



Ten Secrets to Becoming a Highly Successful & Profitable Residential Developer!

Have you been thinking about becoming a residential developer? Thinking about earning **25%** and more on your investments? Have a lot of questions but no one to ask? Don't really know where to start?

You're not alone....



Secrets...

I'm going to share a few secrets with you. You're not going to believe most of these secrets until you get out there and start developing yourself. For the moment, you're just going to have to trust me that I am telling you the truth.

Secret #1

If you've already searched Google you know there are no books, seminars, or residential developer trainers. Strange when you consider how many developers are out there. However, the reality is that most developers learn through expensive "trial and error". Re-inventing the wheel each time.

That's right, the first secret is that until recently there was no one you could really turn to and ask questions. Or, someone who'd be willing to mentor you and teach you how to be profitable.

Secret #2

Residential Developers don't like to share their knowledge. Yes, they may agree to mentor you. However, few are really going to show you what they're doing to succeed. Three reasons for that; 1) They don't know. 2) You're a future competitor. 3) They may not be as profitable as they appear to be.

Secret #3

Extremely few residential developers are as profitable as they can be. They've learned to pay attention to areas of their development that their lenders are interested in. The numbers. However, once they have their loan they remain focused on those numbers. Often losing money because the "numbers" are an illusion.

Secret #4

Most residential developers build homes to build them. They usually have no idea what homes are in demand or why. This often means that the homes don't sell as quickly as they should or for as much as they should.

Secret #5

Most residential developers have no clue as to how to get an appraisal on a home or a condo **before** they build it.

Secret #6

Even more residential developers have no clue as to who will buy their homes or condos. If you were to ask them who they're building their homes for they would tell you for "home buyers".

Secret #7

To make matters worse developers hire realtors to sell their homes. Realtors know even less about who the market is than the developer. There are very few competent and proactive realtors. Most wait until a home buyer stumbles into their office and asks to buy a home. This means that the developer is paying for finance charges while they're waiting for the realtor to sell the homes.

Secret #8

Many developers depend upon realtors to guide them. Not realizing that if the realtor knew how to develop they'd be developing and not selling real estate. Would you ask the cashier at your local clothing store how to sew a shirt or pair of pants?

Secret #9

Many developers depend upon realtors to locate land for them to build on. There are some very competent realtors out there who specialize in providing this service. However, most realtors have no clue and are not proactive.

Secret #10

Most developers have no idea **how to** hire a builder/contractor. What questions to ask them. More importantly what answers the builder should give them. In fact, the fatal mistake that most make is to hire a builder based upon the lowest bid and how “cheap” the builder will work for.

I could continue but I believe that you are starting to see how **90%** of the residential developers are playing “*Russian Roulette*” with their development projects.

Do You Have What It Takes?

There are many pitfalls to being a residential developer. Most of them can be avoided. However, there are never any guarantees. Becoming a residential developer requires you to be very flexible and adaptable. To understand that your “plan” is just a general guide. That things will go wrong and if you can’t adjust quick enough you’re not going to be profitable in this business.

I want you to take a moment to read the above paragraph again. It is extremely important that you understand the above. Although residential development is less risky and **more** profitable than stocks, bonds and most other investment vehicles there are no guarantees of profits.

Take a moment to read and think about the following, make sure that you understand and agree.

- \$ No guarantees of profitability – embrace the unknown
- \$ Things will always go wrong – you must be adaptable
- \$ There will always be delays – you must be flexible
- \$ It will always cost more than expected -- be prepared
- \$ Extremely patient – development is a slow business
- \$ Detail oriented – organization is a must

If you don't agree with all of the above then becoming a residential developer is **not** for you. You simply do not have what it takes to be in this business.

My Ulterior Motive...

Let me tell you who I am and tell you my ulterior motive for providing this mentorship.

First, I am not here to sell you a book, seminar, bootcamp, cd, or any other nonsense. I don't fool around with trying to earn \$500 when I can earn \$50,000 and a lot more.

I'm a **national builder**, licensed bonded and insured in all 48 continental states. This means that I have a vested interest in your profitability.

My ulterior motive is to train you on how to be a very profitable residential developer. **I want you to hire my company to build your homes or condos.** It's as simple as that. That's my entire ulterior motivation for training you.

You see, the more profitable I help you to be the more likely you are to hire my company to build all of your residential developments. It's a "**Win-Win-Win**" situation for everyone.

Here is my main website: **[USA Master Builders](#)**

Find out more about the homes we build: **[Beautiful Custom Homes](#)** or download our [checklist](#).

As you can see, my job is to build profitable developments. Whether it is one home or it's a 250 unit condo or housing development. If it's not going to be profitable for you then I'm simply not interested in the project. I don't care how much money is in the project.

Why?

Because, as anyone in business will tell you, it's more expensive to find a new client than to work with existing clients. In my case, there's no point in me building a project where a developer isn't going to be profitable. Why? Because they're not going to hire me again.

Tools To Profits...

What do I have to offer you that your local builders can't or won't?

- ◆ Access to Private Lenders eager to work with you
- ◆ Exclusive Executive Summary form
- ◆ Access to an affordable and competent CPA
- ◆ Access to land at wholesale
- ◆ Money Back Guarantee on your project
- ◆ Loan Officers to quickly finance your home buyers

Do any of the local builders have any of these resources available to you? The answer of course is, "no".

Why?

Because they're only interested in you once you have the money and you're ready to build. They're passive. I am *proactive*. I'm not content to wait for you to get a loan and figure out how to get started.

How Much?



