



# **So You Want To Run A Home-Based Business**



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# **How Do You Want To Spend The Rest Of Your Life? Do You Want To Continue In The 9 to 5 Rat Race? OR Run Your Own Business!**

The Great American Dream of a secure, great paying job in the corporate world is gone. Official U.S. government reports indicate that more than 3.5 million jobs have been eliminated due to corporate downsizing in the past 10 years - including over 2000 jobs per day last year alone - and an estimated 55% of all jobs created in the next 10 years will be near minimum wage. 90% of all the people in North America earn less than \$40,000 a year, and today's two-income families are not living as well as their parents did.

So what is the alternative to the Great American Job? Richard Poe, a former senior editor for "Success Magazine", describes in his recent book that a shift in thinking has resulted in over 14 million people working from home full-time, and another 13 million part-time. This number is increasing by almost 600,000 per year. And the average work from home income is \$50,250 per year. Shortly after the millennium, over 44% of us will be working from home, either part time or full time. People are deciding to take their futures into their own hands.

This "New Era" of home-based working growth is largely due to the latest technologies that are now available to those who desire to work from home.

## **What Are Your Dreams?**

Running your own business can be the most rewarding thing in the World. You have all the control. You control your income, not someone else. We define a home-based business as a for profit entity, operated by a sole proprietor who primarily conducts his or her business from the home. This does not preclude the ability to see clients off-site or even to perform the bulk of activities away from the home. Nor does it preclude the different forms of business ownership, such as partnerships or corporations. What it does include is a certain mind set, where the business owner considers himself or herself as a home-based business, and has sole responsibility for the success or failure of the business. In other words, The Ability To Focus On A Dream And ..... The Determination And Perseverance To Make It Real!

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## Is A Home-Based Business Right For You?

The perfect home-based business person is a self-starter, loves their work (in fact, is passionate about it), and likes to work independently.

Is this you? Yes, you say, that's me.

Unfortunately, for many this is all they base starting a home-based business on. While they are great starting points and very important factors to running a home-based business you need to ask yourself many more questions before starting that successful home-based business. The clearer your answers are before you start the better your chances of success!

1. How many hours do you want to work? Will it be spare time, part-time or full time?

2. Do you already have an idea for a home-based business, is it a viable one? Or are you still deciding? What type of work do you enjoy doing?

3. Do you want to turn a hobby or interest into a business? Some ideas are: creating arts and crafts; interior design; teaching/tutoring; dance lessons; piano lessons; computer classes; selling cosmetics; selling health products; appraisals; real estate investor; consultant, etc.

**The most important thing is to find something you are passionate about. It must motivate you, interest you. You must really love it.**

4. What do you need to start? What do you already have? This will dictate how quickly you start and how much time you can put in. If you need to purchase equipment or tools, you can stay at your present job while you get started in your own business part-time.

5. Be sure to write a business plan. This will give you a focus. Who your market is, your competitors, what areas you will work, how you will target your marketing. Your short and long term goals.

6. How much money do you need to make (if you start full time)? If you start in your spare time or part-time (how much extra money will this give you, and how long before you can go full time). Depending on the kind of business you start, service or product oriented, you will be able to determine how many products/clients you need per day, per week, or on a monthly basis to meet your monetary needs to cover your expenses.

7. What business skills do you have? What will you have to learn? Realize as a home-based business owner you will wear many different hats. Read, join groups, use the Internet and the library to obtain information you need to become proficient in areas you are lacking. Budget a certain amount of money for educational materials, support groups and seminars. Remember, “the day you stop learning, is your first day out of business”.

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## “Operating a business from you home takes motivation and discipline”

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In addition to the questions already asked you also need to ask yourself:

1. Are you self motivated?
2. Are you organized?
3. Are you able to prioritize your work?

You will no longer have a supervisor or boss to tell you what to do. You will be the decision maker. You will have to motivate yourself. One way to accomplish this is to use a To Do List and stick to it. In addition, set definitive business hours and stick to them. Avoid procrastination, and being interrupted. Use the last half hour of your business day and make a list of the things TO DO for the next, then close the door to the office, or put away the business materials if you are using another area of the house or your kitchen table. Put the work day away.

