal a tightening of supply.

The sterling three-month Libor rate rose to 5.77%, more than 50 basis points above the Bank of England's 5.25% base rate – its highest level for two months, in 2008.

In that same period the euro three-month Libor rose to its highest level since mid-January, standing at 4.39%.'

If you look at the Libor rate of [5.77% mid 2008] you can see that once the rates are then passed on to us, they will be much higher than that. In 2007, the banks were lending with very small margins, perhaps 0.25% at their lowest point [they would add 0.25% to the interest rate set by the Bank of England: that would be their 'margin']. Now the base rate is very low [0.5% in mid 2009] yet the lenders are lending at over 5%, making the 'margin' up to 5%. Lower volumes, higher cashflow for the banks.

The statistics and the press also suggest that there are just aren't that many people who can obtain finance:

Here is an article from the Times Online:

'In the past 2 months, the average time it takes to sell a Property has risen sharply. In greater London, it is no longer 2 weeks but 3; in Wales, it is 9 and a half – 3 times as long as it was just 9 weeks ago. "London has put a gloss on the figures for the past 12 months," says Richard Donnell, Hometrack's director.

"Prices have been driven by a shortage of stock and strong demand. Now that this is no longer the case, the froth is coming off. Because they cannot obtain finance they can't buy Property and that reduces the number of buyers in the market.'

Sharp increase in Property prices

An additional factor that has implications on people's ability to buy is the huge surge of growth since 2001 over and above the natural, average growth curve.

Property prices up until 2007 have been very high and because of that your average person, Joe or Jo; [first time buyer or owner-occupier], cannot afford [even if they could get lending] to buy Property. They have been out-priced in the market so that reduces another large percentage of the buying market.

You're not actually left with that many people after this!

The economy

Public spending is going down, there's not much confidence in the economy, the Expectation theory has filtered through the news and the papers and we're experiencing huge increases in the cost of living.

Even people who do have cash are thinking they don't want spend it at the moment just in case things get worse. Flock mentality and fear. Expectation theory. Caution. Low risk. They don't want to borrow cash either so they just hold tight. They wait and they don't do anything.

This has huge implications on the whole market. Nearly all of the buyers are gone: buyer's market. There are still as many sellers out there as normal, in fact it has even been reported by some publications that there are in fact more sellers than normal. Refer back to the quote on the previous page.

People still need to sell. The market doesn't just roll over and die with its paws in the air all rigid and everyone stops selling. Many people still need to sell, regardless of market conditions. People are still motivated.

There are even more sellers because people are panicking and want [or need] to sell. They ***think they have to sell***. All hell and panic breaks loose, anarchy and looting and Baa Baa Click Click.

To have a 'balanced market' you need to have as many buyers as sellers. But when you're in a buyer's market there are more sellers because there are more people who want to get out, liquidate, sell up or cash in [or take a loss to prevent a bigger loss] this time because they're worried.

But wait a second; there are so few buyers out there who will buy their house. At the moment it's the same if you're trying to sell anything. That gives the buyer the advantage and 'negotiation power.'

I [Mark] have recently bought a new Car. The Car that I wanted to buy for the summer was selling on Auto Trader [3 years old] at about £30,000. Knowing what I know about the Property market and the economy, and enjoying a deal of course, I was never going to pay list price.

I have viewed quite a few and have probably been a bit more analytical than I might normally, but it's an opportunity for me to test my skills and save some cash. I made quite a few very low offers and ***had total negotiation power*** because no one could sell them. In the end I bought the Car I wanted with all £1,000's of additional extras for £25,000.

If you go on Auto Trader now you can buy 4 or 5 year old Range Rovers for £12,000. They are £70,000 new. That says a lot about residual values and the impact that the economy [and petrol prices] is having on the resale markets.

At the moment in Peterborough [our patch], there are only 2 other buyers that we're competing against regularly. We're normally competing with 10, 11, sometimes up to 15 reasonably pro-active 'investors' in our town at any one time. That's gone down to 2 in the space of 3 months.

But what about all the people who still need to sell? Where do you think the power lies now? It puts the power in your hands. We're able to buy so much cheaper because there is far less competition and sellers cannot play buyers against each

other. They cannot pick and choose. They can't be patient and wait for another buyer with a better offer to come along, because there aren't any!

Therefore we can reduce our offers. That's what we've been experiencing on a daily basis through April, May and June 2008. We are able to control the price that we buy Property for because people are hugely motivated [desperate] at the moment.

People are hugely motivated because they're panicking, they're worried and they're scared. They have the fear of loss, uncertainty, the unknown; the fear of loss of more money because they [have been indoctrinated to] think that the market is going to continue to go down and down and down to 50% of its value. They want to get out right now because they don't want to lose any more money.

These are huge emotional drivers that will cause people to make irrational decisions.

They can't see the long term.

You've probably experienced it in your own house. You may have read the nationwide statistics. Just ask your Dad or your aunt what they bought their properties for way back when!

When we run our open days we are continually surprised by the amount of ***cash people have made accidentally***. We have had many people make 300% growth in less than 10 years. Most people have made 200% growth in 5 to 8 years.

You know that if people took the long term view they wouldn't lose any money. But of course these emotional based factors make people do illogical things and cause bad financial decisions.

And of course, some people have gotten into such a bad financial state that they have no other choice; they are ***even more motivated [desperate]***. This is what you will need to understand right now and use to your advantage in this market. If you are in a position where you are reasonably liquid [access to cash or finance] then you will hold the negotiation power and will be in a position to buy Property at heavily discounted prices. You can read more about motivated sellers in section 5.

Your belief that you can buy Property really cheaply should increase in this time because ***people are physically buying Property that is much cheaper***. It is something that you will see with your own eyes [as long as they are open]. If you're one of these people who need the evidence then the evidence is in here. If you don't need the evidence then you just need to understand that because you are one of very few buyers around at this time, you can reduce your offers right down now.

At the moment with lending as it is [tough and scrappy] rents have to work [cover the mortgage by up to 130%, 30% up on last year] so you need to offer lower anyway to make the deals work; just to get finance.

The fact that mortgage companies are increasing their rates almost weekly and making it more difficult for us to borrow gives you more leverage to offer even lower. They are pushing the percentage of rental income that's needed up and increasing the amount of deposit that you need. You have no choice but to offer lower. This acts as a negotiation tool.

You won't even obtain finance unless you buy really cheaply. So everything at the moment is geared towards buying Property [cheaply], not selling. There really is no excuse for buying a Property that's any worse than 18% below the current market value.

A seller's market occurs when there are more buyers in the market than sellers. That's not rocket science, is it? The sellers control the market; they can be more selective over the price at which they want to sell their Property, because they know that there are lots of buyers out there who will compete to buy those properties. They know they can pick and choose and that the buyers will get into some kind of eBay bidding frenzy syndrome and fight and scrap and get emotional and buy far too high. Speculative investors often do this in between stages of the market cycles because they are always a little too late.

We explain market cycles later in this section.

This is basic economics; the law of supply and demand. As you get a greater supply, the demand [or the price at which you can sell something] reduces, and vice versa. We were in more of a sellers' market in 2007 because we were still experiencing good amounts of growth.

Your average Jo or Joe has been waiting and waiting and waiting. Eventually people are going to get on this bandwagon, or ride the crest of this wave [6 months too late]. In 2007 there were a lot of buyers in the market because for 6 years Property had been going up and up and up and there were TV shows and radio shows and everything in the papers about Property. Get into Property because Property prices are growing and they'll never stop growing now quick. Be quick.

Now they've all gone back underground. That is the fundamental difference between 2001-2007, and what we're experiencing right now.

Summary

In the times of a downturn, when most buyers are scared, you can take advantage and make cash. A buyers market is defined by a lack of buyers, giving the few buyers out there control of price due to a lack of competition. People will always need to sell, so the buyers still in the market have control and negotiation power.

FREE Chapter #5: "Are You Sitting on an Asset" [The 44 Secrets]

Free Chapter from "The 44 Most Closely Guarded Property Secrets"

Over 50 % of people ***don't even know*** that they can do this…

How would you like to be financially independent, living your life of choice, with no loss of your time, all from the equity you have in your house, right now?

And you don't even have to sell your house or pay anything out of your own pocket or earnings.

Imagine creating your dream life from an asset that you already have now...

It is simple, easy to follow, will take you very little time and you can start right away without any knowledge of Property.

So many people who have become financially independent have accessed their money through remortgage of their existing home. Many of them have gone on to become multi-millionaires. You can do the same now.

Many people didn't even realise the asset they were literally sitting on. Do you remember earlier in the book we asked you to think about your home: what you bought it for and what it is now worth? Or if you have a family member who has a house and you can ask them the same question…

The major benefit of this strategy is that your income and savings are not impacted in any way. If you have a Property with sufficient equity in it you could use the following strategy to invest without increasing your outgoings:

A typical example:

Your existing Property [home]:
Property worth £250,000
Repayment mortgage of £100,000 at £700pcm approx
£150,000 equity

Your re-mortgage:

New mortgage of £212,500 (85% of £250,000) (currently LTV's are 75%-80%]
New interest only repayments of £1,325pcm approx
Old mortgage paid off leaving ***£112,500*** (less fees)

Investment Strategy:

Bank Contingency of £23,000
Invest £59,500
Bank increase in mortgage payments for 6 years: £30,000

With no change to your current circumstances you can set up your long term future for life now.

This is a typical example that someone would use when they invest with us at Progressive. We help you turn one Property into 6 in 6 years, and help you earn 6 times as much per year without having to work at it.
Imagine now what that could mean for your life. Actually take a little time to picture it...

It has taken us over 5 years of buying Property to refine a system that can make Property investment accessible to most people. We have created a systemised 'Property Buying Machine,' that takes the human error out of successful Property investment

It is not for everyone; it is only for you if you are serious about creating long term wealth, but it can be for you if:

- You want it to be
- You have equity in your home that is sitting idle and not being leveraged. You have a redundancy, you have sold a business, have a divorce settlement or have access to cash
- You want to earn a passive income of over £50,000 per year, tax free without working or using your own time
- You want all of the benefits of Property investment, especially the cash, but do not want to spend years trying to become an expert

If you have a home that you own with a reasonable amount of equity in it, [90% of the people who are already doing it did it this way] then you should be very excited now.

Remember earlier in the book we talked about the relationship between money, work and stress? Maybe you don't want to continue working forever for 50 hours a week with little hope for future wealth and happiness in a job you don't like, with people you don't like. The government will ***not*** look after you and your family and your pension will probably not give you the lifestyle you want.

Maybe you imagine peace of mind and security; something that can help you enjoy the finer things in life, whatever they are to you. Perhaps even a little fun and adventure? If you don't want any of the stress but you want all of the benefits of more than enough money to retire with, then you can have it all, now.

So if you're serious about long term wealth you need to log on now to:

www.progressiveproperty.co.uk/save15k

This offer of saving £15,000 will only last for a very limited time, for this particular [and small] run of this book. We like to produce small runs of the book so that we can keep updating it and improving it; and only get a few thousand printed at any one time, which usually sell very fast. It is open to 3 people at any one time and there are 1,000's of people who are reading this book right now:

www.progressiveproperty.co.uk/save15k

For more information all you have to do is ask. Remember it is immediate action that gets results:

Call us:
0845 1309505

Email us:
robmoore@progressiveproperty.co.uk
markhomer@progressiveproperty.co.uk

Enquire on our website:
www.progressiveproperty.co.uk

Progressive Property Deal Examples:

Bretton, Peterborough

Purchase Price: **£50,000**
Value: £95,000
Discount: **47.37%**
Rent: £625
Gross Yield: **12.93%**
Cash back: £8,360
Rent vs. mortgage surplus: **£301.48**

This was one of the better deals we have done this year. We bought this for one of our handsfree Investor Clients [and they liked it!]. Comparables for this Property are as high as £105,000! and on the market for £100,000 or more

We know the area well & would expect a realistic sale nearer to £95,000, & have reflected that in our calculations. Below is a comparable [Proof & Evidence] from Rightmove:

Bretton, Peterborough

Purchase Price: **£50,000**
Value: £105,000

And this 3 bedroom house below for £67,250 [which are STILL selling for £100,000 and were worth £125,000+ pre 2008] This example is **32.75%** BMV [Below Market Value] & Positive Cashflow of nearly £300 per month:

Purchase Price: **£67,250**
Value: £100,000
Discount: **32.75%**
Rent: £625
Gross Yield: **11.15%**
Rent vs. Mortgage payment: **£281.87**

Here is the Proof & Evidence below, a comparable Property in the same area on the market for nearly £40,000 more! On Rightmove

And on the next page are case studies from *Ordinary People* who have learned the strategies in this document, taken some action and got quite amazing results...

