

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Foreclosures VS Tax Delinquent Property

The "Foreclosure Bomb" is upon us. **Foreclosures are up well over 200%** in the last few years, setting record breaking numbers. Bankruptcies are the highest ever, personal credit is maxed out, unemployment is high, and confidence is low.

The "Foreclosure Guru's" are shouting "Now is the time to get into real estate investing and investing in foreclosures is good."



And why not? Foreclosure investing is good – right?

Well, maybe. **Coach Mitch** says –



"Be Warned and Be Careful."

In order to understand this warning a bit better we need to take a small journey through the world of real estate investing.

Foreclosure investing is one of the favorite ways to invest in real estate. Investing in foreclosures has always been known as a good way to make a significant profit, especially in single family homes.

The down economy also plays into this. People want and need a way to earn monies. Gurus are salespeople and they will entice you with this emotional tug. Making it look 'safe' and 'easy' is what they do best, but is it really so?

Real estate has many areas of concentration to choose from

Were you to study real estate investing, as I did, you would come to realize that there are many ways to invest in real estate.

I will list some of the more common ways to invest in residential and very small commercial real estate. I will not even bother with larger commercial real estate, which is an entire world unto itself, nor will I speak to investing outside of the US.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Each of these is a major area onto itself and requires significant skill to master. You can easily concentrate your business in any ONE of these areas.

Foreclosures	Rehabilitation	Notes
New construction	Leases	Land
Options	Subject To	Trusts

Many sources of motivated sellers

You can concentrate where to get leads for sellers from those areas that have lots of prospects. If you were to speak to sellers in any of these groups, you will notice that they all have one thing in common; they all have a concentration of "motivated sellers."

Probate	Other real estate investors
Landlords	Failed business
Expired MLS	Out of work sellers
Moving / transferred	Burnouts
Tax sales	Bankruptcy
Divorce	Property management companies



The only exception in this list is, MLS. In the Multiple Listing Service, you will mostly find retail sellers. These are folks who would 'like' to sell, but do not 'have' to sell. This is the biggest difference. **In the MLS, you must seek out those sellers whose listings have Expired.** For some reason, these sellers did not

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

sell their property. We will see that a seller's 'motivation' is a real key to getting a great deal. But, the biggest factor in getting a great deal is not only the seller's motivation, as we shall see.

This idea of only dealing with highly motivated sellers has always made sense to me. I did my very first transaction utilizing the MLS Expired Listings as my lead source.

You must be knowledgeable

If you are a real estate investor, you know that you will be coming up against many different real estate situations. Each successful real estate investor knows that the main key to success is knowing which real estate investing strategy will solve the situation in a way that will satisfy all parties, that is, you, the seller and often a third party, like a bank or a relative .

There are many, many ways to finance a transaction. Most have been created with the retail transaction in mind. After all, not all deals are made between an investor and a down and out seller. Most transactions are done between two financially solid persons.

Many ways to get a deal done

There are at least a hundred methods and many hundreds of ways to combine methods that you can use to finance a transaction. Paying with all cash is only one method. Here are some basic methods that most people know about.

Financing

Leverage

Subordination

Borrow On Insurance

Private Loan

Joint Venture

10 Ways Coach Mitch's “...Ridiculously Simple System” is an extraordinarily profitable system!

You may never even have heard of some of the more obscure methods.



Automatic Discount	Installment Down Payment
Performance Second	Seller As Short Term Lender
Negative Pledge	Adjustable Interest
Halfway Due Date	Note Partnership
Advance Payments	Equity Kicker
Buy Bank Stock	
Script / Bartering / Exchanges	



These methods are complicated, they take a significant level of expertise; they take a long time to negotiate; they usually require expensive lawyers or other skilled operatives, any one of whom can kill the deal, in the name of ‘protecting you.’ I have encountered this mentality many, many times.

All methods of real estate investing work, but each method has its own unique issues. The most important questions are: Which method is the easiest for you to implement and operate, and is the safest to maintain and maneuver within? Believe me, these are not simple questions. The answers take experience and reflection, but real estate investing is worth the effort.

Let’s look at some of the ways to invest in real estate.

Examples and a little background will help you understand.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

THE REHABBER

Let's say that you are mechanically inclined. You believe that real estate could be a good way to make extra money and you want to look for a home to fix up and resell for a profit.

BTW, your wife believes you know what you're talking about because you fixed that shelf last week and you redid the bathroom. I'm not diminishing your skills, but repairing your own house does not qualify you to understand the contracting business. If you rehab, you are a contractor; that is how you must think about it. You must do the job to make a profit, not to satisfy your ego.



