



THE *TRUTH* ABOUT THE GUARANTEED SALE PROGRAM



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INTRODUCTION

There is no better feeling than dominating your market and the phone ringing off the hook with sellers that just want to list with you. It's almost surreal.

Imagine going out on a listing appointment and the seller is treating you like a celebrity. They can't believe it's actually you, in the flesh in their living room. There's no question you are getting this listing.....the only question is what do *you want to charge*.

It might sound crazy but, that is what you can experience in your market in less time than you would ever dream possible.

I've played a significant role in 100's of agents growth to the top of their market by sharing what I am going to share with you in this document. For years agents would fly in to little ol' Lawton Oklahoma and I'd drive them around town showing them the billboards, over 150 active listings, my team and office, and exactly how I went from a nobody to controlling 14% market share selling over 530 homes in a single year.

Those same agents went back and modeled what they saw and often times with some coaching we could replicate that success for them in their markets. I never actually documented this process until recently.....and I've never shared it until recently. If you are a marketer and want to build a business I welcome you to join my private group on facebook where I spend a lot of time helping agents - for free. It's a group of bad asses and you can find it here.



Now let's get to the good stuff.

You probably know an agent in your marketplace that is advertising a *Guaranteed Sale Program*. *You're probably also wondering how they are able to offer such a seemingly risky program. Or maybe you would really like to know if it works? Am I right?*

At minimum you want to know how to get the phone to ring off the hook with "ready to act" sellers that want to list their home with you. Ya feel me?

My first response when someone told me about using this Guaranteed Sale Program in my marketing was simple. *"There's no way I'd be able to offer that." That was my belief. So for almost a year I watched some of my friends from around the country explode their businesses by adding this marketing program their personal brands.*

I originally heard about this program from an old ERA franchisee. At the time I didn't quite understand how it worked and I definitely didn't think I could ever offer something like that. About a year after I had heard about this program I had decided to visit a top agent that I had known for a few years who was offering it in his market. **He was closing 20-25 transactions every month and I wanted to see it for myself.**

It wasn't until he explained, in great detail, his step by step program that I began to see how it could be possible for me to run this in my market even though I wasn't financially capable of buying these houses myself. Please understand that I am not suggesting you go run this program. I am going to explain the principles behind why some marketing works and some don't so you can decide if it is right for you.

The First Listing from the Guaranteed Sale

Then it happened. I walked into the office, coming back from a listing appointment, and my secretary tore a message from the message pad and it had a name, address and all it said was “guaranteed sale”.

So I backed up and asked, Hey? What did this person want? She said “They called and asked about the guaranteed sale.” So I say “Well what did you tell them?” She said. “I told them I’d have you call them back to discuss how it works”.

Instantly I felt a little numb. How was I going to explain this program to them? So I get on the phone and call them back.

This is going to sound crazy, but this is what happened - No BS.




Me: *Yes this is Jay Kinder and I was calling you back about you wanting to sell your home. When are you planning on moving?*

Seller: *We are moving to Denver in about two months. My husband just took a job there.*

Me: *Okay great, when would be a good time for me to see your home?*

Seller: *How about tomorrow around 5:00.*

Me: *Great, then I will see you tomorrow at 5:00 at 7209 Maple.* 

As I hung up the phone I let out a sigh of relief.....she didn't even ask about the guaranteed sale.

I went to the house, they listed it, and never said a damn word about the guaranteed sale program. *I couldn't believe it.*

It didn't always happen this way, but I was shocked at how many people would call me and never even bring up the Guaranteed Sale Program. I'm going to break down this little marketing phenomenon for you in this report a little later.

Over the next few months my phones rang off the hook. Some days I'd be going on 4-5 listing appointments and some days I'd have as many as 7 of those little blue messages from my secretary with the names of sellers, their addresses, and my new favorite phrase. **Re:** *guaranteed sale*

My business exploded to 367 units

My business exploded. Over the course of that year I went from 110 transactions to 233 and to 367 the next year. That kind of growth creates all sorts of problems in your life you never see coming, but I'll save that for another time.