Live Video & Audio Case Studies

Gill Alton

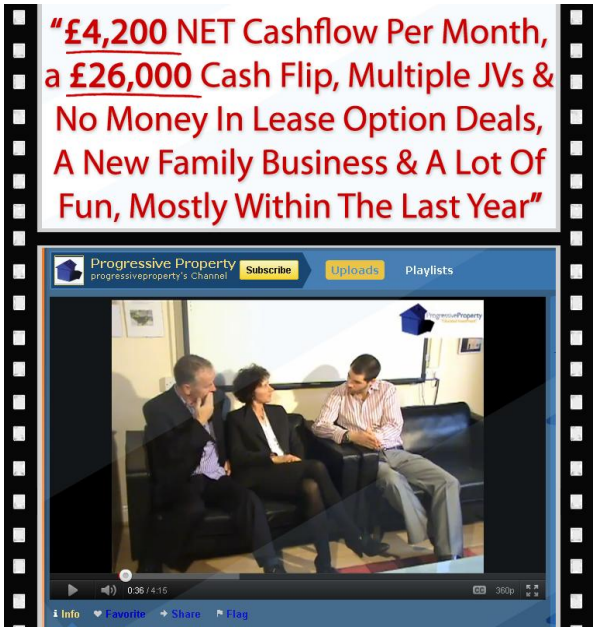
For a video of her story, click the link below:
http://www.youtube.com/watch?v=nb0Ix2dKZo0

Martin & Beckie Cooper

For a video of their story, click the link below:
http://www.youtube.com/watch?v=Bz3OgEmuv08

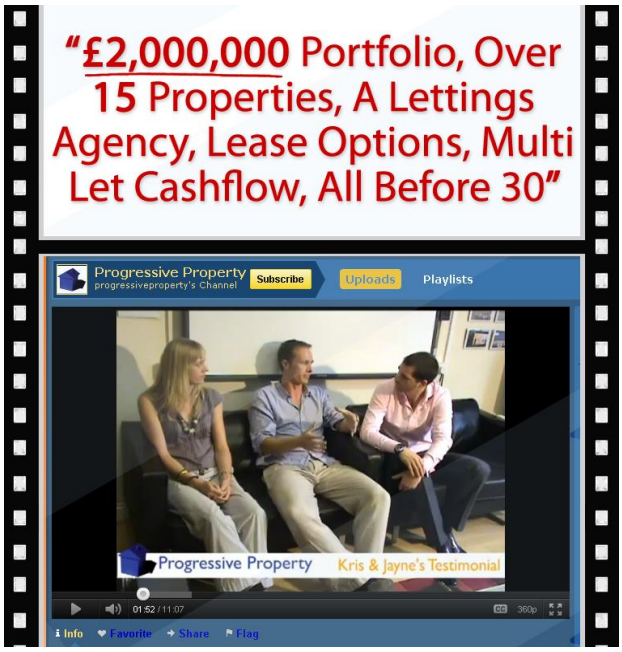
Live Video & Audio Case Studies 2

Francis and Jane Dolley



For a video of their story, click the link below:
http://www.youtube.com/watch?v=AkYVTypanDo

Kris & Jayne Carpenter



For a video of their story, click the link below:
http://www.youtube.com/watch?v=XioA2ioHuZI

Section 2

FREE Chapter #6: "Why Now is the Best Time to Buy [10 years]"

Free Chapter from "Make Cash in a Property Market Crash"

You won't find this in many other Property books. This is one of the sections where we're not talking about concepts or long term strategies [which are very important]. This section is time sensitive, applicable right now, and your ability to succeed will depend on how quickly you grasp this and how quickly you ***put into action*** what you read.

The Property market goes through cycles just like anything else; life, birth, youth, adolescence, middle age, old age, death; everything goes through cycles. Anyone who has studied economics or anyone who understands life in general knows that we go through these 'seasons.'

Understanding this is going to help you succeed in the Property market, especially right now. Most people just believe that the Property market will always, always, always go up every single year after year after year.

Most of those people are now bankrupt.

The Property market will go round in cycles; the growth curve of the market will go through troughs as well as peaks.

We liken the market to seasons. At any given period of time you might experience a 'hot market' [summer] a 'cool market' [autumn] a 'warm market' [spring] and a cold market [winter]. We're going to explain these seasons in detail and show you what period of the market we're in, when the best time to buy is and when the best time to wait, hold or slow your buying is, if that's OK with you now.

This knowledge will definitely put you in the top 1%, we are convinced of that. This section is taken from how a professional, serious Property investor would view the market: an investor who ***makes cash regularly***, fast and perpetually.

If we read the papers, act like the Sheep and Crabs, watch the TV and listen to the radio, we would be fooled into viewing the market from the wrong way around, inside out and back to front. We would believe that a 'hot market' is one where the Property prices are going up and a cold market is one where the Property prices are going down.

Don't forget that the 'speculative' or novice investors, first time buyers or owner-occupiers are ***always too late***. They're usually at least 6 months or a year too late; a

season too late. By the time they get into the market and their perception is that it's a growing [or falling] market, and by the time they manage to convince themselves and follow all the other Sheep, they're going in the wrong direction.

Once you really get this you'll make serious cash.

Summer

A summer Property market is a buyer's market; there are far more sellers than buyers. You will usually get some kind of 'credit crunch' or 'mortgage crisis' [like we have right now] and maybe you'll experience a hike in interest rates. The cost of living could go up, unemployment could rise, inflation could be at a higher level, or you could get a combination of many or all of these happening at once.

This causes people to have less disposable income. Loans that people have on their properties and additional loans they've taken out become harder and harder to repay because they have less spare cash. They default on their unsecured debt first [credit cards, store cards, hire purchases etc] and when things get even worse, as they probably will through the rest of 2009/10, they default on their secured loans [mortgages, larger loans and consolidation loans].

They are in serious debt and they need to sell very quickly to stop repossession and get their hands on some money from their properties to get out of the hole that they are in. Most people don't understand the buy and hold strategy; they just understand buying and selling.

At the apex of the hot summer market the buyers have control. If a seller needs to sell, and there will always be sellers who need to sell, there are far less buyers who are not competing with each other. They can ***control the price.***

The properties are cheap and the yields are high.

In this summer market you want to be buying as many as you can, as fast as you can, as often as you can and as cheaply as you can, and you want to keep going and going and going. This is what the professional investor will be doing, and has done for many years.

You want to be in on it at this stage, you want to be hot; that's why you've bought this book.

You want to be on every estate agent's mailing list. You want every Property finder to have your details. You want to be viewing as many properties as possible. You want to be offering on everything you view. You want to be offering on everything at 30-35% below market value. You want to help estate agents out. You want to go and view as many properties as you can [even if you didn't originally intend to buy them].

You want to be leaflet dropping over and over in the areas where the yield is highest. The more of these that you can do, the more you can ***get mindspace awareness*** and the more likely you'll be to find those motivated sellers.

Important point: the market isn't always going to be like this. It's not always going to be this simple [not easy] to buy Property. It's not always going to be this cheap. The general public are not always going to have such low sentiment.

This is the time when you can fill your boots. If you just bought 5 properties this year at 28-47.5% below market value [achievable with clear rules], all at around £100,000, you'd instantly make £150,000 in discount [equity] buying under market value. You could cashflow those properties at let's say £500-£2,500 pa each [net after all of your costs], therefore making £250-£500 a month cashflow.

For more detailed figures, go to page 389.

Once we come out of this hot summer market [for the serious investor] and go into a cooler spring or autumn market, the Property prices will start to rise again and you will start to get capital growth. You will make cash 3 ways. You could potentially make £150,000 just for buying the properties, £250-£500 per month cashflow, and then £50,000 compounding growth a year for the next 10, 20, 50 years. All off the back of one hot summer Property market that may last a year or 2.
It's not very often that you will experience a summer buying market. You'll remember from earlier in the book that the statistics indicate that it will be one year in every 10 as an average, so these chances may be few and far between. We may be 40 before it happens again!

Since 1952, according to Nationwide, the following years have experienced a downturn in the Property market. We have put the figures for all types of Property for the whole country here as a percentage this time:

1953: -1%
1954: -1%
1990: -10.7%
1991: -2.3%
1992: -6.5%
1995: -2.3%

That's 6 years out of 58.

Autumn

Then other professional investors begin to latch on to this as they become a little bit more aware, and then they start bidding with each other.

At the moment we're one of only 2 or 3 investors in the market in Peterborough but within 6-12 months there'll be other investors who'll cotton on to this, who've finally found a way to get finance, and all of a sudden we'll be competing with more people. Therefore it won't be quite as easy to get the 28-47.5% below market value deals.

When investors start bidding against each other and forcing the sale prices up slightly, the vendors start increasing their selling price because they know they can achieve that higher sale price [because there are more buyers in the market].

Then the professional investors start offering even more for the properties because there's more competition. The vendors have put their prices up. Because of this owner-occupiers and first time buyers struggle to get on to the residential housing market. The lending criteria for buy to let mortgages are less strict than they are for residential or personal mortgages [in this market] so that compounds their challenge of getting on the housing market.

This pushes price up even further.

You get speculative investors who come into the market [later than the professionals] who start bidding against the professional investors and owner-occupiers. As they outbid the professional investor Property Ladder, Homes Under the Hammer style, prices are pushed up even further.

The professional investor gets pushed out of the market. They can't buy the properties cheaply enough for the deals to work for them according to their rules and personal deal analysers. The professional investor will bide his time and knows that there's only a certain amount of money they can pay for Property to make them work from a cashflow perspective.

They have experience and they know what's happening. ***They do not get emotional about it.***

The speculative investor has still got to learn these lessons. Because they've come into the market without this knowledge, they start buying higher spec properties because that's their personal preference [emotion].

Many of us, when we first get into Property investment, don't realise that we want to buy the cheap, ugly properties; we don't realise that they're the money boxes. Many people baulk when they see the properties we buy.

'Oh, er, ah, um, OK. That wasn't quite what I was expecting'

Then there's a long blank and slightly embarrassed gaze.

You certainly wouldn't see them on Property ladder!

Inexperienced investors assume that the better looking properties that they would rather live in, that would attract a higher rent [lower yield], would be a better investment.

The owner-occupiers and first time buyers still need to buy and they still need to places to live. There will always be first time buyers and owner-occupiers who need to buy. The owner-occupiers in the market adapt and you start to see smaller properties with smaller footprints. You get multiple occupiers and couples getting a mortgage together making their lending criteria slightly easier. You get shared ownership where up to 5 people can own one house and each individual can borrow less but afford more.

So they start to kick back, and they start to then outbid the speculative investors. While all of this is happening the market value is being pushed up.

The owner-occupiers are back in the market because they've adapted and the market's adapted. They've pushed the speculative investors up so far where even they have cottoned on to the fact that they can no longer afford to buy these properties.

The speculative investors' properties [new, off-plan] will start to show themselves in their true light. They'll start to complete on their properties and the figures will show that they're making a loss because of their miscalculations and lack of experience. They let their emotions get involved and they got into bidding wars. They started outbidding the professional investors and owner-occupiers.

They start to panic [Sheep and Crabs] and they start to sell their properties back to owner-occupiers. They try to release some kind of capital gain. Very often this can actually end up being a loss because they were new to the game, didn't have enough experience, got pulled in to the crest of a marketing wave, their rental calculations were optimistic, or the discounts they achieved weren't what they thought they were in reality.

When you come towards the end of the autumn period [the cooling spot], the owner-occupiers are then left with unsuitable properties or high mortgages because the whole process of events has pushed prices up. Owner-occupiers have paid premium prices for properties because of speculative or novice investors, and now they're left over-geared.

This is exactly what has happened over the last few years with lending; banks being far too willing to lend and being far too lenient with their entrance criteria.

Speculative investors and owner-occupiers have been able to borrow and over-extend themselves and they've got to a point now where they're either in negative equity, their Property portfolios are shortfalling considerably, or they've got a mortgage that they just can't afford to pay.

Winter

With the recent mortgage crisis, the credit crunch, the increase in oil, food and electricity and the cost of living, people can no longer afford these high mortgages [which they probably couldn't afford to buy in the first place]. Maybe, when things looked rosy, they bought a 4 bed when they could really only afford a 3 bed, or a 3 bed instead of a 2 bed [because they could get away with it]. The banks made it easier for them to borrow the extra money.

The speculative investor has sold [very often at a loss]. As this happens repossession rates start to rise because many of the speculative investors get caught with their pants down. The same thing happens to owner-occupiers who have over-borrowed.

Some areas start reporting negative equity, many investors have geared almost to 100%, and once the prices begin to drop, banks start restricting and pulling back on their lending. They start making it much more difficult to borrow money; they increase their interest rates or they make you jump through many more hoops to get finance. This phases out many owner-occupiers, first time buyers and also many speculative investors.

The lenders will start to suffer. As they lend less and less money they make less and less money. Lenders want to lend because they want to make money! The only way lenders make money is to lend money!

The speculative investors are selling and realising a loss, many owner-occupiers are defaulting on unsecured lending just to try and meet their mortgage payments, therefore getting into more and more debt. There comes a point where many mortgage companies [banks] lose money on missed mortgage payments and the cost of repossessing and recovering bad debt.

Throughout this winter period, it's not always the best time to buy. The reason for that is that you are going to have to shortfall your properties [pay for your properties out of your own pocket]. It's not until we leave this cold period and hit back into spring and summer that you can actually make any good money buying Property.

You want to be spending as little as you can and saving as much cash as you can at this time. This may not be the best time for you to buy in your area, and you may have to be more selective. Save all the cash that you would have used to invest because when the next summer or spring market arises, these are the times that you want to buy in abundance.

