HOW TO OWN
10 UNITS IN 30 DAYS
WITH NO CASH, CREDIT
EXPERIENCE OR RISK

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INTRODUCTION

Thanks so much for purchasing this report!

My goal for you is, by the time that you’re done with this report, you will know the exact steps that I personally have used to create millions of dollars without any of the usual limitations to real estate investing such as big down payments and big risk.

Plus I’ve done it all with no cash, no credit and no previous experience in commercial investing. I’m going to show you exactly how to create monthly cash flow in excess of $10,000.00 on one single investment without ownership with the 4 Step Master Lease Option Process Map.

I’m also going to share with you the four ways that you can profit with Master Lease Options. Most people think there’s just one way to make money with Master Lease Options and there’s actually not – there are four ways that you can make money.

I’m also going to take you through a detailed case study to show you how I flipped a Master Lease Option in one day for $2,500.00. And I’m going to show you five ways to get seller leads fast and free. Most of the ways that I’m going to show you how to get them are online so you can start building your seller leads list right now if you wanted to get started and take action that fast, which I absolutely hope that you will. So that is my promise to you.

So, let’s take a look at the big picture. Why commercial? Well, it’s quite simple. The greatest opportunity we have before us as real estate investors today is in commercial income-producing real estate.

According to a report on Bloomberg, “Demand for apartments have soared in the U.S. as home foreclosures force people out of their residences and prospective buyers have found it harder to get mortgages.”

Equity Residential, which is the largest publicly-traded apartment real estate investment trust, has gained about 16% year-to-date and REITs are attracting more cash as U.S.-based investors are seeking yield.
Now these aren’t the individual investors like you and me who are going out and actually investing in the commercial property. These are the people that just want to participate in the profits from commercial property - so they’re investing in the real estate mutual funds that are investing in commercial properties.

So, what type of commercial property should you be investing in? I’m going to be talking about apartment buildings throughout this report just because apartment buildings or multifamily investments happen to be my favorite commercial property type; but certainly with the Master Lease Option Method, there are seven different property types that you can apply this method to - and they’re all going to be income-producing properties.

You can do this with office buildings, retail buildings, hospitality - like hotels and motels. As long as the property is producing income and that income comes from tenants - then you can absolutely apply the Master Lease Option Method. But in this report, I’m going to focus on how to apply the Master Lease Option Method to apartment buildings or multifamily.

And where should you be investing? You will find opportunities all across the nation – in every state. Invest where you can get the best deal whether it’s in your own back yard or 3,000 miles away.

I come from a residential investing background and I’m going to share my story with you here in just a second. And you’re going to see that I started out exactly like you – investing in residential properties and trying lots of different strategies until I finally found something that worked but I have to tell you that residential profits are limited. You cannot realize the kind of profits with residential properties that you can with commercial properties. I’m going to show you a case study here in a little bit by just making three small tweaks to your apartment building once you get a Master Lease Option on it - you can get increased cash flow, incremental cash flow of over $10,000.00 a month. Now there’s no residential property and by residential, I mean a single family up to four units, that’s going to be able to produce that kind of exponential profit.

I also think that residential property investing these days is getting too regulated. They’re making all sorts of new rules now about what we can and can’t do when we’re doing short sales or if we offer seller financing to sell our properties or if we’re trying to help a homeowner out of a bad situation. There are just too many consumer protections that are being enacted and too
many regulators that want to breathe down our neck just waiting for us to make one small mistake and take away all of our profits. In commercial investing there are none of those regulations. There are no RESPA guidelines in commercial. There’s no SAFE Act over in commercial. It’s a business transaction and it’s not regulated by those consumer laws and regulations.

I also found out the hard way that residential has occupancy issues. Let me tell you, I am really big on not taking risk. I am risk averse, you might say, and that’s one of the reasons why the Master Lease Option Method appeals to me so much. But I have to tell you that with regard to occupancy issues, if I have a single family home and my family moves out - that means that I have 100% vacancy and it means that I have to come out-of-pocket for 100% of the mortgage payment and the expenses that are related to that property. Well, if I have a five-unit property which is just the smallest multifamily property, then if a family moves out - I only have one vacancy. I have four other units that are producing income and those four other units are going to be able to produce enough income to make the mortgage payment and cover my expenses until I can get that one unit covered.

So that’s one of the ways you reduce your risk by moving over to commercial. I also think that residential is more for the do-it-yourselfer. If you own single-family homes it’s really hard to be able to get that home or even a couple of homes to support professional property management - there’s just not enough money in the budget. And if you hire a professional property manager, then all of your profits are going to go there - and I was in that boat. I was rehabbing for a while and I was holding properties long term and I had a couple of duplexes and a couple of single-family homes and I wanted to hire a professional property manager because I’m not a do-it-yourselfer. I don’t want to take a phone call from a tenant in the middle of the night. I don’t want to have to go over and unclog someone’s toilet. I don’t want to have to collect rents and do all that crazy stuff. Most of the time, I don’t even want people to know that I’m the owner of the property. I would prefer to stay in the background and just collect my checks - and with Master Lease Option, by investing in commercial properties, in no way am I suggesting that you’re going to be managing these properties. The properties that we’re targeting are going to be able to support professional property management. You’re just going to be managing the property management company and that’s a whole different kind of job than rehabbing a place or unclogging toilets, which is something I don’t think any of us really want to do.
And finally, commercial investing offers exponentially increased profits, opportunities, creativity and professionalism. Like I said before, these are business transactions. People know that you’re a professional real estate investor. I dare you to try to even disclose on a loan application these days for a residential that you’re a professional real estate investor. They’re going to decline that application, because unfortunately conventional lenders don’t think that if you’re a residential investor that that’s a real occupation. But when you’re a commercial real estate investor then everybody knows that you’re a professional and that is a real occupation. So these are all the reasons why I think that you should be moving to commercial real estate.

