

Storytelling Marketing

Inner-Circle Breakout Session



Copyright Notices

Copyright © Real Estate Money, LLC. All rights reserved. The original licensed purchaser of these materials is authorized to use all business and marketing tools in this kit for personal use only. These are copyrighted consulting materials.

Any unauthorized transfer of license, use, photocopying or distribution of these materials to anyone else other than the licensed client/purchaser is prohibited and will be prosecuted to the full extent of the law.

Published by Real Estate Money, LLC.

Legal Notices

This publication is intended to provide accurate and authoritative information with regard to the subject matter covered. It is offered with the understanding that neither the publisher nor the author is engaged in rendering legal, tax or other professional services. If legal, tax or other expert assistance is required; the services of a competent professional should be sought.

From a Declaration of Principles jointly adopted by a committee of the American Bar Association and a committee of Publishers and Associations

This book is intended for instructional purposes only. Every effort has been made to reflect the applicable laws as of the date of the publication of this book. However, this is a dynamic field of endeavor in which new laws are enacted, old laws revised and/or reinterpreted on a continuing basis and where statutes, rulings and precedential case law are constantly changing. Readers are advised to proceed with the techniques described herein with caution. Neither the author, printers, licensees nor distributors make any warranties express or implied about the merchantability or fitness for any particular use of this product.

Earning Disclaimer

OUR LAWYERS INSIST WE MAKE THE FOLLOWING DISCLAIMER below, which in essence says that WE CAN NOT GUARANTEE YOUR SUCCESS, and the results presented in this course are not typical, which means that you may make little or NO MONEY AT ALL with this program. Individual results will vary greatly and in accordance to your input, determination, hard work, your finances, knowledge, various other skills, and ability to follow directions. Please read below.

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THIS COURSE MATERIALS. EXAMPLES ARE NOT TO BE INTERPRETED AS A **PROMISE OR GUARANTEE** OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME"

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS. MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. AN AVERAGE USER MAKES NO MONEY WITH THIS PROGRAM. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

REAL ESTATE INVESTING AND FORECLOSURE BUSINESSES
AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS
INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING
DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR
PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH
THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT
LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES OFFERED BY REAL ESTATE MONEY, LLC/MARKO RUBEL ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION. USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS.

YOU AGREE THAT OUR COMPANY IS NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY OUR COMPANY PRODUCTS OR SERVICES.

Compliance with Law

SINCE LAWS ARE CONSTANTLY CHANGING YOU MUST CONSULT WITH YOUR OWN ATTORNEY TO DETERMINE THE TECHNIQUES, PROCESSES AND IDEAS PRESENTED IN THESE COURSE MATERIALS ARE LEGAL, AND IN COMPLIANCE WITH YOUR LOCAL REAL ESTATE LAWS, FORECLOSURE LAWS, AND OTHER LAWS.

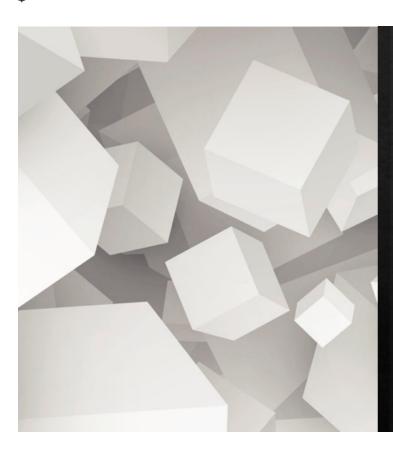
IT IS YOUR OBLIGATION TO INVESTIGATE ALL OF THESE LAWS OR REGULATIONS, AND TO ENSURE THAT ANY IDEAS, WEBSITES OR SERVICES OFFERED BY REAL ESTATE MONEY, LLC COMPLY WITH THOSE, AND ANY OTHER LAWS.



Immer Circle Break-out

Ernie Hobbs Tullahoma, Tennessee

The Marketing Story ...



Welcome!