Now, 12 years later, my business runs without me and cranked out 267 transactions last year and over \$220k in profits without me ever going to the office. We built a business and *we did it with an understanding about marketing, what works, and how to get the maximum results from the same money we were already spending in marketing.*

Much of the success I'm going to share with you in this report is thanks to a guru by the name of Jay Abraham.

Jay is a dear friend and very, very expensive mentor responsible for creating billions of dollars in profits for the companies he has worked with over the years. He's a business building icon. He changed my life Sol I'm about to share with you the secret top agents don't want you to know about the Guaranteed Sale Program and I'm also going to share with you how you can offer this program, without any risk, in your own market. You'll have to quiet down that little voice in your head to really *hear what I am going to tell you.*



Even though I am financially capable to buy any home today with my guarantee, I wasn't able to do so when I first started using the program. That's one of the secrets you are going to learn how to legally and ethically do after reading this report.

What you are about to learn related to marketing is going to change your paradigm. This isn't just a report about the guaranteed sale program, I'm also going to teach you a very valuable marketing lesson that will unlock your ability to duplicate the kind of results that I've had with the Guaranteed Sale in several other areas of your business through marketing.

I'm going to give you a full disclaimer first. The information on how to run this program has been pretty safely guarded by the "mega agents" that run them across the country so I'm probably going to get some hate mail for sharing this. I must add that running a program like this isn't for everyone and it has one MAJOR flaw in my opinion. I'll explain shortly. Keep reading.

WHY DOES THE GUARANTEED SALE WORK?

Before I tell you how it's done, let me teach you why it works. My belief is that the more you understand about marketing the more you will be able to identify ways to apply this to your business and the more value you will get out of taking the time to read this report.

Before sitting down and reluctantly deciding to write this report I pulled together a list of P & L's from my real estate business over the past 16 years. I'm pretty sure that I missed some expenses here and there and some might not be "appropriately allocated" but here's what I have spent since I really started tracking the results of marketing.

\$2,034,478.45 in marketing

Over the years that's how much I've spent in marketing, just in my real estate business. That investment has garnered over **17.2 million in commissions.**

Let me tell you.....most of those benjamins were wasted marketing that didn't work.

Billboards that didn't work, postcards that didn't work, novelty items that didn't work, sponsorships and ads in school magazines, wrapped vehicles.. etc.....the list goes on and on.

Some things worked REALLY well and most BOMBED.

There is a marketing principle you need to internalize. It's the *power of optimization*. *Before you go engineer new breakthroughs in your business you must optimize what you are already doing. You can get 5,10, or even 21 times the result with the same marketing dollar or less if you understand this principle.*



Yes that means 21 times more phone calls from your signs, 21 times more leads from your web site, 21 times more people who say yes to meet with you, 21 time more in commissions from your advertising efforts, 21 times more from every dollar you are already spending in your business..

Would you like me to tell you HOW? Of course you would!

Marketing Principle #1: Tracking and Measuring ROI

Let me guess. You have spent your fair share of dollars on marketing and business getting ideas that didn't work too?

Over the years, having consulted thousands of real estate agents, there is one quote related to marketing that I've repeated over and over and over. This is the first rule you must follow if you don't want to throw thousands of hard earned dollars down the drain.

"If you can't afford to put the tools in place to measure and track your results then you can't afford to spend money marketing"

Depending on the medium, there are mechanisms that will allow you to track the exact results of your marketing. I'm going to give you a short list of tools we currently use so you can do your due diligence.

Hubspot :: This is the most expensive but holy grail of marketing software

Infusionsoft: This is for heavyweights that get technology-it runs all of businesses

Google Analytics: This is the best way to track the traffic to all of your web sites

Teletracker.net : This has been a longstanding tool we use for tracking multiple telephone numbers

Moneytree: We use this for tracking all of our lead generation and follow up. It's become our universal go-to CRM.