4. Will you be able to deal with the isolation? You will no longer meet people in the halls, congregate around the coffee pot, or take a break to talk with your co-workers. Stay in touch with the outside world. Call colleagues and set up lunch meetings. Join groups that meet outside the home. Attend seminars, workshops and take courses in your field, or in areas you are not familiar with. Get involved in teleclasses on the web.

5. Be sure your office space is located in a separate room or area of your home that offers the least distractions. A separate office is best, especially if you are meeting with clients. However, you can run your office from your kitchen table and meet with clients in your living room, if necessary. The most important thing to remember is to present a professional appearance. Be sure your home is neat and clean. If you prefer not to have clients in your home, you can also rent outside meeting space on an as needed basis.

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6. For husband and wife teams, it becomes imperative to delineate who will handle what aspects of the business. However, you both need to be able to back up each other in case one of you becomes ill. If possible, disability coverage should be looked into, since an accident or illness to one of you can severely impact the operation of the business.

7. Are you a self organizer? If you are not, you may find your work taking over your home. Stacks of paper all over the place and not being able to find what you need. It also makes it hard to know where to start.

Don't confuse having a system with being inflexible. Think of it as a way of taking all those demands that are competing with you for time and space, so that what's the most important gets done easily and efficiently.

You need to set up a routine for yourself that works for you. If that is 9 a.m. to 5 p.m., fine. If it is 8 a.m. to 4:30 p.m. or something in between, fine too. If deadlines work for you, use them. Give yourself a date to finish.

Or make certain parts of the day for certain things. Use mornings for telephone calls, afternoons for paperwork, or the reverse. It's all up to you. You can decide to work 10-12 hour days 3 days a week, work at night, and only minimally during the day. Some of your scheduling will obviously depend on the type of business you run.

For those of you who are baffled as to how to accomplish this, the following will help to put you on the right path toward becoming a self organizer and setting up a system.

A) Set goals - What goals do you have for yourself and your business. Once you set your goals, how will accomplish them, how much time will it take, and when do they need to be done.

B) Priorities - Put the tasks for your business in a logical order. Telephone calls, meetings, paperwork, errands.

When setting your priorities, try putting things that are alike together. For example if you have an outside business meeting, combine running your errands with the meeting (do your banking, go to the post office, get supplies). Pick a specific time to do all your paperwork, for example, bookkeeping, paying bills, etc.

C) Routines - Putting the activities you do into a routine saves time and energy. For some that will be doing a certain activity at a specific time (e.g. 9 a.m. - 10 a.m.) for others a time frame or particular time of the week or month will work.

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D) Flexibility - Remember, most important of all will be to realize at times routines will have to be changed. Things happen - so you may have to change a routine. You will have to be flexible.

E) Change - You may need to adjust, change or revise your system. Are you getting the results you need. Is it working the way you want? If not, revise it.

**OK, you say, I can answer these questions and I can deal with the issues addressed. I'm ready to start.**

Are You? Not before answering:

1. How many hours will you work each day, each week, each month?
2. Which hours of the day will you work?
3. How many breaks will you take and when.

How many hours you work and which hours will depend on whether you are working your business full time, part-time or spare time. A lot of these issues relate to running your business full time, but many are going to be a factor no matter how many hours you work. How many breaks you take is going to depend on what you do, and what your needs are. If you spend a lot of time on the computer you should take a break at least once each hour to stretch and rest your eyes. Breaks also allow you to get a new perspective, relax a bit, and get away from it all for a while.

4. When will you do regular household chores? Make up a schedule of when you will deal with them. Some individuals find getting chores done before the start of the work day is best. At the end of the day, close your office doors (literally or figuratively), and deal with the remaining household items that need to be handled. Time management will be a very important function in running a home-based business. You must use it wisely and efficiently.

5. Will you take a lunch break? Will you take a half hour, hour, or just work through and stop early. This is up to you. Personally, I enjoy my lunch hour.

