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## Forever Cash Real Estate Podcast 024

### **Grooming and Getting the Most out of Your Buyer's List**

*Hosted by: Jack and Michelle Bosch*

**Intro:** Are you ready to transform your financial future? Here's your chance to see inside the mindset of self-made millionaires, Jack and Michelle Bosch as they go back the curtain on secrets that can make you rich. Discover how everyday people are breaking the norms and building empires from the ground up using a little low yet proven and time-tested wealth building real estate strategies. It's my pleasure to welcome you to the [ForeverCash.com](https://ForeverCash.com) podcast and introduce you to our hosts, serial entrepreneurs, investors, educators and best-selling authors, Jack and Michelle Bosch. Strap yourself in for the ride of your life.

**Michelle:** Hello everyone. This is Michelle Bosch...

**Jack:** ...And Jack Bosch. And welcome to the Forever Cash Real Estate Investing Podcast. We're excited today to share with you... What subject are we going to talk about?

**Michelle:** I would actually love to talk a little bit more in-depth on the buyers list.

**Jack:** All right.

**Michelle:** Basically on how to segment that list, how to nurture that list and how to keep your buyers engaged to make sure that basically... Number one, they trust you and number two that they're ready to buy when you have something valuable to share with your list.

**Jack:** Wonderful, wonderful! That's one of my favorite subjects so let's get going. But before we get going, I want to quickly give everyone a reminder what the Forever Cash Real Estate Podcast is about. And it's about two things really. It's about tax delinquent real estate investing, tax delinquent land flipping, house flipping, tax liens, tax deeds... If you go to the first few podcast editions that



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we've done, they're all our main basic techniques that are being explained. And also, just as a thank you if you're new to this podcast, you can go to [ForeverCash.com/Freedom](https://ForeverCash.com/Freedom). Again, [ForeverCash.com/Freedom](https://ForeverCash.com/Freedom) and get a free course that we put together, an introductory course on the subject of tax delinquent real estate investing.

Tax delinquent real estate investing, just very simply, is real estate investing focusing on properties where the owners have not paid the property taxes. So you can do that the old traditional way by attending these tax lien and tax deed auctions or you can do it the advanced way, the cool way, the simple way. It's advanced but it's actually much easier and simpler and faster. The way we do it is by circumventing these auctions, going directly to the owners and buying similar properties for pennies on the dollar. So literally, land for \$400, \$200, \$100. I just got a message on Sunday from one of my students saying that he got his first free property.

**Michelle:** Woo-hoo!

**Jack:** Now, that's very exciting, yes. And so, that's what we do on the land side. On the house side, the same thing happens. You can buy houses for \$3,000, \$5,000 and flip them with a \$5, \$10 or even \$20, \$30, \$40 thousand dollar profit to a rehabber. So it's basically house wholesaling, but with focus on tax delinquent properties.

All right. So this is what we do. And since it's real estate, in real estate, the easiest way to sell something or in any kind of method for that matter if you are dealing with something, if you're buying and selling certain things, you want to have a buyers list. I mean, you want to have a buyers list even if you have a pizza restaurant.

**Michelle:** Uh-huh.

**Jack:** You want to have a list of customers in that case that come back to you again and again, like that you can invite when you have a special, when you have new



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year special, when you have a special dinner, when you have a special... whatever it is that you want to offer. When you have a special meal that you're offering, when you put up a promotion or something like that together, you want to have a list of customers that you can go back to and invite them to come back. I mean, it's the same thing if you have a pest control company. You want to have a list of customers or prospects that you can invite with specials and so on.

You can take that to the nth degree if you have a car repair shop. You might have a list of prospects, a list of people in the area that have cars that you want to invite to bring their car over to you over certain specials and bring them back and remind that you exist. So all of that is considered a buyers list. So a buyers list exists in across industries, but particularly in the real estate world, it's something that you definitely want to have. And it's not just something that you just build up and forget. It's something that you actually have to work with. It's actually something that you have to foster because there's a human...

**Michelle:** Yeah, and nurture.

**Jack:** And nurture because there's a human or humans behind the scenes.

**Michelle:** Yeah, and like you said, there are humans behind the scenes that are going to want to buy from you if they trust you like in anything else. People buy from people that they know and they trust. So you can't just have them if you are acquiring your buyer lead. It can't just be an opt-in, an e-mail. It actually... You have to treat this like there's a human behind there and you need to earn their trust. And you need to basically... whenever they do follow through on a transaction because you've presented a deal of tremendous value; you want the same contact with them. You want to basically walk them through and have done a lot of the leg work for them, because at the end of the day, these are the guys that are bringing the cash to the table and these are the guys that are making the deal possible and realizing...