It is easy to locate a home that needs a good deal of repair. As a mechanically minded person, you are not afraid to tackle any project. You may know that some projects are more difficult but your mentality is to shrug off the difficulty and just jump in and do the work. And besides, you like to do this kind of thing. So you say, "Damn the torpedoes – Full speed ahead."

The "Damn the torpedoes" attitude is exactly the mindset that will get you into deep trouble and quickly. If you are not careful, you could be getting yourself into a money pit. This is especially true if you get into foundation work. If you do the project by yourself, it will be a long time before you finish and even longer before you sell and get your money back. If you contract out a good portion of the work, the significant costs could take most or all the profit. You may be mechanical but you must also be a smart investor / mechanic.

Your available time is also a big determinant. If you have a regular job, the time to fix is limited. Most importantly, be realistic.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

PP & C's Paint, Patch & Carpet, Cleanup & Curb Appeal

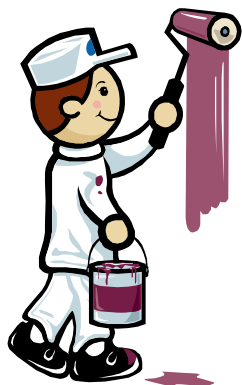
I know that you love the smell of sawdust. So do I. But, that does not mean that you should sand the floors. I like the smell of cow manure (I'm weird). That does not mean that I should get a cow and put it in my back yard.

We must do what is smart, financially. That means we ONLY do the RIGHT kind of rehab projects. In order to get involved with a property, we want the RIGHT things to be WRONG with the property.

The trick is to find the right kind of rehab project. You are looking to rehab the RIGHT things and are making sure the WRONG things are OK. What do we mean by that?

You will enhance your profit margins considerably if you **seek out properties needing cosmetic repairs and NOT structural repairs.** A **cosmetic repair is one that is much easy, quick, and cheaper to fix.** These repairs revolve around making the home look more attractive rather than making the home more physically sound. Think paint and landscaping instead of adding a room.

My acronym, **PP & C's**, stands for **Paint, Patch & Carpet, Cleanup & Curb Appeal.** Doing PP & C's will return you the most money for the least work.



clean up a property and patch any holes in walls or doors or windows. BTW, going GREEN is very popular these days.

Paint may be cheap, but new paint, in a tasteful color scheme creates a wonderful effect. New carpet is more costly but not compared to the positive impact it makes on a potential buyer. Some new bushes and flowers have a cost but it is nothing as compared to the making of a good first impression. Of course, it almost goes without saying that you must



10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Contrast the effect when you tell the potential buyer that you have fixed the foundation or a well or a septic tank. Look at their eyes and body language.

The wife will look at the husband to see if he has any concerns. These are big issues; things that a woman does not usually know about, and these days, typically, the man does not know about them either. This means **FEAR and UNCERTAINTY to the buyers.**

Buyers will not let on that they don't know about something. They will smile and be polite, but their attitude will change. They won't show as much enthusiasm for the property. **They are fearful that the foundation or well or septic will become a problem again, but this time they will have to pay for any repair.**

A roof or windows are no longer considered big issues because people can see these items. However, imagine a foundation that is crumbling. Picture giant machinery digging up your lawn; picture fat construction workers drinking beer and whistling at your daughter; picture paying big bucks for this project. **Now, see if you can imagine anything good about this picture?**



It's not over. Now, imagine a septic tank overflowing and bubbling up onto your newly purchased lawn. Can you even imagine the smell and the anger you will feel, not to mention that, now, even your dog cannot go outside. It does not matter that you fixed this problem. People will think "Once a problem, always a problem."



Becoming a Rehabber – In Conclusion

The big issue with doing a Rehabilitation business is that you must find the properties to purchase that have mostly the right things wrong and then you must be correct in your assessments. You only want properties where you rehab PP and C's.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

One rule of thumb – take your best estimate for the fixup – and **double it**. It just happens that way. Somehow, the costs are usually double the estimate.

Can you make money as a Rehab investor? **YES**. Can you become big? **YES**. **Is rehabbing SAFE? It can be. Is it EASY? NO.**

NOTES

The big issue with doing a note business is that you must find the notes to purchase and then compete with the big finance houses to purchase the note at a discount. You buy a note low, so you can sell it higher and make a profit.

I have no problem with the concept of competition, however, the big finance houses are able to go to Wall Street and borrow money at the lowest interest rates - you cannot.

Do you really need that much money?

In a word – YES.

