

THE TAX SALE BLUEPRINT

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5 SECRETS TO RUNNING A
SUCCESSFUL TAX SALE BUSINESS
IN YOUR SPARE TIME

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Do you need a financial freedom kick start?

Have you ever wanted to turn \$.01 into \$1500, or \$120 into \$8,000?

What about \$500 into \$15,000?

Do you have the desire and determination to become successful?

My Story...

I was only a few months removed from high school when it happened. Working at a local restaurant while attending college I received a letter that would change my life. It was from my college telling me that I was being put on academic suspension due to my low grades during the preceding summer. I struggled with college, big time, and now I had essentially failed out. For the next few weeks while making minimum wage working in the kitchen at a restaurant, I pondered what I should do. Real estate was something that had always intrigued me and one night I just decided to go for it on the spur of the moment...



That evening, I went on a spending spree buying every real estate and business book I could afford (most were used). One of the books suggested that I needed to get my foot in the door

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THE TAX SALE BLUEPRINT

somehow and recommended getting a real estate license (I don't recommend it). So, I petitioned the same college that put me on academic suspension to allow me to take the Real Estate Principles & Practices Course – which was a state prerequisite to become a real estate agent. I attended, learned as much as I could, passed the state test and became licensed as a real estate agent at age 18. I thought I'd be making loads of money – since a 3% commission on a \$1 million deal is \$30,000 after all. :)

I approached a local firm and was hired, where I would retain about half of the commissions I brought it. The only problem is I didn't bring in anything – for a long time. No \$30,000 commissions, \$3,000 commissions, or even a \$3 commission.

Beginning to struggle I realized I needed to find a niche, since I couldn't compete with the 30 year career agents. I chose exactly what no one else in the area wanted to deal with – vacant lots that were valued between \$2000-3000, where I would make a few bucks each sale in commissions. I used credit cards to pay for mass mailings soliciting the owners of these properties to sell through me. I made about \$300 selling each one. At the time, I thought I was doing very well – well enough to save up a few hundred bucks over a three month period, which was more money than I had ever had. The only problem was that I *hated* being a real estate agent and knew it would never bring the success I wanted. I dealt with a lot of investors and hated

THE TAX SALE BLUEPRINT

doing all the work so they could get rich. I just hated everything about it.

One day while researching property owners I continued to see the same couple of names. I dug farther and farther and realized these guys were purchasing their properties at tax sales. I dug a little more and realized these guys had loads of money. I found out everything I could about tax sales and even bought a couple of books (although they weren't very helpful). I attended a couple of tax sales to see what they were like. Then I pulled the trigger – I was ready to go. I was an 18 year old kid who was green to the industry and blind to tax sales. I had my deposit ready, my notebook in hand and was excited. I walked in about 15 minutes before the auction to see a full room. I felt as if everyone was staring at me for some unknown reason. My heart started to race, and I became nervous. What if I wasn't loud enough when I bid? What if I wasn't prepared? What if I screwed up and everyone laughed at me?

As the properties I wanted came, my heart would race, I would bid, and then get outbid. This happened countless times. Then towards the end of the auction, when a large majority of the bidders had left, a property came up I was interested in. I bid on it, then I was yet again outbid. Before the hammer fell I bid on it again, ... outbid. At the threshold of my spending I placed my final bid and hear someone jokingly say "just let the kid have it." Luckily for me, the other bidder smiled at me and

THE TAX SALE BLUEPRINT

I finally won a property. The person that said “just let the kid have it” changed my life.

I paid \$800 for that property, and paid an attorney \$500 to get a clear title (which wasn't necessary looking back). This money was made up of the “savings” I had and a credit card advance – you know the ones that charge about 28% interest. I ended up selling that property a few months later for \$14,000.... I went on to buy and sell about 10 tax sale properties that year.

By age 19, I obtained a mortgage broker's license to help me learn that portion of the industry, and continued to learn about tax sales. At 20, I earned a broker's license which allowed me to leave the grind and open my own firm so I could invest heavily in tax sales without being pushed to earn commissions for someone else's company. Although I have obtained multiple licenses, it is not required to become licensed in any field to participate in tax sale investing – more on this later.

The first year I invested in tax sale properties turned out quite well for me. I lucked out on those investments. I thought I knew the business and could become very successful investing in tax sales. I was 18 and naïve after all. Looking back I did it the hard way. The very, very, very hard way. I didn't have any idea what I was doing. After that first lucky year, the economy and the business changed. I screwed up an unimaginable number of times, some nearly bankrupting me and some coming close to putting me in jail simply because I didn't

THE TAX SALE BLUEPRINT

know what I was doing and I didn't have proven systems in place like I do now. I have dealt with lawsuits, criminal actions, swamp land, homes being burned down, tax issues, and lots and lots of interesting people. I have spent months in hotels and many sleepless nights doing research. I have driven thousands of miles and have purchased properties in some areas that I didn't know whether or not I'd survive a drive through them. All of this was unnecessary. Very unnecessary. I was foolish and had no idea what I was doing. I wasted a lot of time and a lot of money.

