KEYWORD TRACING REPORT

THE SECRET TO HIGHLY PROFITABLE DEALS

(...AND A LIST OF 57 KEYWORDS YOU CAN USE RIGHT NOW)
These are the three Facts about the current state of the real estate market and how and where investors just like you are looking (or not looking) to find their deals.

Before I show you exactly how to find the most profitable real estate deals in your area, I want to ask you a very simple, but important, question...

**MYTH:** AVOID THE MLS AT ALL COSTS BECAUSE THERE ARE NO GOOD DEALS AND AN AGENT WILL BE INVOLVED.
FACT 1: MORE THAN 80% OF REAL ESTATE DEALS ARE BOUGHT AND SOLD USING THE MLS

Since this is true, it’s also important to understand what **On-Market Deals** are VS. **Off-Market Deals** because, as a real estate investor, you need to be making the most informed decisions about the best places to find real estate deals that can sustain your desired way of life for a long time.

**OFF-MARKET DEALS**

These are the properties that have not been listed on the MLS by a real estate agent, but the sellers are looking to sell, for any number of reasons. They could be in financial distress, are absentee owners, or maybe going through a divorce. They could be other real estate investors who have a wholesale property that they’re ready to sell or may be someone who has just inherited a property through probate.

Whatever the case, these are typically the types of deals that real estate investors are taught to go after, using tools like list providers, direct mail, and websites.

Since these off-market deals are for sale, but have not yet been listed on the MLS, real estate investors typically covet these as better deals. Because there is no agent involved and the sellers are usually very motivated to sell, real estate investors assume that negotiations will be a little bit easier and profits will be higher with off-market properties.

However, this isn’t always the case.
ON-MARKET DEALS

No matter what city you invest in, and no matter what your experience level is, you can always find incredibly discounted properties in your hometown.

And since more than 80% of real estate deals are bought and sold through the MLS, it stands to reason that on-market properties are an even better opportunity for real estate investors. You just need to know where to look and how to find the good deals.

On-market listings are properties that are currently listed on the MLS by a real estate agent.

The sellers have made the definitive decision to sell their house and have enlisted the expertise of a real estate agent to sell it for them. And the first thing that real estate agent does is list the property on the MLS.

Every real estate deal done in this country is either an on-market or off-market deal, so let’s look at the major differences between on-market and off-market properties:

* On-market is listed on the MLS; off-market is not.
* On-market has a real estate agent involved in the transaction; off-market does not.
* On-market also means that a commission will be paid when the property sells; off-market does not.
* On-market means the seller has already made the definitive decision that they are ready to sell. Off-market sellers may need a little more time before making that decision. They may be contemplating selling their house and want to talk to someone about their options before making their decision.

Since 4 out of 5 sellers list their property on the MLS, and you’re making a living buying and selling properties, then doesn’t it make sense to look to the MLS for investing opportunities?

In fact, in July 2015, the National Association of Real Estate Investors reported that 89% of home sellers were assisted by a real estate agent when selling their home. 89%!

What that should tell you is that nearly everyone who has a house to sell, no matter what the situation is, is turning to real estate agents to help them sell it. And the first thing a real estate agent does is list that house on the MLS.

Now, does that mean that all the properties listed on the MLS are good investment deals?

No way!

Which brings me to…
Now, if your livelihood depends solely on buying and selling houses, then I have to ask, why wouldn’t you seek out direct access to the largest database of properties for sale, even if only 8-12% of the listings would be considered good investing deals?

Let’s do some quick math…

There were 5.26 million existing homes sold in 2015 through the MLS (reported by the National Association of Realtors).

If just 8% of those homes were good investing deals, that would be 420,800 deals that you would never have access to if you never used the MLS to find investment opportunities. If 12% were good investing deals, then that’s 631,200 possible deals that you would never have access to.

So now my question is, if you could access the MLS (and you definitely CAN), why wouldn’t you?

• Maybe you’re not sure where to look or how to access the MLS.
• Maybe you don’t know any real estate agents in the area.
• Maybe you don’t want to take the time or spend the money to get licensed yourself.
• Maybe you’ve heard that it takes too long to find the good deals on the MLS (this is not entirely false).