New Inner Circle Students
Continuing Inner Circle Students

Agenda:

- 1. Congratulations!
- 2. Spouses Perspective
- 3. Take Massive Action
- 4. Marketing Story

NOTES:		



INOTES.			
-			





Hobbs

- ✓ Married Six Years Both Previously Divorced
- √ Teacher; 5th Grade Math
- √ We Are Grandparents!
- ✓ Previous Banking Experience
- √I Was Skeptical



NOTES:		



NOTES:			

Just About Killed The Business ...

- ▶ Ernie's Father Getting Sick & Passing Away
- Ernie's Mother Was Diagnosed With Dementia
- Ernie's Sister Moved In With Us And Cancer Was Found
- ▶ Estranged Children

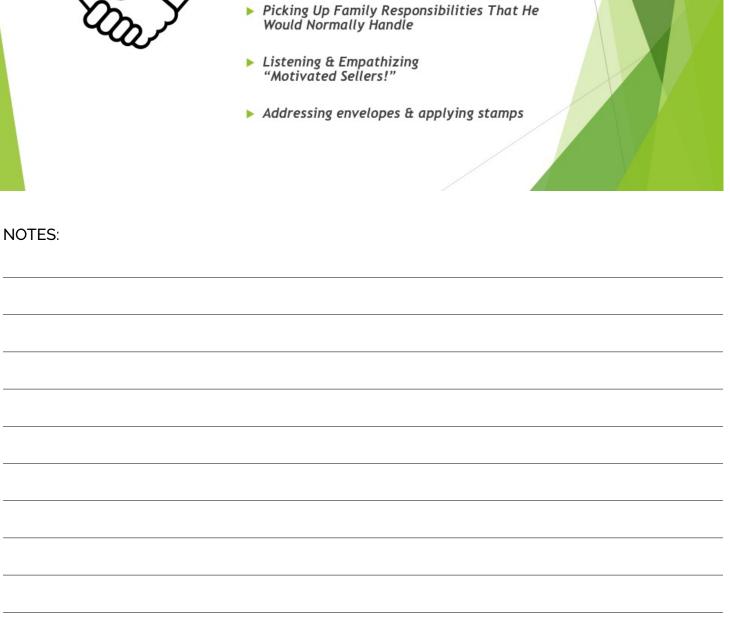


NOTES:			

My Support



- Trusting His Judgment & Passion
- Sacrificing A Few Saturdays & Some Family Time



What NOT To Do ...

- NO Negativity Napoleon Hill, "A Negative Mind Never Produces a Positive Life"
- Do NOT Encourage Other Businesses (FOCUS)
- Try not to Interfere With Phone Calls & "Business Hours" (Discipline)
- Do NOT Discourage Attending Seminars (Re-Energizes)



NOTES:	





NOTES:		



Marketing Push!

Bandit Signs (Be Careful)

Facebook; Buy, Sell, & Trade

Thrifty Nickel; Exchange; Small Newspapers

Call Landlords / Ads (Eviction Moratorium)

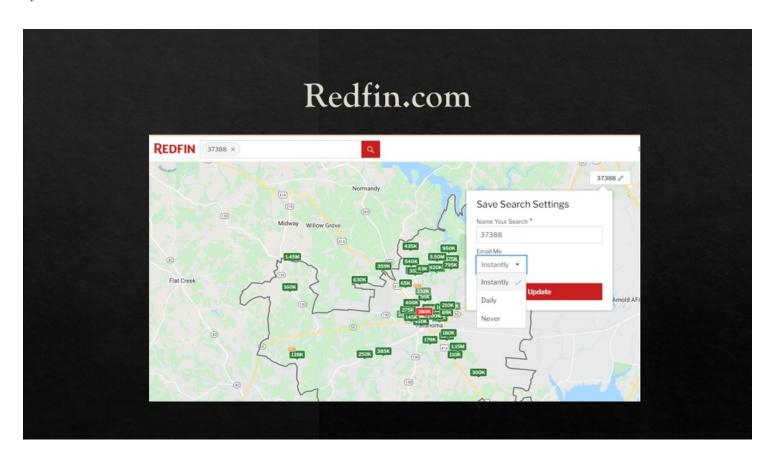
Drive Neighborhoods - Look for tall grass/trash

Ask For Referrals (Finder's Fee)

RedFin.com - (Set Up Searches)

Direct Mail - Engineering Letters (STAMPS)

NOTES:			

