



Flip2Freedom

Escape the 9 to 5...

Flip2Freedom Podcast

How To 3x Your Income & Slash Your Marketing By 5x Mailing "Niche" Lists

Hosted by: Sean Terry

Featuring Special Guest: John Harcar

Sean: Welcome to the Flip2Freedom podcast. I am your host, Sean Terry. Hello, this is Sean Terry from the Flip to Freedom Podcast. And we are on episode 127 and holy cow I just got off an amazing interview with John Harcar, the senior sales executive for REBO Gateway. So if you don't know what REBO Gateway is, you will if you listen to this episode. So, for about the past 6 months or so, I've been mailing a list called the tax default list and you get from REBO Gateway, our one of our top performing ROI list where we get gigantic. Average deals of \$50,000 the deals were getting off this list. Now tax default is someone who has stopped paying on their taxes, on their property taxes and he pulls that list.

Now, he gets on and completely blows my mind with all these other different list and overlays you can do that are ridiculous. That is just amazing. So he gets in. Now, I ask him the top 3 list, the exact criteria, what boxes you check, what filters you put on so when you are done listening to this episode you can log in REBO Gateway and you can pull these lists. He actually tells some great stories from some people that had used this specific list and the amount of money that they saved versus just mailing Bulk. Now, for me, we mail about 30,000 mailers a month, but what we are doing right now, in the first quarter of 2016 is we are split testing, we are doing large mailings, figuring out the ROI and then we are doing smaller mailings and then figuring out the ROI on them as well.

So I am excited to have you dig in with John Harcar, REBO Gateway, and he, I literally hold him to the fire when it comes to what list. Now, if this is the first time you had ever listened, you're just logging in to the Flip to Freedom Podcast, first of all, welcome you thank you so much for being here, this entire podcast is about wholesaling houses or flipping houses, using no cash, no credit, having no experience of your own, and what we do is we looked for distress sellers. And in this case there's tax defaults, someone who hasn't paid their taxes. We do, notice a defaulter, notice a sale, that's when they

stop paying their mortgage, there are divorce situations where we can target and help those people out of their situations.

They don't want lists with their Realtor; they don't want to go through that process. They want to get rid of the property ASAP. There's people that have leased their property, so that an investor that has leased their property, that have now a default on their mortgage. That's a hot lead. So what we do is we can mail these people, or reach out to these people, right? And we can get a property and a contract, let's see about \$100,000 house with after all its fixed up, we get it under contract for 50, now we have the ability to turn around and find the buyer for that property for a higher price. Because we have a contract on it, it gets what's all about equitable interest.

So now we find the buyer for \$60,000, this buyer is cash buyer, not a conventional buyer, but they either can purchase with a hard money lawn or they can purchase with cash. Now, a buyer is going to come in, he has a \$60,000 contract with you. So you have a contract with 50 with the seller, contract with 60 for the buyer and now you bring those to a closing agent and there's 3 ways you can get paid: you can assign it or sell your contract for \$10,000, you can do what's called the double escrow where the buyer wires in the funds for that particular property or you can do what's called transactional funding where there is funding for 100% the transaction, all the closing costs, all the fees, no credit checks or nothing that allows you to facilitate that transaction.

I have a transactional funding company called VelocityCapitalFund.com. So if you are in a situation and you need funding, just go to VelocityCapitalFund.com and you can get 100% financing for your back to back real estate close. So now, so I get in with him and basically you do that unless you can get a seller for 50, a buyer for 60. Boom that happens and you make \$10,000. If you do that once a month, right? It's \$120,000 a year. So my question to you is this: what would it take to get \$120,000 raise on your job in the next 12 months. If you start thinking about it you are going holly cow what the heck do I have to do to get a raise for 120000.

Well, it probably be out of the norm, you probably have to quit and something else. Or, you can locate the stress sellers, help them out their situation and be able to make your profit as well. And so, on this episode, John goes through in detail and now the cool thing is if you are going to Flip... 2Freedom.com, Flip2Freedom.com and go to the website there, I actually wrote a book that tells you exactly, specifically how to wholesale property. It's a 129-page book and I've got people telling me they've spent over \$1,000 for the same book or the same information that I give for free in the book.

I've got tons of it; I just got an email this morning: "Oh, my gosh, this book is amazing, thank you so much, I can't believe it's free."

Anyway, so, go to Flip2Freedom.com and you will be able to get that. Now, we go through a tone of information here with John and all these different criteria and list things. What we did is that we put together a PDF that you can download for free of the list criteria and screenshots of exactly he is talking about. So, if you are going to Flip2Freedom.com and you go there, look for episode number 127 and you can do there and you can download that for free. It's a PDF actually of the entire list selection that he talks about.

