

Getting The Most Wanted... REO Bank Listings!



Another Presentation by Anthony Aires

If You Want The Secret For Getting
REO Listings Without Having Any
Experience Then You'll Want To
Watch This Eye Opening
Presentation!

***In Fact You've Probably Already Used This Technique
Many Times In Your Real Estate Business!***

I Bet You're Sick Of No One Sharing!

- Listen I know first hand how frustrating it is to break into the BPO REO Game.
- There's no one to turn to for help, and no one in your office wants to share how they are getting BPO REO business.
- You know who they are, they keep all the good secrets to themselves. The funny thing is they probably learned their secrets from me, and now you found me and I am gonna share the best kept secret with you just like I did with them.

I Dealt With The Same Tight Lips

- No one shared any information with me back in 2007 when my life was falling apart, and I needed a way to make money to keep the lousy lights on.
- It was a horrible time, buyers weren't making offers, because they knew the crash was coming!
- And sellers wouldn't come off the price, because they just refied their homes a few months ago, and needed to cover their overvalued loans.
- It was a scary time...I am sure you remember if you were around during this capitulation.

What Really Grinds My Gears...

- Is that the people that were quietly making serious money completing BPO's, Listing Short Sales, and REO's weren't sharing any secrets they were keeping it all themselves. Let me tell you this really heated me up especially at a time when I needed help the most. My main reason for massive success in real estate was because I was a share bear. I have always had an abundant mindset, so when I faced these tough tight lipped times I was shocked that colleagues I had known for years weren't revealing any information. And that's why today I am going to reveal one of the best secrets yet... Just to get back at them!

I'm Probably Going To Take This Down Soon!

- I am not sure how many people will see this video, or how many people will come after me for revealing this little best kept secret!
- So this video may not be up for long so you might just want to take a few minutes...and watch now while it's still here online for you to see.
- If you want to leverage this best kept secret stay with me I'll make it quick I know your time is valuable.

I Am Sure You Heard This Before

- Well the banks aren't really taking on any new agents right now
- Or you have to have experience to get listings from the bank
- Or how about there's really no foreclosure inventory available for us to list with any agents. I call BULL KAKEEE!
- There's around 7,000,000 homes (give or take) expected to go into foreclosure in 2010 according to Standard and Poors, and do you know how many real estate agents are in the NAR?

Around 900,000 Give Or Take

- So do you really believe the banks don't need your help?
- Come on don't believe the hype they need you now more than ever.
- If you do your homework you'll find that the banks are holding back inventory from the marketplace in order to sustain home values and keep the economy from total devastation.
- It's called Shadow Inventory....Google it whenever you have a chance.

So What's The Big Secret

- Ok here goes I discovered this back in 2007 when all 5 of my properties were going into foreclosure.
- BOY was I living high on the HAWG times were GOOOOOD those were the days. You could put a deal together with a blindfold.

So What Happened

- So as my life was crumbling and I couldn't make my \$50k a month expenses real estate agents started calling me to ask for permission to come into my properties and complete a Broker Price Opinion.
- I was like complete a whaaaat?????
- I had never in all my years in real estate at that time 6years heard of such a thing.
- I mean I never worked the foreclosure market I worked the Luxury Market in Downtown Boston, Downtown Orlando, and the Luxury Waterfront Pre-Construction BOOM in Florida.
- So I had ZERO working knowledge of the Foreclosure arena let alone their secret code words.

I Learned Pretty Quick

- I of course I met up with the real estate agent that wanted to do a Broker Price Opinion on my primary residence, and boy did I grill that poor soul.
- Let's say I had some pretty big AHHA moments and lot's of light bulbs went off in my head.
- Immediately following our encounter I took to the computer after our meeting, and entered the world of BPO's, REO's, Short Sales, Les Pendins, Foreclosure Auctions etc etc.
- I remember not sleeping that night and burning the midnight oil doing intense research.

Here's What I Discovered

- It all starts with the BPO aka Broker Price Opinion which is almost the same as a CMA which I am sure you're familiar with, a Comparative Market Analysis.
- And I am sure you have done hundreds of them if you've been in the business for awhile, and if you haven't I am sure you've at least done a few or have been trained by your broker to do them. I mean they're pretty easy and they're how we get our foot in the door with sellers right?

