



Volume 33 • Issue 13

REAPS

Real Estate Association of Puget Sound

FEBRUARY 2018 NEWSLETTER



The Power of a Blueprint...

To Stage or
Not to Stage

Pam Christensen

NREI Legislative
Updates

REI BLUEPRINT

February 22nd and 24th

MAIN MEETING

Jason Roberts and Rachel Schneider

REI BLUEPRINT

- ♦ **Where:** Residence Inn by Marriott Bellevue
- **NEW LOCATION FOR 2018**
- ♦ **When:** 4th Thursday of each month
- ♦ **Doors Open:** 6:00pm
- ♦ **Meeting Starts:** 7:00pm

REAPS Members Free | Guests: \$20 online, \$25 at the door

Our guests this month at REAPS is Jason Roberts and Rachel Schneider. Jason and Rachel have been at the cutting edge of real estate marketing their whole careers. Having gone from owning a mortgage company at a young age to rising out of the market crash into some of the industry's top real estate investors. They are innovators that are always looking for new and creative ways to acquire, market and nurture leads that no one is using.

As we all know, what used to work doesn't work anymore. You can't buy properties off the MLS; past marketing plans don't get the results they used to. We have to now get to properties in a different way than before. We have to be the first ones there and reach those leads that haven't been hammered by everyone else. Basically, you need to eliminate your competition and get access to leads before anyone else. That is the key to getting the best deals.

Jason and Rachel want to share with you the secret strategies they have discovered for acquiring properties that people are using today. A step by step blueprint of what to do to have a successful real estate business. What they are specifically going to be sharing are what the nation's top investors, those that fly under the radar, are using to turn huge profits.

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REAPS is a member of
The National Real
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Association

President's Message,



We are only hosting 6 more advanced trainings for 2018. I want to make sure you have these dates in your calendar and plan to save them as your map out your year! Stay tuned for all the details and make sure you register online before you attend! All of our Saturday trainings will be at the Bellevue Sheraton Hotel!

Saturday Advanced Training Schedule 2018

- 2/24/2018 Jason Roberts and Rachel Schneider
- 3/24/2018 Ron LeGrand – Big Papa is BACK!
- 4/28/2018 Equity Trust – RE Investing and purchasing businesses using your IRA
- 6/9/2017 Mark Kohler – So much NEW to discuss with all the changes in US Tax Reform
- 9/29/2018 Robyn Thompson – the Queen of Rehab!
- 10/27/2018 TBA – always welcome your referrals for trainers you might want to see!

Starting in February our main events will be at the Residence Inn by Marriott Seattle Bellevue/Downtown. What do I like about this space? Lots. First, it's literally across the street from the SE 8th Park N Ride so carpoolers and bussers can just walk over. For the rest of you commuters it's literally at the bottom of the off ramp off 405! There's free parking, a parking garage and that's all before you come in the door. We get the entire basement to ourselves for our event. The networking area is awesome and will facilitate a lot of great networking that we don't have to share with anyone! The meeting space itself will allow us to configure the room to each of our meetings, structured networking and our HUGE EXPO in July. I'm excited to call it home this year. Come check it out on February 22nd when we host Jason Roberts and Rachel Schneider at our monthly main event!

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Saturday, February 24th

Advance Training

with Jason Roberts and Rachel Schneider
REI Blueprint

Did you know that..

80% of Sales require up to 5 follow-ups and

44% of Salespeople give up after one follow-up?

Guilty! I am so guilty of this. I send out my marketing and have great intentions of following up with my leads, sending out my letters consistently and making all my call backs. But inevitably life and the rest of my business gets in the way. I go to a homeowner's appointment, I can't find the sticky note I wrote the person's address on or their phone number. Also I don't want them to feel like I am harassing them and I only have so many hours in a day to get everything done. I don't want to be wasting my time if it is not going to yield results.

Well Jason Roberts and Rachel Schneider, top coaches, speakers and more importantly real estate investors (they use their own strategies to find properties), is here to do a special one-day advanced training for all of you! At this event they are going in depth about all aspects of marketing. Not just the initial email or letter you send but rather the 3 to 4 follow up letters, emails, calls etc. that it requires to close a sale. But not only that, Jason and Rachel are going to give you the blueprint of when all this needs to happen and how to make sure it happens consistently every time!!!!!!

