

WE BUY MORTGAGES,
DEEDS OF TRUSTS,
BUSINESS NOTES &
ANNUITIES



WWW.ANDERSONBROWNLLC.COM

WE BUY YOUR OWNER-FINANCED NOTE!
TOUGH MARKET? WE CAN HELP!
CALL US AT 1-800-527-1938

WE BUY NOTES

WE BUY NOTES FINANCED UP TO 95% LTV FOR RESIDENTIAL; 70% LTV FOR COMMERCIAL

WE FINANCE PAYOR WITH CREDIT SCORES AS LOW AS 575; NO INCOME OR ASSET VERIFICATION

LOAN IS 30 YEARS AND ASSUMABLE WITH NO QUALIFYING; NO PREPAYMENT PENALTIES.

INTEREST IS USUALLY 8-10% FIXED RATES

CLOSING COSTS USUALLY ONLY INCLUDE THE APPRAISAL (AVERAGE OF \$250-\$500); MORTGAGEE TITLE INSURANCE (CAN UPDATE PRIOR TITLE INSURANCE); AND CREDIT REPORT (\$48); PRO-RATED PROPERTY TAX

WE BUY YOUR OWNER-FINANCED NOTE AT THE CLOSING TABLE

SPECIAL REPORT: HOW TO SELL YOUR HOME IN 2 WEEKS

Chances are you have already encountered some of the many pitfalls in selling your home. You probably ran an ad in the local newspaper, posted a sign in the yard, and then waited. There may have been a few seemingly interested responses, a few people who said they'd check into financing and get back in touch with you; but you never heard from them again. You may have tried an open house, but only had one or two couples show up.

You still have no offers!
Now what?

If this story sounds too familiar, you're not alone. Thousands of people have walked this dead end path. They finally put an end to the frustration by dropping the price of their home by far too much — just to get it sold. **There is a better way!**

Inside these pages is a step-by-step method to sell your home:

- In as little as two weeks
- At your price
- Using a unique plan
- Using little paperwork
- With NO low-ball offers from buyers

- With no expensive fix-up costs.
- With guaranteed payment at the closing table.

We help you in creating a Seller-Financed Sale of your home. **We then step in at closing and simultaneously buy that financing from you at the closing.** We pay you cash for the owner financing you offered the buyer; and you get an easy, quick sale. We cash you out at closing.

Preparing the Home

Our basic concept is: If it can't be done for less than \$500 total, don't fix or replace it! With seller-financing being offered, you will get the full appraised value with minimal fix-up. Just give it a good cleaning instead. After the cleaning decide about touch up paint or having it painted. The most important thing to have looking good outside is a clean, cut yard and on the inside, be clean with good looking walls and ceilings.



We have bought millions of dollars in owner financing across America since 1985. Your attorney can draw up the note and mortgage between you and the buyer that we purchase at closing or you can use a standard agreement.

Floors and carpet don't count. Old carpet that may be discolored and worn over time need not be replaced. Say something like this when showing the house: "This carpet will probably need to be replaced later on. I can't replace it without passing the cost on to you. To keep your payment low

HOW TO SELL YOUR HOME IN TWO WEEKS (CONT. FROM PAGE 1)

it's best if you replace it yourself at a later time. That way, too, you choose a color that matches your furniture and have it done for a whole lot less than I can." Use this same approach for any problem that needs fixing or replacing. It works!!!

The respondents to your ad will be a totally different type of buyer than the traditional home buyer coming in with mortgage money. They will not mind the small stuff, fix-ups, etc. They are only too glad that you will finance them.

Placing the Newspaper Ad

Place an Owner Will Finance sign with a phone number in front of your home. Although it sometimes will, we don't depend on this sign to generate buyers, but it will help people find your home.

Although the response varies, our ads will usually pull enough calls to work this system. No other ad gets this kind of response. The reason is that there is a large pool of buyers, in any city at any time, who are looking for an individual home owner to finance them. They cannot get a regular mortgage from a bank or mortgage company for a number of reasons.