Question: If you were to restrict yourself to only buying small notes of, say \$20 - \$30,000, how many notes could you purchase before you run out of your own capital? You don't have that much? Well, reduce your purchases to \$5000 notes. Again, how long before you run out of cash?

If you want to stay in the note business, you now have to go into the marketplace and borrow funds. This is where the rubber meets the road.



10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Consider this example. **The big finance houses can borrow monies at 3 – 5% less than you can.** If you want to make a 14% Rate of Return and you are competing for that note against a big finance house,



they can offer more money for that note because their cost of funds is lower. They can operate by making a 12% Rate of Return. You cannot. You don't have an ATM to go to anytime you need money, the big finance houses are plugged in and **they do have an ATM – it's called Wall Street.**

When a note seller informs them that you had made a better offer, the big finance houses can raise their offer because the cost of their funds is less than yours. They can make a profit at a lower interest rate than you can.

I'm not being negative - I am being realistic.

If someone is ready to sell their note, they will look in the classifieds and call all the ads. You will make a living, but most of the good notes will be taken by the big financial houses. You don't have a real edge in this business.

You will have to give ten verbal estimates before you get someone who says "Yes." And then you have to do your due diligence, only to find that something may be wrong with the situation. The big financial house can absorb a stop of note payments. You cannot. If the payee stops making payments on the note, most likely, you will still have to make payments to whomever you borrowed your monies when you purchased the note.

I know several big note buyers who have become wealthy buying and selling notes. They know their business well and could tell you stories about their mistakes. They all had sizable monies to begin their business.

I know several small note buyers. They broker notes. They make one or two points when they find a note, do all the paperwork and then sell it off to a big note buyer. They make a living. But that's all.

Can you make money as a note investor? YES. Can you become big? YES. Is note buying SAFE? Usually. Is it EASY? No.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

I hope you get the point

I could go through each of the different areas of concentration for real estate investing and point out where the difficulties and dangers lie. I know, because I have done all these types of real estate investing. I've been involved with many leases, options, rehabs, notes, and foreclosures, etc.

If you are going to be in the real estate investing business, then you will come across ALL of these types of deals and you will be doing EACH of them yourself. It is almost like you won't have a choice.

You will make money, each time, as long as you go into the transaction with your EYES WIDE OPEN.

Example: A very sweet deal is on your table, but the property comes with tenants. **Decision time!** This is another area of real estate investing that we have not mentioned. If you are going to do real estate investing, **be prepared to be a landlord. It comes with the territory.**

Do you pass on this very sweet deal? Or, do you do business with the tenants who have been there for six years and are probably nice people? Maybe you pay them \$500 to leave. Maybe you sell the property to them. Maybe you sell the property to a landlord who is thrilled to have a long term paying tenant. It does not have to be a terrible experience. In 35 years, I have never evicted a tenant. But, if you get the property – and it has tenants, then you must decide on an exit strategy. Did you prepare yourself, with a lease, etc.?



I have never lost money in REI

I have never made the mistake of going overboard in repairs or not getting enough of a down payment to cover costs, etc.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

I have made errors with choosing the wrong tenants, but the property has always pulled me out of harm's way. I regularly collect on judgments, another form of a note and a subset of the note business.

Why did I go into this long explanation?

I want you to understand how I came to feel that **Coach Mitch's "Ridiculously Simple System..."** for investing in **Tax Delinquent Property** is the very best System that you can use to make your fortune in real estate investing. It is no accident.

This is no small statement and this System did not just spring whole out of my mind.

I have been a serious real estate investor for a long time. I have seen all the "systems." As the president of my Real Estate Investors Association, I regularly conversed with guru's who wanted to speak in front of my group. I have probably purchased at least \$20,000 worth of books, tapes, CD's, DVD's, and other materials. I have probably examined well over \$50,000 worth of materials.

Coach Mitch's "Ridiculously Simple System..."™ is no accident. It came to be because I was not happy with the other Systems. **Every one of their System's has MAJOR FLAWS**, as I have expressed. **I wanted something that was SAFE and EASY.** Investing in **Tax Delinquent Property** the way I do it, fits the bill.

I was tired of arguing

I was a premier speaker at a national real estate investing event and one of the attendees was a successful investor who used Subject To as his System. We spoke about Subject To; it's potential and its drawbacks. This investor just insisted that his System was great. I had questions.