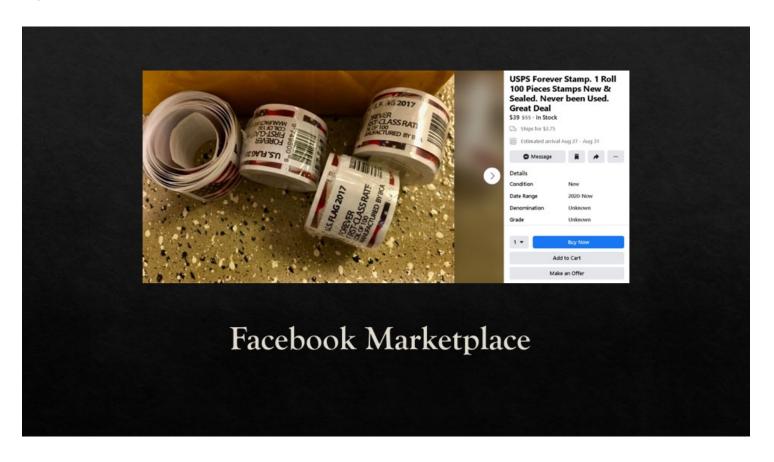


NOTES:		

NOTES:		



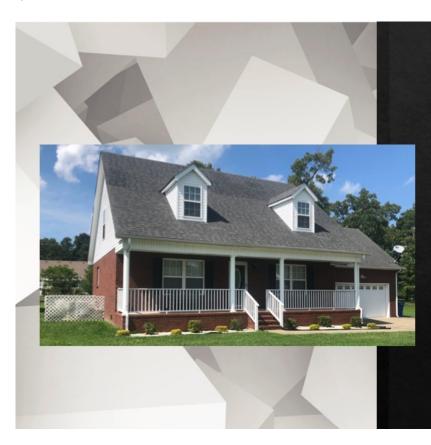
NOTES:			



NOTES:			



NOTES.		



Marketing Story - Why do we need this?

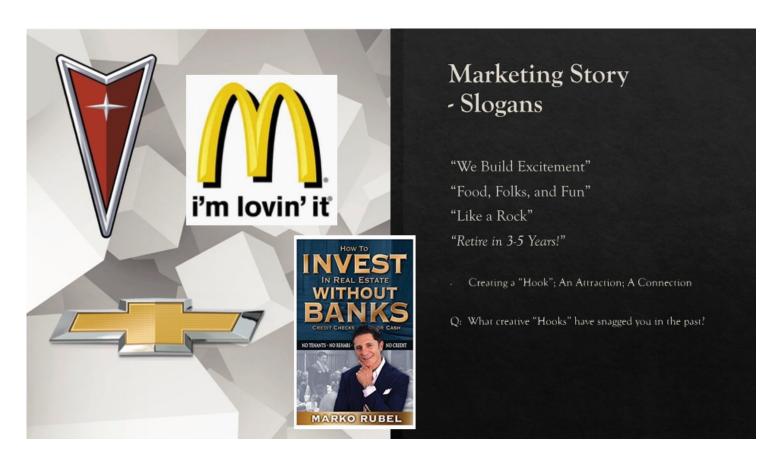
Foundation to Success Connection Equals Sales

Emotional Attraction Needed

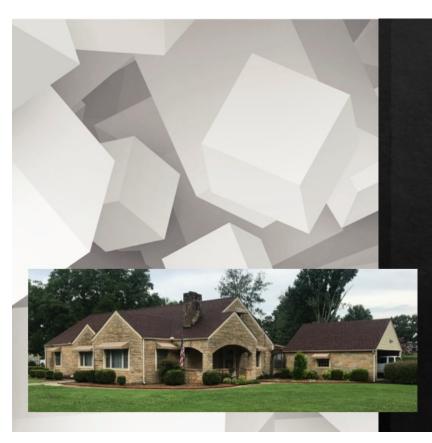
"Feel Good Moment"

Elevator Speech

Waive your hands if you want to learn how I do my marketing story



NOTES:			



Our Story

Shark Investor

We Want The Equity From House

Rent It To Us!

