

Interview Nuggets

STEVE COOK - Wholesaling

The best way to learn the business is to start as a Bird Dog and build relationships with investors.

It's all a head game. You must keep your emotions in check, it's all about numbers.

It's important to truly understand what a motivated seller is and ONLY work with motivated sellers.

Offer price is 60% of After Repair Value.

The only contingency in the contract should be for financing. Additional contingency may alert lender and get loan declined. If you discover a material problem after inspection, get the lender to deny the loan based on property condition.

If you don't like to negotiate directly with sellers, make a lot of offers on MLS properties. You'll only interface with the agent and not the homeowner.

Pay a high referral fee - \$10,000 - to be at the top of everyone's list. You get the most calls and the first call so you get first crack at the best deals.

The best way to ensure a transaction closes smoothly is to require buyers use your title company and your lender.

Form relationships with private lenders and small community banks. Know their lending criteria and then look for properties and structure deals that fit lender's programs.

When talking with small community banks always represent yourself as the buyer. Get the details of their program and ask questions to see how flexible the program is, for instance, does the source of the down payment have to be your own cash or can it be a private loan. Your goal is to find loan programs where you can put together 100% financing.

To find a good title company, get referrals from other INVESTORS. Get additional referrals from title company for insurance companies, lenders, Realtors and other investors.

Run ads like: \$150,000 neighborhood. Only \$75,000. Financing available. You'll get a lot of investors that no one else will work with because they aren't cash buyers.

On the buying side you want a younger Realtor who's less established and hungry. On the selling side you want a more experienced realtor who does high volume.