**FACT 2: ONLY 8-12% OF THE PROPERTIES LISTED ON THE MLS ARE GOING TO BE GOOD INVESTING DEALS.**
But before you decide what your reason is for not accessing this huge database of homes for sale, I would like you to first take a minute and think about what your business would look like if you leveraged the MLS to find more profitable real estate deals.

- Would you have a constant flow of property leads and an abundance of deals?
- Would you have more time to focus on revenue producing activities, rather than constantly wondering where your next deal is coming from?
- Would you have more time to spend with the people in your life?
- Would you have more financial freedom to do all the things, buy all the things, and go all the places you desire?
- Would you be happier?
- Would you feel more successful?

So let’s say that you’ve made up your mind and you’re ready to start using the MLS to find deals.

How do you do that?

Do you need to sift, sort, filter, and search through every property listing in your area and do a deal analysis on each one to find the good ones?

Well, only if you have too much time on your hands and not enough to keep you busy.

But, if you’re like me, and like to do things as quickly and efficiently as possible, then you will want to use **Keyword Tracing** to find all the best deals on the MLS, quickly.

**Okay, but what is Keyword Tracing?**
**FACT 3: KEYWORD TRACING IS THE BEST WAY TO FIND THESE DEALS**

**Keyword Tracing** is a brand new real estate investing strategy that some of the most successful real estate investors have started using to find bargain properties hidden in plain sight on the MLS. **It is simply the process of “tracing” or finding discounted properties by searching for special keywords used by listing agents in the property description, which indicate possible investing deals.**

What most investors don’t realize is that real estate agents often give CLUES in their property descriptions that indicate a seller is eager to sell their home, which also indicates that it may be a good investment deal.

And put simply...

(Consider it a “Greatest Hits” record of real estate investing keywords).

So if you want to find great deals on the MLS, here is the complete list of keywords that you can use to do it TODAY:

**Make sure you print this list and hang it by your computer.**

---

“**Keyword Tracing”** is the process of using specific keywords in property searches that pin-point the houses with these CLUES in the description.

So here’s what we did (and why you’re starting to love us).

We interviewed a bunch of real estate investors who have been finding deals on the MLS successfully for years, and asked them to make a list of all the top keywords that indicate a seller is motivated to sell their home.

We then compiled all of those keywords into one list so you don’t have to wait to start leveraging the “Keyword Tracing” model in your business.
KEYWORD TRACING LIST

“Keyword Tracing” is the process of using specific keywords in property searches that pin-point the houses with these CLUES in the description.

- Motivated
- Motivated Seller
- Fixer
- Fixer Upper
- Must Sell

- Needs Work
- TLC
- Contractor Special
- Contractor
- Gut

- Work
- Quick Close
- Cash
- Handyman
- Handyman Special

- Dated
- Needs Updates
- Needs Updating
- Trust

- Trustee
- Auction
- Probate
- Bank Owned
- REO

- Short Sale
- Foreclosure
- Make Offer
- Any Offer
- 203k

- FHA
- Homepath
- Homestep
- Fannie Mae
- Renovation

- Seller Financing
- Remodel
- Flip
- HUD

- Forced
- Opportunity
- Personal Touch (es)
- Deferred Maintenance
- Cosmetic Updating

- Additions
- All that is needed
- Blank canvas
- Creativity
- Property needs some

- Pride of Ownership
- Death
- Sweat Equity
- Build your dream home
- Bring all Offers

- No Showing Until
- Cash Offer Only
- Possible Investment
- Notice of Default
Now that you have this important list of keywords...

What’s next?

Well, now you need to do something with it!

First, you need access to the MLS in the area(s) where you invest.

So how do you get that access?

You have 3 options:

1. Work with an “investor-friendly” real estate agent in your area.
2. Spend the time and money to get licensed as a real estate agent yourself.
3. Do it yourself using a cool, new software that let’s you completely bypass options 1 and 2.

First let’s go over options 1 and 2, which are not bad options, but may not be the most efficient for you.

**OPTION 1: WORK WITH AN INVESTOR-FRIENDLY REAL ESTATE AGENT.**

And when I say “Investor-Friendly,” I mean somebody who has either...

A.) worked with investors before  
B.) is an investor themselves, or...  
C.) is open to creating new business relationships.

**How Do You Find An Agent That Is Investor-Friendly?**

You might find them at a place like a local Real Estate Investors Association meeting.

Another investor may recommend someone that they’ve worked with in the past or are working with currently.