Let Us Take Over Your Loan Pmts

We're Going To Sell It for Market Value

Our Profit Will Be Bigger Than Yours

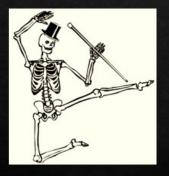
NO!!

We Create The Narrative/Attraction

Q: Before Marko, who of you could do Subject To - or even Lease Option?

NOTES:		

Real Estate Services



We Are a SERVICE Company, and We HELP Homeowners Like Yourself, Throughout Your Area, SELL Their House in 10 Days or Less By BUYING It ...

"Skeleton" of our Marketing Story





NOTES:			

Ernie's Spiel

Mr. Seller, our company has connections with relocation companies and large corporations in the area. These companies are bringing employees and executives into the area who need homes. What we have found, Mr. Seller, is that most of the time, these folks cannot buy houses immediately when they come into our area because they are waiting for a house to sell, saving for a down payment, or may not have been with the company long enough to qualify for a mortgage.

So, Mr. Seller, what we do is buy homes in the local area. We do all of the clean up, fix-up work (if they need it); then we will contract with these employees and executives and put them into our homes until they are ready to buy.

The advantage to you, Mr. Seller, is that we can close quickly with you – usually 7-10 days; take the house as-is; we don't charge any commissions or fees; and you can choose your move out date.

I realize it's a different way of buying and selling, but it is usually a win/win for all of those involved ... the best part is you would be dealing with a company that is A+ rated with the Better Business Bureau. So we are known to do what we say we are going to do.





NOTES:		





Ernie's Spiel (Part 1)

Mr. Seller, our company has connections with relocation companies and large corporations in the area. These companies are bringing employees and executives into the area who need homes. What we have found, Mr. Seller, is that most of the time, these folks cannot buy houses immediately when they come into our area because they are waiting for a house to sell, saving for a down payment, or may not have been with the company long enough to qualify for a mortgage.

Q: What are our connections with these companies?

NOTES.			

Ernie's Spiel (Part 2)

So, Mr. Seller, what we do is buy homes in the local area. We do all of the clean up, fix-up work (if they need it); then we will contract with these employees and executives and put them into our homes until they are ready to buy.

Q: What is the attraction to this paragraph?



NOTES:		



Ernie's Spiel (Part 3)

The advantage to you, Mr. Seller, is that we can close quickly with you – usually 7-10 days; take the house as-is – we'll do the cleanup, fixup work; we don't charge any commissions or fees; and you can choose your moving day!

Q: What advantages do we bring to the marketplace?

—	

Ernie's Spiel (Part 4)

I realize it's a different way of buying and selling, but it is usually a win/win for all of those involved ... the best part is you would be dealing with a company that is A+ rated with the Better Business Bureau. So, we are known to do what we say we are going to do.

(People like helping people and they like a win/win)





NOTES.			



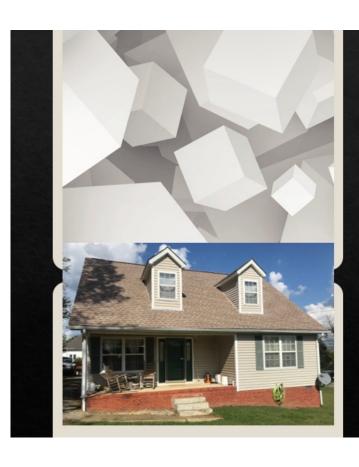
NOTES:		



NOTES:			



NOTES:			

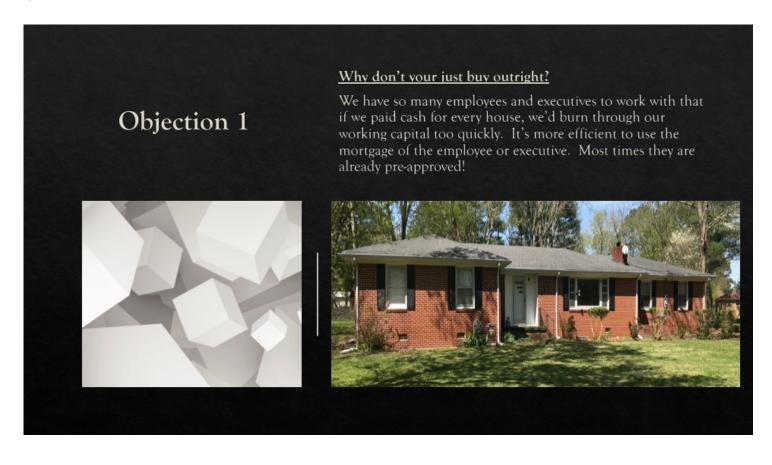


How's This Tie In?

