

**WHO MAKES IT HAPPEN,
WE DO!**

**BACK ON THE ROAD TO SUCCESS
WITH CREATIVE REAL ESTATE**

**BY
CHARLES & SUSAN DEFIORE**



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This book is dedicated to each other, without our mutual support, friendship and love, we would not have survived.

On a personal note, this book is for my parents, Dot and Charlie DeFiore, who gave me the freedom to fail and taught me how to learn from the experiences. And in later years, shared that wisdom with both Sue and I. We miss you.

We also want to thank Penny Raimo, whose understanding of our dream helped keep a roof over our heads during the tough times.

We would be remiss if we didn't mention our four footed canine friends who have been a source of companionship and laughs through it all. They have discovered the true solution to life's troubles, playing with a squeaky toy.

ACKNOWLEDGMENTS

This book is the product of a combined fifty plus years of experience. Many different people have helped shape us, some more than others. In particular, Dot and Charlie DeFiore, who were there whenever we needed an unbiased opinion; and never said, “I told you so” when we didn’t listen. We miss them very much. To Bob Youth and Bryon Roth who made psychology and the disciplines of psychology so much a part of us. To Joan Boyle who made Philosophy a fun subject, and got us thinking in so many different and creative ways. To Barbara Turner, my first mentor and a true friend, who taught me the value of critical thinking and to always question. To Mark Moyers, who was not only a boss, but a great friend. To all the others who have helped make us who we are today.

About the Authors

Chuck and Sue DeFiore are investors, consultants, and coach/mentors. They specialize in two areas. The first, a niche of Creative Real Estate known as Lease Purchasing; the other, in the establishment of home-based businesses. Through their consultations and investments in Lease Purchasing, they help sellers move their property in 30 days or less; and help buyers get into their dream home today, that they can buy tomorrow. Chuck and Sue are active both locally and nationally.

They are the authors of "Who Makes It Happen, We Do: Back On The Road To Success With Creative Real Estate", and "The Anatomy Of The Deal Series: The Co-Operative Strategy: How You Can Generate Quick Cash Flow In The Creative Real Estate Niche Of Lease Purchasing" and "The Anatomy Of The Deal: Consulting Your Way To A Six Figure Income In Creative Real Estate". They have published numerous articles on lease purchasing and have five extraordinary manuals, considered to be the most complete in the industry. In addition, they have produced tapes sets on Lease Purchasing, Home-Based Businesses and their extraordinary Expert Tape Series.

They have developed a revolutionary coaching program. The Partnering For Your Success coaching program is geared towards those

folks who want or need to change their financial situation. This is a unique program where you work with Chuck and Sue for one full year. It has a low initial cost and together they share in your success.

They are renowned innovators for the home-based business market, through their newsletter, Home Business Solutions, and their support group. They have coached individuals in business start up and all facets of home office development. They have written numerous articles on operating a home-based business, and have been written about in New Business Opportunities Magazine, Small Business Opportunities Magazine and Income Opportunities Magazine to mention a few.

Chuck and Sue's motto is "Who Makes It Happen, We Do". They have taken the experiences learned from their successes and yes, their failures and applied that to their consulting and coaching business.

Chuck and Sue will work with you on a one on one basis to help you reach your potential and achieve the success you deserve. They believe in "Who Makes It Happen, You Do".

The DeFiore's currently reside in Fresno, CA where they operate a successful Lease Purchasing and consulting business.

If you would like to visit our web site at:

<http://www.homebusinesssolutions.com>

PURPOSE

This book is for those who want to learn how to succeed. What it takes. What you sometimes have to go through. It is for those who try to or want to learn from the mistakes of others. It is for those who are wondering about the field of Creative Real Estate, specifically, Lease Purchasing. It is for those who question if you can really make money in this area. It is for those who want to learn what it takes to run a business; the ups and downs, the rewards of working for yourself and the problems also. It is for those who wonder if you can really make it as a home based-business. This book is for those who want to succeed in life.

This book is not for quitters. It is for those who persevere. People who get knocked down repeatedly and keep getting back up and trying. **For those of you that quit at the first sign of trouble or adversity, close the book, this is not the book for you.**

This book was written on a lighter note, to tell our story of who we are, where we came from, what we did and where we are going. We want to help others to understand that we are not unique, there are many others like us with the same ideas and dreams. We want you to become a part of the journey we took, to laugh with us at our mistakes, and to tell you what we did to make it better.

We have a simple goal for this book. We want to provide you with at least one idea or thought that may help change your life for the better. If we can do that, we've achieved all we set out to do.

We hope to achieve this goal by providing you with the inspiration to give it your best shot, that's all we did.

We want to inspire you to stop dreaming and to start doing. No one is going to make it happen but you.

Chapter 1

Imagine

Imagine being in charge of your own destiny. Imagine being financially independent. You own and operate not one, but four businesses, all of which are making money. You can take time off to spend with your family whenever you want to, or you can take time to pursue your hobby.

Vacations? Go when and where you please. Cars? Buy what you like. You have a large home in a great neighborhood. You are free to dine at fine restaurants without worrying about prices. You go to the grocery store and you don't care what the bill is.

Can you imagine how that feels. The freedom that you enjoy. You are not dependent upon another for your income. You need not worry about office politics or getting that raise you know you deserve.

Can you imagine living like this? Wouldn't you like to? Well, we did.

Now imagine how you'd feel if it all ended. Imagine going to the opposite extreme. Imagine scratching for every dollar, literally counting loose change for the grocery store to eat. Imagine worrying each night about keeping the roof over your head. Dining out, vacations, these

become non-existent. Imagine the everyday emotional roller coaster you'd be on. Imagine how you'd feel thinking things can't get worse, and they do.

Wouldn't you hate to live like this? Well, we did.

We know "Who Makes It Happen, We Do", is a strange title for a book, but you'll come to understand the meaning and power that phrase has for us as we unfold the events that led to our successes, failures and successes again.

Our journey can be described by paraphrasing a famous line, "it was the best of times that became the worst of times". To fully understand us, let's start at the beginning. We've always had a burning desire to own our own business. We've also always had great confidence and belief in our own abilities. Even as we were building our businesses and hit the inevitable rough spots, our confidence was never shaken. You see, we knew beyond any doubt that we would succeed, and we did.

As far as we know, all successful business people have this trait in common. They all have an unshakable belief in themselves. Frankly, you have to, if you don't, you will never have the strength to keep getting back up when life knocks you down. And life will knock you

down, but the real winners are those who get back up. Success need not be measured in material things, but rather in how you deal with adversity.

For us, complacency started to creep in, and complacency has helped kill more dreams than anything. After years of business success, things started to go wrong. Some were external, beyond our control and many things were caused by errors we made.

Business took a severe down turn and frankly, we made some poor decisions. We closed the businesses in California and moved to Las Vegas, Nevada. At that time we thought this was a smart idea. It wasn't.

The situation went from bad to worse financially. But the worst thing that happened to us, was that we were starting to doubt ourselves. That unquenchable belief in our abilities was becoming shaken.

As our situation continued to spiral downward, we lost all belief in ourselves. Believe us, this is the worst thing that can happen to you. When your belief in your abilities goes, you lose the belief that you can control your destiny. When that happens, you start to blame everyone and everything else. You start to make excuses for all the bad things

happening to you. “It’s not our fault” becomes your favorite phrase. “What did we do to deserve this” becomes your mantra. Repeated many times a day.

You see, it wasn’t the financial devastation that hurt the most, it was the loss of control, which led to a complete loss of self-esteem that got to us.

We had become what we had always despised, whiners. We had lost the most precious thing we owned, our belief that we could make a difference.

This continued for a few months, when a funny thing happened. It’s strange where you can draw inspiration from, but for us, it came from one of our favorite movies.

We had settled in on a Sunday night, after another day of bemoaning our fate, to watch “Working Girl”. This movie stars Harrison Ford, Melanie Griffith, and Sigourney Weaver. It tells the story of a woman (Griffith) who wants to get ahead and has a hard time doing so.

Well, in one scene, Weaver’s character asks Griffith “Who makes it happen”, Griffith replies she doesn’t know. Weaver says “you do”. They

repeat this a number of times until in a confident voice Griffith proclaims, “Who makes it happen, I do”.

As dumb as it sounds, we started to say to ourselves, “Who makes it happen, we do”. This became our new mantra. And you know something, we started to believe it again. We started to act more confidently, more decisively. We actively looked for ways to change things, to make our lives better again.

We’re not saying our situation changed overnight, it didn’t. But we started to feel as if we were taking back control. And that was the biggest step.

It was months later, after looking at a number of business opportunities that we found a method of business that changed our lives. We were introduced to the real estate niche of lease purchasing, control of property without having to own it.

We really took back control. We are now operating a successful lease purchase business that is constantly growing. Funny thing is, we are on schedule to financially surpass anything we previously did and we are having more fun doing it.

We learned a lot from this experience and we want to share it with you. Some have called us an inspiration. We certainly don't think of ourselves that way. We're just two people who took some lumps and survived. We are vain enough to think that if you come away from reading this book with just one idea or positive thought, that maybe it will help lead to a better life for you and yours.

What follows is our story, and remember, "who makes it happen - we do" and, as you'll see, so can you.

Chapter 2

Chuck and Sue - Who Are They?

Charles and Susan DeFiore are co-owners of DeFiore Enterprises. Both are New York born and bred, Chuck in Brooklyn, and Susan in Queens. Both moved to Long Island during their childhood, Chuck to Brentwood, the South Shore; Susan to St. James, the North Shore.

We grew up in ordinary, upper middle class families. Households that were common to the baby boomer era. We are a product of the era we grew up in, with old fashioned values. We grew up in the era where Mom stayed home and Dad worked. Our parents worked hard to make things better for us. At that time, this meant to move out to the suburbs, away from the city.

Like our parents, our values are old fashioned in many areas. We believe in a honest day's work, honesty is always the best policy, respect those in authority, and to respect our elders. All the values our parents instilled in us.

Personally we feel many of the problems we have today are due to the breakdown of the traditional family. We realize that both parents

working today is unavoidable, however, we still can't help but think that day care and sitters don't replace having Mom there when children get home. We don't have any children, however, we consider our pets, two dogs, Brandy and Cassidy, our babies. We spoil them rotten, however, they are well behaved, and listen very well. Many of our friends with children joke they'd like to leave their kids with us to train.

Chuck is an only child. His Mom was an Irish Catholic (As Sue always says "one of the greatest ladies I've ever known"), and his Dad, Italian. Chuck's Dad was an engineer. In fact, both of Chuck's parents were well educated and had very strong beliefs in the advantage of having a good education. Chuck went to public school the first year he moved to Long Island, and thereafter from grades 2-12 to parochial school. He claims this is why he doesn't like to wear a suit. His parents encouraged him, yet let him be very independent.

Chuck is an avid reader of Science Fiction and suspense novels. In addition, he keeps up to date with our business by reading numerous periodicals.

Sue is the oldest of three children. Sue's Mom was born in Germany and came to the US when she was 18. Sue's Dad is Italian and was born in New Jersey. He was a jack of all trades. He was a partner in a high

end laundry when Sue was growing up, and in her teen years he worked for Rolls Royce. Since all Dads want a boy first, Sue was a bit of a tomboy. She loved old cars, liked fixing them, was into sports, and gymnastics. Unlike Chuck's parents, Sue's parents were not well educated, and had a hard time understanding her desire to go on to college. They expected her to finish High School, get married, and have kids.

Fortunately, Sue had other ideas. Sue was very close to her grandmother, her Dad's Mom, and spent many summers and vacations back in Queens with her grandmother. Her grandmother worked for a corporate attorney, and Sue became very interested in that area. So in High School, Sue geared toward Secretarial Science with business/corporate law as the area of interest.

After High School she wanted to go on to the community college to expand her skills in that area and more while looking for a job. Sue did this, but not with a lot of support. However, her father loved to show off her shorthand abilities to friends and relatives.