We personally like to keep buying through all the seasons. Your choice will be down to you, your rules and your vision. Our buying and negotiation power, our marketing, our relationships with agents and our goals all allow us to continue to buy perpetually. We just have to keep adjusting our strategy.

When you know that you can consistently get deals, that you need to keep your channels of leads open, [and you want to keep from getting rusty], you'll keep buying too, because you can.

Don't go putting everything you buy on HP & getting excessive finance, don't go buying Ferrari's and don't go taking fancy holidays to Marbella and necking Pina Coladas & smoking huge cigars. Save as much cash as you can. The more liquid you are in the spring and summer seasons, the more you'll be able to make hay, so be aware of your spending in times like these.

Spring

Areas can then start to become flooded with properties and supply outweighs demand. Look at city centres like Nottingham and Manchester recently, they became flooded with properties, especially new flats, over recent years. Many buyers experienced poor cash flow through decreased rents, lost money through falling prices and developers experienced the same fate. Once developers pull out of developments and stop building you know things are potentially good for you, the professional investor.

The professional investor's eyes will start to open again. She will realise that yields will start to turn favourable at last, 8%+. She will be able to begin to buy very cheap properties like she was doing in the hot summer market. Through the cool and the cold markets she may not be interested in buying because she might not be able to buy cheaply enough. But now that the supply is exceeding demand there will be many of these properties that will have to be sold very cheaply.

The professional investors can start to bid lower on the middle to higher end of the market. Many of these newer developments and slightly more exclusive areas are no longer exclusive because too many have been built. They can start to really bid the prices down making them attractive investment propositions again. They can start getting the yields on these properties by buying them with large discounts. They become less interested in the lower end of the market and consequently it forces the lower end of the market down.

Generally speaking, it's the lower end of the market which produces the greater yields, so from a professional investor's point of view this is a good thing to happen. Of course at the same time the first time buyers or the owner-occupiers are still not willing to come back into the market because they're still bruised; behind the times by 6-12 months. This forces the prices of properties down because they're not in the market either.

Therefore opportunity arises again between the spring and summer buying market. The few Property investors who are liquid, who've saved money through the autumn

and winter buying markets, who can get finance, who are open to the opportunities and are ready now, can start to buy many considerably under value properties at the lower end of the market.

The full cycle

So we've taken a full cycle in the Property market but where does that leave us right now? Well you've probably already guessed where that leaves us right now, haven't you?

Yes it does depend a little on your area, but currently the market we are in is somewhere between spring and summer from a buyer's perspective. By the time you read this book, that may or may not have changed, but it doesn't matter because you know the difference, don't you?

These concepts do change from area to area and are presented generically. Currently in our area in Peterborough we're very much in a summer period. This may not last forever and will need to continually look at our strategy. If Peterborough does become a winter or an autumn buying market then we'll have to look at buying in other areas if we want to maintain the current volume and buying price.

If this is the case then we'll trailblaze an area in which we can set up shop and localise there to catch it in a spring or summer market.

Because Property is not liquid, because Property is not like putting your card into the cash machine at the bank, it very much plays into the professional Property investor's hands. When people really need to sell Property they can't just go to the cashpoint and get their money out. When people want to buy, it can be 3-6 months before the transaction is complete. That can cost an owner-occupier or an investor dearly, especially an investor who's looking to use the buy, refurb, remortgage strategy.

You can place yourself at a huge advantage by being liquid and having access to finance or cash. If you don't yet, don't worry, it won't stop you. But remember it for the next summer market; you'll be very glad you did!

Summary

The Property market goes around in cycles, just like everything else. Understanding the cycle will enable you to take advantage and plan your strategy years in advance. Most people see the Property cycle the wrong way around: you can make hay while other people are in a state of fear and panic.

FREE Chapter #7: Never Sell [The 44 Secrets]

Free Chapter from "The 44 Most Closely Guarded Property Secrets"

Amongst the most savvy and serious residential Property investors, never selling a Property is generally regarded as the best strategy. Perhaps we could have put this in section 2, but now is a good time to discuss this.

This actually shocks, surprises, mystifies and confuses many people. However when they get this concept, everything changes for them and everything becomes clear and easy. At Progressive Property we have a view that we should all do what works for us, following certain 'Laws' or guidelines, which we are discussing with you here.

If you buy well, and make your money when you buy [as previously mentioned], then this 'Law' applies 100% for asset building purposes: for building your 5, 10 or 20+ Property portfolio. It should be obvious that if you buy and sell, you never actually grow a portfolio, you just tread water. You are slaying the Golden Goose; you are chopping down the Golden apple tree. However it is not always that obvious to some.

You will never become massively wealthy turning properties around on this scale. It is generally too time intensive, there are too many variables that can go against you, low ROI's, one off payments as opposed to being paid forever, and very high disposal costs.

The key to your investment strategy is to know what you want to achieve and then work your investments around that. Your strategy will be becoming ever more clear now.

Do bear this in mind. If you are looking for cash flow, and you are cash-flow poor, then buying properties [on a single let with an 85% mortgage] and holding them will not generate cash flow in the short term. Remember that we are talking about a ***mid-long term*** strategy here. One that works. One that will last your whole life. One that will cost you the minimum amount of money for the maximum return.

We personally know people who make some cash flow from turning properties around; that is to buy and sell them at a 'profit.' Of course this is what they tell us, but most people only tell us what they want us to know, don't they? Before we go into building an asset base, let us look at why someone might sell [and their 'strategy'] and you can make your own assumptions based on this.

In order to successfully 'flip' properties, or buy and sell at a profit that is worthwhile, you really do need to know what you are doing. There are so many factors that could go wrong. Just watch the whole host of Property programmes on TV and see how

the average non-investor fares. Do not follow the TV strategy; it's dumbed down and it is not indicative of reality. It's just daytime candy-fodder.

Without going into great detail, matters such as planning, legislation and legal work, building work, timing, gearing, market research, sourcing, people and negotiation skills and contact base are all of vital importance in effectively selling a Property at profit.

There are very few people who can make that work and it is a very time intensive strategy. Most of these people using this strategy think they are making far more money than they actually are because of the true cost of turning a Property around. A £200,000 Property will actually cost you around £17,000 in fees. There is most [if not all] of your profit gone. We have had to point this out many times to 'Property traders' as they didn't even realise themselves how much the costs spiral and eat profits.

Here are the actual costs of buying and selling a Property, from personal experience [average figures]:

£100,000 Property example:

Buying costs: £2,500
[broker fees, solicitor fees, valuation fees, lending costs, admin and disbursements]

Selling costs: £8,000
[void periods, valuation, agency fees, solicitors and legal fees, insurances, admin and disbursements]

Total Cost: £10,500

This is most, if not all of your potential profit, and does not even include any refurb costs. This can easily turn into £15,000 plus.

It's even worse on a £200,000 Example:

Buying costs: £4,500
[broker fees, solicitor fees, valuation fees, lending costs, admin and disbursements]

Selling costs: £13,000
[void periods, valuation, agency fees, solicitors and legal fees, insurances, admin and disbursements]

Stamp Duty: £2,000

Total Cost: £19,500

And to cap it all off, they no longer own the asset which is now making money for someone else! So if you would like to follow that strategy, then good luck in your new full time job working 65 hours per week for little reward and no long term value.

Another point of note here is HMO, or letting properties out by the room. We own a few, and they do cash flow on paper. What most people will not tell you is the cost implication. This very much varies depending on your area. In Peterborough you will need around £22,000 to buy an HMO and get it ready to let, including deposit and changes for regulation, such as fire doors and emergency lighting. That is £22,000 that is tied up and 'stays in' the Property. It's also a real pain in the neck. And the backside. And a big cost of capital.

If you think that we can buy existing single let properties, do our magic, get all of our money back out through refurb and remortgage; that is an infinite return on investment. If an HMO cash-flows at about £400 per month then you will pay tax on that income and it will take over 5 years to get your money back that you've left in.

It is very difficult to get any kind of discount on big HMO's in our area on a specific model that works well for investment purposes. There are investors who don't understand leverage who are gobbling them up at full asking price. And we're not talking about new build HMO's at £180,000 here [you know to stay well clear of those, don't you?]. We are talking about Property that we can buy at around £125,000 that really does make you £400 per month, after ***all*** costs.

You don't get that equity from day one like you can with the single lets [it's all in the way you buy – the evidenced discounts]. Can you see how and why strategy becomes so important now?

Building assets that you can get at discount to leverage your money will generate you mid-long term wealth. It is this mindset, rather than instant gratification, that will guide you to financial success in your portfolio.

This is why we believe you must ***Never*** sell your properties:

1. Your valuable asset now belongs to someone else
2. That someone else earns on your valuable asset for the rest of their life
3. It costs around £19,500 to buy and sell a house worth £200,000
4. You no longer earn on that valuable asset (Get the picture?)
5. You don't pay 40% capital gains tax on your Property if you never sell it
6. You can gain higher valuation of your Property through remortgage (selling incurs many costs and you rarely get 100% of the value of your Property when you sell)
7. You compound your earnings as you build a portfolio. You cannot do this if you keep selling your properties

Of course there are exceptions, as there are to every 'rule.' If you've bought a 'kipper' [structurally defective, damp issues, lease problems, huge shortfalls, above a kebab

shop, in a war zone] then by all means get rid of it if you think it will serve you better. Learn your lesson [like we did] and move on; fast.

You wouldn't believe how many people we talk with wish they had not sold their house 5 years ago: people who tell us that their old house is now worth ***double*** what it was 5 years ago.
Would you like some figures? It is this simple:

You own one house that is worth £200,000 [example: insert your own figures here]. That will go up £20,000 per year tax free [compounding - going up year on year] at 10% growth.

You build an asset base following the rules: 10 houses worth £200,000 each = £2million. Your portfolio will go up ***£200,000*** per year tax free [compounding - going up year on year] at 10% growth.
If your strategy involves using other people's time [leverage] and other people's money [leverage] for long term financial gain and independence, then the strategy of never selling is a ***must*** for you.

If you have an asset [your house] with equity in it, then make sure you keep it. If you need cash to re-invest and buy more 'appreciating assets' then remortgage your Property and take out equity [tax free] to do this. We shall look at this in more detail later now that you are thinking about it…

Summary

Never sell your properties: you have worked very hard to buy them well. Buy at evidenced discount, hold and let your portfolio grow and grow and grow. Take money incrementally tax free.

FREE Chapter #8: Repossessions [Make Cash]

Free Chapter from "Make Cash in a Property Market Crash"

The statistics for the majority of the population unfortunately do not look good. According to the Council of Mortgage Lenders [CML], over 4,000 estate agents fear that they're going to have to shut the doors of their business across the UK.

Repossessions moved up to 45,000 homes in 2008, twice as many as there were in 2007. In 2009 the predictions are for 75,000 repossessions according to the CML [Council of Mortgage Lenders] and it is likely that it will get worse before it gets better. Here is a quote taken from the Citizens Advice Bureau:

'Not only have the number of repossessions increased by 21% in the past year, but the total number, at 27,100, is almost twice the total two years ago in 2005. These increased figures reflect what Citizens Advice Bureau are seeing nationwide. Last year, we dealt with over 57,000 problems about mortgage and secured loan arrears, an 11% increase on the previous year. '

It also goes on to state:

'The actual repossession figures tend to understate the true scale of the problems faced by borrowers at the margins of affordability.'

This is going to have an impact on the Property market and the economy, for sure. It already has.

The opportunity arises for anyone who is liquid or who can get cash. There are also 9 'creative' ways to structure a deal with little money, no money left in [NMLI], low money down [LMD] or no money down [NMD]. Anyone who realises this opportunity in the market and acts quickly has the potential to buy Property from sellers who are highly motivated. You now know how to find them and how to deal with them in a way that works best for everyone.

Getting to people just before the point of repossession will help them out and give you the ***most price negotiation power*** and leverage.

Remember there's not much point trying to get a deal once the Property has been repossessed; it's far too late then. However you can deal with repossession companies and repossession specialist estate agents.

Agents [especially corporate] will market Property right up to the point of exchange. This has caused us some pain in the past. You might agree a deal well below market value and end up being gazumped. This has happened to us a few times, and sometimes by just £1,000 or £2,000.

Although you have made a deal the 'rules' state that the Property must continue to be marketed to exchange [according to the agents and repo companies]. Your relationships with the agents will be very important in these circumstances.

You're playing a bit of a game here because you want to get to the deal early enough that you have time to go through with it, but too early and you expose yourself to being gazumped. The closer the vendors are to that repossession, the more desperate they will be to sell, and the less chance you'll have of being gazumped.

Even selling their Property at 65-70% below market value is going to be more attractive to them than completely losing their home and having the embarrassment of having their friends and family knowing that they've been repossessed.

This is possibly the best opportunity in the last 15 years or so to buy properties at a large and genuinely discounted rate. In a Property market boom [growth market], finding repossessions is difficult. From 2001-2007 we couldn't really find many that worked well on the numbers.

The market was in a boom time from the average investor/owner- occupier/man down the pub perspective.