Key Point: What you say in your spiel, ties into your appointments, closing(s), and beyond

Sets up your ability to answer objections later ...

NOTES:			

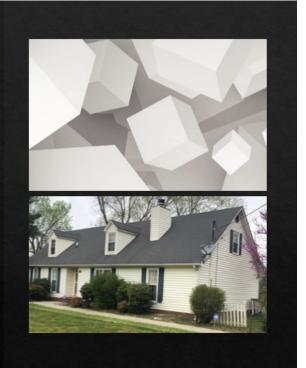


NOTES:		

Objection 2

Maybe I should just list with a Realtor ...

That's your choice, but remember, we can close much faster than a realtor (usually 7-10 days); we also don't charge commissions or fees like a realtor; and the best part is you choose your moving day – you tell us when to take possession!



NOTES.	



** Got This One Off of Redfin.com

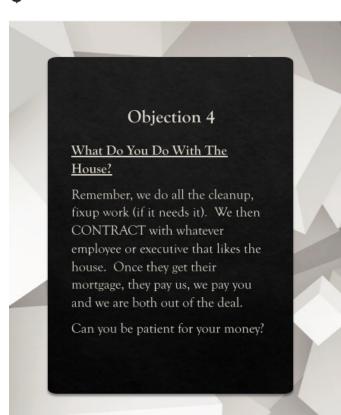
NOTES:

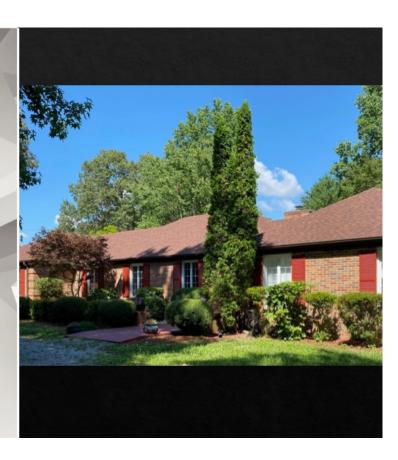
Objection 3

Other Investors/People are Making Offers ...

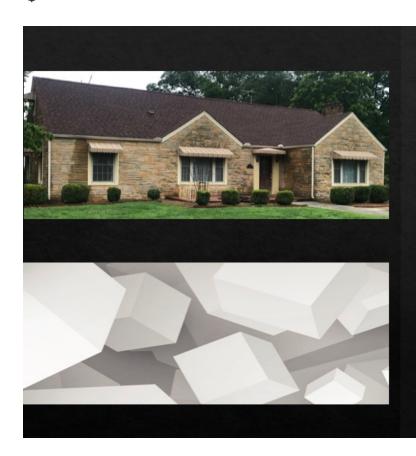
Obviously, you want the best deal for you and your family. However, are they an individual or a company? If individual, will they be able to following through. If a company, are they rated by the BBB.org? We have a long track record of doing this business and an A+ rating with the BBB. That alone should give attraction to doing business with us!

NOTE: Randy shared with us on a recent IC call that Zillow closed their house buying division. Open door is charging fees commissions deducted from the offer price.





NOTES:		



Objection 5

The Way You Buy Sounds Different ...

Yeah, I admitted that when we first started talking that the method we use is different. Our culture tends to say to use a realtor when one sells his her house. However, the process has become too complex and expensive. We have streamlined the process by closing in 7-10 days, charging NO commissions or fees, and giving you the freedom to move when you're ready. I don't know of any realtor who can do what we do.

NOTE: 900 West Main St; Decherd, TN Realtors LOVE paperwork ... Offer alone was 22 pages!!!

—	

Objection 6

When Will I Get My Money?

Mr. Seller, you receive your check when I get my check. We never know who they are sending to us; most times, these folks are pre-approved and it's a quick transaction. Sometimes, the employee or executive is waiting for a house to sell and they need time before they can buy.

