

# **“The 4 Things That Destroy Real Estate Careers, *And What You Can Do To Guarantee It Never Happens to You”***

*-From the Desk of Jason Loucks*

Dear Friend,

I put this special report together as a service to help you understand the risks of Investing in Real Estate the “Old Fashioned” way.

See, there are a lot of people in Real Estate that will try to squeeze you into a mold, and try to make you feel that their way is the only way to make money in the Real Estate field.

Unfortunately, a lot of the advice they’ll give you is not only slow and expensive, it’s dangerous!

What’s happened is that those people learned a slow, inefficient way to make money in Real Estate, and the person that taught them learned it from someone and they learned it from someone, and so on and so forth.

So, over time, an entire industry became locked into some extremely outdated thinking. Making money with those outdated ideas would be like trying to win the Daytona 500 in a Model T Ford- you may finish, but it won't be quick or easy!

They're usually stuck in one of two ruts- Buy properties retail and rent them out, or Buy "Junkers", fix them up and sell them. Today, in this report, you'll learn that there is an entire industry- **the house business**- besides those two that can make you a lot more money a lot easier.

Many people are convinced that the only way to make money in Real Estate is if you already have money, have great credit, and can afford to wait years for the properties to go up in value to make a profit. Far from it! It's outdated and dangerous thinking like that that will cause you to quit before you even get started! I'm going to dispel those myths for you here and now.

Add to that wrong thinking the fact that a lot of people get paid to tell you to do things the slow and dangerous way. Mortgage brokers and Realtors have a profit motive in telling you that you have to do business their way- not only is it what they've been taught for years, it's also how they make their money.

The end result is that most people firmly believe that you have to plunk down a big down payment and go down to the bank and beg them for a mortgage to buy Real Estate!

*That's crazy!*

What you need to do is change your mindset from being a Real Estate Investor to being a Real Estate Business Owner- a Real Estate Entrepreneur.

See, a business owner understands that unless your business is making money right now, it won't be in business long enough to make it to the big checks later. And if that business doesn't have a system for getting products and selling those products to customers, life is a struggle, and a chaotic mess. In fact, the owner doesn't own a business; he or she owns a job- and if you want a job, why buy one? They're free!

Let me ask you this, when Donald Trump decides to buy a new skyscraper, do you think he begs a bank for the money, takes 20% down of his own money and parks it there, and then signs his own name on the dotted line? No way! Then does he wait years to make a profit, waiting for the property to go up in value enough to have it make sense to sell it? NO!

He's a business man, with a business system for finding and buying Real Estate that works harder for him than he works for it. A system that doesn't require his money, his credit, or his personal liability. And do you think he fixes toilets or baby-sits tenants?

No he doesn't and you don't have to either.

My name is Jason Loucks. You may know me from my show, "Real Estate Investing for the Next Millennium," or from a conversation you've had with one of your friends about Real Estate, or from the tons of rave reviews about me on the internet.

I'm an ex-vitamin store clerk who understands what it's like to barely make a living trading hours for dollars. I was broke, and headed for bankruptcy, with more expenses than income and no idea how to fix that. I was a grown man with nothing but debts, still wondering what I wanted to do when I grew up.

See, **I believe in you even if you don't believe in yourself**, because I've been right where you are now!

I was working full time, *and* going to college full time, to learn to be a teacher. When I got my first job offer, I nearly cried!

It was *peanuts!* I was making more every year selling vitamins- and that wasn't even enough!

I knew I had to make a change. I saw an advertisement for an Investing seminar that said I could buy houses without money or credit, and that really caught my attention because I had neither. That one day was my first step- and it changed my whole life.

It cost \$500 that I didn't have. I had to borrow the money just to get in the door! But that went down a little easier, because a few weeks later, I closed my first Real Estate deal...

**And netted \$28,872.**

Nowadays, I still buy 3 or 4 houses per month, each and every month, and I make about \$25-30,000 each. I've done this over and over again since that first seminar, and never looked back.

I've had to create a system for buying and selling houses that could make regular, upfront paydays- cash now- or I couldn't afford to live long enough to get to my check! I also wanted to make enough long term wealth that I could retire early.

What I found out was that there are four things that were stopping me and every other Real Estate Investor I knew, and with that introduction, let me welcome you again to:

## **The 4 Things That Destroy Real Estate Careers, and What You Can Do To Guarantee They Never Happen to You**

### **1. CASH**

If you're still holding out that you need Money to make money, STOP READING NOW OR YOUR EXCUSE WILL BE BLOWN! It's simply not true. You believe that because you are listening to poor people tell you how to make money!

That's crazy!

If you're getting your money making advice from poor people, understand this- they are simply not qualified!

Making BIG money on a beautiful house (or even an ugly one) does NOT require any money- in many cases the Seller doesn't even expect it, and you should be all too happy to oblige him!

There are two ways to make money on houses without any money of yours. **The first way is: pay all cash!**

**It's a simple technique called a simultaneous closing.** You buy the house and sell it at the exact same time! Your profit is the difference between what you bought it for and what you sold it for, and it's a CASH profit to you the same day!

There are two ways to use this technique. Number one is an Option. We use Options to make Cash Profits from pretty houses with no risk. Number two is an Assignment of Contract, or a "Double Closing". Either will work, but you have to know what situation to use each of them in.

**The second way is debt take-over.** You simply agree to make the payments on a Sellers property until you can get them the price you agreed on. Then you install a resident in the property that pays you more each month than you pay the bank, who will eventually qualify for a loan and cash you and the Seller out. You profit in three major ways.