Sue is an avid reader of historical romance novels, suspense novels. She also keeps up to date through business periodicals. Robin Cook is a favorite author for both Chuck and Sue.

We met in a night class on Casualty Insurance at a community college. We moved in together in September 1975, which was a shock to Sue's parents to say the least. Sue worked in the legal field while Chuck was going to school.

In late 1976, Sue quit her job and went back to school. We both received degrees from Dowling College. Sue a BS in Psychology with a minor in Anthropology; Chuck a BS in Psychology/Business with a minor in Anthropology.

On May 11, 1977 we tied the knot. We lived with Chuck's parents, until we went off to Virginia to get our graduate degrees. We had vacationed in Virginia in previous years and loved the area. "Chuck got accepted to every graduate program he applied to as his GRE's were up there", said Sue, "mine were atrocious, so I figured I would find a program in the school where he got accepted; and be on a probationary period before I proved myself. I am a terrible test taker!"

While in graduate school, we both worked. Chuck as a research and teaching assistant in psychology, for an MS in Psychoneurobiology. Sue as a research assistant for one professor and as a teaching assistant in the lab school (infants to four's), while working on her MS in Child Development.

While Chuck received his MS in Psychoneurobiology, Susan's department had some internal problems, so she never did finish her thesis, which is all she had left to receive her MS.

Chuck got accepted to the University of Rochester, School of Medicine in Anatomy for his Ph.D. Susan did some temporary secretarial work for the University and eventually ended up as a Secretary to the Dean and Director of the School of Nursing. Chuck left the Ph.D. program to do research.

"We loved Western New York, however eventually the winters got to us", said Chuck and Sue. We were into racing Corvette's with a local club and the car spent more time on blocks than it did on the road.

We looked into starting a business for ourselves, since Chuck's research grant was running out and the Dean was getting ready to retire. Like everyone else after a number of years of working for a large entity, and having to deal with all the rules and regulations which Universities have an over abundance of, we wanted something better.

At that time, video stores were just starting to open. Remember the Beta vs. VHS wars. Well, at this time, there was only Beta. We wrote to various companies to find out what was involved in stocking and

running a video store, ordered periodicals in that area, looked at sites for a store and their cost, and what expenses were involved for build out. We went to one particular store that we wanted to model ourselves after. He had great rates, an enormous amount of stock, and very good policies. He did so well he had to expand. He eventually opened two more stores in Rochester, and one in Florida for his brother to run.

We knew that this was a business that would make money and that it was only going to grow, and we wanted to get in on the ground floor. However, we couldn't come up with the financing. At that time it would have cost approximately \$50,000 to get started. Remember, we're older now and our memory isn't what it used to be, so that number could be off.

Anyway, after not being able to get the financing, we had some decisions to make. Stay in Rochester at the University, not knowing where we would end up once the Dean retired and the grant ran out or move. It was a difficult decision, since we had extraordinary benefits at the University, full medical, dental, pension, retirement plan, vacation and other perks. We couldn't ask for more.

However, we had a hankering for warmer climes. We were tired of winter from October to April, sometimes May, and all the rain during

the summer months (Rochester is the 2nd cloudiest city behind Seattle, Washington) – who knew – we didn't, at least when we first moved there.

After much discussion, we decided to move to California. Now was the time to break it to the families. Chuck's parents were a bit upset, since his Mom wasn't well, and it was so far away. However, they said if that is what we wanted, they'd enjoy visiting. They were very supportive of us. We could always rely on them to lend an ear when we needed it. Unfortunately, Sue's family was no where near as supportive. They were very upset, especially her grandmother, and felt we were abandoning them.

So after much discussion and heartache from our families, we moved to California.

Chapter 3

The Early Years

We decided since we were moving to California, and may never get the chance again, to drive cross country while a moving company trucked our belongings to Sacramento; we took four weeks to get from Western New York to Sunny California.

We thought we had it all planned out. The Corvette was packed full and we were ready for a great time. Unfortunately, Hurricane Danny had other ideas. It followed us for a large portion of the early part of our trip.

The trip did not start out well, the rear spring went on the car. Never mind that we had a heavy duty spring being shipped to California. We had to stay in Ohio for two days rather than one, missed getting to the Indianapolis Speedway, and instead of pictures of the racetrack, we have pictures of the Chevy shop that fixed the Vette.

The rest of the trip was uneventful car wise, and we were able to stop and visit the sites we planned to see. We arrived in Sacramento on Labor Day weekend, but had to wait until the following week for our

truck to arrive. Imagine our surprise when we found out that all the stores closed at 6 p.m. It was a rush to say the least to get sleeping gear for the weekend.

We started the following week looking for employment. Chuck went into the financial market - bonds, stocks, etc. The company he worked for specialized in bonds. Sue went to a legal temporary agency and got a temp job the following week, while she continued to look for permanent employment.

Of course, the permanent job she got was across the city, so with only one car, Chuck got to do a lot of driving, since he needed the car during the day to meet with clients. Chuck did very well eventually, but the beginning was tough, lots of cold calling. Sue eventually quit the legal job, and got another closer to home and to where Chuck was - a lot less driving.

We were doing well enough that we moved from our apartment to a home. A nice 4 bedroom, 2 bath, 2200 square feet with spa, just outside of Sacramento.

Of course, being young, having money, we also had every credit card imaginable. We bought a new car. We were the typical young couple who couldn't see beyond the next couple of months. If we wanted it, we

bought it! After all, we reasoned, we deserved it, after all we sacrificed while going to school. Saving for a rainy day was not in our plans, stupid, stupid, stupid.

Sue left the law firm since they wanted her to go for more schooling in the legal area. She started working for a yogurt franchise about two weeks later. She worked in the real estate department. As Sue always says, “This was one of the best jobs I ever had, along with the best boss I ever had in any job, before or since then. Luckily, I am a quick learner and I went from secretarial to administering the real estate department”.

Chuck and a friend left the financial company, and opened their own office. Things went smoothly for a while, then all started to go to hell in a hand basket. The California economy was just starting to have problems.

The franchise company Sue worked for went bankrupt. Chuck moved from his office to an office in our home. Sue was back to looking for another job. This time she actually collected unemployment for the first time in her life. It took one and half months to find a job with an insurance company, unfortunately for a lot less money.

Chuck continued to work from home, but the financial market remained volatile. Then the insurance company Sue worked for went bankrupt. Sue came home to try and start a home-based business.

The first business Sue ran was a word processing business. She ran ads in the local paper, and used flyers as ways to attract clients. Unfortunately, too many people expected you to pick up and then deliver their work. Profitability became next to nil. However, in the set up, implementation and marketing we learned a great deal of what not to do.

During this time Chuck's financial business was doing quite well. As a hedge against the economy, he diversified by adding some insurance products.

Since we love old cars, we had purchased a 55 Chevy and we were restoring it. During the restoration we needed a gear for the rear end, and went through murder trying to find it. We called all over the place, looked in various car mags, car part mags, called every shop contact; we finally ripped out the rear end and built a new one. But during the process we had a wonderful idea for a business – Matching Numbers was started. It provided a buyers and sellers database, which we matched at the end of each day. Utilizing press releases, we were

mentioned in every car magazine out there. We only placed one paid ad, and had magazines calling us for phone interviews to do articles on our concept. We had an 800 number people could call to leave a message about the part they had or one they needed. We did very well with Matching Numbers.

However, we also had a variety of problems to overcome. We will go over these problems in the Difficulties Chapter. One of the problems was not being able to accept credit cards, like we can today. We lost a lot of people by not being able to accept payment right on the spot. Instead, we had to mail paperwork and wait for it to come back, which in many cases, was never returned. Unfortunately, at this time home-based businesses were in their infancy and no bank would issue a merchant account to a home-based business.

While we ran Matching Numbers, we also started PagePerfect, which was a computer instruction and consulting business. Chuck taught database and window programs, while Sue taught word-processing programs. We did work for the state and local governmental agencies of California, in addition to many major corporations. Instruction was conducted both individually and in group settings.

We also did consulting on the appropriate computer system to purchase, setting up the system, and troubleshooting. Desk Top Publishing was just starting to become prevalent and Chuck had a knack for graphic design. Imagine Graphic Design was born. Chuck's designs were selected for the local Muscular Dystrophy chapter. He also helped both home-based and other businesses with their marketing materials.

Since home-based businesses were in their infancy, we had many people ask us how we started. They'd tell us about their business and asked if we thought they could work it from their home. With all these questions, we decided to start Home Business Solutions (HBS). We could help someone analyze, set up and start their own business. We would consult with them and tell them the equipment to purchase, programs to purchase, how to organize the office, time management, billing, what to charge, marketing and follow-up.

The consulting business was slow to start. It was very difficult to find clients since most home-based businesses don't have a lot of money and think they can do it all themselves. We have outlined each of the businesses we started and discussed what worked, did not work and the difficulties we had in marketing them in the Difficulties Chapter.

We started a support group for home-based and small businesses, which met in our home. We did press releases to the local papers and radio and had over 100 people show up for the first meeting. We published the HBS newsletter, and we were on the Bulletin Boards for Compu-Serve and Prodigy for home-based businesses. Unlike the magazine, Home Office Computing, which had just started about a year earlier, and primarily wrote about people who left corporate America for home who were making \$250,000 a year, we concentrated on what we called "The Forgotten Segment", those who made \$100,000 or less a year.

While we did well with our businesses, we could have and should have done much better. Prior to starting the businesses we had gotten an inheritance and one of the worst things in starting a business is to have too much money. We liked the idea of owning our own business more than we did running them. We spent too many days working on our car rather than concentrating on our businesses. Having too much money when starting a business can be a major detriment. There is no urgency. So when the California economy collapsed we were not prepared. We also lost our low cost advertising medium for classes, many clients we had on contract went bankrupt, and window programs made certain types of training obsolete.

Maybe if we had worked as hard at our businesses as we did on our car we could have salvaged something. We don't know. Sometimes things happen – some you can do something about – others you can't. Just give it your best shot, and we can't say in all honesty that we did. Who knows, maybe if we had, things would have been different, but the combination of factors, forced us, like many others, to leave California. We moved to Las Vegas.

By the time we decided to move, we had used all of our inheritance trying to keep the businesses alive. We believed the politicians who kept saying an economic turnaround was imminent.

We waited too long to make the move. In hindsight, we should have left the state a year earlier. If we had, we would have had capital left to work with. We could have started our businesses over in Nevada, possibly with drastically different results financially for us.

This is a major lesson. Know when to cut your losses, fold your tent, etc. In other words, don't beat a dead horse. Have we made the point? We hope so.

Chapter 4

The Later Years

Las Vegas was, we thought, our chance to start over. We were back to living in an apartment, we had to file bankruptcy, and we had to look for jobs working for someone else.

Sue found work fairly quickly for a book distributor, who worked out of his home. Pay was no where near what she made in California, but at this time Las Vegas was not that expensive to live in. Rent was half of what it was in California. Many sales jobs were scams, so Chuck did graphic design work for a local paper.

After only six months, the individual Sue worked for flaked out (a trait of Las Vegas), went on a trip and never came back, and she didn't get paid either. Things were as bad, if not worse, than when we were in school.

Sue went to some temporary agencies, and did some temp work. Right before Thanksgiving she got a job with a company that had just moved to Las Vegas from New York. Pay was a joke, but close to home and a steady paycheck. Plus almost everyone there was from New York and very friendly. Chuck got additional work for a local bowling paper.

Things pattered along, with us trying to pay rent, bills, and make payments on expenses we had on credit cards from California for the businesses.

When we moved to Las Vegas we sold many things from California. For one thing we knew we'd be in an apartment, much smaller than the house, so much of the furniture, garden tools, etc. were sold before we got to Las Vegas.

We had a good friend in California, who was an attorney, and he had suggested filing bankruptcy when we left. Well, coming from the background we did, this was not an easy decision for us. People from our generation didn't take bankruptcy lightly. However, as time went on, the companies we were trying to work with were less accommodating with the time it was taking us to pay, we finally did file bankruptcy. This was a hard decision for us. We know for many today it is not, but it was for us. It meant failure, loss of control. While our credit wasn't the best, we always met our obligations, and I think that was the hardest thing to deal with.