Rest assured, we want this to sell as soon as possible so we can get paid - AND get you paid!

We cannot guarantee the timeframe WHEN we can pay, but we can guarantee that you WILL get paid.



NOTES:			



Objection 7

(Seller Calls Months Down The Road) – When Will I Get Paid? Do Your Folks Have Their Mortgage Yet?

Mr. Seller, you receive your check when I get my check. We are working with the employee/executive to make sure they get their mortgage as soon as possible.

Rest assured, we want this to sell as soon as possible so we can get paid - AND get you paid!



NOTES:			



NOTES:		

Next Trivia: Two Years after doing Marko's program, how many deals did I do?

A - 10

B - 26

C - 32

D - 54

OTES:	

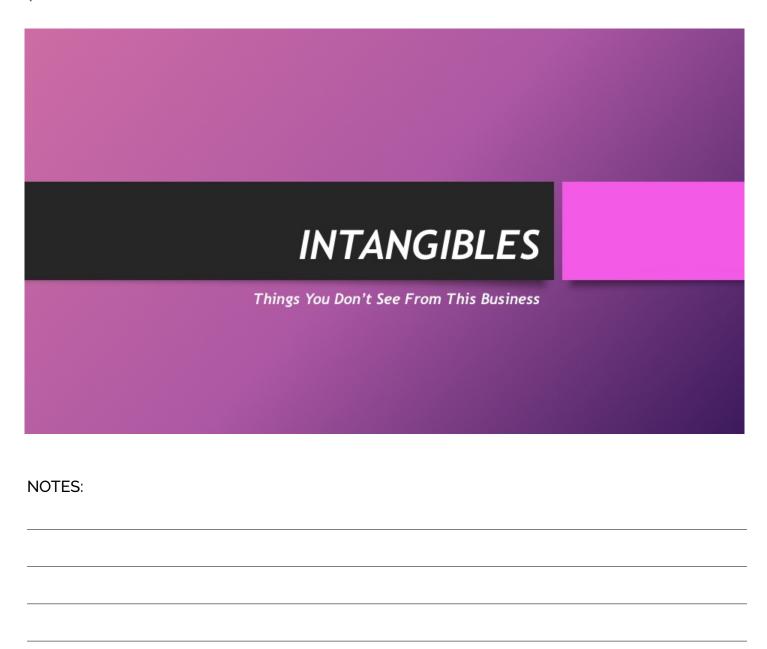
Two Years after doing Marko's program, how many deals did I do?

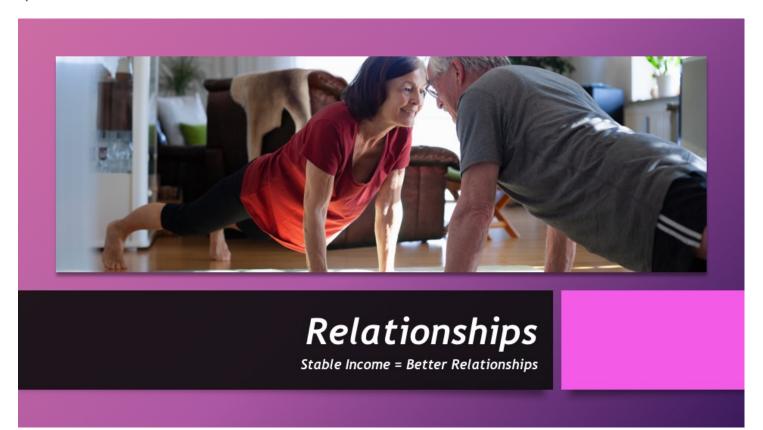
Answer:

B - 26

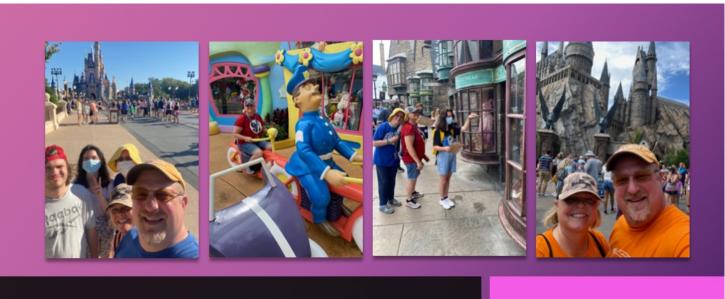
Consistency / Persistency

NOTES:			