**Jack:** Absolutely.



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**Michelle:** You know, materializing the profit.

**Jack:** And this again applies to all kinds of businesses and all kinds of... even real estate to the different kinds of businesses. One time, before we bought the house that we live in today; we were looking to buy a different house in a historic area of Phoenix, Arizona where we live.

**Michelle:** Uh-huh.

**Jack:** And we ended up working with one real estate agent there that literally dominated that market down there. And as I was thinking about what he was doing there, it became really clear that what he basically had done is he had built up a buyers list or in this case a sellers and buyers list...

**Michelle:** Yup.

**Jack:** ...Of all the people in the neighborhood that potentially over time would sell their properties. And so, he became the chosen person by almost everyone to sell a property. But not only that, he also built up a... in a sense, a waiting list or a list of people that wanted to buy in that beautiful historic neighborhood, and the way he did that is exactly how we're going to share just today. He basically... not only did he say when somebody came to him and says, "Hey, I'm looking for a house in the neighborhood," and then just dump them into a fish bowl or put them into an excel database or put them into his Outlook or so then forgot about them.

No, instead, he actually segmented his list, and that's something we're going to talk about in just a second. He basically asked the people, "What are you looking for? Are you looking for a three bedroom, two bath with a... on a big lot or a small lot? Are you looking for something? What's the square footage? What's the configuration? Should it have a pool and so on? So therefore, he knew that when a new product would come up on the market, that's how he dominated the market because his products, his houses would never sit on the market for very long...



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**Michelle:** Yeah.

**Jack:** ...Because he already had a list of potential buyers looking for exactly that...

**Michelle:** Before they even went on the market.

**Jack:** ...Before they even went on the market.

**Michelle:** Yeah.

**Jack:** So his houses, as a matter of fact, a lot of them didn't even go on the market. They would sell before they would get listed. He would even go to the degree that he would go to certain people that have certain houses that were perhaps not even ready to sell it in a moment.

**Michelle:** But there were two or three years in the house and they're...

**Jack:** But they're already a bunch of years in the house, exactly. And he talked to them and said like, "Hey, are you thinking about selling because I got somebody looking for exactly what you have?" And once they heard what this person is willing to offer or actually once they said like, "Yeah, depending on the price," they went back to the buyer and basically or potentially got a transaction done without the property ever hitting the MLS.

So that's really very artfully done on a small scale in one neighborhood by being able to know the buyers and the sellers. But really, without the buyers, he could have not pulled this off, because you can easily market to the sellers, and then get a bunch of houses on the market, on the listing. But a lot of real estate agents do that wrong. They just get a bunch of houses, and then they kind of like start from scratch. And when they start from scratch, they basically do an open house and a bunch of people come through.

They don't capture anyone of these people's information, and then they let them go home. And then somehow, somewhere in three months, somebody



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buys that house, and then they make a commission, and then they get the next house under contract, a listing under contract and they start from scratch. And when you have a buyers list, you do not have to start from scratch ever again because you already have people interested in what you have to offer.

**Michelle:** Uh-huh.

**Jack:** So that's basically the main premise of a buyers list. It's a list of potential buyers or repeat buyers of customers that want to buy more that you have, and then when something new comes up, when a new product, a new house, a new piece of land, a new piece of real estate comes up, you can just very simply offer that deal to the people that already raised their hand and said they want a... they're looking for exactly that. Now again, what Michelle said earlier on, we're going to talk about segmenting that list. So Michelle, you want to say a couple of sentences about that?

**Michelle:** Well, so once you have your buyer or you're advertising or you're doing paid traffic or whatever it is that you are doing, so now you have a name and possibly a phone number and an e-mail. And so once you have that, you want to start basically using that to basically nurture trust and also find out about what exactly this person is looking for. So either at the opt-in or right after the opt-in, I think it is very valuable to basically start segmenting the list based on either geographic area, price point of homes or the type of real estate that they're looking... land versus residential or commercial...