Repossessions are one of the best sources of motivated/desperate sellers that you can find. They've probably tried everything they can. They've quite possibly tried to market their Property with estate agents, they may well have had their deals fall through one, 2 or 3 times, they've had multiple letters from the bank [likely ignoring them all], and they're probably in denial about their debt situation.

They haven't got much time left at this point, so dealing with someone who is ***trustworthy and who is fast*** is very important to them: far more important than price at this stage.

You'll mostly find repossessions through auctions, estate agents and through your own targeted push strategies using print media such as newspapers, Yellow Pages and internet marketing.

Marketing to find pre repossession Property is different to marketing to find other types of motivated seller [divorce, up or down scaling, relocation and so on]. Your marketing has to really ***tackle the problem at hand, and offer the solution***.

You can visit your local County Court. There you'll be able to find a hearings list of repossessions. In this list will be people who have a repossession hearing that day. The judge listens to the explanation from a representative of the mortgage lender, stating reasons why they believe the repossession should take place and why they should reclaim the Property back off the homeowner.

The homeowner, if they decide to, can put their case forward, but most of them don't actually end up doing this. The homeowner can stop the repossession from taking place in many ways, most of which they don't know, or they probably wouldn't be in this situation.

They can pay off their arrears so they're no longer in debt. This rarely happens unless they get a Lottery win on the Saturday before. They can also come to some kind of arrangement with the lender by ***selling the Property under market value*** or setting up a payment system to pay back the arrears.

The key to getting these repossessions is being decisive and acting fast. As soon as you find your lead [seller] you want to be over there like a rat up a drainpipe! You want to be there yesterday afternoon. If they're highly motivated and if there are other professional investors in the market then you may well have competition. You won't have as much in this market as you may have done in previous years, but that doesn't mean we get lazy, does it?!

Once you have made contact and established that the seller is motivated, you need to remember how sensitive the situation is. The British don't like talking about money and debt, so what you don't want to do is go in like a bull in a china shop chucking in offers of £50,000 below market value just because ***that's what you want***.

You need to ***build rapport and trust*** with motivated sellers. They are in a vulnerable position, they're on the back foot and you have to jump through hoops to gain their trust.

Important side note: very often people will sell their Property to you even if they have a better offer from somebody else. The reason they'll do that is because they ***trust you more***, they ***like you more***, they ***believe you more***, they believe that you're more likely to be discreet, they believe that you're more honest and that you're more likely to go through with the deal.

Don't underestimate the Law of Liking [Law of reciprocation no. 4]. Very often people will choose you over someone else ***simply because they like you more*** and get a better 'feeling' from you [trust].

Don't go over in a sharp suit, don't go over with your business head on trying to fire out numbers to confuse people, it doesn't work. If you do fire out numbers and confuse people then as soon as you leave and they've had a chance to think, you'll get a huge case of buyer's remorse. They won't sell the Property to you, they'll sell the Property to someone else, ***even if their offer wasn't as good as yours.***

The main motivators you are looking to fulfil are ***trust, speed, timing and discretion.***

Take time to get to know the sellers. Use open ended questions conversationally [questions that don't just demand 'yes' and 'no' answers]. Try and open them up a little bit, give them your mobile number and let them know and believe that whatever happens, you'll help them out. And mean it.

Even if we can't help motivated sellers because the numbers don't work for us, we do our utmost to make sure they are helped or given an opportunity to sort get a solution. My Mum [Mark] buys sandwiches from a Lady who works in Sainsbury's who is going through a potential repossession. Her ex-partner left her and ran up £6,000 worth of debts in her name.

That debt has escalated due to interest and charges [she didn't even know for months] and now the loan company is going after her house. My Mum asked if we could help her and I went over to see her. Her situation was very unfortunate, and the banks do not have compassion in these kinds of cases.

We went through all the figures, but there was not enough equity left for us to be able to buy her Property from her. I really wanted to help her though, and have since helped her make contact with Shelter and the Citizens Advice Bureau, where she has a good chance of getting the outcome she needs.

Even if you can't buy a particular Property, you could probably find someone who could because you'll know other investors who may not have the same rules as you. You may have contacts in estate agencies that could help them out. If they believe that you are genuinely going to help them, then they are far more likely to deal with you.

We've dealt with many repossessions and I've [Mark] been in properties talking to people and they've been crying in front of me because they're in such a painful situation. You have to be sensitive to this and I always go out of my way to help the seller regardless of whether we can buy the Property or not. I understand the Law of reciprocation. They may know someone or know someone who knows someone, they might change their mind later on.

A great resolution is to offer the vendors incentives [sweeteners or 'throw-aways'] in the deal [later in the book]. Let's be honest, if a seller is faced with debt it's not going to taste too sweet to them to sell their Property at 28-47.5% below market value. However if they sell you their Property at 28-47.5% below market value and they can then rent it back from you at a more than favourable rent below market average, then they may go for that.

They're still going to be able to live in the Property, they can still feel like they own their Property, and they will be able to pay a much lower rent than what their mortgage and other debts were on a monthly basis.

You can offer to hold the rent and promise not to put it up for 3 or 5 years. This can be very good because you can almost guarantee that your new found tenant, the old owner, will stay in that Property. Renting back to the vendors who've sold you the Property is a great strategy because they still feel ownership of the Property; it`s still their home.

They still want to live in it, they don't want to lose it, they feel grateful that they still have it and they can make very good tenants. We have many good rent back tenants who regularly do their own maintenance. One lady apologised to us for painting the bedroom and another lady asked us if she could fit a new kitchen!
Er, OK. Go on then!

You can also agree to allow the vendor to buy the Property back from you at a set and agreed price in a given time in the future. That adds more security in the purchase because the vendor feels secure, and doesn't feel that they have totally lost their home.

These kinds of things [known as 'throw-aways' more about them later] can really make a difference, They'll push the vendor over the line from not trusting you to thinking that you are going out of your way to make sure that they don't lose out. Most of the vendors won't end up buying the properties back, you'll still own them and they won't claim these contracts, options or agreements. Many won't really understand them and many more may never be able to afford to do so.

Remember debt is a behavioural issue.

Summary

Repossession Property can be very lucrative for you for below market value purchases. Understand the sensitivity of the situation and go out of your way to be as giving and helpful as you can. If you build trust and liking you can very often strike deals that comply with your rules and help people out of debt. You can also offer incentives and throw-always to make the sale sweeter and more secure for the vendor.

FREE Chapter #9: Why are People Motivated to Sell [Make Cash]

Free Chapter from "Make Cash in a Property Market Crash"

Here are the reasons why people are motivated to sell their Property fast and cheap. These are all the reasons we've ever found in our experience.

Debt

Currently we're in a 'credit crunch' where the economy is a little bit tight [you could say!]. The price of living has gone up considerably; the cost of food, the cost of oil, the cost of amenities. The government can try to hide it, but it's there for all to see. Over £1.00 per litre of unleaded, £6.20 for a bottle of water and a medium sized popcorn at the local cinema, £60 for a parking ticket, we could go on but Rob will have a seizure!

And guess what; wages haven't gone up anywhere near in accordance with that. Here is a quote from Times online:

'British workers will be taking home an extra £44 a month on average after this year's pay rises, but families are facing an increase of £148 a month in essential living costs.'

And it doesn't end there:

"Based on figures compiled from the responses of more than 4,000 people, the survey – by uSwitch.com, the independent price comparison service - suggested that the average pay rise in Britain this year would be 3.4%, compared with a 9% rise in household bills."

The level of debt is as high as it's ever been. You don't need more evidence of that, but if you want some simply type in 'highest levels of debt' in Google, we found all sorts of shocking articles there.

All of this is putting a squeeze on the amount of disposable income that people have. The closer to the repossession stage that the motivated seller you're dealing with is, the more likely you are to buy that Property very cheaply.

We'll go into detail about repossessions specifically a little bit later on. Of course if vendors have credit card debt, other loans or second charges against their Property [home] then these factors will squeeze them to the point where they can't afford to keep up with the repayments.

The squeeze comes from all angles: pressure from sentiment, worry and fear. The amount of disposable income they have is reduced because wages are not going up

as fast as expenditure. The cost of borrowing is going up. Their situation has dramatically changed from a year ago due to rising interest rates being passed on.

If they don't sell their home very quickly, once the squeeze has become too hard, they will start to fall behind and default on some of their repayments. Lenders are going to recall their loans which they can't pay, and they're going to have their house repossessed. And the lenders aren't nice about this. This is business and they want their money. It's in their house, and they're going to take it.

Someone only needs to fall behind for a couple of months on their mortgage and their credit is in big trouble. It's court time.

Divorce

This can change people's circumstances ***very quickly***. As you may know, legal expenses can rack up [according to the FT, 50% of you who have been married should know!]. We know people who have spent 7 figures on a divorce settlement. Divorce can be crippling financially, but also if a couple have split up and fallen out [pretty likely to happen, don't you think. Shaking hands, kissing and making up doesn't really happen here!], then the memories attached to their home may not be so pleasant.

They may be fighting for half of the share of the money [or more]. They're going to want to sell that Property very quickly because they just don't want the hassle, the grief, the pain, and to look at that cheating face again!!

Again we've experienced this first hand [not our divorce] and we've bought from people who've been going through divorce. It's messy, but there is opportunity out there to solve people's problems. The more immediate the problems are, the more your solution looks appealing. You'd be surprised at how much of a discount people will take on their Property just to get their money out quickly and be rid of the bastard!!

Relocation

Someone may have just bought a new home. When people are looking for new places they get quite excited. If they find their dream home they just want to buy it and move in Now. We are emotional creatures and many people [not all] will buy on impulse. If the seller is in a chain where they're buying or have just bought their new home, but they still own their old home, they'll need to sell their old home first. Most people can't afford to have 2 homes or 2 mortgages.

If the seller has already bought a new house, they may be driven to sell their old house very quickly so they can get into their dream home. They don't have to spend 3 months paying 2 mortgages.

It might be job relocation. The vendor may be emigrating. There can be many reasons for relocation and it's up to you to find out if they need to ***relocate fast***. Very often in job relocation you may not be given 12 weeks' notice to sell or rent out your Property and sort out the hundreds of things that need to be done.

A lot of people don't want to be dealing with a Property when they're miles away from it and may prefer to sell their Property, fast, before they go, where price may not be the main driver. Speed of sale may be more important. Someone may have been sacked from their job or employed by a competing company and have to move on. These are all factors that you want to be looking out for.

You will also want to check with the vendors if other buyers have tried to buy their Property. Deals don't always go through first time around. We've personally bought properties 6 months or a year later, when 2 or 3 deals have 'fallen out of bed,' where buyers have fallen through or pulled out for whatever reason.

If someone is trying to sell their Property for the third time, the pain [a lot of these things are driven by pain] of having to go through another sale falling through may be very high. Stress and emotion can cause us to make decisions that we wouldn't normally make when level and calm. They may decide to sell cheaply if you can buy quickly, and you can guarantee this.

Bankruptcy

This is related to debt and repossession. If people become bankrupt then their Property will be taken from them [as well as many other possessions]. If you can catch them at the right time, you're going to be able to buy that Property much lower than its real value because the main motivator is ***speed of sale***.

Death in the family

If someone who owns a Property dies or the Property goes into probate, then there's an opportunity to help someone to a desired result and buy a Property at much cheaper than market value.

'But surely buying deceased estates at a discount is not ethical?!' By the way this is a real question we have been asked many, many times.

Well it's not if you steal it from an 87 year old widowed granny, but because you'll offer a better, faster more trusting sale than anyone else, you can both get your desired outcome.

If someone in the immediate family has died; a relative or a partner and not just the primary owner, a lot of pain can be attached to the sale and the person may just want to sell up and move. You can very often get families squabbling over probate.

Speed, trust and discretion will be a higher motivator than price more often than not [if you have pre qualified them].

They may also have the IHT men in black at their door. They aren't the most patient of people, and if you owe inheritance tax you will have to find it with immediate effect. This could force a fast sale.

A birth in the family

If someone has a 2 bed house and they have 2 kids, and then they go and do it again and have another one [when they said they never would], then all of a sudden they don't have enough space to house their new child.

The child won't wait, and it won't give you time and space. When it drops it drops and it needs your full time, space and attention.

In this instance a vendor will need to 'trade up.' This is reasonably common and we've bought properties in this instance. When you have a baby, you have a baby. You can't just sit around and wait. Anyone who has had one will know. Oh we've got it all to look forward to!

Speed: to move out of that Property very quickly will certainly be of the essence; an opportunity for you to work with. Children ain't cheap! Two mortgages aren't cheap either!

Side note reminder: when you are finding motivated sellers, you want to find out which one of these scenarios is relevant for the vendor as quickly as you can [whilst building your rapport]. It's something that you probably will have done [or should have done] before you go to the Property having already had a chat with them. How to blow your leads in one second flat: start talking to people about debt who don't have debt problems.

Distressed landlords

Someone may have bought a couple of investment properties and not realised the work involved, thinking that it would just be a case of 'buy, let out and everything will be fine I'll fall asleep and make millions, Rodney.' These are new or 'speculative' investors.

Being a landlord brings implications and challenges that you have to overcome, just like any business; it's simple, but not easy.