So Here's What's Crazy

- Here's the big secret this is the exact same thing you gotta do with Bank REO Asset Managers.
- SEE We leverage the BPO's to get our foot in the door so that we can get the REO listings. Pretty crazy right, and simple too?
- Listen it was right under my nose too, I had no idea that this little secret would go such a long way.
- But think about how it makes total sense.
- How do we get sellers comfortable so that they'll list their home with us?

We Show Up And Do A CMA Listing Pres

- That's how we win over sellers to work with us, Right?
- We do our homework on their property we make a presentation and show them how competent we are and how much value and service we provide, and then we show them how much we think their home will sell for based on the CMA.
- And this is exactly the same thing you need to do with bank REO asset managers.

So How Do You Get Started?

- Well first you need to make sure you know how to complete a broker price opinion...
- Don't worry I am going to send you a quick step guide tomorrow for free that walks you through the whole process.
- Plus I am also going to include a sample completed BPO for you to review and analyze.
- You are going to need is a list of banks to contact a good list not a crappy list that hasn't been updated (what I mean is those free lists you can out there on the internet).

Here's How It Works

- The FIRST thing you want to do is make contact with the banks and REO asset management companies from a good BPO REO List (I recommend going with lists that have free updates, and are guaranteed)!
- Start calling the contacts on the list that have phone numbers and provide both BPO and REO services. You'll find that some only provide BPO's...these are known as BPO Mills and they are great for completing BPO's and making extra cash, but you won't get any REO Listings from these companies. If you want REO's you have to focus on the companies doing either REO's or Both BPO's and REO's
- To help you stay organized print out the attached BPO Follow Up Contact Form I provide below this video...(just click the link below the video for the form and print it out it's free)!

So What's Next...

- Then it's time to roll up your sleeves and start dialing for dollars.
- Don't worry I am GOING to tell you RIGHT NOW exactly what to say and how to say it.
- This is a walk in the park. Remember these folks need your help.

Getting Past The Gate Keepers

- IF YOU HAVE COMPLETED BPO's use your connection to get in....if not well we are going to have to use a little covert sales trick to get past the gate keepers, if you are not comfortable with this then you're going to have to come up with a better way, but for now I am going to tell you what works.
- **Let's Role Play...Gatekeeper answers phone and says, "HELLO America of Bank Can I Help You?"**
- You introduce yourself and say, **"I have an offer on one of your properties, and I need to know who do I submit this offer too...I am sorry...but I am new at this, and don't know who to talk to!"**
- *Now try not to give them an address tell them your calling from your (your hometown) and you need to know who to speak to...they should be able to look up the asset manager in charge and offer to connect you...BUT BEFORE THEY CONNECT YOU....*

Say This Exactly

- “I am sorry I am on my cell phone can you please give me their name and extension in case the call drops I don’t want to have to bother you again!”
- After they give you a name and phone number say this...”ohh do you have their email in case I get their voicemail so I can just send them the offer.”
- Most of the time it’s not a problem, if it is just hang up and try again at a later date (make sure to mark it down on the follow up form I provided for you below the video)
- Most of the time you’ll get all the direct info...**when they GO to connect you HANG UP...**

Do This Repeatedly

- NOW Don't stop GET IT, GET IT.
- Seriously go through as many contacts as possible.
- The more contacts you get, the more decision makers you'll talk to, the more BPO's you'll do, the more listings you'll get, the more houses you'll sell, the more money you'll make, the HAPPIER YOU'LL be!

Now It's Time To Call The Big Guns

- Don't worry and don't be afraid HAVE CONFIDENCE in yourself...
- Get Your Mindset Ready and in the right place...
- Have a pump up session for yourself. I have a whole section dedicated to positive mindset exercises in my REO Kit member's area that's how important training your mindset is
- Believe it or not I share my exact pump up and affirmation session and positive mindset secrets with you, so you too can be 10ft tall and Bullet Proof

What To Say When They Get On The Phone

- This is actually the easy part...Here's what I say, **“Hi there this is Anthony Aires and I am calling from the REO department with Luxury Properties, LLC here in Downtown Orlando Florida! Are you the person in charge of the Orlando Market?”** (now we want to make sure we have the right person on the phone before we go into our pitch)
- If it is the right person say, **“GREAT! We’ve sold all of our inventory and are looking for more properties to sell. And I would love to complete a FREE BPO For You on a property you’ve got that you can’t sell. I’d love to take a look and show you how you can sell it fast.”** (this is important, because we are establishing credibility and confidence by providing our valuable services on a trial basis so that the asset manager can test your competence out, and feel comfortable before doing business with you)

Most Of Them Will Say Yes

- Most will say yes, because they will have something in their inventory that isn't selling that they need to dump
- Plus they'll love getting a second opinion for free what a great opportunity for them.
- And this is a great opportunity for you to gain trust and provide exceptional timely work proving to them that you are someone who can handle REO work for them.