The bottom line is: They usually can't get a home

without YOUR help. Ask yourself this question: If you brought \$100,000 in cash to a seller's home that you wanted to buy, could you negotiate the price down? Could you ask that everything about the house be fixed or replaced? Could you control the negotiations? AND, if you didn't get exactly what you wanted, couldn't you go somewhere else with your money? Yes, of course you could do all those things. That is why we don't want anyone who could be qualified by a mortgage company. That person has the cash, and he or she can do those things to you.

Now let's look at the buyers who will be answering our ad. They don't have the credit or income or time on the job or any of the many different requirements to qualify for a mortgage. They are cash rich but credit poor. They are coming to you for a loan and for assistance in establishing credit. They have been turned down everywhere else. They have no other choice. You are their only chance at getting the home they desire.

So, now it's not important that your home be the best looking house in the neighborhood. The buyers are happy just to have the opportunity to buy a home. They don't mind paying what you're asking. Al-

though you could, you shouldn't ask for more than the appraisal value.

Here are the Best Result Producing Ads You Can Place in your local Newspaper:

Owner Will Carry
Small down. Problem credit, okay. 4bd, 2bth, 2,000 sq. ft. stucco home. Big kitchen, fenced, near Beach. \$842 monthly. Owner 555-5555

Owner Will Finance
5% Down. Problem credit, okay. 4bd, 2bth, 1,500 sq. ft. stucco home. Big kitchen, fenced, near shopping mall. \$613 monthly. Owner 555-5555

No Qualifying Owner Financing
50% debt ratios OK. 4bd, 2bth, 2,000 sq. ft. stucco home. Big kitchen, fenced, near Sea World. \$842 monthly. Owner 555-5555

Easy Terms Owner Financing
5% Down. Problem credit, okay. 4bd, 2bth, 1,500 sq. ft. stucco home. Big kitchen, fenced, near shopping mall. \$613 monthly. Owner 555-5555



"We then step in at closing and simultaneously buy that financing from you at the closing."



YOUR SALES DATA WORKSHEET:

Use this worksheet to calculate your Net Cash after the sale using our system

1. _____ X .95 = _____
 Your sale price .95 loan to value Amount of Loan

2. _____ X .05 = _____
 Retail sales price .05 for 5% down payment Down Payment

3. _____ X .93 = _____
 Amount of Loan Approximate Price Factor Cash from your sale



YOUR PREDICTED NET FROM ABOVE SALES DATA

1. _____ + _____ = _____
 Cash from note sale step 3 + Down Payment from Step 2 = Gross Cash to you

2. _____ X .02 = _____
 Loan amount from Step 1 x Based on 2% of sales price = Closing Costs

3. _____ - _____ = _____
 Gross Cash to you— Less Closing Costs = NET CASH TO YOU

You can adjust this model ad to your home. Keep the first line the same, "Owner Will Finance," "Owner will carry," "No Qualifying Owner Financing," "Easy Terms Owner Financing." These are the attention grabbers. Have them printed in bold. It filters out the buyers who have mortgage money and other time wasters. It brings only those calls we can continue to process. Leave the words "Small down. Problem credit okay" "50% debt ratios Ok" "5% down" as they are.

Next, replace the noted

information, i.e., bedrooms, etc., with numbers applicable to your home. Stucco was mentioned because it was a nice feature of that home. You should include the best features of your property in this part of the ad, such things as a fireplace, sunken living room, Jacuzzi, wrap around porch, vaulted ceilings, wood floors, and other desirable features. Include three or four of your home's best features.

Place the approximate monthly payment that we will give you. This is an

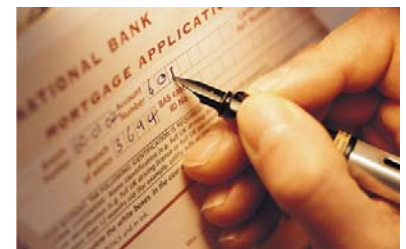
amount for the first lien only. To find the payment amount call us at 800-527-1938.