**Jack:** Or commercial.

**Michelle:** ...Etc.... So basically, having a process, some kind of a system where people raise their hands for certain things, for certain types of deals that you'll have, and in order for them to raise their hands, you'll have to basically survey them in some way, shape or form.

**Jack:** Right! And that is particularly important if you do a lot of deals. Now if you do one deal every quarter and you have 27 people on your buyers list, then this is



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not so important because then you just send an e-mail once a quarter to all of your buyers list. Actually, you should be sending in way more often than once a quarter, because after a quarter they won't even remember you anymore.

**Michelle:** Yeah, 90 days it's too long.

**Jack:** But we'll talk about that in a second, about frequency of communication. But if you do a deal once a quarter and you have 27 people on there, then it's okay to just send your new deal to everyone on there because it's not a worthy effort to segment them. But if you start having a lot of buyers or potential buyers in your buyers list and if you start doing or if you're doing a lot of deals that are different in kind. Say you do a million dollar deal and you do a hundred thousand dollar deal and you do a piece of land...

I mean, a million dollar house and a hundred thousand dollar house and a piece of land that's worth \$50,000 and it's in the outskirts of town and perhaps 40 acres or somewhere there. And then, perhaps you do an infill lot that's worth \$200 grand. Perhaps, you do a mobile home and so on, and you do them all in frequent succession to each other. You don't want to upset your buyers list with stuff that is irrelevant to them.

**Michelle:** Yeah.

**Jack:** And that's really... So because they're going to get like... They're going to get numb to your e-mails. So they're going to be like, "Yeah, this guy sends me stuff that are I'm not interested in." I told them particularly and if you ask them upfront what they're interested in when they basically... when you bring them to a website or perhaps you did advertising on Facebook or you did a banner advertising on a real estate website like [LandWatch.com](http://LandWatch.com) or so and you bring people over to your website, you should be capturing what ad they clicked on or what kind of property they're interested in, and perhaps even ask them a couple of questions.



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"What are you looking in? What state are you looking in?" if you're doing deals in multiple states. "What county are you looking in? What kind of property are you looking for?" And then, in your... what's called in autoresponder system, and there's many of them like iContact, Constant Contact, AWeber, 1ShoppingCart and so on. You can segment them based on the answers, so you can create multiple lists within...

**Michelle:** Like little... like buckets.

**Jack:** Like little buckets. Exactly, very good.

**Michelle:** Yeah.

**Jack:** That's a good way of looking at it. Little buckets that say, "This bucket... bucket A is only people interested in single family homes of under \$200,000." So if you get million dollar deals, there's no point sending that deal to those buyers because they won't even look at it.

**Michelle:** Uh-huh.

**Jack:** Now if you get a land deal, that won't make sense if you send it to them, but bucket B might be your people interested in land. And perhaps there's a bucket or somebody says, "I'm interested in anything," and then of course those people get every e-mail that you send out.

**Michelle:** Uh-huh.

**Jack:** So you can basically separate it out so that when you have a new deal, you don't bore three quarters of your list with stuff that they're not interested in.

**Michelle:** Another thing is that I think it's very crucial is that relevancy of what you are sending them, of the communication also builds trust.

**Jack:** Absolutely.



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**Michelle:** Otherwise, people start almost like feeling that your e-mail is offensive and they won't want to even open your e-mail.

**Jack:** Right.

**Michelle:** It could get to that point.

**Jack:** Right. And again, let me take exactly that point into the scenario of like, if you're a realtor, that might not matter that much, because at the end of the day you know that there's always these kind of inspections that are going to be happening and there's all this... and these guys are under supervision of the Department of Real Estate and there's another realtor on the other side.

And so, even if your realtor is not the bet realtor, there's still some checks and balances in place put in by the government and so on to make sure that everyone does the right things and you don't buy something that you shouldn't be buying. There are certain rules and even the standard state contract helps you be protected and so on. But if you do this... Particularly, if you are just a real estate wholesaler, like an investor type person that flips land, flips houses, you are perceived by your potential customers as somebody who potentially could rip them off.

Now that doesn't mean you do. You might be the most honest person in the world here, but you potentially might be selling them a lemon so they don't naturally trust you. And therefore, what you want to do is exactly what Michelle said. You want to build trust. And you want to build trust, number one, by relevancy of what you send them. So if a buyer or a potential buyer prospect comes to you and says, "I'm looking for only houses under \$200,000," and you send them land or commercial and million dollar houses, they're going to be like, "Now, this is not what I'm looking for."