A few weeks prior to this 'conversation', I had spoken, in depth, with the nation's premier Subject To guru. I presented **my concerns about the Subject To methodology; mainly, that the lease/optionee turnover would be a major problem.**

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Finally, this major guru, with hundreds of Subject To homes, revealed to me that he did have a **25% turnover rate**. And, that **his biggest concern each month was - how to pay the mortgages of those homes that had become empty.**

Subject To – Is it SAFE? NO. Is it EASY? YES.

So another System, Subject To, works, but you must be very careful.

My criteria for a good real estate investing System:

I needed a System that Worked and was SAFE and EASY.

Coach Mitch's 5 Step "Ridiculously Simple System..."

Step 1 Determine where you want to invest. This can be anywhere in the US or in the possessions. The program can be done from any location because you use the computer to get your information and make your decisions.

Step 2 Get your lists of tax delinquent properties. This is as easy as making a phone call or writing a letter or sending an email. A list of 10,000 tax delinquents can cost \$10. Some are free! That's probably the best deal in America.

Step 3 Determine who your best prospects are. Just like any business, narrow your search to your best leads. I provide the formulas and the specialized thinking behind which properties can be your best targets.

Step 4 Market to your prospects. Standard stuff. The marketing I've developed gets a wonderful return.

Step 5 Negotiate your best deal and close. Your skill needed here.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

The power of this System takes into account my main **3 Rules**

Rule 1 Only speak to highly motivated sellers.

Rule 2 Only use a System that **consistently** puts you in front of highly motivated sellers who are **willing** to sell at great prices.



Rule 3 Only speak to sellers who **CAN** sell at fire sale prices. A desire to sell is great but a seller must have the equity in order to give it away.

Only **Tax Delinquent Property** allows **Rule 3**. No other System!

The tax delinquent property that we are interested in has **100% equity**. That is how we can get property for \$100, \$200 ... Sellers can literally give their property away.

Foreclosures VS Tax Delinquent Property

The Guru's are declaring:

"Foreclosures abound. Now is the time to get into real estate investing."

They have a point. When markets are down, that is when the "smart money" gets into the market.

And, after all, they ARE the experts, aren't they?

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Well, don't forget, they are selling you their System. That is how they are making their money. I know many of the foreclosure guru's. They are honorable people. However, like most of us, they usually blast out the successes and rarely emphasize the difficult parts of their Systems.

Coach Mitch says - "Be Warned and Be Careful."

Know what you are getting into - before you jump. The issues that must be overcome in foreclosure investing are significant. **However, all the issues which are true in foreclosure investing - are not issues with Coach Mitch's "Ridiculously Simple System..."™ Amazing!**

This is a list of **10 Ways** that investing in **Tax Delinquent Property** using **Coach Mitch's "Ridiculously Simple System..."™** is MUCH BETTER than foreclosure investing.

Think about each item carefully and see if they make sense to you. If you are currently involved in foreclosure investing, then you will know the truth about what I have listed. I would appreciate hearing your thoughts about my assertions.



Problem #1 The judicial mortgage process

In foreclosure investing you are dealing with the judicial mortgage process. This means legal proceedings with all of its attendant costs, time schedules, burdens, attorney's (a burden), demands, procedures, etc.



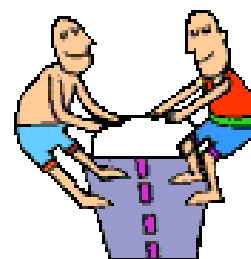
Solution #1: When investing in **Tax Delinquent Property** this is not an issue because if you follow **Coach Mitch's "Ridiculously Simple System..."™** then you are probably not dealing with a property in mortgage foreclosure. But if you wanted to, you could buy the tax lien and wait for the bank to pay it off.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

If the property were in NJ then the interest would be 19%. If the bank paid off the tax lien within six months, then your ROR (Rate of Return) is 38% annualized. Not bad. If the bank did not pay the tax lien then you would get the home – without the mortgage. **TDP: SAFE? YES. EASY? YES.**

Problem #2 Foreclosures = Competition

In foreclosure investing you have a significant amount of competition. Foreclosures (REO's), pre-foreclosures, short-sales, and OREO's have been an enduring way to do real estate investing, because banks always have foreclosures. It is certainly the most popular subject amongst REI gurus.



Solution #2: In **Tax Delinquent Property** investing, competition is not an issue because the rest of the real estate investing world has not yet found out about this very lucrative System. I don't know why. I'm doing my part to expose it. The fact is that there are so many transactions available that it would not matter if there was competition, but there just isn't any.

