

PAPER POWER



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Module 10
PRETTY PAPER
Finding
&
Marketing



Bob Leonetti

What is Pretty Paper?

- Slow or Non-Paying = *Ugly* Paper
- Paying = *Pretty* Paper
- Seller Financed Paper Only
- Must be “Seasoned”
(Existing v. New)
- Must be Performing



Bottom Lines for Pretty Paper

- Paper Power Overview
- Finding & Marketing
- Ways to Buy
- Going to Closing (Get the Money!)



Sam Finances Barbara



**Sam Sells Property -
Carries Paper**

Barbara Buyer



Sam Seller



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Sam Records Mortgage



Sam Keeps Note
Files Mortgage/Trust Deed
At Courthouse

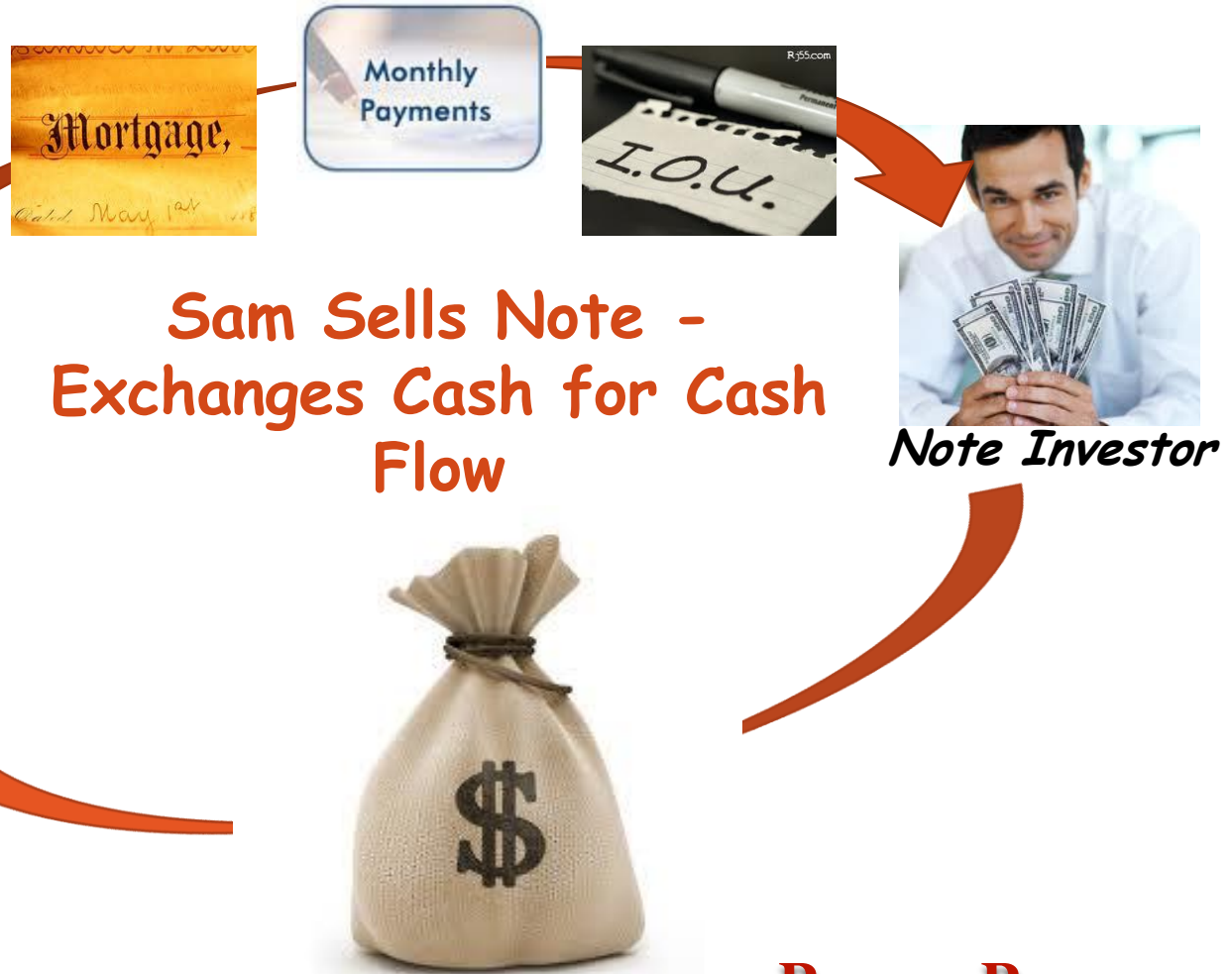


Sam Seller



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Sam Sells Note to Investor



**Sam Sells Note -
Exchanges Cash for Cash
Flow**

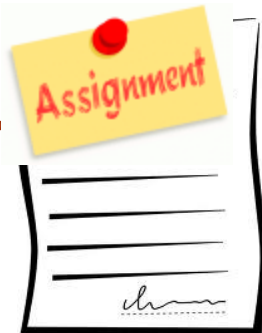


Sam Seller

Note Investor

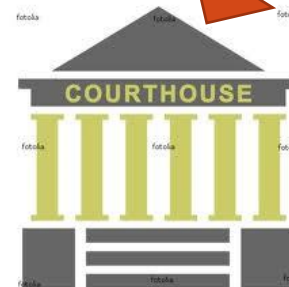


Investor Records Assignment



Investor

Investor Keeps Note
Files Assignment
At Courthouse



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4 Easy Steps...

1. Sam Finances Barbara
2. Sam Records Mortgage
3. Sam Sells Note to Investor
4. Investor Records Assignment



POINTS TO REMEMBER

- Barbara Pays Note Investor
- Monthly Payment Doesn't Change
- Terms Don't Change
- Seller Keeps Note
- Seller Records Mortgage



Success Marketing



- Find Note Holders at the County Recorder's Office
- Reach Out to Them

- Let the World Know You Exist
- Have Them Come to You!



YOU Find Note Holders...

- Courthouse Research
- Abstractors
- Mailing Lists
 - Criteria
- Mail Pieces
- Private Money Lenders



Note Holders Find YOU

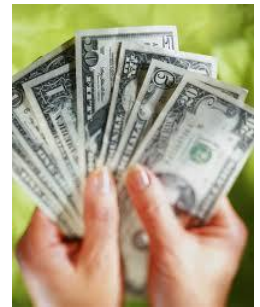


- Craigslist Ads
- Newspaper Ads
- Church Bulletins, etc.
- Social Media
- Websites
- Speaking Engagements

Things to Say...



- Get Upfront Commitment
- Think in Months...not Years
- Emphasize Normalcy
- Equate Discount to TVM
- Emphasize Cash on Cash



Preparation Tasks

- Review All Documents in this Module
- Pick THREE Ways to Market and...TAKE ACTION (Do Them)!!
- Set Yourself a Goal of Something That You Will Do Every Week
- Use the Success Marketing Matrix