.
We've created several tracking documents that help us to keep track of all dollars spent and return on investment. Those are available to members. Our most popular are the Quad Track and KPI Tracker documents. I've added those documents to the facebook group for you.



There's no faster way to spend all of your money than to invest in ANY marketing without the ability to accurately track the results and determine the return on investment.

Finance textbooks try to make this difficult, but recently I read an article in INC. magazine that explains a much simpler way to figure your Return on Investment (ROI). Most Fortune 500 marketing VPs look at the *revenue to cost ratio*.

So if the cost of your marketing is \$1,000 and you earn a commission of \$5,000 from that investment that's a 5X ROI or \$4,000 net profit.

When I do public speaking gigs I often will ask the room what they would consider a good return in the stock market today. Most of them say somewhere between 8-10%. So if you put \$10,000 in the market you'd be happy to get \$11,000 after a YEAR. Think about that for a minute.

Most of the marketing I've done will get a minimum 400% return AND once you learn the next principle you will learn how to turn over that investment four times a every. That's a 1,200% ROI. This is how you grow exponentially.

Marketing Principle #2: Cash Conversion Cycle

This is by far the biggest mistake most real estate agents make when they start investing in any type of marketing for their business. Your cash conversion cycle is the time it takes for your investment to breakeven..

Have you ever started doing something in your business and it was working but then for some unknown reason, you stop doing it?

Yeah, me too!

This strange phenomenon can be explained, and prevented, by understanding your *Cash Conversion Cycle*.

Let me tell you about the most memorable marketing mistake I've made to illustrate this point.

Several years ago, still in my 20's, my business was rocking! My Guarantee was on billboards, radio, and many other large mediums. It was time for me to move up to the "Big Leagues". I wanted to be on TV. I had about \$108,000 in my business operating account and felt no threat in a rather large spend on TV.

The TV station must have known that I was an idiot. They presented me with a very special package that had my commercial on during the news, good morning America, and pretty much any time you turn on your TV. The cost? \$15,480 per month. After I picked myself up off the floor and did some negotiating, I ended up with a \$10,000 a month package with all the key times included.

Disclaimer: If you EVER do TV or Radio you have to contact me. This is the fastest way to burn through a ton of cash. I've learned the way to do TV and radio for much less money than you might imagine and it can work extremely well. If you contact your radio and TV stations and try to work with them just know that you will get your head ripped off.

Yeah, back to the story. So in my mind I had committed to \$10,000 a month. What I did not figure was how long it would take to get to breakeven.

Let me tell you something. If you run \$10,000 in TV in Lawton Oklahoma you are going to be a damn local celebrity. With the right message.....it works. Almost instantly the phone was ringing. This is just people who told me TV was the reason they called.

March	6 listings
April	12 listings
May	12 listings
June	16 listings
July	14 listings
August	8 listings
September	10 listings
October	9 listings

So that's 87 listings and roughly \$326,250 in revenue! (if all sold and closed)

It was a smashing success. No question that it was working. Hell, I was going on 35-40 listing appointments a month for 6 months in a row. The crazy thing was that TV actually amplified all my other marketing. More people responded to billboards, radio, print, and everything else. Everything got a "lift".

There's another principle embedded in that last comment. Worth jotting down.

So what did I do?

I freaked out and stopped the train in August. Why? What kind of crazy stupid do you have to be to stop this? It was obviously working, RIGHT?

Here's the lesson. When I committed, mentally, to \$10,000/month with \$108,000 in the bank I didn't consider the Cash Conversion Cycle. In my mind it was going to pay for itself. The real question I didn't ask was WHEN will it pay for itself. From March to June I hadn't closed one deal from TV. Several were under contract but none closed.

The days on the market at the time was averaging 129 days. So four months in.....while I'm out on appointment after appointment after appointment, my bank account was steadily dropping. I looked at it one day it was close to \$48,000. I had also made a couple of hires to assist with this madness so it wasn't just the cost of TV that was draining my cash. It was the people I needed to support it as well.