1. The difference between your Buyer's Down Payment and what you gave to the Seller. Nine times out of ten you'll be giving the Seller \$0, so that's a BIG profit for you right there!
2. The monthly payment difference (called "the spread"). That's monthly cashflow! It's the difference between what your buyer pays you and you pay your Seller each month.
3. The difference in Price between what you pay your Seller and you collect from your Buyer! This can be a HUGE paycheck!

In our business, there are no banks, no tenants, no down payments from us, none of that crap!

In fact, getting cash upfront from your deals is the focus here- because if you're not making enough money to pay your bills and then some, you won't be in the Real Estate business for long! We don't put money into a deal; we do a deal to make money! Isn't that the whole point?

## **2. CREDIT**

There's more than one way that using your credit to buy and sell houses will destroy you.

- a.** Banks will only lend you money for a few deals, and then they consider you a risk. That means you will only be able to buy a handful of properties before they shut you down. And when that happens, **YOU'RE OUT OF BUSINESS!**
- b.** You'll be building a "House of Cards". That's when an investor gets a few properties in their portfolio, and then something goes wrong- maybe a deadbeat tenant defaults, or the taxes go up and they become negative cash flows, it could be for a number of reasons.

But what happens then is that they learn the hard way that **BANKS CAN GO AFTER ALL OF YOUR POSSESSIONS TO GET PAID FOR YOUR DEBTS!** They can and will seize your other properties, and sometimes even your personal stuff, and sell it at auction to get paid.

This means that if even one of your properties falls behind, all of them are at risk!

- c.** Here's a baseball analogy for you- you can't steal in slow motion! If you have to wait weeks and probably even months for a committee to approve your deal, you'll have a hard time getting great deals, just because most sellers don't want to wait! On top of that, many of the houses that you can and will make **BIG** money on are in such bad condition that no bank will loan against them. You'll be cutting your profits down to 1/10<sup>th</sup> of where they should be if you have to wait for banks and their long drawn out loan processes.

## **3. TIME**

It may not happen right away, but at some point, the number of properties you have will hit a point where you are doing more maintenance and dealing with your tenants than you have time in the day! And when that happens, YOU'RE OUT OF BUSINESS!!

If you're not consistently adding properties to your portfolio you are not getting rich. It's as simple as that!

You MUST know how to properly Sell Real Estate to avoid being on the hook for the maintenance and repairs. That responsibility is put right where it should be- on the person living in the house! The free time you develop, once you have a System, will allow you to get richer and richer as time goes on, and you can add as many properties as you want to your portfolio WITHOUT ANY EXTRA TIME!

Otherwise, you'll be just like all the burned out landlords we buy properties from- disillusioned with the business, and convinced it just doesn't work.

With a system, you can build a Bottomless Stream of BIG Checks- with Beautiful Houses in Beautiful Neighborhoods, and with ugly houses, too- without cash, credit, or getting your hands dirty.

#### **4. LIABILITY**

Whether or not you like it, as soon as you own or control properties, you are at risk of getting sued. This applies whether it's your own house or a rental. If you think you have to do something wrong to get sued, think again!

Here's an interesting fact- each year from 1970 to 1990, there were 20,000 new lawyers each year. The third year the TV show "L.A. Law" was on the air, there were 220,000 new Lawyers that year alone!

That's over a decade's worth of new Lawyers in one year, and guess what- they're all looking for work.

Don't be their work- use the proper structures to own and sell Real Estate- and knowing how to buy properties without getting your name in public record is the number one ingredient!

*How do you think I got so smart?!*

See, I wasn't born with any magical Real Estate abilities; I just made a lot of mistakes, expensive and costly mistakes, and learned from them. The best part is, you can avoid making the same mistakes that I made, and you can skip the difficult and expensive learning curve I had to go through!

So did you learn a lot here today? I sure wish I had this information when I was first getting started! It would have saved me years of struggling, and added thousands or maybe even millions of dollars to my bottom line.

So I hope I've laid out how, **With a System for Buying and Selling Real Estate, you can:**

- Make BIG Checks- Often twice or three times from the same property!
- Make all the money you could ever spend from Real Estate WITHOUT TENANTS, and with NO REHABS!
- Get houses sold- before you buy them
- Create a Massive Business, and get Great Referral Business From Past Buyers and Sellers
- Make money dealing ONLY with people who want to deal with you- TOP quality Buyers, and Sellers- who don't begrudge you making a profit
- Build an empire without any money, no credit, very little time, and NO Liability!
- Create Big Cash flows
- Create Long Term Wealth Quickly

Long Term wealth is what we all want- a stream of income that works whether we work or not, right? So we can spend our time doing what we want, when we want, with who we want. But



without cash now, any business will be out of business, so we've got to build a stream of checks coming in before we worry about holding on to properties!

I know I always strive harder to get more business in the door when I can visualize my wife and I sitting on a tropical beach, sipping fruity drinks without a care in the world, and that's possible for me now because I've paid my dues and created a system for buying and selling Real Estate that works even when I don't!

Honestly, the best part of the business for me is helping people that deserve it. The Buyers are so happy that someone finally made it possible for them to own their own home! They thank me profusely and send me letters and cards thanking me for giving them the opportunity to buy a house- WHEN NO ONE ELSE COULD!

And, the Sellers are happy too. They get a fair price for their house, they get their debts off their backs immediately, and they can go on about their lives without worrying about that mortgage payment or vacant house.

It's a true win/win situation, and I make my profits by providing the expertise to put the two together- and so can you!

To learn more, visit [WWW.HomeFinancingOptions.Com](http://WWW.HomeFinancingOptions.Com) and check out the Fast Cash Quick Start Course.