My good friend Colm Dillon, who is the only other residential developer trainer available, charges \$250/hr for a private consultation. At that he's being under paid by \$3250/hr. But he has his reasons for charging what he does.

To be quite honest, for the resources we both can provide, and the money we're going to save you in mistakes, we could both easily command \$5000/hr or more.

However, as I mentioned at the beginning of this, I'm not interested in earning mentorship fees. That's not where the real money is for me. The real money is in my building your projects for you. Why settle for \$500 when I can earn \$50k as your builder?

And, if I'm earning \$50k to \$50mil on your project – you can imagine how much you're going to be earning on each of your projects.

However, I need a way to separate the curious from the serious. I don't have time to waste on those who are just interested in learning about becoming a residential developer. I am only interested in working with those who are serious about becoming residential developers.

So here's the deal...

I will agree to mentor you on four non-negotiable conditions.

- ◆The first is that you must sign a "**non-compete non-disclosure**" agreement with me. This basically protects me from you trying to access my resources without hiring me as the builder.
- ◆The second is that you will be required to sign an agreement that you will **hire my company** for building your first three projects.
- ◆You must prove to me that you can access a minimum of \$250k, preferably \$500k or more. I'll need current report on **FICO scores**. Those who can access more than \$500k will be given priority. It is important to note the money is **not** for me. It's for **your** project.
- ◆You must be **committed** to your new career and follow instructions as given and do the homework provided. Otherwise you'll be terminated from the program without a refund.
- ◆And, finally you will be required to donate **\$500/mo** for six months to **MsWeCare**. You must follow instructions as given and it's your responsibility to ask questions.

Sounds rather harsh, doesn't it?



This is a serious business and I am very serious about my business. I simply do not have the time or resources to waste on people who are just interested in learning something new. Hopefully, you understand this no-nonsense approach and will appreciate it.

It is important to note that I am **not** guaranteeing anything. I am simply offering to mentor you and provide you access to my resources to help ensure your profitability. However, the final outcome will always be up to you.

About Your Mentorship

Keep in mind that I am not going to be doing the work for you. My job is to show you the least risky and most profitable way to get into this business. However, **you're the one who is going to have to do the actual work.**

There are no books or seminars for what you're going to learn. You're going to learn the old fashion way....by **doing**. You didn't learn to walk by reading a book or attending a seminar. You learned to walk by walking. And, you'll learn how to be a profitable Residential Developer by going through the process.

Here's what you get as part of your mentorship package:

- ◆ Access to my resources (\$50k value)
- ◆ My exclusive three page **Executive Summary** form and instructions on what is being asked for and why. This form is critical for 95% of all loans you'll be applying for. (\$3000 value)
- ◆ Review of each Executive Summary before you submit it to a lender. You'll note on my website I charge \$5000 for each review to other developers and even lenders for this service. (\$5,000 per review value)
- ◆ Provide you with access to **Private Lenders** that I work with who will finance your projects faster and with better terms than traditional lenders.
- ◆ Teach you exactly what lenders are looking for and why
- ◆ Teach you how to locate land to build on **without** a realtor. This will save you both time and a small fortune in realtor commissions. Money you put in your pocket instead of theirs. (priceless)
- ◆ Teach you how to buy land at **wholesale**. It's amazing how many developers purchase land at retail. (\$10k min value)
- ◆ Teach you how to control land to be built on with less than **1% down**. Sometimes, not often, even with no money. (\$30k min value)
- ◆ Teach you how to take over some else's development and they'll love you for it. (priceless)
- ◆ Teach you how to know exactly what to build and how to have it **appraised** before you build it. (priceless)
- ◆ Provide you with architectural blueprints. (\$20k min value)
- ◆ Provide you with structural engineer approvals (\$5k min value)
- ◆ What questions to ask a builder and why
- ◆ How to get a builder to agree to build without a down payment. (\$20k min value)
- ◆ How to insist and get a **Money Back Guarantee** on your project reducing your risk. (priceless)
- ◆ Teach you how to sell your properties quickly **without** a realtor and save a small fortune in realtor commissions. (\$20k min value)
- ◆ Teach you how to **create a demand** for your homes and have home buyers and investors ordering their homes in advance. (priceless)
- ◆ **Much, much, more....**

Receiving Mentorship...

Support may include but not be limited to being provided via the following medias:

- 1) Virtual conference room (group overview)
- 2) Private Blog -- primary way of communicating
- 3) Email
- 4) Instant Message
- 5) Phone (limited to once a week for 30 minutes)

You're not going to be spending a lot of time speaking to me. Most of your time will be spent doing the research required to start your first project.

Who's Ideal for this Training?

If you're earning a minimum of \$50k and have good credit you might be a good candidate. However, the best candidates I've discovered are usually: Dentists, Chiropractors, Business Owners, Property Inspectors, Jewelers, Dry Cleaners, Paralegals, Corporate Executives, and Successful Mortgage Brokers.

Bonuses

Unlike many of the websites on "real estate investing" I'm not going to offer you a discount, bonuses, or any special incentives to take advantage of this unique opportunity.

Either you want to be a profitable Residential Developer or you don't. If you're looking for "get rich quick" this isn't for you. If you're looking for someone who will do all the work – this isn't for you. If you're looking to learn something new for the sake of learning it – this isn't for you.

As a residential developer you're going to have to make decisions based upon the merits presented to you. This is as good a time as any to begin.

If you're serious and ready to start right now, then [email](#) me, I'll send you a Paypal subscription link to donate \$500/mo to [MsWeCare](#). Then we'll get started.

Small Developer Coach