We very often find landlords who are distressed, with anywhere between one and 200 properties in their portfolio. They don't like the hassle and pain, maybe they decided to do all of the management themselves instead of trying to find a letting agent. Maybe they underestimated the size of the task, maybe they bought too many

too quickly, maybe they bought too many all over the place like the investor we know who bought 86 all over the UK. They caused him a lot of pain financially and emotionally, and ultimately he lost the portfolio.

Distressed landlords can be a very good source of leads and a great leverage of your time if you can buy many properties in one go. We have also met disgruntled landlords who have been in the business a while and have a good amount of equity. They may be prepared to sell their whole portfolio at a greatly reduced price to ease the pain or the worry of a downturn. You can profit from that.

Many 'old-fashioned' landlords manage their portfolio [rent, maintenance] themselves. If we did it that way for 20 years, we'd throw in the towel and sell up too!

You might think that landlords aren't going to take a 30% hit, but if they are worried about a further drop and, if they have 50 properties at 30% loan to value, it becomes an attractive option to sell up. Selling 10, 20 or 50 properties to the same person is far easier than selling 50 to 50 different buyers. They may have a more 'traditional' view of the market and not see leverage the same way you do. They may have inherited the portfolio. They may be at the end of their investment career and not at the beginning or they may have inherited the portfolio.

There are always opportunities to those who are looking.

Inheritance

You may find a family or an individual who has inherited a portfolio from a deceased relative. Now we're not all born Property investors and very often in this situation, especially if there is more than one person who is the beneficiary of the estate [that can cause conflicts and arguments and opportunities], the beneficiaries may want to liquidate rather than keep the portfolio to release some or all of their money.

If there's more than one beneficiary, they may want to sell very quickly. To do that they will probably have to sell below market value as those IHT men in black will be on their case [again].

Broken chain

If properties that are supposed to be going through don't go through, or are taking an eternity to go through, and you've got someone buying at one end having to wait, and someone selling at the other end causing a delay [or vice versa], then patience starts to erode. Mortgage offers get changed or pulled, estate agents get tetchy and things start to go south.

You'll be able to take advantage. You can help a vendor out who is waiting on an unreliable or inexperienced buyer. The more people that are in the chain, and the

longer that chain has been dragging out, the more leverage you will have because of the increased levels of pain.

This is about helping people to their desired outcomes. Here is the 'helping others to achieve their desired outcomes model,' lean in a little, this one is a secret!

First identify their desired outcomes, restate them so that you both know that it is clear and they know that you understand, then do what you can to help them to their desired outcomes, reminding them along the way that you are doing exactly as they want.

Really, most people [99/100] don't understand this. They focus too much on their own outcomes.

If their desired outcome is that they need to sell their Property because they've been let down and they need to do it quickly, that's what you're going to be able to help them do; and you're going to tell them that that's what you're doing.

Interesting statistic: one in 3 properties fall through in the UK as an average. When you're dealing with hugely below market value sales as landlords in the buy to let market, that fall out of bed rate can be as much as 50%. Think about this; when you're buying properties and your goal is to buy 28-47.5% below market value, you're going to get more buyer's remorse, far more so than if you're buying properties at the asking price. Therefore that national average for one in 3 properties falling out of bed across the country is far higher through the investment market.

Knowing those figures keeps you in the game. Even if you haven't got the last Property at your desired price, you know that there's a 50% chance that Property's going to come right back on the market at some stage later on. This is called big picture thinking, or the long game, which is a strategy we teach in detail at our events. There is a bigger picture in all the day to day things you do in the Property world, and it is just as important as the smaller details and 'secrets.'

Summary

The single most important thing to remember when buying Property is to deal with motivated sellers only. You need to find people who are desperate and will sell their home to you on factors other than price. Find what is important to them [speed, discretion, trust, guarantee of sale] and they will sell below market value. Don't waste your time trying to persuade people who don't want to be persuaded.

FREE Chapter #10: Where & How to Find Motivated Sellers [Make Cash]

Free Chapter from "Make Cash in a Property Market Crash"

The common misconception is that there is no one out there in the market in their right mind [who doesn't live in a nuthouse] who's going to sell you their Property at 30%+ below market value.

This is a belief. This is not a reality, it is a perception. Last year we had this belief to a small degree. We thought it was certainly a big challenge to buy 28-47.5% below market value because we were in a rising, seller's market. The competition was hot and we hadn't done it [yet].

There were more buyers than sellers in 2007. Sellers could trade buyers against each other. It really was quite difficult to get anything above a genuine 15% discount, and very often we'd have to buy at 12% discount and add another 5-8% through the refurb, spending £1 to get £3, to make the deal work.

The market has changed; this is what this book is about. We are finding ***more and more motivated sellers***. We bought 11 properties in 10 days in one purple patch in March '08 and these deals are everywhere; ***everywhere to those who are looking*** for them and who understand how to find them.

The 80/20 principle states that most people will be looking in the wrong place. 80% of the wear is in 20% of the carpet. Well you don't want to be walking on that 20%! That's just the way it goes.

Now we're going to list out all the different methods we know of to find below market value properties and motivated sellers.

Very important point: if you use just 2 of these strategies, if you focused on one strategy as your main strategy, and used 2 or 3 ancillary strategies and totally ignored the rest, you would still find 28-47.5% below market value Property deals. The choice here is huge, be creative and try them; they work.

The Internet

We own and run a lead generation site called No More Debt Now nomoredebtnow.co.uk which generates motivated sellers for us and our investors/clients. It's a reasonably simple website, it gives some free information to people which is essential to them in their situation [the Law of reciprocation: builds trust] and it generates questionnaires and interest from people who want to sell their Property.

You can use natural search or SEO [search engine optimisation] to rank your site as high up as you can on Google or other search engines, but that's a long term plan. It costs a lot of money and takes a lot of time. Most people think SEO is free because you don't physically pay to get on the page, but to get anywhere near where anyone can see it will cost you a lot of money and time. Friends of ours have lead generation sites that have cost them over £300,000 to develop. You would also need to have been in the business or in your niche for a very long time.

You can use Google Adwords or other cost-per-click/pay-per-click engines [CPC/PPC], and we'll talk a little more about that in the marketing section. This is a very effective strategy. It can be reasonably expensive to generate leads but as you get better you'll generate more and more for a lower and lower cost. You are rewarded for being better than the competition, which is exactly what we want.

There are a lot of leads to be found on the Internet. More and more people have access to the internet; pretty much every house has an internet connection. That's a big pond to fish in!

Estate agents

This is our preferred method and our most prolific strategy. We've been working on relationships with estate agents for around 4 years. We have the time in the market, the experience, we've built the personal relationships; we have the trust.

In our opinion estate agents are the best source for deals, based on our application of 80/20 and our personal experience, but like anything else it takes a bit of time up front. But so does the internet, leafleting, postcarding, and any other strategy for generating leads.

I've never seen anyone meditate or sit at home watching Corrie and have a bag of money fall on their head.

If we're realistic here, when you generate leads through the internet you know that you have to put up a reasonable amount of money to build your site and get it optimised and ranked and in the right places to be seen on the right keywords before you get any calls.

Estate agents don't just run to you with 28-47.5% deals, get on their knees, kiss your feet and beg that you take them off their hands! We meet a lot of people who just say:

'I'm not going to deal with estate agents, it's too much time it's too much effort,' and they go off and pay a load of finders a bag full of money [that didn't drop out of the sky] to generate 'leads.'

They know nothing about those leads and they're dependent on those finders. If you spend some time, it could just be a few hours a week or 3 hours on a Saturday, to build relationships with every single estate agent in your area, you are going to start a very important process rolling. Sure, not everyone's going to bring you the deals that you want right away, but if you've got good relationships with 20 estate agents then your ability to generate leads is going to be significantly increased. That is certainly better than 20 finders in our experience.

It's great from a marketing perspective too. Let me explain [Rob]: in marketing you have 2 strategies to find leads [customers/sellers/deals], one is known as 'push' and one is known as 'pull.'

A ***push*** strategy is where you go out and you hand out leaflets and you stand on street corners and shout and you walk from door to door and you're trying your best to get people to buy from you and your dragging them by their collars and coat tails to buy your product or take the action that you want them to take. It's very time intensive and a very low return on time investment. It has its place, and it is where everyone starts. The more proactive you are, the better return you will get from your push strategy. However, common problems are the amount of time it takes and people's lack of rejection proofing.

If you build relationships with estate agents steadily you build up trust with them. You do everything that you say you're going to do, you go on viewings when they need you to, you think of what they want, then you'll create a ***pull*** strategy. After the initial platform building you can sit at home or in your office and you'll get phone calls from estate agents who will bring you deals. It does happen, like a tidal wave that starts miles out at sea and gets gradually bigger and bigger until the point where it hits the shore with power and size and authority [and floods the town].

Do not underestimate the value of using estate agents. It's been our best strategy for many years. We spend lots of time and money leafleting, internet marketing and on a whole host of other strategies we talk about in this book, and still estate agents are the best for us for generating deals [not just leads].

Mail drops

Leafleting, postcarding or putting slips in newspapers that get delivered to strategically targeted properties.

This strategy can be very good, but you need to know your numbers and you need to understand that it is going to cost you some cash. It can be a blanket strategy; like chucking bits of paper out of a plane and hoping a couple will land on the right house. It's not always the most efficient and there's a low return.

If you get a 0.1% return on the amount of leaflets that you deliver, then you're doing pretty well. You can mass print leaflets reasonably cheaply, you can get them delivered reasonably cheaply and they can be an effective strategy if you use economies of scale.

The [important] points of note in a leafleting strategy are as follows:
Your marketing copy needs to be so good on your leaflets that when someone picks it up they are compelled to give you a ring. You have to make that call to action irresistible. You need to make it so compelling that they'll get up in the middle of the night, walk 100 miles in the rain in their dressing gown just to pick up the phone, meet you or take the action that you desire.

This might sound a little over the top, and yes the reality is that most people aren't going to do that, but the point is differentiation. Why should I even bother to call you over anyone else? What have you got that I want or need? What can you do for me?

The words you use must create trust, interest, desire, traction and commitment. In marketing the model or formula is AIDA: Attention, Interest, Desire, Action.

The first part is ATTENTION! Heeellllo?! WAIT! STOP!

OK, so you have my attention now!

The second part is **I**nterest. You can shout and scream and jump up and down all you like, but if you don't create interest, you'll be ignored. Many people are good at the Attention part but don't then create the ***necessary interest to keep attention***.

In the modern world we all have the attention spans of Goldfish. You need to be good at creating interest. Once you have a captive, interested vendor or lead, you then need to create **D**esire. You need to make them want what you have or what you offer. If you can make them desire your offer so much that they ***need*** it, it will be even more effective.

And then commitment to **A**ction. The worst thing in the world for you as a buyer would be to do all the hard work creating AID and then letting someone else in to do the deal and take the money. Many people fear the most important part: ***asking for the money***.

The next thing about leafleting [and the biggest mistake people make] is that they chuck a load of leaflets out all over the shop. They deliver 50,000 in a month all over the place. They get 3 calls and none of them become a deal, so they decide that leafleting doesn't work.

People who are new to Google Adwords will use 'short-tail' generic keywords that are never going to generate them any deals, spend a grand and then say 'Google Adwords doesn't work.'

You have to be persistent with your leafleting campaign. It is a strategy not a one hit wonder. Anyone who has studied marketing will know that the average number of times someone needs to be asked a question before they'll take any action is 7 times; a 7 time convincer strategy. Using that theory, if you deliver a leaflet to a house 6 times, then averages state that the recipients aren't going to take a blind bit of notice.

Our strategy for leafleting: we only leaflet in the areas that ***we know have the highest yields*** [80/20]. We only leaflet in the areas we have bought in before, we know, and are tested [unless we are trailblazing]. That's 4 or 5 micro-economies of Peterborough, and we will leaflet in those areas heavily every week. Focus.

We'll make sure that those houses get 7, 10, 15, 20, 50 leaflets. It might take 20 or 50 times to convince someone and get them to take an action; ***when it is right for them***. Statistics state that only 1-3% of people will be ready to buy your product now. The other 97 - 99% may be ready sometime in the future, or they may be able to be convinced.

You have probably been offered or invited to buy this book 5-40 times before you actually bought it. We believe that it is worth our time if this book makes a difference to you in any way. Now.

Persistence is key. However if you're persistent in areas where properties are £200,000 and the yields are 4%, then even if you do get a call, it's not going to matter because you're not going to get a deal that's any good.

Instead of sending 50,000 all over your town, send 10,000 leaflets at a time in 3-5 areas where ***you know you're most likely to get the deals.*** Where the deals are proven for you, where you know you would buy, where the yields are high, and the values are relatively low.

Again we're using the 80/20 principle religiously.

Delivery: this is something we had huge problems with. We found it so hard to find a trustworthy source to deliver our leaflets. We paid big mail-order companies significant amounts of money to do mass drops. We've put leaflets in newspapers, given them to paperboys, we've tried all sorts of strategies and many of them haven't worked.
The reason we know this is because we ***test***. You already know how vital testing is, having read ***"The 44 Most Closely Guarded Property Secrets."*** We own many of the properties in the areas we leaflet to and we go in and check them regularly. You must go and check that your leaflets are being delivered.

