

SPECIAL REPORT

How To Sell Your Home In 7 Days!

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Attention Homeowners!

Selling A House Isn't So Easy Anymore ...

It wasn't that long ago when you could put a "**FOR SALE**" sign out on your front lawn, and Bingo!, you had a firm offer, which closed a short while later making you a tidy profit in the process.

Well, the real estate market has changed.

5 Cardinal Sins Homesellers Regularly Commit:

1. Not being clear about why they are selling.
2. Forgetting to make the house appeal to the buyer's taste.
3. Asking an unrealistic purchase price.
4. Not providing buyers with adequate information about the house.
5. Failing to consider owner financing, to increase the number of potential buyers.

Yes our economy is not healthy now, and homes aren't appreciating the way they were when the market was at its peak. And buyers are far more discriminating nowadays. So you can't afford to make mistakes if you want your home to sell quickly.

Committing one or more of the Cardinal Sins mentioned above may have prevented your house from selling so far. The good news is that it can be corrected once identified. And once corrected, you should be able sell within a reasonable timeframe.

However, you may not *have* a reasonable timeframe to work within anymore. Maybe you've tried all the conventional options and are sick of everything to do with real estate. And maybe the time window for you to sell your home has already passed, with the pressures of your future plans bearing down on you.

That's what this Report is about; learning the inside secrets about how you can have your house sold by this time next week, so you can move into the next phase of your life.

The information that follows tells you everything you need to know to get this done.

How To Sell Your Home In 7 Days!

Dear Friend,

As I'm sure you already know, there's a lot involved in selling a house. The calls, the appointments, the no-shows. And then there's the financing. And *not* committing the 5 Cardinal Homeseller Sins.

You may be at you wit's end with all this house selling business. However, after reading this Report, you will very likely have an interested and qualified buyer who is willing and able to buy in the next 7 days. Me. I can't promise you I will buy your house in the next 7 days, but I can tell you that I'm always looking for and buying nice homes like yours from other homeowners in this area.

I am very well qualified to buy your home, and very interested in doing just that.

I find a lot of homesellers I speak to have the same questions over and over, so I put together this Report to give you a good, general idea of what I look for, and some answers to commonly asked questions.

The first thing to note is, **I'm not a Realtor, and I don't work for any Real Estate Agency. I'm a private individual, like yourself.**

There's a lot involved in trying to sell a home yourself. And people who've never tried just don't seem to understand everything that's involved: The details, the time, the waiting, the ads that seem to make the phone ring *less!* And of course, the no-shows. Those wonderful people who are gushing with enthusiasm over the phone, but are nowhere in sight at the appointed hour.

And then there are the *lookers*. Those strangers that want to see the inside of your house, your private space, everything about the house, who are not even halfway serious, but just curious, and want to come snooping around inside your home. They pick apart the layout of the house, and look down their nose at your interior decorating tastes. Then after taking up a few hours of your time, they give you a phony condescending smile, say "thank-you", and *leave*, never to be heard of again.

You feel used, powerless, and humiliated... in fact, the experiences like these can turn selling your home into your worst nightmare!

As I said earlier, I'm not a Realtor, but I do know what it's like to try and sell a home. And I know what a homeowner has to go through.

Maybe you've already tried listing your house with an agent...maybe you haven't decided you're ready to go that route yet. You may still be in the "thinking about it" stage.

Either way, that's OK. There are some fine agents out there. But do they really get out there and "sell" your home. The funny thing about agents is they seem to place a high priority on "listing" homes; building up a veritable stable of listings. But then, once the listing is secured, very little effort is made in actually "selling" the home.

The agent's abilities may *look* very impressive to the casual observer, but does that really do *you* any good? Most of the time your home just sits in a computer till the listing expires. This happens to over 50% of all listings.

These days more and more people take the "For Sale By Owner" route to selling their home: you buy a sign from Wal-Mart, you place your ad in the paper, you list in the FSBO magazine. You wait.... You call back the lookers and leave messages on their answering machines. Maybe you actually get one who bites, and write up an agreement!

Several weeks passed. You start thinking something's going wrong. The financing? Two months later... the Buyer was meant to take care of that, wasn't he? Right? Right!

Can you tell I've been through this before? You're right back where you started, with a beautiful house, priced right, but not the foggiest notion on how to put it behind you. Meanwhile, your moving deadline is rolling up on you. You thought you would have plenty of time to sell when you began. Not anymore.