**SUSAN’S STORY**

So let me tell you a little bit about me. My name is Susan Lassiter – Lyons and I’ve been a real estate investor since 1994. I owned a mortgage company for eight years specializing in financing exclusively for real estate investors. And I am a multifamily syndicator - which means that I put together groups of investors to invest in multifamily properties. I’ve been a hard money lender and I am above all a freedom seeker!

I’ve been a commercial investor exclusively since 2005 starting with - you guessed it - Master Lease Options. So back in 1994 I chose real estate as a way to get to my ultimate goal and my ultimate goal is freedom - and for me freedom is the definition of success. It’s just freedom to do what I want to do, when I want to do it, where I want to do it and with whom I want to do it with. And today, my businesses give me the freedom to travel - they give me the freedom to spend time with my friends and my nieces and nephews. I get to be fun Aunt Susan and I get to do cool things during the week, during the day that sometimes their parents don’t get to do because they have regular 9:00 to 5:00 jobs. And I even get to drive the car that I told my Uncle Bill that I would drive back when I was 13 years old - a convertible Porsche - but it wasn’t always that way.

I remember back when I was first getting started I was working as a national sales trainer for Hertz Rent-a-Car and I was working at the corporate headquarters in Park Ridge, New Jersey and living in Manhattan - far away from my home and where I live now in Denver, Colorado. And they had me on the road three weeks a month, literally, I was traveling three weeks a month. So
I would leave on Sunday afternoon to go to some city in North America and then I would stay there all week doing my training and then I would come home Friday night. You know, I spent so much time alone in hotel rooms far away from my family and my friends that I had to do something with my time. I decided that I was going to use that time to find a way out of Hertz. I’ve always had an entrepreneurial spirit and I knew that was going to be my way out but I just didn’t know exactly what it was going to be. So I tried a lot of things - crazy things like selling vitamins, selling pagers - back when people actually used pagers and before we even had cellphones. I did multilevel marketing, you name it. Until one night I saw a Carleton Sheets commercial on late night TV in a hotel room one night and I was totally hooked. I ordered the course. I went through it and it made a lot of sense to me. I was totally sold on real estate investing and I tried every single strategy in order to make something work.

I tried residential lease options, short sales, rehabbing, tax lien investing, you name it but I was always really frustrated with the amount of work that had to go into it and the really low returns. I remember my very first real estate investment I put together was a little tax lien syndicate. I gathered up five of my friends and I said we’re going to invest in tax liens and between the five of us we came up with $2,500 and we won four tax liens and the tax liens paid 16%. But I’ve got to tell you - 16% on $2,500.00 split five or six ways - you’re not going to get rich anytime soon.

So I knew that the big money was in commercial investing but I had a problem - I had a couple of problems actually. Mainly I had no cash, I didn’t have good credit and the thought of owning an apartment building literally scared the crap out of me. Until I found out about Master Lease Options - and with Master Lease Options that I could eliminate all the risk and invest with no cash or credit of my own in commercial deals. From that day on I was hooked. I did my very first apartment deal in 2005 and I literally haven’t looked back since.

So, here is a picture of the very first apartment deal that I ever did. Isn’t it beautiful?

I’m totally kidding - this is not a picture of the very first apartment deal that I ever did but I only show you this picture because when I show you the real picture of the very first
apartment deal I ever did - hopefully it’s going to look like a palace by comparison.

So this is the real picture of the first apartment deal that I ever did.

You know, it’s not pretty but hey, we all have to start somewhere, right? This was my very first deal and it’s two duplexes and an eight-unit. And this 12-unit is ugly; I think there is no denying the fact that this is ugly. In fact, it is so ugly that I was too embarrassed to even bring anybody by it. When I was doing my rehabs and some of my other residential lease options when they looked nice and they were in nice areas - I would bring my mom over and say “Look, Mom, that’s the property that I own.” I would show my friends and I would feel like I was a big shot but oh man if I would had driven by this and somebody would have said “Hey Susan do you own this?” I never would have even admitted to it. I probably would have said “no” because it looked so bad. But this little 12-unit deal I got for a steal. It made me $780.00 a month cash flow.

Now that wasn’t much at all because I didn’t know what the heck I was doing first of all but the cool thing is that $780.00 a month is not bad and that’s $780.00 a month that I didn’t have last month. Plus after about a year and a half of collecting that cash flow I sold my option on this property to another investor for $7,000.00. So I had about 18 months of $780.00 a month and then I just sold my option to another investor for $7K - not a bad return.
Okay, so that was my first deal and that's my story but now let me tell you about my friend Bill Walston. Bill Walston is a real estate investor that I got to know over Facebook and Twitter and about 18 months ago he learned my Master Lease Option Method and so far he has done 28 deals using the Master Lease Option Method.