You can be the best marketer in the world, get the printing at the best price, get a great compelling message and write awesome sales copy. You could highly personalise the leaflets to make them seem hand delivered and written personally, but if they don't get through the letter box, then it's all a total waste of precious time.

In our experience huge mail order companies do not always deliver as they should. If you buy lists of addresses you are taking a risk because many of them may not be pre-qualified or they may be outdated. Many leafletters aren't really that bothered or driven to drop your leaflets [no matter how good your relationship skills are]. The successes we have had with leafletters have been a kitchen helper from my parents' pub who lost her job when they retired and a leaflet deliverer we met at a business club.

Let's be honest here it's not a golden, dream, once in a lifetime job. It's not particularly interesting and it takes a certain type of person to deliver consistently for you, pounding the streets day after day after day; someone who does care, but might not have aspirations to be a businessman or businesswoman. Someone who is happy and content and has simple desires.

You may be able to get a newspaper deliverer or a paperboy to stick some leaflets in newspapers, but our guess [and experience] is that most of those won't get delivered. The best type of person we have found for delivering leaflets effectively [though you will have to set the expectation in terms of performance] are 25-45 year old women, possibly unemployed, or full time mothers that can't really work as much as they would like to and require flexible working hours. This is the demographic of person who you can ***trust***, aren't likely to find a better job next week and are ***happy with consistency*** and ***desire security***.

A good friend of ours with whom we work closely, who has over 80 properties, has a great strategy that works for him. He speaks to doctors and asks what remedies they have to help people combat obesity. Once he is in and has built rapport he asks if the doctors will get the patients to go out and deliver leaflets for him! No lie! How unbelievable [and genius] is that?!

They are prescribed 'leaflet dropping' as a remedy.

This works well for him and it just shows that you can be as creative with these strategies as you want to be. You are only limited by what you believe [or don't believe].

Delivering leaflets yourself for the long term is Mickey Mouse. It's not a great strategy for leverage and you'll end up hating it, but it's a very good idea to do the first 5,000-20,000 yourself so you know how it works. You have a good grasp on the number of responses you should be getting.

Go around the areas, get a feel for them, work out roughly how long it takes you to deliver 500 at a time [we have experienced anywhere between 200 and 350 per hour] and translate that into the number of calls you get. Doing 50 or 100 won't give you good enough data, so you need to get out and about a few weekends and find out how it all works.

We have a strategy for business which has served us well. Any new venture we go into, we always do the work ourselves first. It may just be basic groundwork, like testing areas by delivering leaflets yourself, or it might be writing your first book and self publishing it so you know how the process works for next time when you sub contract things out. People will take the piss – intentionally or not – if you let them, so you need to know a little about what they are doing for you, so you can keep control and so people don't pull the wool over your eyes.

You'll just know straight away, using this strategy, if the leafletters are chucking them in a skip or a river.

Classified ads

Using the local newspaper, if done correctly and incrementally, can generate a lot of interest; ***hot leads ready to sell Property***.

However this strategy can burn money fast and a lot of our research suggests that ads can cost £400-£500 for an ad of reasonable size. Many publications [even local ones] will demand that you pay for 12 supplements up front; you could be looking at £6,000! This can be very expensive so you absolutely need to know that you're going to get a return on your investment [ROI].

Another cheeky little strategy that has worked well for us is what we call the 'cheque hook.' Get in touch with publications, build some rapport with them and get their prices. Find out when ads go to print and the deadlines for submissions. Once you know this send a cheque first class 48 hours before the deadline with a comp slip.

Send your ad around 12-24 hours before the deadline. If you have been given a quote for £300 for an ad for a week, then write the cheque for £125. On the comp slip you sent with the cheque write:

'Dear Sally [if her name is Sally!],
Please find enclosed a cheque for £125 for the ad as agreed under the following conditions [add your conditions: place of ad, duration, etc]. Many thanks indeed. Please could you contact me in the future about further ad placements.'

It should land on their desk at around the same time as your ad. Clearly, the cheque is not the quoted price, and this will not always work, but many times the publication will simply cash the cheque and place your ad. If there are any gaps in the ad space

at all [which there always is] then cash in the bank is good for them, especially now when they may be finding business a little tough.

This little beauty has worked for us a good few times.

Personally, we don't just want to test ads in publications where we're going to pay £6,000; we want to know upfront that these adverts are going to deliver results. A good way to do this is 'scraping'. Someone who came to one of our events calls it 'benchmarking.'

You might call it copying! I [Rob] used to think that copying was for cheaters or followers, and was obsessed with creating something new every 10 minutes. The problem with that strategy is that it takes forever, and 99% of the time you're never going to succeed. In the NLP world it is known as 'modelling.' There's a whole section on this later in the book.

Remember the Sam Walton story from before? He was an absolute master at modelling his competition. He spent a great deal of his time in his competitors' stores copying the things that worked for them. And it worked for him!
So before you throw 6 grand at one ad that could bring you nothing, test on a smaller scale using a platform such as Google adwords where you can test marketing copy at a fraction of the price. Scrape, benchmark, copy or model advertising and marketing that works [or appears to work based on what you know].

Perhaps that might be ads that you've already seen in the paper [local, national, Yellow Pages]: ads that have been in the paper for the last 3 to 9 months. You want to get yourself a swipe file of all the good marketing material you find. Save online 'copy' [text/ads/sales pages] to your favourites. Keep all the direct marketing you get through the post, and every time you go to Tesco read the headlines of the glossy magazines. Love 'em or hate 'em, the glossy women's magazines know how to write headlines that make you stop and want to open them.

This will ***save you time and cash***, and will give you a reference point when you start new ads and campaigns. We don't do anything now if we can get someone else to do it or we can model other people before us to ***save time and cash***.

You'll also start to notice a couple of things. For example if you kept every Property paper or every local rag for 6 months and went through each week, you would notice some of the ads that are there week in week out [probably making cash] and you would notice many of the ads that go in for a month then go again, then go in for a month then go again [probably not making cash].

When you 'scrape' you want to make sure that you don't copy something that doesn't work. You will find ads that have been in there one or 2 years. People aren't going to leave an ad in a paper if it's £400 a time for 6 years if it doesn't work and it

doesn't bring a return on investment. Blatantly obvious we know, but how many people actually do it? [99/1].

We mentioned testing on Google Adwords just a few moments ago, and this is a little secret tip for you that will save you time and money and hold you in good stead for many marketing years to come. The title of this book, the title of our last book and a lot of the marketing we use comes from testing on Google Adwords. For a small amount of money, 5-50 pence a click, you can test headlines, body copy, landing pages and full page ads. Make all the mistakes you want; it's not going to bankrupt you.

You can test and see what kind of conversions you get. Once we've tested our copy on Adwords; 10 to 20 ads against each other, and we've found the best ad that produces the best return on investment or the most leads, then we know we can convert and upscale to print media [and any other media]. We know it'll convert because the psychology of influence and laws of marketing are no different when speaking, looking on the screen, to reading in the paper to the printed word. The rules will always be the same.

Google Adwords is a fantastic tool because you can control the amount of money that you spend. You can test your advertising media before you upscale. Don`t get talked into expensive lead generation.

Doctors

Another good source of leads. This is where you find out where people become ill [some of our secrets really are groundbreaking, aren't they?!].

But seriously, you can post marketing and lead generation material in doctors' surgeries. You have a captive audience of patients and friends and families of patients. Doctors are always late and people get bored waiting. You've probably read all sorts of crap at the Doctors like a 10 year old copy of 'People's Friend.'

Our Doctors have now moved into the digital advertising world. There may be opportunities for you to utilise this new medium of advertising. Doctors are perfect for that because you have no real choice other than to read what is there [unless you like sterilised white walls].

Just to reiterate a very important point that you already know; you are not there like a vulture waiting for people to kick the bucket so you can take their family to the cleaners and laugh like Dr. Eeeeevil! You are simply looking for opportunities to help other people with their ***challenges and problems*** in a way that also works for you both.

Accountants

Accountants deal with people and they understand their financial situations. Accountants will know of people in financial predicaments.

All you need to do in these specific places such as doctors and accountants is put up small posters in as many lobbies and foyers as you can. People are going to be seeing your adverts in multiple areas, and those 7 time convincers are going to be fulfilled and you're going to get far more returns and far more calls, and you're going to ***make more cash***.

Marketing is about mindspace. It's about getting in someone's mind. Think of a fizzy drink....Coca Cola and Virgin; they'll hit you 100's of times [literally] a day. If they only hit you once a day you'd never buy Coke you'd go with Pepsi and you'd never go with Virgin you'd go with Sky. Awareness, association and ***mindspace*** will ***generate desire and action***.

The more times you 'hit' someone's mind and get ***top of mind awareness***, the more they'll think of you when selling their house. Your name comes right at the top of their mind, before anyone else. You're going to make cash. That's when you go from an accidental or novice to a seriously leveraged skilful investor.

Solicitors

Like accountants, you have professionals who deal with people and they understand people's financial and legal situations. If you can build relationships with doctors, solicitors, accountants, mortgage brokers and bridging lenders; people who have databases, then you are creating a very powerful mastermind alliance that you are leveraging, that are working for and with you to help you achieve your goals.

Mortgage Brokers

You'd be amazed at the amount of great mortgage brokers there are who have databases of Property buyers and sellers; people who've all asked and shown genuine interest in Property; 'I want to sell Property, I want to raise a loan on my Property.' There's no messing about here, you know they are interested. They are highly filtered leads and you will be playing on the right side of the 80/20 principle.

Auctions

This is a very specific strategy which seems to come and go in terms of its effectiveness. In a rising market we find that auctions become less and less effective for us. Since Property Ladder and Homes Under the Hammer and all of these fashionable TV shows [eye candy for the general public], it seems that every Tom,

Dick and Harry [every accidental or speculative investor] was running along to the auctions to try their hand at the Property game.

Therefore the competition started to influence price. People were bidding on properties thinking they were cheap when they weren't. As a result professional investors were getting outbid in the market.

This has changed again now that we are in a falling market. The speculative investors, and many mortgaged professional investors, have thrown in the towel at auctions and the competition has dramatically reduced again based on both sentiment and reality.

Because of the nature and the specificity of auctions it rules a lot of people out of the market. A lot of people don't have the money ready and can't do the deals quickly enough. This creates an opportunity for you. It's become easier to find deals at auction because we're in a falling market and most people who go to auctions are cash buyers. There aren't many cash buyers at all in the market now.

We're finding that investors are getting some very good deals from auctions now, so this strategy is something you should seriously think about if you have a little bit of cash and if you understand the process involved.

Like the late 90's and the turn of the 21st century, you can buy bargain properties, repossessions, residential and local government properties and commercial Property through auction. You can also buy some weird and wonderful properties with strange constructions, irregular contracts, leases and planning permissions.
You need to watch out for these. Auction houses can be full of unconventional, un-mortgageable properties that you don't want to be left with: kippers.

Some things to be aware of at auctions:

Auctions aren't necessarily 'fully loaded with Property bargains' like you may be led to believe. A lot of properties are at auction for a reason; they can't sell because they're not good investments. You have to see through all the smoke and have a clear strategy. You can also get bid up by people at auctions. If you ever go into a Property auction with your emotions then you're going to end up losing money.

Homes Under the Hammer and all these Property shows glorify auctions. People just love the thought of going to auctions and standing there looking like a professional and bidding on properties. They get attracted by low guide prices, and before they know it they're paying market value for a Property that they really need to get 40-50% below to make the numbers work.

Most of these people don't do their research; they're speculative investors and you don't even want to entertain getting into bidding wars with them. Let the Wookie win!

Adverts

Put them everywhere [mindspace].

Posters

Create loads of posters and put them up in every foyer of every doctor, every accountant, every solicitor, every lawyer, every newsagent, every post office, and every take away [mindspace].

Postcarding

A great little strategy. Write 50 or 100 5 x 7 postcards and every time you go into a newsagent ask them to stick them up in their shop window. Most of them will let you do it for free; every single post office will probably let you do it for free. If they don't they're only going to charge you a small amount of money, well worth a few pounds here and there for a deal or 2, don't you think?!

You've got mindspace. You've got more and more people seeing your advertisements. This is not like throwing a dart in the bullseye straight away. The more darts you throw, the more likely you are to hit the bullseye, and this is what it's all about. You can place postcards and small sticker adverts everywhere. You can put them on cars, on lampposts, on t-shirts, on benches, on buses, on place mats in restaurants; they can go absolutely everywhere.
If you can find low cost methods of advertising [don't spend a load of money on something that's unproven] then do them as much as you can. The ROI on this strategy is huge, and you should be able to get a couple a year this way at least, and it's great leverage.

Repossessions

You can get properties about to be repossessed from repossession agents or estate agents who deal with repossessions. This has become a fashionable [and good] method for finding leads. You will have to get the timing right on this. If it's gone to the stage of repossession then it might be too late for you to be able to help, but you may then be able to get them from the corporate agents.

