

The Ultimate Guide to

CLOSING YOUR FIRST DEAL

FOR REAL ESTATE INVESTORS THAT WANT TO
CLOSE THEIR FIRST OR NEXT DEAL SO YOU CAN
START BUILDING LONG TERM WEALTH

REAL ESTATE INVESTING COMMUNITY

THE ULTIMATE GUIDE TO CLOSING YOUR FIRST DEAL

Hey – it's Frank and Larry

We are the co-founders of the Westchester County Real Estate Investors Club which serves our local community. It has become the place for all real estate investors to come and learn even if they are just starting or have been an investor for a while. We focus on 3 Main Words:

Connect: We believe that bringing like-minded investors together each month will help you get CONNECTED to the right people to help you with your journey.

Learn: We believe your LEARNING starts with our monthly FREE meetings but also with my members' learning center where you can find all the past recordings and training to help you get started quickly!!

Grow: We also believe that you will continue to learn new things and strategies by coming to one of our workshops where you will be able to dig deeper into your educational journey and start to truly GROW as an Investor and Businessperson!

Our community is growing every day and you have found a great place to call home and be open to asking questions to us.

Join Us... www.westchestercountyinvestorsclub.com

We are here to help you get to the next level in your business.

And to learn who we are and our methods of teaching. We hope that you spend the time to truly learn about our group and us. You can see what we do and how we are helping so many investors across the country get more deals done quickly!

We have members who are brand new, and they are starting to close more deals already by following our process. We have other investors who have been around a little while and are now opening their eyes to a new way of thinking, which is allowing them to get more deals closed consistently!!

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When we first started, we were like a lot of you reading this Guide, We weren't sure where to start or even how to start. In our case, we started as a 1-Trick Pony only focused on wholesaling!

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This a Big Mistake!!

But let's be clear we didn't know any better because no one had shown us a better way yet, to get our first real deal done!

That all changed one day for us ... When we met our first Real Mentor and he gave us a really hard Reality Check!!

It was clear that we were not following a process, particularly following the 4 Pillars To Real Estate

Investing! These 4 Pillars helped us get our first deal done and helped us close so many more deals after that.

- We had no Lead Network in place.
- We had no Creative Funding Sources in place.
- We had no Foundation built out.
- We had no Pinwheel marketing in place.
- We had no clear understanding of a Lead In-Take Process.
- We had no Market Segmentation in place.
- We had no Clear Understanding of Prospects to Contracts.
- We had no Multiple Ways to close deals in place....

So, you see we were a trainwreck waiting to crash!!!

We are happy to let you know that we listened to our Mentor, reset our business got truly clear on the 4 Pillars, and got the **specialized knowledge** we needed to build out our Real Estate Investing Business!!

This was a life-changing experience for us.

We would not be where we are today, doing all the deals we do and building long-term wealth through cash flow properties, if it were not for us learning this simple 4-step process to Close Our First Deal and to Close More Deals Consistently!

And what's interesting about what we were able to accomplish is:

.... We are breaking every rule that every mainstream "guru" proclaims when it comes to what you should be doing to build a real estate investing business.

We not only did this for my own business but...

We help real estate investors build their business differently, and how to build it for long-term success. Not any of this 1-Trick Pony stuff!

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And more importantly, the way we help people... WORKS!!

Listen Up, if you are in the real estate investing business & you'd like to build a better process to close your first deal or start closing more deals consistently.

And you do not want to be a 1-trick pony and stay in the wholesaling business, or waste money on marketing for leads you can't convert...

... but instead, have the ability to work multiple leads with multiple investing strategies... and get funding for your deals that you didn't know about!!

... while building long-term wealth for you and your family!!

THEN READ EVERY WORD of this guide, as it just might be the single most important "freebie" you've ever downloaded.

Let's Get To It.

Growing an extremely profitable investment company comes down to having & implementing these **4 Pillars**:

Pillar #1.) Foundation

Pillar #2.) Prospect To Contracts

Pillar #3.) Contracts To Closing

Pillar #4.) Smart Investing Strategies

When you have spent time in each of these 4 Pillars learning how they work in your business and the processes needed by you, to implement, your business can become a powerful deal-closing machine.

But remember this....

"When you stop chasing the money and start building the business, that is when you will truly find long-term success"

Ready to dive in?

We'll start with... **Pillar #1**

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PILLAR #1.

Foundation.

Look we know we go against the grain with a lot of these “gurus,” but it is only because we know what works, it worked for us and changed everything, and we see firsthand every week it is working for our students and group members! The mainstream advice is that you should run out and start looking at houses and everything will magically fall into place for you!!