By the time August rolled around I was around \$35,000 in my account and I freaked out. I called and tried to cancel my TV and then had second thoughts. My closings for the month were looking strong so I held off.

By October I had invested \$80,000 in TV and two key staff that was added cost me about \$22,000. So \$102,000 had been invested and with less than 15 closings my back account was much lower than I expected and lower than I was comfortable with going into the winter months.

So what really happened?

The breakeven was at month 8. I had invested \$80,000 dollars out of my \$108,000 in core capital into TV and invested \$22,000 in additional salaries that created the illusion that I was losing money.

The reality was that the breakeven on the TV investment was at 8 months. The problem was that **I used my operating capital to fund growth.**

What I should have done was funded growth through credit or had the additional cash to invest on top of my two months operating cash. The cash conversion cycle for TV was 8 months.

If you can't light a match to the equivalent of your cash conversion cycle then you should consider stacking more cash.

Over the next couple of months more listings kept pouring in and my listings from TV continued to close. For over two years people called me and said. "I see you all the time on TV". The reality was that they had seen it a long time ago.

TV was one of the most profitable marketing campaigns I'd ever ran and brought in over \$480,000 in revenue that otherwise wouldn't have been there.

Marketing Principle #3: Right Things, Right Order

Now that you are thinking from the mindset of Return on Investment and Cash Conversion Cycle you are probably wondering what might how to decide where to invest your money since you don't actually have results that you can count on to make a decision.

Here are the questions you should be asking before you invest in any marketing?

What is lowest cost?

What is the highest return?

What has the quickest cash conversion cycle?

What is the easiest to execute with my current resources?

Do I have or can I acquire the skills necessary to execute this plan?

What is the most scalable and predictable?

Let me give you an example. You want to consider what the upfront and ongoing costs are to execute the marketing, how much you expect to get as a return on that investment and how long it will take. The last two questions relate to how hard it will be to execute it and is this something you can turn on and create a steady flow of new business to you?

Marketing Principle #4: Reach & Frequency

First and foremost, nearly all of your advertising should be direct response, which we will discuss in the next marketing principle.

That being said.....

Reach and frequency are two elements of advertising that most likely have torpedoed your marketing results.

Frequency is simply the optimum number of exposure opportunities required to effectively convey the advertising message to the desired target market. And reach is the number of people who see that marketing message.

For example, if you mail a postcard to your neighborhood once this month that will reach all 500 in the neighborhood with a frequency score of 1. Don't be surprised if you don't get a phone call from this campaign.

If you mail something once a quarter you won't get a call.

If you mail something once a month you might get a call.

If you mail them for 21 weeks in a row they won't be able to think of anyone but you when it comes to real estate.

You get the picture.

How I garnered 48% market share in Pecan Valley

In the neighborhood that I live in the reach and frequency worked to my advantage and led to a ridiculously high 48% market share. We have a mastermind client that has 88% market share in a lake community which is nothing short of precision execution.

So check this out.

If I mail that same postcard and they drive by one of my yard signs on the way to work, drive by my wrapped vehicle parked in my driveway(I live in this neighborhood), drive by my billboard just outside the neighborhood, hear my ad on the radio station on the way to work, and drive by that same yard sign on their way home what would the frequency be for that same month period.

Let's add it up.

Postcard one time that month	1
Drive by yard sign on way to work (5 days x4.2 weeks)	22
See wrapped truck (say I am there half the time)	11
See the billboard daily every time they leave the house	34
Radio ad at 7:50 daily (people are creatures of habit)	22
Yard sign on way home not counting any other times	22
Total exposure:	112

So we are obviously guessing but it isn't unreasonable to expect them to see my marketing message over 100 times. This creates "mindshare".

There is an underlying message here to the value of getting listings wouldn't you agree?

There are many theories and models related to the reach and frequency needed to get someone to take action on your message. Every industry is different. The goal is to be top of mind when the time comes to sell their home.

This is why you would start with a smaller list to target and hit them more frequently vs. hitting a bigger list and hitting them once.

