

# Creative finance

## With

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- You already have the warm lead from your marketing.(Cold calling, SMS Blast, Mailing)
- You have an offer price. (Put together from information received from seller and your underwriting)
- Figure out on the phone what does the seller really want? (Why do they want to retire what is going on in their lives)
- What are their pain points that we can work on relieving by offering creative financing on the property and` getting them what they need most.
- Point out how much they will be paying zsfchgkm kn x vvv in capital gains. (Do the quick math and calculate what 40-45% of the price they are asking and point out uncle sam will get that for doing nothing and there's no reason for that)
- First find out if they will take owner financing (Sell on terms)

## How do you ask-

- Don't say do you want to do "owner financing" Instead say would you be willing to do terms on that and they will likely ask what is that and now your in a conversation to explain the benefits they could receive.
- Explain to them the benefits of them playing the bank and stepping out of the landlord position and into the lender position and this helps them not only avoid capital gains but also continue to receive a monthly income as well as get the most amount for their property.
- Let them know that working with you is how they can have a high income and not get taxed on a large distribution of money that they need to reinvest into something when they can simply reinvest in their own business but no longer having to run it.
- The best part is that you are convincing them to invest in something that they already know and that they started themselves now you just have to let them know the differences and improvements you will be making to bring in better revenue further securing their "Investment"

## **Objections from the seller -**

- What happens if you stop paying or something happens to you? (This is my favorite objection because you get to reassure them that if you were to get hit by a car or abducted tomorrow they would not only receive the property back probably in better condition but also receive all down payments and monthly payments up to that point and then keep or resell the property again.)
- What happens if the property fails and something happens with the business. (This is where you reassure them that it has been a well run business under them bringing in a good income but with the plans and improvements you are planning on implementing that it will be worth more/bringing in a higher gross income.
- “I don't want to deal with a foreclosure” (This is why creative financing is great because with the many ways to structure the deal and PSA you are able to write in a clause to appeal the seller that says they will never have to deal with a foreclose because in the PSA it will state that after 31 days on no payment the property will be deeded back to you with no hassle or pain of foreclose.)