End the ad with the word "Owner" and your phone number. This shows that you are truly an individual home owner and not a Realtor or sales company. Run the ad in the Sunday edition only or for a full week or for ten days.

First Phone Contact with the Buyer

There are two rules to remember in conversations

"The buyers are happy just to have the opportunity to buy a home."



with buyers:

A. The person who calls has more control. So, if you are answering the phone, ask for a name and phone number and tell the caller you will call them right back., then return the call promptly.

B. The person who asks the questions is in control. Of course, the buyer will start out asking questions about the house, putting him or her in control. Answer all their questions as best you can. However, once you feel they have gotten enough information to make an appointment, you must immediately take over. You do this by using a series of questions and statements. This also starts qualifying them for financing. The questions/statements are:

1. Are you needing Owner Financing? Why?

2. When are you needing to move?

3. Where are you living now? How much are you paying per month?

4. Credit is not something I'm really concerned about. What is important is the amount of down payment you can make. How much can you put down right now? (If it's five percent or more of the sales price, respond: "Great! I'm sure I can work with that.")

5. Are you sure you can afford \$971 per month? Depending on your down payment, I might be carrying a second note for a little more than that.

6. You sound like someone I'd like to work with on this.

7. I can show you the home tomorrow afternoon

at _____. Will that work for you? Be sure to bring a check in case you like what you see and want to hold the house.

Refer back to these questions and statements as we analyze what each conveys and achieves.

Have these questions and statements written down and keep them near the phone so you will be ready once the buyer's questions have been answered.

Question #1: Are you needing Owner Financing?

Why? This keeps you in solid control by making sure the buyer understands that they need you more than you need them. By then having the buyer explain why they feel they need owner financing it puts all their cards on the table and makes the rest of the call go in the right direction.

Question #2: When are you needing to move?

Believe it or not some need to sell a home first or for other reasons not ready to move for 6 months to a year, yet they will waste your time shopping now.

Question #3: Where are you living now? How much are you paying per month?

This helps round out the picture of their current circumstances. The second part is the real question here. It shows what they have been paying on a monthly basis and whether they can afford your payments.

Question #4: Credit is not something I'm really concerned about. What is important is the amount of down payment you can make. How much can you put down right now? (If it's five percent or more of the sales price, respond: "Great! I'm sure I can work with that.") Although credit is important in the final selection of who can qualify to buy your home, you don't want them to feel defeated in that area at this point in the process. You must downplay credit as a factor. It lets them know they have a good chance at getting owner financing.

Question #5: Are you sure you can afford \$XXX per month? Depending on your down payment, I might be carrying a second note for a little more than that.

Get a "yes" here. They may want to convince you they can make the payment, etc. Let them! In the next part, just casually mention there may be a second lien. This is to clear the air for a possible additional payment amount later. Follow through immediately with, "That depends on your down payment." Then immediately go on to the next item.

Statement #6: You sound like someone I'd like to work with on this.

You must now reassure the buyer they have a good chance by telling them everything sounds great. If you don't do this, the qualifying questions will work against you after the phone call is over. The buyer will get discouraged, thinking he/she won't qualify, etc. Then, he/she

will not show up at the scheduled time.

Statement #7: I can show you the home tomorrow afternoon at _____. Will that work for you? Be sure to bring a check in case you like what you see and want to hold the house. This is the most important statement you will make. If you don't include it, you will reduce your chances of a sale from 85 percent to two percent. That's how important it is. If you have done everything correctly thus far, you should have 80 to 90 percent of the prospects show up and fill out the contract and credit application. Some prospects will ask to drive by first to see the home from the outside or to check out the neighborhood. Let them know that will be fine with you. Arrange a day and time for them to meet you at the home. Don't let them know you will be showing the house to others at that same time, as that will discourage them before they show up.

If you are interested in how to proceed from here, and want to know the step by step procedures, email or call us for more information.



Anderson Brown, LLC

5020 Clark Road, #117

Sarasota, FL 34233

www.AndersonBrownLLC.com

DW@AndersonBrownLLC.com

Phone: 1-800-527-1938

Fax: 1-800-527-8172