You may find out that they market themselves as discount-fee agents. Oftentimes, that means that they will lower their commission for someone who typically has several listings a year, like a real estate investor, in exchange for being their only agent.

Or, you may find that as you start buying and selling more properties, you see the same agent(s) either listing investment-type properties and/or representing other investor buyers.

**THEN** - once you find this person, you will need to give them the specific criteria of what you are looking for in a real estate deal.
SO IF YOU’RE LOOKING FOR REO’S...

...bankruptcies, probates, vacant properties, sellers who are in pre-foreclosure, fixer uppers or rehabs, or basically any property that is listed below market value, you need to make sure the agent knows.

You should also make sure they know exactly what areas you’re interested in and, maybe more importantly, which areas you are NOT interested in.

Simply send your real estate agent a list of these keywords every week so that they can keep an eye out for a property in a distressed selling situation in the areas where you want to invest that fit the description of these keywords.

The reason why you want to do this is because these agents have complete legal authority to access the MLS at any time. If a property hits the market that fits your criteria, they can notify you immediately.

Some real estate investors have great success with this option... and, unfortunately, some do not.

Here’s what I mean...

Let’s go back about eight years.

I had a student who was a young guy in his late 20’s. He was really smart and really excited about the real estate investing business.

One day we were talking about the two different types of leads that real estate investors use to find profitable deals - on-market deals and off-market deals. He was pretty familiar with on-market deals because his uncle was a real estate broker who already worked with other investors and was going to help his nephew become a successful real estate investor.

This guy’s plan was to use his uncle and, even, other agents in the office to help him find properties that needed a little, or even a lot of, work. He was looking for properties with big profit margins that he could buy, fix up, and resell.

And it worked, at least in the beginning.

He bought two properties his first couple of months in the business and, I remember, he was so excited to tell our other coaching students exactly how he was doing it. He was going to give them the “keys to the kingdom” so they could work with agents and have them feed them deals like his uncle was doing for him.

BUT LET’S TAKE A STEP BACK HERE, JUST FOR A SECOND...

I want to caution you against relying entirely on agents to bring you deals for the SOLE reason that you should never rely on someone else for your current and future success. You never want to be in that position. The only person you want to bet on is yourself.

There are a lot of agents who are great to work with, but even the best of the best care most about their own businesses, NOT YOURS or MINE.

At the end of the day...

...YOU are in business for YOU...

...and THEY are in business for THEM.

Their focus every day revolves around finding new listings, showing houses to buyers, and closing transactions.

NOT finding deals for you.
The reality is - you can split deals with agents, work out incentives to have them find deals for you, and motivate them to your heart’s content to work with you.

But it’s really not wise to rely on them as your primary source of finding deals.

You just can’t.

And don’t get me wrong, there’s nothing wrong with this at all.

Whether you like to hear this or not, YOU are the only person who is solely responsible for “making it” or “breaking it” in this business. It is NOT an agent’s responsibility to feed you deals every single day.

You are responsible.

I know that you probably already know this, but if you’re like me, having that as a constant reminder should motivate the heck out of you to get moving.

Nobody is ever going to care about your business as much as you do.

Who cares more about your financial future??

A.) Real Estate Agents

B.) You

The answer is obvious, right?

So keep that in mind when weighing your options for finding deals.

Now, back to the story...

Some of the agents in the office where the uncle worked also invested in real estate. So what do you think happened when the really good deals came across their desk?

You’re right - oftentimes they would take them for themselves or try to spread the wealth to keep all their investor clients happy. So if you’re relying on agents as your main source of good deals, then eventually you will run into problems. So please don’t put your success in someone else’s hands.

Now let’s fast forward a couple of years and our student, this young whiz kid, found me on Facebook. I immediately noticed that he was no longer investing in real estate. At first I was puzzled because I thought he should’ve been killing it by the time we had reconnected.

We started to chat and he told me that the deals dried up and he no longer had enough quality leads coming across his desk each week.

That’s why he quit the business.

He didn’t talk to other agents, he didn’t set up any other marketing systems, he didn’t take any measures to generate leads on his own.

He failed in the business because he quit, and he quit the business because he made two big mistakes:

1. He only had a single lead source - agents from his uncle’s office.

2. But his biggest mistake was that he was relying on someone else to feed his business and help it grow. As I said earlier, you should never rely on other people to shape your financial future.