And they're going to say... On the bottom of your e-mail, they're going to say unsubscribe and they're gone. And the entire effort of getting that person is gone with the wind. But if you are following these rules and if you are giving



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them what they ask, then every single e-mail is actually going to give them more trust. Because they'll see, "Hey, this person gives me exactly what I'm looking for. Wow! This person actually has a deal a week? Wow! They're really professional and it looks like these deals are selling very quickly.

**Michelle:** Uh-huh.

**Jack:** I mean, I'm really going to look at these deals the moment they come in because it seems like I really got to act quickly to get a really cool deal here because they really know what they're doing."

**Michelle:** Uh-huh.

**Jack:** And isn't that a better position in than being the guy that bombards them with e-mails where they're like, "Oh, man. Another one and it's not relevant to what I'm actually looking for."

**Michelle:** Yeah.

**Jack:** So that's very important.

**Michelle:** Yeah, another thing that just came to thought is that... So once you have that person's contact information and you know because you've surveyed them in some way shape or form, or segmented and put them into a specific bucket... If you know what bucket they're in, you want to probably start your relationship by communicating something relevant to that bucket or to that specific area of the market that they're interested so that they get to know you a little bit more, and they know that you know what's going on in the area that they're focusing on.

**Jack:** Right. You could do a market report.

**Michelle:** Yeah.

**Jack:** You can do even little tips and tricks of rehabbing a house because if you're a wholesaler and you're selling to rehabbers, not every rehabber is very, very



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experienced. I mean, you might have repeat buyers that buy every house in a certain neighborhood in a certain price range and they know what they're doing. But I'm sure every once in a while; you're going to sell a house to somebody who... that is their first deal. They just went through a course. Perhaps, they went to a boot camp in some way. They learned how to do real estate.

And now, they want to do the first thing and they want to rehab the first house, and they've chosen you as one of the possible people to buy it from. So the more you can show them and help them, for giving them hints and tips on how to do things in a cheaper way... For example, if you know that there's a certain store in town where real estate investors gets a great discount, well, send an e-mail to the people that rehab, that use that kind of material. Perhaps, it's a cheap tile and you won't use it in a million dollar house, but you will use it in \$150,000 house.

And so you go and say, "Hey, if you're a rehabber, I just found this resource. You can get your tile for \$0.89 or for \$0.64 a square foot. And it's a really cool tile and it's a really good, neutral looking tile, and all of a sudden you have established yourself as not only a wholesaler, but also somebody that helps them save money, and now they love you even more. But no matter what you do, there's a process that you need to follow to actually build the trust from the people in the beginning.

So it's almost like an onboarding process. All right. Like if you ever started with a new company as a new employee, if that was a good company, then they should have had an onboarding process, which in some cases are several weeks of training and some companies are just that you shuttle somebody for a little bit. And in some places, you don't have that. You just get thrown to the wolves. But that happens too obviously.

As a matter of fact, most companies don't have an onboarding process. But the good ones do, and that's why they're the good ones, and that's why they're probably more successful. So you want to think about it as bringing your prospect into you with a sequence of e-mails that has two purposes. Number



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one, it has the purpose that they don't forget about you right away. And number two, it has what Michelle said.

**Michelle:** Trust, basically.

**Jack:** Trust, exactly, that you build trust with it. Those are the two key pieces. So when somebody signs up right now, particularly if you don't do a deal a week or a deal a day or something like that. But if you do like a deal every two months, you don't want that person to come in, opt in to your website, give you their e-mail address and name and perhaps even telephone number, and then have nothing to send to them for the next two months until your next deal comes along.

Because let me ask you, how many times did you go on a website spree? Basically, when you Google something, you went to ten different websites. Perhaps, you really felt strongly about something. You gave your e-mail address five times, and then you close all these windows, and half an hour later you don't even remember what the website names were that you went to.

Now perhaps you have great memory and you do remember, but I certainly don't all the time. So that's exactly what the people do to you when they come to your website. They gave you their name and e-mail address, but probably that same day, it's because they are looking to get on a bunch of buyers list. They're probably giving their name and e-mail address to seven other wholesalers or to seven others real estate websites in the country.

