



*The Foreclosure Mind Seminar - Saturday, September 10, 2022
Clarion Inn & Suites - 5829 Grand National Drive, Orlando, FL*

I. The Transformation—Why Do You Want To Build Wealth?

- a. Financial freedom and security
- b. More control to work when, and as much as, you want
- c. More time for your family

II. How Do You Build Wealth?

- a. There is roadmap and a big part of wealth-building involves owning income-producing assets
- b. All the wealth-building experts agree that real estate should be part of the plan
- c. Rental properties are income-producing real estate assets.
- d. Homes in foreclosure present a great opportunity to buy income-producing assets from distressed owners

III. My Friend, Ernesto—A Case Study In Wealth-Building

- a. Crisis=danger + opportunity
- b. After 2008 crash, Ernesto bought foreclosures
- c. Now: owns over 60 income-producing properties, set for life
- d. Fast forward to 2022
 - i. More distressed purchase opportunities
 - ii. Hot market due for correction, recession looming
 - iii. Pandemic forbearance plans coming due
 - iv. Long-dormant non-performing mortgage owners resurfacing to collect
- e. You can repeat Ernesto's formula to build wealth through a real estate empire

IV. How Do You Succeed In Buying Foreclosures?

- a. There will be much competition and you need to set yourself apart from the pack of everyone else trying to buy the same properties
- b. Two main elements to buying foreclosures that you need to master:
 - i. Understanding the Foreclosure Mind—how to communicate and connect with distressed homeowners to build trust and rapport.
 - ii. Understanding the foreclosure legal system and how the case affects the deal you may pursue so that you can determine whether to buy it and how much to pay, or walk away

V. The Foreclosure Mind Program On September 10:



- a. CPC will help you master the two elements of buying foreclosures—the Foreclosure Mind and legal system
 - i. The Mind of the Distressed Homeowner
 - 1. Understand why they won't likely be ready to sell to anyone when you encounter them, what will make them ready to sell, and how to help them get ready and want to sell to you
 - 2. How to build empathy, trust and rapport so that they'll want to sell to you (even for a lower price than the competition offers)
 - 3. How to effectively listen and find the pain points you can address to reach win-win deals
 - 4. Messaging and communication skills that will make you rise above the competition
 - ii. What You Need to Know About the Foreclosure Legal System
 - 1. The life cycle of a foreclosure, what you need to know about the case to determine which properties are worth pursuing and which opportunities will be a waste of your time and resources
 - 2. How to read online court records, cut through the "legalese" and understand the legal factors affecting the deal you make
 - 3. The differences between buying foreclosures through a private sale and bidding at a court auction and the pros/cons for each method
 - 4. How to help homeowners legally delay foreclosures and court sales to keep you in play to buy the home before it's lost (and how to avoid legal trouble to you for getting too involved in the process)
- b. Other expert presenters to help you complete the journey to building wealth through buying income-producing assets:
 - i. Eric Shulman—honest, effective sales techniques to build trust and rapport with distressed homeowners to make them want to sell to you
 - ii. Gail Gates—learn how to find foreclosure opportunities through public court records and create a powerful, targeted direct mail campaign to touch prospects and get them to call you
 - iii. Faceless Marketing—will show why contacting distressed homeowners isn't enough and why you need an in-bound marketing and branding campaign to help motivated sellers find you
 - iv. Jackie Jackson—will teach you about tax deed sales--another distressed real estate purchase opportunity you can use alongside buying foreclosures
 - v. Steve Goldhersz—how to get out of your own way, unlock the power of your mind and the behaviors you need to build a real estate empire like he did—through creative financing techniques and no-money down deals