



# HOW TO BUY HOUSES WITH CASH WITHOUT USING YOUR OWN MONEY



## **REAL ESTATE CAN BE TRICKY TO NAVIGATE.**

It seems like there's an abundance of individuals that want to be a realtor nowadays, or have the ability to make unlimited income. While that might be the general sense for some people, others see the opportunity to live their life feeling excited, creative, and fulfilled through the help they are able to provide families and individuals seeking out their next best home. Is this you? If so, you've landed in the right place to learn how you can buy houses with cash, keep your hard-earned money in your pocket, and be able to profit greatly from diving into real estate. We're going to talk about a specific model in real estate that allows you to be your own boss and live the life you may have only dreamed of.

**STEPPING  
INTO REAL  
ESTATE  
DOESN'T HAVE  
TO BE AS  
SCARY AS IT  
MAY SEEM.**

With advanced training, courses, and exceptional mentors you can get yourself up and running fairly quickly as a realtor working for your local real estate company. However, you aren't given the opportunity to make money instantly as you train through the traditional formats to obtain a credible real estate background. It takes time and money. Let's be honest with ourselves, if we are going to jump into a new career, we want to make money as quickly as possible.

Real estate has several avenues to venture into. Being a realtor, interior designer, builder, flipper... the list continues. How about buying and selling homes at a wholesale price, or even being able to buy a fixer-upper, turn it around, and profit off of it through renting or selling? There is an incredible career that lines you up to exactly this. It's called a **Real Estate Home Acquisition Franchise**.

Through real estate home acquisition, specifically the **Joe Homebuyer Model**, you are able to dive straight in with or without real estate experience! We all have dreams we think are out of reach because of the timing or situation that we are in. Maybe you started a new family, just got out of college with debt to pay, or are at a point in life when you want freedom from the traditional 9-5 workplace setting. If your dreams have been to get creative, be a resource, and help others, or if you want to have a say in the income you gain for a more fun and open future, this is the opportunity you need to jump on. Let's learn about the turnkey real estate acquisition franchise that is blowing up the market and truly helping everyone in the industry of Real Estate.



# JOE HOMEBUYER FRANCHISE

Here at Joe Homebuyer, we teach people how to use and grow their wealth through real estate acquisition franchising. This idea came to our founder and acting CEO, Mark Stubler, as he was expanding his own growth and knowledge on different entrepreneurial wealth opportunities. When he landed in the real estate industry, he felt it was where he was meant to be. Being able to help others find a way to create a passive business and a better life for themselves through real estate felt RIGHT. And without having to start from scratch...

The main focus for Joe Homebuyer franchisee owners to market has been single-family fix and flip spaces as well as multi-family of 4 units and below sized homes. These spaces have been exceptional opportunities to not only help others in the communities but also build a steady stream of passive income. How does a franchisee get to this level of passive income you might ask? Simple, by following the business model set up for success by Mark himself.

Joe Homebuyer's model provides the following ways to leverage a franchisee into the real estate industry with the tools and team they need to build their future:

- Highly leverageable real estate model
- Exit solutions for distressed homeowners
- Support for locating and acquiring discounted properties off-market
- Educational tools on how to go about this model without using your own money
- Customized marketing support
- Full training and ongoing support as your business scales
- Coaching to include marketing and exit strategies

A hot topic that we will be discussing and focusing on as we dive deeper into the Joe Homebuyer franchise model and the system is how to learn how to acquire discounted rental properties.





## FOLLOW A MODEL FOR SUCCESS

As with anything, you have a choice between two options: follow a model that's tried, tested, and proven to produce results OR try to figure it out on your own with no direction. While there are individuals that just like to do things the hard way, we know that if you are serious about building a strong future for yourself more quickly, you will need a model to follow.

By leveraging off-market properties, a franchisee can open up their ability to find solutions for individuals that are in stressful situations. Such situations fall under:

- Distressed properties or homeowners
- Homeowners interested in fast and convenient options
- Individuals looking to deal with cash only regardless of their situation
- Pre-foreclosure situations
- Inherited homes
- Homeowners experiencing job loss, divorce, severe illness, or other major life changes

Now, if you have experienced any of the above situations yourself, then you know that it can be extremely difficult and time-consuming to sell your property. With the Joe Homebuyer model, both the homeowner in distress and the franchisee can determine the best course of action for a given circumstance and set the pace that works for everyone - it is always a win-win situation.

The Joe Homebuyer model is designed to provide franchisees with **marketing**, **acquisition**, and **exit** strategies for off-market properties.

### 1) MARKETING

Marketing is at the heart of this model. Without it, you wouldn't be visible to those in the community you are trying to reach and provide support to. We have set up strategies you can follow to generate the best results through Google Online Marketing, Social Media, Direct Mail, and Outbound Calling.

## 2) ACQUISITION

Part two of the model involves four pillars of motivation for the sale. They are:

- **Condition**
- **Price/Equity**
- **Timeline**
- **Driver** (job change, inherited property, divorce, etc.)