So let's get into it with John Harcar, REBO Gateway, Senior Sales Executive, and he's going let loose on exactly the top performing list that you can mail to get your phone flooding with the most motivated sellers that you have ever seen. All right, Sean Terry here and I am back with a kicking interview with the man from REBO Gateway and you guys have been hearing talk about this constantly for the past 6 months of how it is the go-to list when it comes to targeting distress sellers. And I got the senior sales manager, the guy that pretty much I talk to all the time about REBO Gateway, John Harcar. John, are you there?

John: I am here. Good morning, Sean.

Sean: How is it going man?

John: It's going great. How are you?

Sean: Awesome, awesome. Right away at the house. All right, John, okay. So senior sales manager, been there for about 4 years, tell me how you got connected with them?

John: Well, REBO Gateway, I got connected with them, I mean I had fresh out of college and I thought about the real estate world and that came across REBO Gateway. And got hooked up and I've just seen some amazing, amazing growth with the data and the tools that we provide.

Sean: Okay. So, give me an idea why the company started and so get people an idea of what REBO Gateway is. What does it provide, what does it do?

John: Sure, REBO Gateway is an acronym for Real Estate Back Office; we are the back office tool that both real estate agents as well as investors use. This was started by real estate

agents with there is a premise that it had to be an easier way to acquire a property, to go out and find a property that we want to market too, without having the market to everybody. Okay?

Sean: Right.

John: So we looked at this different, at these life events of things that we know trigger the sale of a property at a higher rate.

Sean: Right, right. Okay, so then you now aggregate all of these data and then, and you have platform. Tell me about the platform, here we go, REBO Gateway platform.

John: Okay, yeah, definitely. Without platform, we do take all these data that is counting court public information; we put it all into one portal to allow you to take your specific areas of target, whether be counties, whether be specific cities or zip codes and really bring out the properties that we know statistically have a higher probability of selling. Okay? We all have two or three watch properties in our list for you, alerting you of these new events. So, our platform is a very unique platform to navigate, we do have full training to walk you through everything.

Sean: Cool, cool. Okay, so REBO Gateway essentially and just so from my experience I don't even know how I tripped across REBO Gateway. Was it from a search or something, or looking for distress lists? I mean we do a ton of mail every single month, and what we find is when we target those little small niches, these different niches, that our ROI goes to the roof and one of your niches that I really grabbed on to, was the tax-default list. So, can you tell me about that tax default? How, do you pull that data aggregated in and then display it?

John: Okay. So basically, once again we are getting all this information from the county record so when a property filed as a tax default file against him, for not paying their property taxes, they are kind of a tip in point, a tip in point. You came there for the home in the cost associate with the properties are not... So we aggregate that. Now one great tool we have in our program is the filter ability to add tax defaults where they are available on to all these different lead types. Okay. So the tax default in the end is a great niche like you mentioned.

Sean: Yeah, explain that, what you just said. So what you mean add on it?

John: Okay, let's say we have particularly looking an area for all on a non-occupied property. Okay? We want to get a big general search. We're having a filter to add on the tax default on to those. Or maybe we want divorcing couples that also are tax defaulting.

Sean: Right.

John: So, that's an ability to add it on and raise probability of the different events that we are looking on it.

Sean: Right, okay so, if someone for an example, so you have an absentee owner, so they obviously there's no emotional tight there. It's an investment property. They stop paying taxes on that, that becomes a high, high probability and now you can narrow that list down and only target those specifics. Instead of just targeting just absentee owners which could be very fairly broad and you are kind of hoping that someone's going to be in distress either if the tenant moved out or whatever the situation.

But if someone has not paid their taxes, they are in some financial situation or they've pretty much disconnected with the property and become a prime opportunity for guys like we do and everybody listening to target. And the cool is and what I like about it, is that you can narrow that list down, because there's different types of people on the line that are listening right now, on the listening of the podcast. There are guys who are just getting started and they have a small budget.

John: Right.

Sean: They have a couple hundred bucks and \$2, \$300 bucks and they want to be of the mail list, that would be a very, a high-performing list. And then there's people like me or other people online that have, they do massive amounts of mailing so you, that is a very good targeted list to generate. And I can just tell you what we do for our marketing, we have a spreadsheet and we track pretty every single marketing channel that we, for direct mail, how many calls we get in, how many leads we get in and there are a wide. But tax default list has been the highest ROI because you can nail down, and target only people that are essentially behind with their taxes.

John: Yeah, right. Tax default, tax defaults are great, you know? Unfortunately, we don't have this everywhere. However, we do have a lot of other things in here that do help and you played with them all.

Sean: Right.

John: And I am glad you brought about narrowing the list because one great example is a gentleman in Houston, Texas. Okay? His name is Michael and I'll leave his last name out. But he was mailing 1,500 pieces at a time. He's an investor he was mailing these 1,500 pieces at a time and really was draining his budget, he wasn't seeing that return. So, he contacted our company, we did a demonstration, and after he walked the training, what I do is I help the investor just kind of get an idea of a better to navigate it. So, what we did with the gentleman, we put together 150 mortgage defaults to mail and 30 mortgage defaults to door knock. Of those 180 prospects, okay? He got 15 call backs, 2 on contracts in 14 days. First one profited him 1505 but besides all that great stuff he went back and looked at all his mailings, past 5 mailings over the year, he would have saved \$5,000 had he had this program strictly in the mailing cost.