Yes, he controls 28 apartment buildings using the Master Lease Option Method!

Here are just a few of his properties…

**Nashville, TN**

4 Quads - 16 units
Cash Flow: $1,680/Month

**Greenville, SC**

12 Unit Building
Cash Flow: $1,050/Month
I have to tell you that when I see success stories like this and people write in to tell me about the success that they’re having with my strategy - it makes me so happy. There’s nothing that I like more than people who actually take what they learn and take action with it and make it work for them. I’m so proud of Bill.

Alright. Let’s get into it. Before I tell you what a Master Lease Option is - let’s back up a second and just kind of break down exactly what is a lease option. A lease option is just simply a purchase contract between two parties - it’s going to be the tenant who is the lessee and the landlord who is the lessor. And usually what happens is the lessee will pay above market rent for rent credit toward a down payment.

That’s how it’s normally done in residential lease option investing - that’s not how it’s done in commercial lease option investing as you’ll see here in a minute. Then you take it a step further in residential investing and you can do the sandwich lease option and that’s where you are the lessee and then you option it to a sub-lessee. Meaning you’re subleasing it to a tenant-buyer and then you make money in the spread and that’s just what a standard lease option is.

Well, a Master Lease Option is almost exactly like the sandwich lease option strategy except it’s with commercial income property. Remember I said there are seven different types of commercial income property and usually most investors will choose multifamily which are apartment buildings. So what happens is you lease a property as a single tenant and then you sublease it to occupant tenants for a higher amount and you pocket the difference. That difference is called the monthly cash flow.
Now you might be asking, “Okay, that’s great but why Master Lease Options? Why should I start off with this creative strategy instead of just trying to buy a commercial building straight off?”

Well if you have the ability to buy a commercial building then by all means please do that. But if you don’t have a down payment or cash reserves or experience, like I didn’t have when I first started - then MLO is absolutely the simplest way to cross over to commercial investing. No cash, credit or experience is necessary. When I got started I had no cash, I had no credit and I had no experience – neither did Bill. Plus it’s virtually risk free.

The best thing about lease options is that if something starts to go south, you have the right to exercise that option, not the obligation. So if something starts to go wrong all you have to do is walk away from that option. Say “Look, I’m terminating this option. I don’t want it anymore. I’m giving the property back to you.” That’s why it’s virtually risk free.

**THE 4 MLOM STRATEGIES**

And of course, there are four strategies in one. Here they are. The first Master Lease Option strategy is to get a Master Lease Option on a property and then exercise your option by buying the property and holding the property long term. That is not a fast cash strategy though. A lot of us are like “Man, I really want to do that but I feel like I need to do make some fast cash now to kind of get my feet wet before I decide that I want to really take over a property.”

So if that’s you, then there are two fast cash strategies in the Master Lease Option Method as well. The first one is to Master Lease Option and Flip the Option and the third is to Master Lease Option and Flip the Lease.

Now here’s a tip for you. I’m sure there are other Master Lease Option trainings available out there but I’ve got to tell you that every other training I’ve ever seen on this topic combines the option agreement and the master lease - which means that if you’re going to be flipping it you’re forced to flip both together. I don’t do it that way. I split up my option and my lease so that now I have the opportunity to flip the option and hold onto the lease or flip the lease and hold onto the option. So I get two fast cash strategies out of that.

And then the final strategy is traditional wholesaling. Exercise your option and buy the property with transactional funding, and then you sell that property to an end buyer pocketing the
difference. So those are the four strategies in the one Master Lease Option Method - two fast cash strategies, one short term strategy and one long term strategy.

So now that you know the strategies, let’s talk a little bit about the process map and break down the process.

THE MLOM PROCESS MAP

STEP 1 - you get owners of income properties in good condition to let you lease their entire building for no more than it’s currently renting each month. Said another way, you essentially are going to be leasing that property for the current net operating income - and we’re going to get into some of these calculations here in just a minute – but net operating income just means the income after expenses.

STEP 2 - you get an option to buy the property in the future - typically five years in the future at or below the current value.

STEP 3 - then you improve or replace the management and get the property performing to its potential by increasing the income and decreasing the expenses. Now here’s the cool thing about commercial property. The value of commercial income property is in direct correlation to the income that it produces. So if you can increase that net operating income - either by increasing the gross income or decreasing the expenses - then you have increased the value of that property.

The value of commercial property is not dependent on sold comparables in the immediate vicinity like residential properties are. You don't have to play that game when you're a commercial investor. You have control over the value of your property.

STEP 4 - you then exercise your option which means that you’re actually buying the property - either going to a bank for 100% financing after you’ve had a vested interest for 12 months, or you’re using transactional funding to close on it and you have up to 95 days to find an end buyer. But you're buying the property literally for pennies on the dollar because now it’s worth much more than the option price that you first negotiated for it that was at/or below that current value.
Okay, let’s do a little case study here so you can see how this will work in the real world. So what I have here is a real apartment building - the Wabash Street Apartments here in Denver, Colorado, 1 Wabash Street.