Jason and Rachel are going to be taking you step by step through:

- ✓ Converting unwanted properties into Big Checks with **Probates** (Their favorite strategy)
- ✓ Finding hidden Inventory from your **Local Banks** (One of Jason and Rachel's student's in Iowa has purchased 76 properties in the last 2 years with this strategy)
- ✓ Getting huge discounts with **Short Sales** (One of their student's is averaging over 100K in net profit per deal once a month for the last 14

months straight)

- ✓ Turning your trash leads into cash flow with **Lease Options** (Learn how Jason and Rachel's student with no real estate experience has created 800K in equity and close to 6K a month in positive cash flow and tens of thousands of dollars of upfront lease option fees with none of his own money)
- ✓ Making sure that you have exhausted all channels of contacting a lead
- ✓ How to set up follow-up marketing campaigns that will mean leads are hearing from you well after other investors have given up and why it is important to keep in contact
- ✓ How to create marketing material that is both creative and different from the other 30 investors they have received marketing from
- ✓ Tips on Tricks on ways to manage and track your marketing

Several of you I am sure are already thinking, "**WOW that seems like a lot of work!**" Well Jason and Rachel have a bonus session for you! This doesn't have to be a full time job but rather a business that allows you the time to spend enjoying life. In this bonus session, they are going to show you:

- ✓ How to structure your business so that all of this will only take 3 to 4 hours a week of your time!
- ✓ How to make sure that when it comes time to start delegating tasks out you are hiring the right people
- ✓ How to make sure you have a consistent paycheck coming in every month
- ✓ And So much More!

Continued on page 5

Advance Training continued.



Jason Roberts and Rachel Schneider have always been fascinated by the world of real estate. In 2001, while still in their early 20's, Jason and Rachel decided that instead of working for someone else, they would rather be in charge of their own destiny and opened a mortgage company. They eventually built that business into a multi-million dollar company, where they closed over 3000 real estate transactions. Then the market crashed and they had to find a new way to use their real estate talents. That is when they went into real estate investing and started down a new path. Implementing the real estate strategies they have honed over time they have since closed well north of 300+ real estate transactions (pre-foreclosures/

short sales, wholesales, probates, etc.) Having seen pretty much everything, they decided to funnel that expertise into their true passion; sharing their knowledge with other investors. They now run a top coaching program with the nation's leading investors, own a profitable hard money lending company, with over 2 million dollars in loans out to their coaching students at any given time, share their wealth of knowledge as co-owners of their local REIA all the while continuing to flip houses.



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“I Just Wanted to Reach Out...”

I think one of the most important lessons I have ever learned in business, heck even in life, was to Get Comfortable with Being Uncomfortable. I am sure that most of you have seen this written somewhere. Usually it pops up on my news feed on Facebook a couple times a year or I see it on one of those inspirational posters in the doctor’s office with a cute kitten hanging from a tree or something. You may even be thinking while reading this, “Well of course you do that is the only way you can grow!” But how many of you have actually implemented it in your business?

Do I Need to Make Outbound Calls?

I would venture to guess that that most of you haven’t. I am sure that there are parts of your business that you have dipped the tip of your pinky toe across the uncomfortable line. Maybe it is writing that first offer or telling the drywaller that you want the outlet moved 2 inches to the left, but I would venture to say that most of you are not willing to get uncomfortable with one of the key marketing strategies you must use in your business! I am talking about Outbound Calling.

The reason I know most of you aren’t is because it is inevitably the first job that people ask me how to delegate off. My students are always asking for an ad or what criteria they should be looking for in an assistant, a VA or a call center. And I will tell you the same thing I tell them. That is the absolute last job you will ever delegate off in your business!

What Are You Afraid of?

What is it about making these calls that makes you so uncomfortable? Are you afraid of getting yelled at? Are you afraid of imposing? Are you afraid that they are going to look up where you live and TP your house?