Sean: Wow.

John: So the ability to be able to take a subset of a population and filter that down to people that we know statistically have a higher probability is going to make your marketing dollar more effective.

Sean: Great, I agree 100%. Now, a question I get a lot is how fresh is this data?

John: This data is updated nightly.

Sean: Okay, so the data is updated nightly. So people understand the tax default, the tax default like in Arizona for example. Some of those tax default, they can be in tax default for 3 years before that house essentially goes to auction, correct?

John: Correct.

Sean: So, but all over the country it's different. But it's typically though there is a right to exemption period and what is that if we are going to put like a general timeframe on that. What do you think that would be?

John: I don't know. It's tough to say. I mean I really don't know.

Sean: It could be weeks and months?

John: Yeah, it's exactly. I don't want to put... But yeah, weeks, I mean it really, it's hard to say.

Sean: Okay. So, I just want to get so through, people understand that when a tax default happens there's what's the called the right to redemption period and that right of

redemption could be in like Maricopa County, it's 3 years, right? For California, it's like 5 years. So I've heard people come back and say, well the data is not fresh but there could be a tax default that happened 5 years ago right?

John: Correct.

Sean: Who were now they are mailing them today and knows some of the highest lead that you can essentially get because they've been in tax default for 5 years. So yeah, it's updated every night but it updates if that...no, if one of the defaults it's been paid off, is that captured in the system?

John: Yes, it would be removed. And in regards to the data and the freshness of the data, I mean, people have to say we're only as good as the data that comes from the court. So if the county court isn't updated, well we'll continue in pulling a feed of the data, there are no new updates, we have no new updates. So whatever the county of the court said, that's where we are getting our data. So that's when they updated, when we update.

Sean: That's awesome.

John: Yeah.

Sean: Okay. So now, we get the tax default, is there anything in the tax default list other than any other type of filters that you put on that for someone like to be able to narrow that, or you just mail them all?

John: Well, you can mail them all if you really want to get down and filter. We get filter to specific values, whether they're transfer values, assessed values, land values, improvement values. One good blanket to put over any searches that a peak of the market search a purchase date between 2005 and 2008. We know that historically these people are experiencing the most life events that we are tracking.

Sean: Explain that.

John: So we can get you on property.

Sean: Yeah, we don't do that so explain that to me. So I understand it.

John: Okay, so we know, we looked at and we've always had in our system where you can filter by a purchase date. Okay? We had, where we can put in 1/1/2005 to 12/31/2008 or that Wall Street Journal quoted peaked of the market. We know people who were

buying in that time especially when we were dealing out for lease-buy owners or evictions. These are investors that bought property at the peak of the market and we know those people are experiencing the most of these life events that we're tracking. That's one blanket just to start over any search.

Sean: Okay, so for a, like a wholesaler, like so we are looking for a central equity. We're looking for at least 20 to 50% equity, how would that filter in?

John: Well, a lot of these people who are that person who peaked of the market who lost a lot are getting their equity back or have got all the equity back and are now in the position to sell. But, just, the reason why I mentioned that peak of the market, once again, because it will capture people who were default in both taxes, mortgage defaulting, all these different things that were tracking. It's just a way to get more triggers.

Sean: It's interesting when a lot of what we do with our, and maybe we should change that, is we would target say absentee owners or even foreclosures that have 8 to 10 years where that basically that mortgage was initiated. So, we are missing, that's back to 2005, I guess would that considered peak or what do you consider peak?

John: Well, yeah, 2005 to 2008 would be considered peak.

Sean: Okay. So 2005-2008. So, if we did a filter in your system, you have a filter where you can go on through dates right?

John: Right.

Sean: You can put, and then you put a date like 01/01/1900 to 01/01/2008? Is that what you do?

John: Correct.

Sean: Okay.

John: Yeah, and when you are in 2005 to 2008 properties were now slowly starting to get potentially empty nesters, which is another in our program which these people own their property for 25+ years, minimum 3 bedroom, 2 bath. Okay? The empty nesters are a great one who potentially has a lot of equity.

Sean: Okay, so you could actually do a filter for tax default empty nesters?

John: Correct.

Sean: That's pretty cool. I haven't pulled that data yet.

John: Where tax default is available, remember that they are not available everywhere.

Sean: Right, not available everywhere. So, let's talk about if it's not available what would be an alternate list that they could bind?

John: Well, it really depends upon where you are located, you have everything from the divorcing our couples to the mortgage defaulting properties, probates, we have different sale by owners for leased by owners, that's investors that bought properties and are leasing them out now. REO or bank owned, evictions, unpaid landlords, filing a loss with retainers.

