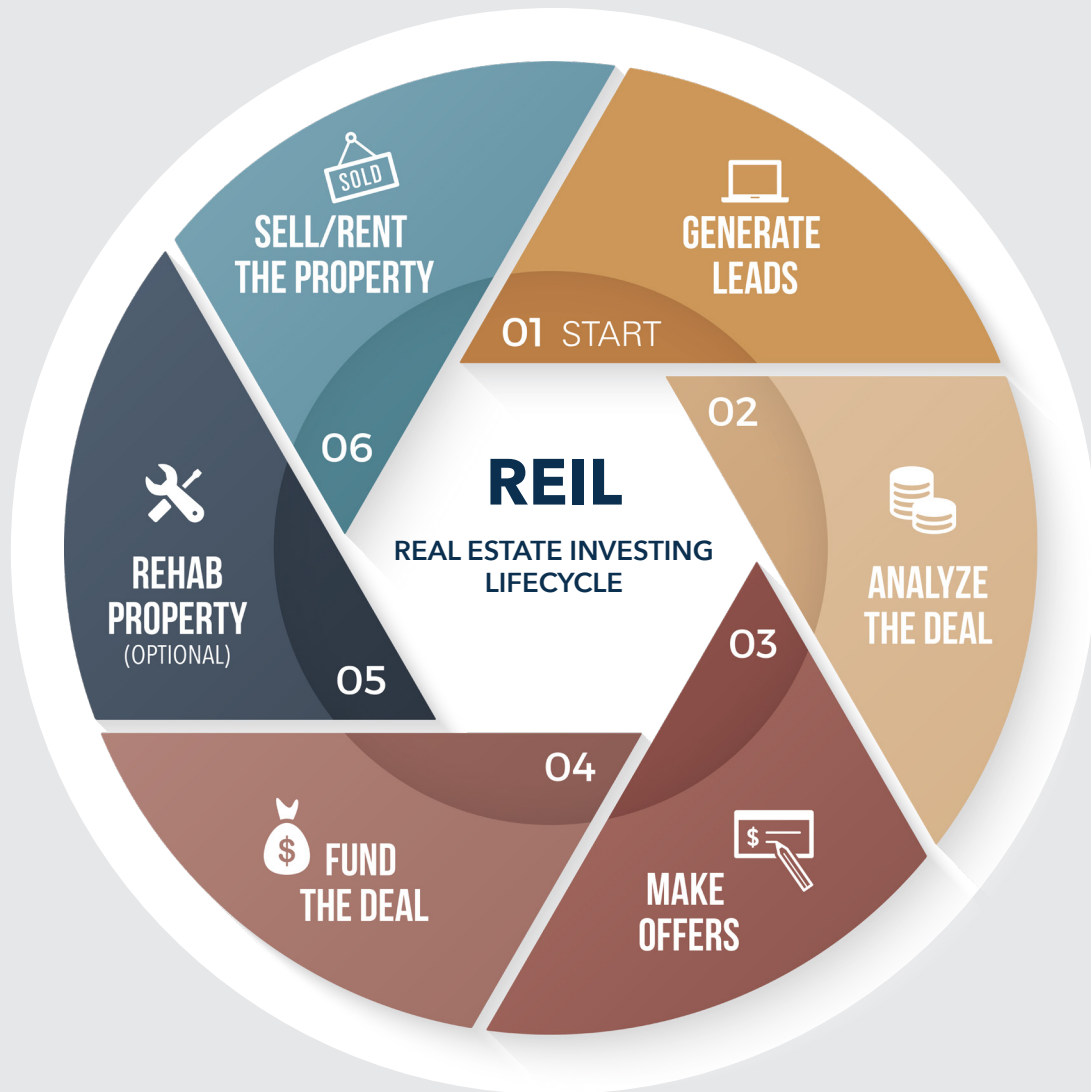




# REAL ESTATE INVESTING LIFECYCLE

The 6 Basic Steps To Successfully Complete  
A Real Estate Investing Transaction



Most real estate investors spend countless hours each week doing almost meaningless, non-revenue generating activities. The time you spend focused on **"The Real Estate Investing Lifecycle"** will yield much greater results as these 6 steps are "revenue generating activities".



# REIL

Follow These 6 Steps To Real Estate Investing Success!

PHASE 1: GET LEADS

PHASE 2: ACQUIRE PROPERTY

PHASE 3: PROFIT

	6 STEP	DESCRIPTION	TOOLS	INVESTOR MODELS		
01	<b>GENERATE LEADS</b>	Create front end marketing funnels to attract motivated sellers; Pre-qualify them by gathering information from the seller or listing agent.	Websites, Power Matching, Leadpipes, Direct Mail Engine, Moby, Email Engine, Seller Script, CRM, Lead Manager	FIX + FLIP	WHOLESALE	BUY + HOLD
02	<b>ANALYZE THE DEAL</b>	Pull comparables (Comps) from the neighborhood; Inspect the property and estimate repairs needed; Analyze the deal's potential profit using different buying and selling scenarios.	Comp Engine, FlipComp, Repair Estimator, Deal Analyzer			
03	<b>MAKE OFFERS</b>	Calculate your Maximum Allowable Offer (MAO), make offer to the seller or listing agent backed by repair estimates and comps, and sign contracts.	Paperless Office, Short Sale Package Generator, Smoothfax			
04	<b>FUND THE DEAL</b>	Line up funding for the deal using private money or more traditional methods (bank or your own money); Open and close escrow with title company/attorney and take ownership of the property. (If doing a wholesale assignment deal, find the buyer, and assign contract.)	Private Lender Websites, Private Lender Credibility Kit, Private Lender Leadpipe Leads, Paperless Office			
05	<b>REHAB PROPERTY</b> (OPTIONAL)	Generate the Scope of Work, hire contractors, get contracts signed, and manage the rehab process on the property; If double closing on a wholesale deal, skip this step.	Rehab Planner, CRM, Paperless Office, Smoothfax, Expense Tracker			
06	<b>SELL/RENT THE PROPERTY</b>	Generate back end marketing funnels to attract motivated buyers or renters; Negotiate offers with buyers or renters and sign contracts; Open and close escrow with title company/attorney OR start the Property Management Lifecycle.	Paperless Office, Workflow Manager, Power Linking, Smoothfax, CRM.			

## INVESTING MODELS

### FIX + FLIP

Buy property to rehab and resell for profit.

### WHOLESALE

Selling a contract or property to a buyer for profit.

### BUY + HOLD

Buy property and rent for monthly cash flow.