It was not a good time. Remember, I said, we never saved for a rainy day. Well, as we looked back we realized how stupid we were and vowed never to make these mistakes again. To this day, we have only 3

credit cards. Two of which, started off as secured cards, after the bankruptcy. These are used for emergencies only. If we don't have the cash we don't buy it.

Chuck lost the design work with the local paper and the editor/owner of the bowling paper decided to sell it. While working on the bowling paper Chuck had a plethora of ideas on how to improve design, readership, and articles readers would be interested in. Bowling's Tournament Scene and More was born. Luckily, Sue's income had gotten a bit better. Not much, but better than when she started. Chuck started to look for advertisers for his paper.

Unfortunately, Las Vegas is a very difficult town to do business in. With all the scams, and flaky businesses that come and go, it is difficult when you are starting out to get people to work for you and with you. People ask, how long have you been in town, in business, etc., so getting advertising for a paper that hadn't published yet was next to impossible. Fortunately, Chuck had dealt with the advertisers on the local paper he worked for, told them his ideas and some of them came on board.

In tandem with the paper, we also started a Tournament Club for Bowlers —Western All Star Amateur Tour! Again, the apathetic nature

of those in Las Vegas came into play. People here would rather put their money in a slot machine than do anything else. So while the initial tournaments had a decent turn out, subsequent tournaments did not, and we eventually shut down the club. We made a profit with the tournament club, but not enough to keep it going.

People, believe us when we say, that doing any type of business in Las Vegas, is not like any other city. People do not network, everyone is out for himself. It is next to impossible to get good employees. Chuck went through 12 sales people for ads. They want to know what kind of advance they can get – yeah right! – so they can go down to the sports book. This is not sour grapes on our part, folks, even the company Sue worked for had a terrible time hiring or keeping employees. Any business owner in this city will tell you the same thing.

Why do you think Las Vegas needs tourists for their concerts and sporting events, the apathy in the city is absolutely incredible. No slot machine involved, they are not interested.

As the company Sue worked for got more business, her boss compensated her some more. She received a number of pay increases. Many she asked for, but the old adage, “You won’t know, unless you ask” applies.

Chuck was doing better with the paper. Many kudos were his from those in the bowling industry as “one of the best papers they’d ever seen.”

We were doing OK, the paper broke even in the second month and turned a profit thereafter. Then, the bottom fell out, Sue lost her job. We still believe to this day it was because she knew too much of what they were doing, and she was too honest. Unfortunately, by this time she was making \$17 a hour, an unheard of amount in Las Vegas.

Well, for the second time in her life, Sue collected unemployment. Unfortunately, in Las Vegas they want you at unemployment once a week unless you have a part-time job. With the older car we had, that of course, now that we didn’t have the money things were breaking down on, Sue started looking for a part time job that she could do out of the house.

We needed to expand the paper, since this and unemployment were our only sources of income. With the car needing work and not wanting to put any more wear and tear than necessary on it, something out of the house part time was a necessity.

Medical transcription would have been great if we didn't have to drive to the other side of the city to pick up tapes in the morning, and then back in the afternoon to drop them off. While this didn't pay well, it was, at least, steady work.

Sue moved on to customer service lines. Some worked, some didn't. They'd kick her off when they were slow, or pay you based upon call through sales, and there was never enough business to warrant the number of hours they wanted her available.

In fact, one of the lines Sue tried was a Psychic line. Believe me people, you are not getting those ladies on the commercials. Sue, at least, was always interested in numerology and astrology and had programs that she could do readings from, but she never once said she could see their future. So for those of you that are curious, don't bother, save your money, go to the bookstore or library and read a book on the topic.

With the Internet becoming more prevalent, we put the paper online, and started a bowling website. Let us tell you, this was an endeavor beyond all others. We had over 1000+ pages on the site (a lot of typing on Sue's part). We covered the major groups for both men's and women's tournaments. In addition to local tournaments, we covered all

the local tournaments in the Western region. Sue wrote a section for the paper, "What To Do When You Are Not On The Lanes", and we carried this over to the website. So we had Calendar of Events for all the western states, hotels, motels, B&B's, restaurants, things to do with seniors, kids, museums, camping, amusement parks, etc.

The website took on a life of its own. Those forward thinking bowling centers advertised in both the paper and on our website. Unfortunately, too many centers could not see the benefit. For those of you who are unfamiliar with the bowling industry, it is not the most progressive, and does not like to spend any money. A deterrent also was the number of centers in Las Vegas. There are only 7 bowling centers in Las Vegas. We did make some headway in California, but not enough.

The website eventually became the second most hit site behind the PBA, which gets 1 million a month. However, for those of you who don't have a website, you have to turn those hits into money. Unfortunately, for us this was not the case. Bowling centers did not want to pay \$10 a month to have their center listed, nor did restaurants, other businesses, or tournament clubs.

They all wanted the exposure but did not want to pay for it. Believe us, we tried, and have the phone bills to prove it. Sue spent an

inordinate amount of time calling, faxing and writing to get listings, but did not get the percentage of listings from the work she put in.

On top of all this, the industry started to have some problems, and we lost 5 of the 7 centers advertising with us for the paper edition. We went completely electronic with the paper, and got some of them back, but no where near enough. Sue's unemployment ran out, so all we had was her part-time job. She tried to put in more hours, but was not always successful.

We needed to find something to make money with. We knew going out to look for jobs in Las Vegas was a waste of time. In fact, Chuck called three telemarketing companies, two of which, three weeks later were raided and everyone was put in jail. Being stressed out does not allow for much sleep, so we were up many nights when all those info-commercials come on. We sent for information on a number of programs, Don Lapre, Gold by the Inch, Merchandising of vitamins, NASCAR and pet products.

Well, we saw one for a company called SMC, which is Specialty Merchandise Corporation. They sell gift products of all kinds. We sent for the free info, and then remembered that we had sent for their information in California a number of years back. Well, we figured, let's

try it. It was only \$25 to start, and we could return the materials if we didn't like them. We sent for it, and the stuff was great. Their products were nicely made. They had wonderful manuals on how to run a variety of types of businesses with their products – flea markets, wholesaling, retailing, etc.

We opted for the retail end. However, again, the good old Las Vegas mentality hit us on the head. Additionally, there are only 30 gift shops, outside of the casinos in all of Las Vegas. These shops had dealt with their suppliers for a number of years, and we could not beat their prices.

Since we had never done this before we made mistakes, for example, the time of year to sell. We started this in May, and the summer months aren't good gift giving months. In September, we started to try to sell for Christmas. Many of the stores had already bought their products for Christmas. We dropped off catalogs and sent Christmas brochures to over 300 businesses. We had four subwholesalers (people who sold for us). Combined, our subwholesalers distributed over 3000 brochures and pamphlets. Not one order was received for the Christmas season. In fact, only one of our subwholesalers sold products. We even tried supplementing the SMC products with NASCAR, vitamins, and pet products.

Well, to say we were disappointed is an understatement. It was at this time, the radio station we listened to changed to an 80's station and held a 9 to 5 contest. You had to tell them which songs were played at 9 a.m., 2 p.m. and 5 p.m. and be the first caller to win \$1000 and on Thursday's \$2000. Well, Sue won on a \$2000 Thursday in November, and Chuck won \$1000 in December. We felt someone up there was looking out for us because we figured if something didn't happen soon, by January, we'd be out in the streets.

During this time we also saw an info-commercial on Carlton Sheets. We had seen him many times over the years on TV, and decided why not. We sent for the info and we were very impressed. Chuck started to check him out on the web, and came across numerous real estate sites, which mentioned a niche of creative real estate, lease purchasing. Well, let us tell you, it was like a miracle had occurred. With our radio winnings we ordered tapes, we listened and took notes for 2 weeks. We started mid-December and one week later we moved our first property, and made \$5000.

We couldn't believe it. A business that we actually liked, worked like it was supposed to, and we could make money. Serious money. Money that would allow us to pay our bills, keep a roof over our heads,

and do something we liked. In addition, we were helping people. Helping people get into homes, and helping others to lease purchase theirs.

We caught up on all our bills with that first deal. The old adage – to make money you have to spend money, so we took part of our profits from our first deal and re-invested them into our new business in the form of additional educational material.

Well, right about now you're probably thinking that these two can't get anything right. We suppose you're waiting to hear how we fouled up the real estate business. Surprise, as you'll see, our lease purchase business is doing quite well.

As you continue reading, you will come to see that we've always had good ideas, we've been able to recognize opportunities, but if we've had one failing, we have at times been inconsistent in our implementation of our ideas.

Without sounding as if we are making excuses, we did run into some situations beyond our control. With that said, we also take full

responsibility for the decisions we made. What we really needed was the proper vehicle (business) that could turn a profit in good times or bad. Lease Purchasing is that vehicle as you'll see in the coming chapters.

Chapter 5

The Difficulties

As we discussed briefly in the overview chapters some of the difficulties in running our businesses were due to outside forces, but many were problems of our own making.

The inheritance we received hurt us in that we had too much money. Yes, you should have at least 3-6 months operating expenses for your business before you start, so you can market your business properly, and get the equipment you need. However, for us at least, we had too much money which made us too complacent, and complacency has no place in running a business. You need to be hungry, to want to get every client. If you don't you are not going to be in business long.

That is not to say that there are some people who you just don't want to do business with. If you have a bad feeling about someone or feel that for the price of your services, an individual is going to push you to your limits of patience, turn them away. Believe us when we say that some people are more trouble than they are worth.

The following are the businesses we ran in California and Las Vegas with the things we did to market them, what they were

about and the mistakes we made and what we did when possible to rectify those mistakes.

For each business we did a business plan with our short term (12 months) and long term (2-5 years) goals. We defined the business, along with our target market, how to reach this target market and what we needed to do daily, weekly and monthly to reach this market. We set up daily, weekly and monthly marketing goals to reach our objectives.

California Businesses

PagePerfect

PagePerfect started off as a word-processing business before it became a business for computer training.

For the word-processing business we did a lot of research. We called a number of other word-processing businesses to determine what they charged per word, per page, and per project. This helps you determine your own fees. If your fees are not competitive you are not going to get the business.

Our target market was college students, small business people and independent contractors. The word processing business was advertised in the Services section of the newspaper. Press releases were sent to the

various newspapers in the area announcing that this business was opening. Flyers were posted on college campuses looking for thesis and reports to type. Cold calling needed to be done on a daily basis.

One of the problems with this business was that many people expected you to pick up and deliver their work. Many other word processing services did this. We did this initially, but found it wasted a lot of time and gas, and we lost any profits we made. After several months of this, clients were told that they had to either fax, mail, or drop off work themselves. Unfortunately, this did cut out a lot of clients, since the other word processing companies provided this service.

Earlier we discussed some people you just don't want to do business with. Well, in the word processing business we had a lady that had finished her thesis, but didn't back it up. Her computer's hard drive failed. We worked with her by phone to retrieve what she could. She then brought the disk over and we cleaned up and fixed as much as possible, then printed it out. When we met with her, Sue had a bad feeling in her gut about this woman, however, she did not say anything to Chuck and we took the job. Big mistake! This woman was a nightmare. After all the retrieval work we did and reprinting of the thesis, the margins didn't come out the way she needed, and she never

paid for the remainder of the job, in addition, she complained to the Better Business Bureau (BBB). Fortunately for us, we had documented everything, and the BBB ruled in our favor. However, we never did get paid for the balance of the job. So if you get a bad feeling go with it and walk away. It's better than wasting your time, knowledge and energy and not getting paid for it. This job, and the lack of clients caused by not picking up and delivering made us rethink this business very seriously to the point where we shut it down, and PagePerfect become a computer training business.

The mistakes we made with the word processing business were not enough cold calling, we needed to market more - newspapers, letters to companies; and our unwillingness to pick up and deliver.

