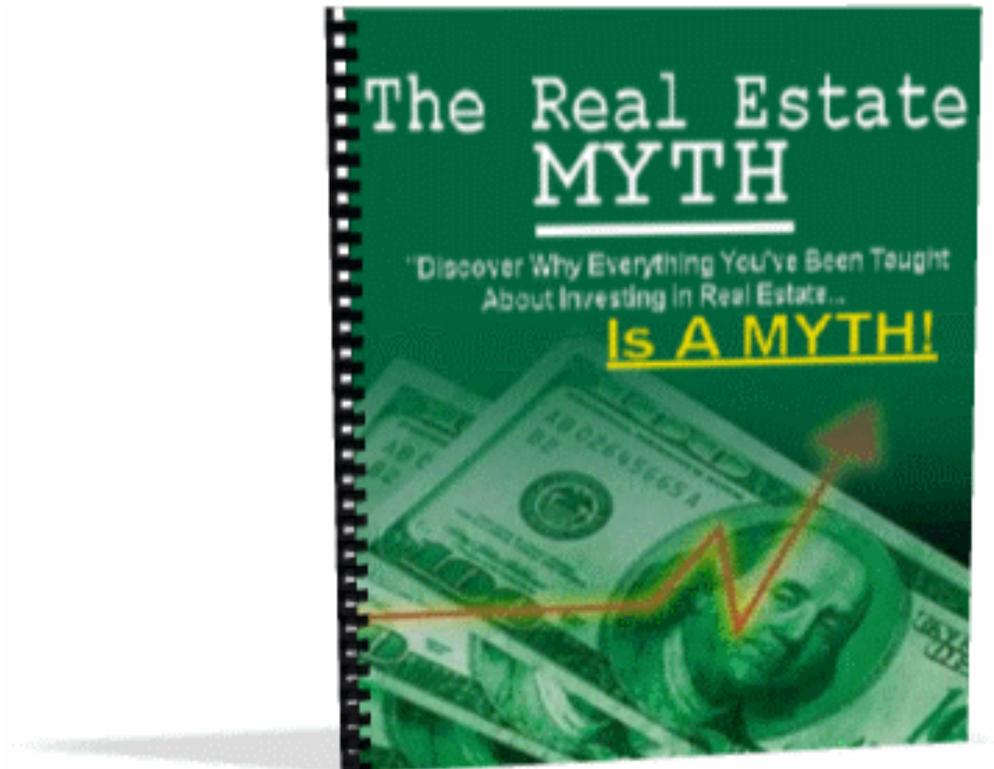


The Real Estate Myth, Showing Why "Real Estate Investing" is Like Driving a Model T Ford in a NASCAR Race, and what you HAVE to do today if you want to still be around tomorrow...

**"What If Everything You Were Ever Taught About Investing in Real Estate...
Was A Myth?"**



- By Jason Loucks

**The "Real Estate Profit Machine"- Launches Friday, April 1st!
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A Brief Introduction:

(You can skip this if you already know me and my story)

Thanks for joining me in reading this report. I appreciate you taking 30 minutes or so out of your day to learn about the Real Estate Myth. I hope it can do for you what these secrets and revelations did for me in the eight years it took me to uncover them!

I put this special report together as a service to help you understand the risks of Investing in Real Estate the “Old Fashioned” way.

Before I get too far into it, let me introduce myself. My name is Jason Loucks.

Here’s Laura, me, and Lana at Baby Lana’s First Christmas!

My wife’s name is Laura, and we live in Wellington, Florida- about an hour north of Miami.

We have a baby Girl named Lana Morgan Loucks, and a dog- Scratch (short for “scratch and dent” because I bought him on sale because of a red spot on his eye) a Chihuahua.

I grew up in Lake Worth, Florida- a small town about five miles from where I still live in Wellington. I just moved to the nice part of town (and a gated estate home!) when I got successful.

My Mom and dad both loved me as a kid, and did the best they knew how. Neither of them was rich, so I can’t very well have expected them to teach ME how to get rich!

They divorced when I was 4, but they both were loving parents, so that’s good. I went to John I. Leonard High School, wrestled, played baseball, never liked football – too many other people on the team. I started kickboxing and MMA training as a teenager, and actually won a few trophies. I still powerlift at the gym, but I don’t compete.



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Well, I guess I'm showing you all of this because I want you to know that I'm a real person, not a "guru", and I've figured this stuff out the hard way, through trial and a lot of errors until we got it right, not just handed to me on a silver platter.

Here's Where This Gets Interesting for You:

When I started Investing in Real Estate, I was going to College (Florida atlantic university) full time, AND working full time at GNC, the vitamin store.

Here's me stocking shelves at GNC!



I got started in Real estate at the age of 23, and fell in love with it right away. That was 9 years ago. That year I set a goal to make \$1M in real estate by the time I was 25.

That didn't happen!

Instead, I followed a lot of BAD advice from the so-called Guru's, and it cost me four years and over \$115,000 to fix the messes they got me

in, not to mention the stress and the headaches that being broke and owing people money you can't pay causes.

I started like a lot of people- I saw an Infomercial late at night, called the phone number, and got the "Blue Box" that said I could buy real estate with no money down. You probably know the one.

Following that BAD advice, and the advice of several other High-Priced Guru's, I confused buying real estate with making money, and was basically thrown to the wolves of mortgage brokers, real estate agents, and lenders, all of whom made more money off of my "Investing" than I did.

