

Investment Property Sales System

Wealth Horizons Academy | \$497

BECOME THE GO-TO INVESTMENT PROPERTY SPECIALIST

Real estate investors are the most loyal, most profitable client segment in the industry. Once you earn an investor's trust, they come back transaction after transaction — often for decades.

This system teaches you to find, serve and retain investor clients.

UNDERSTANDING THE INVESTOR MINDSET

Investors think in numbers. They care about: - Cap rate (Net Operating Income $\div$ Purchase Price) - Cash-on-cash return (Annual Cash Flow $\div$ Total Cash Invested) - GRM (Gross Rent Multiplier = Price $\div$ Annual Gross Rent) - Appreciation potential - Neighborhood trajectory

The Realtor who speaks this language wins the investor client.

KEY INVESTMENT METRICS (Master These)

Cap Rate

Formula: $\text{Net Operating Income} \div \text{Purchase Price} \times 100$ A \$200,000 property with \$14,000 NOI = 7% cap rate Good cap rate varies by market: 5-8% in competitive markets, 8-12%+ in emerging markets

Cash Flow Analysis

Gross Rent: \$1,800/month Vacancy (8%): -\$144 Management (10%): -\$180 Taxes: -\$200 Insurance: -\$100 Repairs (5%): -\$90 Mortgage P&I: -\$900 **Net Cash Flow: \$186/month = \$2,232/year**

Be able to run this analysis for any property instantly. Investors will test you.

FINDING INVESTOR LEADS

Where Investors Are

- Real estate investment clubs (REIA meetings)
- BiggerPockets.com community
- LinkedIn (search "real estate investor" + your city)
- Your existing database (ask who invests)
- Landlord associations
- Property management companies

Your Value Proposition to Investors

"I specialize in helping investors find properties that meet their specific return requirements. I have access to off-market deals, I understand investment analysis, and I have relationships with property managers and contractors who can help you build and maintain your portfolio."

THE INVESTMENT PROPERTY TRANSACTION

Finding Investment Deals

- Off-market through your network
- Expired listings with motivated sellers
- Probate properties
- Out-of-state owners (they often want to sell)
- Properties with deferred maintenance (price reduction opportunity)

Analyzing Properties for Investors

Always analyze before showing: - Run the numbers yourself first - Never show a deal that does not pencil out - Your credibility depends on bringing real opportunities, not wishful thinking

Negotiation Strategies for Investment Properties

Investors buy on math. Use data, not emotion: "Based on the income approach, and accounting for the deferred maintenance we identified during inspection, the adjusted value supports our offer price of..."

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