Make Sure You Do This...

- When they ask you what area do you cover?
- Make sure to provide them with a zip code that is near your office or home.
- For two reasons one, because you won't have to spend a lot of gas going far for a FREE BPO, and two because you're going to know your home turf better than some place far far away from home.
- You'll know exactly why this subject hasn't sold, and what it'll take to sell it right?
 - You'll sound like a real pro when you report back because you have confidence when it comes to your home turf....Make Sense?

Get Everything You Need

- Make sure to get all the info you need on the subject property...
 - Get The Address
 - Get Access Information
 - Is The Property Occupied?
 - Make Sure To Get the BPO Back To Them Within 24hours
 - Make sure you have their correct contact info
 - Their Email
 - Direct Phone Line
 - Direct Fax
 - Again Put all this info in the BPO REO Follow Up Form I Provide For You Below This Video (so you have it everything in one place)

Let It All Hang Out

- Ok so now that you've done the BPO and you're going to report back with your findings, be completely CANDID and honest...
- Remember you're their new eyes and ears this is your chance to build trust.
 - Asset Managers are different from home sellers they have no emotional attachment to the property. So let it all hang out.
- When you report back to the asset manager tell them you've completed the BPO, and that you've emailed it to them.

This Is When You Go For It

- While on the phone make sure they got your email and ask them to take a look at your BPO Report.
- Then we want to engage the asset manager by asking them these questions:
 - “Why do you think this specific property hasn’t sold,” (you want to open them up here this is what’s called discovery)?
 - Try and go deep with second and third level questioning
 - “Other than price and timeframe what’s the other most important thing you look for when you working with REO Agents?”

Time To Ask For The Business

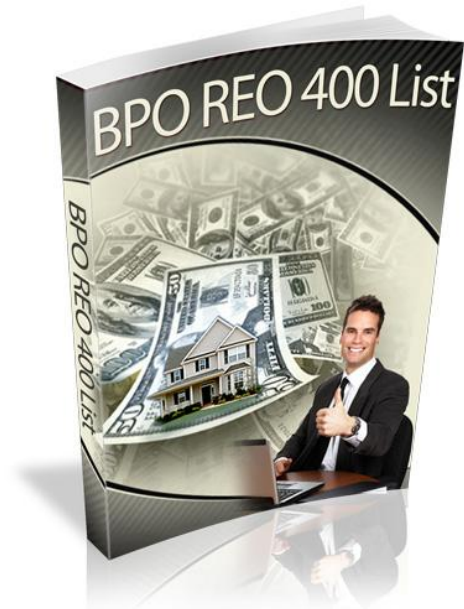
- After they answer both of the questions step right up and say, “Ohh Ok If I can handle all those issues for you will you list this property with me today?”
- This is when you want to be quiet and let them talk...
- If they say yes, then say, “Great what’s your procedure for getting started?”
- If they say no, then say, “I understand would you be open to be letting me complete BPO’s for you to prove my capabilities!?”

Where Most Agents Drop The Ball

- A BPO REO Agents Success is derived from the SIZE and QUALITY of the bank contacts they have at their disposal! I mean think about this for a second...
- The most important ingredients that make up a BPO REO Bank Contact List are:
 - How Many Contacts Are On The List
 - How The Contacts Are Organized and What Contact Information Is Provided
 - How Many Times Has The List Been Updated
 - How Many Other Agents Have Access To The List
- Does That Make Sense?