6. How will you dress for your home-based business. For some, putting on work clothes puts them in a working frame of mind. For others, dress is not a matter of concern. However, again, remember if you want to project a professional appearance to clients, you will have to dress the part, whatever that is for the business you are operating.

7. Will the TV or radio be on? Some people work better with these on. For some businesses they will be a must, for others a distraction.

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8. How will you deal with holidays, days off, sick time, personal time? Will you work holidays. You need to set policies for holidays. Decide which holidays your office will be closed. Decide also and set a policy for sick days or personal time. A simple voice mail system can suffice, especially for a short term illness. If the illness is prolonged, have someone cover for you. So, arrange to have some backup (e.g. independent contractors) that can cover for you.

9. How will you deal with children during work hours? Many home-based business owners work around their children's schedules. Those with young children work while the children are napping or in school. Many work with their children in the office, and set up certain rules or guidelines for children to follow. Some others still use day care/preschool for socialization of their children.

10. How will you manage your money? Again, this will vary depending upon whether your business is full time, part-time or spare time. As discussed earlier, if full time, you can determine how many products/clients you need by your expenses each month. You will however, fair better, if you set up a budget for yourself. How much you need for rent, bills, insurance, for your home expenses, and then do a separate budget for your business expenses.

11. How will you deal with interruptions? Will you deal with the normal deliveries made during the workday? Such as telephone repair, cable repair, gardeners, and other household services, or will you designate certain times or days to take care of them.

You will need to answer these questions in order to set up a system for yourself, and get into a routine you are comfortable with. You don't want to be faced with these issues on daily basis.

### Some additional questions you need to consider:

Do you enjoy spending time in your home?

Is there a space for your work?

Do you like your neighborhood?

Are the services you need available within a reasonable distance?

How will your family or individual you live with react to your working from home?

Will you enjoy being around them more often?

How will your clients feel about your working from home?

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For most home-based business people one of the reasons they become home-based is because they enjoy their home and have decided on a space for their business. They also like their neighborhood and it is conducive to working from their home. The services they need (post office, bank, supply store, etc.) are convenient to them.

You should discuss your home-based business move with your family and/or roommate, so you are fully aware how this will effect everyone involved. You will have to decide whether or not interruptions will be allowed during your work time. Will you work around their schedule, and whether you will enjoy being around them more often. If you are now running your business outside your home and/or are planning on working with clients you now have, out of your home, how will they feel about that. This is not major problem today for most people, since so many businesses are home-based. However, you might want to broach this question to your clients.

Remember working from home affords you a lot of flexibility. You have so many ways to accommodate your particular needs and circumstances.

One way to see how it will work is for you to run your business from your home on a trial basis. Pick a week or weekend. This will give you an idea of how you like it, how family members react, and what things you need to adjust or discuss.

## What Makes A Home-Based Business Successful?

First, is appearance. In order to attract a clientele, a home-based business must first appear as a business. If clientele come to the home, it should be neat and clean, your yard should be well maintained. You should have a separate area in your home in which to meet with clients. This area should be free from distractions.

Second, is your business appearance. Some suggestions are business cards, have a separate telephone line for business related calls, use an answering service or answering machine with a professional message. Have your correspondence typed on letterhead with your business name. Have a business name that relates to your product or service. Set definitive business hours and discourage friends and neighbors from just dropping by.

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## Why Home-Based Business Are On The Rise?

People are finding less security in the corporate and outside work environment. Many individuals are taking their skills and business contacts and starting their own businesses. There is a growing feeling that starting a home-based business may represent the best job security in the years to come. The two fastest growing segments of home-based businesses are corporate refugees and college graduates. While starting a business is stressful, most see it as a stress they can control, therefore less stressful than working for someone else, not getting sufficiently compensated for all the work they do, and the threat on a daily basis of losing their job.

Starting a home-based business is also much less expensive than the traditional store front or rented office. The savings, sometimes 75-80% or more, which for a start-up business could represent the difference between being able to start or not, and succeeding or not. In addition, for many it allows them to spend more time with their family.