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Following the so-called “formulas”, I bought multi-unit properties for “cashflow”, and it didn’t work. Instead of MAKING \$2,000 a month in cashflow, I was LOSING \$2,000 a month!

Not only that, I was working harder than ever, essentially a slave to tenants and banks that owned my time and got all of the profits and them some. That was NOT what I wanted.



In desperation, I started selling those horrible, evil properties, found a buyer, and sold the first one and made a \$28,872 profit.

I sold the others, and once I started cashing checks, instead of “Investing” the way the “Guru’s” spouted, things started to snowball.

I created my OWN winning formula, and focused on what worked, dropped what didn’t and made \$107,000 CASH my

FIRST YEAR- even *after* all the headaches and mistakes were subtracted.

At that point I knew only one of what would become my “Profit Machine” strategies. Nowadays, I make more money- more Profits- than the Guru’s even claim is possible, and I do it all WITHOUT payments of any kind, WITHOUT tenants, WITHOUT banks or borrowing money from anyone, ever, AND WITHOUT fixing or cleaning anything!

And here’s the important part for you...

In the last two years, now five years after streamlining the process to an exact system, I decided to see what the Guru’s could teach me so I could add it to the process.

I went on a “Grand Tour”- paying over \$75,000 to get trained by some of the

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biggest names in the Real Estate Training World, going to almost two years of bootcamps, going through all kinds of marketing, services, coaching, etc.

And I was SHOCKED at how much CRAP- total, unabashed, outrageous LIES, made-up theories, and 20 years out-of-date CRAP was being taught as the real deal!

That’s why I’ve created this report- to shatter the MYTHS, so you can get down to the business at hand- making BIG (even bigger than you think) money from Real Estate, without the lies, the BS, or the untested crap that I was sucked in by.

After traveling the country for over a year, I’ve had a chance to talk to Investors from all walks of life and every type of background and experience level, and I’ve been able to show regular “Joes and Janes” exactly how I went from flat broke to a cash-in-the-bank millionaire in less than 23 months once I freed myself from the “Real Estate MYTH”.

So enjoy the following report- if you were anything like me starting out, it will open your eyes to an entirely new- and more profitable- way to make money from Real Estate, and it might even show you a world with more profit potential than you ever thought possible!

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Section #1 – The Real Estate MYTH (A Model-T Ford in a NASCAR Race)

I love Real Estate.

Well, to be truthful, I love the profits that can be made in Real Estate. In all actuality, I really DON'T like the constant repairs, dealing with tenants and banks, and basically everything else about real estate investing (the way most people think it's done).

I am OBSESSED with building a hugely profitable business buying and selling real estate, but I am just as obsessed with protecting my time, effort, energy, family, and lifestyle. I decided from the beginning that family, friends, and lifestyle come first, business 2nd.

So I built a business around my life, not my life around a business.

And I'm about to show you how to do it, too!

Years ago, after a few years of following the advice of the Guru's, my wife Laura and I had one of those “Golden Moments” you hear about but never really expect to happen to you!

We sat down to pay the bills- and all of the expenses for the properties we owned- and we had to cut checks for over 90% of the money we made that month. 90 percent!

That means that after 3 YEARS of buying rentals, Lease/Options, and every other kind of long-term deal, we were only 10% away from broke! One major catastrophe and we'd be finished!

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Not only that, but we were working WAAYY too hard for the tiny percentage of income we were “allowed” to keep each month!

We decided right then and there that we would...

Never Make Another Monthly Payment Ever Again!

I have to write that in bold to point it out to you. I think it would be a great idea for you to learn that lesson a lot faster- and easier- than we did!

This was 3 years AFTER I decided to do whatever it would take to make \$1M in real estate. Now, I was already a millionaire- but it was all equity!

What good was that going to do me?

I literally had to scrape every month just to get by, even though I was supposedly so rich... because all my net worth was in real estate equity!

Here I was, with NO cash, plenty of equity, and never more than 10% away from complete disaster! I was a nervous wreck!

At that very moment, I decided I needed to learn a better way.

Looking back, I am SOOO glad I had this “Moment” when I did. If I’d kept doing what I was doing- making nearly all of it in EQUITY- I would have been DESTROYED when the market crashed.

Instead, I’m making MORE money now, in the down market, than I ever did in the “hot” market, *and now it’s CASH!*

After I had my “Moment” of realization, I heard about a guy who was teaching ways to get upfront cash profits- NOT rentals or rehabs. I went to a \$5,000 –per-person bootcamp this guy hosted, and though I didn’t learn a whole lot that I didn’t already know, I did see a new and different “focus” was what I needed.

I took that “Cash Now” concept and put it to work in my new profit-driven real estate business, and saw an immediate jump in CASH income.

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Since then, I’ve been testing and implementing TONS of new strategies, and adding new plays to the playbook of real estate myself. And the results have been nothing short of phenomenal! We’ve more than tripled out income each year, and actually spent LESS time, effort and money than when it was all “pie-in-the-sky equity!”

So, what is “The Real Estate MYTH?” you’re probably asking?

The Myth is that “Investing” is the way to make money in Real Estate!

What?! Here’s what I mean-



“I Am As Much a Real Estate Investor as a Grocery Store is a Lettuce Investor!”

I control properties with the clear intent to sell them, and I NEVER invest in them at all!

Once you realize this, and look at it this way, you can use Real Estate as a tool to make millions. If you focus on “Investing”, I promise you that you’ll never reach even a fraction of the level that you should have.