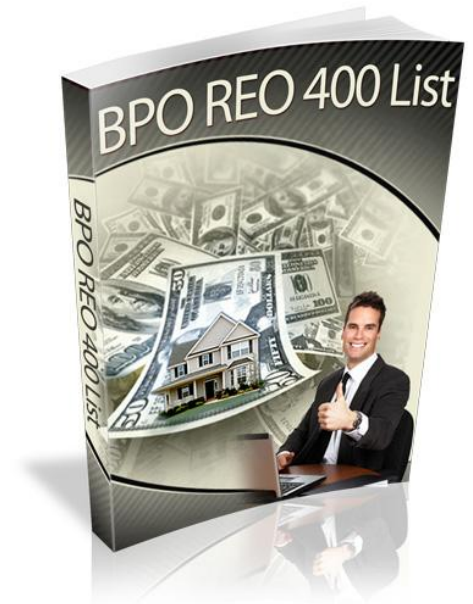
The BPO REO 400 Bank List

- Sorry but here comes the shameless self promotion. I hope you think that's fair I mean I just revealed how you can go get bank listings and I've given you an actual script you can use!
- So back to the shameless self promotion. We just updated the The BPO REO 400 Bank List, literally like a couple of weeks ago.
- NOT Only Do I Personally Guarantee The BPO REO 400 Bank List, You'll get FREE Updates for life! (btw we have had 11 updates since July 2007)
- The BPO REO 400 Bank List has over 400 BPO and REO Bank Contacts. Comprehensively organized for ease of use and includes:
 - Type of Contact (Is It A Bank, REO Asset Management Company, or BPO Company, Or All of The Above)
 - Contact Names and Phone Numbers
 - Email Addresses
 - Direct Links To The BPO REO Vendor Applications



The BPO REO 400 Bank List Is Exclusive

- Listen I want to be frank with you not everyone can afford The BPO REO 400 Bank List included in the REOkit and that's good news for you.
- Let other agents fight the GAZILLION other agents using the free lists that are out there.



BUT BE AWARE

- BE AWARE of free lists! I always caution folks that try to work with free lists, because frankly they usually only have 20-50 contacts on them and that's just not enough you really need a big fat list.
- If you only contact 20-50 banks you'll find that it's not enough and you may get discouraged, and QUIT before you even got started.
- We don't want that! Otherwise you'll be missing the gravy train.
- NO NO NO beware of free lists hear me out on this I've had agents come back years later telling me they quit before they even got started...because of a free list they tried out that didn't work.

The Complete BPO REO Kit Everything You Need



Robb Krzyston RE/MAX Elite

robbkrzyston@gmail.com



- I purchased the REO Kit about 10 weeks ago and read the material, then signed up with all the companies. My first week I received 2 orders and have consistently received more orders every week. I am now on the 8th week and I am receiving 15-20 per week, which is an income of \$1200.00 - \$1500.00 per week. This is an outstanding Kit that Anthony has put together and I would recommend this kit to any agent or broker who is wanting to increase their income.

Gina Wagner, Broker/Owner Email: rjwagnerrealty@comcast.net



Gina Wagner, Broker

- As a real estate broker in Texas, I had tried many avenues to get our foot in the door with lenders to offer the excellent services we bring as a BPO/REO Broker. We attended seminars on the subject, purchased CD's that were outdated and had the incorrect contact information. THEN we we purchased Anthony Aires REO Kit and have found that the information is not only accurate, but Anthony keeps in touch with us, and constantly updates his program to bring us the most recent contact information in existence. For literally PENNEYS on the DOLLARS we have spent elsewhere, we finally have a product that WORKS! THANK YOU ANTHONY AIRES!



I Want To Take All The Risk

- I'm never satisfied unless you are *more than satisfied*. So here's my simple “No Small Print” guarantee. Try The REO Kit and my Lead Squeezer Lead Getting System today (included as a bonus in the REO kit) and put it through the ringer. Use every strategy and technique as many times as you'd like.
- You be the judge. If this program doesn't deliver everything I've promised, or if you're unhappy with it for any reason, just return it and I'll immediately return 100% of Your Money Back.
- I have no problem making this iron-clad guarantee because I've personally profited from many of these strategies and techniques so I know they work. Fair enough?

Click The Orange Button Below

- Get Instant Access To My My REO Kit



Special Free Un-Advertised Bonus Gift

- If You Decide To Get The REO Kit System Today You'll Get My Agent Domination Lead Getting System For FREE...PLUS A Special Bonus Gift For Free.