**You've answered all the questions. You want to get started.**

## What are the steps to get started:

1. Check the regulations in your area (zoning requirements); obtain any licenses and/or permits.
2. Business Form - sole proprietor, corporation, partnership.
3. Select a business name and file it with the appropriate agency.
4. Decide on the location of your office space.
5. Develop your business plan.
6. Design your identity package (logo, bussiness cards, letterhead).
7. Set up a business account (bank-checking, savings, credit).
8. Set up a bookkeeping and accounting system.
9. Get any equipment needed or supplies.
10. Set up your telephone system.
11. Set up your mail system. (It is best to use a Mail Box Center, rather than your home address).

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12. Check with your insurance agent if you can add a rider to your insurance policy for your home-based business. If clients are coming to your home, get a liability policy. Check with your agent on what you need based on the type of business you are running.

13. Establish a work schedule.

14. Get going to start taking charge of your life.

Home Business Solutions is well situated to address these concerns. We have extensive experience both in the home-based business market and in the creative real estate investment area.

We're going to leave you with an article that will tell you why we think Lease Purchasing is the perfect home-based business.

***Whatever direction you choose to go in, we wish you the best.***

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## Lease Purchasing Is The Perfect Home-Based Business

Some call it the 30 second commute. We call it wonderful. What are we all talking about? Working from home, of course.

There's nothing more satisfying than operating a successful business from your own home office. Believe us, we know. We tried enough home-based businesses to write a book about it. Come to think of it, we did.

Seriously, imagine getting up in the morning and knowing your commute to work entails nothing more strenuous than walking down the hallway to your home office. You open the door, sit down at your desk and your work day starts.

No more wasting two or three hours per day in the car or on the train. Think about how much more productive you can be. Think about how you can turn that extra productivity into additional income.

Think about how much more refreshed you are. No tension from driving next to or sitting next to crazy commuters. Think about the extra time to spend with your family, being able to make those school plays, little league games or being there for a skinned knee.

Think about it. Now you know why we call it wonderful.

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We are not strangers to the home office concept. We were in the beginning wave of home office entrepreneurs. Never have we had a home-based business like Lease Purchasing. What makes Lease Purchasing different from other home-based businesses we've operated? Simply the ease with which this business adapts to the home work environment. In our opinion, this is the ideal home-based business.

Why? To operate a successful Lease Purchase business, you need a telephone, fax, computer and Internet access, all readily available in today's modern home office. Operated correctly, you rarely have to leave the house. You can prospect for sellers through the use of the telephone, fax and e-mail. You receive calls from tenant/buyers from ads you've placed by phone. You do consultations telephonically.

In this business, unlike others we've operated where the more successful you become, the more time you spend out of the office, in Lease Purchasing, the more successful you become, the more time you can spend in your home office. It becomes a positive cycle. You'll have more people call you, you'll do more consultations, you'll spend more time in your home office, and so on.

Few other home-based businesses we know of even come close to the freedom and flexibility of Lease Purchasing. If your looking for a business which allows you to maximize your income to time ratio, Lease Purchasing is it.

We wouldn't trade our business for any other, which is why we call Lease Purchasing the perfect home-based business.

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**If you have any questions, feel free to contact us:**

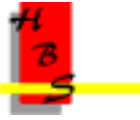
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# Partnering For Your Success

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## Welcome To The **Partnering For Your Success** Coaching Program

**NEW** Now With Audio/Video Instruction! **NEW**

**"We're Taking A Chance On You"**

We are proud to introduce a revolutionary new program aimed at those interested in securing their future in Creative Real Estate.