It’s listed for $825,000.00. It’s a 14-unit property and the cap rate is listed at 8.36% and it was built in 1948. The Financial Summary and Debt and Equity Information provided indicate the current net operating income is $68,737. So here is how we establish the value of an apartment building.

What you do is you take the net operating income and you divide it by the cap rate and that’s going to give you the value of the building.

So in this case we’re going to take $68,737 and divide it by 8.36% - so that gives us a value of this apartment building, this 14-unit multifamily building of $822,000.00. So we can see that we’re right in line here with the list price of $825,000.00.

Let’s say that we were going to offer a Master Lease Option on this property and we were going to just apply three simple and super quick income increasers on this property - because when we increase the income on a commercial property there’s a direct correlation. If you increase the income the value is going to go up. So we’re going to come in and immediately increase the value of the property and create some cash flow for ourselves and this is how we do it.

The first thing we do is a really, tiny monthly rent increase. So let’s say that we increase the rent by $20.00 a month. Well, 14 units multiplied by $20.00 is $280.00 a month. So we’ve just created $280.00 a month for ourselves that we can pocket. We multiply that by 12 and we get $3,360.00 in additional net operating income. We have just increased the building value to $862,404.00.

The next is to install a coin-operated laundry in the building. In the basement we’ll just put in a couple of coin-operated washers and dryers. I did this in my very first MLO deal by just going to a secondhand appliance store. Let’s say conservatively that your revenue from your coin-operated laundry is going to be $200.00 a month and that’s conservative because I’m sure these people will do more than one load of laundry a week (hopefully). So $200.00 a month from that coin-operated laundry will add another $200.00 to your pocket, multiply it by 12 and
that increases the net operating income by $2,400.00 - which added to that first income increase will now increase the value of that building to $891,112.00.

Now income increase number three is to institute the Ratio Utility Billing System (RUBS). We are going to bill back the utilities to the tenants. Now the cool thing is that, especially in these older buildings, they weren't individually metered. And if you're looking at installing individual meters in apartment buildings to be able to accurately bill back tenant utilities that will cost a fortune. So tons of owners, especially on these smaller buildings just, have not instituted billing back the tenants for the utilities or installing the meters.

There is a huge opportunity for us here by instituting a simple ratio utility billing system and I tell you exactly how to do that in a report called the RUBS Report that's included as a bonus to the full Master Lease Option system. Let's say that we instituted the ratio utility billing system here and we're billing back an average of $30.00 a month per unit for utilities. So $30.00 multiplied by 14 units - that gives us an extra cash flow of $420.00 a month multiplied by 12 - that's $5,040.00. So we add that to income increase number one and income increase number two and now we've increased the value of that building to $951,399.00.

Take a look at this. What we've just done with those three simple things is increased the value of that property by $129,399.00 - that's your equity. So when you go to exercise your option at the full purchase price of $825,000.00, now you have equity in this property of almost $130,000.00 just by instituting those three income increasers.

Your net operating income has increased and the monthly cash flow that you just put in your pocket from this one dinky, little 14-unit apartment building is $900.00 a month. You haven't even touched the expense reduction yet. Just by instituting these three easy income increasers you've put in your pocket $900.00 a month. Your annual cash flow in your pocket money from this one tiny little property by just doing those three simple things on this property is $10,800.00. Do this two or three times - or even 28 times like Bill Walston - that's "quitting your job" money. This is how you can make the compelling no-brainer offer to sellers that you can take over the day-to-day operations, guarantee their net operating income and pay their full asking price when you exercise your option. I mean how can a seller say no?
Now that we’ve gone through that I want to show you how I made $2,500.00 in one day just by flipping an option. If you’re into this just for fast cash and you just dip your toe in the water then do this and you’ll prove to yourself that you can make literally $2,500.00 or more. I should have charged more but you’ll see here in a second how well it works.

**MY $2,500.00 IN ONE DAY STRATEGY**

On November 5, 2008 I came across an apartment building owner that was retiring. I offered a Master Lease Option and he accepted two days later on November 7th. On the same day that he accepted my Master Lease Option, I sent one email to my buyers list with the details about the property and I offered the option for $2,500.00. I literally said “The first person to PayPal me $2,500.00 gets this option.” In hindsight that was really a dumb thing to do because I had three people PayPal me $2,500.00 and I ended up having to give back two of the payments.

But literally two hours later the cash was in my PayPal account and I assigned my Master Lease Option using my option assignment contract that’s included in the Master Lease Option Method system.

Here’s how that worked. When I came across that property, I submitted what’s known as a “letter of intent” or an LOI. It’s just a letter that says “Look, here are the details about how I’m going to buy this building from you.” After we agreed to those general terms in the letter of intent, then the owner of that property signed a master lease agreement and an option agreement. I decided I was going to assign both my lease agreement and my option agreement with my simple assignment contract (also included in the Master Lease Option Method system) and that’s what I assigned for $2,500.00.

Now if I really wanted to, I could have just assigned my option for $2,500.00 and held onto the lease and then participated in the cash flow and the day-to-day operations, or I could have assigned just my lease agreement and hung onto the option and waited for the other guy to increase the value of that property and then come in and swooped in and exercised it and captured that equity. But the decision that I made was just because I was busy doing other things and had other deals going on, I didn’t have time to pursue this one so I just literally assigned it to the first person that PayPal’d me $2,500.00. All right, so those are a couple of
case studies there for you about how you can get monthly cash flow, big equity and even fast cash by using the Master Lease Option Method.