PagePerfect, Version 2

Provided individualized hardware and software instruction. Classes were taught on the popular software ranging from word processing, spreadsheets, database, through page layout and design. Instruction was provided on basic computer use and hardware customization.

The newspaper in our town had a section for computer classes free of charge. Again, press releases were used to promote the business, both in newspapers and faxes to businesses. Cold calling to businesses was

done to determine what their training needs were, which programs they used and their time frame for training. Flyers were placed on college campuses, and dropped off at business parks. Bids were put in to the state and local government agencies for training of their employees. Self promotion was done at a variety of networking clubs.

We formed a Special Interest Group in the PC User Group we belonged to. We provided support, education, and help to members concerning computer use in their businesses and to assist with specific questions on programs.

We used a survey after each class that contained the type of equipment used, programs used, and whether or not they did Desk Top Publishing (DTP) in-house. This survey gave us the name, address, and telephone number of the person to send our class listings to, in addition, to determining whether or not they were a Desk Top Publishing prospect.

Classes ran approximately three (3) hours for an introductory class, many were two parts (6 hours). The introduction to the computer class was 1 hour. We provided notes at the end of the class, a certificate of completion and follow-up. The classes were profitable, but we were limited to how many we could teach in a day.

One of the mistakes we made with PagePerfect classes was that we relied on free advertising so strongly. When this was discontinued by the paper and became paid advertising, which we could not afford, we lost a lot of our client base. Again, we did not do enough cold calling. We also should have done more marketing in better sources.

One outside force with the classes was Windows based programs. While in the beginning, Windows classes were quite profitable, as more programs came out in a Windows based format, they became easier to use, and there was less need for training. The help button in the Windows program hurt many small training class businesses.

Imagine Graphic Design

Offered one stop Desk Top Publishing Services (DTP). We worked with the client from start to finish providing the flexibility of a computer based system, utilizing the latest in hardware and software, which facilitated late changes. A large selection of type families, fax for faster turnaround and compatibility for most word processing formats were just some of the advantages we offered clients.

We also showed clients how to utilize black and white designs at laser resolutions to design effective promotional materials. We provided consultation and training for those who wished to set up their own

in-house DTP center. We offered sliding scale rates for small businesses and non-profit organizations.

Press releases were used to inform small businesses, corporations and non-profit organizations of our services. Press releases were also sent to local papers for their new businesses sections.

As stated earlier, the survey done after the classes indicated companies that did not have in-house DTP centers. These companies were sent a brochure on our services. Pro-bono work was done for non-profit organizations. This got our name in the paper for volunteering our services. Our newsletter, Home Business Solutions, had a section on DTP and we did remakes of ads that were sent to us.

We got clients from our support group, and from people who took classes. Many had spouses who ran their own businesses and who needed help, or the companies they worked for did.

We sent faxes to the television and radio stations offering anyone who was unemployed a typeset resume for free. Channel 13 came out and interviewed us, and we were on their 6 p.m. news broadcast.

We gave seminars and classes to establish ourselves as experts. We also advertised on computer bulletin boards. We had a flood of

responses for both our newsletter and consulting business by advertising on CompuServe.

Some of the mistakes we made with Imagine Graphic Design were giving our services away too much, we should have advertised more, and again not enough cold calling.

Matching Numbers

Was a nationwide computerized database. "A new way to find old parts" was our slogan. We had a database of parts people were looking for and a database of parts people were selling. At the end of the day, we ran a program Chuck had designed and got matches for the two groups. We then contacted those people.

This business thrived on press releases. We sent press releases to every car magazine for inclusion in their new products section. Two years after we started the business they were still running the press releases. We got phone calls from car magazines for telephone interviews and stories on the concept. We had an 800 number that buyers and sellers could call in on and leave a message. When someone called in for the buying or selling of a part, we sent out forms for them to fill out, a flat fee was charged, and then we put the information into the database.

As I mentioned earlier, we would have done much better with the business if we would have accepted credit cards. Unfortunately at this time credit cards for home-based businesses were not prevalent. The inability to accept credit cards was a major problem with Matching Numbers. Many times by the time all the paperwork was sent and returned, the urgency for the customer was gone, or they found the part somewhere else or sold it.

Home Business Solutions

Provided consultation services for start-up of home-based and small businesses. Some of the areas we covered were: computer hardware and software selection and instruction; database management; and design of promotional material.

We advised clients on organization and time management strategies; marketing; advertising; and other business related topics. Home Business Solutions (HBS) took companies from their business plan through their pension plan.

We published a newsletter, Home Business Solutions (HBS). HBS had articles on running a home-based business. We had columns on Investment Fundamentals, Marketing Tips, Networking, Profiles on Success, Free Classified ads, Setting Your Fees, Desk Top Publishing

and *The Computer and You*; in addition to timely articles by prominent figures in the community.

We ran a home-based support group, published the *US Home-based and Small Business Directory*, which listed home-based and small businesses throughout the United States. Our newsletter became a member benefit of the National Association for Desk Top Publishers, and we also tried to become a member benefit for AT&T Home Office Network. However, dealing with larger corporations like this takes a long time, and they have many restrictions. We eventually dropped trying to become a member benefit.

Our information on what our readers wanted came from our group meetings, Bulletin Boards, and surveys we conducted. The newsletter provided a forum for home-based businesses to write articles on their areas of expertise, and to have their businesses profiled, so that customers could contact them. We promoted HBS through press releases, volunteering our services through computer user groups, and getting on-line with Bulletin Boards. The support group we ran and newsletter we published were written about in *New Business Opportunities Magazine*, *Small Business Opportunities Magazine*, and *Income Opportunities Magazine* to mention a few.

Some of the problems with HBS were getting people to send in their profiles, and receiving articles on time. Newsletters are great self promotion tools, however, having to depend on others to write for you and to meet a deadline can be stressful to say the least. Unfortunately, on the other hand, you want to get prominent people in the community to contribute as this adds credibility to your publication.

As I mentioned earlier, the support group started off strong, and eventually dwindled down to the same 10-20 people. Home-based business owners have a tendency to get lazy about going to meetings, just like their retail and small business counterparts. As for the consulting services themselves, so many home-based businesses feel they can handle everything themselves that attracting a large client base was slow work. Unfortunately, they have only limited funds and too many times their budget does not allow for consultation services they drastically need.

However, we were able to generate significant profits from the consulting business. It was also great knowing we played a large part in helping so many individuals get started in business.

While all these businesses in California made a profit, it could have been and should have been a lot more. One of our problems, in the early

stages of the businesses, was making enough from all of them to live on. Remember, we had the inheritance, so in the beginning, we supplemented our income with that. Again, we were the source of some of the problems. One of the major obstacles was cold calling. Sue, at that time, hated it. It took her 1-2 hours to get herself to do it, and then she only wanted to do it for a short period of time. Chuck, who had done it most of his career, was burned out and didn't do his share either.

While we had business plans for each business, we needed to look at them more since we didn't always reach our goals for the short term and long term period. We lost sight of these goals by not having them in front of us. Lesson, always display your goals prominently. You want to be able to read through them several times per day. This will act as motivational reinforcement for you.

In hindsight, running too many businesses and trying to be all things to everyone was another problem. We should have concentrated on one particular area rather than five or six.

Las Vegas Businesses

As discussed earlier, the businesses in Las Vegas were the bowling paper with website, specialty marketing, and Lease Purchasing.

Bowling's Tournament Scene and More

Was a newspaper dedicated to the tournament bowler. It was published on a monthly basis. It covered local tournaments in the Western states. As previously mentioned, the paper started slowly since people didn't want to advertise in a product that hadn't been published. Some of the concerns with any publishing business are how many people receive the publication, or how many are distributed, what is your readership, how long has the paper been published, and ad rates. We designed a very nice marketing package complete with the demographics for bowlers along with a rate sheet. After the paper was published for about a year advertising was easier to get. The paper received many kudos from people in the industry. It was one of the few professionally done papers. Unlike so many bowling papers that are a hobby, this was a business and as such was of a professional caliber. Chuck's design expertise paid off.

Finding ad reps in Las Vegas was a joke. Chuck met with over a dozen people, all of whom, before they ever did anything, wanted to know what kind of advance they could get. So initially Chuck did all of the ad sales in addition to writing, laying out and publishing the paper. During the second year he did find someone to do ad sales. This individual worked out for 10 months before he flaked out. By this time

though, we could just call advertisers who advertised on a consistent basis to determine whether they wanted an ad for that month.

We distributed to all the centers in Las Vegas, and over 100 in California, and centers in the other Western states. We distributed over 20,000 papers a month.

By the third month, the paper started making money on a consistent basis. We started a website during the fourth year. This was a major undertaking as it eventually was 1000+ pages. The website contained the major groups for both men's and women's bowling, a tip column (written by former PBA bowlers), all the local and regional tournaments for each of the Western states, a Pet Page, and What to Do When You Are Not On The Lanes section which covered Calendar of Events for all the Western states, along with things to see and do for all those states.

We got sponsorship from one of the major casinos in Las Vegas and several ball companies. We received numerous awards (7) for the site layout and content. We became the most hit site behind the PBA site, which received over 1 million hits per month.

We received numerous International inquiries about getting their centers and tournaments listed. As we mentioned in previous chapters your hits must be turned into money, and while we turned some of them into money, we didn't turn enough of them into money.

In addition, the opinion of bowling publications and the bowlers' image, in general, is not a good one. We know that bowlers eat in restaurants, go to doctors, and use a variety of services just like everyone else, however, because of the bad image, advertisers were hard to come by in our listing section. We only charged \$10 per month for a listing, but we couldn't count the number of times we called a company for a listing to hear, "a bowling site, sorry, I don't think so". Not everyone felt this way and some companies listed, however, not enough.

As you can see, problems with the bowling paper and web site were the image of the bowler, lack of support from the bowling community and not enough bowling centers locally.

Gift World Showcase

Was our specialty merchandise business that sold all types of specialty products. The company we worked with provided various ways to run the business, catalogs for products, and their products were great. We had business cards made up, told everyone we knew what we

were doing and put flyers up in the apartment complexes for subwholesalers (people who we could set up in business to sell for us). We also called and set up appointments with gift shops, cards shops, and other specialty shops. Unfortunately, as mentioned earlier there were only 30 gift shops, outside of the casinos, in all of Las Vegas. These gift shops already had good working relationships with their suppliers. In addition, since this was new to us, we started in May, and the summer months aren't good gift giving months. In September, we started to go to shops to try and sell the Christmas products. Many had already ordered for the season. Since we were on the web, we added a subsite called Gift World Showcase. We put our products and catalogs on line. We did pick up another subwholesaler from the website. We made money from our subwholesalers for orders they placed. However, they did not do well either.

We tried supplementing the gift products with NASCAR items, vitamins, and pet products. NASCAR exclusivity was a little too steep for us at that time, \$2000 to get in. However, we wrote for pet products, cards, toys, supplies, and added these to our line.

While we didn't lose money, we didn't make enough either. We have kept our membership so we can order gifts for ourselves and others, but

we shut down the gift business after buying over 300 brochures to give out to businesses for the Christmas season. Our subwholesalers combined distributed over 3000 brochures and pamphlets. Not one order was received for the Christmas season.

The problems with Gift World Showcase, we think, are inherent to Las Vegas. The population is very transient, people are skeptical and think everything is a scam. Trying to sell to businesses who have long standing relationships with other suppliers, and just trying to sell on the retail end. Everyone who saw the catalogs loved the stuff. However, unlike Avon and other catalog businesses, there was no urgency to order quickly. The main catalog was changed once a year and we had only two seasonal catalogs with some supplemental catalogs. I know Specialty Merchandise Corporation is making money and they have been around 55 years, but it didn't work for us. Personally, we think a lot of people are making money at swap meets or setting up retail outlets.

Unfortunately, these were not options for us.