One of our marketing mentors, Dan Kennedy, who wrote the book *No B.S. guide to Brand Building by Direct Response* is the "go to" expert on this subject. You should buy all his books, but especially the one on brand building.

Marketing Principle #5: Direct Response

By the way, now is probably the time to give you a personal quote that has become somewhat of a mantra for me.

“The only true path to prosperity in real estate is learning how to turn advertising and labor dollars into profit.”

Over the years we have paid extremely high fees to mentors in the field of marketing. Our “go to” guru when it comes to marketing and direct response is Dan Kennedy. Jay Abraham certainly holds the same level of respect.

Dan is notorious for being very expensive, repenting from technology, being highly sensitive to his time, and as grumpy as a bear. To give you an idea how expensive, we paid Dan \$36,000 for a full day of consulting twice in the last two years. Both days were priceless. Both days we were on time.

In his original book No BS Direct Marketing Dan lays out the 10 rules of Direct response. You should commit yourself to these rules for all marketing that you do from this day forward.

- Rule 1: There will always be an offer made
- Rule 2: There will be a reason to respond NOW
- Rule 3: You will give clear instructions on how to respond
- Rule 4: There will be tracking measurement and accountability
- Rule 5: Only no-cost brand building
- Rule 6: There will be a follow up system in place before you run the ad
- Rule 7: There will be strong copy targeted at someone with a problem
- Rule 8: It will look like mail order advertising
- Rule 9: Results rule. Period
- Rule 10: You will be a tough-minded disciplinarian and put your business on a strict direct marketing diet.

In Dan's book No B.S. guide to Brand Building by Direct Response he makes it clear that you must first focus on acquiring new customers and profit and your brand will come as a result of their experiences. Both books are a MUST read.



Marketing Principle #6: Message to Market match

This is probably the most disregarded rule in marketing, especially in real estate. To have success in marketing you have to understand that you cannot be all things to all people. You have to understand who your target market is and talk directly to those people in your marketing.

Before I explain further let me give you the definitions

Market: Who are you targeting or who do you want to respond?
Message: What are you saying that is relevant to those people or why should they respond now?
Media: Method of delivery. (mail, billboards, face to face, phone, recorded message, web site, newspaper, email, radio, tv)

Let's discuss further who might be our target market. Let's say we have a list of home owners we are mailing to that do not know who we are personally. Meaning, they are not our sphere or past clients.

Let's take a look at the list below.

Out of this list who do you want to respond? Let me remind you that the focus of all marketing is to get listings. Always sellers. The number one and only thing buyers are interested in is selection of homes so to get buyers you get listings. Never forget that.

Sorry, just in case you missed my rant earlier I had to restate the importance of this fact.

So, what sellers do you want to respond?

Seriously. Answer that before you read on.

If you said *motivated sellers* you would have been correct. The way I see it is that any list of homeowners are in one of four categories.

Motivated Home Seller

- Need to sell right away
- Want to sell right away
- Will need to sell within the next 90 days to 6 months
- Will want to sell within the next 90 days to 6 months

Unmotivated Home Seller

- Would consider selling if a certain set of circumstances were to happen.

Nurture

Selling in the next 12 months and open to doing business with you

Not moving

Someone who has no circumstance now or in the future that they are currently aware of that would cause them to move. (Situations like divorce, loss of job etc.. can quickly change this paradigm)

Obviously, a motivated home seller is who you'd like to respond. This is exactly why you direct response marketing is critical. With the right message you can get a highly motivated home seller to respond much easier than a slightly less motivated home seller.

This is exactly why the Guaranteed Sale Program gets results. If you are a homeowner that has circumstances that have put you in a position where you need to sell in the next 30 days or less you are much more likely to respond to an offer of a guaranteed sale.

Hence the situation with someone who "life" happens to such as a loss of job or a divorce.

Now when the market is red hot and homes are flying off the market the fear of not selling quickly isn't as relevant so offers such as the Guaranteed Sale are less effective unless you are already known for the guaranteed sale.