NOTES:			



Relationships

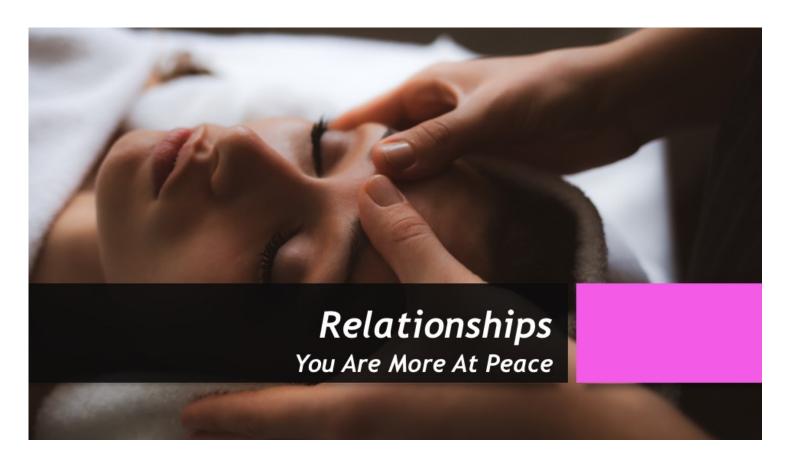
Vacations Are Better

NOTES:		



Relationships Memories Are Bigger

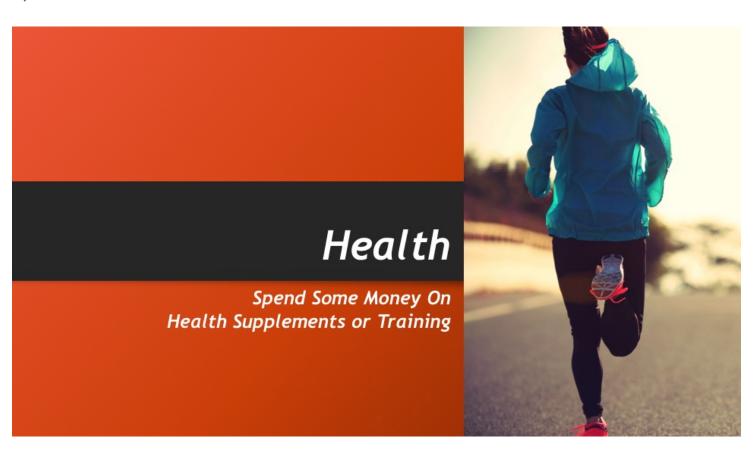
NOTES:			



NOTES:			



NOTES:			



NOTES:			



NOTES:		



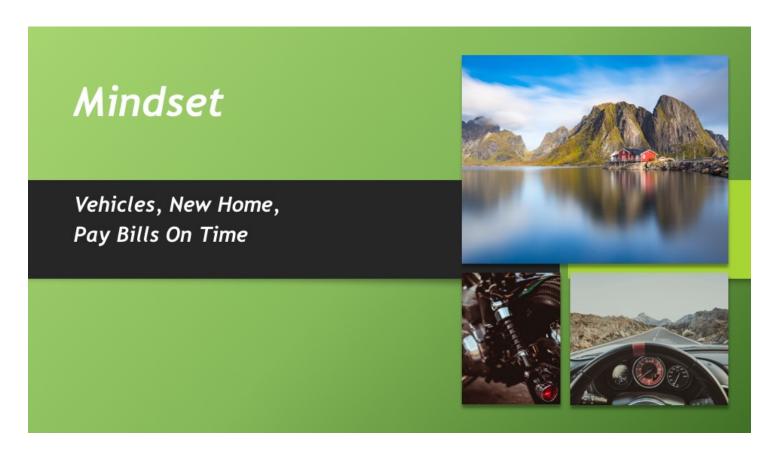
NOTES:					
· · · · · · · · · · · · · · · · · · ·	·	·	· · · · · · · · · · · · · · · · · · ·	·	