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**So, as to how it is to work with you two.....**

**I've never been further east than Chicago, but I found New York in Fresno, CA. You two, Chuck and Sue, are a pure taste of the powerful people I've always imagined that city contains.**

**Though I've only met you on the phone, you have that "in your face" attitude which convinces me that I can do what I must to make this business succeed. That's good, because my strongest tendency is to sink back into fear of failure and let the inevitable occur.**

**You both do this crazy ballet of conversation when you are coaching, finishing each other's sentences with rapid fire precision. The level of clarity you impart and the confidence you inspire is so helpful. You have never failed to get back to me promptly when I've had questions or concerns about what I was doing.**

**And the biggest reason I wanted to be taught by you in the first place was that I could tell, from our first conversation, that your attitude about success is that it never comes through unfair practices. No one should lose. If a deal isn't fair, don't do it. If things look shady, back away.**

**You're ever so fair in the way you have your students pay for their mentoring as they succeed and that same attitude extends to the way you teach us to work with sellers and tenant/buyers. Everyone wins. What a concept!**

**Rebecca King, Stanwood, Washington**

**Rebecca's first month saw her do two deals for \$7,500 net to her, and she has two other properties she's working on. Not bad for a newbie!**

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**"Chuck and Sue have proven to be reliable, helpful, and knowledgeable mentors in the fascinating arena of creative real estate. Their help to me thus far has been like a breath of fresh air. If you have any interest in making serious money with creative real estate, you need to seek out their services NOW before they are completely booked up. These people are simply outstanding at what they do." Mike Wirth, Belleville, IL**

**Mike is a little modest. His first deal included a \$6,000 assignment fee, with a \$3,000 note taken back and \$175 per month positive cash flow for two years. All this while working full time. Way to go Mike, we're proud of you. Chuck & Sue**

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## **What Some Of Our Other Students Have To Say:**

- **"You have hooked me again. This sounds like an incredible program. Man are you creative.**

You are offering a deal that will give someone a real shot at making this work. You are truly going beyond an information and materials dispenser."

Dr. Edward Kuhn, Georgia

- "This is just the break I have been waiting for!"  
Betty Jervis, Illinois
- "I want to commend you and Sue on the quality of your material. It is very well done and very thorough. Very happy with what I received. I will succeed because of the quality of the materials and your guidance. No doubt about it!"  
Bob Stawicki, Illinois
- "Thank you for giving me the opportunity to learn from your experiences. And, thank you for making my goals a reality."  
Sheila McNeill, New York

## Purpose

**Partnering For Your Success** is geared towards those folks who want or need to change their financial situation. You may be worried about your job security; be under-employed; want to work from home. You want to take charge of your life. You may want a second income. If so, then this program is for you.

We all know the economy is changing. Layoffs are happening at a faster pace each day. There is more talk of a recession happening. How are these events affecting you? Do you feel as secure as you did a year ago? Do you want more security in your life? Would you like to be able to earn extra income, or have a fall back position ready?

## What is **Partnering For Your Success**?

It is a unique program where you work with Sue and Chuck for one full year. It has a low initial cost and together we share in your success.

Did you ever wonder why so many so called Gurus and Mentors want their money up front? Or, at best, they insist you pay half up front and the balance in installment payments. We wonder. They'll tell you that anything else is a conflict of interest. As far as we can tell, the only conflict is their interest in getting paid.

Now, we may be dumb, but how can your success be a conflict of interest. Isn't the whole idea, to work with you to help you succeed. What's wrong with tying a Guru or Mentor's performance to your success. We do that in our other coaching programs already. The **Partnering For Your Success**

program takes that concept one step further.

**We believe that it is vitally important that you succeed.**

In the **Partnering For Your Success** program, we are taking a chance on you. We don't get paid, unless you succeed. We will take a percentage of each deal until the program is paid or the year is up, whichever comes first. You won't find anyone else out there really willing to take a chance on you like we are.

We believe in you and in your desire for success. We believe that you deserve to achieve the life you want.

**So how does it work?**

**Partnering For Your Success** is a one year program where you work closely with us to learn how to use the Creative Real Estate Niche of Lease Purchasing to further your dreams. This program is available only to students within the United States.

It is a one year intensive coaching experience designed to help you reach your success. During this period you'll learn the unique Lease Purchase strategy, called the co-operative strategy, and how to consult with sellers and tenant buyers. We use these strategies in our successful business. Consulting allows you to expand the geographic area you work in.