This means that the tax delinquent has no one banging on his door for his attention. There is only you. You are in the driver's seat. That does not mean that you take advantage. It does mean that you can be choosy and don't have to worry that someone else will take your deal - because no one else is offering. How often in life, do you find a situation like that? **TDP: SAFE? YES. EASY? YES.**

Problem #3 Foreclosures = BLJ – Banks, Lawyers and Judges

In foreclosure investing, as an investor, you are dealing with the banks lawyers, which is difficult. They often will not give you information and they certainly do not perform in a timely manner. That's because the bank feels it can do better by selling the property themselves. It turns out that banks are in the real estate business. It's feels like you are trapped in a no-win situation, because you have no power. The banks are in total control and the 'system' backs them up.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

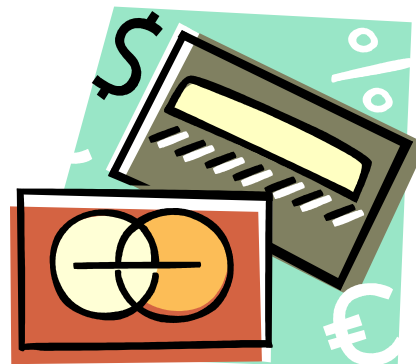


Solution #3: This just does not happen in **Tax Delinquent Property** investing. The tax delinquents are behind in their taxes. They are not behind in their mortgage. Very often, the prospects we seek do not have a mortgage. They don't call their attorney for help in paying their property taxes. They call relatives and friends. When the relatives and friends have turned them down, then they are receptive to your overtures.

The tax delinquent probably tried to get a bank loan, but, in the current banking environment, they were turned down. They have no one else to turn to. This means that they will listen to you but they will also be very watchful for any sign that you are trying to take advantage of them. They will cut their nose off and spite their face. Their feeling is, if they are going to lose, then you cannot profit at their expense. Empathy is the key. **TDP: SAFE? YES. EASY? YES.**

Problem #4 Foreclosure = Lots of money

In foreclosures, you need large amounts of cash or credit - at the snap of a finger so that you can pay off the arrearages and/or buy the house or the investment. You have to come up with the amount owed or 70% - 80% of the amount owed. It is crucial to have the ability to raise significant amounts of credit or capital quickly. Without both, it will be hard to be successful in this area of real estate investing.



Can you raise \$150,000 or more quickly and consistently? The arrearages may be \$7,000 or \$12,000, or \$40,000, but often that is not enough. The bank may insist being paid off in total.



Solution #4: This is the best part. In **Tax Delinquent Property** investing the money typically needed is: \$1 to \$5000.



You can often get properties for under \$500. I have. I paid **\$100** for this house. **WoW →**

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

In **Coach Mitch's "Ridiculously Simple System..."**TM there are typically only two things to do: 1) buy the property - for a ridiculously small amount of cash, (see above example. 2) Option the property using **Coach Mitch's Famous \$1 Option. That's it.**



If the tax delinquent is desperate enough, then they will sell at your price. If they want more than you want to pay, then **just say "Yes."** and option the property. Either way, you win.

Coach Mitch's Famous \$1Option is so unique that you can agree to overpay for the property and not worry. I have a clever clause built in that lets you change the purchase price. Seller's never object. **WoW!**

BTW, these folks are typically at the end of their rope, so for any amount over \$5000 I have them take back a note, usually uncollateralized. The cash they get is enough to start them on their new life. That is what they want. If they want more cash later, I will offer to buy the note back— at a discount.

This is **Win-Win**. The tax delinquent knows that they will get nothing if the property goes through a tax sale auction. Therefore, by dealing with them **PRIOR** to the tax auction, you are offering them a way to get something.
TDP: SAFE? YES. EASY? YES.

Problem # 5 Foreclosures = Special paperwork required

In foreclosure investing, you had better have an Information Release, signed and ready before you can ever expect to get an answer to almost any question from the sellers' bank and/or attorney's. They need written permission to give out private information. When a couple is legally separated and going through a divorce, getting a Release signed by all parties is not easy. If you want to be involved in a blood sport, try dealing with dueling attorney's sometime.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!



Solution #5: An Info Release is simply not needed when investing in **Tax Delinquent Property**. You are not dealing with banks, real estate agents, banks, or anyone else who would require such a document. You may deal with some relative, but you won't need any document to speak with them. **This is Easy REI Investing 101, get used to it.** **TDP: SAFE? YES. EASY? YES.**

Problem #6 Foreclosure = Resentful, difficult sellers

In foreclosure investing, the sellers are very resentful of the situation that they are in and they are going to help them get. They feel that since they are losing everything, you should be gaining 'anything', especially at their expense. It is just nature at work.



resent you, even though you are losing something'. are losing not be especially at human



Solution #6: This can also happen to you. Your **Tax Delinquent Property** investing will suffer unless you master negotiating skills. **Coach Mitch's "Ridiculously Simple System..."** focuses on enhancing negotiating skills because I know this is the significant area of need. NLP, Neuro-Linguistic Programming is an area that you should consider learning about. This is what I school my students in.