Many people have learned a slow, expensive, and dangerous way to make money in Real Estate, and the person that taught them learned it from someone and they learned it from someone, and so on and so forth.

So, over time, an entire industry became locked into some *extremely* outdated thinking. **Making money with those outdated ideas would be like trying to win the Daytona 500 in a Model T Ford-** you may finish, but it won’t be quick or easy!

They’re usually stuck in one of two ruts- Buy properties retail and rent them out, or Buy “Junkers”, fix them up and sell them.

Today, in this report, you’ll learn that there is a completely different approach that can make you a lot more money a lot easier.

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In my life, I have met and eaten meals with two billionaires, and three Hundred-Millionaires.

And one of them, Robert Kiyosaki, author of Rich Dad, Poor Dad said something to me that rocked everything I thought about building wealth:

**“The Rich Don’t Buy Investments.
They Sell Them.”**

He then went on to explain exactly HOW to get that power, that wealth building MACHINE, and set it up so that it spits out money in greater and greater amounts, on a road without limits.

I hope this report will help show YOU how.

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Section #2 –

How to Instantly “Myth-Proof” Yourself

When I decided to write this report, I really wanted to do it as a warning to my clients, customers, and friends. I’ve seen too many people sink everything they have- dollars, time, faith, and energy- into the “Investing” or “GURU” baskets, and when the smallest little thing goes wrong, they lose everything.

That’s why it’s vital that you “De-Myth” your life and your business, to make your profits more stable, and make you 10-100 times more money while doing LESS work.

Here are the most common myths:

1. You need good credit, down payments, “money partners”, etc.
2. It takes time to “build wealth” in real estate.
3. Equity = money.
4. Cashflow is the goal of real estate.
5. Real Estate always goes up in value over time.
6. Real Estate has great tax breaks.
7. Rehabs are best for short term money, rentals are best for long term money.
8. The financing can make a bad deal good.

I’ll cover each of these, and bust these myths, and then I’ll share with you several

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“secrets”, that will allow you to avoid getting caught in these traps!

Myth #1: You need good credit, down payments, “money partners”, etc.

Many people are convinced that the only way to make money in Real Estate is if you already have money, have great credit, and can afford to wait years for the properties to go up in value to make a profit.

Far from it! It’s outdated and dangerous thinking like that that will cause you to quit before you even get started!

I’m going to dispel those myths for you here and now.

Add to that the fact that a lot of people get paid to tell you to do things the slow and dangerous way. Mortgage brokers and Realtors have a profit motive in telling you that you have to do business their way- not only is it what they’ve been taught for years, it’s also how they make their money.

The end result is that most people firmly believe that you have to plunk down a big down payment and go down to the bank and beg them for a mortgage to buy Real Estate!

That’s crazy!

What you need to do is change your mindset from being a Real Estate Investor to being a Real Estate Business Owner- a Real Estate Entrepreneur.

See, a business owner understands that unless your business is making money right now, it won’t be in business long enough to make it to the big checks later.

And if your Real Estate business doesn’t have a system for finding deals and selling those deals to Investors and to Owner Occupants, life is a struggle, and a chaotic mess.

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In fact, the owner doesn't own a business; he or she owns a job- and if you want a job, why buy one? They're free!

Let me ask you this, when Donald Trump decides to buy a new skyscraper, do you think he begs a bank for the money, takes 20% down of his own money and parks it there, and then signs his own name on the dotted line? No way! Then does he wait years to make a profit, waiting for the property to go up in value enough to have it make sense to sell it? NO!

He's a business man, with a business system for finding and profiting from Real Estate that works harder for him than he works for it. A system that doesn't require his money, his credit, or his personal liability. And do you think he fixes toilets or baby-sits tenants?

No he doesn't and you don't have to either.

The Myth of down payments, in fact the myth of the very need for cash to “invest” comes, I believe, from Mortgage brokers and Real Estate Agents (and Guru's getting referral fees from loans) who only get paid if you come out of pocket with cash, and everyone else trying to suck money out of you without an actual property to sell or buy!

If you're still holding out that you need Money to make money, STOP READING NOW OR YOUR EXCUSE WILL BE BLOWN! It's simply not true. You believe that because you are listening to poor people tell you how to make money!

That's crazy!

If you're getting your money making advice from poor people, understand this- they are simply not qualified!

Making BIG money on a beautiful house (or even an ugly one) does NOT require any money- in many cases the Seller doesn't even expect it, and you should be all too happy to oblige him!

Here are Four ways to make money on houses without any money of yours, and without being on the hook for payments, repairs or any other nonsense.

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The first way is “Wholesaling”.

Wholesaling is the art of getting a great Rehab deal under contract, and selling that deal to another Investor who wants to do the work. You sell the property BEFORE you “buy” it. Your profit is the difference between what you bought it for and what you sold it for, and it’s a CASH profit to you!

The second way is an “Option to Purchase”.

We use Options to make Cash Profits from pretty houses with no risk, by selling them for retail price to Owner Occupants. The difference between the price you Option the property for, and what you sell it for, is a cash profit to you the day of closing- no financing, no rentals, no fixing anything, nothing but finding a great deal and selling it.

The third way is a Short Sale.

A short sale is simply taking a home that’s in foreclosure, reducing the payoff amount by negotiating with the lender, and selling the house for a profit. You don’t need to be an expert, you don’t need to borrow money, and it can be a great thing to help others while getting paid big time!