NOTES:	



NOTES:		



INOTES.			
-			



NOTES:			



Mindset College Cost Story

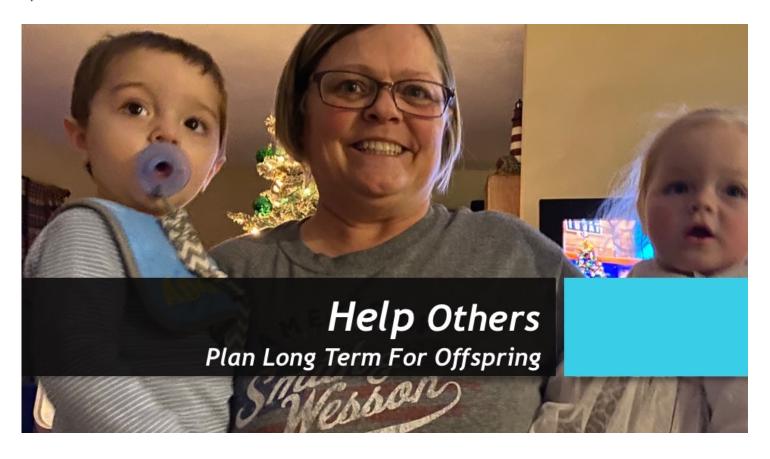
NOTES:			



NOTES.		



NOTES:			



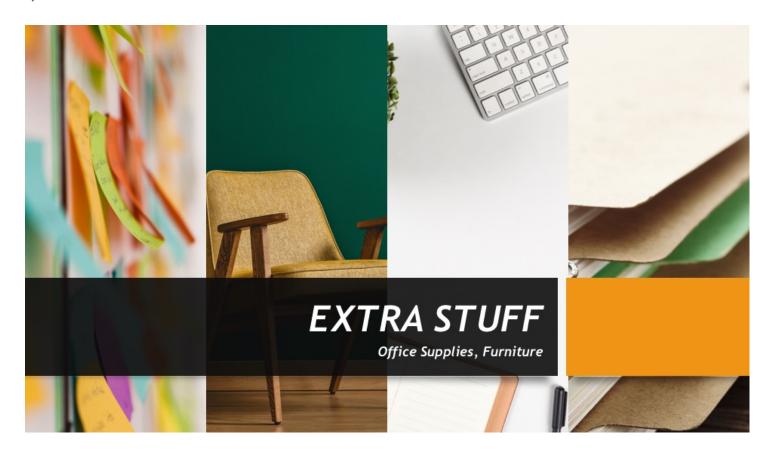
NOTES:		



NOTES:		



NOTES:		



NOTES:		



NOTES:			



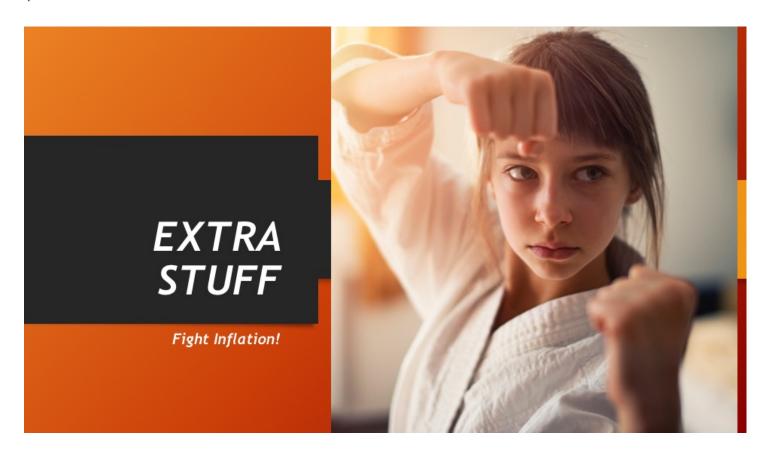
NOTES:		



EXTRA STUFF

People Begin To Seek You Out

NOTES:			



INOTES:	



NOTES:		

PLEASE!

Give Feedback to Jill or Marko about this presentation

JillJ@markorubel.com

NOTES:			