Sean: Right.

John: The non-owner occupied out of state, which is a subcategory which is where we go and we put non-owner so that was a potential mortgage default. They are not living in the state; they are defaulting on their mortgage, higher probability, right?

Sean: Okay, let's talk about... Have you had a lot of success with people through the divorce list?

John: Yes, very much though.

Sean: Okay. When I go in and look into divorce list. Now, so for people understand, when you log into the platform, is pretty killer because it has a whole map, and then under the map it displays all the leads or the, yeah pretty much the leads underneath, and then you can download those leads through a CSV. So when you look in the map it shows everything within a map and you can search in it. Typically, by account you do a search.

But when you do, and then there's a filter out there and then that filter gives you a bunch of different options. You can search by zip code, you can search all the different lead types, you can search more defaults, and you can search absentee owners and everything between. So now when those filter, right? Or if you are looking for essentially divorce, and I think divorce comes up a little bit different, what is the typical date filter that you put on there to get say if you want to get significant leads?

John: Well, we know the dates that you go back as far as you want. I mean, we track back 5 years, okay? We do updates so for a property has a divorce file then let's say 6 months down the road it's sold and we do that search today, it's purged out okay?

Sean: Cool.

John: But I do, we said the best starting point for divorces would be about 2 to 3 months back. They find a divorce there that months or maybe on a potential reconciliation period, maybe not, maybe they already decided. But then in month 2, is when they really start to talk about dividing assets. Okay, you want the best list in our program I think it's been a lot of good ROI is: divorce, mortgage defaulting, non-owner occupied. Because we know one out of four divorces about 20% of divorces will sell. When we have a mortgage default on top of that it raises to about 74% when in non-owner occupied it goes up to 80%.

Sean: Okay. Wow. So essentially it's a couple that got divorced and they have an investment property which is considered non-owner occupied or a second property. And then now they had let that mortgage go, that becomes a very high probability.

John: Correct.

Sean: Okay, so in divorce. I want to go back to those dates so quick so I would understand. So, you go back, you said, 3 months?

John: 2 to 3 months it's an average good starting point.

Sean: So, in the date, you have two different boxes. You have, it's that a start date and an end date in the first box?

John: Yeah, the start date will just go back to let's say November 1st.

Sean: Okay, would be start date. November 1st. And the end date would go back 5 years?

John: No, the end date would be today.

Sean: Okay. So, oh so, you put everything for the past 2 months, not everything for the past 5 years. Okay.

John: Right. You can go back as far as you want. You can go back farther. Anyone can go back as far as they want.

Sean: Okay.

John: We just say the best starting point you say for divorces is about to 2 to 3 months backward, same thing with probates.

Sean: Got you, got you. Okay.

John: And then the new step we have, I am waiting for more data on, but we have added in certain areas - bankruptcies, okay? So the home owners file chapter 7 or 13 protection, and experiencing the bankruptcy choose to sell the property, right?

Sean: Right.

John: Going through a difficult situation. That certificate, okay? When a property is owned by two more parties, as joint tenant or tenants in common, one person dies, the need the affidavit of death or death of tenant in common to be recorded. Okay? This is kind like two people going down, two items going down to one; one can't pay for the mortgage anymore. However, these people are up in age so there's a property, own the property for a while and that's a good equity acknowledge as well. That's the big one that I am very anxious to see results as we do more tracking on that, it is new. We've also added the way that identify senior and veterans that are filed for tax exemptions. Okay? So, seniors that are to their age to 62+, they allow property taxes to their senior status. And then the same thing with the veterans.

Sean: Right. Okay, so obviously they have a lot of data that you can target. So, let's do this for the listeners so that they are not overwhelmed and they don't go holly cow what the heck they are talking?

John: Sure, right, exactly.

Sean: Let's them give them 3 lists and 3 list criteria right now that if they logged in that would be highest performing that we have, it's been proven, it works, it's been working for your clients or for us, whatever, and 3 of the best killer list and then we will give them the criteria. So then once they log in that's the list they can pull, that's the list they can focus on.

John: Sure.

Sean: So let's talk about what would be the 3 lists, and then we will get into the criteria for each one.

John: Okay, well the first one like I mentioned before I love to work is the divorce, non-owner occupied, mortgage defaulting properties.

Sean: So divorce, non-owner occupied. So if they are going in and they are going to press the filter the divorce will go back 3 months for the first initial date and then you can go in to the filter section. Is that what you do?

John: Correct, we go into the filter section, that's where we are going to add the mortgage default. NOD or NOS.

Sean: Okay, so it's NOD, notice of default, it's called in their system.

John: Yeah, or notice of sale.

Sean: What's the difference between them 2?

John: When you go to initial states, it's called the list tenant filing. That's equivalent to pre-foreclosure.

