

# Targeting the Prospective and Professional Investor Resource Guide

During this presentation a variety of resources were mentioned. This handout contains more information about these resources you may want to review to help you build an effective investor niche.

## Investment Realty Resource of Colorado

The IRR ([www.irrofcolorado.com](http://www.irrofcolorado.com)) defines its purpose as three-fold:

1. Having knowledge or expertise within the area of investing.
2. Networking and nurturing your investor contacts.
3. Sharing what you know with “no strings” attached.

Due to the success of the IRR and the excitement it generates among professional referral sources and investors, they are now offering charters in the Midwest and Northwestern areas of the United States. You can use their format and hit the ground running to quickly build an effective investing group.

## Investment Riches

Investment Riches ([www.investmentriches.com](http://www.investmentriches.com)) is currently seeking 1-3 exclusive lenders and real estate agents for various geographic regions of the United States. Your interest and ability to provide service in a virtual environment are the only real requirements at this time. It's to your advantage to be licensed or able to perform work in more than one state.

## We Buy Ugly Houses.com

We Buy Ugly Houses.com ([www.homevestors.com/modules/sell\\_a\\_house/sell\\_house.php](http://www.homevestors.com/modules/sell_a_house/sell_house.php)) may be of interest to your professional investors because they provide support/mentoring, formalized training, leads and extensive advertising.

When working with a client, be sure to review page two of the 1003 to determine your investor client's assets and liabilities. Identify which assets are liquid, can be borrowed against or tapped quickly when an investment property is presented. If your client meets this franchise's monetary requirements, and your investor wants to move into a more formalized direction, you may want to suggest this option.

Although they do offer short-term loans (at a higher rate of interest) there are still plenty of opportunities to finance properties the investor wants to retain as rental property rather than rehab and sell.

## Educating Your Investors

Educating your investors is a very important aspect of building investing client relationships. Topics can include:

- 1031 Exchanges

- Reverse exchanges
- Fractionalized exchanges
- Construction exchanges
- How to choose a Qualified Intermediary (QI)
- Foreclosures
  - When to buy foreclosures
  - How to find out about and attend foreclosure auctions
  - How to find and bid on HUD and VA foreclosures
- Retirement strategies
- Fix and flip (rehab and resell) properties
- Zoning updates
- Analyzing multi-family properties
- Market trends
- Financing investment properties
- How to set up a lease with an option to buy properties
- How to get started as a property investor

## To Learn More about Investing

Books are still one of the easiest and best resources you can use to learn more about investing. Below are some books you may want to pick up from your library or add to your own collection.

Title	Comments
<b>Real Estate Riches, Dolf De Roos</b>	This is another book in the series “Rich Dad, Poor Dad” and provides the reader with all the basic information one needs to begin investing.
<b>Making Big Money Investing in Real Estate, Peter Conti &amp; David Finkel</b>	This book provides practical information and examples to “show” how things work as an investor. They use the power of personal stories to drive home their points about investing.
<b>Successful Real Estate Investing, Robert Shemin</b>	This book is based on the premise that every investor makes 75 costly mistakes. Each chapter is a “mistake” so it’s easy to go right to the mistake that’s applicable.
<b>Love is the Killer App, Tim Sanders</b>	To truly grow your business and become an indispensable resource; read this book! It’s not about investing, but it is about building your personal network and how to become an invaluable resource to others to ultimately increase your business.

## **Want More Information?**

**For more information** about our services, contact us at 303-426-1027 or 800- 433-3755.

**For questions**, please email us at [questions@intouchtoday.com](mailto:questions@intouchtoday.com).

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