And if you don't follow up with them and put them on an onboarding sequence, they will instantly forget who you are. And if then two months later, you send them an e-mail, it's spam to them. They might open it because they might still be looking for houses but if not, they're just going to send it to the spam folder or they open it and say it's spam in the bottom because they don't remember ever having signed up with you.

So first goal is make them know you. Make them understand. Make them remember you. So for example, our land selling website is called



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[SunnyLand.com](http://SunnyLand.com). If you go over to [SunnyLand.com](http://SunnyLand.com) and you put in your name and e-mail address to get our newsletter and to get discounts and to get special offers, what happens is you get instantly an e-mail, and then you get I believe for the next seven to ten days, you get one e-mail a day.

**Michelle:** Yup.

**Jack:** And these are actually not necessarily deal e-mails because these are prescheduled e-mails that everyone that comes in and gives us their name and e-mail address gets.

**Michelle:** We are basically educating people on land and how to basically look at land as a very profitable investment whether it will be to wholesale or to hold on to long term or to sell with seller financing. So we're already teaching them a little bit about land.

**Jack:** We're teaching them about land...

**Michelle:** About septic tanks. I mean, everything that has to do with land pretty much.

**Jack:** ...And why investing in land is a great idea.

**Michelle:** Yeah.

**Jack:** Where they can make money with land because a lot of people have been trained not to invest in land because they think it's expensive and they think it doesn't cash flow and so on and so forth. Well, we're showing them that if they buy our land at a discount, they can turn around and sell it for more again and do what we do and sell with seller financing and make land cash flow. But if they want to build on it, we give them tips on how to build a septic system, how to do research on those things. So in other words, we're grooming our buyers to become better buyers.

**Michelle:** Uh-huh.



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**Jack:** And we're also positioning ourselves as the experts that are trustworthy. Because I mean, obviously how many people...? How often have you gone on a website and saw a piece of land or a house and just said, "Hey, I'll buy this?" You want... Nobody does that, because it could be that this house or this piece of land doesn't even exist. It could be that you ended up on a scam website and they just want to take your money and never going to deliver anything.

There's lots of plenty of scams out there on the internet. So you want to set yourself apart from those and build that trust and set yourself up as an expert. And you do that by seven to ten days sending a daily e-mail, and then you ease up on them and you perhaps send an e-mail out every two or three days. But, you have accomplished two things in that moment.

Number one, if they get an e-mail from you for seven to ten days every single day, by day five they know who you are. They will recognize your e-mail address. They will recognize your website name. They will recognize that you are a land or a house wholesaler or a real estate agent or whatever you are. They will remember you. And all of a sudden, any future e-mails that come in will have a recognition effect and they will not go into the spam folder and they will not opt out, but they will take a look at them because you have established yourself already as a trustworthy partner to them.

And number two is you have... I already said it, the recognition effect. And number two, you did a trust sequence where they now say, "Oh well, this guy seems to know what they're doing. They seem to be for real." And we actually put our phone numbers into some of these e-mails too, so that actually people know we don't hide behind our website.

**Michelle:** Uh-huh.

**Jack:** As a matter of fact, our phone number is a big fact on our website too, so people know we don't hide behind them where we put them into the e-mails too. So, that's easy for people to contact us, because if you have a deal, do you want people to contact you and buy the deal from you?



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**Michelle:** Absolutely.

**Jack:** Absolutely, right? So you're going to put this on.

**Michelle:** So now that say you have done all these things and people aren't bored and they're in your list and they're basically excited to open your e-mail when you send them an e-mail... So how do you qualify if you could speak to them? I mean, do you wait until a person has actually bought? Or do you prequalify in some way, shape or form prior in terms of knowing whether they will actually bring cash to the table? I mean, it depends.

**Jack:** It depends on what you have to offer. I mean, if you're a real estate agent, you probably don't want to drive everyone around town without them having at least a prequalification. So basically, if you do this as a real estate agent, build up a buyers list of people interested in one particular hot area, then before you show them some houses and meet them at a property into a showing and so on, you probably want them to get a financial prequalification which you can do on a whole bunch with financial brokers or your local bank pretty much for free, and which gives them a picture of what you probably are going to be qualifying for in terms of a loan.

**Michelle:** Uh-huh.

**Jack:** If you do this on... We don't prequalify our people at all because we basically put them into these pockets. And if we have a piece of land in Arizona and the people have been interested in Arizona, they're going to get... We want to have a special on that deal. If they have the money for the down payment, we sell it to them.