MYTH BUSTING

Now I want to take just a second and bust some Master Lease Option myths (also known as objections). There are things that people say to me when I talk to them about Master Lease Options and they say these things I think because they’re just fearful. You know, we’re all afraid when we look at doing something new or if we think we’re going to be stepping out of our comfort zone or we just think something sounds too good to be true.

Trust me, I was exactly where you are. I had all of the same objections and I had all the same blocks in my mind that said this couldn’t possibly work. And one of the first things I said was, “No seller will agree to a Master Lease Option.” Well let me tell you something - put yourself in their shoes. If you have a property and you don’t want to have that property anymore, maybe it’s been listed for sale for a while and they haven’t been able to sell that property and they’re just tired of having it. If you come to them with a very compelling offer of “I will agree to purchase your property at some point within the next five years for your total asking price, I’ll take over day-to-day operations and I’ll guarantee you your existing net operating income.” The angel music is going to start playing around you and a halo’s going to grow over your head. You’re going to be heaven-sent to this seller. Sellers agree to Master Lease Options now more than ever.

The second myth is that the seller will want some skin in the game. What it just means is that everybody thinks that the seller is going to want some kind of down payment that you have to have some money into the deal. Not true. Again these are objections that we’re putting up. Yes, occasionally sellers will ask me for some money into the deal but if it comes down to the fact that they’re willing to walk away from my very compelling offer because they’re insisting that I have some money into the deal - then they’re not a motivated seller and having a motivated seller is going to be the key to success in this game.

Third, people seem to think they need a license in order to do Master Lease Options. You absolutely don’t. It’s just not necessary, okay? This is a business contract and you are doing
business. You are taking over the day-to-day operations of this building. You have a vested interest in this building. You do not need a license in order to do that.

The next myth is that you need lots of cash because you'll be on the hook for repairs. Not true. In Master Lease Options ownership is not transferring. You are a tenant. The seller/owner is still responsible for repairs on the building. That's why you can do this without having the big cash reserves in case something goes wrong.

And then finally, I'll lose my shirt if something goes wrong. We all think that because the commercial deals are so much bigger - that if one little thing goes wrong, the mistake is going to be magnified and it's going to throw us into bankruptcy. Not true. Because here's the thing - we have the right but not the obligation to exercise that option. We have the right to walk away from a deal if something goes wrong and simply give it back to the seller.

So these are all myths and reasons why our mind is trying to block us from having the success and why our mind is trying to tell us that this won't work - but it absolutely will because these are just simply that, they're just myths.

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**FIVE WAYS TO GET SELLER LEADS...FAST AND FREE**

**EXPIRED LISTINGS.**

This is how this works. What you do is you contact three to five commercial real estate brokers. You find their names and their contact information from Google or LoopNet. And all you have to do is go to Google and type in “commercial real estate broker [city],” like “commercial real estate broker Atlanta” in order to get a listing of commercial real estate brokers. Or you can go to LoopNet and just search for multifamily listings or whatever other income-producing property type that you want to invest in using this strategy and search by the area that you want to search by.

This search will bring up real estate brokers who have listings for those property types in that area. When you’ve compiled the list of about three to five of them with their contact information, you call them on the phone and you say, “I represent a company that's buying multifamily in Atlanta. Can you send me info on any active and expired listings you have for 20-unit buildings at/or below $2 million?”
Obviously you’ll ask for the area that you want and the number of units you want and whatever price point you’re looking for. Typically I’ll say between 10 and 50 units at/or below $3 million but you can determine your criteria. And then what you do is you work the expired listings. They’re going to send you the active and expired listings but you’re going to work the expired listings by doing some research and Googling to find the owner’s contact information and contacting the owner directly to present a Master Lease Option. So that’s working the expired listings.

**LOOPNET.COM**

I like to mine LoopNet for old listings and seller financing listings. If a property is listed on LoopNet offering seller financing, that my friend is the definition of motivated seller. What you’re going to want to do is go to LoopNet.com and register for a free account. Then go to the Search Properties for Sale and then under Property Type just highlight Multifamily. If you’re going to do office, then you highlight office. If you’re going to do industrial, highlight industrial and on down the list but I just highlight multifamily.

Now I could say that I just wanted like a subset of multifamily like low-rise apartments, government-subsidized apartments, high-rise apartments, mobile home or RV parks but I just want all of the multifamily properties so I just highlight that multifamily. Then under Location I just click the state that I want. You can see that in the case below, I’ve clicked Colorado and MSA just means the metropolitan areas. I highlight all MSAs because I want all of the metropolitan areas in Colorado which would be like Denver, Boulder, Colorado Springs, Fort Collins and so forth. I don’t put anything in county, nothing in city, no zip codes, nothing. Over on Property Criteria I don’t put anything in the price range, no building size, no lots, no units, no nada. The only thing that I do is under Keywords over there on the right-hand corner I write “seller financing” and then I hit search.
And that’s going to return to me all of the multifamily listings in Colorado that are being offered with seller financing, i.e., have motivated sellers. And then I would find out who owns the building and contact the owner directly to negotiate our master lease option. If the owner refers you back to the real estate broker, I teach you how to deal with this in the Master Lease Option Method system.