Lease Purchasing

The Lease Purchasing business was a God send. This is the only business we have ever gotten into that has worked as advertised. We are lease purchase consultants, we help people sell their homes in 30

days or less, get good tenant/buyers for them that pay on time, and handle all the repairs. We get Tenant/Buyers into a home today that they can buy tomorrow. It is a win-win situation. We help people and make money doing it. We always give great value. We have many different strategies we can employ. We help people locally and around the country. We provide consultation services to people out of state to help them move their properties. We mentor others to show them how the wonderful niche of Lease Purchasing can help them also.

We did a business plan with short and long term goals. Only this time these goals are posted on our refrigerator, on the bulletin board in our office, and in our daily planner. We have goals for the day, week, month, year and long term. We have met and exceeded these goals.

One thing the other businesses made us realize is that cold calling is a necessity. We do it everyday, if only for 10 minutes, but it is done every day. Why? Because after we do it, we get calls back from sellers and tenant/buyers asking for us to please help them or tell them more about our program.

Some of the problems with Lease Purchasing, well, some people are easier to work with than others. However, in this business, we are very well compensated for working with them. Or, if we really don't get a

good feel, we don't work with them. Another problem is people who want information for nothing. However, we tell them our time, knowledge and energy are valuable commodities and then tell them what we can do to help them and what it costs. We provide different payment plans and accept all major credit cards.

We are very up front with both sellers and tenant/buyers. We want honesty from them. If they can't do this, we will not work with them. We network with mortgage brokers and real estate agents, and pay them very good referral fees.

Well, there you have it. These are the businesses we've operated over the years and the difficulties we ran into. We know some of you are asking how we could be so dumb at times. Believe us, we've asked the same thing. Hindsight is a great gift, too bad we can't go back in time.

There are many things we would have done differently, and many we would have done exactly the same. You just need to make the best decision you can at the time, and learn not to beat yourself up if it's wrong.

The big lesson from this chapter, learn from your mistakes and don't keep repeating them.

Chapter 6

The Dark Side & The Light At The End of The Tunnel

Bowling's Tournament Scene and More did quite well the first 3-1/2 years, then the bottom started dropping out. As the industry slowed down, we lost advertisers and, of course, revenue. It was about this time Sue was "downsized" from a \$40,000 per year job and went on unemployment. We decided to try to expand the publishing business. We worked on it for the next 1-1/2 years.

At first, we made progress, but in March disaster struck. Disaster in the form of losing all but two advertisers. Still we had hope. We went all electronic and built the second most hit bowling site on the web. We were averaging over 100,000 page views per month.

We were getting calls from all over the US and abroad from people wanting to know how to get on our site. However, one thing was becoming very obvious, people wanted the exposure we could give them, but most of them didn't want to pay for it. They did not respect our time, knowledge or energy. Since we only have to get hit on the head so many times to realize this wasn't going to work, we looked for another business.

For us the low point was the collapse of the paper, along with the Sue's unemployment running out. This was a time of extreme emotional stress. We felt as if we had lost all control over our situation.

During this 1-1/2 year period, after Sue's unemployment ran out, our monetary reserves kept going down. By the Fall, we were in trouble. It was getting harder and harder to pay bills and rent.

The gift business we had decided on, wasn't working. We had tried working it since May and we were spinning our wheels.

We were at our lowest point. We didn't know what we were going to do. It was obvious that we were not going to make it. We counted our money and determined that by January of the following year, we would be moving to our car.

You may ask why we didn't just go out and get jobs. Two reasons, the pay rate in Las Vegas is terrible and we didn't want to make someone else rich. We liked being self-employed, and in fact, we had very successful businesses in California. We knew we could do it again, we just needed the proper vehicle.

With all that was going on we had many sleepless nights. As we all know, info-commercials are staples of late night. We caught many of

them – Gold by the Inch, Don Lapre, and a variety of others. One in particular, Carlton Sheets, got us thinking about real estate, since the gift business was going nowhere fast. We sent for Carlton Sheets' information and were very impressed. We went on the web and started checking web sites and asking others about his program. There were many people out there making money with his program. However, Sue was leery to do it in Las Vegas since they don't build things very well here, and let's face it, you have to make the payments on the home, even if you don't put someone in it; and we didn't have the capital.

In checking out Carlton Sheets, we came across a web site devoted to Creative Real Estate. On this site, we were introduced to numerous ways of using real estate to make money. One which really caught our attention was lease purchasing. We read all we could find about this method.

In November, I guess someone was looking out for us and we won a radio contest for \$2000. We took \$200 of the money we won and ordered a tape set on lease purchasing.

We received the tapes in early December. After spending 1-1/2 weeks going over them and studying the various methods, we made the decision to enter real estate investing full time.

Please keep in mind, we had no money to work with and no credit available to us. In other words, we had all the motivation we needed, fear.

In mid December, we started our business. We called FSBOs (For Sale By Owners), Internet ads, everybody and anybody who had property for sale or rent. Two days after starting our telephone calls, we contacted an individual who had a house for sale since May. He could not move it. The next day we faxed the contract for a co-operative strategy lease purchase to him. That night he faxed back the signature page and we had our first property under contract.

We immediately ran an ad, which the paper screwed up royally. However, we were also calling Realtors, investors, mortgage brokers, putting up flyers, in other words, we weren't depending upon one method to move this house.

As it turned out, one of the few responses we got from the ad looked at the house the following Tuesday. The next day we showed them the inside. They asked if others we're looking at the house. "Of course", we replied, "this is a good house with great terms in a good area." We told them that "he who puts a deposit down first wins" assuming everything checks out OK. Well, they gave us a small deposit, and filled out the

application. We said we'd let them know. They checked out. We received the approval of the owner to assign the contract to them.

On the morning of Christmas Eve, we picked up the check and assigned the contract over. We were out of the deal.

Oh yes, we gave ourselves a \$5,000 Christmas present.

We went from being less than 30 days away from living in our car to money in the bank through the wonderful niche of lease purchasing. From the time we started, to cashing the check, took 10 days.

After our first deal we have never looked back, only forward to our new business, the niche of Lease Purchasing.

It is very hard to put into words the emotional roller coaster we were on during this period. Each time we thought we were making progress, something happened to make things worse. We were truly spiraling out of control. It was during this emotional and financial low that we watched "Working Girl". It was that one scene, in that one movie which gave us the inspiration to take back control of our lives.

The remainder of the book details some of our experiences in the Lease Purchasing business and how it has allowed us to regain control of our destiny. Hence our motto, “Who Makes It Happen, We Do”.

Chapter 7

Where We Are Today

We are currently employing all of our lease purchase strategies with properties in Las Vegas, consulting with homeowners around the country and helping others who want to get into the niche of Lease Purchasing. We love our business, so it is a joy to get up in the morning to start work. We feel good when we get accolades from sellers who have had their properties listed for six months or more with Realtors, and we move their properties in 30 days or less. We also feel good when we get a couple into a home who otherwise would not have been able to do so.

We make sure we market each day. We use a variety of marketing methods, however, we spend time employing all or some of these methods on a daily basis. We break down our day to be sure we get calling done, writing done, consulting done, mentoring done, marketing done and correspondence answered. We always return our calls promptly and get any correspondence out in a timely manner.

Our typical day starts by returning phone calls, cold calling, working the Internet, consultations and writing. The afternoons are spent on additional marketing and returning phone calls. Our evenings

are spent on getting the day's correspondence out, accounting, e-mails, and studying educational materials. We are also working the properties we have using our unique marketing techniques, processing applications, and getting tenant/buyers in the properties we control.

Since we are home-based we have a lot of flexibility. If we don't feel up to writing in the morning, we'll do it in the afternoon, and do things we normally do in the afternoon, in the morning. However, we adhere to our five minute rule and spend at least five minutes on all activities we need to run our lease purchasing business.

Different areas of the country will dictate how you run your business and what strategies you employ. In the Las Vegas area we concentrate more on the co-operative and assignment strategies. As mentioned earlier, Las Vegas is not an easy town to do business in. The population is very transient, and income to debt ratio is very high. It is perfect for lease purchasing. However, when something sounds too good to be true, we all get the feeling "What's the catch", and this is how many people react in Las Vegas. You have to learn to deal with this mentality. With all the scams and businesses that are here today and gone tomorrow, it makes it very difficult to conduct business. However, we are doing it. We are confident when we tell sellers we can move their

property, and this comes across. In addition, we can show them our book of properties, with the contract details and how long it took to move a particular property.

We have a merchant account and accept VISA, MASTERCARD, AMERICAN EXPRESS and DISCOVER, however in Las Vegas we deal in cash and money orders almost exclusively. You have to be able to adapt your methods to an area, and we have done this in Las Vegas. We are sure many of you live in areas of the country where another way might work better.

One of the things we do when a tenant/buyer calls about a property is to have them do a drive by and then call us if they would like to see the inside. If they want to see the inside, we do a credit check first before they see it. In California, the credit check can be done by phone and paid for by credit card. In Las Vegas, we have to wait to receive a check after getting the information by phone or after mailing out the credit application. We can't tell you how many applications never get returned. Whereas in California if you mail it out, it almost always is returned. Or, and we don't like it but have learned to live with it in Las Vegas, we do the credit check application as we show the property.

In Las Vegas, we have two databases; a preliminary and a Tenant/Buyer. The Tenant/Buyer database is the one where we have received the application back with the fee, the other is just the preliminary information containing what they are looking for and where. We do tell them that if they like the property and want to see the inside they have to do a credit check. However, as we said, many times this is not done until we meet them at the property. If they don't like the inside, the application doesn't get done. Unfortunately, we haven't found a way around this in Las Vegas, other than not showing them the property, and many times the property does go to one of these individuals. So, in Las Vegas we play this by ear. In California, we don't have these problems. Again, you sometimes have to adapt your policies for an area.

The housing markets in Las Vegas and California are very different, and as such our business methods are different. While we have done some condo's and townhouses in Las Vegas, we don't like to. They take the maximum of 30 days to move and in some cases longer. Why, you ask? The difference in price between a new condo/townhouse in Las Vegas to a new home is very small. Unlike California, where there is a \$50,000+ spread between a condo/townhouse and a house (3 bedroom, 2 bath), in Las Vegas it can be as small as \$10,000 (on new properties), on resales it is sometimes less, depending upon the area of the city.

So, at present we employ all of our unique Lease Purchasing strategies to obtain properties from sellers, and help them get good tenant/buyers. The sellers are happy, the tenant/buyers are happy, and we are happy as we move on to the next Lease Purchase deal.

In the next chapter, we cover some specifics about the Lease Purchase business. You'll see why we think it is the perfect home-based business. We also show you some of the deals we've done. By the time you've finished the upcoming chapter, you should have a good grasp of Lease Purchasing as a business and why we love it.

Chapter 8

Lease Purchasing, The Business

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.

If you've gotten this far in the book, you know 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 you're 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.

Various Aspects Of The Lease Purchase Business

In the previous section, we wrote why we believe that Lease Purchasing is the perfect home-based business, here we want to briefly touch on some of the actual aspects of operating such a business, the pluses and minuses and why Lease Purchasing represents a win-win situation for the seller, the tenant/buyer and just as importantly, you, as the business owner.

One of your goals in operating a Lease Purchase business is to contract for property that you then move to the tenant/buyer. There are a number of unique strategies that can be employed to reach this end.

You can lease purchase the property and then sub-lease to a tenant/buyer. In this strategy, you are taking on the responsibility for all payments to the seller. However, it also affords you great profit potential. You can collect money up front as option consideration, you receive the positive cash flow and you can make additional money at the end if the option is exercised. For those of you not familiar with the term positive cash flow, this is the difference between what the tenant/buyer pays you and what you pay to the original seller. This is also known as a sandwich lease purchase.

Another unique strategy is called the co-operative assignment. Here, you contract for a property and assign or sell that contract to a tenant/buyer, with the approval of the seller. In other words, the owner/seller has final approval over who goes into the home.

Another way of doing business is the straight assignment. Here, you contract for a property and assign or sell that contract to a tenant/buyer. This method does not require a seller's approval.

You can also take a pure option on a property which allows you to purchase the home at a future date with set terms. This option can then be sold to another investor.