If you have top of mind consciousness with this list the odds are they might contact you first because in their mind you are the "peace of mind" they are seeking. They are seeking certainty....Which is one of the six basic human needs.

Once you understand who your target market is you can craft the message to match their needs. The bigger the problem is they are trying to solve the greater the success of your marketing.....if you can get their attention. We will talk about that in the next principle.

Cheese & Whiskers: The #1 message for sellers. Period

A good friend, and brilliant marketer by the name of Dean Jackson uses a great story to provide clarity why this is the single best marketing message to attract sellers like months to a flame.

What is the one thing that a rat will chew through a wall to get to?

That's right. Cheese.

What happens when that rat sees a whisker. Bye Felicia.

So what is the *cheese* if you are thinking about selling your home?

What's the one thing a seller asks for when you go on a listing appointment?

What's the one thing that matters most to a seller, at least in the initial stages of selling their home?

That's right. The price. The value of the home. What's it worth?

So what is the whisker? Your face. Your brand. That's right.....you are the cat.

If you want to generate more seller leads the cheese is the value of their home. You might have tried "home evaluation" marketing in the past only to be disappointed with the quality of the leads. That's because most of the companies that are selling leads and/or providing the websites to generate these leads are not giving you all of the tools to effectively utilize this strategy.

Home value is, and always will be the most significant pillar for low cost seller lead generation, but there is a downside. No shelf life. Nobody is going to remember your name first if you go the unbranded route. So if your goal is leads and you want more people to market to generate the lead, get the address and add them to your branded marketing campaigns on Facebook and direct mail. That's how you maximize home value leads.

Marketing Principle #7: Headlines

The headline is the most powerful lever in all of marketing. Once you understand who you are targeting, what their problem is that you can solve, and an offer that strikes them to the core you have to craft that into your headline.

Your headline is 80% of the result of your marketing. That means if you don't get their attention your marketing is likely to get little to no results. The headline isn't just a term for print advertising. Here are some examples of headlines.

The opening of a radio ad *"Do you need to sell your home in the next 30 days?"*

The first words out of your mouth at an open house *"Would you like to know about the best deals and nicest homes before they hit the market?"*

The big bold letters at the top of your postcard *"How to create a buyer feeding frenzy on your home and drive up the sale price in a hot market."*

Now I could get into fear based vs. opportunity based headlines but that's really an advanced topic for another time. You get the point. Your headline is what gets' the attention of your target market.

How to run the Guaranteed Sale Program

My motivation for sharing this was due to a recent bashing of the program that I read recently. While I certainly agree that this isn't for everyone, you deserve to know how you *could* use it in your business.

I'm not a fan of complete bias without the other perspective - many people try to brainwash you into believing certain things and control the narrative in a way that leaves you less informed and misguided. I'm more interested in in giving you perspective to think for yourself. That is the greatest gift I could give you.

My goal is to give you advice, tools, and information so you can make your own decision. Not to influence you, create a debate, or encourage you to put this in place.

What you've learned so far is enough to help you put marketing in place that gets results. My guess is that if you've read this far that you are really only interested in getting results. Am I right?

Let me make this very clear. I am not suggesting you run this program just to attract motivated sellers only to tell them that they don't qualify.

What I am suggesting is that more people will want to qualify than you will be able offer the program too.

You've probably heard me say this before. The guaranteed sale doesn't define your business. It's a program you offer.

If you are a motivated home seller that just lost your job and you want to sell very quickly and you desperately want the certainty of knowing it will be sold then, the guaranteed sale would be a very attractive offer to you.

How to do it when you cannot financially buy the home yourself

In the beginning, when I personally could not afford to buy the homes myself I was skeptical to offer such a program. Until I met Rusty. Rusty was my #1 client for over four years.

If I found a great deal on a home he'd buy it for cash, fix it up, relist it, and usually by the time the house was remodeled I would have a buyer so I would often times end up with four transaction sides on the same house in one year. It was beautiful.

Over time I learned the numbers and ultimately I could determine a price that Rusty would buy any house for.