Another Free Unadvertised Bonus

Top Secret REO Listing

Power Point Presentation



Click The Orange Button Below

- Get Instant Access To My My REO Kit



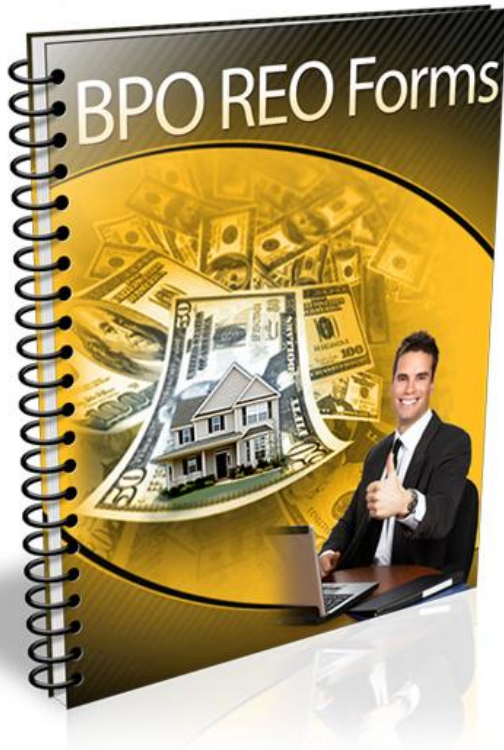
And That's It

- Tomorrow I'll be sending you the BPO Quick Start Guide so keep your eyes peeled for that.
- Thank You So Much For Your Time! I hope I was able to provide value for you and I hope you learned a bunch.
- Look forward to sharing more and inspiring you for massive success.



EZ BPO REO Forms (Value \$97)

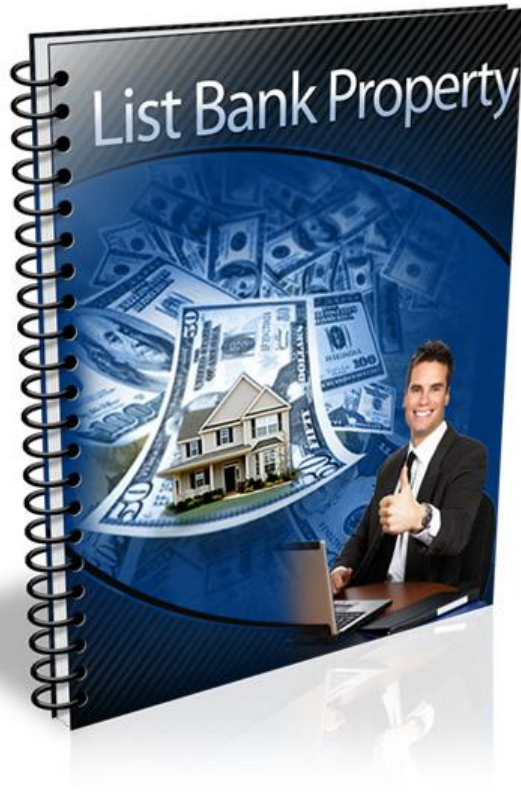
"No More Worrying About Cumbersome Forms"



- Easily Figure Interior Damage With The Interior BEstimator Form
- Easily Figure Exterior Damage With The Exterior BEstimator Form.
- Follow Up With Asset Managers Easily With The Follow Up Contact Form.
- Complete BPO's Super Fast With The BPO Entry Translator Form.
- Track All Your BPO's and Money Owed To You With The BPO Deal Calculator Form.

List Bank Property Guide (Value \$67)

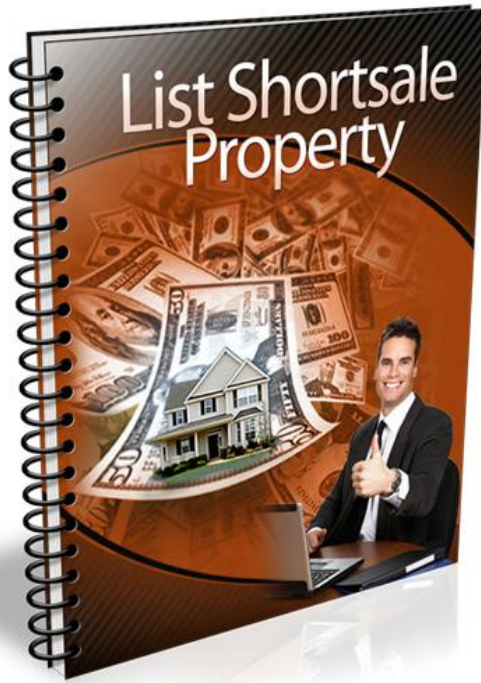
"Become an REO Rainmaker"



- Learn The Comprehensive Step by Step Secrets To Getting The Bank Listings. So You Have A Complete Understanding of The Game!
- Get Simple Tips To Getting Repeat Business From The Banks. So You'll Never Starve Again!
- Learn The Best Places To Network With Industry Professionals. So You Can Become an Industry Leader!
- Discover What All The Different REO Lead Sources. So You'll Never Run Out Of Listings!