Over the years I have attended hundreds of tax sale auctions and have purchased more properties than most people can even begin to imagine. I have more experience in the tax sale arena than just about anyone in the world. This experience led me to develop systems that I now successfully use that require less effort, less time, less money, and nearly no risk yet produce big, big paychecks.

When people used to ask me what I did for a living, I'd say I was a real estate investor. I never mentioned tax sales. I was greedy and secretive. Then I mentioned it to a friend who was persistent about my investments. After I gave a few examples of recent deals I had done, naturally he became very interested. I told myself I can't share the secrets I've learned over the years, because he'll buy all the properties I want. Then I realized . . . there are hundreds of thousands of properties auctioned off each year and the chance of him becoming

THE TAX SALE BLUEPRINT

interested in the thousand or so I am interested in is slim. We talked more about it and then I taught him the systems I use. I made sure he understood I'd provide the tools, if he provided the effort. A couple of months later, he took off work for three days to attend a couple tax sale auctions, and made over \$20,000 . . . yes, over \$20,000 for just three days work (actually it was only about 3 hours a day for 3 days, so 9 hours total)! Looking back, he was my first of countless students. Everyone loves being successful, and after that experience it became my desire to help others achieve great success by teaching my tax sale investing course to others around the world.

During my real estate career I have developed properties, built homes, put together joint ventures and syndicates, held purchase money mortgages, and have bought and sold lots, acreage, homes, and commercial properties across the country. Although I have experience in all facets of the business, the most lucrative sector continues to be tax sales. I have made an average of over 200% on each of the tax sale properties I have purchased throughout the years. I have made as much as \$20,000 off of a \$50 investment.

I should probably add a caveat here. Tax sale investing *is not* easy. If you think it is, you have something coming that I wouldn't wish on my worst enemy – believe me, I went through it. I spent many years investing in tax sale properties where I couldn't sleep at night. I had no idea what I was doing and I

THE TAX SALE BLUEPRINT

was buying the wrong properties and paying too much. I purchased properties that nearly put me in jail. Other ones nearly sent me into bankruptcy. I went deep into debt trying to figure out the tax sale business. I was stressed beyond belief – so stressed that I would be sick to my stomach. I was so close to success, yet so far away. I would either have to figure out a way to make it work or I would become homeless trying. By sheer determination (and luck) I figured the business out. I developed proven foolproof systems that work. Systems that I truly wish I would've had in place when I started. Systems that would've made me successful so much faster.

When it comes down to it, I am a very simple guy. I vacation more than I care to admit, do the things I want to do, and experience the life I want to live. I am a guy who has developed systems proven to make money (and lots of it) and am now sharing them with you so you can enjoy immediate success and experience your bank account grow more than you ever thought possible. And that's what it boils down to. My biggest passion is success . . . your success.

I quickly learned the tax sale business is a very complex business. When you decide to get into tax sale investing you can do one of two things. You can go into it blindly, lose your money, go belly up and experience some of the worst defeat you can possibly imagine. Or you can learn all you can about the

THE TAX SALE BLUEPRINT

business and experience loads of success resulting in more money that you've ever experienced in your life. The choice is yours.

There are five parts to becoming a successful tax sale investor that we will discuss in this book. They include: Preparing yourself, Buying, Selling, Growing, and Successful Mindsets.

Prepare Yourself

I see it time and time again. Someone has a few extra dollars to spend and they hear that they can make lots of money in tax sales. They show up with no knowledge of what they're doing, buy a property they know nothing about, pay too much for it, and end up losing their butt on it. Or if they make money on the first few deals (like I lucked out and did) it will only be a matter of time before their entire world comes crashing down.

The fact of the matter is you can't possibly become a successful tax sale investor without either (a) a lot of money and a lot of dumb luck or (b) the proper training. I went the "dumb luck and a lot of money" route. No, I didn't have a lot of money to invest . . . I *wasted* a lot of money, every dime I earned the first year investing was wasted. To the tune of tens of thousands of dollars trying to figure out what the heck I was doing. I was making pennies and losing nickels.

THE TAX SALE BLUEPRINT

I couldn't figure it out. So I figured I must have not been working hard enough. For the next couple of years I was working harder than I ever worked only to make less than I have ever made. Those couple of years are years that I will never be able to get back. Time is our most valuable commodity. You can literally be here one second and be gone the next. No one wants to spend their extremely valuable time failing at a business.