I can honestly say, I have never really been uncomfortable with making that phone call in my real estate business. I think that it has to do with the fact that fresh out of high school I worked as a collection agent in one of the largest debt collection firms in the country. Trust me, there is no worse phone call you can make then the one where you are trying to collect money! (BTW Joe in Boston, thanks for explaining in detail where I could stick it. I didn’t even know that was humanly possible! ☺) No one wants that call! I have been hung up on, cussed at, you name it, but after everyone of those calls, I had to pick up the phone again and make the next call.

The 10th Call is The Money Call

As we all know, marketing is a numbers game. You have to send out a certain amount of marketing to get a certain number of deals to yield a certain profit. What would you do if I told you had to make 10 calls to get one 40K deal. Would you be willing to make the other 9 calls? Even if everyone of them yelled at you and hung up? Of course, you would? What if the number was 20 calls or 50 calls? You definitely would!!!

That is why it is so important to make that shift to pushing past your uncomfortableness. You never know if the 1st call or the 26th call is going to bring you in a 50K profit check. You just have to pick up the phone and make the call.

So if you are ready to start learning how to get comfortable with being uncomfortable, then join us at our next meeting.

The Power of a Blueprint...

How Having a Strategic Plan has Proven to be the Key to My Success

“The path to success is to take massive, determined action.”

~ **Anthony Robbins**, *Author and Life Coach*

These words have been proven true for me time and time again. Why would I reinvent the wheel when someone has already worked out the tweaks for me? I can prove to be a more profitable and successful business owner by following those before me who are more successful.

Most of us get into real estate because we are inherent entrepreneurs. We have grand ideas and want to only answer to ourselves. That can be a blessing and a curse. Because we are dreamers we can be easily overwhelmed by shiny objects and can get lost in all the options. What we need is a proven plan to ensure our success.

Ever since I was little I knew that I wanted to be an entrepreneur. Of course I didn't know that was the word for it back then, I just knew that I enjoyed coming up with ideas and “bossing” the other kids around. LOL I enjoyed being a leader and someone others looked up to. As I got older and I matured I started dabbling in small businesses. At the time, I wasn't sure what I wanted to do but I knew I didn't want to work for someone else the rest of my life.

Just out of high school I took a job at a collection agency and quickly rose up in the ranks, but it wasn't enough for me. That old feeling of wanting to branch out, do my own thing started to take over, so one day, I walked into my boss's office and told him I quit. I was 21 one years old without any job prospect. I went home that night and after talking to a buddy of mine who was a mortgage broker and was rolling in dough, decided I could do that! One problem, I knew absolutely nothing about the mortgage industry. I mean I didn't even own a house!!! So I did the only thing I knew to do. I started researching who the best in the best in the industry was and I found a book that offered me a “blueprint” on how to run a mortgage company. When it said I need to get a fax line, I did. When it said I need to start hiring processors, I did. When it said you need to make connections with local

realtors, I did. I followed every step in that book from start to finish and turned a company that started on a folding table in my spare bedroom into a company grossing millions of dollars a year with over 50 employees. Just by following a blueprint.

Well we all know the story, 2007 comes and the mortgage crisis hits and being the type of person I am, I try to make it work. I kept at it for 3 years, trying to save my employees livelihoods, bleeding money every month until there wasn't anything more to bleed. I hit rock bottom; lost my house, my cars, my company and had to file Chapter 7 bankruptcy. Suddenly I was back to that 21 year old kid again with lots of ideas but no job prospects. This time I was smarter though. I knew that all I needed to do to get back on my feet was to find a great “Blueprint” I mean if it had worked once before, why wouldn't it work again?

So in October or 2010, the same month my chapter 7 bankruptcy was discharged, I decided to start over again. I knew I wanted to do something in real estate so I started researching who was the best of the best out there. I wanted to learn from the best and follow their plan, step by step as I knew that their way WORKED! I found a fabulous mentor and signed up for his course and coaching. One problem, I didn't have any money, but I did have 30 days to make my first payment. I took the leap of faith and dove in knowing that I had 30 days to make something happen so I better make it count.

By the end of 2011 I had flipped over 100 homes, making just shy of \$3.6 million dollars all from following a plan. It was just like before, if my coach said send this letter out the first day, I did, if he said pull your data from here, I did. If he had said, you need to dye your hair pink and wear a tutu, I would have because he had already figured out what was working and I didn't need to! I had found someone that had gone through and figured out what was working and what wasn't so I didn't have to. All I did was follow the steps and was able to go from nothing to something incredible.