We spend a good amount of time going into detail about repossessions at our "Property Buying Frenzy" & "Shocking Estate Agent Secrets" Events. Remember your *Virtually Free* price just for reading this book:

http://www.progressiveproperty.co.uk/event
[enter the Special Code 124001 for your *Virtually Free* price]

We know a lot of people who spend a lot of time in, outside and around Court`s because that's where you find the people who are actively going through repossession. If you can help them out, advertise, or hand out leaflets where the people are, you could be onto a winner.

A bankruptcy company

Go where people are who are most likely to be able to give you the Property you want at the price you want.

Where do people who have financial difficulties hang out? Where do people who are getting divorced hang out? Where do people who are in a probate situation or deceased estate hang out? What magazines do they read? What do they buy and where do they shop? Get your ideal client profile. The more you know about them and the more you know where they go, what they do, what they eat, where they sleep, what TV they watch; the more likely you are to find them.

Large portfolios

If you can find large portfolios for sale and you know what you know now about the market, then there may be an opportunity to buy large portfolios in one go from investors who may have had enough.

This strategy can save you much time and effort. Instead of spending a lot of time and money on multi marketing strategies to find one deal here and there, if you can find a portfolio of 20 Properties and get 28-47.5% % off the whole lot. The amount of cash you'll save just doing that one deal could be huge. Andy McInnes, one of our handsfree investors attended our Property Masterclass and was offered a 5 Property portfolio immediately after, all at the £20,000 - £25,000 mark [I know what you're thinking: you can't get a garden shed for that where you live! He does live in Scotland!]. The vendor [seller] was very motivated [according to Andy, his wife was 'taking him to the cleaners']. Even though you may have thought that 'ordinary' people don't get offered portfolios, they do if they are looking for them.

These may be found through 'distressed Landlords: more seasoned investors who may be getting old and want to cash out, or who have had enough, or have properties scattered around and no longer enjoy the management. If they have 100 properties nationwide and 5 or 6 of them are in your area, then you may have leverage and negotiation power to do a favourable deal. We have bought approaching 10% of our portfolio this way.

A useful tip: if you go into the rental sections of the local rag and look for properties up for rent by private Landlords. Contact them. If the ads have been in for a while

then you may find your motivated/distresses/desperate seller and if you can do 6 deals in 1 then you save fees and time.

All of which equals more Cash in the Property market crash for you.

Surveyors

Surveyors who value properties are going to know the investors in town, they're going to have been and valued properties that might be right for you. When surveyors go round and value properties, they'll see and speak to the vendor, and they may find out information that can help you.

Summary

There are many places to find motivated sellers and cheap properties. The more strategies you utilise, the more deals you will find. Some are time intensive but cheap and others are leveraged but will cost you in marketing pounds. Always keep your eyes open and your ears to the ground. In the current market debt is rife and there are many unconventional ways of finding deals and helping people out of debt.

FREE Chapter #11: Advanced Negotiation Techniques Part 1 [Make Cash]

Free Chapter from "Make Cash in a Property Market Crash"

In "The 44 Most Closely Guarded Property Secrets" we went over many negotiation tactics that will certainly make the difference in you getting Property that you want, at the price you want to pay

In this book we're going to add to those in more detail so you can make that extra £5,000-£20,000 on every Property. You make your money when you buy Property [like we haven't said that before!] not when you sell

We are about to give you Part 1 of 32 of the most advanced negotiation techniques. Part 2 is in our "Progressive Property Emergency Property Buying Report" that you also have as a Bonus with this document

They are not force closes or tricks, just proven techniques that work and will get you and your vendor to your desired outcome

A few things to know about negotiations before you start: there are rules, tactics, techniques, and tools you can use, many of which are taught in these 2 books. You can also be very creative in negotiations. You can almost create your own rules. You can create your own deals

By giving throwaways to the vendor: things in a deal that you don't need which you can give as an incentive, you can strike many more deals. They should be of high perceived value to the vendor but are usually of low actual value to you. It can be the [apparently] little things that can make the biggest difference. Throw-aways are explained in detail in this section

You can create individual and unique contracts. Nowadays it's not just about buying a Property. You can have options to buy in the future, you can rent to own; you can do all sorts of things in making, building and creating contracts that make every single deal individual and different

Be creative, be flexible and always look at how you can create a tantalising offer to the vendor, whilst still keeping to your price and your rules

There are different stages to negotiation which, when put in the right order will click into place, making your deal making skills seamless and effortless

Most people think that negotiation is about going in playing hardball: 'this is what I want, this is what I'm going to get, and I'm not going to budge.' 99.9% of the time that doesn't work.
There's a time and a place to play hardball, and we'll talk about that in this chapter

Information & authority

The first thing even before you start negotiating is information. Information is power and what you do with that information is power. Before you even start negotiating you need to have done all your relevant due diligence.

This isn't just knowing what the Property is worth, not just going to 3 estate agents and getting their opinion on the market, not just going to 3 letting agents and getting their opinions on the lettings market, not just going on RightMove and finding all the relevant comparables, not just doing your searches on the Land Registry to find out any restrictive covenants, easements or anything else that might be on the Property that would be relevant to you, not just speaking to the neighbours to find out about the area, the amenities, to find out if there's much crime, not just speaking to the vendors and getting to know them.

You get the picture; there's a lot of information you need to get

Why? Is it really that relevant?

The more information you have, the fewer 'closing techniques' you'll need to do, and the more you'll effortlessly, elegantly and eloquently talk your way through to a win-win situation. And you won`t get buyer's remorse and sales falling through

We talk about the Law of authority later in the book. It states that people will trust and believe you more if you are in a position of authority. Information gives you authority. It also gives you confidence. It gains you respect. It also gives you negotiation power and perceived power

A lot of people think that authority is about being militarian or authoritarian. That couldn't be further from the truth. Forcing people to respect you doesn't work. It's the people who seem genuine, friendly and have rapport with the sellers who actually hold all the authority.

People will not sell anything to people they do not like or respect, that's a fact of sales. If you seem like you have the answer to every question they have, and if they have tried to spin you a few curveballs and told a few porkies, and in the nicest possible way you've let them know that you know what the truth is then you will have perceived power. You'll have authority and respect

As we've said before, and this is really important; you don't always get the truth from the vendors right away. You need to be able to see the truth for what it is rather than what you're being told. The more information and authority you have, the more you will be able to see the reality

Know and understand how to use the different resources that are available to you; the Land Registry, the things that are available for public order, the things you can get from the council, websites such as Rightmove, Nationwide, Nethouseprices and Upmystreet

Contacts

The more people you know who can do building surveys for you, who can do searches on the land and find any covenants, solicitors who can find anything that may be relevant [boundaries of land, rights of way], the less problems you'll encounter. The larger your contact base, the better your chance of success

Questioning

This strategy or technique is understood in a variety of ways. Questioning [probing or interrogating], is a way of gaining and extracting information. We personally prefer it used as a seamless conversation where you're asking 'open ended' questions to get the answers you need without seeming like you're digging and probing at sellers, or making them feel like they're under interrogation

That's not going to build any trust

A lot of people perceive a negotiation in the wrong way: hardball arguments of testosterone and ego. We believe, based on some quite phenomenal results, that you should see it as is a discussion or conversation which leads to 2 sides setting up an agreement and making a deal that works for both parties

If you cannot negotiate well, then you will become a victim to those who can. For you to be able buy 28-47.5% below market value Property you need to be able to negotiate very well. The best way that you can do this [the only way that you can become a good negotiator] is to put yourself right in the mind of the other person you're negotiating with [not against].

How [exactly] do they see the world?

See the world through their eyes

The more you can see the world through their eyes: see what they see, hear what they hear, understand what they say to themselves, understand their decision making processes, understand their motivators, their decision making strategies, the more you know about them, the better you will be able to negotiate

And get bigger discounts

Through your probing and your effortless conversation, articulated in such a way that you get the information you need, you can gain a clear understanding of the way they work and think. You can clearly identify their drivers, motivators and 'hot buttons.'

Feeding back for verification

Once you have done this then you can feed back to them exactly what they want which will trigger them into making the decision. It is important that you use the exact terminology that they used so that it resonates with them

'So let me just run that back to you so that I am absolutely clear as to what you want. What you want is to sell your Property in 28 days to someone you trust, like and who will definitely go through with the purchase. Have I got that right?'

It is very unlikely that they will notice what has just happened. You asked them what they want and then you clearly restated it back to them in their own words

This puts into practice the Law of commitment and consistency [Law of influence no.2].
Think of it like this. If you sat down with someone and just talked about them; had a discussion about what their passions and hobbies are and what they love to do. What the biggest problems are that they have in life that they'd like solving, where they go on holiday, what magazines they read and so on, you'd build up a pretty good profile of that person, wouldn't you?

Do you think when it comes to negotiating with vendors and offering them incentives so you can get the result that you want, it'll be much easier now that you know them well; now that you know what they want?

Throw-aways

When you're negotiating, the throw-aways can make all the difference. The incentives and add-ons to a deal or contract that you can offer can be the difference between a vendor selling to you or going with your competitor [even if you've offered lower]

We see it all the time in the retail and commercial world. Buy a mobile phone and get free minutes. Collect vouchers and get a free compilation CD of Burt Bacharach. Spend £100 on petrol and get a free cinema ticket

Maybe this works on you, maybe it doesn't, but it works in general in the market place. It utilises the Law of reciprocation and is an incentive to make a decision now

If their Dogs are the most important things in their life [we`ve seen this first hand], then allowing them to stay with their Dogs can be the incentive or throwaway that could seal the deal. It is very high value to them: they're going to have problems renting anywhere with dogs. To you, however, this is a very small price to pay for a 30% deal and a long staying tenant. These are real concerns for people. We have done deals on the basis of allowing pets to stay

If you know that they're impatient or desperate, then striking a deal quickly will work for them. That will be their hot button. You might be able to leverage a good discount for time throwaways and a simultaneous exchange/completion. If you know that they're a conscientious thinker, someone who likes to take their time, then you're never going to rush them into a decision

Perhaps you could offer to set up an 'option' to buy in the future. Perhaps you could offer a rent to own scheme where they don't have to raise the full deposit and get to pay it over time by paying slightly over market price rent. You could offer them a buy back clause at a pre-agreed price. You could take rent upfront and make a clause that promises not to put the rent up for a given amount of time

The very best negotiators in the world are masters of slipping into the skin of the person they're negotiating with, to fully understand what they want. Most of us see the world through our own eyes, that's all we can do. But we need to go beyond that to get results beyond what we're already getting

Offer solutions to problems

If you're able to offer solutions for people then you'll get great deals. We all want our problems solved, [easily and by someone else]. Motivated sellers have some real and serious problems that need solving fast. You could be their only hope.

Leave the seller happy

Even when desperate and selling Property cheaply, sellers are still going to want to get something out of the deal, and to feel like they've won the deal or the negotiation, or to feel like they've got some kind of benefit out of it. If people can't see any benefit in the negotiations then they will never ever enter into a deal with you

Negotiations will only ever happen and result in a deal when both parties are relatively happy with the outcome. There are lots of cases of buyer's remorse when buying repossessed and below market value Property. It can be that almost 50% of property purchases fall through

At the time they may have been OK, but if they'd been pushed into a corner or couldn't see any benefits in the deal, and felt like they were losing out, then they're going to wake up the next day in the cold light of day and think again

They might get offered £1,000 more by someone else. Because you haven't offered them enough incentives or throwaways you're going to get gazumped or they'll pull out
It happened to us in our early days. We had a few young estate agents finding us deals: the young and hungry lads who wanted the recognition. We arranged a few cracking deals but many of them never went through because of remorse and because we hadn't offered enough to sweeten the fact that they were selling under value. That cost us a lot

Speed

The quicker you can do the deal once the deal is agreed, the quicker you can sort the contracts out, and get the purchase through, the more likely you are to do the deal and avoid being gazumped

If you can exchange within a very short period of time [1-4 days] or can simultaneously exchange and complete, then you eliminate the chance of buyer's remorse [they won`t have time]. In the current Property market with things changing very quickly, sales falling through are not uncommon

Some sellers have very unrealistic expectations of how quickly a Property can go through.

Buyers and agents can give them the 'spiel' just to try and get a deal done. Many vendors believe you should be able to buy their house in a week or 2. They don't understand the Property buying process

‘Subject to finance suitable to himself’

Every time you do a deal make sure that it’s always ‘subject to finance suitable to himself.’

That’s legal jargon explaining that the deal will be done, providing that you can get finance on your terms

Many professional investors will use ‘subject to finance’ when agreeing a deal, which you would think is OK and would cover your back if you can’t get finance, but it doesn’t.

Although unlikely to happen [how’s your luck?], the seller, under this ‘agreement,’ could turn around and offer you finance at an interest rate of 50%, and you would be legally obliged to go through with the deal

And you don’t want that

We’re not solicitors; you should get the advice of a solicitor, but we do know from our experience that every time you do a deal it should be subject to a final decision. Use this as a negotiation tool. Finance is changing all the time in this market. You know, having read our last book, that leaving deals ‘on the table’ can be a good strategy for getting BMV later down the line.