HUD SALES.

Go to http://me.dynaxys.com/hudsales/. What this site does - it’s really cool - is it gives us a list of all of the HUD multifamily REO sales. And that just means that it’s going to give us a list all of the foreclosed apartment buildings that HUD has sold - and that list is going to include the
So why do we care about this list? Here is why. These guys bought a foreclosed apartment building. Now there are two ways typically that people invest in apartment buildings. They're either a value investor - which means that they're buying undervalued properties and they're rehabbing them and fixing them up - or they're buying Class B or A properties just for the cash flow and they're not interested in doing any rehab whatsoever. They're paying close to the market. Value investors buy foreclosed properties. Value investors typically like to get in and out of deals quickly. So that means that they're probably busy doing the next deal and they don't want to be bothered with the day-to-day operations of these buildings. So these guys are typically another source of motivated sellers because you can offer to take over the day-to-day operations, the boring stuff and free them up to go on and do their next value deal.

**FARM LIST.**

You contact a local title company and tell the sales rep that you'd like to set up an account with them to be able to have online access so that you can check comparables and pull direct marketing lists. Typically they will give you online access and give you the ability to do that. What you do then is you login and either build this leads list by yourself, or you can call up the title company and ask for the marketing department or the person who handles the farm list requests and you can just place your order over the phone.

I typically select the asset class multifamily between 10 and 50 units that were purchased before the year 2002 in 3-5 zip codes. That's typically going to give me a couple of hundred leads or more to work with. Now if you wanted to go less units - that’s cool. If you wanted to go more units - that’s cool. If you wanted to do less zip codes, more zip codes - that’s fine. The key here is to make sure that it was purchased a while back. You don’t want to get the contact information of somebody who’s just bought an apartment building because chances are they’re not going to be a motivated seller. So I get deals that were done before the year 2002, which means these people have owned these properties for several years - maybe, they’re a motivated seller now. What’s going to happen is that this is going to – the computer is either going to spit out a list to you or the guy who works in the marketing department is going to send you an Excel spreadsheet that includes everything. It will include the property address, the owner’s name, the owner’s address. Sometimes I’ve even seen the owner’s phone number.
already on there. I’ve even seen the mortgage company information on there - the amount of the mortgage they have against it and who the bank is. There’s just all sorts of information that you get on this list and then you contact the owners and offer your Master Lease Option.

SEARCHTEMPEST.COM
This is my favorite way of finding leads. SearchTempest.com is just what’s known as a search aggregator for Craigslist. So what happens is within 30 seconds or less get a listing of all of the apartment buildings that are listed on Craigslist that are for sale by owner in every single city across the world. This is a Craigslist scraper - a lead-generation software - and I have to tell you a story. I was at a real estate investing seminar a few years ago. And I go to seminars just like you guys do because I always want to stay on top of the latest trends and there’s just so much value there, especially in the networking. So I always go to just as many as I possibly can. So I’m sitting in the audience and some speakers came up and they’re like “Okay, we’re going to show you now the most wonderful lead-generation software in the whole wide world and here is how it works,” and they went through it and it literally was just a Craigslist lead scraper just like SearchTempest.com but they were charging $3,000.00 for it. I was like “Oh man” and people were buying it. I was like “You know, I know where I can get that for free online” and I made a mental note to myself that if I ever shared this information with anybody - I was going to make sure that they knew that this is exactly how you can get leads and this is the free way to do it, don’t spend $3,000.00 on a special software to do it.

So here’s the way you do it and I’m going to tell you and then I’m going to show you with a screenshot. You’re going to - under the Category you’re going to select “housing.” Under the Sub-category you’re going to select “real estate – owner” and then you’re going to input the Keywords, “apartment” and “multifamily” and make sure that “Any” is selected.
This is an actual screenshot from SearchTempest and you can see here I’ve put in my zip code here, 80218 and I said I want to see everything within 250 miles of 80218. And over here - the keywords that I’ve put in are “apartment, multifamily” and I make sure that I have the “Any” button selected. Down here under Category it’s housing. Under Subcategory it’s real estate - owner and I don’t check anything with the picture or search titles, I don’t put in a minimum or a maximum, no bedrooms, no cats, no dos, no nada and I just hit Search. And that’s going to return to me all of the listings on Craigslist within 250 miles of me that have apartments buildings that are for sale by owner with their contact information. You pick up the phone and you call them.

Awesome.

**DOS AND DON’TS**

Now let me share with you some dos and don’ts of the Master Lease Option Method.

**DO build a buyers list** first if you’re going to be wholesaling or flipping options. Make sure you build your buyers list first and figure out what your buyer is looking for and then you start looking for that so that there is a high likelihood that there’s going to be a match there. Don’t deal with unmotivated sellers. I can’t tell you how much time I have wasted in the past dealing with unmotivated sellers - trying to make them motivated and trying to get them agree to my deal. Now I’m like “Look, this is such a compelling offer - if you can’t agree to see the value in
me taking over the day-to-day operations of your property, guaranteeing your net operating income and agreeing to purchase your property at some point within the next five years for your full asking price - then I’m moving onto the next person who is going to see the value in that.”