You see there are many different reasons people need to sell their homes. Some of the more positive ones include; moving to a bigger house, moving to a better neighborhood, a new job.

Then again, there are some that aren't so positive; like job loss, bankruptcy, divorce, or even foreclosure.

Either way, if things aren't "happening" after you've tried all the traditional selling options, things become a little more urgent. When its time to go, you can't wait around any longer and risk getting in over your head with double payments, or a situation that is deteriorating.

There comes a time when its time to move on from your house and put it behind you!

Imagine this. You and I are sitting down at your kitchen table and I am telling you that I want to buy your house!

Credit is not an issue... in fact, I may very well make a **cash** offer that closes in a week. Non-assumable loans are not a problem. And there's no problem catching up any payments in arrears. Most likely we'll have the whole thing taken care of in a day or two. Would that put a spring in your step?

Right now I don't have the details about your house; like your loan balance, the property value, or any of that. I'll get that from you when we meet.

However, what I do know is that if you call and give me the facts about your house I'll tell you right then and there what I can do... and what I can't do. You won't get any big fluffy sales pitch from me. If I can't help, I'll tell you. If I can, I'll come right on out and leave you with an offer, or maybe a few offers so that you can choose the one that suits you best.

Whatever the offer, you'll be happy with the purchase price. In fact, I guarantee it. I will immediately take the financial burden of any monthly mortgage payments off your back, and I'll also take care of any fix-ups or maintenance, regardless of how minor or how serious. And if that's not enough, I'll close when *you're* ready.

I take your property seriously when I purchase it, and I get very hands on with the whole process. Whatever situation you were struggling with becomes mine,

So You Can Get On With Your Life!

Here's what happens when we get together....

The first order of business is agree on a price and verify your loan balance. Sometimes we can pay **cash** right then and there and be done with it. If not, we'll set up monthly payments for awhile. Or, sometimes it's best to lease option your home. Whichever way we go though...

You will get immediate debt relief from your monthly mortgage payments!

I don't want to give you the impression that I have to "lowball" you on your house, or that you need a lot of equity for me to be interested. I've worked with all kinds of situations and have plenty of resources to create solutions after so-called "experts" have given up and quit.

Just call me with the facts about your house and your situation and I'll tell you within a couple of minutes whether can do business.

When it is possible to pay your loan and equity off at closing, that's the way we go. But the banks don't always move fast enough for us to do that.

So in many cases it makes more sense for us to buy the house "subject-to".

Your loan doesn't have to be assumable for this to work! Whether your loan is assumable, non-assumable, FHA, VA, Conventional - - my "subject-to" purchase program works for all situations.

We make your monthly payments for you, take on all responsibility for the maintenance and upkeep of your property until your loan has been paid off. As previous sellers have said to us, "man, that's a great deal!"

This is an example of a "Subject To" deal I did recently.

Jim and Ann Sutton had been trying to sell their house for two years. They had a growing family and needed a larger home than the 3 bedroom they currently owned. After listing the home and watching the six month listing expired each time with the home still unsold, things were getting a little urgent.

It was at this point that they saw my ad in the newspaper and contacted me about selling their home. After speaking with the Sutton's about their situation and determining their needs, I began to see how I could solve their problem. You see, at the urging of their previous listing agents they had begun to remodel the house. Unfortunately they weren't able to finish it off because the expense wasn't something they had planned for.

So with the unfinished work the house didn't show well and was difficult to market. All these folks wanted was to get some of their equity out in cash so that they could buy a larger home for their growing family and move on with their lives.

I told Jim and Ann that if they refinance the house and took the cash from that loan to go buy a bigger house, then I would make the payments on that loan and keep the house in good shape until I got it resold and the loan paid off.

My plan was to buy the property from the Suttons "subject to" and then find a suitable Tenant/Buyer to occupy the house until they were ready to buy. Jim & Ann agreed to my offer so we OK'd the paperwork and proceeded with our deal.

Everything went to plan and forty-five days later the refinance loan was complete. Jim & Ann Sutton had their money to buy a bigger home. They moved out shortly after that and I spent the next three weeks finishing off the repairs to the house.

But during this time I was also running my marketing campaign, and to be honest it was easy!

