



# The Investor Lifecycle

The steps needed to successfully complete a real estate investing transaction.

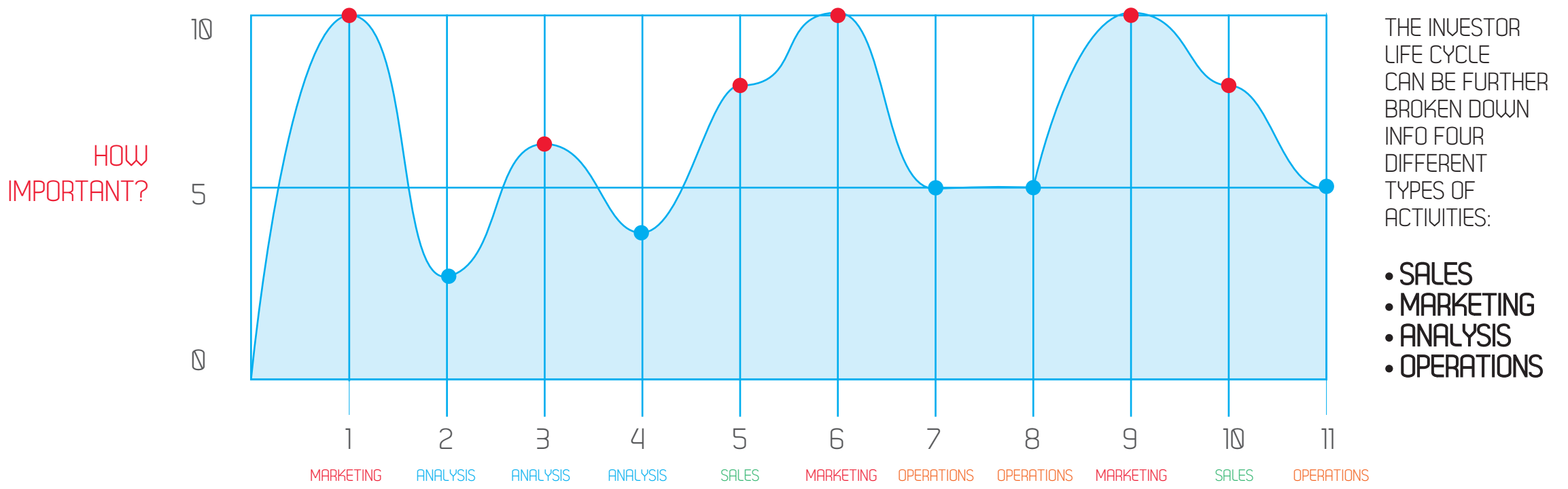
A full time (40-50 hour per week) real estate investor will spend countless hours each week doing almost meaningless non-revenue producing activities.

The hours you spend focused on 'The Investor Lifecycle' will yield much greater results. The 11 steps which make up TIL are considered "revenue producing activities." Not all steps are created equal.