Let's pretend you believe there are 1000's of tax delinquent's in every one of the 3332 counties in the US. Further, let's pretend that you believe a high percentage of these are willing to give you a really great deal.



You need to convince the tax delinquent that you are their friend and potential financial savior. **You are the White Knight, coming in to save the day, just like the 7th Cavalry, riding to the rescue.** Empathy is the key. It's that simple. **Negotiating is Science but it must appear to be Art.**

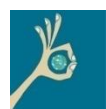
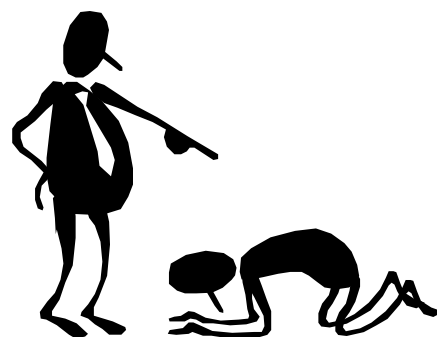
10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Coach Mitch's coaching entails a good deal of sales training. This is done via role playing. We prepare you for the kinds of conversations and situations that you will encounter when speaking to tax delinquents. This training is what will allow you to be successful. The first part of the program is finding a great deal. Next, the seller must pick you to give that great deal to. The seller must really like and trust you. With the right training, this level of sales ability can be accomplished in little time.

TDP: SAFE? YES. EASY? YES.

Problem #7 Foreclosure = No Control

In foreclosure investing, the real estate investor has almost no control over any of the relevant items or procedures. This ranges from lawyers not communicating, to banks not being responsive (until it is too late), to sellers who distort (lie) or who do not cooperate with needed paperwork (etc), to your lenders who are not complying with hard time schedules, or Realtors who are tired of spending their time giving you CMA's and BPO's without getting paid, or OREO bank real estate agents who frustrate you because they want to sell at full value and not at a discount, etc. The list is daunting and very hard to deal with. Ask any former foreclosure investor.



Solution #7: There is so much work in foreclosure investing that it boggles the mind. Talk to any foreclosure investor and if you ask some penetrating questions about how they overcome the onerous procedures, you will hear some amazing war stories. I say "amazing," because I would never put up with the frustrations that foreclosure investors routinely try to deal with.

Let's not forget, the bank is in control. They know it and they stack the deck in their favor. They tell you to deal with attorneys who are masters of delay and deceit. Grrrrr... My personality doesn't fit this. I needed a better System.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

It is the nature of **Tax Delinquent Property** investing which allows **Coach Mitch's "Ridiculously Simple System..."™** to operate so well.

The System has **5 Steps**. Each step is simple to understand and easy to implement. One student described my System, "It's like a field of **golden nuggets lying on the ground, waiting to be picked up.**" **WoW!** It really is that easy.



You choose the area you like, you get the lists of tax delinquents, you choose which type of property you want, you market the properties for leads, then negotiate with the sellers and close. How much easier can anything be?

TDP: SAFE? YES. EASY? YES.



Problem #8 Foreclosures = *PRESSURE*...

In foreclosure investing there is tremendous pressure on the real estate investor because of the many details to be covered, and the lack of control and time available to do what is necessary to complete transactions.



Solution #8: Every foreclosure investor I have ever spoken with complains that they do not have enough time to complete the transaction before the foreclosure auction occurs. When the time is up, the deal is off.

In fact, there is enough time – if the parties involved would simply cooperate with the real estate investor. Unfortunately, the banks do not cooperate, the lawyers do not cooperate, neither do the realtors and most surprisingly, the persons losing the home do not cooperate.

Owners in foreclosure seem to treat the entire operation as a lark. This is because they don't believe that anything can or will be done to save the house for themselves. Their thinking is,



10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

since the home is going to be lost, why should they help you make a profit? The foreclosed homeowner has given up. This is crucial psychology for you to understand. It is the same with tax delinquents.

If you were willing to pay them, say \$5000, often, the owners still won't take their situation seriously. I am sure **this is a psychological defense mechanism at work.** The foreclosed homeowner and the tax delinquent are going through so much pain, bitterness and disappointment that they don't want to deal with any paperwork, even if it will get them \$5000.