That is the power of a blueprint.

To Stage or Not to Stage



In this market that is the question, right? We do have a hot market there is no debate on that, but even in a hot market the return on investment for Staging is huge! You may have heard me speak at the meetings and talk about our statistics; we staged 300 homes last year with an average time on market of 8 days, and our homes sold for an average of \$30,000 over asking price. Those statistics speak for themselves. But I really got a rude awakening the other day when I casually started searching through Redfin to see what was available in the North Seattle, South Snohomish County area. I gotta tell you I felt like I have been living a very sheltered life! I work with some of the best investors in the Puget Sound area, and my clients use quality finishes that fit the price point and style of the home. They understand that from a business standpoint having quality finishes is not enough to get top dollar for their homes. They also need to have the home professionally staged and have quality professional photography to make the difference between a home that sells at or above asking, and the home that is gone before the ink is dry on the For Sale Sign. So, when I looked through the photos of the listings in my area I was a little shocked at what I found! I looked at homes in all price ranges. The homes that stood out were tastefully staged and had been on the market for 10 days or less. I think there were 3 or 4 that met this criterion. The rest had tired wallpaper, and clutter. Some were sadly staged with furnishings that looked like pieces the homeowner left behind as they didn't want them in their new home or the house was so cluttered that it was hard even for me to see through the clutter to the bones of the home. Some of the listings only offered one picture, and it was no surprise to see that those listings had been up for 100 to 200 days. I perused through shots of homes listed for \$600 to \$800 thousand with purple walls and pink wall paper. It made me feel sad for the sellers and the listing agents as I know with a little TLC and staging, these houses would be under contract and starting a new life with a new family.

The National Association of Realtors just released the results of a new survey on the value of staging a home. It's not a surprise that the survey found that 50% of the staged homes sold for 1% to 10% over asking price nationwide. I am including the results of the survey in this article for your info.

To Stage...or Not to Stage? That Is the Question!

The National Association of Realtors surveyed their members & released the findings of their Annual Profile of Home Staging.

Top Findings from Seller's Agents

- 25%** of sellers paid to have their homes staged before listing
- 50%** of staged homes saw a 1-10% increase in dollar value offers from buyers

Top Findings from Buyer's Agents

- 77%** said staging made it easier for buyers to visualize the home as their own
- 40%** of buyers were more willing to visit a home they saw online if it was staged
- 38%** saw a positive impact on home value if home is decorated to a buyer's taste
- 44%** saw an increase of 1-10% in dollar value offers on a staged home

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I'd like to thank all of my clients for caring and creating a quality product for their buyers and for choosing us to help you sell quickly. I have so much respect and admiration for the work that you all do!!

I'll be leaving for Las Vegas Saturday morning to spend a few days at the winter furniture market to see what the new trends are in furniture, upholstery and art and I will share what I find with you in my article next month. I may even get to meet and rub elbows with the Property Brothers! I also wanted to let you know that we can now offer staging services in Gig Harbor, Bremerton, Port Orchard and Poulsbo. I am so excited to be able to service that part of Pierce County.

Please visit my Facebook page at www.facebook.com/stagingforcharisma and post a comment. I'd love to hear your questions or challenges, if I don't know the answer I'll find an expert who does!

Pam

Pam Christensen specializes in working with investors to help them maximize their return on investment by providing high quality staging that get results!

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THE LEGISLATIVE “FIX” FOR THE HIRST DECISION: WHAT DOES IT MEAN?

By Doug Owens

I have written two articles about the Supreme Court’s Hirst decision, the first just before the end of the 2017 extended legislative session and the second a few months later based on an article I had read by a colleague on the implications of the decision for people in counties other than Whatcom. By now you have probably heard or read that the current Legislature has adopted a bill, which the Governor has signed to address the Hirst decision. The bill carries an emergency clause and so it has taken effect.

As you might imagine given the number of diverse and contending interests who battled through four consecutive legislative sessions to achieve this outcome, the bill is complex. It provides relief for those who want to develop residential property using permit-exempt wells in non urban areas but the relief is not “go drill your well” and forget about it.