“And did you see the unicorn also while you were out there”

Yea... that is silly we know but so is this advice they are giving out!

I guess it could be good advice if you are looking to drive around town all day looking at houses hoping that you find the one and all the pieces will line up perfectly when it comes time to move on that deal.

To us, this is a big waste of time.... Honestly, it is!

But we get it, this is what we did also when we first started until we learned 1 remarkably simple but Powerful Statement...

“Build The Business First And It Will Pay You For Life”

You see our mentor was very clear when he said, “To have any long-term success as an investor you need to focus on building the business first”!

He said “You can’t build walls until you have the foundation poured”

There it was... simple but powerful!

We had to learn to build the foundation first!! **Pillar #1!**

Now, let us be clear while going out and looking at houses is part of the process (and is fun... but not part of the foundation) to do deals it isn’t until Pillar #2 that we focus on this part of the process.

So, what we do instead is, focus on building the business in the order that will give us the highest success rate and build a clear process to the direction we want.

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This can be done by focusing on the foundation first!

Remember you have 1 Goal!!

FOCUS IS THE GOAL!!

Focus on the 4 steps of building your pillars in order and you will have the confidence you are looking for to close more deals and to close them quickly to get paid!

What is the main process of building your foundation?

We break it up into **4 Key Elements:**

- #1)** Building The Right Team Around You
- #2)** Building All The Funding Sources You Need
- #3)** Creating Your Cluster Zones Through Market Segmenting
- #4)** Putting The Systems And Tools In Place For Success

You might have heard people in conversation ask you or tell you about building a Power Team,

But what they always leave out is how deep this team must go with you.

Our Power Team and our students' teams have over 43 different Trades and there are about 25 contacts per trade we have on our list.

This is the power of your foundation and 1 of the main reasons we can move so fast.

The other side of foundation is the funding needed and most investors overlook this just because they don't understand there are **4 main funding categories we need to line up** and have multiple lenders in each of these categories. These aren't lenders that want to check your credit or have you turn in a mountain of paperwork to see if you will get the loan.



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Our students understand the power of this one key element of the foundation very clearly.

As they start building out their investing business this is what opens their mind to the idea, that they can be doing a lot more deals than they thought. We have one student Mike who came to us wanting to be a wholesaler and when we got very clear with him on what he was missing out on and showed him the **4 Pillars** he was ready for more.

Now, Mike went out and built his foundation first and because of this when a deal came in that had about \$70,000 in profits, he had a choice - wholesale it for \$15,000 or close it and make \$70,000...

What do you think Mike did?

You would be right if you said he moved on it and closed it!!

Very proud of Mike, it was his first deal, and he would have never done this if he hadn't slowed down and Focused On His Foundation!!!

One of the other reasons our students are so successful is they have a clear understanding of the foundation of how to move into any market and build Cluster Zones by doing market segmentation.

This is the way we can clearly identify what areas are better for Wholesaling, Creative Financing, Rehabbing, and Rentals.

It takes the guessing work out of the investing business and just shows you the data you need to manage your risk and make a sound and safe decision when picking the right strategy for your leads.

... the most beautiful thing about understanding how to build your foundation correctly is:

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IT'S PREDICTABLE AND SAFE.

Our Methods make it very clear on the how, when, who, and what we are going to do as we move forward with our business!

This allows us to really focus on the parts that we need, to make sure we are growing and building into long-term wealth creation!

Now, of course, the question is:

- How?
- When?
- Who?
- What?

I get it and we will talk about these a little more as we go along.

Just remember this, Foundation is all about building a solid base for you to build from.

It will help you manage the risk, stay safe and truly know what you are going to do in each segment of the market and how you are going to do it!



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PILLAR #2.

Prospect To Contract.

Pillar #2 is really the gateway to having a clear understanding of how we can get more deals done consistently and how we are able to help our coaching students **Close their first Deal or Just Start Closing More Deals Consistently.**

The mainstream advice out there is all about picking 1 or 2 marketing channels and working them all day and all night to find off-market deals no one else is getting access to!

This is a very nonproductive long-term strategy when you think about it.

Why would you base your whole business or retirement plan on 1 or 2 marketing channels?

Why would you only work 1 or 2 lead sources?

Why?

Well just like us when we started, we just didn't know any better, or you might be thinking like we did,

"I just don't have the money to work all these marketing sources"

First, let us break this theory down a little more for you...

Then, we will get back to the money part of marketing for leads...

When you only work 1 or 2 lead sources then you are putting all your eggs in one or two baskets. This also means that when these lead sources dry up you are back to square #1 and now you must find new lead sources.

Also, you are trying to squeeze everything you can get out of a couple of lead sources.