The only paperwork we deal with is a **Quit Claim Deed or an Option.** All we require is a notarized signature. Amazing.
TDP: SAFE? YES. EASY? YES.

Problem #9 No 'creative real estate' thinking allowed

In foreclosure investing the situation does not lend itself to 'creative real estate investing'. The bank wants to be cashed out. That is it. Somehow, you need to present a large amount of cash or credit for the mortgage lender to be satisfied, or the bank will go to auction. Virtually the seller's only defense is to delay the proceedings by going bankrupt. That is not a very good tactic for the seller's future and often, it only delays the auction by about 45 days.



Solution #9: The bank demands full payment, nothing else.

That is it. The bank is in control. The bank wants what the bank wants. You have nothing to say about it. The banking system has been set up this way. If people cannot pay, they go into foreclosure and then lose the house.

I am sure that you have heard of Loss Mitigation. Banks are not required to mitigate their foreclosed loans. If they did mitigate, the current foreclosure crises would be alleviated quickly.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Unfortunately, banks have a certain mindset and there is no swaying them. If, somehow, you manage to become one of the insiders, then you can take part in the pickings. I do not know very many insiders.

With **Coach Mitch's "Ridiculously Simple System..."** creativity is the key. All you need do is determine the owner's 'hot' button. What do they really want? Once you know what the seller wants, you just figure how to give them what they want – and still make a profit for yourself. That's not hard.

The trouble most investors have is that they think that sellers will ask for too much. With **Tax Delinquent Property** investing, this is usually not the case. These folks have been beat down so much that their requirements are minor, their expectations are even less. So many friends and relatives have disappointed them, and the societal institutions not helped that the tax delinquent has simply given up. Often, they only need moving expenses.

Coach Mitch
says
Just say
"YES."TM

At any impasse, don't forget **Coach Mitch's Number 1 Rule: Just say "Yes."**TM

If the seller wants more cash than you want to give, just use **Coach Mitch's famous \$1 Option**. Give the seller what he wants and market the property for what you can get. In any discussion, recall that magical clause in the option which gives you permission to change your purchase price!

Problem #10 Foreclosures = Complications

In foreclosure investing you have very little time to create a suitable transaction. Foreclosures occur in stages and, all too often, the seller contacts the real estate investor just after they have stopped "denying" the situation and just prior to the auction, often leaving the investor barely 2 - 3 or 4 weeks to do all that is necessary to put together a very complicated transaction with many parts.



10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

It's just not enough time. As a problem solver, you call in favors; asking a realtor to drop everything else they are doing and do a CMA, Certified Market Analysis, for you, for free, and then meet with the bank realtor to alter a BPO, Broker's Price Opinion; and then get a Information Release and the banks records from the bank attorneys; and don't forget to negotiate with the 2nd mortgage holder for a greatly reduced payoff; and also try to reduce down the amount owed to the first mortgage holder; but, problem, you're playing tag with the bank's loss mitigation department, etc. And we haven't yet mentioned the Mitigation Dept...

This is the real world of foreclosure investing.



Solution #10: None of the above described situations occurs when dealing with tax delinquents and when utilizing Coach Mitch's "Ridiculously Simple System..."™

Tax Delinquent Property: SAFE? Absolutely YES. EASY? Definitely YES.

Coach Mitch's "Ridiculously Simple System..."™

As we have seen, doing real estate investing is not rocket science, but it can be challenging. I do not really have any issues with the amount of effort any of the real estate investing systems incur. All the systems work, and implemented correctly, they will make you handsome profits. You would do well to take to any of the systems and work it. It is sort of like a tour in the armed forces. No one wants to go in, but afterwards, everyone thinks it was a worthy experience.

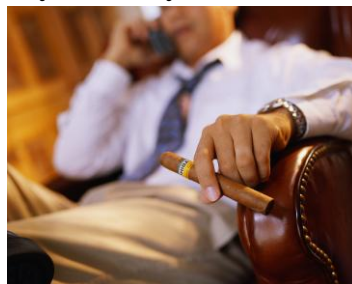
TDP has a consistent base of motivated sellers

One of my abilities is that I can recognize concepts and efficiencies. I created a system that can **consistently** locate what I believe are, "the most motivated of all motivated sellers."™

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Consistency is key

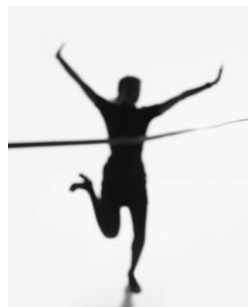
Anywhere you go in these United States and the Possessions, you will find property that is tax delinquent. Tax delinquent property is everywhere. No matter what kind of property you want to invest in, you will find it, somewhere close, and it will be tax delinquent. If you dig around a bit, in any county, you will find hundreds of properties that are both tax delinquent and have no mortgages. Amongst those properties will be at least one owner who is desperately trying to get out of his situation. If you can become his friend, if he feels that he can trust you, then you have a very good chance of making a great transaction.