The bill divides the state by groupings of Water Resource Inventory Areas or WRIs, which are geographic areas that have been established by the Department of Ecology (DOE). There are other overlying groupings based on whether the counties in which the specific WRIs lie are required to do periodic planning under the Growth Management Act or not. Because this article is for REAPS which is focused on the Puget Sound area, I will try to limit the discussion to the WRIs and counties involved in that area.

In the WRIs for the Stillaguamish, Quilcene-Snow and Lewis rivers where DOE already regulates permit exempt wells, nothing changes under the new law. In the

WRIs for the next two groups, the Nooksak, Nisqually, Upper and Lower Chehalis as the first and the Snohomish, Cedar-Sammamish, Duwamish-Green, Puyallup-White, Chambers-Clover, Deschutes, Kennedy-Goldsborough and Kitsap, the revisions fall into several categories.

First, the right to withdraw up to five thousand gallons per day per connection for a permit exempt well for residential or noncommercial agriculture or stock watering is from a practical standpoint, gone. Second, for both of these groups of WRIs there is to be an effort to develop watershed plans using incentives to reclaim water and increase available supplies. Various stakeholders will participate including DOE in collaboration with parties which will comprise a watershed restoration and enhancement committee for each affected WRIA. All members of this committee must vote to approve a watershed plan if it is to be the product of this committee process.

The watershed plan is intended to be based on estimates of the impacts on streamflows of various uses during the period of the next twenty years. Until a new watershed plan is adopted for a WRIA, the non permitted well withdrawals in that WRIA will be capped for the first group of rivers at three thousand gallons per day per connection for residential use and for the second group of rivers at nine hundred fifty gallons per day.

Until the watershed plans are adopted and rules approved for the plans, any county that is going to approve a building permit or a

subdivision must record the applicable restrictions on water supply with the title of the property on which the residence or subdivision will stand. If the watershed restoration and enhancement committee in a specific WRIA does not adopt a watershed plan before specific statutory deadlines that vary by geographic area, DOE is required to adopt rules that meet the requirements of the statute to govern withdrawals from permit exempt wells.

For those contemplating a development, the counties are required to determine with regard to available water if the subdivision is to be served by permit exempt wells, that the wells comply with rules adopted under the statutes governing withdrawals as part of overall water resource management and the establishment of minimum river flows.

There are additional requirements for developments in the WRIs for the Upper and Lower Skagit rivers based on court cases involving tribal litigation. In other areas and WRIs not mentioned, something less elaborate such as a water well report may satisfy the requirement to demonstrate the availability of potable water for a development.

DOE is also to start pilot projects to measure the actual withdrawals by people who receive authority to drill permit exempt wells, and report the results to the Legislature. All in all this is a significant change for permit exempt wells in the state.

The foregoing is intended for education and should not be considered legal advice.



A New Year Means a New President for National REIA

Once again, we close out another year and head into a new one, full of optimism & vigor as we get ready to face the challenges that lie ahead in 2018. Here at National REIA, the new year also marks a transition for us with current NREIA Treasurer Doug DeSheilds taking over as President from Anna Mills, who will continue to serve as a member of our board. Anna has truly been an asset and a friend of National REIA over the years as she has shared her knowledge and valued expertise with investors all across the nation. Not only did she serve as our President over the past two years, but she also was president back in 2002 and has literally served on/in almost every committee and leadership position. Now that's dedication! On behalf of the members of National REIA, we say thank you to Anna and welcome Doug DeSheilds (of Metrolina REIA, Charlotte, NC) as our new President.



Anna Mills



Doug DeSheilds

Doug is President/CEO of Capstone Financial Services, Inc., and presently serves on several non-profit boards, including Metrolina REIA. With nearly two decades of experience helping investors and trade associations, Doug has a reputation as a fixer and a problem-solver. He knows what it takes to avoid financial and accounting potholes and has served us well as National REIA's Treasurer. Please join me in welcoming Doug DeSheilds as our new President in 2018.