The fourth technique is REO (Bank Owned) properties.

While REO’s aren’t really a “technique” you do have to approach them a special way. And right now, for those who know the insider tricks, *REO’s are like a modern day Gold Rush!*

That’s all. Those are the 4 techniques you need to learn to make all the money-upfront CASH- you can spend!

In our business, there are no banks, no tenants, no down payments from us, none of that crap!

In fact, getting cash upfront from your deals is the focus here!- because if you’re not making enough money to pay your bills and then some, you won’t be in the Real Estate business for long! We don’t put money into a deal, we do a deal to make money! Isn’t that the whole point?

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Myth #2: It takes time to "build wealth" in real estate.

There's two way to think of this- the first is in terms of how much time you need to spend to get started.

I spend LESS than 12 hours per week (3 half-days) on my real estate business each week, and I make more money than I did when I spent 8-12 hours a day doing crap the Old Fashioned way!

The truth is, once you **ELIMINATE FOREVER** tenants, toilets, termites, contractors, banks, and all the other **non-moneymaking, time-wasting CRAP**, you can make a LOT of money at top speed!

You really only need three things:

1. A System for finding great deals consistently, week after week,
2. An understanding of Wholesaling, Options, Short Sales, and REO's
3. A System for selling those houses fast and for top dollar.

I'll cover all three a little later. But know this: You **MUST** know how to properly Buy, Control, AND Sell Real Estate to avoid being on the hook for the maintenance and repairs! Just knowing how to buy isn't going to cut it!

The free time you develop, once you **DUMP** the worthless crap, will allow you to get richer and richer as time goes on, and you can add as many properties as you want to your portfolio **WITHOUT ANY EXTRA TIME!**

Otherwise, you'll be just like all the burned out rehabbers and landlords we buy

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properties from- disillusioned with the business, and convinced it just doesn't work.

Myth #3: Equity = Money

In talking to investors around the country, the biggest mistake I see them making is considering “equity” to be profit.

Here's the truth- all the equity in the world can become \$0 FAST! Just ask all of the people stuck with overleveraged houses and rising payments since the market went down.

Besides that, there are FAR too many people with hundreds of thousands- even Millions- in equity *who can't even take their kids out to dinner because the bank account is empty!* If you're getting into Real Estate because you want a better lifestyle, do you want it 30 years from now, or now AND 30 years from now?

Here's what I've learned- If you don't have CASH NOW, you won't make it to the cash later.”

Which brings me to...

Myth #4: Cashflow is the goal of real estate.

Listen to me now and learn this lesson well.

**“Cashflow” is the Worst Lie and
THE BIGGEST MYTH in all of Real Estate.**

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No matter HOW you want to make money in Real Estate, you MUST build a business first.

What?! I hear you saying.

Read it again.

No matter HOW you want to make money in Real Estate, you MUST build a business first.

Let's say that you become expert at buying cashflowing properties, and holding them forever as rentals. Let's also assume you can buy them and make \$200 per month, per house or unit, and magically nothing bad EVER happens. Let's also assume that you need to net only \$4,000/month just to get out of your J.O.B.

Then in order to make enough cashflow from properties to quit your job, you will need to have 20 or more cashflowing houses/units.

In order to do that, you need to build a business, because *when you buy #20, you are STILL WORKING AT YOUR JOB- AND MANAGING 19 OTHER UNITS!*

It's IMPOSSIBLE to get enough cashflow to escape your job until AFTER you get management and maintenance shopped out or done for you or done by you (good luck).

And if you shop it out instead of do it yourself, it'll be that much longer, and that many more units, until you can afford to quit.

This is why 30-year landlords still have day-jobs, and so many people think it takes TONS of money or free time to get started. Because they can never get around that corner!

That sucks!

A MUCH better choice is to get into a CASH GENERATING Real Estate business, then you can free yourself from the daily grind, and once free, build your wealth however you like!

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If you have to build a business anyway, why build a sucky business like a property management company and deal with all those hassles?

In the same amount of time it would take you to do even ONE rental deal, you could build one of the 4 "Profit Machines" and let it churn out \$5,000 - \$25,000 or more for you each month, like clockwork, then ramp up from there!

Besides, one of the hardest lessons for "old timers" in Real Estate to learn is that the money in real estate is NOT in the cashflow... it's cashing in the equity in the property!

I've met sooo many people, still slaving away at their day jobs, who brag about how their tenants are paying off their mortgage- while they work all week to pay the bills on their tenants' house.

I spoke at a REIA club one time, and I asked a room full of 100 or more people, "Is there anyone here who makes a full time income from their rentals?"

One lonely guy raised his hand.

Then I ask, "Do you still have a job?" Yes.

"Does your cashflow from the properties exceed what you make at that job?" No.

"How long have you been investing?" Twenty years.

"You've been "investing" in Real estate for twenty years and you still have a day job. Do you still think rentals are a good idea?" Yes.

"Even though you still have to work a full time job plus work extra to invest?" Yes.

Wouldn't you be in the same place financially if you just worked at a part-time job and put the money in a hands-free investment like stocks or bonds? At least then you wouldn't be so stressed out."

(Angry face) Most common response, "Yeah, but I have a lot of equity."

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"So you're saying- in Real Estate, the money's not in the cashflow, it's cashing in the equity?"

(Angry face turns to big smile)

Myth #5: Real Estate always goes up in value.

