




"Freedom 400" **Playbook #2**

**HOW TO GET GOOD DEALS
FROM BROKERS**

WWW.APARTMENTINVESTORSCLUB.COM

The background image shows a modern building with a brick archway on the left and a landscaped garden with a lamp post on the right. A large red rectangle is overlaid in the center, containing white text.

Didn't watch Video 1 yet?
Each video builds on the
last, so be sure to watch
Video 1 first!

The background of the slide features a blurred image of a modern building with a brick base and white upper floors, surrounded by lush green trees and bushes. A black lamppost is visible on the right side of the image.

Active participation
results in better retention of
facts than passive listening.

Take notes and fill out the
blanks as you watch the
presentation.

Table of Contents

- 1 Why you need brokers.
- 2 Why brokers generally ignore new investors.
- 3 How you can use a 7-step process to overcome the bias against new investors and see the best deals.



01

Why You Need Brokers

Why You Must Deal With Brokers

Take notes below





02

Why Most Brokers Avoid New Investors

Why Brokers Won't Deal With Newbies

- Brokers get paid only

- Risks to brokers of not closing:
 - _____ AND
 - _____
- Brokers want buyers with
_____:
- Brokers ask for “proof of funds” because

- You can avoid being asked for POF by



03

The 7 Steps For Gaining Broker Trust



7 Basic Steps For Gaining Broker Trust

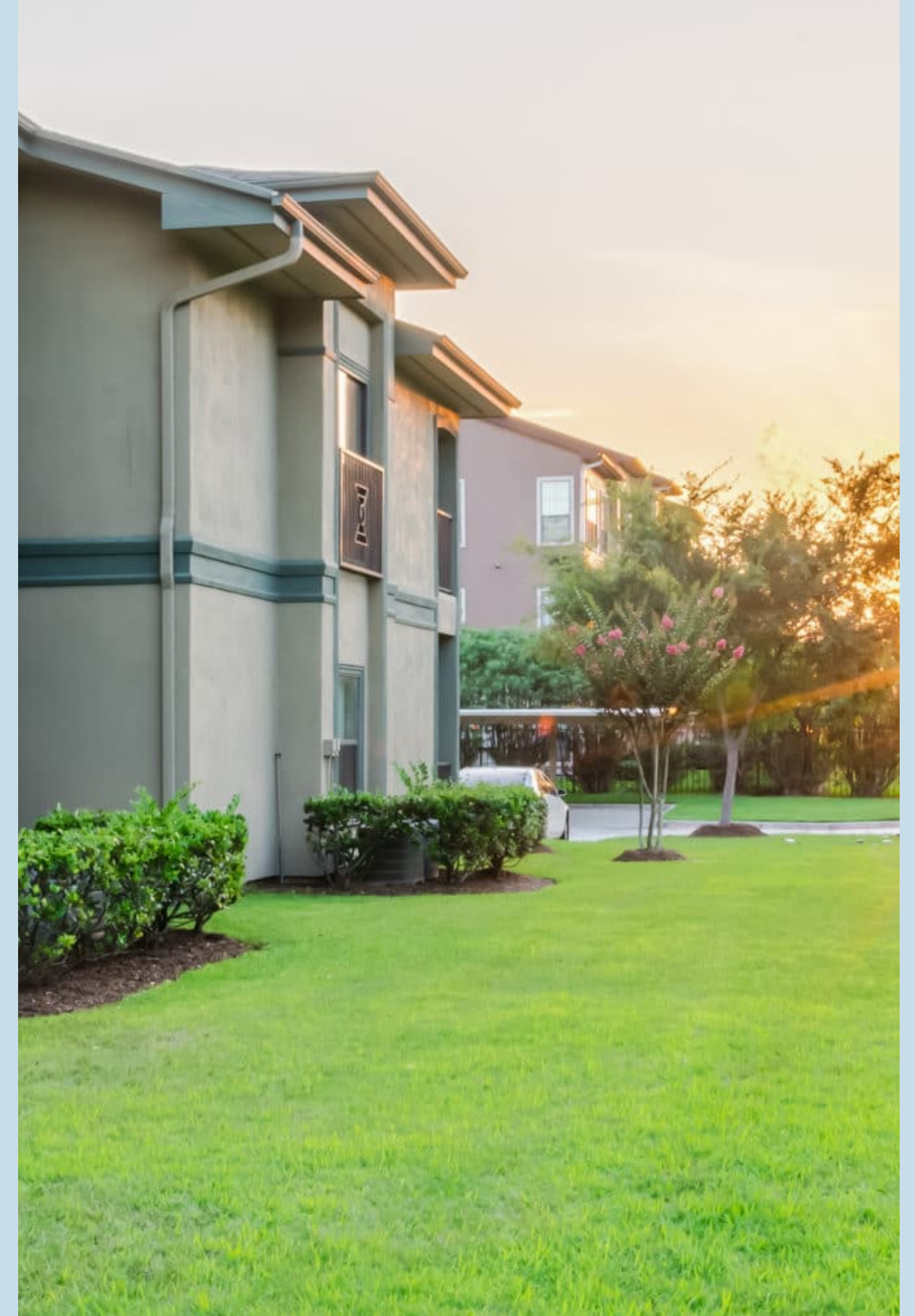
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Every step is _____. _____ is critical. Most new investors fail because