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- ⑤ ADD agreement code by checking YES and then enter NREIA for the code
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National REIA Supplement 4th Quarter 2017

BENEFITS UPDATE



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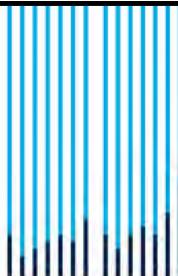
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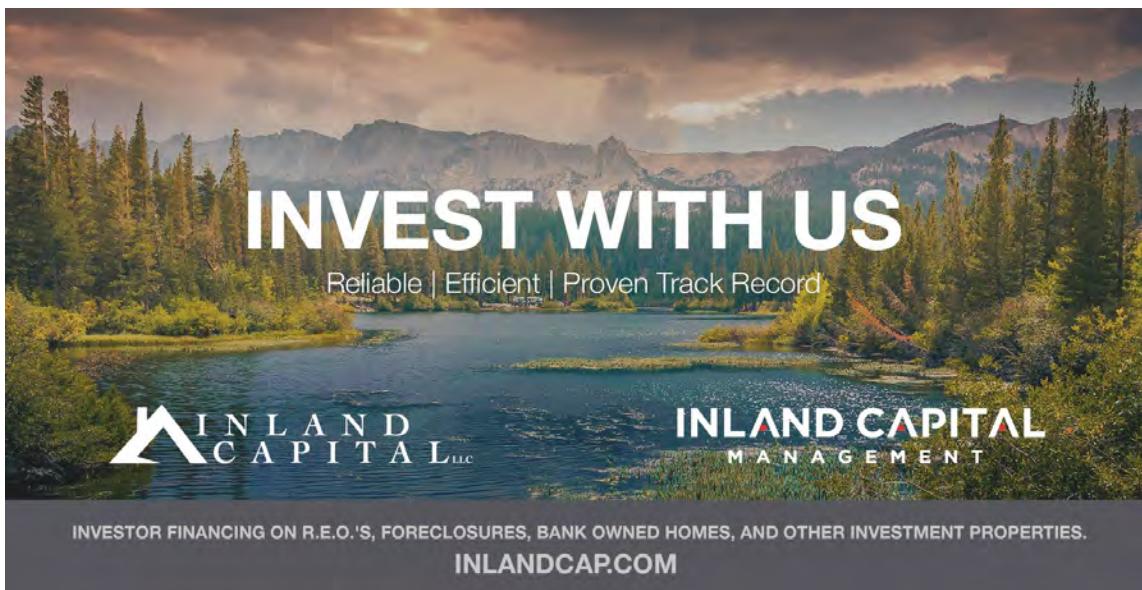
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UPCOMING EVENTS

North Meals N Deals
Saturday, February 3rd
Pancake Hause in Edmonds
8:00am- 10:30am

Kitsap Meals N Deals
Wednesday, February 7th
Cloverleaf Sports Bar & Grill
in Bremerton
6:00pm - 9:00pm

Commercial Meals N Deals
Wednesday, February 7th
Azteca Mexican Restaurant in
Bellevue - Private Dining Room
6:00pm - 9:00pm

Play Ca\$hflow
Wednesday, February 7th
Embassy Suites in Tukwila
6:00pm - 9:00pm

South Meals N Deals
Monday, February 12th
Poodle Dog Restaurant in Fife
6:00pm - 9:00pm

Main Meeting
Thursday, February 22nd
Residence Inn Marriott Bellevue
6:00pm - 9:00pm

Advanced Training -
Saturday, February 24th
Sheraton Hotel in Bellevue
- Snoqualmie Ballroom
6:00pm - 9:00pm

Bellingham Meals N Deals
Wednesday, February 28th
SpringHill Suites by Marriott in
Bellingham
6:00pm - 9:00pm



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REI BLUEPRINT
February 22nd
and February 24th

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Organizational Notes

Mission Statement

REAPS is a not-for-profit Professional Association for Real Estate Investors. We are one of the largest Real Estate Investor's Association in the country. We provide professional, educational and networking resources for real estate investors, those who want to be investors and anyone who provides valuable goods or services to our members.

Membership

Membership includes free admission to regular monthly meetings, networking opportunities, well-informed speakers, our monthly newsletter, access to the REAPS library and many other resources.

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The Real Estate Association of Puget Sound recognizes that many opportunities are presented to its members and guests. As an individual, it is your responsibility to investigate and verify the validity of these opportunities. Each individual should consult an accountant, attorney and other advisors as to legal, tax, economic, investment and related matters concerning real estate and other investments.

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