Sean: Okay. So if someone doesn't know if they're an NOD state or NOS state, is that what it is?

John: Yeah, NOD or NOS.

Sean: If they don't know which one basically they can apply the filter, if it doesn't change.

John: No, yeah. If it's, for not capturing, it's not going to pull if I were you I would check them both.

Sean: Oh you check them both. Okay.

John: Yeah, just check them both just to be safe.

Sean: Okay, that's good.

John: And then we go to the owner occupied and delete that or omit that and only have absentee owner checked.

Sean: Absentee owner checked. Okay, so divorce that are NOS and NOD, right? So that means they have default on one of their mortgages.

John: Correct.

Sean: It's non-owner occupant because that means it's an investment property and then pulls all those emails.

John: Yeah, or if they are available, if we have it, we can always add the tax default on the end of search if it's available.

Sean: Yeah, if it's available in that area. You can be an overlay on tax default.

John: Yeah, that's always a good addition but if we don't have a tax default, once again that property whether divorce, default, non-owner is about 80% chance.

Sean: Okay, and what do you think the competition is for other investors mailing that list, in your opinion?

John: Well, it's hard to say, there's so many different in all the different areas but once again this is our public information.

Sean: Right.

John: In some areas we have more people using our data, in California, Arizona. I mean, Sean you are using it in Arizona, do you see any a lot of competition for that data that you are getting from us?

Sean: Well, when I kept the information myself for the first probably 4-5 months, and I didn't tell anybody about REBO Gateway, we were doing tax default, we were cleaning up. As soon as I let everybody know, it changed.

John: Yeah, it's public information. Anybody can get it, and it's really what you do, it's the leads and if anything. Maybe you mail once and you hope they'll call back. Do you; are they on a drip campaign? There are so many factors involved.

Sean: And for us, what we do, we put them on a 7-sequence drip campaign for mail.

John: Perfect.

Sean: We'll hit them over and a lot of investors don't do that and the cool thing is because these numbers aren't so huge, meaning a divorce in Maricopa County that numbers probably going to be, in my guess, probably 2 to 300. You know, of divorce, non-owner

occupant, that could be 2 to 300. So 2 to 300 typically, we're used to mailing, 30-40,000 a week, right?

John: Right.

Sean: So, this right here narrows it down. With that campaign you can spend a lot more money, you can put better mail pieces, you can actually send FedEx for the same prices we are sending 30,000 mailers right?

John: Yeah, right.

Sean: Or priority mail or whatever the case may be to really get these people's attention and be able to pull more deals out of that. So...

John: Right, exactly.

Sean: Okay, so that's the first one, that's exciting. No. 2, what would be the no. 2 list that you recommend if they log in on the platform after they're listening to this and pull.

John: Well, like I said I always like doing mortgage defaults or we do have a subset which is non-owner occupied out of state. Now, and then we do those divorces, we pull those non-owners but we can't non-owner occupied out of state and then filter into once again mortgage default. These are people that don't even live in the state or whatever county you are in, yet their defaulting on their mortgage.

Sean: Okay, so let's talk about how, so non-owner occupied that...

John: Non-owner occupied out of state, NOO out of state. Okay? And then we'll filter that down to any type of mortgage defaults.

Sean: Any type of mortgage default. Okay. So basically when we log in we've got a county, we go right to the filters, is that correct?

John: Yeah, filters are the most important thing in this program.

Sean: yeah, right. Yeah, the filter is.

John: If I had to find those life event lists but I had to filter, I could easily get 1,000 properties and drive subset by putting a few filters that I would if I just mark into 1,000.

Sean: Got you. Oh, yeah, absolutely. And interestingly enough in 2015, we sent over 1 million mail pieces through our business and stuff like that.

John: Right.

Sean: And in 2016 we are really narrowing in and we are still going to mail big, track the ROI on them but then also mail these very small niches and then do multiple, and then spend more money on the actual mail piece and the campaign and through the mail process.

John: Sure.

Sean: And then just try to compare ROI on a quarterly basis to see which one is producing more.

John: Right.

Sean: But I, obviously my gut says, obviously these ones are going to produce less mail, higher-targeted, more revenue.

John: Yeah, that exactly.

Sean: So, okay, non-owner occupied out of state and mortgage default.

John: Okay, none of these are defaulting on their mortgage.

Sean: Okay, so if they click in and they log in and they click filter what are they checking?

John: Notice of default and notice of sale.

Sean: Notice of default and notice of sale.

John: And then I would go on this and also put peak of the market purchases, 1/1/2005 to 12/31/2008. I would put that in the peak; put that peak of market purchases because once again we're just putting a blanket to capture these life events that people experience who bought in that timeframe.

Sean: Okay, that's how I like that. So non-owner occupant that is out of state, mortgage default with a subset date, what's that called again? It's called peak of the market?