That's A LOT of work and stressful on top of that!!

What if we were to tell you...?

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You can have multiple lead sources and a true **Lead Network** in place feeding you off-market deals each and every month consistently and you don't even need to have a marketing budget!!

How does that sound?

Great Right!!

Well, also we want you to think about this...

When you have a **Lead Network** in place, and you build a Pinwheel marketing plan you are now building a long-term marketing process to feed you off-market deals that others just don't know about.

This is what will feed you leads not just now but it will get better each month and year that you keep building it.

...Think compound effect!!!

You see when we were taught this method, it got truly clear to us. We needed to think about the long-term game plan of our business and not just the short-term plan.

Getting a deal today is great!

But building a **Lead Network** that will feed us deals for years to come is EVEN BETTER!!!

Now, let us also explain a little more about the **Closing YOUR FIRST DEAL METHOD** Pillar #2.

Once you learn how to build a true **Lead Network** then you will fall into the next phase of the Prospect to Contract!

This phase is called the **Lead Intake Process**.

Mind Blown ... This is where we were when our mentor was teaching us this process.

We were not clear on the process or even the step-by-step game plan on what to do when a lead comes in.

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So, when we slowed down and truly learned this Process things got really clear to us.

Lead Intake Process:

Phase #1: Communication

Phase #2: Research and Analyze

Phase #3: Negotiating (Bracketing Method)

Phase #4: Converting (Smart Investing Strategies)

What we know is that when you have a clear step-by-step plan and process on what to do next... Things start to happen.

This has also been proven with our students as they start to follow our **Closing More Deals Method™**

You see, there is a remarkably simple but strategic method to how you move a lead or prospect down the line to get them to see and want to get an offer from you.

This process all starts in the Communication Phase. Most investors just think make the offer and see if they will accept it...

This is Wrong!!

The Communication Phase of the L.I.P. (Lead Intake Process) has 3 main goals!!

1. Building rapport with the seller
2. Find the problem to solve.
3. Set the 2nd Appointment.

And it must be in this order... Therefore, we have our students follow a our tested and proven script that leads them down this process.

Once you have done this correctly and used what we refer to as your Intent Statement then and only then can you move to Phase #2 of L.I.P.

Phase #2 of L.I.P. is a key element to make sure you know how to work your number. Like identifying how to get incredibly good at finding ARV (After Repair Value)

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What are the expenses you need to take out of the ARV when looking at a flip property or wholesale deal.

Or what are the 3 main groups of expenses when running your numbers on a rental property to find COCR!

This prepares you for Phase #3 of L.I.P. and having the 2nd appointment with the seller.

This is where we have learned that our students need the most direction to have a higher converting rate from Prospect to Contract.

Phase #3 of L.I.P. is not about showing up to a house or having a phone call and letting the seller know you want to buy their house at XXXX price...

Do this and you will lose every time.

Phase #3 of L.I.P. is all about getting them ready for the offer and getting them to want you to make an offer on their house.

So, how is this done?

We break Phase #3 of L.I.P. up into 4 Steps that must be learned:

Step #1: Re-Establish Rapport

Step #2: Show The Facts

Step #3: Explain the Net Equity Worksheet

Step #4: The Bracketing Method!

Once you have done these 4 steps correctly you are now able to move a seller into Phase #4 of L.I.P. Converting to a contract is much easier!!

This has been tested and proven over and over again in our own business and with all of our students who follow this process in Coaching Programs or Deal Partnering Programs.

What we've found is:

Investors who don't understand the true value of slowing down and learning the **4 Pillars** of investing are just running off luck or chance!!!

We are not in the luck business we are in the planning and executing business.

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Plan for the education we need to be successful, then execute on the information we have gained to build a better business.

We have a formula we follow that allows us to be more consistent with lead flow and it gives us a higher chance of Closing More Deals than any other training out there.

We'll get more into that shortly... but first, let's talk about how we get the deals we are working on to the closing table.

Also, what stops most investors from making offers on properties and getting these deals closed.

Hey, really quick we hope you have been getting a lot of value out of this free guide we put together for you. If you think someone else could use this or enjoy reading this too then just shoot them the link below so they can get their copy and all the extra gifts we give out with it.

Share with someone you know: www.westchestercountyinvestorsclub.com

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[Extra Gifts That Came With The Free Guide](#)



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PILLAR #3.

Contract To Closing

Can someone say Show Me The Money...!!!

LOL... okay maybe that wasn't that funny.

But Pillar #3 is all about creating a payday for you!

Over our 20 + combined years as an investor and coach, we have found that this Pillar is where most investors FREEZE!!