However if the finance has changed since you agreed to leave the offer on the table, you may have to revise your offer, and you don’t want your hands legally tied behind your back

Sign as nominee

When you sign any contract it can be a good idea to sign as a nominee, which enables you to buy that Property in your name or in any other name or a legal entity. This can give you more flexibility in this market

This is a little more advanced and is something else that you need to discuss with your solicitor. Imagine putting in multiple offers in this market, let’s say 15. Then, because there aren’t many buyers in the market, 10 get accepted. Perhaps you can’t afford to buy all 10 properties right now

As long as you’ve signed the contract as ‘nominee,’ then you may be able to ‘move’ that contract into someone else’s name or another investment vehicle. You can also use ‘subject to purchaser’s approval,’ which is terminology that allows you similar flexibility of purchase.

Leave your emotions at home

It's very important to stay completely and utterly unemotional when negotiating. Remain focused on your outcome

Property purchases have the ability to take over your life. Vendors who've never sold properties before, who've never been in this position very often panic and could phone you 17 times a day if you let them

We've had various vendors get really angry, agitated or upset because they are undergoing a painful process. You are very often their last port of call. It's very easy to take this on board and end up becoming very stressed and emotional in the process. This will cloud your judgement

Stay focused on the end result, understand that the problems that the vendors are having are natural, part of the process and their own problems. Much of what is happening they have brought upon themselves. As long as you've done everything you can, like you said you were going to do, you are pleasant and professional and your team is working around you as it should, then there should be no need to bring your emotions into the negotiation

You will enjoy your deals much more this way and you'll end up getting the desired end results, more often than not

Sometimes negotiations will break down; that's just the way it is. Don't chase deals because of emotion. You are number and result focused. A lot of people will chase and chase and get really emotional. They'll end up paying too much, and end up doing deals that don't work for them because they don't believe that there are other deals around the corner. There are tens of thousands of deals all over the place every year

The belief that more deals are out there every day will serve you very well. You get what you focus on; so you'll get more deals. And you won't end up buying Property that you know you shouldn't. It is the Law of discipline from "The 44 Most Closely Guarded Property Secrets."

If you don't do one deal then there will be another one waiting around the corner for you. It may be tempting to chase, especially if you have blood in the deal; you've invested time and money. That temptation cost Adam and Eve dearly! It will cost you too

Leave the door open

If you don't get your deal at the first time of asking, leave the offer on the table. You've built a decent relationship with the person you're dealing with. If the price isn't right don't get involved, just tell them that you respect their decisions, you understand, but unfortunately in this instance you can't meet their needs. If things change you'll always be open for a chat. If they want any help they know where to find you

That will mean a lot to them because they won't experience that from most buyers. Sometimes it's been 6 months or a year later when we've been contacted again by a vendor we've already dealt with. We've done deals at our original asking price, and sometimes even lower

The vendor may have been dealing with other buyers who were making promises that they couldn't keep. They may have had an unrealistic perception of the asking price, or they may not have been motivated enough the first time around

For Part 2 of the Advanced Negotiation Section please read our "Emergency Property Buying Report 2009 that you have with this Bonus pack

And on the next page you can view more deals that we have done...

Bretton, Peterborough:

Purchase Price: £60,000
Value: £95,000
Rent: £625
Gross Yield: 12.5%
Discount: 36.8% - CashBack: £5860
Rent Vs. Mortgage Payment [Cashflow]: £301.48

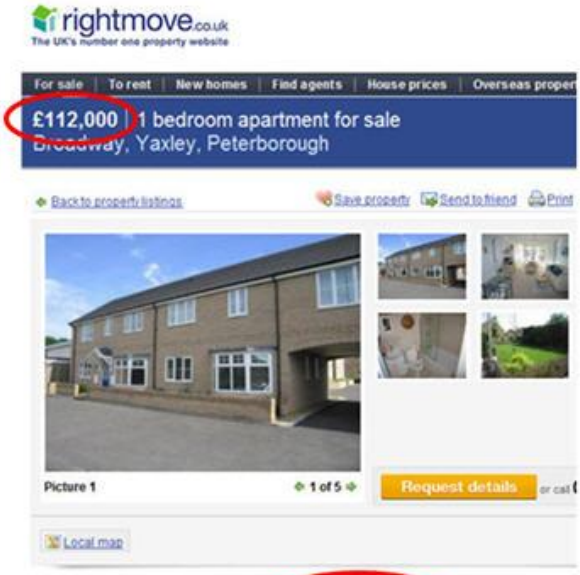
As you can see, many of the properties we buy are no oil paintings. You may not want to live in them yourself; many of them are in Council or Ex-Development Corporation areas. As long as they are just up from the worst areas in your area, then the net yields stay high. ***Look at the huge discount and cashflow*** on this deal & the comp below less than ¼ mile away:

Here is another deal to show you [just for fun] we put through for one of our handsfree investors in 2009..

Yaxley, Peterborough

Purchase Price: **£52,000**
Value: £77,500
Discount: **32.9%**
Rent: £450
Gross Yield: **10.38%**
1 Bed Apartment
Rent vs. mortgage surplus: **£186.96**

You'll notice from the comparable that it's not exactly the same, they're both 1 bed flats within ¼ mile of each other. This enables you to buy a flat well BMV, add value through refurb & increase the value of your Property through 'increasing the spread.' It's Huge!



Purchase Price: **£55,000**
Value: £77,500
Comp Price: £112,000!

Live Video & Audio Case Studies

Raj & Paul - £400 NET Cashflow PER PROPERTY in an Unlikely Joint Venture with an Average Discount of 35% - 40%

Raj & Paul met at a Progressive Property Masterclass. Raj, just 20 at the time with a lot of energy, passion, free time and the desire to work in an Estate Agency to get the insider knowledge, and Paul, a beginner investor with a little less time but more experience in raising finance for deals.

A video interview where they share how they did it is here:

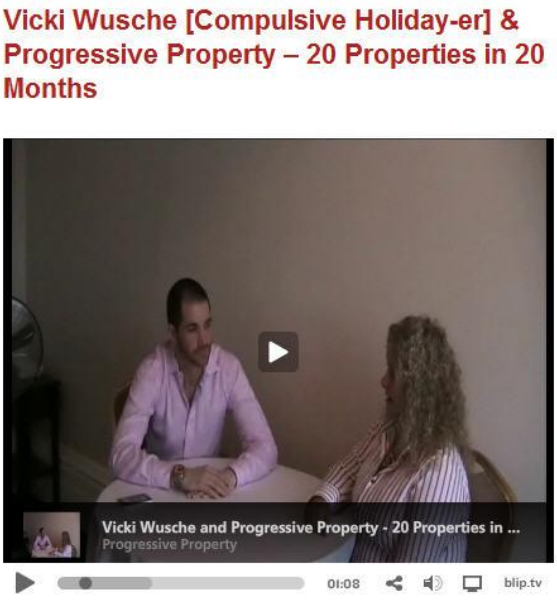
http://www.youtube.com/user/progressiveproperty#p/u/17/I0k9LK70Y5g

We're fortunate and grateful to be able to give back now [we weren't always in that position] and have so far raised over £100,000 for our chosen charities.

Live Video & Audio Case Studies

** Vicki Wusche [Compulsive Holiday-er] & Progressive Property – 20 Properties in 20 Months**

We recorded this video interview with Vicki Wusche who has bought 1 Property per month since she started investing. Beware: she does get a bit of a grilling, and we get all the real numbers out of her as to what she is making *in reality*. Vicki has been to many of our Events, and has indeed come back 2 or 3 times. She is also selling deals at a profit, working with JV partners & spending lots of time travelling [because that is what she loves].



Watch Vicki's full story here http://tiny.cc/ppvicki

****SPECIAL ANNOUNCEMENT**** "You Can Personally Meet these Successful Property Investors & COPY Their Strategies"

Well actually, they will be at the Events sharing their strategies with you here ☺ http://tiny.cc/PSC-12

The Property Super Conference 2012...With Sir Bob Geldof

This disruptive entrepreneur has raised Billions for Charity and is also an underground property tycoon. And you can meet him too ☺ At the time you read this, the Property Super Conference (PSC) 2012 may be Sold Out...

We really hope to get the chance to meet you personally and to help you achieve your goals, not just for Property but for your life in general: your vision, your plan and your future

You can watch the video below that will tell you a little more about the event if you wish:

http://propertysuperconference.co.uk/live/

Rob and James Caan at the 2010 PSC

Lord Sugar with Rob at the 2011 PSC

So this is Just the Beginning...

Well that's it from us...

Actually it's not. This is, of course, only the beginning

It is what you do from here that really counts. What you do with the information that you have at your finger tips Now

We didn't say all those things on the previous pages to try to impress you. In fact, despite being told by many that we have been very successful over the last 7 years of Property Investing, and all before the age of 30, we still regard ourselves as ordinary chaps.

We're probably less technically or traditionally trained than you, or many people you know. We don't have degrees in Property and our working life has been very Entrepreneurial and anti-establishment.

The one thing we did do right was leverage and copy a Property Investing system that we learned, mostly through attrition, trial and error and by making mistakes [with some mentor guidance along the way to stop us making the big mistakes], that you are going to get part of in this JV Blueprint, that anyone can do.

If they know how. If they get educated. And if they go and do.

Secondly thank you for downloading the free chapters e-book. It means a lot to us, thank you for your faith. We know you are busy and get bombarded with stuff, and we are grateful that you chose us to help you. And we will commit right now to doing just that, if you allow us.

But the rest, from now, through reading the report, taking the next action steps, and hopefully in meeting you one day if we haven't already, is up to you.

Just because these chapters didn't cost you, doesn't mean that it is not highly valuable. Read it cover to cover. Twice. Find somewhere quiet, away from your usual distractions, and give yourself the time you deserve to get the answers you need to never again have the issues or problems of not being who you want to be.

Many successful Progressive community members have used this and our JV Blueprint to raise a rolling £300,000 of JV finance, private funds and OPM a week, for the last 18 months.

That's a lot of Other People's Money [OPM], and a big V-sign to the mass media doom and gloom.

We know you can achieve similar or better results – we have too much proof to not believe it – some of which we will share with you throughout this document.

In the Progressive Community everyone is equal. Everyone has a fair shot at wealth and success, regardless of origin, sex or upbringing.

And now it's your turn…

If you would like to take the next step, then we recommend the following:

The Progressive JV Blueprint™ *Free* for a limited time. RRP £144.00

"Closely Guarded Joint Venture & Finance Raising Secrets That Will Replace ALL Need for Mortgages & Banks in the New Financial Climate & Fast Track Your Cashflowing Property Empire"

The right partnership can take a Property business that only had "potential" going for it before, and turn it into a million-pound enterprise much quicker than you could do it on your own.

And it can happen for you if you're willing to take action on what you're reading right now…

Very simply, Joint Ventures are absolutely the fastest and most effective way to:

1. Buy a number of properties very quickly

2. Absolutely dominate your local ***goldmine*** market

3. Brand your company [or yourself] as being very credible in record time

4. Generate cash-flow and build your momentum

5. Spread the word about your product or service to generate more private and joint partners

6. Buy deals you wouldn't have been able to finance, that in turn attracts more deals

7. Confidence to view, offer and build a fast portfolio without bank limitations

Download "The Progressive Property JV Blueprint" *limited* which will show you the real facts behind Joint Ventures...including all the stuff your cash rich investor will NEVER tell

you..

If you would like to talk to us about anything Property related [even if it is just a chat] then contact us on any of the details below:

01733 898550
rob.moore@progressiveproperty.co.uk

If you would like to meet us at the *BIGGEST* Property Event in the UK then visit the page below:

http://propertysuperconference.co.uk/live/

If you would like us to talk to us about taking care of your investment strategy for you and you would like to get in on the kind of deals you have seen here but don't feel you have the time or knowledge to do it yourself visit the page below [it is not a 'sales' page: you will just get more information]

This is only for you if you want 'The Baby Without the Labour Pains' if you have some cash to invest and want to save time and money and you Qualify. If you do you can save an immediate £15,000:
www.progressiveproperty.co.uk/save15k

A huge thank you for taking the time out of your busy life to read this report, it means a lot to us, we hope to meet you very soon personally

Rob Moore & Mark Homer

Full Time Property Investors
Co-Founders Progressive Property Companies
Full time Property Investors Over 350 Properties Bought
Double Best Selling Authors

Rob Moore and Mark Homers' Joint Venture Business meeting with ***Andreas Panayiotou***, the Buy to Let Billionaire
I know we don't look happy, but Andreas is a former boxer!

Boys will be boys, right!

Legal Disclaimer

We have taken care to make the figures and specifics in this book as accurate and relevant as possible at the time of writing; and of course we hope you understand that these can change dependent on market and economic forces beyond our control.

The content, projections, figures and indications contained in this book are based on opinion and cannot be relied upon when making investment decisions. As with any investment, Property values can fall as well as rise.

The authors offer this information as a guide only and it cannot be considered as financial advice in any way. Please refer to your independent financial advisor who is qualified to give you complete advice based on your circumstances.

The authors Rob Moore and Mark Homer are not qualified to give mortgage, legal or financial advice. Please seek legal and financial advice from a qualified advisor before making commitments. Neither its authors nor 'Progressive Property Ltd' accept liability for decisions made based on the content of this book.