List Short Sale Property (Value \$67)

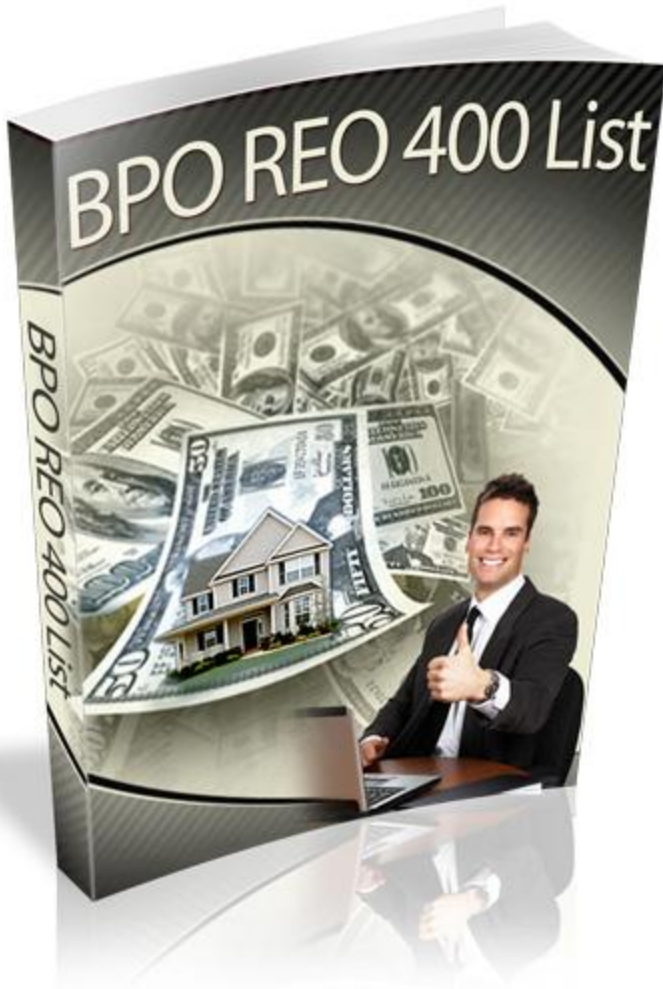
"Don't Turn Your Back On Short Sales"



- How To Get Pre-Foreclosure Leads You Can List. So You Can Be There First!
- Learn How To Prepare Your Short Sale Package For Approval. So You Can Make More Money!
- How To Keep The Listing After The Bank Forecloses. So You Can Beat Everyone Out Before They Even Have A Chance at The REO!
- Learn The Best Free Place To Get Your Buyer Leads. No More Blowing Money On Advertising That Doesn't Work!
- Dominate Your Short Sale Marketplace. So You Can Control REO's When The Bank Foreclosures

BPO REO 400 Bank List (Value \$197)

"The Only List You'll Ever Need"



Over 400 Real BPO and Bank REO Contacts.

Includes Direct Active Links To The BPO Bank Websites and Applications. So You Won't Waste Time Poking Around.

Each Contact Is Categorized by Class.

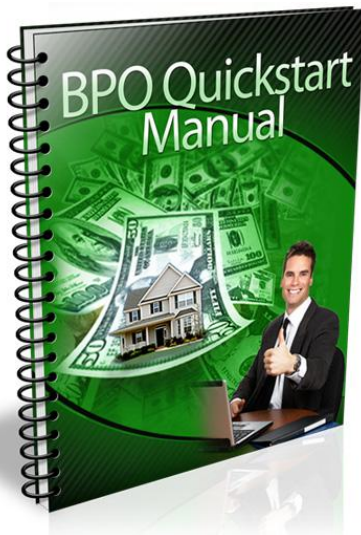
Includes Fast Start BPO Bank List on Seperate Sheet (You Want To Start Here For The Fast Money) Contact Information Includes Web Address, Phone, and Email Address.