When it comes time to lock up a property or get a contract signed by the seller, they just don't know what to do!!!

You see one of the biggest struggles we all face is the word FEAR!

FEAR stops us from moving forward in business and in life,

The FEAR of the unknown

The FEAR of what could happen or could go wrong

The FEAR of making a mistake...

All of this runs through our mind like a train when we are about to do something we just don't understand, or we don't have an unclouded vision on the steps needed to move forward with confidence.

It's not even funny how many leads we didn't get to a contract because we were scared of what we had to do next, and we were not confident in the process.

You see if you have a contract signed by a seller, then you must do something with it for real.

You have to move the process of getting inspections completed, rehab team lined up, funding in line, and all the other things needed to close!!

Sounds like a lot, and it can be...

But more importantly is if you miss something you could lose the deal or even worse lose your money!

We want you to just think about this:

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What if you knew exactly how the process worked for each deal structure?

What if you knew what special clauses you needed to put in your contract to keep you safe and legal to do the strategy you want to do?

What if you knew how the process worked from contract to closing and how all the steps are lined out for you to follow?

Would this give you more confidence to move quickly on getting a seller to sign the contract when you have moved them out of the Bracketing Method and into the contract phase?

We bet your answer is **Yes!!!**

We know the answer is YES!!! Because this is exactly what our students tell us when they follow **The 4 Pillars To Success Method** that we lay out in our workshops and our coaching programs.

But We also want to say there is a lot more to Pillar #3 that still needs to be learned, like:

- ✓ Where the money is coming from on the deals we have closing.
- ✓ What type of funding are we using with the strategy we have set up?
- ✓ How do we keep our funders in the loop for the closing process?
- ✓ When do we start the process of deploying our team?
- ✓ How do we work through the inspection period?
- ✓ And much, much more!!

This is the other side of closing deals and if you don't spend the time to truly learn this then your deals will **FALL APART** at the closing table!

Most investors don't think this process all the way through and only think about 1 thing...

How can I get paid today!!

We said it early in this Guide...

“Stop Chasing The Money And Start Building The Business And You Will Be Paid For Life!!”

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This is hard for some new investors to get their heads around because they only see the money others are making!

This is a great way to stay motivated but a bad way to build the business.

You need to focus on what you have to do to be successful in the long term of your business.

If you are only focused on the money, then you will never truly build a successful business that will pay you for life!!!

We and Our students always say... **"FOCUS IS THE GOAL"**

This is for a reason. To remind ourselves to focus on the things we need to get done so we can have the success we want!!

When you focus on Pillar #3 you need to focus on the idea that this is where you get paid and how you get paid...

All the hard work you put in got you to this point, but you must finish the job... this is called, follow through!!

You must remember the steps needed to get the deal closed.

You need to learn what the 8-Step Process is when moving your contract forward and ultimately getting ready to close.

We will be able to go into this much deeper in the training we have, and we can explain that a little later.

Let's help you understand what we mean when we keep saying "your strategy."

We will explain this in Pillar #4 Smart Investing Strategies!!



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PILLAR #4.

SMART INVESTING STRATEGIES

Have you looked back at your life, and you could pinpoint that 1 thing that changed the direction of your life?

Well, this is that 1 Thing...

We were sitting with our mentor, and he asked us what strategy we were using to close leads...

Well with a big smile on our face, We said Wholesaling!!!

Then he asked us:

- ✓ What about all the leads that don't have equity?
- ✓ What about all the leads that have a lot of equity?
- ✓ What about the leads that could make you wealthy?
- ✓ What about all the deals that have cash flow in them?

It was in that moment that We **WOKE UP!!!**

We were making everyone else wealthy as a wholesaler and we were passing on all the leads that had no equity in them....

Honestly, because we didn't know what to do with them or that we could do anything with them!!

You see the old statement "We Don't Know What We Don't Know" was so true at this very moment!!

It was then he started to teach us what he called Smart Investing Strategies!

These **Smart Investing Strategies** he broke them down into 4 main Tiers!!

Tier #1: How to quickly turn deals for fast profits without buying them!

Tier #2: How to control properties with no equity for monthly cash flow

Tier #3: How to make large profits on properties no one wants

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Tier #4:

How to house stack my way to freedom and wealth!!

What this did for us is it showed us how to take any lead that came our way and put it in the right bucket to solve the seller's problem and have a strategy to help them.

But... Ultimately What It Did Was Show Us How To Start Closing More Deals Consistently!!!

You see the game changes when you have all the tools in your tool belt to do the job that needs to be done at that moment!!

So, therefore we spend so much time with our students on understanding Pillar

#4 Smart Investing Strategies.