As you can see, there are a number of unique strategies that can be employed in this business. We have touched on just some of them to give you an idea of the type of income Lease Purchasing can generate for you.

After you've gained experience in the business, you can start consulting with sellers and tenant/buyers. There are many reasons you may want to consult with a seller rather than get directly involved in the deal. The property may be too distant to work conveniently, there may not be enough money in it for you to receive what you need, or the seller may prefer to do it him or herself.

When you consult with a seller, you are providing the proper contract, a marketing plan and supporting material. We also provide a period of time for follow-up questions.

You can also consult with tenant/buyers. You may want to do this with those individuals who have limited funds available to get into a rent to own home. There are also occasions where people just prefer to do their own house hunting.

We've really just touched on the various ways to generate income with a Lease Purchase business. Lease Purchasing allows you to

develop multiple income streams. By utilizing all of the income generating strategies available to you, you can build a very solid financial base for yourself.

We've covered many of the pluses of Lease Purchasing as a business, but we'd be less than honest not to point out some of the minuses.

If you're the type of individual who has poor attention to detail, this may not be for you. You need to be able to keep good records of whom you spoke to and do business with.

Also, if you're an impatient type and don't like to do "hand holding", again this may not be for you. There are many deals where you will need to be able to walk the participants through and provide constant reinforcement to them.

Although the risk level in this business is minimal, there are some risks involved. You may contract for a property and not move it for example. If you're adverse to any risk, re-think Lease Purchasing as a business for you.

In our opinion, Lease Purchasing provides a truly win-win scenario for all parties. You get to help a seller who has a problem, you provide a

nice home in a nice area for the tenant/buyer that they can get into today and buy tomorrow and finally, you are generating a wonderful income for yourself. This is a business that can be operated anywhere there are free property rights.

You've read about the other businesses we've operated, looked at or thought about. Believe us when we say that Lease Purchasing is the best business we will ever own. It's that good!

The Deals

Following are some of the typical deals we do in our business. We've tried to select those that we thought would give you a good, balanced look at Lease Purchasing.

Our Very First Deal - A Five Thousand Dollar Christmas Present

Our first deal was a dream come true. As seems to be our habit, we started our Lease Purchasing business at what is usually the slowest time of the year for the real estate industry, the Christmas/New Year holiday period.

We spent the first two weeks in December going over the tapes and started prospecting for houses on December 15. On December 18, we contacted a homeowner with a problem. The homeowner had been

trying to move his house for over eight months. They had been with a Realtor for six months, however, they had only spoken to the Realtor twice. Once when they signed the listing agreement and again one week before the listing ran out. Can you believe the nerve of the Realtor, he did not show the house once in six months and wanted to know if the homeowner wanted to re-sign with him.

The unfortunate homeowner then tried to sell it himself for two months with no luck. By this time he was getting very desperate. His new home was finished, the old place was vacant and he was making double payments. Folks, this was a homeowner with a problem in capital letters.

We explained how we could solve his problem using the Lease Purchase Advantage. Mind you, we're not talking a slum house here. This place was awesome; four bedrooms plus loft area, three baths, 2400 square feet, upgrades, pool, spa and gazebo, and a decent amount of land. This house was in a very desirable area of town and less than five years old.

Well, I guess we were convincing, because he faxed back our contract the night of the 18th. We had our first property. Keep in mind,

we were very up front with the homeowner. We told him that in all likelihood, nothing would happen until January.

We started utilizing our unique marketing methods immediately. We ran one of our special rent to own ads. These ads are designed to elicit a quick response. If you always give good to exceptional value, you'll have more calls than you can handle. However, since this was the holiday season, the telephone didn't quite ring off the hook. We did receive enough qualified callers to be encouraged.

Then we got lucky. The first couple to look at the house on December 22nd loved it. We did the credit check on them (always do a credit check) and signed over the paperwork on December 24.

The homeowner was astounded. We had solved his problem in six days, and gotten him some positive cash flow also. We were heroes to him.

We weren't really heroes, what we did can be done by anyone with the proper training in the unique niche of Lease Purchasing. Lease Purchasing allows you to control good property in good areas without the hassles of mortgages, taxes and maintenance.

We had discovered a wonderful business that actually worked as advertised, unlike so many other businesses we had explored.

We utilized a co-operative strategy for this property. A co-operative agreement is one where the homeowner wants some say as to who goes into his home. This is just one of many strategies available to us as Lease Purchase consultants.

For six days of our time, we made a five thousand dollar assignment fee for this property. Not a bad hourly rate was it?

How To Make Everybody Happy and Earn \$250 Per Hour Doing It

One of the things we like best about being Lease Purchase consultants is that we get to help people. It's a wonderful feeling being able to provide a win-win solution to people's housing problems.

This deal is a perfect example of how the Lease Purchase Advantage can benefit both the tenant/buyer and the landlord/seller.

This was a wonderful 3 bedroom, 2 bath house in a good area. It had been vacant for about three months while the owner had it listed for sale. The Realtor had shown it a few times, with no serious offers. We

contacted the seller using one of our many specialized prospecting methods and she agreed to meet with us.

We knew from the preliminary information we took, that she needed some up-front money, so we brought a co-operative strategy contract to the meeting with us. After discussing how the Lease Purchase Advantage could solve her problem, we agreed to a split of the assignment fee and had the paperwork signed.

While this house was beautiful inside, the outside or curb appeal was ordinary. We tailored our unique marketing methods towards getting people to want to see the inside. We knew if we could get them through the front door they'd love it.

To this end, we used newspaper ads, signs, flyers and phone calls to our tenant/buyer database. We had a number of people do drive bys, but no one wanted to see the inside. This happens at times, so you just keep marketing and don't get discouraged. As we tell the sellers, our goal is to assign the contract within 30 days.

As we headed into week two, we received a call from a nice couple. They had been looking to buy for awhile, but they needed time to reduce their debt to income ratio. Since we had negotiated a two year term

with the seller, this house was ideal for them. As we knew would happen, once they saw the inside, they loved it. They gave us a deposit and filled out the credit application on the spot.

The only catch was the amount of money they had to work with initially. We had been looking for \$6,000 assignment fee, but they only had \$3,000 immediately. They would have the balance in 90 days. We agreed to take back a note for the balance at zero percent interest if paid within 90 days.

This points out another wonderful aspect of this business. You can create wonderful cash flow streams by taking back notes. As these streams build, you even out your own income. It is very nice receiving checks in the mail each week.

While there wasn't a lot of money to be made on this deal upfront, we received a good note and had less than 10 hours of our time invested. Do the math, this works out to better than \$250 per hour. Not bad pay, and everybody wins.

The Lease Purchase Advantage is a wonderful home-based business that anyone can do with the proper training, contracts and support.

The Condo From Hell

Least we give the impression that this business is all roses, let us tell you about what we came to call the Condo From Hell.

This deal started out like so many others. It was a very simple cooperative strategy on a 3 bedroom, 2 bath condo in a great area. The owner had tried to sell it both by using a listing service and as a For Sale By Owner for about six months.

Since condos and townhouses are hard to move in Las Vegas, we wanted firm numbers agreed upon before we met with the owner. She was told that we would try for a \$3000 assignment fee to be split, however, the minimum profit we wanted was \$1500. Therefore, we would take the first \$1500 of the assignment fee and she would get the balance. If we received more than \$3000, we would split that evenly. This was repeated when we met with her for the contract signing. She agreed and was very happy someone could solve her problem.

Remember this, quiz later.

Her new house was almost finished and she needed her payments covered on the condo. Well, the new house was delayed about ten days, so we had to show the property while she was still in it. We much prefer the property to be empty, as it almost always shows better.

Our first clue that it may have been a mistake to take on this place was when she asked us “Should I clean”. Our reply, “Yes, you should, and you may want to have the carpets cleaned and paint the walls”. “OK”, she says.

Well, I don’t think we need to describe the condition the place was in. Add to that, she turned off the power without saying anything. Can you imagine what it’s like showing up in the evening to show the condo to some tenant/buyers and finding it dark.

We were limited to showing it during the day which really cuts your potential market drastically. Needless to say, this condo was taking on a life of its own.

To recap, we had a dirty condo, with walls that needed painting, that we could only show during the day, and no way to demonstrate appliances, heat, air, lighting etc. With all the scams in Las Vegas, people are very leery of property where nothing can be checked out.

What’s a good Lease Purchase consultant to do? Simple, we cranked up our marketing utilizing even more of our special techniques.

Finally, around the third week, we found a tenant/buyer who loved the area and the condo, warts and all. We did the credit check and

agreed to meet on a Friday morning to assign the paperwork and pick up the check.

Need we say what happened next. The tenant/buyer didn't show up. Upon calling her, we find out she's at the gym. Well, at this point we started laughing. It was that or cry and we don't cry over deals. Later that morning, we spoke with the tenant/buyer and she told us there was a delay until the afternoon in getting her funds.

While it would have been courteous of her to call and save us a trip, this happens at times. We agreed to meet that afternoon to finalize the transfer. OK, guess what happened next. You're correct. She didn't show again. Now we're not laughing.

We spoke with her again that evening and agreed to meet at her place on Saturday morning, theorizing that if she's at home she can't get lost. Miracles do happen, she was there. We collected the agreed upon funds, took back a short two week note and all was well. OK, on the way there, we had a tire blow out. Talk about earning your money.

Are you with us so far. Contracts' assigned, money and note collected, new tire on the car. All's well with the world. Not!

We ended up settling for a \$2500 assignment fee. Not bad for a condo in this town. We sent off the seller's portion, closed out the file and breathed a sigh of relief. A tough deal done with everyone happy, we thought.

Three days later, the seller calls up screaming that she was cheated out of all her money. Test time. Remember, we were to get the first \$1500 with the seller getting the balance. Repeated and agreed to on three occasions.

Well, it seems that these conversations were conveniently forgotten. We patiently tried to remind her, then not so patiently. The seller is now threatening all types of dire consequences for us if we don't pay her what she is not entitled to. By now, our dander is up and we're ready to stand on principle. We know we did a great job, particularly under trying conditions and we performed exactly as we promised.

Thankfully, we utilize special contracts and forms that protect all parties in the transaction. We knew we were on solid ground and that she wasn't. We finally sent her a polite letter pointing all this out and basically told her to take her best shot. We guess that when she realized she couldn't bluff us, she gave up. We have never heard another word from her.

This points out the importance of fully documenting everything you do and not taking on a deal that you feel funny about. Honestly, we should have dropped this one in the beginning when things started going so wrong.

Thankfully, this deal is atypical of this business. It just proves that even the best of businesses have bumps. Lease Purchasing is a wonderful business that can be operated from a home office and provide wonderful security for you. All you need is the correct contracts, training and support. A good sense of humor also helps.

One last thing, remember the two week note, it was paid late. Go figure.

Sometimes Dreams Do Come True

We had originally contacted this seller from an ad she had run for a townhouse. It turned out that she was a Realtor. Before we could come to terms on the townhouse, she rented it. We figured no great loss, townhouses and condos are difficult to move in Las Vegas.

About two months later, we received a call from her. She had kept the information we had mailed to her and had remembered our conversations. Hint, always follow up a telephone conversation with a

letter, brochure or business card. You'll be surprised how often you will get a call from someone you've spoken to months or years earlier.

It turned out that she was getting married and moving out of state. She wanted us to handle the lease purchasing of her current house. Before committing ourselves, we went to look at the property. The neighborhood was blue collar and the curb appeal of the house was OK, not great. Inside the layout was very nice with a good sized yard. This type of property is not our first choice, but we felt we could move it in 30 days or less.

We started running our special lease purchase ads, along with our other unique marketing methods. These got the phone ringing off the hook from interested tenant/buyers. We had those interested do a drive by and showed the inside to a number of people with no success. Other than the type of property, we also knew we were trying to move a house that was a bit over market for the area. We compensated for that by getting a three year period for the option to be exercised and giving a very generous rent credit.