BPO Quick Start

Manual and Video Workshop (Value \$124)

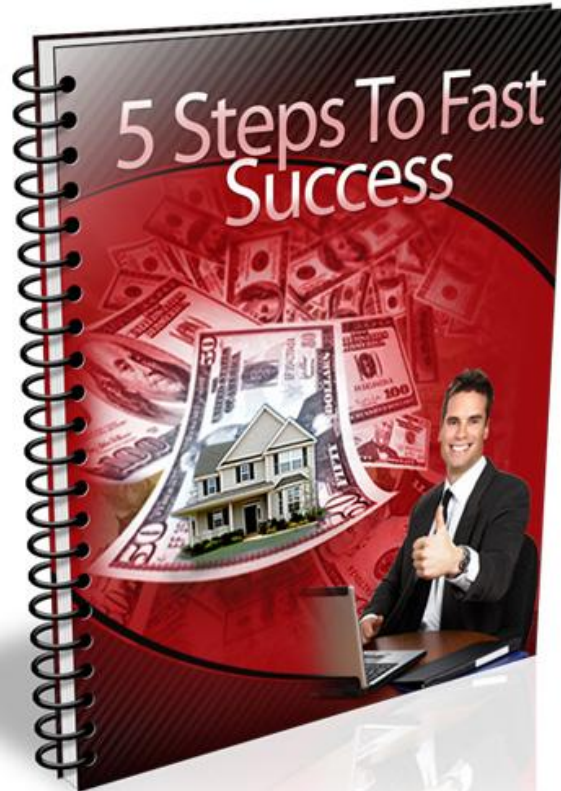


- Get The Head Start You Need By Watching The Quick Start Video !
- How To Get The Most BPO's and Keep Them Coming So You'll Keep The Pipe Filled!
- How To Improve The Quality Of Your Broker Price Opinions So You Get Higher Paying BPOs!
- Learn The Secret To Get The Broker Price Opinion's That Pay The MOST Money!
- You'll Also Learn How To Avoid Getting Your Broker Price Opinions Rejected. So You Won't Waste Valuable Time!



5 Steps To Fast Success (Value \$17)

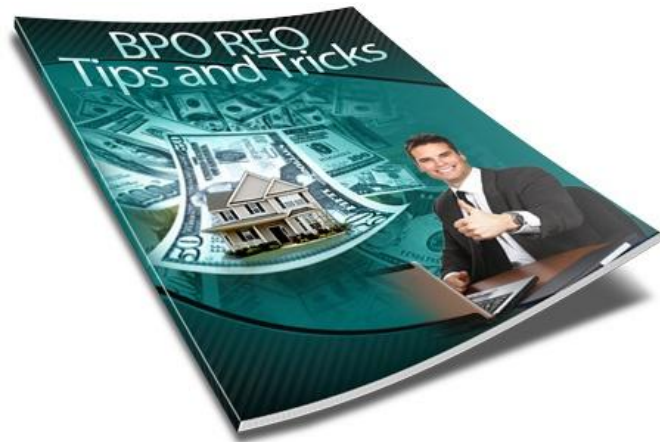
“Make It Happen Fast And Easy”



- Breaks Down The 5 Simple Steps To Fast Success
- Learn the Easy Follow Up System for Success
- Get Organized The Right Way So You Can Get Started Faster and Succeed Faster

BPO REO Tips and Tricks (Value \$97)

“Extra Loopholes Nobody Tells You”



- Learn An Easy Way To Get A Bigger Deduction On Your Taxes Because Of Your New BPO REO Business.
- Learn the Rules To Avoid Costly Mistakes. So You Don't End Out Of The Business!
- Learn What NOT TO DO So You Don't Get Blacklisted.
- Learn What Pictures Can Get Your BPO Declined. So Your BPOs Don't Get Rejected!
- Learn The Cell Phone Trick That Gets You The Big Pay Day BPO's and REO Listings.

Craig's List Magic (Value \$200)

"Top Secret Strategy For Getting Buyers In Today's Market"



- Yep You Heard Me Right Getting Buyers In Today's Market Couldn't Be Easier And I Show You How To Do It On Video Learn How To Reverse Engineer Your Marketing and Get In Front of Fast Acting Buyers With Craigs List

Video Magic (Value \$200)

"How To Make Easy Awesome Videos Of Your Listings. Asset Managers Will Be Begging You To List Their Properties When You Show Them Your Videos"



- Learn How To EASY Make Videos Without A Video Camera
- Learn How To Get Your Video On The First Page of Google in 4 Hours.
- Learn How To Get Your Video On Dozens Of Video Sites.
- Learn About The Agent That is Selling Houses Using Video and YouTube.