This is more of that Realtor/Mortgage Broker talk I warned you about. Anyone who tells you Real Estate always goes up in value over time is trying to sell you Real Estate.

This is the kind of dangerous, worse-than-useless pseudo-science that gets a LOT of people in trouble.

The Truth: Real Estate goes up, and real estate goes down.

"B-b-but Jason, in the long run, it always goes up!"

First of all, if that "long run" is longer than the time at which you'll need to get your money out, then it makes no difference!

And in the long run, Real Estate's just a "hedge" against inflation, and a way to hide your money from the tax man (because you don't get taxed on equity).

In fact, compared to the value of a dollar, Real Estate doesn't go up at all!

In 1990, the average cost of a new house was \$123,000. In 2000, ten years later, it was \$134,150. Even at face value, that's a 9% increase... in 10 years! Or less than 1% per year! Not very good.

But truthfully, compared to the value of a dollar, it's actually LESS! It just seems like it because a dollar isn't worth the same amount anymore!

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I don't know about you, but I can think of about a million ways to get more than 0.009 return on investment.

In 1980, the average price of a home was \$68,714. And again in 2000, it was \$134,150. Sound better? It's not- \$1 dollar in 1980 was the same amount of money as \$2.43 in 2005 according to the government.

That means that same \$68,714 from 1980 is actually \$166,975 in today's money, meaning average home prices now are LOWER than in 1980, after inflation.

20 years for next to nothing, or to even lose money. We can do better.

Why own houses while they go down in value? Heck, for that little, I'd rather just spend the money!

But a Real Estate BUSINESS can make unlimited amounts of money in the same period of time- and it's inflation, recession, and interest rate proof!

Myth #6: Real Estate has great tax breaks.

Do you know why the government gives you tax breaks for real estate? Because it's always falling apart!

If it weren't for depreciation to offset maintenance losses, no one would own Real Estate for the long term. It's not a tax benefit, it's a wash.

Myth #7: Rehabs and rentals are the way to go.

There are a lot of people in Real Estate that will try to squeeze you into a mold, and try to make you feel that their way is the only way to make money in the Real Estate field.

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Unfortunately, a lot of the advice they’ll give you is not only slow and expensive, it’s dangerous! They’re usually stuck in one of two ruts- Buy properties retail and rent them out, or Buy “Junkers”, fix them up and sell them.

Let me make this clear: If you don’t have any money, the LAST thing you need is a tenant! Tenants are NOT income generators. They are liabilities.

CASH, however, is both an asset and a potential income generator. On top of that, one of the things I learned early on in my career is that CASH is much easier to manage than tenants!

As far as rehabs are concerned, again, if you need cash, the 2nd worst thing is a mortgage payment due, a contractor to pay (who probably smells you coming from a mile away and adjusts the prices up), termites, toilets, and all the other loveliness of rehabs.

I have rehabbed DOZENS of houses- and I DO NOT do so anymore. The time, effort and energy it takes is NOT worth it.

Besides, in the time it takes to do one rehab, you could build and cash checks from 2, 3, 4 or more of those “Profit Machines” I talked about earlier- and make 5 times the money, *every month!* With no loans, banks, fees, contractors, or bills.

Myth #8: The financing is as important as the deal.

This is mortgage broker and real estate agent crap. Or worse, seminar garbage from some joker who never bought a house in his life.

Real Estate is NOT finance.

Seriously. Read that again.

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That “Blue Box” that I bought off an Infomercial all those years ago was FULL of ways to finance houses. Some of them actually worked! *But NONE of them were a way to make MONEY!*

Who cares if you can finance a property if there’s no way to make any money!?

The truth is, in order to make money in Real Estate, you MUST have a system for finding truly GREAT deals on a regular basis, a basic knowledge of the four types of profit-only deals, and a system for selling those deals for a profit.

There is no other way.

You have to consistently find great deals, and be able to tie them up, and move them quickly to a profitable conclusion.

That’s what the rest of this report is all about.

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Section #3: Moving Past the Myths

In order to move past the rentals, landlords, and financing BS, the very first thing you need is an understanding of the 4 types of “Profit Machine” deals- Wholesale, Option, Short Sale, and REO’s (also called Bank-Owned Foreclosures).

Wholesale deals come in two basic types- “Junker” houses that need lots of work (rehabbers love to buy these), and “Paint and Carpet” properties that need less work EVERYONE loves to buy these!).

Remember, either way you go, you’ll be selling that property at a discounted price, so when you make your offers, leave plenty of room for your profit.

Here’s an example:

I showed James Eynon this technique, and he got this “doozy” under contract dirt cheap (I can tell why!).

He contacted potential rehabber buyers, and one of them agreed to buy it for more than his contract price.

Thirteen days later he cashed a check for **\$16,574.47!**

Here’s what he wrote me:



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"Dear Jason,

Just wanted to write you a quick note and let you know how awesome I'm doing, and thank you thank you thank you. My entire outlook on my financial life has changed. See, this afternoon I picked up a check for \$16,574.47. It took me about 5-7 hours of "work" and I can't believe I'm looking at this check in front of me right now. This business is absolutely amazing! -James P. Eynon, Port St. Lucie, FL

James has gone on to make over \$300,000 per year using this strategy- ALL IN CASH! He works two hours per day, and plays video games to all hours of the night, and occasionally flips a junk house for a FAT 5-figure check in his spare time!