1. _____

- Learn fundamental _____ of commercial RE.
- Being unable to _____ marks you as a new investor who probably can't close.
- Using _____ marks you as a newbie who can't close.
- Good ways are:

_____,
etc.



2.

- Shows seriousness: You're _____

- Newbies have to _____ when they get a deal.
- Professionals _____

- Social proof: Brokers will attribute _____ to you.
 - They assume that if these people are working with you, you're _____



2. Cont

- Your most important team member is:

- Helps you establish

- Must be located in

- Must have extensive experience with

- Must know _____ and _____ well.

- Spending time with your _____ will help you get to know your _____ much better – so when you finally approach brokers, you will



2. Other Critical Members

Member

Why They're Critical to Your Success

3. _____

- Without clear _____, you won't be taken seriously.
 - What type of _____ (_____, _____, _____).
 - What _____ range?
 - What _____ range?
 - What investment play (_____, _____, _____, etc.)
 - Special characteristics: _____, etc.
 - Must be _____, or you will be marked as a newbie who cannot close a deal.



3.

- Create a _____
 - Helps show the broker _____
- Includes:
 - _____
 - _____ / _____
 - _____ (adds social proof).
 - Concrete _____
 - Initial _____ / _____ requirements.
 - _____



4.

Online _____

- _____
identifying you as a RE investor.
- A _____ provides even more legitimacy – simple is fine/mirror your credibility package.

- Spend a few \$ to make a good impression.
- Professionally designed _____

Own _____

- _____, _____ & _____ are for amateurs.