**Michelle:** Yeah.

**Jack:** As long as they have the money for the down payment, they can make the monthly payments; we are going to sell to them. We do no prequalifying, no



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credit checks, none of those things, because foreclosure, if we have to, is very, very simple and easy in Arizona.

**Michelle:** Uh-huh.

**Jack:** It's not our business model, but it's something that we can do if we have to.

**Michelle:** Now, another thing that I wanted to also touch upon is when we do wholesale homes, what we do have already handy for example is we do a lot of the legwork. We already have a title company handy, the escrow person and their contact information already handy, photos of the property, comps, all the numbers figured out, so that when we actually engage in a conversation with the buyer other than just on an e-mail or them getting an e-mail, they can again continue to build on that confidence and on that trust...

**Jack:** Right.

**Michelle:** ...And that we are very trustworthy partner to go through with this transaction.

**Jack:** As a matter of fact, we and you should do the same thing. We are putting with you... I mean, you, the listener to the podcast. You should put all these pieces of information and the pictures on your website.

**Michelle:** Yeah.

**Jack:** Because you don't want to deal with tire kickers. Basically, in your buyers list, there's going to be very serious people in there. There are going to be people with a lot of cash that can just write the check and there's going to be a bunch of tire kickers in there too. They're just newbies, beginners, people that just don't know yet how to do this and they're just in the information gathering stage and nothing wrong with that because they can become a great real estate investor down the road and learn how to get these deals done with no money and so on.



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But one of the things to prequalify them in that world if you're a house wholesaler is you just got to make sure that before you sign a contract with somebody, but that's subject to another podcast, you actually have them show you that they have the cash, because typically a cash wholesaler only sells with cash. And when you wholesale with cash-only, the buyer has to have that cash, whether it's his cash or whether he brings a commitment from a hard money lender for that cash. Either way, you only want to put that thing on a contract and lock it up before that happens.

But you can communicate that in your e-mails to your buyers list, and in the website you can say, "Cash offers only," and/or.... Yeah, cash offers only, and then a proof of funds is to be required with your offer. And then basically, people know that if they want to make an offer, they need to provide proof of funds and show that they have the cash to buy this property.

So it's very similar. As a real estate agent, you ask them to be prequalified. If you wholesale houses, you ask them to have proof of funds. And if you do seller financing on the cheap land like we do, when you buy a piece of property for \$1,000 and you sell it for \$10,000... I mean, even if they only have \$200 down and make \$100 a month payment, we're not worried about that, because if they make eight payments we got all our money for the deal back, and then everything else is profit. And if they don't, we can foreclose very quickly. And so therefore, we're not terribly worried about that. But the buyers list itself doesn't necessarily have to be qualified, but when they make an offer, it needs to be a qualified offer.

**Michelle:** Yeah, exactly. And then, one last thing that I wanted to mention is... So now you have an offer, and you opened escrow, and please just don't forget about it. Absolutely not. When you open escrow, it's even more important to maintain that communication with your buyer, with the title company, with the escrow agent. Make sure that you are involved as well, that you get a copy of whatever the title commitment schedule be to make sure that there's a clean title that if anything does come up, that you can basically assist in the transaction in



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brainstorming and figuring out how to fix whatever... creating a cloud on the title or...

**Jack:** Absolutely. Because also again, it goes all along with everything we've said. You want to position yourself as the expert. You want to position yourself as the professional. And therefore, you want to make sure that deal goes through. I mean, just for simple financial reasons, you want to make sure that deal goes through. And if you're dealing with a buyer that perhaps is a little bit more of a newbie, you might have to jump in more than with the repeat buyer that knows exactly what they're doing and help that person complete the sale.

Help them to make sure he has all those documents together. Help him to make sure he has all the financing if he needs hard money financing lined up. You might even put them together with a hard money lender as part of your service. You might offer that with your dealers and say "Okay, if you need hard money, here are my resources. Hey, and you might even make that into another cash flow source for you because you might get a kickback from the lender when somebody uses their services based on a recommendation from you. So that's another income source for you that you could potentially utilize.

But bottom line is you want to be involved because if the deal falls through, guess what? It goes off. You don't get paid. And if the deal falls through 20 days into it and you have your house only on the contract for 30 days, now you've got 10 days left to close on that thing, and all of a sudden a smooth transaction becomes stress.