The **Partnering For Your Success** program comes with a manual exclusive to our PFYS students. It covers all you need to know to run a successful Lease Purchase Business. The manual shows you how to run a Lease Purchase business and includes our copyrighted contract, marketing and promotional material, in short everything you need to succeed as we have. The manual includes audio and video instruction.

You'll receive almost 4 hours of video and audio instruction in 32 videos and audio lessons.

In addition, we schedule consultations with you to go over the material and instruct you towards your own success.

**That's \$800 of educational material, and initial consultation time. You are receiving much more than what the program's initial fee is.**

## **What does it cost?**

The **Partnering For Your Success** program is reasonably priced so that just about anyone can afford to get started now. The initial payment is only \$400 (Note, this will change), and the total program is \$2,000. But here's the great part. We partner with you, so that we don't get paid until you do.

### **What? Say that again.**

That's right, we don't get paid until you do. The balance of the program fee, after the initial payment, is paid as you do deals and/or consultations. As your partner in success, we will receive 10% of each transaction until the balance of the program fee is covered or the year is up, whichever comes first.

Let's say that you average \$4,000 a deal for your first five deals. We'd receive \$400 from each of the first four deals, and only \$100 from the fifth deal. That covers the program. After that, all you make from each deal is all yours.

Now, let's say that you are working only part time and get just 5 deals done your first year, at only \$2,000 a deal. We receive \$200 per deal so the cost of the program to you is less. You are not obligated financially past the year period or the program cost. No installments payments; you don't pay us if we haven't helped you.

We believe that with our help you will succeed, even on a part time basis; and that we will be paid in full.

### **We are taking a chance on you.**

## **Why are we doing this?**

It's simple.

We know many of you want to do this part time and can't justify a high initial

outlay. Frankly, many of you just can't afford a lot of out of pocket expense for a program, regardless of how good it is.

Yes, we are taking a risk. In fact, two risks. One is financial, you may not work at it and thus we don't get paid. The other and more important is a time risk. You may not be motivated and thus will waste our time, time we could have spent with someone else. But we believe that most of you are sincere in your desire to better your position and lifestyle.

We will screen applicants very carefully and we will be very selective in those we choose to work with. And, we will limit the number of folks we will work with.

You don't have to take our word for it. Feel free to check around and see how many other so called Gurus and/or Mentors will set up a program like this for you. We know what the answer is.

Lease Purchasing has been very good to us. We've been there, done that. We've been up, down and back up again. We know what many of you are going through. This program is our way of paying back those who have helped us in the past.

**We want to share our success with you.**

**Here's your chance to make a change. Don't delay. Take charge of your life now.**

If you have any questions, e-mail us at:

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# Welcome to the HBS Web Store

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Discover the creative real estate methods used by us and other successful real estate investors. Whether you want to run a full time creative real estate business, or just add thousands to your income, you'll find all the information you need here.

I think that you guys have the absolute best products in lease purchasing. You cover the business of Lease Purchasing beautifully. I ordered LeGrands course and Diamonds stuff previously and I bought Finkle and the other guys book. It was good stuff but I felt that there was always something missing. It was the step by step method that I needed which you guys provide.  
Louis Fomby, Ohio

Hi guys, I'm almost through my second read of the LP Manual and about to start the Home Business manual. "Kudos" on your LP manual! It provides more "useful" information on the LP strategy than any other I've read so far. By that I mean, it provides the kind of info that enable one to "structure more deals" and "negotiate better terms" that one might otherwise have done without this information. Again, Kudos! Thanks again, Michael Hart, Georgia

"Chuck and Sue offer their experience in Real Estate in a simple, easy to understand manner" Grace Barr, Texas

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## [HBS Digest 1 Year Subscription](#)

Interested in having your own successful, home based creative real estate business?

**3815 people can't be wrong!**

HomeBusinessSolutions.com will start you on your way with The Home Business Solutions Digest, our monthly "how to do lease purchasing as a business, as well as how to operate a home based business" e-newsletter, which has been described as **"like having a personal coach arrive in your mail box"**.

