

EZ Real Estate Investor Series

Three Strategies for Sellers to Increase Profitability

- Cash Offers
- Novations
- EZ Listing



In House Flow Chart

Lead Call Pre-Qualification

1. Get Bedrooms - Bath and Square footage
2. Get the Condition of Home
3. Why does Seller want to Sell
4. How Motivated is Seller
5. Fill out Form for Adam in CRM

Hand Off to Adam



Adam Pre-List Evaluation

1. Determine Value of Home
2. Average Days on Market
3. Stay $\frac{1}{4}$ to $\frac{3}{4}$ Mile Radius
4. What will The Home Sell for in 90 Days
5. Determine Cash - Novation - List Value
6. Call Seller and Negotiate



**EZ Real Estate
Platform**

If Answer is NO, Follow Up What EZ will Do for 6 Weeks

1. Follow Up with Seller with a Phone Call/Text/Email Weekly to find out how selling the home is going
2. Notate Follow Up after Every Touch in CRM
3. If Seller Did not Sell the Home Re-Negotiate

Agent may Get Involved at this Point

If the Answer is YES, the Type of Listing will be Designated and "Handed Off" to Agent once the Seller's Contract is Signed and the Necessary Work is Completed.

1. Agent Calls Seller and Make Connection
2. Go to The Home to Shoot Pics
3. Evaluate Home (Supports Contract Price) was the Work Done, Does it need More Work to achieve Retail Price
4. If Seller didn't Disclose Condition Properly, Email/Call/Text Adam Immediately
5. If all is Good Do MLS Paperwork for ADAM for to SIGN Cash Offer and Novation, **SELLER will Sign if They Choose EZ Listing Method**
6. Use 10% Buyer's Premium Rule - 3% Investor Insurance
3.5% Listing Agent 2.5 Buyer Agent and 1% for the EZ Platform

Creating a Win/Win Solution

Winning Examples Comparisons



Subject House Example

3 Bedroom - 2 Bath - 1500 Sq Ft 1500 - 2 Car Attached Garage

\$400,000 ARV

We Close and Fix & Flip

Cash Offer 70% ARV
Less Investor Fee 3%

Cash Offer

$\$400,000 - 70\% = \$280,000$

$\$280,000 - 3\% \text{ Investor Fee } \$8,400$

Final Offer \$271,600

We Partner with Seller

Novation 80% ARV
Less Repairs

Novation

$\$400,000 - 80\% = \$320,000$

Less Repairs \$5,000

Final Offer \$315,000

Straight to Listing

EZ Listing 90% ARV

EZ Listing

$\$400,000 - 90\% = \$360,000$

Final Offer \$360,000

The seller Netted \$43,400

Above Cash Offer

The Seller Netted \$88,400 Over Cash Offer

Netted \$45,000 Over Novation

Netted \$133,400 Total with EZ Method

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Agent Wrap Up

- **25% Referral Fee**
- **Do Your Job**
- **Get Reviews**



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Outside Investor Listing Leads

When an investor submits a listing for placement on the platform, they will specify the type of sale, which may include options such as Novation, Wholesale, Subject To, and Fix and Flip. Below, we will outline your responsibilities to both the investor and the EZ Platform, including details about the buyer's premium and the listing price. Our primary objective is to secure a single offer, thereby facilitating a successful transaction.

The EZ Team, led by Adam, will ensure the property is appropriately priced. If the condition of the property does not align with what is indicated on your lead sheet, please call, text or email Adam immediately. Some investors may require the owner to sign the listing paperwork, while others may handle it themselves. If they request the owner to make a connection, please express gratitude for the opportunity. You must follow the responsibilities set above.

Protocol

1. Make contact with the client within 5 mins or ASAP. Remember it may be the investor or seller.
2. Get Listing Paperwork Signed and schedule pictures and any other marketing you choose. Buyer's Premium will be the same as ours listed above. 10% Total, 3% Investor Insurance, 6% for listing and buyer agents (remember you pay 25% referral fee so listing side should be 3.5% and Buyer side 2.5%) then 1% for the EZ Platform. If the investor signs paperwork call the seller and make a connection and arrangements for Pics and Open House.
3. List the home on Thursday, Open House Saturday and run the event for minimum of 7 days maximum of 21. If home doesn't sell first go around, it extends for another week until you say. Just need 1 offer.
4. List all activity in CRM immediately. Have fun and Make some \$\$\$\$\$\$.

Driving and Dialing for Investor Listing Leads

If you identify a property suitable for the EZ Team, your focus on investment properties will enhance your expertise in strategies such as fix-and-flip or novation. Please submit any properties that meet our criteria through the REI Portal. Upon reaching an agreement with the seller, we will compensate you with a 25% referral fee following the successful closing of the transaction, plus your commission.

We will utilize the investor buyer premium rule of 10%. 3% Investor Insurance, 6% Commission to listing and buyer agent, 3.5% list and 2.5 to buyer agent, 1% to EZ Platform. We will also pay you a 25% referral fee. (Example: Home sells for \$500,000 of EZ House Money. $\$500,000 \times 1\% = \$5,000 \times 25\% =$ **\$1,250**.)

Then on the spread 3% investor insurance, $\$500,000 \times 3\% = \$15,000 \times 25\% =$ **\$3,750**

Then your commission of 3.5%, $\$500,000 \times 3.5\% =$ **\$17,500**.

Total Made for referring a Home to EZ Team Adam

EZ House 25% = \$1,250

EZ Investor Insurance 25% = \$3,750

Commission \$17,500

Total Made for Referring \$22,500

EZ INVESTOR RECAP

Expectations

1. Attend Topic Thursday Trainings 1:00pm Eastern, 10:00am Pacific.
2. Attend a Review for the EZ Processes Weekly to adjust and refine processes (Day and Time TBD).
3. Communicate with lead ASAP, then notate action in CRM.
4. Follow up 6 weeks, call, email and or text 1-2 a week and notate in CRM.
5. Use the 10% buyer premium.
6. Our Goal is to provide each choosen agent 5 listings a month.
7. Investors are using the platform because of your expertise in real estate, buyer premium and knowing how to negotiate a win/win transaction. They, just as you do need to follow our metrics. Bad deals will not be tolerated.
8. You have been choosen by the EZ team because of your professionalism, understanding how to maximize profit utilizing the buyer premium.
9. All communication must be documented and CRM.
10. Your 1 of 750 Agents who have mastered the EZ Method, be proud be bold and guide your seller to making more profits.
11. If your struggling call the EZ Customer Hotline or Joy Steidl, Robert Climer, Adam Ben-Zev or Jeff Tetzlaff.
12. Remeber the basics, negotiate, reverse prosepect, price the home correct and utilize buyer premium strategy.
13. Have Fun!
14. Your just having winning conversations. not complicated just a better way to conduct business.