You see, in this business you develop files on qualified buyers looking for houses. They all have their own criteria, as far as monthly payments they're looking for, down payment they have, how many bedrooms and bathrooms, etc. In addition, I have a network of mortgage brokers (more like an "army" of mortgage brokers) I contact with my houses, who have dozens and dozens of pre-qualified, or nearly qualified buyers just "itching" to buy a home. So I simply began calling some prospective clients, and some of my mortgage broker contacts, knowing that this house met their criteria. The third couple I talked to wanted to see it right away, so I met them at the house that afternoon.

They were waiting for me when I arrived, and after showing it to them they let loose that they were "just dying" to occupy the house. These Tenant/Buyers were in my office the following day signing papers to buy the house on a one year Lease-Option agreement

For the next 12 months the Tenant/Buyers made their rent payments to me, establishing the length of time on the job their lender needed. Exactly one year after she signed her Rent-To-Own Agreement with me they got approved for a bank loan of their own, enabling them to go ahead and buy the house outright. At the closing, the Paiges' mortgage was *paid off* and they were done with the house.

By the completion of this “**Subject To**” deal, everybody had won; the Paiges were able to *quickly sell their home* while getting the up-front cash they needed to buy a new home, the Bank was able to collect interest on a larger loan, the Tenant/Buyers were able to “live” in their Dream Home while getting qualified for a new loan, and I was able to make a profit while helping members of my community. **Win/Win/Win/Win!**

But remember, buying “subject-to” is only one of many tools in my "toolkit". There's just no way in a single Report to you I could possibly answer every question and every need you may have. Look at this as an outline of possible solutions. If anything here resonates with you, something that may help you out of your current situation with your house, call me today. My phone number is printed at the end of the Report.

When you call you won't get any “hard sell” from me. That's not my style. What I *will* be is very direct and straightforward with you, answering every question you have until you are satisfied. But you know, I find a lot of the same questions come up no matter which seller calls me so I'm going to answer those commonly asked questions about selling “subject to” right now.

“SUBJECT-TO”
(Subleasing to a tenant/buyer)

What is it?

Taking possession of a property by deeding it from the seller to buyer, leaving the loan in its existing condition. The buyer begins making payments on the loan from this point on. No formal assumption takes place. This is commonly referred to as selling the house “*subject-to*”, or taking over the loan “*subject-to*” (“subject-to” it's existing condition). It happens every day in every city across the country.

What if your tenant/buyer rips my house up?

There's no way I can guarantee you a tenant won't damage your house since I won't be living with them. But under our agreement, if that happened, I would repair it at my expense. It is in fact my responsibility. My objective is to find a buyer who will eventually qualify for a loan, not just a "tenant". Damages are rarely a problem. Again, if it happens, I'll fix it as per our written agreement.

When will you sell the house?

I can't give you an exact time. It will be up to the tenant/buyer to make that decision within the time frame they have. I can tell you I get paid when they buy, so obviously I'll be pushing them to do so... quickly! In the meantime, your payments will be made, which relieves you of the financial burden.

How do I know I can trust you?

I can understand your concern. We'll meet face-to-face after you call. You'll find I don't make empty promises... I shoot straight and I know this business. I believe I can create a solution that will work for both of us. If not, or if you're not comfortable after we meet, we'll shake hands and go our separate ways. Honestly, I view our business relationship as more personally than just handling a house... I want you to be confident, and able to sleep well every night without worrying about your house or your payments. In fact, I wouldn't enter an agreement with anyone if I wasn't confident in that person... and I don't expect any less from you. I'm willing to devote my time and resources to your house, but only if you feel comfortable with that arrangement.

Can I trust you with my mortgage payment?

When we meet I'll get your loan papers and payment coupons from you. I don't handle the money, I get my accountant to do it. He's licensed, bonded, and *likes* keeping the books. He does it better than I ever could and that's just fine with me. Your credit is safe, your loan will be fine. My accountant says so. Remember, my profit comes when my buyer buys, so I'll be pushing them to do that as soon as possible.

Why don't I just list with a Realtor?

That's certainly an option, but obviously a Realtor won't make your payment for you while they're attempting to sell your house. I'm willing to buy your house, make your payment, and maintain it all the while. I'll give it my personal attention, and you can forget about it until my tenant/buyer is ready to buy.

What if I need the CASH out of my equity when I sell?

Provided you have some equity in your home you can still get cash now. If you refinance your house to get your equity out in cash I would be willing to go ahead and buy the house from you "Subject To" and make the payments on that refinance loan until the loan is paid off. I'm willing to approve our "Subject To" agreement now so that you know I'll be there when your refinance is complete. If you began your refinance today, three to four weeks from now you would have your cash and be able to move.