I have just received your newsletter there is just so much information in here that I know it will take some time to go through it all. It is jam packed with info. I really like to the part about spouses working together. I will keep you updated as to how I am doing. Thanx Lamar.

I would like to thank you for the past issues of your newsletters and subscribe to the future ones.  
Thanks Bess

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**Now With Audio/Video Instruction!**

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**Updated For 2004**

The most complete home study course on Lease Purchasing as a business. This course covers, in depth, everything you need to start and successfully operate a home-based business in the Creative Real Estate niche of Lease Purchasing.

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Available in PDF format ISBN 0-9755653-0-3

**You can order the book alone or on CD with the video/audio lessons**

Ok Chuck, here is my opinion of your material: I think it some of the most well-written lease purchase material I have read. It gives a more practical approach to the business. There is always information that can only be obtained by 'doing it' and not through written information, but you have at least given people a heads-up on how to go about getting that information, more so than some of the other 'gurus' out there. The price was a lot more reasonable too. I really felt I got my money's worth. Thanks a lot for the material.

Chris Hatch

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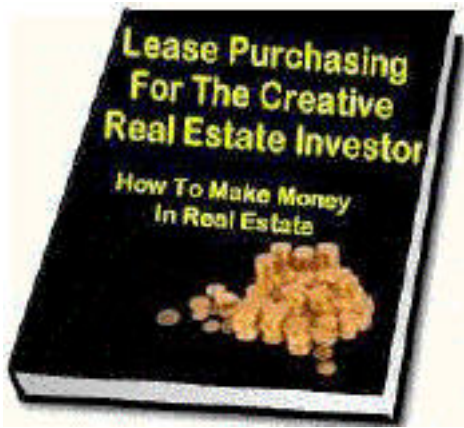
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"I ordered the Lease Purchase and the Home Business Manuals from you guys last month, just wanted to drop a note and let you know that they are great!"

John W. Collins, Arkansas

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## [Lease Purchasing For The Creative Real Estate Investor Home Study Course](#)



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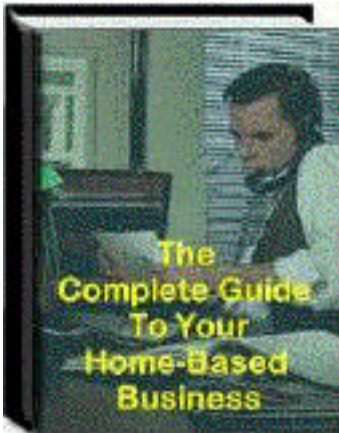
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Is a step-by-step home study course covering the set-up, organization and operation of a successful home-based business. The home study course includes examples of promotional materials and forms used in our business.

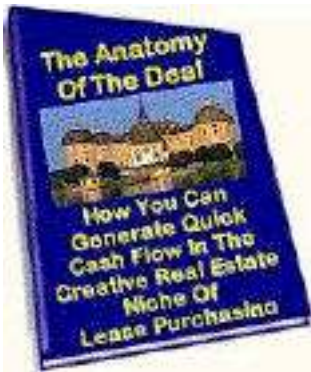
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## [The Anatomy Of The Deal: How You Can Generate Quick Cash Flow In The Creative Real Estate Niche Of Lease Purchasing](#)



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**Updated For 2004**

In "The Anatomy Of The Deal: How You Can Generate Quick Cash Flow In The Creative Real Estate Niche Of Lease Purchasing", we cover, in depth, the co-operative strategy. This is the easiest, cash generating method for the newcomer. We used this strategy when we first started to generate over \$10,000 of profit in our first two months in the business. To this day, it remains one of our favorite methods of doing business.