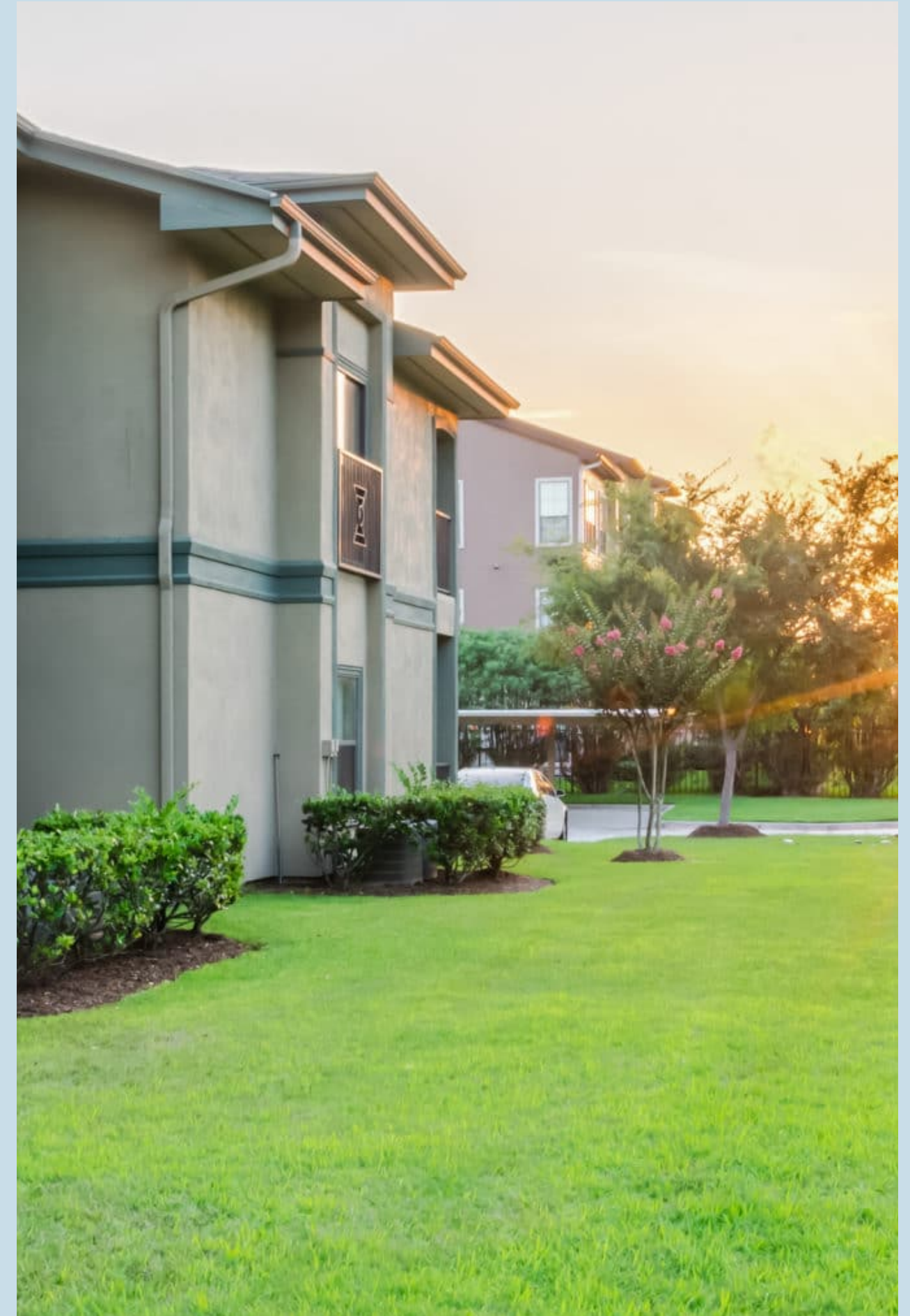
_____ Right.

- Find out the local _____
and wear it.

First impressions *matter*

5. _____

- Personal (“_____”) _____ leverage **social proof**.
 - Social proof = “Jonathan _____, so he must be legitimate”.
 - People cannot resist _____, because they create a sense of _____
 - _____, not referrals – get them to write you a _____ email.
- Start with intros from _____, especially _____



5.

- Also ask your _____:
Can be even better than _____ to leverage _____ and a sense of personal _____ on the broker's part.
- Be very specific in what you ask to avoid the wrong sort of recommendations (SF houses).



5. “Create”

- Create your own _____:
 - Have a good _____
 - Find local brokers and send _____
 - Do not immediately inbox them, give it a few days, then send a note thanking them for the connection.
 - Cultivate the _____ first, by asking about them and their business.
 - Then ask for a _____



6-7.



Finally, you _____ the broker and _____:

- After getting the _____, email about what you are seeking.
- Arrange a _____ or _____
- Then send _____ before meeting.
- _____ meetings are the best, especially when you're from out of town.