Then the fun really started. Her moving date was advanced, so we had less time to work with the property than we had planned on. We knew she may have to rent the house if a tenant/buyer could not be

found. One nice thing though, she was willing to compensate us for our time, knowledge and energy if this fell through. We might not profit as much as we would have, but we wouldn't be losing either. However, our goal was to get a good tenant/buyer into the home, not break even. We take very seriously our obligation when we contract for a property, had we not found a tenant/buyer we would have been disappointed.

The moving truck was coming on Tuesday, the previous Sunday we ran what was to be our last ad. We received three very positive telephone calls from the ad. A gentlemen arranged to see the inside and liked it. We were going to meet on the Saturday before the move. He had to go out of town, so we rescheduled the appointment for Monday, the day before the truck was to arrive. However, Sunday the seller called to tell us the truck was coming a day early, you guessed it, the day of the meeting.

Well, we did meet with the tenant/buyer on Monday, as the moving company was loading the truck. Talk about cutting it close. While we were there a young lady also arrived to see the house, she really loved it. It would have been perfect for her and her disabled husband. We felt bad, we would have liked to have seen her get it, especially after she said it would be like a dream for her to own a house like this.

The original tenant/buyer gave us a substantial non-refundable deposit, with the balance due in four days, Friday. Considering we didn't have a strong feeling for this person, we weren't surprised when Friday came and went without any word from him. We left several messages for him without a return call.

The following Tuesday we called the young woman back to see if she was still interested. You could hear her yell with joy. Obviously she was still interested. We made arrangements for both she and her husband to see the house. They were in agreement about loving it. We redid the paperwork and picked up the whole assignment fee while we were there. We did have to take a post-dated check, but sometimes you have to follow your gut. We had a very good feel about this couple.

From start to finish, it took us about five weeks to move this property. This is about three weeks longer than our average. We were compensated to the tune of a \$2500 assignment fee. However, keep in mind, this business is not just about money. It's about helping people. Nothing can replace the feeling of knowing you helped someone get into a home today that they can buy tomorrow. Like all people who deal with the public, sometimes you have folks that you like more than others. This couple was one of our favorites.

By the way, it seems as if the renter in the townhouse we had originally contacted the seller about flaked out and disappeared. So it appears as if we will lease purchase the townhouse after all.

It's funny how things work out.

How To Earn \$2,500 In Two Hours

If all deals were this easy, everybody and we mean everybody would be trying to earn a living in creative real estate. This transaction literally took two hours from start to finish. Only through the specialized niche of Lease Purchasing can you earn this type of living while having so much fun.

This was a seller who needed to move because of health problems. As such, they had to have some up front money. We met with them for about an hour. While there, we suggested that we just consult with them as this would give them more money than if we did a co-operative split. They were reluctant, even though we told them that they didn't need us in the middle of the deal.

Consulting is when we show a homeowner how to put together a lease purchase deal, provide the proper forms, contracts and marketing methods. We were taught and have learned that not every seller wants

Chuck and Sue in the middle of the deal. Consulting is a wonderful way to increase our cash flow and business in certain situations. We can consult with sellers all over the country.

Getting back to this deal, the house was a former award winning model. This place could have moved itself. It was spectacular. This is why we said these folks could do it themselves. We knew this would go quickly. Even we didn't guess just how quickly.

We ran one of our special ads. These ads are designed to draw a quick response. As it turned out, the first call we received was from a nice, young couple with children. We gave them the directions to the house with instructions to do a drive by. If they liked the outside, arrangements would be made for them to see the inside.

Since this house was about a 40 minute drive one-way for us, we had arranged with the homeowner for them to show the inside. You can do this if you're comfortable that the seller will not try to cut a deal behind your back. We weren't worried about that in this case.

In doing the drive by, this couple had stopped in front of the house to admire it. As is happened the seller came out, saw them and invited

them in to see the rest of the house. They liked it so much, they called us while they were looking at it.

We agreed to meet the following day to fill out the paperwork. We received a substantial deposit, with the balance due one week before they moved in.

The homeowner was thrilled that their problem was solved. They have since referred two of their friends to us. That's one of the nice aspects of Lease Purchasing as a business, you not only get to earn a good living, but you get to help homeowners with problems and tenant/buyers build dreams. If you provide good value to the various parties to the transaction, you can end up with more referrals than you can handle.

Now we are the first to admit, we got lucky with this one. It's not everyday that you move a property with only two hours of your time invested. However, we were not about to turn down the \$2500 we earned from the assignment fee. We'll take \$1250 an hour any day.

Every Cloud Has A Silver Lining

There's an old saying that goes, "you win some, you lose some and sometimes it's a draw". This deal fell into the "you lose some" category.

Some deals are just difficult (see Condo From Hell), but they get done. Every once in a rare while, some deals just don't get done. This was one of those.

This started out normally. It was a nice property in a nice area. We had negotiated great terms with the seller. We found a nice tenant/buyer, a couple with a few kids and dogs, who were thrilled with the chance to eventually own their home. The seller was happy we had found someone so quickly to assign our contract to. All seemed fine.

Lesson: When everything seems the smoothest, worry the most.

The seller needed about 30 days to move out, which was perfect as the new tenant/buyers needed about 3 weeks for the rest of their funds to become available.

We had the credit application filled out and picked up a substantial deposit from the tenant/buyer. We sent the assignment form and addendum to the sellers for signature. They signed and returned both. All was ready. We just needed to wait for the tenant/buyers' funds to become available. Now the problems started.

Sometime during the three week wait the seller and tenant/buyer starting talking to each other. They were apparently feeding each others

buyer/seller remorse. Having these two parties talking to each other is not always a good idea. Usually nothing bad happens, but in this case it helped blow the deal.

Also during this time, the seller had some family problems, the wife of the tenant/buyer needed surgery, which they knew about before taking the property. Our feeling was that the surgery was more severe than anticipated and that this was a contributing factor.

Another factor, the tenant/buyer arranged and did the final walk through with the homeowner, without calling us. During the walk through he told the homeowner he could sell their property. While this is technically correct, an explanation of how this can be done needs to be made. He just left it at that.

Well, the seller calls us in a panic thinking their house can be sold out from under them. It can't. It took us over an hour to calm her down and explain how this could be done. And even if done, the seller receives all her money, so she had nothing to worry about. However, this presented another problem to overcome. We left it with the seller that we would contact the tenant/buyer to set up a time the following week to pick up the balance of the funds and formally assign over the contract.

We called the tenant/buyer, set the date and time and relayed this information to the seller. Just about done, we thought.

Two days later we got a call from the seller, they're not selling, they changed their minds. We get a call from the tenant/buyer that the seller called him. We are now pulling out our hair.

The seller told us it was a mutual decision, the tenant/buyer said just that the seller wasn't going through with it. For a variety of reasons, we do tend to believe that this was a mutual decision.

Remember what we said about the parties speaking to each other? This is why we don't like it.

We immediately offered to show the tenant/buyer another property, but because of the wife's surgery he said it would be better to wait a while. Red flag, he wanted out of the deal also, but didn't want to come out and say it.

We have time and expenses in the deal which we could lose through no fault of ours. Quiz time, what to do?

The seller breached the contract, we could of course sue. The tenant/buyer basically backed out the deal also; so does he deserve his deposit back?

We are firm believers that all things should be negotiated first if possible. We ran through our various options with the seller in a polite, but firm manner. She agreed to compensate us for our time and acknowledged that she was responsible for the return of the tenant/buyers' deposit.

Our worst case scenario in this deal was not getting compensated for our time, knowledge and energy. However, by using good contracts and assignment forms, we protected ourselves. We were able to turn a profit, smaller than originally thought, but a profit none the less.

The moral to this story is that even in the best of businesses a little rain must fall. But if structured correctly, those rain clouds can have a silver lining.

Lease Purchasing, don't you just love this business!

We hope that these examples of the types of deals we're doing have given you a feel for this business. There is nothing out of the ordinary about them. Lease Purchasing as a business affords you a multitude of income generating methods.

This business can be performed either full time or part time. Anyone can do what we're doing, all you need is the proper training,

contracts and support. Feel free to give us a call if you'd like to explore a future as a Lease Purchase Consultant.

In the remaining chapters we'll go over some of the lessons we've learned, where we think Lease Purchasing will take us and wrap up with some of the high points and some final words of wisdom.

Chapter 9

Lessons Learned

We have learned many lessons from the businesses we have run. In fact, with the Lease Purchasing business we've learned something new with every deal we've done. Since not every deal is the same and you are dealing with different people, with different personalities, wants and needs, you have to learn to adapt yourself to each particular deal and the people in them.

As discussed earlier, one of the most important lessons learned was not to be complacent. Complacency can and has ruined many businesses. You must put all your concentration and attention in your business. No distractions. Personal problems, and outside interests need to wait until business is done.

We have also learned to value our time, knowledge, and energy. This doesn't mean you can't volunteer or help someone. It just means learn to recognize those who don't think your time is valuable and waste it. Believe us, if you don't put a value on your time, no one else will. In fact, they will abuse it. Don't waste your energy on someone who is not worth it. Use that energy productively. Your energy is precious, and very limited. Use it productively. Your knowledge in so many businesses is

your most valuable commodity. Don't let people take advantage of you by picking your brain, without getting compensated for it. There are many people out there who want something for nothing. Yet, these same people would be highly insulted if you walked into their establishment and asked for a book, dinner, repair or information for nothing. They expect to get paid for their services, well your knowledge is a service and you expect to get paid for it. "My time, knowledge, and energy are valuable commodities, I will not squander them". Let this become your motto.

One very important lesson we have learned is to believe in yourself. If you don't, no one else will. This self belief helps you to come across more confidently in your dealings with others. You give off the aura that you know your business inside and out, are an expert in your field, that they would be crazy if they didn't do business with you.

Another important lesson is to keep negative individuals out of your life. Negative individuals are those who feel that nothing is ever their fault. The problems in their life are due to other people or circumstances. They never take the blame or responsibility for anything. They also have only negative things to say about your ideas and business. These people will only hinder you, not help you, let them go.

When running your own business there are many basic lessons you need to learn to be successful. You need to make up a business plan, and then set goals. You also need to organize your time. We can't emphasize enough how important time management is. We wear many different hats as business owners, especially when you first start, since, unless you have the funds – you are chief, cook, and bottle washer. In order to do all these jobs well you must be able to manage your time to take care of each component of your business.

Have business cards made up. Have them professionally done. Have a brochure made up by a professional. An identity package (business card, letterhead, brochure/pamphlet) is your first contact with your clients/customers. Make sure they flatter you, if they don't, you won't be in business long.

Remember to market, market and then market some more. Unfortunately, this is the one area that causes most businesses to fail, not enough marketing. Remember the chapter on our businesses in California and Las Vegas, this was one of our faults, along with cold calling. You must do it. Even if for only a small amount of time each day, it needs to be done.

Another lesson, know when to call it quits on a business and try something else. If you remember, this was a major mistake we made in our earlier businesses. We should have shut them down sooner than we did; and moved out of state more quickly. You'll notice, that we applied this lesson to our gift business. It didn't generate the income needed, so we moved on. When we started it, we decided to give it a certain amount of time to prove itself. We acted quickly to close the gift business. We wish we had learned this lesson sooner.

We know you hear this from a lot of sources, but be careful not to run up a large credit card debt. Make a budget and stick to it. Yes, this takes discipline, but it is well worth it.

Here's another lesson for you. When you design your marketing plan, apply it consistently. Don't be like we were in the beginning, just marketing when we needed business. Rather than utilizing our marketing methods each day, we allowed ourselves to see-saw between a lot of business and very little business. As a result, our income took a lot of unnecessary swings.

All successful people make mistakes. The key to the truly successful is that they rarely repeat a mistake. Learn from what you've done wrong. Correct it and go forward. Frankly, we were a little slow to grasp

this concept and it hurt us. One of the reasons for this book is to help you avoid what we did wrong. This is a big one.

One of the biggest lessons is not “Honesty is the best policy”, but “Honesty is the only policy”. We can’t emphasize this enough. Don’t lie to your clients/customers. It will come back to haunt you. Be upfront and forthright. If they don’t like what you are saying, you probably don’t want to do business with them anyway.