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I like doing business with you a lot better than \*\*\*\*\* & \*\*\*\*\* . I purchased a marketing course from them in early Jan. and I still haven't received it. Its going on 5 weeks. They are only a few states away in Colorado. Oh well, live and learn. What I have learned is just do business with Chuck & Sue. Thanks again, John Exner, California

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## [The Anatomy Of The Deal Book 2: Consulting Your Way To A Six Figure Income In Creative Real Estate](#)



**NEW** Now With Audio/Video Instruction! **NEW**

For a video sample, [click here](#)

**Updated For 2004**

This second book in The Anatomy Of The Deal Series concentrates on showing you how to add consulting to your existing lease purchase business or to start it as a stand alone business.

I just completed your book, [The Anatomy Of The Deal: The Consulting Strategy - Consulting Your Way To A Six Figure Income In Creative Real Estate](#) and found it very informative and a very good education source those of us just getting started in the Real Estate investment business.

Mitchell McQueen

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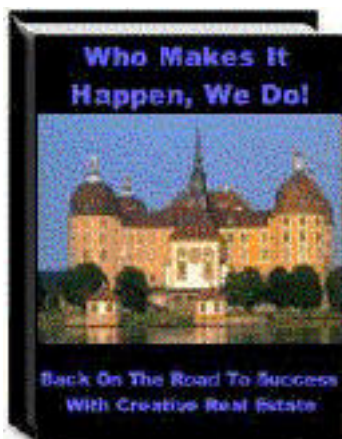
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### [Who Makes It Happen, We Do! Back On The Road To Success With Creative Real Estate!](#)



Is A Must Read For Those Who Want To Learn How To Succeed. It Will Inspire You To Stop Dreaming And To Start Doing. It Makes You Realize No One Is Going To Make It Happen, But You. See how you can turn your life around with real estate.

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Is the most complete tape home study course available, for the creative real estate investor interested in adding Lease Purchasing to his/her toolbox.

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### **In Depth Expert Tape Series**

This is a series of single topic tapes, approximately 60 minutes in length, that are devoted to subjects that have been suggested to us from your feedback. They are designed to cover areas in detail which will help you improve the profitability of your business.

These tapes are priced so that anyone who really cares about starting and/or improving their business can afford them.

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**Each tape is priced at \$9.95, plus \$2.00 for shipping.**

How To Get Started and Keep It Growing - an in-depth examination of what you need to do to start your business correctly and more importantly, grow your business to it's fullest potential. This tape contains over 100 proven ideas and methods for your success.

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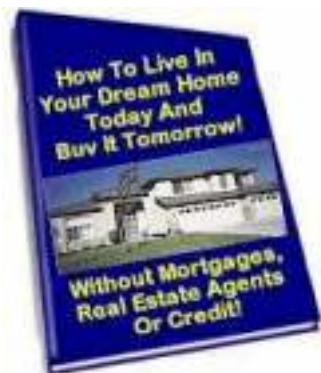
**Sales - What Every Home-Based Business Owner Needs To Know** - this is an in depth tape on the many facets of sales and how to improve your sales skills. Most small business owners fall short in this very critical area. What you hear on this tape could add thousands to your bottom line.

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**"Very pleased! Great info, worth much more than what I paid." David Galluzzo, Arizona**

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A complete guide for the tenant/buyer that wants to move into a home today that he/she can purchase tomorrow.

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**Real Estate Investing Packages:**

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## [Real Estate Investing Made Easy Home Study Package](#)



This home study package contains our best selling "Lease Purchasing For The Creative Real Estate Investor" home study course, along with our book, "The Anatomy Of The Deal: How You Can Generate Quick Cash Flow In The Creative Real Estate Niche Of Lease Purchasing" and our four tape series, "Empire Building Through Lease Purchasing". **The manual and the book are in electronic (PDF) format.**

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This home study package contains our best selling manual, "Lease Purchasing As A Home Based Business" home study course. You also receive our four tape series, "Empire Building Through Lease Purchasing", and our 3 tape series, "How To Succeed With Your Own Home-Based Business Empire". **The manual comes in electronic format (PDF).**

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This home study package contains our best selling tape series, for a total of 9 audio cassettes, which will guide you in establishing yourself as a Real Estate Investor. You'll be able to follow our successful business model to make the Creative Real Estate Niche of Lease Purchasing work for you too.

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