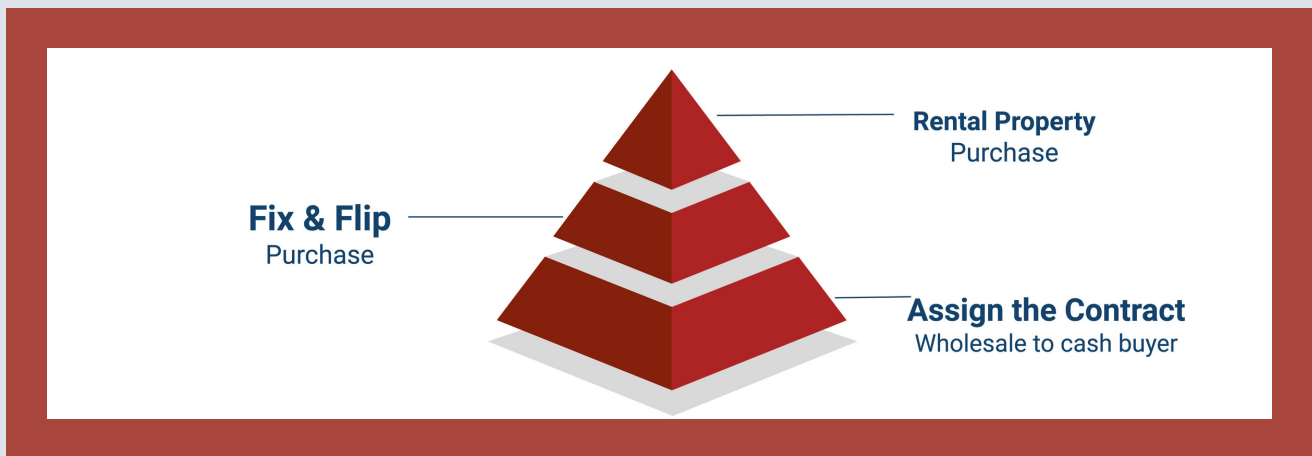
These pillars are what truly drive the offer and the final sale. You have to get all of these facts before making an informed decision on whether or not to acquire this property and have it be both beneficial to you and the homeowner.

By homeowners selling to Joe Homebuyer, they are eliminating many of the overhead costs associated with selling their home through a traditional real estate agent. See the image below for the facts on why selling direct to Joe Homebuyer is the best option.

	A Direct Sale To Joe Homebuyer	Hiring an Agent
Commissions	\$0 – No commissions or fees	Expect to pay out about 6% of your final sale price to your agent
Who Pays Closing?	\$0 – 100% of the closing costs are covered	You should allocate about 2% of your final sale price to go toward closing costs
Inspection & Financing Contingency*	No – Cash sale and does not require financing	Yes, and be prepared 15% of sales fall through
Inspection & Financing Contingency*	No – Cash sale and does not require Appraisal	If your buyer is using financing, the lender will require an appraisal before signing off on the loan
Average Days Until Closing	7. As fast as 7 days and always on the day that suits you best	About 60 days. However, it could take months – there are no guarantees
Number of Showings	Only 1!	Unknown
Closing Date	Any day YOU CHOOSE	About 1 month after you accept an offer. (You are responsible for insurance, taxes, and utilities until the day of closing.)
Who Pays For Repairs?	Joe Homebuyer Pays	This will be negotiated between you and the buyer

## 3) EXIT

The third and final step in this model is all about exit. You can see our three paths for directing the end goal in the graphic below. All three of the above steps lead to an income generator for the franchisee and will create multiple paths for passive income. Some require a bit more work than others, but they all drive towards success.



### It's All About the Exit

The third part of our model is what truly will define your path of income with each property you invest and buy into. You can go the route of assigning a contract by marketing it to a network of cash buyers that will allow you to choose the highest offer. Joe Homebuyer has built a network of real estate individuals that are willing and want to work with their franchisees. **You will be given a list with thousands of cash buyers, real estate investors, and fix and flip individuals - all you have to do is reach out.**

If the route to purchase a property to fix and flip is chosen, then the transaction is completed as normal with the franchisee then fixing up the property to resell. If you are an individual that loves to get creative and have a bit more fun, this option is a great opportunity for you to expand your real estate business beyond buying and selling.

Lastly, you can choose to create passive income through rental properties. Simply put, the franchisee is able to purchase a property or turn one of their fix-and-flips into a rental investment. The investment can become either a short-term or long-term rental property and will generate different levels of income based on the category it fits into. As with any property, location, cost of upkeep, and need within the community for it play a factor into the overall success it will bring to the franchisee.

## HOW YOU GET STARTED

Now you have the breakdown of how to get into real estate while creating passive income and keeping your cash in your own pocket. Being your own boss is steps away... We want to share the opportunity with you to continue to learn more about Joe Homebuyer and the acquisition franchise opportunity we've built a system for through our upcoming webinar.

Enroll in our webinar today, to access a deeper dive into the Joe Homebuyer acquisition model. Then, if the opportunity feels right for you, you can get started by reaching out to the Joe Homebuyer team to get started.

Investing in yourself and your future is an exhilarating ability to hold onto! It's even better when you have a team, system, and model that will build your success beginning day one.



**TO FIND OUT ABOUT AVAILABLE TERRITORIES, GET IN TOUCH WITH US VIA OUR WEBSITE.**

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