This is the easiest way to set up your guaranteed sale program. Find an investor that is buying homes in your market either to hold or to flip and find out what margin they would buy at and use them as your buyer for the guarantee.

Here are some ways to find investors that might be interested in good deals through your program.

Search the MLS for active vacant homes that have been remodeled/check tax records

Search the MLS for closed vacant homes that have been remodeled/check tax records

Go to county sheriff sales

Search tax records for multiple property owners

Make a list of wealthy people that you know would be interested in a good deal

This is not as difficult as you might think. Chances are that you already have a good idea of who you would call if you had a great deal. If you don't then this is a great pillar of business you should have in place to close 15-20 deals a year minimum even without offering the guaranteed sale.

Another tip since we are on the subject. I'll never forget the day it finally dawned on me that this was not the best structure. Rusty made \$38,400 on a flip in a neighborhood called Sullivan's village and had another one on the same street that was close to the same that was about to close. He told me to add a \$1,000 bonus to the listing for me and I realized that I found both these deals. He made over \$70,000 and I made like \$8,000.

From that day forward we were 50/50 partners until we split and I started doing all remodels on my own. It was a great relationship and we both made a ton of money from that point forward. Remember that when you bring the deals to an investor that YOU should get paid. Negotiate yourself a commission that is worth your time. Don't let them push you around.

There is always someone else out there that will happily let you earn your fair share for bringing them a deal.

What are the qualifications for the Guaranteed Sale Program

Early in my career I had created a lengthy contract addendum that I would attach to our state contract with required details about the guaranteed sale program. The details were so specific that it made it nearly impossible to qualify for the Guaranteed Sale. This was not my intent. My goal was to simply protect myself from having to buy homes that I had good reason for not offering the guaranteed sale too.

For example, functional obsolescence, uninsurable roof, two bedroom homes, or if the house had been added onto six times I didn't want to get stuck having to buy the property so I created criteria related to these types of situations.

Some of my criteria were as follows:

Qualifications

- Must be at least 3 bedrooms
- No condos
- No deferred maintenance
- No rural property
- No rental/multi-family properties

Contingencies

- Guarantee is to be contracted on day upon execution of purchase of a Jay Kinder listings
- Seller must be moving up to one of my listings
- Seller must be moving up to a home of equal or more value

After a few years I modified my program to be much more simple. The only criteria was as follows:

The listing agreement had an addendum that stated they were not being offered the Guaranteed Sale Program and if one is offered it would be put in writing at a pre-agreed price.

This reduced the chances of someone claiming that I told them I would buy their home if we had not entered into an agreement.

My goal has always been to go above and beyond to give my clients the best advice possible. Because I am a legitimate investor the conversation of buying the home on the Guaranteed Sale was a very accurate depiction of what an investor might offer in the market.

This is the question I'd always pose the seller. If I can sell your home and put more money in your pocket and close on your timeline by listing the home the traditional way and listing it on the market which would you choose?

Almost every time, the seller would respond with listing the home.

The most memorable situation was a client that called me on the Guaranteed Sale and after going through this process that actually opted to take my offer up front vs. listing the home for sale and netting significantly more money.

Turned out the he had terminal cancer and just wanted to get to Florida to spend the last 60 days of his life with his family over the holidays. That extra \$15,000 wasn't what was important to him. The time was.

I have many more stories where the seller opted to take the lower offer due to circumstances and they were just have that they had that option.

Like I said before, I'm not saying you should or shouldn't run the Guaranteed Sale Program. Anyone who chooses to take a position against such a program has an agenda. The best mentors I've ever paid never gave me the answer. They never said, "You shouldn't do this" or "You shouldn't do that" " Real mentors, no matter how strong their beliefs are, give you all of the angles so you can come to your own conclusion.

If you'd like to learn more about the success we've had in real estate and what really works to generate a more rewarding business I'd invite you to join the conversation in my facebook group.

JOIN OUR COMMUNITY NOW

Jay Kinder
CEO

National Association of Expert Advisors.