I have stacks and stacks of testimonials from people all over the US and Canada using my Wholesale Profit Machine to make BIG money- some of them starting from absolute ZERO!

One great lady even told me she made \$20,000 in one month, *starting from scratch*, and she used her overdraft protection of \$100 as a deposit to do her first deal!

When you won't let anything stop you, well, nothing can stop you!

Truthfully, \$300,000 per year might seem like a lot, but once you understand how it works, it's simple. Remember- it takes three things to make BIG money- steady flow of deals, a basic understanding, and a sales system.

And hey, remember those "Paint and Carpet" jobs everyone loves that I talked about earlier?

Well, they're EVEN EASIER to profit from!

See, not only do rehabbers like these deals, but so do landlords, and even owner occupants- people who want to move in and live there- who'd love to get a good price and do the work themselves!

So not only can you flip them for fast cash if you want to, but you can make Cash Now, Cash Monthly, and Cash Later, too- and without ANY repairs or landlording!

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But before I run out of room, let’s move on:

Options are how you control Pretty houses that need no work.

With options, you’ll be selling pretty houses to Owner Occupants at retail price (sometimes more!). So it’s easier to build a BIG profit for yourself!

Here’s an example:

This is Mike Garza, and his wife Kathy, and their two kids- John and Kira. When he decided to get involved in Real Estate, he KNEW he couldn’t afford to be making payments on houses!

Instead, he focused on Options, and selling properties to Owner Occupants. Here are his results, in his own words:



*Dear Jason,
In the three weeks after learning your system, I bought 5 properties with no money down! On the first, I made \$16,000 at closing. On my most recent deal, I made \$18,876 in 17 days with no money down!*



I can’t possibly tell you how this training has changed my life. As a soldier in the U.S. Army, it’s nice to know that even if something happens to me, my children and family’s future is secure.

I also take great pride in knowing that I’ll never have to settle for “average” ever again! **-Mike Garza, Palm Bay**

Mike bought 5 houses in 3 weeks, and made \$34,876 cash just on two of them!

Remember, all it takes is a steady flow of deals, an understanding of how to control the deals, and a system for selling. That’s it!

Options are the most overlooked technique in all of investing, because so few

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people know how to quickly sell houses for great prices. But once you know the system, it’s easy!

Now comes the “Hot Topic” of the Day: Short Sales

Want to know a secret?

Come closer. *Closer...* we don’t want anybody else to hear this.

Short sales are *easy*.

Shhh! Don’t let anyone know!

Why does everyone think they are so hard? Because they’re doing Short Sales the old fashioned way!

That’s right!

Think about it- when you are offering CASH- as you will be if you’ll be selling it using one of the four “Profit Machine” selling systems, there’s NO negotiating with the bank! You just make an offer and they say yes or no! THERE’S NOTHING TO NEGOTIATE!

AND HERE’S THE BEST PART:

If you follow my system, you’ll have a third-party meet all your Short Sale sellers, and you’ll have access to an almost UNLIMITED number of deals, and you won’t have to do any paperwork, any negotiating, and you don’t ever have to meet the Seller (unless you want to, of course).

All you do is make an offer, then someone else does all the “crap” like paperwork and talking to the seller and the bank, puts the whole package together for you, and lets you know if your offer was accepted, and if not, what it’ll take to do the deal.

Meanwhile you’ve done... well... just about *zilch!*

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Then, once they let you know the bank accepted your offer, all you do is sell the house using the same “profit machine” selling systems, and someone else will sell it for you, to!

SHORT SALES ARE JUST A WAY TO GET MORE PROPERTIES AT A DISCOUNT! THEY ARE FUNDAMENTALLY THE SAME KINDS OF DEALS AS ANY OTHER!

Man, I hope that clears up a lot of the hoopla and confusion that seems to be all anyone talks about with Short Sales!

Want to know my favorite strategy? I like to make offers on LISTED properties, and let the Agent do the Short Sale for me! On 2/3's of your short sale deals, you may never even meet the seller!

I make offer, agent does short sale, I sell house for profit. No muss, no fuss!

(Note: I can't believe I actually shared that for free. IT'S HUGE.)

And last but certainly NOT Least, the Hottest Source of Deals in the Last 20 years- REO's!

I really like Bank Owned Properties, because they're easy to find dirt cheap, easy to get under contract, and easy to sell!

PLUS, they come in all types and price ranges, so they're some of the most profitable deals you could ever do.

Want to see some incredible deals? Then just check out Realtor.Com, and plug in your nearest major city, “single family homes, 3 bedrooms, 1+ bathrooms, and \$0 minimum to no maximum price”.

Check out the LOWEST priced properties and you'll see some AMAZING deals!

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And whether they are “junkers” that need major repairs, “paint and carpet” deals that need only cosmetic repairs, or BEAUTIFUL houses that don’t need a THING...

YOU CAN BUY THEM FOR 10-30% OF MARKET VALUE!

And if you get good at it, which won’t take long, you can find deals like his about once a week!

And here’s what’s funny:

SOOO many investors are SCARED of REO’s because they don’t know how to control them and then sell them and get their check!

They complain that *“Ohh, woe is me, the contracts are UN-Assignable! The banks need huge deposits and you have to pay cash! REO’s are impossible!”*

And to tell you the truth, I’d just as soon they go on thinking like that, and leave all the best deals for us, right!

With just a small bit of THE RIGHT training, I can show anyone how to flip them to another investor for fast cash, to an owner Occupant for full retail, or even to a Buyer’s List you can build for free that will fall all over themselves for these types of deals!