**Michelle:** You're going to have back up offers but...

**Jack:** There's going to be back up offers and so on. But again this is part of you becoming the expert and working with your buyers list such that they walk away from that deal thinking, "Wow, these guys really know what they're doing. And I can't wait to buy my next deal from them."

**Michelle:** And that they refer you to others.



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**Jack:** And that they refer you to others because that's how your buyers list grows particularly. From one good buyer to the next good buyer to the next good buyer, and then all of a sudden you have a ton of really good buyers and your property sells within a matter of minutes literally. I'm not exaggerating. It goes in a matter of minutes. All right. So that's...

**Michelle:** That's all I had to say.

**Jack:** That's all we had to say about right now. But the buyers list, how to groom them, it's really important. I'm excited for you to do that. It's very simple. Use those autoresponders there where you can prewrite your e-mails and schedule them out for like the day that they opt in, the day after they opt in, two days after they opt in, three days after they opt in. You can preschedule this entire thing such that these e-mails go out without you having to think about them. It's all 100% automated.

**Michelle:** Yeah, leveraging technology. Absolutely.

**Jack:** Leveraging technology. All right. Well, thank you very much.

**Michelle:** Thank you.

**Jack:** Again, what I wanted to mention again is if you liked our podcast, then go to iTunes and please leave us a review. There's two ways to actually rate us. One is just one to five stars, and of course five stars is what we would love. I mean, if you need to give us less, then be honest. Give us what you want to give us.

And then, there's also the ability for you to actually write a little blurb and show people what you like about our podcast and you can do one or both. And you can also refer to other people. Share the [ForeverCash.com/Podcast](https://ForeverCash.com/Podcast) page. Share that on Facebook. Share it on Instagram. Share it on YouTube. Share it around by e-mail to your friends because we want to spread the word about these tax delinquent real estate investing methods and about real estate investing because real estate is really, really cool.



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**Michelle:** Also, the free gift.

**Jack:** Free gift. Okay, let me repeat it again. The free gift is the tax delinquent real estate course. You can get that at [Forevercash.com/Freedom](http://Forevercash.com/Freedom). And again, the podcast with the podcast notes and all of those things is at [ForeverCash.com/Podcast](http://ForeverCash.com/Podcast).

**Michelle:** Oh my gosh! And the seminar next week.

**Jack:** All right. Yes, yes, yes, it's very short term. But already next weekend, we are coming up. I mean, this podcast is released right now in August of 2015. So right now, next weekend on August 21st to the 23rd of 2015, we have a live event coming up in Phoenix Arizona where we share in much more detail our five different tax delinquent real estate investing techniques, including the land flipping, the house flipping, tax lien, tax deeds and even another one where you go for them over.

We're going to encompass them all into a three-day event. Well, literally, you walk out of there with a tool belt of those five tools so that when you come across a deal where the owners haven't paid property taxes, you know exactly what to do with that no matter which way it comes to you.

We believe it's one of the... We have been told that it's one of the greatest events people have gone to. They said it's... Again and again and again, our students tell us that it's a great event. You can go to the website, [ForeverCash.com/PodcastLiveTickets](http://ForeverCash.com/PodcastLiveTickets) to get a 70% discount on the ticket price. So again, [ForeverCash.com/PodcastLiveTickets](http://ForeverCash.com/PodcastLiveTickets).

And even if you listen to this after August 23rd, still go there because we have another event coming up just a couple of three months later on and you can still get tickets also at a discounted rate for that one. So whether you miss this one or not, go to [ForeverCash.com/PodcastLiveTickets](http://ForeverCash.com/PodcastLiveTickets), and as a gift to you, as a thank you to you for listening to the podcast, we give you our tickets for 70% less than what the general public pays. All right?



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**Michelle:** That is all I had. Thank you.

**Jack:** All right, wonderful. So, thank you very much.

**Michelle:** Thank you!

**Jack:** And you have a wonderful rest of the week.

**Outro:** Thanks for listening to the Forever Cash Freedom Podcast. Subscribe now for future content-packed episodes on how to push the ejector seat on your financial hamster wheel and discover our radical way to freedom and wealth through cutting-edge real estate investing strategies. To learn more about living the "Forever Cash" lifestyle, investing smartly and becoming financially free, visit [www.ForeverCashFreedom.com](http://www.ForeverCashFreedom.com) to claim your free "Forever Cash" Starter Kit today!