

MOTIVATED SELLERS

Below are situations that produce motivated sellers.

Below that, are the ads that show motivated sellers.

A motivated seller is willing to look at terms. Some people think that motivated sellers have to be clutching at their last straws. This is often not the case. Sometimes sellers want to take advantage of a creative purchase or creative financing or tax strategies and maybe to get a higher return on his/her investment.

1. **Arrival of a balloon payment.** Some owners have not prepared for the oncoming balloon payment and suddenly find themselves with no way to pay it. Their credit could suffer. If this balloon payment is a hard money loan, then those guys are pretty adept at very short foreclosure proceedings, unlike a bank or a mortgage company that could take up to nine months, or longer.

2. **Foreclosure.** The sellers have found themselves in a foreclosure situation where they are about to lose their property. They are looking to sell quickly before the trust deed sale.

3. **Buying out a partner.** Unfortunately, all too often partners quarrel. It is usually because of unspecified terms within the partnership contract. See our Partnership course. Anyway, they are anxious to sell the property and end the relationship.

4. **Death in the family.** In this era of two-income families, the loss of one spouse can result in the remaining one, in addition to being upset, being unable to keep up with the financial demands creating the pressing need to sell.

5. **Relocation.** Either because of calamity, death, or job transfer, there is a need to relocate and sell quickly.

6. **Divorce.** Divorce settlements are usually quick by necessity. Usually, there is a house involved and both sellers are motivated to sell it and split the proceeds, not to mention the attorneys.

7. **Double payments.** Owning more than one property. Sometimes the new home closed escrow before the old home sold.

8. **Downsizing.** Sometimes things didn't go that well or as expected and there is a need to sell the house/s.

9. **Extended listing.** This is a listing that has gone on longer than six months and the owner is exasperated. Sometimes owners have listed with more than one agent, so the property can look like it has just been listed, but it is going on a year that the sellers have been trying to sell it – or more.

10. **Fear of the economy.** This means the owner is worried about some economic change.

11. **Fear of the environment.** This means the owner is worried about something in the environment, such as an earthquake or hurricane or?... Fear can be a big motivation.

12. **Fixer-upper.** The property needs repairs. However, sometimes the repairs are not as bad as they sound, and if the figures work out, it may be possible to sell to another as a “Handyman Special”.

13. **Need for cash.** Depending on how desperate the seller is he might reduce his price, which is good for you. Just remember to be fair.

14. **Negative cash flow.** This is his nightmare but it can be your dream to come true if you know how to handle this problem. Take the Mentorship course for various ways to solve this problem.

15. **Neighborhood problems.** Gangs, nuisance neighbors, thefts, burglary, drugs in school, zoning changes, et cetera.

16. **Overpriced property.** By the time the real estate agent has added their commission to the price of the property, sometimes it puts it out of range especially when the seller insists upon a high price.

17. **Out-of-state owners.** Paying property management companies, or trying to self-manage property from a long distance can cause problems if you do not know how to do it. Take the Mentorship course for various ways to solve this problem.

18. **Poor health or sickness.** Health means more than money. Sometimes there are medical bills that are important to pay.

19. **Poor management.** One person's alligator could be your next cash flow. Take the Mentorship course for various ways to solve this problem.

20. **Retirement.** Income is important to retirees and steady, consistent income is a top priority. This you can arrange easily by them carrying paper for you when purchasing, or by doing any one of our various creative techniques.

21 **Settling an estate/probate.** Heirs to an estate are notably in a hurry to get their hands on their inheritance, so they're very motivated.

22. **Tax planning.** Yes, you must pay your taxes. And it is wise to pay them as you go because otherwise there can be a tax lien that could create significant problems, as we know from our tax lien seminars.

23. **Time problems.** Life has interesting blows and can create shortness of time or a need to hurry. This makes a motivated seller.

See the next page for keywords you might find in Advertisements.

MOTIVATED SELLER WORDS IN ADVERTISEMENTS

Here are a few examples of words you might find in advertisements.

Best offer.

Divorce.

Relocation.

For sale by owner.

Lease.

Lease with option.

Sale or lease.

Lease purchase.

No agents please.

Private parties only.

Option.

Seller pays closing costs.

Zero down.

No down payment.

Partnership problems.

Foreclosure.

Hurry.

Rent to own.

Owner will cooperate.

Just reduced.

Wrap possible

Seller is creative!

Death in family

Owner will carry.

Expired Listing

Motivated.

Job Relocation

Moving.

Sickness

Serious buyers only.

Quick sale.

Desperate.

Help me.

Assume existing loans.

Owner will finance.

Below market.

Fell out of escrow.

Exchange.

Submit all offers.

Make offer.

Absentee owner.

Fixer-upper.

Must sell