Heck, SOME BANKS WILL EVEN “OWNER FINANCE” THEIR REO’S to Investors, so you can buy them however you want, sell them however you want, and make as much money as your skills and the property can handle!

Talk about stress-free living!

And since there’s so little competition for the really HUGE REO deals, some folks (myself included) are focusing on what I call “elephant” deals- six figure profit spreads from REO’s.

These are deals where the profits are \$100,000 or more per deal, and once you get over the “myths” about investing and get a steady flow of deals, the knowledge of how to

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control them, and a system for selling them, you can hunt them down and knock the ball out of the park!

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Section #4: A Flood of Great Deals

There are 4 sources of truly excellent deals open to everyone. Best of all, 3 of them are FREE! I’m only going to do an overview here. I’ll do a follow up video to show you more.

1. Vacants and REO’s
2. FSBO’s
3. Direct Mail
4. Signs
5. Credibility

I’ll go over each of these, but it’s important to remind you that I obviously can’t go into great detail in a simple report about any of them, so look for follow ups to this report.

Vacants and REO’s

Here’s a BIG tip to make finding a flood of vacant houses about ten times easier, and for doing the deals that most investors will NEVER even know exist!

Go online on your computer, and open up two websites at the same time. One should be a listing service (MLS or similar, I use www.Realtor.Com). The other should be a comparable sales website (I use www.Zillow.com).

Start with your market area, no minimum price, and half of the area’s median home price as the maximum, and only single family homes of 3 bedrooms or more.

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So, for example, I'm in West Palm Beach, and the median home price is around \$300,000 so I would search "no minimum", "\$150,000 maximum", "3 bedrooms or more", and "single family homes only".

Then, when the listings come up, I just copy them from the listing program and paste the address into the "comps" program, and instantly I know which properties are significantly below value.

NOTE: I just did this exercise and there are 142 properties at half median home price or less. I'll post a follow up video for everyone who's signed up on the early-notification list that shows how to do it.

I make offers on any properties asking less than 80% of market value, that way I know that there's a good chance my dirt cheap offer will be accepted.

When looking for junkers, REO's, or vacant houses, this is the best and fastest way to find them! And remember, the seller pays the agent, so you pay:

\$0 per deal!

There are 7 ways to maximize this income stream of FREE leads, more about that later.

Direct Mail:

There are a couple of secret "ninja" methods for finding deals, but before I get to those, I want to talk for a minute about direct mail, and the RIGHT way to use it.

I know that as soon as I say "mail", you probably have nightmare flashes of either HUGE expenses for thousands of postcards or letters (the old way that never worked very well), or cramped hands and sticky tongues from sealing hundreds or thousands of envelopes.

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No, no, and no. ALL of that is WRONG! "Mass mailing" IS NOT, and NEVER WAS a very good way to make money in Real Estate. The reason it was, and STILL IS being taught, is because many Guru's don't know anything else to tell you!

They only know one thing- how to sell seminars and courses- and for that they use mail, so what do they want to teach you? Mail! It's the only thing they know!

I just got a video from a MAJOR national guru that said I should be sending 4,000 postcards a month. FOUR THOUSAND!

Jeez, how BAD does your marketing have to be for you to need FOUR THOUSAND pieces mailed to get a month's worth of deals?

Worse, this same guru went on to say that he does this every month, and buys 12 houses a year... A YEAR!!!! THAT'S 4,000 POSTCARDS TO DO ONE DEAL!! How terrible are these cards?

HOLY CRAP! Then he goes on to say (and this is the important part to catch) that for just \$4,000 or \$6,000 to start, and \$500 bucks a month, you can get access to his "awesome" Done For You service that will send out the postcards for you- for just 43 cents EACH!

I have many students using my system mailing, literally, 1/10 that much and average 2-4 houses per month. That's 3-6 months to get twelve. That means we are 2 times to 4 times as effective... FOR ONE TENTH THE PRICE!

Using his numbers, I should be charging \$40,000 or so to learn my "secrets". Instead, I've put them in this Free report!

Here's the basics of what you need to get great results from mailing:

1. You have a good marketing piece.
2. You send it to targeted leads (sellers you expect have a need to sell)
3. The calls are handled well
4. You follow up.

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That’ll be \$40,000 please.

In a typical week, you should get 10 “real” calls (not junk calls or people who don’t want to sell), talk to 5 or so sellers, and buy one house. From 100 letters or so, depending on your market.

I pay a stay at home mom to do the letters for me, and I pay her 25 cents each, so the total cost for all of that is:

Stay at home mom: 25 cents ea.

Postage: 44 cents

Envelope and letter: 10 cents

Total: 79 cents each X 100 letters = \$79 to buy one house.

Sure beats thousands of dollars worth of postcards, doesn’t it?

Insider’s Tip: The mail that gets returned to you marked “vacant” is more valuable than the mail that got through! TRACK THOSE OWNERS DOWN!

FSBO’s:

There are three great (and cheap) ways to target FSBO’s- that’s “For Sale By Owner” properties.

Of the three, my favorite way is to get someone else (the same woman who does my letters does this for me) to call the classified ads for sale in the paper for me.

Each time a seller answers all of the questions on my FSBO script, I pay \$3 for that filled out script. Each week, you’ll pay for about 10 filled out scripts, making your “assistant” \$30, and getting you one deal from those ten.