John: Peak purchases, they are bond to peak of the market.

Sean: So there's not a box you check, but it's just a date filter you put at the bottom there, right?

John: Correct.

Sean: Okay, got it.

John: Okay.

Sean: Okay, cool. And guys for, you guys listening there gang, who are overwhelmed to trying to understand while you are driving or on the trend mill. That what we'll do is that if you go to the show notes, and you listen to this, then on that page we will have all the details. I'll have a down break paper and you can download that. Check it out. Okay, 3.

John: Okay, 3rd one, now and I wish I had more data on the debt and BKs but we can always do, either for leased by owners or evictions, okay? Once again, the premise on that because these are fellow investors who bought an investment property, okay? They are renting it out. For leased by owners or evictions, and then in the filter, once again, mortgage defaulted.

Sean: Okay, mortgage default.

John: Peak of the market purchase, again. Because, once again, they bought a property that is now a rental and they either A, bought as their own property and they couldn't afford it when the market dropped. Turned it into rental or B, they bought it and then rented it at the peak of the market.

Sean: Okay. So when you go into the filter and you look for lease by owner or evictions, what does that look like? Is there a check box for that?

John: Yeah, no, no, no. It's not in the filter; it's in the drop down, lead type drop down.

Sean: Okay.

John: Where we have the divorces of non or FLBO is for leased by owner. And then evictions, will say evictions.

Sean: I'm so glad we are doing this. Okay. FLBO, I have no idea what that was when I dropped it down.

John: And you've been hearing that for how long?

Sean: I know, for how long, I know. I saw, I mean this is a good education for me so I appreciate you've come on the line and tell me. So for sale by owner, evictions, mortgage default and peak of market.

John: Right.

Sean: Okay, which the mortgage default would be the NOS or NOD, check both boxes and you'd be good to go.

John: Right. And then it's also to, for anybody that's listening in different areas where maybe not all the stuff not available, I do one on one's and we do put together and help them work with the data that we have. There's always a lot of good data in every county it's just a matter that it varies. Okay?

Sean: Okay.

John: But the debt certificate in the seniors and veterans are pretty much nationwide, almost everywhere. So, we are going get more data and everywhere and I'll help them out walk through on a one on one what is a good list to pull up and provide in that specific area that they are in.

Sean: Right. And another great feature that separates you, I believe, from pretty much everybody else in the market, not only as this data phenomenon and filter and sort it. If you go to ListSource, like ListSource.com, which is a competitor of yours but not really, and you go in there, and you... First off, you have to create your own list or they give you like a foreclosure or non-occupant, or whatever, non-owner occupant.

But you have to create, you have 50 million features, you have to go in and try to figure out what you've already created, no. 1, and no. 2, then you have a list of 1,000 or 2,000, whatever the case may be and you go to that, go to buy it, you are paying every single time you purchase a list over and over and over. So theoretically, let's say if you mail 2 or 3,000 mailers a month, with REBO Gateway, you pay once and you can download over and over and over again as much as you want, for as long as you want, I think it's for annual, but annual subscription.

John: Annual subscription, yeah, correct.

Sean: And then with ListSource you have to go in and pay for that list every single time. So if that's like me, we need to pull list of 2 to 300 names, 2 to 300 names in ListSource, you count \$30, \$40, \$50,000 for data, just to mail. So, this is a massive difference. So if you are listening to this right now, and you are contemplating getting this, I would rush to REBO Gateway, rush because John before they get a clues, that you are selling the data way too cheap and they raise the price to traditional, to the markets.

John: And I am like, what's the new additions of the debts certificates bankruptcies, I am also working on getting vacant landed property, code violations, and inherited properties in here as well. At by request, from investors.

Sean: Right.

John: As we do add some more things, our pricing is going to rise.

Sean: Right.

John: When I don't know, this quarter maybe, second quarter probably.

Sean: Yeah, right. Which would be, even if you rose, whatever you raised it to, it's still be.

John: Yeah, it's still, it only takes one deal and you are done.

Sean: Okay, so people are now thinking that are going again, what's the cost?

John: What's the cost?

Sean: What's the cost, right.

John: All right, so the special price that we have for your students, it's on our annual subscription, it's \$400 for the year for 2 counties of your choice.

Sean: Wow.

John: They can be in different states, it doesn't matter. There is not set-up fee on that, that would also include, we call the VIP list development. Okay? Basically what we do is that, is after you've watched the basic training webinar and learn the basic steps, we get together and we do one on one, and we go into your county, into your system and I'll

help you save some things. We'll start getting some lists together and get it out, that we are working for you as you are still learning how to navigate. Okay?

Sean: Okay.

John: And then your pricing is grandfather. So anybody who gets on now, the for pricing goes up, next year when it's a new price, yours never changes.

Sean: Wow.

John: All the new stuff just shows up.

Sean: That's awesome.

John: Yeah.