Summing Up The Approach

1. Master

2. Assemble your _____

3. Prepare your _____

4. Establish/clean up your _____

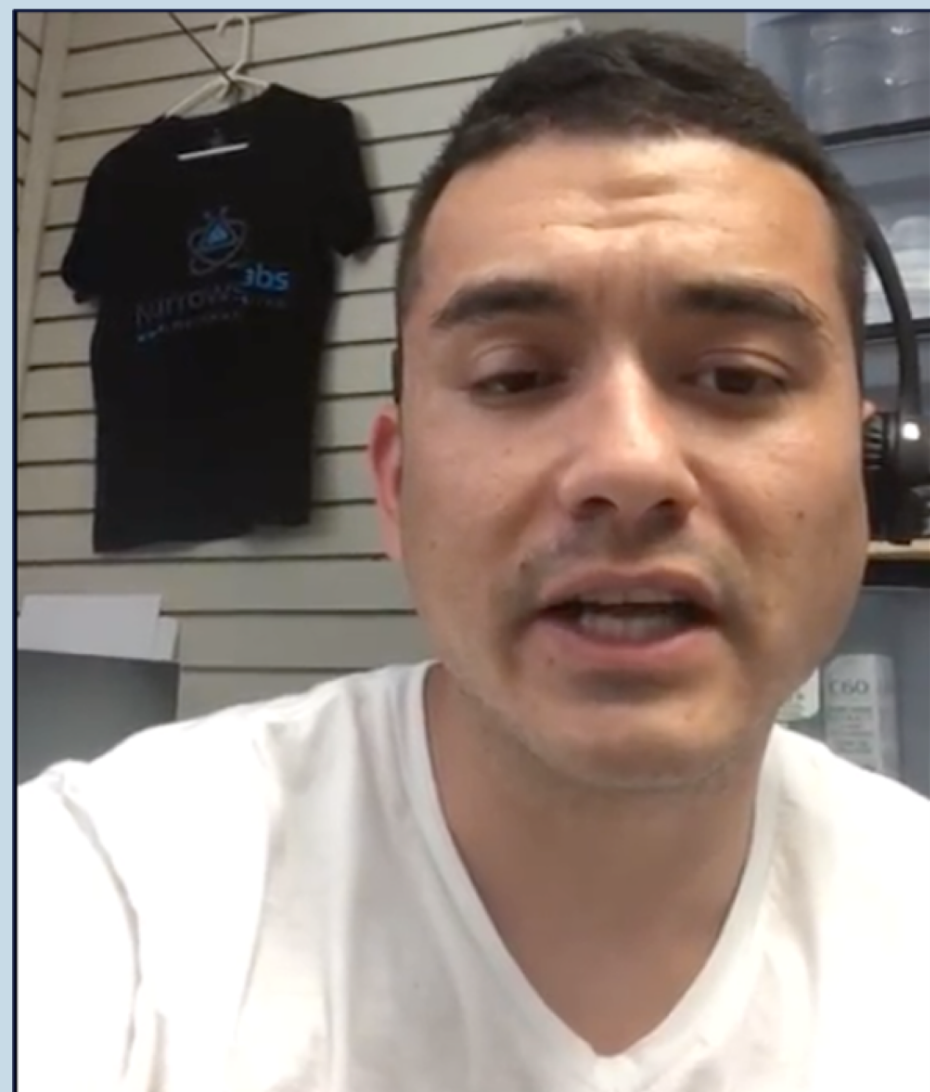
5. Get _____ to brokers from _____

6. Contact brokers, then send your _____

7. Meet the brokers (_____, if humanly possible).



The Proof This Works



Student Rusty S. said:

I've tried my hand at MF investing. I couldn't get past dealing with brokers. And yes, I have taken several courses including [a guru's] 3 day boot camp. After week 1 of your course, I now know why I couldn't get anywhere with brokers.

I followed your instructions to a Tee and met with a top broker in my chosen market. We went over my strategy and added me to his selective buyers list. A referral from a top attorney got me the meeting. Everything you said was correct. Even the quality business cards!!!

Additional Notes