



WEST FLORIDA REIA NEWS

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Keeping Up With Housing Trends

By Barbara Grasse

One of the fundamental tenets of sales in any industry is to offer what people want. It's very hard to sell something if it doesn't fit a want or a need. The housing industry is no different.

Your local Association of REALTORS® is a great starting point in your search of what is selling. You may have to hunt around a bit, but you can find statistics for all MLS property sales in great detail on a monthly basis. These include:

- Number of single family houses and condos sold
- Breakdown of Properties Sold by Number of Bedrooms and Baths
- Median Prices and Breakdown of Prices by Zip Code
- Pending Sales
- How the Sales were financed
- Average Days on Market

Please see *Trends* on page 2

INSIDE THIS ISSUE

- 1 Keeping Up With Housing Trends
- 1 Every Door Direct Mail
- 2 What Will You Do with the Money?
- 3 Recommended Business Books
- 4 West Florida REIA Information

Every Door Direct Mail

You can hit every door in an area for about half the price of mailing a postcard.

The US Postal Service really gets a bad rap. Think about it. You can send a letter across the entire country for less than 50 cents. And it has a pretty good chance of getting there. You can't even get a cup of coffee for that.

The Postal Service is determined to put a smile on your face and they did just that for me when they announced their Every Door Direct Mail (EDDM) Program.

If you're doing direct mail to generate leads, to either buyers or sellers, the Post Office will now deliver a postcard to every door in an area for 17.5 cents per piece. Think about it. Not only is that about half the price of a post card stamp, but you don't need to buy a mailing list!

Please see *Every Door* on page 3

What Will You Do With the Money?

It seems like every seller wants all cash and that makes sense - better a bird in the hand. But, to paraphrase Mick Jagger, we can't always get what we want. In today's marketplace, where houses for sale vastly outnumber retail cash buyers, there is bound to be a lot of disappointed sellers out there. That's good news for us.

"Finding out what the money will be used for is your open door to creative solutions."

When you're talking with a seller who wants all cash or a hefty down payment, ask them "What will you use the money for?" Depending on how far along you are in building rapport, you may have to dig a little before you get the real answer.

Fortunately, very few people want a pile of money just so they can look at it every day. They have the money earmarked. Maybe they want to pay off some bills, go on a cruise or buy a Harley. Maybe they are just going to stick that money in a bank CD paying 1-½%, which, you might mention, doesn't even begin to keep up with inflation.

Finding out what the money will be used for is your open door to creative solutions. Can you make monthly payments on a hospital bill? Do you have a Harley or can you get a great deal on one and put it into the transaction at a retail price? Can you put the seller's dream cruise on your credit card?

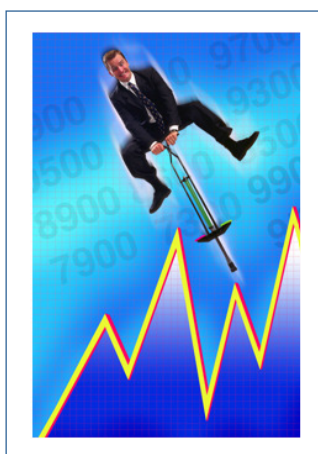
So many transactions in real estate can be engineered by making
Please see *Money* on page 4

Trends from page 1

In short, you are provided with free data on that can help you determine what people are buying, what types of properties are moving in today's market.

It makes sense to put out product that people are looking for. The three bedroom, two bath, single family home is at the top of the sales list consistently. Yes, you can move one bedroom, one bath condos. You can flip a ten acre mini-farm. But finding the buyer for that property is going to take a lot longer than finding a buyer who wants a more traditional three-two.

Jack Miller said "You can't steal in slow motion." Time is money. Knowing how long houses are sitting on the market allows you to build that into your costs. Knowing what properties sell fastest tells you what to focus on acquiring, whether you are flipping or renting. Keeping up with the trends in your local market will keep your business afloat.



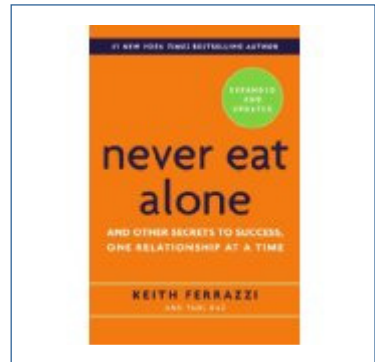
Recommended Business Books

By Barbara Grasse

My focus this month has been on networking. Interestingly, this has strongly tied in with work I've been doing on Emotional Intelligence.

Some books that I have been reading lately:

1. **Never Eat Alone** by Keith Ferrazzo. How to build a powerful referral network by reaching out systematically and continually.
2. **Give and Take** by Michael Grant. Givers, Takers and Scorekeepers. Which one are you? And how do you deal with the others?
3. **Tribes** by Seth Godin. Group dynamics and how to develop a loyal following.
4. **Getting Things Done** by David Allen. The art of stress-free productivity. (I need to re-read this one!)



Every Door from page 1

This is a great way to go big without going expensive.

You can use this service for regular or oversized postcards or even tri-fold brochures.

Right now there's a coupon (Limited Time Offer) for new EDDM customers -- \$50 for an order of \$350 or more or \$100 for an order of \$750 or more.

You can map out your target area, select a mailing drop off date and pay online. It's as simple as picking the area you want and dropping off your postcards to the post office. There are local printers who work directly with the Post Office for these mailings or you can use a service like VistaPrint to create and print your postcards.

Kind of a long URL, but you can find out more and get started with your next mailing by <https://www.usps.com/business/every-door-direct-mail.htm>

If you're using direct mail, take advantage of this service. It's an easy way to hit every door in your farm area.

"This is a great way to go big without going expensive."

Money from page 2

payments on something else and using that something else as the down payment (or entire payment) in your deal. For example, a seller might need the money for moving. Can you hire the movers and make monthly payments on your credit card instead of paying a big lump sum to the seller?

We had a seller who needed to move out of the county. She wanted cash for a down payment on a mobile home. We found a mobile with no money

down that we could make payments on and traded that for the equity in her property.

Yes, most sellers want all cash. But that doesn't mean you have to give it to them. If they are holding out for all cash, they're not motivated, at least not at the level that we as investors need them to be. So don't be shy about asking where the money is going. Creative solutions will close the deal.

Next Meeting:

TUESDAY, November 11, 2014

Meeting Place and Time:
Sarasota Association of Realtors
2320 Cattlemen Road
Sarasota, FL
Doors Open: 6:30 pm

West Florida REIA Members: FREE

Guests: \$20.00

First Time Attendees: Free

*In the Port Charlotte/North Port/
Englewood area?*

Our **Port Charlotte Sub-Group** meets every Thursday night at 6:30. Bring your deals, your questions, your experience. Pick up a new trick and talk shop with fellow investors.

Sub-Group Leader: Carol Pollard

Perkins Restaurant
1700 Tamiami Trail
Port Charlotte, FL

\$5 per meeting

FREE to West Florida REIA members and first time attendees.

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VOLUNTEERS NEEDED

We can always use a helping hand!

We're looking for people who can help check in members, assist with coffee set up and break down and putting together our newsletter.

If you'd like to help, please email us at
info@WestFloridaREIA.com