Sean: That is, I really appreciate doing that our crew, that's awesome. So now, how, and I want to get into, I want to get your contact and so info, right now, not at the end and then, but I want to get into someone you knew list you provide. So, John, give them is it better for phone number, would you like to give an email to contact you?

John: Phone number is fine. Yeah, I don't have a problem to share number and I do ask to anybody call, it does work to myself, leave me a message. Okay? If I don't get on or the number I'll give you, you can feel free to text me and say you heard about me on the podcast and you'd like me to give you a call and I'd be more happy to do that.

Sean: Okay, so why don't you give them that number?

John: Okay. So the number, the direct number to reach me is (714) 574-0540, I'll say once again, just leave a message or you can text at the same number and just ask to be called and I will give you a call at my first availability. I do assets, you guys don't, when you go online and you see, I know that it's great data and you are anxious, don't sign up online for the fact that I'd like to show a demonstration, so you are fully aware what we have available, in your direct area.

Sean: Right. And if you sign up online without going, without talking to John and say everything up, you are going to mess up in the VIP and then it's not...

John: Yeah, on the deals as well. Yeah, and the promotions aren't available online.

Sean: Okay, so that's (714) 574-0540, (714) 574-0540. Okay, so let's talk real quick about your new list you got coming online. So, we talked, go ahead with that.

John: Yeah, so the new couple of things we have, in areas, are the first offers on the debt certificates, and we talked about it earlier. It's similar to a divorce where 2 incomes are suffice for the mortgage, if one leave, it might not be able to do it. Now, with the debt certificates, it kind of adds the level of empty nest on to it, because obviously they are older. They probably have equity. It is a property for a long time. So I am very curious to see how this reacts, because these surviving owners, they might not want a property so big or they can't afford the payment. So they might sell. Okay? That's a good one.

Sean: Right.

John: The bankruptcy, obviously we know what a bankruptcy is, I've file for that chapter, 7 or 13 bankruptcy protection. Many people experience this bankruptcy and choose to sell the property. And then the other 2 we have in, most areas now seniors, are that the tax exempt, okay? So these amounts are considered seniors to a tutor age, they may be a lot of property taxes that are due to a senior status, okay? These taxes exempts do very state by state, okay and our record with the tax assessor. And then the veterans.

Sean: So tell me why do you believe that would be a high probability list?

John: Well, once again we are looking at senior and tax exempts, might not be able to afford the property. Once again, this might an empty nest situation. This is a great opportunity to really get these people that have this big property and they might want to downsize, okay? That's why we focus on that, so as opposed to just regular seniors, that are fighting their taxes and they might have issues paying their mortgage, for the property.

Sean: Okay, so people to understand. So the tax exemption is what?

John: Okay, basically, I am going to read exactly how we have it, okay? They're are provided a tax exemption due to their senior status, this category won't be recorded as all seniors, just seniors who have a tax exemption indicating the property is definitely owned by a senior and these owners due to that exemption might not be able to pay property tax.

Sean: Okay.

John: That's what I am reading exactly from what I got.

Sean: Got you. So there are tax exemptions from paying property taxes.

John: Correct. Same with veterans, it's the same situation.

Sean: So a veteran that might be able to qualify and it's primarily income that qualifies them for that?

John: Correct.

Sean: Okay. So they have to prove that they have not an adequate income to be able to pay for their property taxes and then they record an exemption and now that exemption is being able to be pulled. Now, is there any filters on that, or would you just pull it?

John: Well, it would be the same type of filter as any search. You can add mortgage defaults or tax defaults or what should that be, that would work, but you can add anything on, this says on any regular search or lead type that we are doing in our system.

Sean: Okay, so if you aren't going to do a filter on it, but, so it would just come in in that drop down right? It would just say.

John: It would be in the drop down and so, it would be [overlapping 0:41:00].

Sean: That trends tax exempt.

John: The time frame as back you want to go and then when we filter we can filter and just get, let's say we only want a single family, non-owner occupied, defaulted.

Sean: Right.

John: Same as we do the filters on all the other lead tax research.

Sean: Okay, cool. So we also have multi-family. So if you just want it to target multi-family properties, with similar criteria, you could as well.

John: Correct.

Sean: And also talked about you are working on coming online on vacant land, or commercial or?

John: Yeah, I am getting, we are getting across on vacant land and property, as well as co-violation, and then inherited properties.

Sean: Right.

John: And then things that I put a request on code violations are in the works, the other ones I am not sure if they started on those yet or not.

Sean: Right, okay, perfect.

John: But, we are, we are trying to expand our lead base that would apply to more of what the investors are starting to ask for.

Sean: Right, right. Which is awesome, I'm so excited to say these things. That is good.

John: Because this was developed originally for real estate agents, I'll be using the same type of data that investors use, now I am trying to get a little bit more tweak towards to what investors want.