This is so we can help them turn into a Transactional Engineer and close more deals!!

When you have this focus and these strategies in your back pocket... You truly can become a closing machine...

But We want you to remember something...

Why you started this journey!!

We promise it was not to work hard or create a J.O.B. (**Just Over Broke...**)

It was to build wealth, create freedom, have the lifestyle you want, and build a legacy to pass down from generation to generation!!!

So, to do that you have to **STAY FOCUSED** on the next step for you....

What you need to do next is the most important part of your journey!!

Creating cash wins right now is cool, but it's not the **GOAL!!**

You want to build long-term wealth and to do that you have to build a business that will be here for long-term success!

This process is called **The 4 Pillars To Success** and it focuses on building the 4 Core Pillars in your business!!

If you genuinely want the long-term success that you think you want, then you need to lean in and learn **The 4 Pillars To Success Method.**

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This method of understanding is what will truly give you the highest success rate in this business and give you the upper hand to closing more deals, in markets where you have high levels of competition!!

Do you want to do it the old way all these "gurus" talk about?

- Focus on 1 marketing lead source.
- Focus on 1 strategy to do deals.
- Focus on just going out and looking at houses.

I hope by this point your answer is a **BIG FAT NO!!!**

That would make us the happiest people!!!

You probably by now understand why we say we had a **REALITY CHECK!!**

If this guide did just that for you today, then you will love working with us even more so you can learn The 4 Pillars To Success Method and how these 4 Pillars will work in your business.

You can do this by coming to our Next Local Workshop!!

...Our workshops and monthly classes go into detail about how all 4 of these Pillars break out and what is in each one of them....

We will share this with you in just a second...

But first, let's wrap up...

There you have it... you now have a clear understanding of the **4 Pillars!!**

These **4 Pillars** have allowed us to truly change the game and build a multi-million-dollar investing company!!!

Not only have we been able to reap the rewards from this but so have all our students that put The **4 Pillars Of Success Method** to work!!

...We have plenty of students using this exact methodology to close deals consistently month after month...

So, what's next?

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Well, there's only so much we can explain about The 4 Pillars Of Success for real estate investing in a free 21-page guide, so if you're happy with what you're reading so far, here's your next step:

We would say you need to join our **Local Real Estate Investing Community** and Join the Facebook Group!

Start here: www.facebook.com/Westchestercountyinvestorsclub

Also, you need to join our **Beginners Class In Real Estate Investing!!!** This is the first step in your journey to success.

Start here: www.realestatestartnow.com

You should check out all of our **Monthly Investor Meetings** we have coming up on our meetup page. This will give you a complete list of everything we have going on and what you can learn with us monthly. Our monthly meetings are free.

Start here: [Our Monthly Meetings](#)

What you can expect to learn from our meetings, classes, boot camps, and workshops is the repeatable proven system we use to build a multi-million dollar investing company!!

- ✓ All the strategies.
- ✓ All the systems.
- ✓ All the lessons.
- ✓ All the mistakes.
- ✓ All the proven processes.

And how you can implement this entire process in detail, into your business right away.

The best part? We are local and you can start by coming to one of our Monthly meetings for free to see how we do things!!

Yes... The monthly meetings are free!!!!

We hold meetings on several different topics from getting started, to closing deals, to marketing to finding money for your deals...

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And if you're truly serious about taking your real estate business to the next level, then you can start by going to our 3 Day Workshop!!

Also, if you want a sneak peek of some of the information, we teach at our 3 Day Workshops Here is just a look at what you will learn!!

At our Workshops you will learn:

- ✓ The Exact Team you need to build to be successful.
- ✓ The 9 Different Funding Sources to put in place to do deals.
- ✓ How to find the best sellers to buy for pennies on the dollar.
- ✓ What systems & tools you need to close deals with confidence.
- ✓ How to run your numbers so you know if you have a deal or not.
- ✓ What the steps are for Due Diligence and Researching properties.
- ✓ How to get sellers to talk freely with you about their situation.
- ✓ How to Negotiate with sellers using the Bracketing Method.
- ✓ How to use the right clauses in your contracts to stay safe.
- ✓ How to flip houses with no money for quick pay days.
- ✓ How to get Free houses you can control for monthly cash flow.
- ✓ How to start a 3 Step process to flip houses for big paydays.
- ✓ How to start building wealth using a house stacking method.

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If you thought this free guide was good, we know you're absolutely going to love being part of our **Local Investor Community**.

See you inside. – Frank Sanchez & Larry Friedman, Co-Founders of The Westchester County Real Estate Investor Club

P.S. If you got value out of this Guide, feel free to share it with friends and/or colleagues who would benefit from it.

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