**DO your due diligence** when exercising your option. What that means is if you’re going to be flipping an option, if you’re going to be wholesaling it - there’s typically not a whole lot of due diligence that goes into this in terms of really digging into all the financials of the building. Typically your end buyer is going to go that when you share the details with him - that’s the buyer’s responsibility. But if you’re going to be the one to exercise your option, make sure that you do your due diligence and when you get your copy of the Master Lease Option Method, I show you exactly how to do your due diligence on these.

**DON’T deal with realtors.** If you can help it at all just do not deal with realtors. That’s why I say that you want to deal with expired listings. I have so many people who will write into our support desk and say “Oh Susan, I’m dealing with a realtor on a potential Master Lease Option deal and they’re really standing in my way and they’re making it really tough.” and I’m like “Well that’s because one of the major don’ts is don’t deal with realtors.”

In order to make this happen you need to be able to deal with the seller directly. Because what’s going to happen is if you come in and offer a Master Lease and the seller accepts - then you just eliminated that broker’s commission and they’re not happy about that. I teach a really effective way of dealing with that in the Master Lease Option Method system but ultimately our preference is not to have to deal with realtors.

**DO believe that you can do this!** You can absolutely do this. I did this. My students are doing this every single day. This is happening all around you. Don’t let your own mind keep you from trying this strategy. Don’t let your own mindset blocks keep you from at least trying. If you’re ready to try and if you think what I’ve talked to you about so far sounds like something cool and something that you absolutely can do and something that with the right guidance that you can take action on, then I am so happy to introduce you to the Master Lease Option Method system.

For the first time, I put everything I’ve learned from actually applying the Master Lease Option Method in the real world on video, so that anybody watching these videos can do everything
that I’ve done. I mean, if you’re feeling like excited about Master Lease Options after hearing these ideas then you really owe it to yourself to get a copy of my comprehensive training course because that’s where I really delve into all of the details and the specifics. I show you the actual detail in putting together a deal, how to structure a deal like this, what to do and what to say.

And my goal for this program is to have somebody with absolutely little or no experience in real estate investing go through it and at the end of the course have enough knowledge to go out there and structure a Master Lease Option successfully for themselves in the real world. I mean we’re talking about making real world money and seeing real world results - monthly cash flow and equity - which is why in order to do that, you need to have a solid blueprint.

So let me tell you about everything that you get in the Master Lease Option Method. It’s 12 meaty modules - step-by-step information on exactly how to get this done. I never give you half the picture - with me you get the whole enchilada.

THE MASTER LEASE OPTION METHOD SYSTEM

MODULE #1: MASTER LEASE OPTION BASICS
In Module #1 that’s where we go over exactly What is Master Lease Option and the Master Lease Option Basics. I share my Four Step Blueprint to Investing using MLOs, which I’ve successfully used to control commercial property without any of the conventional headaches of dealing with tenants or giving large down payments. I’ll share with you how Master Lease Options shields you from the downsides of traditional commercial investing while allowing you to fully benefit from the upside.
MODULE #2: WHY MASTER LEASE OPTIONS?
In Module #2, I go over the four benefits of using MLOS and why it’s the only commercial investment strategy that I recommend to newbies and I’m going to share with you the two challenges that are typically associated with MLOs and how to overcome them.

MODULE #3: PROPERTY TYPES THAT WORK WITH MASTER LEASE OPTIONS
In Module #3, I’m going to show you the seven potential property types that you need to have on your radar and I’m going to show you the one that is my personal favorite, if you haven’t guessed already. I’ll share with you how to decide on the length of your Master Lease and I teach you this rule of thumb that I developed to calculate exactly how long your lease should be based on the type of the property. And here is a news tip for you - your lease does not have to be as long as your option - it can be much shorter and that’s what I teach. I’m going to share with you why you should never make the costly mistake of going for rehabs and foreclosures no matter how enticing or profitable the deal may be and the five things that you have to look out for when you’re considering a piece of property and these are five things that I personally look out for in any deal. It’s like a checklist and it takes me about 30 seconds to run through it, but it safeguards me from a non-profitable deal.

MODULE #4: EXIT STRATEGIES
In Module #4, I go over the four profitable exit strategies that you can utilize once you’ve successfully negotiated the Master Lease Option. I share with you even in more detail the replicable strategy that you can use like I did to make $2,500.00 or more in one day by flipping the option. I’ll show you where you can get transactional funding for up to 95 days - that will allow you to flip the property for some fast cash without putting up any of your own money up front and the mental decision-making model that you should be using to decide which exit strategy to apply in each situation. Now a lot of investors use the wrong set of guidelines to make this decision and that can result in lost profits.

MODULE #5: SYNDICATION STRATEGIES
In Module #5, I’m going to tell you what syndication is and how syndication can make the Master Lease Option Method way more effective - especially if you’re going to be buying and holding. I’ll share with you the three syndication models that you can apply to leverage other people’s time and money for your MLO deals and best of all, how to buy out an overly
demanding broker through the use of a Master Lease Option syndicate. So instead of losing a deal because you can’t afford the commission payment or you can’t get that broker out of the way - this is a way to take care of that.