Won't that mean I'll have two payments and not be able to get a new mortgage?

Not at all. All you need is documentation you can show the new lender that proves the payment for the refinance loan is not coming out of your personal income. Since the payment for that loan is coming from me, I provide you with any paperwork that is required by the new lender to prove that.

What If I Want To Sell Another Way?

Maybe you don't feel comfortable with the idea of someone else being in your house. Maybe you're thinking "...I'll be too far away, the house will get torn up, payments might not get paid... I'd really just prefer my house be sold and closed, before someone else moves in."

I can understand that. In fact, sometimes there are other factors that don't make it possible for us to buy that way. If the "Subject-To" Program doesn't sound like what you want, then my All Cash Option offer may be more to your liking. When I buy this way there is no tenant/buyer in the house and **you are at no risk whatsoever**. If that sounds more attractive and your house qualifies, I'll explain all the details when you call.

And, just think... that's only my "subject-to" plan. Just one available solution. I may just buy and immediately pay you all-cash, as I've done several times recently. Or maybe our lease-option plan is better for you.

Now, I know this is a lot of information absorb all at one time, but if you're still with me at this point, chances are you're interested in doing whatever it takes to **get your house sold quickly!** I'll be in touch with you in the next few days. If you're ready to act Now or have some immediate questions, you don't have to wait for my call... You can contact me right away at **(404) 579-2317**.

If you want an alternative to the tired, traditional ways of selling your home, pick up the phone and call me now! **You have everything to gain and nothing to lose!**

If it turns out we can't do business, that's OK. We'll still part friends. Hopefully I will have provided you with a few new ideas. But I sincerely believe you'll be pleasantly surprised when you call... My forte is creating solutions where others have failed! When you call, you give me the opportunity to be your solution.

I look forward to talking with you soon.

Sincerely,

Michael Riley

P.S. I don't know how many months you've been trying to sell your home (or thinking about selling!), but every month you wait is costing you unnecessary expenses... eating up the precious income you work so hard to earn. Your home is an asset... sell it as an asset. Don't let it become a liability, a burden, the proverbial "monkey around your neck". There's a real good chance I can help... and a few minutes on the phone will probably give you the answers you need. Don't procrastinate... call me up today!

P.P.S. Please don't be under the impression that "Subject To" is the only way I can help. I buy many homes and pay **cash** within a few days of meeting the seller! I buy in all price ranges, in any condition or area. Before you decide I can't help with your house, call me with the facts, or **Email** me the information on the Action Response Form you get with this report and I'll let you know right there and then if I can. Even if I don't buy or lease, I'd be glad to offer any assistance I can. What have you got to lose?! **Call now, (404) 579-2317.**

Action Response Form



Yes!

I want to find out how I can Sell My House In 7 Days. I want to know what kind of solutions you can put together for me. I've read your report, I found what it said very interesting, and I want to sell my house. I'm sick of owning it, I've had enough, and I want to move on. I do understand that you need to know some facts about me and the house before you can do anything, so I'm going to fill this sheet out in its entirety and FAX it to you. I know that if I'm not totally satisfied with the solutions you give me, I'm under no obligation to sell. But heck, I sure don't have anything to lose by just *talking* to you. And who knows, you may buy my house!

Name: _____

Address: _____

Phone: _____ Day _____ Evening _____

Cell _____

Property address: _____

What is your loan balance? _____ Payment? _____

Are the loan(s): Current? _____ Behind? _____ Amount: \$ _____

What are you asking for the house? _____

If we were to have the house appraised, what do you think it would be worth? _____

When would you like to close? _____

Does the house need repairs? _____

How long have you owned this house? _____

How many bedrooms and bathrooms? _____

What is the approximate square footage? _____

Why are you selling? _____

What kind of construction? _____

Is your objective getting cash for your equity (if any), or getting the payments off your back/creating an income stream?

Would you consider Owner Financing or "Subject To"? Yes ____ No ____

GREAT! That wasn't so bad was it? If you have made it this far, and still have pen in hand, I know you are serious about selling your house. I'd love to talk to you about it right now, but I need to review the information you just wrote down. To get it to me quickly, Just email this sheet, fully completed, to michaelriley888@hotmail.com. I'll be looking for it, and I'll call you back promptly.