MAKE SURE TO FOCUS YOUR TIME ON ONE OF THE 11 STEPS OF THE INVESTOR LIFECYCLE

11 STEPS			The BIG 6 Investor Lifecycle Models					
11 STEPS	DESCRIPTION	TOOLS	REHAB	WHOLESALE	SHORT SALE	BUY + HOLD	LEASE OPTION	SELLER FINANCED
1	Generate Seller Leads	Create all front end marketing funnels to attract motivated sellers Leadflow Websites, Power Matching, Lead Pipes, Direct Mail Engine, Moby, Email Engine						
2	Prequalify Seller Leads	Gather information from seller or listing agent to prequalify lead, pull comparable sales, and perform desktop evaluation Flip Comp, CRM, Property Search Engine						
3	Inspect Property	Inspect property and estimate repairs needed; Analyze location, practicality, and updating requirements Hammerpoint Repair Estimator/CRM						
4	Estimate Profit	Analyze potential profit using different buy/sell scenarios Deal Analyzer, Flip Comp						
5	Negotiate Offer	Make offer to the seller or listing agent and sign contracts; Create short sale package and negotiate with bank (short sale) Paperless Office, Short Sale Package Builder, Smoothfax, Hammerpoint						
6	Arrange Funding	Line up funding for the deal and open escrow Private Lender Websites, Private Lender Leads, Private Lender Credibility Kit.						
7	Purchase Property	Close escrow with title company/attorney and take ownership of property Power Linking, Notes, CRM.						
8	Rehab Property	Manage the rehab process on the property CRM, Hammerpoint Rehab Planner, Expense Tracker.						
9	Generate Buyer Leads	Create all back end marketing funnels to attract motivated buyers Power Matching, Lead Pipes, Leadflow Websites, Direct Mail, Moby, Sellpoint, Email Engine						
10	Negotiate Sale or Lease	Negotiate offers with buyers/renters and sign contracts Paperless Office, CRM.						
11	Close or Manage	Open and close escrow with title company/attorney; Start management lifecycle Power Linking, Smoothfax, CRM						
SUCCESS! ✓			We've taken the liberty of outlining the top 6 investing life cycle methods.					

## MEASURING SUCCESS



## PRIMARY vs. SECONDARY

### PRIMARY

THOUSANDS OF DOLLARS PER HOUR

SALES + MARKETING ACTIVITIES

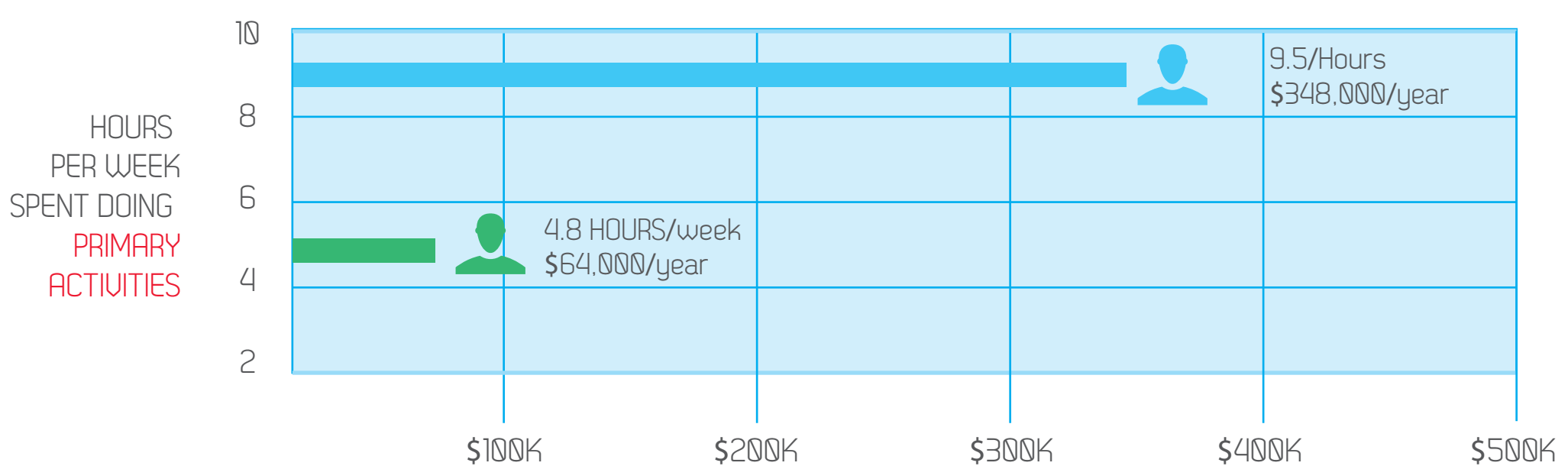
Successful investors focus almost all of their time doing these "primary activities".

### SECONDARY

HUNDREDS OF DOLLARS PER HOUR

ANALYSIS + OPERATIONS ACTIVITIES

Successful investors will often delegate "secondary activities" to team members.



THE (LEADERS) THE (PACK)