**MODULE #6: FINANCING OPTIONS**

Again, if you’re going to be buying and holding then I’m going to share with you four financing options that you can use to avoid ever touching your own money and my all-time favorite method - what you never should do when you’re dealing with equity or debt investors. I’ll share with you a resource where you can find over 300 hard money lenders that’s updated almost daily in a little-known online database that you can turn to for commercial lenders that will loan on your terms when you’re seeking that 100% financing.

**MODULE #7: OFFLINE MARKETING TACTICS**

Module #7 is the Marketing Strategies module and it was so big I had to make it three different modules. Module 7A is Offline Marketing Tactics. You’ll learn what exactly to say to commercial real estate brokers to get them to give you their expired listings. The four-step method that I use to exploit the extensive database at my local title company and find potential investment property for free and how to sweet talk professional management companies into being a really valuable source of leads.

**MODULE 7B: ONLINE MARKETING TACTICS**

In Module 7B, I’m going to share with you 10 of my favorite online resources that I turn to for property leads. Now I shared five of them with you here tonight but I’ve got five more in the course. I’m going to show you a special scouting technique that I use that turns those kind of crappy listing websites into a goldmine for finding motivated sellers. And I’m going to show you an unconventional way to search for buyers which is not through listing websites and literally a 15-second method to tell if they’re qualified.

**MODULE 7C: BUILDING YOUR BUYERS LIST**

Module 7C - this is where we’re really building your buyers list. You’re going to learn why you should avoid hanging out at the online real estate investing forums but they are good for one thing and I’ll share with you what that one reason is that you should be using them. I’ll show you the two kinds of free networking meetings that you should be going to to build up your buyers
list and how to get your own domain name and step-by-step set up a fully functioning website within just a couple of hours that will bring you real estate leads on autopilot.

**MODULE #8: NEGOTIATION TACTICS**

In Module #8, I’m going to show you only the two things that people that you’re negotiating with want to know and how you should answer it. The magic opening question that I use every single time to get a seller interested and make them want to talk to me. The seven common objections that you’re going to get from sellers and exactly how to handle them and the real truth when people say they need some money from a deal - I’m going to show you my very simple way of getting around that without ever putting up any cash. And you’re going to be super surprised at how well this technique works in the real world. And I’m going to show you three ways to deal with commercial brokers who try to force themselves between you and the seller.

**MODULE #9: PROPERTY EVALUATION**

In Module #9, I’m going to show you my four-point plan for property evaluation and due diligence. I’m going also share with you my backdoor technique to verify weird-looking expenses. You’re going to see some weird-looking expenses sometimes and you have to have a way to verify them and I’ll show you how I do that quickly. I’m also going to show you the one document I always get my hands on when I’m doing my due diligence checks from the owner and the six financial ratios that you should understand in every deal. I’m actually going to include the spreadsheet that I use to generate these ratios with the course - so literally all you have to do is plug in the numbers.

**MODULE #10: PROPERTY MANAGEMENT**

In Module #10, you’re going to learn why you should never fall into the trap of self-managing a property no matter how much money you can save. Four ways that you can instantly increase the income on a piece of property that you have an MLO on and the two high-risk areas that any investor is at risk of being ripped-off when it comes to property management - and once you know what these two areas are, then you can identify them early on and avoid those.

**MODULE #11: CONTRACTS AND AGREEMENTS**

Module #11 includes five agreements and contracts that I regularly use when structuring my Master Lease Option deal and I’ve included these five agreements as part of this course for you to use as a template. You can modify them, use them, whatever you want to do without ever
having to go through the hassle of drafting them from scratch. Those are all included in the course.

**MODULE #12: WRAP UP**

And finally in Module #12 you get the wrap up and I tell you exactly what to do first.

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**THE BONUSES**

**BONUS #1: MLOM DOCS PACK**

You get: A Sample Letter of Intent, an Option Agreement, Assignment of Lease Document, Assignment of Option Document, plus a few other surprises that you’re not going to find anywhere else – you’re going to get every single document that you need in order to make Master Lease Options happen. ($197 value)

**BONUS #2: RUBS REPORT**

Learn the easiest way to increase your monthly cash flow and increase the value of your property in 30 days or less. RUBS stands for Ratio Utility Billing System and it’s a way to bill utilities to your tenants without expensive metering. All you have to do is simplify the utility billing process and start collecting payments in 30 days or less. ($97 value)

**BONUS #3: ASK SUSAN! 360° SUPPORT PACKAGE**

I will personally respond to your questions in the online program. Name one “guru” who will hold your hand and answer your questions personally these days. I want you to SUCCEED! ($4,997 value)
BONUS #4: TWO TICKETS TO MY “GETTING THE DEALS” LIVE EVENT

Getting the Deals LIVE is one of the most incredible live seminars in our industry where you can meet me and network with other students… live in person. ($2,000 value)

The price of the Master Lease Option Method is just $197.00. Yes, less than $200.00 to learn to make five-figure profits in just a few hours. Here is what I want you to do right now.

http://GetMLOMethod.com

Go to GetMLOMethod.com to get your copy of the Master Lease Option Method and the Bonus Package for just $197.00. And one more thing! When you’re in the member’s only Master Lease Option site, you’ll see that I personally answer all your questions just below each of the core training videos. Not my support staff or my coaches – me personally. That’s my 360° support package and it’s yours free when you join the Master Lease Option Method!

http://GetMLOMethod.com