Sean: Okay. So, now, tell us about this farming which I never even set up yet. But you can farm a specific area; you can save a search, correct? And then it will email you daily of the current inventory in that area that hits specific criteria that you basically.

John: That you were watching, right. So, yeah, an area in Phoenix, for example, there's an area in Phoenix that you want to watch. You want to see, you heard that something is happening over there, so we can set up whether be the radiuses or boundaries, what we call farms or pockets of 1,000 properties, and we can watch those nightly and you will be able alerted of any of the new events that we track. So if a divorce were to be filed, or a mortgage default, were to be filed, or a probate were to be filed, that appears in your email the next day. So this give an opportunity now to take areas, have them watched and be first to the door step. Beat everybody else there, because it just happened.

Sean: That's huge.

John: Yeah.

Sean: Okay, and how many farms are you allowed? So if you are going to have 3, 4, 5, is there a limit to the amount of files you can have? Or?

John: Well, the system comes with 8, okay? So when you sign up it comes with 8 farms areas that you can activate; now we do have the ability to add on as many blocks of 8 as you want.

Sean: Okay, cool.

John: Yeah, bring it out to 64,000 properties if you want.

Sean: 64,000 of any event that comes out and pushes to you automatically every single morning.

John: Correct.

Sean: That you could, just literally. That could be your daily task every day, maybe it's 5 properties, maybe it's 7, maybe it's 10. You can drive over there and knock on the door, you could send them a FedEx, you could to whatever, send a handwritten nail letter, but that would be of the specific criteria. You may set up a farm for divorce, set up a farm for the non-owner occupant we talked about, the mortgage default, right? And set up a farm of the FLBO's that we talked about.

John: Well, and put this right, people, in certain cities, they want to know what's happening in their cities. So we could, literally, depending upon how many farms they add it on, but we can watch every property in a city, nightly, for any of the new stuff that happened. And you have already searched and pulled out all the stuff that already happened.

Sean: So you pull your stuff already happened, but then you get updated on everything that is new. Now, you also, some of them come with phone numbers, is that correct?

John: Yeah, our system wasn't built for phone numbers. It was built for the data, okay?

Sean: Right.

John: Now we do get phone numbers, majority of those would be on for sale by owners, for lease by owners, state's sales. These people are putting their number on multiple platforms.

Sean: Okay.

John: Online.

Sean: And then you are able to pull that out and then make that available.

John: Correct, correct.

Sean: Okay, awesome. Okay, cool. So that has been a tone of great killer information.

John: Awesome.

Sean: So, okay, so John, if you guys want to reach out to John his phone number is (714) 574-0540, (714) 574-0540. Give him a call, text them at that number ASAP before they have their price increase.

John: And then one quick thing to add. If you should go on our website and you request to be contacted, that's okay. Just make sure you put Sean Terry in there, of Flip2Freedom, or my name in that email request to be contacted, so it gets to me and you get the promotions.

Sean: Right, okay, awesome. Okay, so any last things you want to tell these guys before you sign off?

John: No, not all guys. I definitely look forward to hearing from you, I know I worked with a lot of you already, and it's definitely helped really, really fine properties. And I am eager to work with more of you guys.

Sean: That's awesome, awesome, awesome. You did a great job man, sorry, I nailed you on all those specifics, but I like getting nitty-gritty so.

John: I like that, no, that's great. I like to go through and make sure everything.

Sean: Yeah, which is killer. So, all right man, thank you so much for your time, I greatly appreciate it.

John: You're welcome.

Sean: I can't wait to see what you guys are doing in the platform, in the future.

John: I'll keep you updated.

Sean: Thanks, bye.

John: Thanks Sean, bye-bye.

Sean: All right, that was an amazing interview with John. John, thank you so much for doing a phenomenal job. Holy cow, it was awesome. I hope you guys absolutely love that,

definitely I'll reach out to John and get your subscription for REBO Gateway, I'm telling you. It's the cheapest thing I have ever seen in the market. Just go to the list source and try to download the list. Then you'll know. All right, so if you want to get that PDF, it's a PDF of screenshots of this list criteria go to Flip2Freedom.com and look for episode no. 127. 127 - John Harcar and you can be able to download this and I just look for it to be downloaded, or a link, or whatever, and you can download that for free.

It's a PDF basically with the 3 top list and criteria so you can follow along with it, and be able to pull those lists and start mailing them ASAP. Okay guys, so I am going sing off. Thank you so much for listening and we will see you, I got another kicking interview coming up, episode no. 128, is an awesome story, Spencer. This guy is killing it. He's done absolutely phenomenal, and he's been posting checks in the Flip2Freedom academy group, making over \$20,000 a month. He started from scratch, didn't know anything about real estate, get up and going and just absolutely kill this. So, that's episode no. 128, listen in for that next, great story and let's give some hot tips on what you can do to go out and get results. All right, I am going to sign out, thank you so much and God bless you in episode no. 128.