This doesn’t mean you need 22 different sources for good deals. As a matter of fact, 3 to 4 lead sources is the right number. If you can have 3 to 4 predictable and consistent lead sources of profitable deals, then you’re going to be able to build any size business you want.

And the MLS should absolutely be one of those sources.
OPTION 2: GET LICENSED AS A REAL ESTATE AGENT YOURSELF.

This is not a bad option, but understand that it takes a considerable amount of time (weeks) and money (upwards of a thousand dollars) to complete the training and testing required to obtain your real estate agent license.

Not only that, but once you’re licensed, you need to continually complete a minimum number of hours of continuing education in order to maintain your license… Translation - more time and more money.

You will also need to find a broker to sponsor you as real estate agents cannot operate independently and can only act on behalf of a broker.

There are a lot of factors to consider when looking for the right broker to sponsor you. There are some big differences in how brokers are structured, operate, and their philosophy, so it’s important that you find the one that will be the right fit for you.

Gathering this information and ultimately making the right decision will probably take some time visiting different brokerages, talking with agents and interviewing with the broker or owner at each office to find out things like:

- What type of agent they’re looking for
- If you would be an independent contractor or employee
- If they’re members of the MLS that you’re interested in accessing
- What the commission split is with the brokerage
- What your obligations are to the brokerage once you’re a licensed agent with them

Once you have a sponsor, all you have left to do is sign up for, and complete, all of the required classes, take the exam, and pass it.

After you pass your exam and complete the training at your new brokerage, then you will have access to the MLS in your market, and can use the keywords provided in this report to start searching for deals.

Again, this is not a bad option, it can just be a lengthy, and costly, undertaking and may not be the best use of your time and finances.

But, as you can see, there is an unprecedented opportunity for you here.

The MLS is a great place to find real estate deals in your area, without having to compete with the masses that continue to send out the same “me-too” marketing campaigns to the few off-market properties that still exist.

However, as you might’ve noticed…

This still requires a LOT of work.

The process of accessing the MLS, working with an agent, finding motivated sellers, and making offers on properties on the MLS still takes a great deal of time.

So, if at any point, while you’re reading this, you’ve found yourself thinking...

“WOW. This is a ton of work!”

You’re absolutely right.

And if you’re like me...

You probably didn’t start reading this report wanting to spend MORE time away from your family, your friends, or your loved ones in general.
YOU GOT INTO REAL ESTATE INVESTING BECAUSE YOU WANTED TO HAVE COMPLETE CONTROL OVER YOUR LIFE...

...as well as the choices you make with the short time you have on this earth.

You are willing to do what it takes, which is why I’m delighted to tell you...

There is a much faster and easier way to do all of this.

OPTION 3: DO IT YOURSELF

Let me ask you something:

What if you could gain 24/7 access to the MLS (without a licensed agent) and put the process of finding deals on auto-pilot?

Thanks to technology, this is possible for you right now.

It’s actually a lot easier than you think, and it’s how the top 1% of real estate investors are going about finding deals every single day.

They do it by leveraging the power of technology to automate business processes like:

(cont. on next page)
• Finding new on-market deals
• Calculating the potential profit on every single property they look at
• Getting instant email alerts every time a new discounted property hits the market
• Searching for properties using keywords
• Sorting property listings by potential profit
• Comping and analyzing properties in less than 5 seconds

If you are committed to growing your real estate investing business and achieving real freedom in your life, then it’s critical that you have the right tools at your disposal to help you get there.

It doesn’t matter if you’re just starting out or have been flipping houses for years. YOU can use the MLS to find great real estate investing deals using this “ultimate shortcut” which allows you to quickly find more deals on the MLS, eliminate hours of “grunt work” in this business, and allow you to spend more time on the things that matter to you most.

This can all be done using software like FlipComp, which is tailored specifically towards making real estate investing easier for people just like you.

When one tool can help you find, comp, and analyze deals in a fraction of the time it normally takes, then you can focus more time on activities that directly impact your business’ bottom line and be well on your way to financial freedom.
KEYWORD TRACING REPORT

THE SECRET TO HIGHLY PROFITABLE DEALS

(...AND A LIST OF 57 KEYWORDS YOU CAN USE RIGHT NOW)