So, remember the following lessons: believe in yourself; don’t be complacent; get that business plan done; set those goals; get an identity package made up; organize your time; value your time, energy and knowledge; don’t give them away; avoid people that want something for nothing and are a negative influence in your life; and get started taking control of your life with your own business. And remember, “Honesty is the only policy”.

In the next chapter, you’ll see why we are so positive about our future in Lease Purchasing.

Chapter 10

What The Future Holds

One of the major software companies has a slogan that we think applies to the Lease Purchase business perfectly. It goes something like this, “where do you want to go today”, implying that the sky’s the limit.

Well, we couldn’t agree more. When you start in this business, it’s slow to get going like any new business. But, slow is a relative term. Our first couple of months netted us almost \$10,000 in profits. There aren’t many businesses you can operate that turn this type of money so quickly.

So where do we expect Lease Purchasing to take us. Anywhere we want to go. This is no idle statement. Lease Purchasing has provided us with a wonderful living and life style. It has opened up a world of possibilities that we never dreamt could be possible for us. Remember, we’re not unique, anyone can do this with the proper training. Now let’s get into some specifics of where we think Lease Purchasing will take us.

From a business standpoint, we expect to continue to increase the number of deals we do. Eventually, we expect to be able to do 2-3 deals

per week. So far, we have averaged about \$3,000 per deal. You do the math. In conjunction with the increase in number of deals, we want to increase the number of strategies we employ. By utilizing more strategies, you increase your cash flow streams, which in turn evens out your income.

We plan on increasing the number of consultations, both with sellers and tenant/buyers. It's a wonderful feeling knowing that you can help people in a multitude of ways. You know it's funny, but the more you consult, the more referrals you get. Let us tell you, referrals are the easiest business you will ever do. By giving exceptional value to all those you do business with, you turn those customers into your sales force. A satisfied client is worth any amount of blind marketing.

Another area we are slowly increasing is in the taking back of notes. When you assign a contract, it's possible to create a note for some of the assignment fee. Start to do enough of these, and you have a steady influx of note payments each month. Again, another cash flow source.

We are also starting to mentor others in the niche of Lease Purchasing. We believe that when you come full circle, as you've gained success, help others to achieve theirs. There's no more wonderful feeling than knowing you've helped another reach their dreams.

Well, this should give you an idea of where we believe lease purchasing will take us from a business standpoint. But, we all know there's more to life than just business. Let's talk about the future from a personal perspective.

As stated, Lease Purchasing has opened up a number of avenues for us. We don't take vacations, we live them, meaning turn each day into a vacation. Mind you, no one is saying don't work, but set up your life so that you can enjoy it to the fullest each and every day.

This is truly possible to do through the niche of Lease Purchasing. We are currently living in Las Vegas, Nevada, but we are looking at property in Northern San Diego county. This is an area of the country we have visited and love. Who knows, by the time you read this we may have already moved. But, we also like the Southwest area of Virginia near where we went to graduate school. And you know what, Lease Purchasing will allow us to get a residence there also if we wish to.

This is living a vacation. Lease Purchasing allows you to live and work in diverse areas of the country. Why not spend part of the year in one place and part in another or even more locations. This is such a perfect business, you have the freedom and flexibility to do just that.

Lease Purchasing will allow us the time to pursue our hobby of restoring old cars. Each of us has different hobbies and interests, in this business you can have the time to explore them.

With Lease Purchasing, we really can do anything we want. We're limited only by our imagination, and believe us, we have very good imaginations.

All of this sounds great doesn't it. It's not pie-in-the-sky hype, we are traveling down this road right now. I'm sure that many of you reading this think that this is great, it can't get any better. Wrong.

Let us tell you what our greatest future expectation is from our Lease Purchase business. Can you guess? No it's not money or wealth or houses or cars or vacations or fine food and wine. In a word, here's what it is...

CONTROL

That's right, control of our lives again. If you remember back to the beginning, the biggest loss we felt was lack of control. Well, with Lease Purchasing you have control. You can chart your own destiny. The confidence gained from this business is like nothing we ever felt before. This can never be taken from us.

If we lost it all tomorrow, so what. We now know that we have a business that works in an up market, down market, and in between markets. We can earn a living anywhere. Folks, that's control, that's confidence.

Thanks to the wonderful niche of Lease Purchasing we control our Future Expectations.

Wouldn't you like to do the same?

Chapter 11

Conclusions

Congratulations, you've made it this far. We hope that along the way you've gotten a feel for us. We also hope that you've picked up one or two ideas or thoughts that you can apply to your own life. If you have, then we've accomplished the goal we set for ourselves.

There are a few key points that we want to be sure you come away with from this book.

First, anyone can have the run of financial difficulties we did. It doesn't matter how well you're doing or how successful you think you are. It can all come crashing down. If you think it can't happen to you, you are wrong, it can. Some of you reading this will think "I'm too smart for that to happen". Well, we're not dumb and it happened to us. Yes, we made, in hindsight, some poor decisions, but believe us, no one makes perfect decisions all the time.

What can you do to try to insulate yourself from this happening to you? Pay attention to business, try to build cash reserves, make the best informed decisions you can, but don't be afraid to change them if situations change.

If you're just starting out, try to choose a business that can be profitable in good times and bad. If you're already running a business, see if you can expand into areas that offer some protection during an economic downturn.

One final thought on the first point. Don't make the mistake we did and over extend yourself. One of the biggest things we did wrong was trying to operate multiple businesses. When the economy was good, everything was fine. As the economy started to take a downturn, we couldn't juggle all of the businesses. We should have focused on one, we didn't. That mistake lead to losing it all.

The second key point is from a personal perspective. You absolutely need to maintain a belief in yourself. We're not speaking of arrogance, but an unshakable belief that you can make a difference, that you can control your destiny. As you've read, we lost that for a while. It wasn't until we regained that feeling that we started to regain control.

We know that many times this is easier said than done, but it is of critical importance that you do so. If you don't believe in yourself, no one else will.

Remember, no one in life owes you a living, success, wealth or happiness. You find, cultivate and develop these attributes yourself. Hopefully, just as we did, you'll find these attributes within yourself and apply them in a business which can allow you to live your dreams, as we do!

We feel the third key point is in the area of lifestyle. We have come to believe in "don't take vacations, live them". We highly recommend a home-based business as a key in this area. It is so much easier today to own and operate a business from your home. Technology, changes in zoning laws and changes in perspective, all coincide to increase your chance of success much more than when we started out years ago.

A home-based business allows you a flexibility and freedom far greater than anything else we know of. You've heard it before, but find a business that you can be passionate about. We did, the niche of Lease Purchasing. For those of you who have yet to discover your passion, you'll have to take our word for this. Operate a business you're passionate about and you'll discover it's not work, but fun.

Set up your business so that you have time for your family, friends, hobbies and whatever else is important in your life. You'll be glad you did.

We have adopted a saying, it goes like this “My time, knowledge and energy are valuable commodities, I shall not squander them”. This leads directly to our final point and we feel, the most important.

Our time, knowledge and energy are our most valuable resources. We do not let anyone waste them.

Time. You only have so much time in a day to earn money. Learn to put a dollar value on that time. Don't let anyone squander your valuable time. We all meet people who love to talk, we're guilty of this ourselves upon occasion. However, our time, and yours also, is valuable, after a polite or not so polite period, inquire as to how this person is going to compensate you for your time. If they don't want to or can't, cut the conversation off. We know this sounds harsh, but this person is taking money out of your pocket. That said, we don't mean you shouldn't donate your time to worthwhile charities or causes, we do. Just be careful where you spend your time resource.

Knowledge. If you're like us, you've spent money and effort to acquire the knowledge you're using in business. Don't give it away. Our knowledge has a specific dollar value. Like us, you'll meet people who will want to pick your brains for free. Don't let them.

In our Lease Purchasing business, we are constantly talking with people who just have one quick question. Right! We all know where that leads. Or someone will want one of our contracts to use. Sorry, our knowledge was hard won, and it will cost you to get it. Again, the question, how do you plan on compensating us for our knowledge.

Energy. We only have so much energy to use in a day. We try to schedule our high energy activities for the morning, for us this works best. You may find you work better in the afternoon.

Our typical day starts about 6-6:30 a.m. and we end up usually about 9 p.m. No, we are not working all this time. We always try to have some down time during the day. We truly love what we're doing, so honestly, the day still doesn't seem long enough at times.

We'll schedule consultations for the morning when we're fresh. We may prospect or visit potential houses in the afternoon; and after dinner, we'll do letters, get mailings ready, bookkeeping or paper work. There's a reason for this schedule, our energy is highest in the morning, lowest in late afternoon. We look at our evening time as something we can do without a lot of thought being necessary. Whatever we do, we guard our energy very carefully.

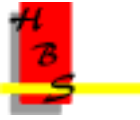
Time, Knowledge, Energy. Your three most valuable resources. Use them wisely.

Well, there you have it, our story. You've read about us, our businesses, our mistakes, our difficulties and our recovery. You understand how we came to Lease Purchasing, how we started, where we are and where we're going.

We are not special or gifted, we're just like you. We're just a couple of people who always knew what we wanted and refused to give up. All we needed was the proper vehicle. We found ours. Now its time for you to find yours.

Stop wishing and start doing. Your life will never change until you start to make it change. Make the decision to find your niche. We'll be happy to talk with any of you and if you wish, even become your mentor. Remember,

Who Makes It Happen, You Do!



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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.

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!

"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

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:

[Coaching Partners](#)

Or, give us a call at 559-440-1358.

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Welcome to the HBS Web Store

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



[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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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.

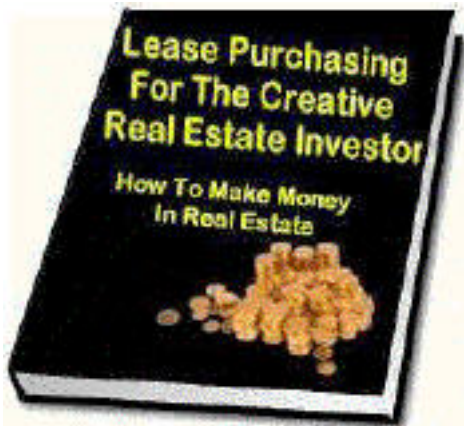
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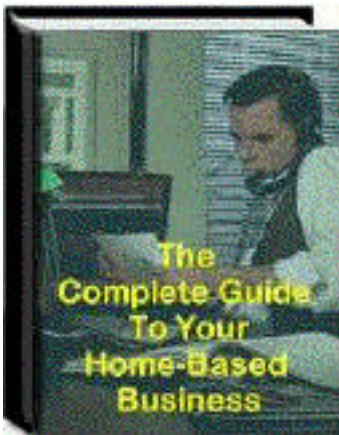
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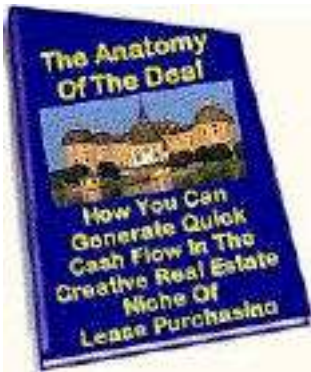
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I just completed your book, [The Anatomy Of The Deal: The Consulting Strategy - Consulting Your Way To A Six Figure Income In Creative Real Estate](#) and found it very informative and a very good education source those of us just getting started in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

Mitchell McQueen

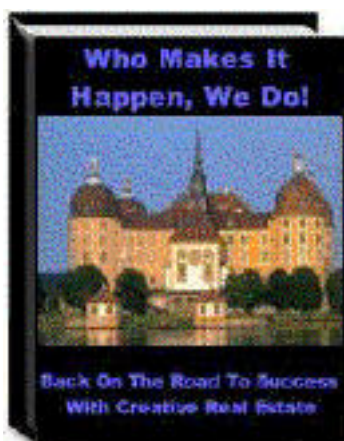
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