Ease is key

I don't know of any other real estate investing system that can boast of having so many motivated sellers. Also, the other systems certainly do not have lists of these owners down at the county clerks or recorder's office, just waiting to be researched. The computerization of government records means that anything to do with researching the tax delinquent property will be only a few clicks away, and all the data is public information. It doesn't get any easier. This is the gold standard for ease of getting information necessary to make your fortune.

No Competition



I don't know of any other real estate niche that has less competition than investing in tax delinquent property; that is, investing before the tax sale. I have never had any competition for any property from another investor who concentrates on tax delinquent property. Sure, a relative may be interested, or some person may have shown interest several months prior, but I have never run across anyone who does what I do.

If doing foreclosures, ask the seller how many letters he has gotten from would-be foreclosure investors. These days, don't be surprised if he has received over 20 letters. Now, that's a lot of competition.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Low cost

I don't know of any other real estate investing system where, on occasion, the seller is so motivated to be out of the situation, that he will give the property away. This happens more often than anyone can believe. The rest of the time, sellers either are highly motivated enough that they will take a small amount of cash, up to \$5000, accept a note for any balance, and move on. If they want more, I give \$1 and option the property.



No Professional Deal Breakers Needed

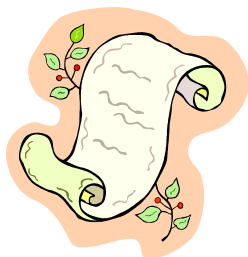
Every other system will usually have a professional deal killer involved. When dealing in tax delinquent property you are dealing with the seller directly, and only the seller. There is **no banker involved**, because the course accents dealing in property that is mortgage free. There is **no attorney involved**, because there is no need for an attorney, and the seller can't afford one anyway. There is **no Realtor involved**, because the Realtor failed to sell property and it is no longer listed. The only thing stopping you from making a great deal is you, and I have an answer for that.



You are welcomed as a friend

If you have tried other real estate investing systems, then you know that most of the sellers view you as a person of suspicion. Because of my marketing and my approach, I am viewed differently, as someone who can help. I am viewed as the White Knight, others are viewed as the **Black Hat**. Because of my approach, which is the central focus of my coaching, sellers see me as a friend. I try hard to figure a way to give the seller what they want and still make a nice profit. My approach seems to be working well, because \$22,000 is the average first profit of a coaching student's first transaction. Of course, your first profit may be lower, or it could be higher – I don't believe in restricting profit.

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!



Coach Mitch's famous \$1 Option

You've got to see the look of surprise on a seller's face when he tells me his asking price and **I Just Say "Yes."**™ Of course, I have already vetted the seller and I know that I am not going to get the price that I want to pay. But I have spent time on this property, I have spent energy, and I have spent a bit of money (50¢). Therefore, I am not leaving without adding to my inventory.

I take out my **\$1 Option** and say, "I can get you that price, and this is how I do it. I'll give you **\$1**; that makes it legal for me to work for you..."

Training is available

Most other systems being marketed will simply sell you a system. **Coach Mitch** can train you, personally, one-on-one.

I do not do email coaching because it is not timely. Real estate issues usually need immediate attention. Emailing might take a week to get a good answer. In that time, the situation has either been resolved, or the situation is over and a sale may have been lost.

I do not use substitute coaches. **I do all the coaching personally.** Maybe when I get bigger I will take on some experienced personal, but for now, I do all coaching myself. **I do not limit the number of calls, nor the length of calls.**



There are eight personal coaching programs available, from Coaching By The Hour, to **Coach Mitch** being paid after you make your profit. That is how confident I am about my coaching program. I Believe In You.

My basic coaching rule is:

You call me whenever you want (from 7 am to midnight EST)

I will talk for as long as I can.™

10 Ways Coach Mitch's "...Ridiculously Simple System" is an extraordinarily profitable system!

Call me. Let's talk about your future.

Until next time,

***Mitchell Goldstein* - Coach Mitch**

518-439-6100 until midnight EST

PS I didn't even tell you about the very best reason to deal in
Tax Delinquent Property.

www.CoachMitch.com