10 Filled Out Scripts X \$3 = \$30 for one deal.

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Signs

There are 3 kinds of signs you can and will use, but I’m going to talk about the easiest and simplest- car magnetics. These are the ones you see on the doors of peoples’ cars advertising everything from tax services to weight loss pills and potions, and everything in between.

Why? Because they work. You’ll never get a ton of calls, but for \$40-\$50 bucks, you’ll get a handful of calls for a long long time.

But I’m not overly concerned about that right now. I’m concerned more about how they affect...

Credibility

When you drive to a seller’s house, you should have two credibility pieces on you- #1 the magnetic signs on your car, and #2- business cards. They should be the same message, color, and font, so they help establish you in the seller’s mind.

That way, when you are talking to the seller, they don’t ask you “have you ever done this before”. Instead, they realize you are in the house business!

Truly motivated sellers don’t care about you, remember? So the good news is, they don’t care if you’re new, only that you can solve their problem.

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Section #5: **A System For Selling Quickly and for Top Dollar**

I actually use four different selling systems, depending on the type of deal, and the type of property.

System #1: Wholesaling

The absolute best way to sell dirt-cheap Junker or REO properties is by e-mailing your list of rehabber and investor buyers.

If you want to get started building a list, just use a local Sunday paper, and call all of the people with "I Buy Houses" type ads in the Real Estate wanted section.

Then, when you get your first deal, you'll run a classified ad yourself, in the properties for sale section, and simply ask each person, "If you want me to e-mail you these deals on a regular basis, give me your e-mail address."

System #2: The 7 Day Sale

This is my baby, my own invention. The 7 Day Sale selling system is how we sell properties to retail Owner Occupant buyers in just 7 days. Now, they still have to qualify to fund the deal, but we usually close within 30 days.

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When I added 7 Day Sales to my selling arsenal, my income exploded, and I went from struggling to cash-in-the-bank rich in just a few months, no joke.

System #3: The 3-Step "Owner Financing" System

If the very words "Owner Financing" scare you, they shouldn't. I use Owner Financing as a "hook" to get a flood of B and C credit borrowers, and then take the best of them to the mortgage broker to finance the purchase.

I DO NOT EVER let someone live in my houses and pay me a monthly mortgage, while I pay the bank. It's BAD, BAD news, more "Guru" crap. And it's FAR more headaches than it's worth.

System #4: The "Automatic" System

This is a method I use to let buyers "sift and sort" themselves. We use voicemail to give them a chance to see the house before we ever even talk to them, so we know that by the time we speak to them, they're already motivated to buy!

Choosing a selling method is easy, once you know the type of deal you're doing.

If it's a Junker deal, or a dirt cheap REO and a cash sale, use the Wholesaling system.

If it's a pretty house you need to sell FAST (like when the bank approves a short sale, and you need to cash out, or when you just don't want to make any more payments), use a 7 Day Sale.

If it's a Pretty house and you'd like to try to get full price or more, and you have a few weeks or more to wait (like when waiting for a Short Sale to be approved, or when you have time left on your Option to Purchase), use the Owner Finance System.

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If you don't want to talk to a bunch of "looky-loo's", or if you're working full time and doing real estate very part time, use the Automatic system.

And, best of all, these are all so SIMPLE that you can learn how to do all 4 in just a few hours, once you understand it!

Results:

I hope this report helped clear away some of the myths and guru BS that's been cluttering the conference rooms, REIA groups, teleclasses, and internet for so long. I hope I've made it clear that you need to be careful who you listen to.

My journey through Real Estate really started out about 6 years ago when I finally learned how to generate cash income NOW! Once I realized that BUSINESS cashflow was totally different from real estate cashflow, the doors have REALLY opened up!

By focusing exclusively on cash-generating deals- Wholesale, Option, Short Sale, and REO's - and ignoring the rest, I and my most successful students have been able to create six and seven figure businesses that leave our lifestyle intact!

When I first started out, I didn't see the MASSIVE potential of this approach, and I only really thought that I'd do it for "a little while" until I got my expenses under control.

But after I started, I quickly realized that once I escaped the time traps and bottlenecks of rehabs and rentals, tenants, toilets, termites, lenders and banks, I was making more money- in cash- than ever before!

I've only been able to share a few examples of what we've been doing for the last few years, but I want to show you some of what the result has been:

1. My cash profits have more than doubled every single year since I started this new approach (And I was no slouch before I started!) Going well over the 7-Figure mark.

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2. I spend more time doing what I want, and less “dealing with” maintenance and management issues.
3. We’ve completely erased all of our debts!
4. My buyer’s lists have grown over 1,000%- in the middle of a down market!
5. And I’ve done it all with no staff! (Just a little piece-meal help from “helpers”!)

I’ve never publicly shared my entire “Profit Machine” system in it’s entirety before. I wanted to test it and tweak it and test it out on a few hand-picked folks first to make sure it would work for everybody. As you can see from the above, it works great!

I’ll be sharing it for the first time ever at the “Real Estate Profit Machine” Workshop.

If you would like to get on the Advance Notice list and get a head start to make sure you’re in the first 36, scroll down to the bottom of the page and click the blue link, or visit: <http://www.RealEstateProfitMachine.Com> to get on the Pre-Launch list.

As of right now, over 4,121 people have registered to receive this report, and I’m sure this will really move fast once I open registrations!

To get on the pre-release list, please click on the link below NOW!

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Talk soon,

Jason Loucks

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