But it happens. It happens a lot. I get emails, calls and letters from other "investors" asking for help. Asking what they did wrong. Asking why they can't sell their properties or why they are so stressed out about investing in tax sales. My answer is always the same – you weren't and you aren't prepared . . . you should *not* be in this business. Blunt, I know. But the fact of the matter is if you aren't making money investing in tax sales (and lots of it) you weren't prepared when you started and you had no idea what you are getting yourself into. I've seen worlds come crashing down. Marriages collapse. Homes lost. Bankruptcies. Heartache. Even suicides. All because someone got into something they shouldn't have been in the first place and they didn't take the time needed to learn the proper way to do something.

Now is the time to be real with yourself. Now is the time to decide whether or not you want to change your life for the better. It's up to you whether or not you decide to learn and become successful in tax sale investing, if you want to fail, or if you don't even want to try.

THE TAX SALE BLUEPRINT

On that same note, let's discuss what it takes to be a successful tax sale investor – effort. Plain and simple, anything worth having requires effort. I can show someone how to make lots of money investing in tax sale properties, but without their effort, they'll never make a dime. You can teach a child how to tie their shoes but without effort they'll never figure it out.

When it comes to tax sale investing it takes what I like to call smart effort. I know people that try really, really hard. They are very, very busy people. Yet, they never make a dime. I know people that work 70 hours a week and don't ever seem to be productive or successful in their lives. They are spinning their wheels but never seem to be able to gain traction. I put forth a lot of effort – loads and loads of effort. But it is also smart effort. I am very productive when I need to be. And I get a lot of traction – do I work 70 hours a week? Not a chance. 40 hours a week? Nope. 20 hour a week? Not me. On a very busy week I'll work around 5-8 hours on my tax sale business. Don't get me wrong. I work long hours with my other businesses. It's not because I need the money, it's simply because I get bored easily and need something to do with my time. But when it comes to my tax sale business 5-8 hours is about the most I've ever worked in one week. Yep, that's about one hour per day. So there goes your I have another job, or I don't have time excuse. Of course, you can only be this

THE TAX SALE BLUEPRINT

efficient and productive if you either suffer through many setbacks, issues and failures or you learn from someone who has.

Flying is one of the many hobbies that I have. I enjoy few things more than flying an airplane or traveling place to place in a fraction of the time it takes others to drive there. When I first got into aviation I rode along with a friend. He told me what does what and explained the basics. It seemed easy. After all, it's just a little steering wheel thing, a couple of peddles to press your feet on, and a lever that gives it the juice. Simple right? Wrong. There's so much more to it.

Investing in real estate is the same to many people. You buy at one price, sell at a higher price and the difference is your profit – that it's. Right? Wrong. If you don't prepare yourself properly you will crash . . . and it will be ugly. You have been warned.

Buying

Before we get into it, I need to make something very clear. I don't teach about tax liens. So much incorrect information has been put out there about tax liens that it is easy to misunderstand the difference between tax lien sales and tax deed/or just simply tax sales as some states call them.

THE TAX SALE BLUEPRINT

You generally have two different scenarios. The first scenario goes like this: When someone fails to pay their taxes, a tax lien is auctioned off. The winning bidder now owns the lien on the property which usually earns an interest rate that isn't anything to write home about. When the buyer redeems the lien (pays the back due taxes) you get your investment back plus interest. If they don't redeem the property in the allotted time period, you have the ability to foreclose the tax lien you own. Pretty neat, huh? Not really. Less than 3% of all tax liens become foreclosable. And most of these liens that become foreclosable are for junk property anyhow that isn't worth the paper that the lien's printed on.

Let's go back to that interest rate for a second. Some states have bid down systems where the rate gets as low as .5%. Others have set rates up to 18 or 20% per year. Suppose you invest \$1,000 in a tax lien. Then it takes one year before the lien is redeemed. You will get paid \$1,200. Not a bad return if you have *no* desire to get rich. If I want 20% returns, I am going to do something much easier than chase liens, however. I don't consider anything a good investment until you reach 50% or even larger returns – I don't personally invest in *anything* unless I can get at least a 150% return on my money!

Then you have another situation - what if that property is redeemed a month or two later? In some states (known as overbid states) you could actually LOSE money! The lien might be for \$1000, you buy it for \$1100, which means the \$100 is gone until

THE TAX SALE BLUEPRINT

you make it back up in interest from that purchase. If the lien is paid off within a month or two you are guaranteed to lose money. You are basically investing in these states and left wondering when you'll be paid back which determines if you'll lose money or not. Did I mention your money could be tied up for three years? Not being able to use capital to produce income is a huge no no if you ask me.

You also need to know everything you can about the underlying asset of every lien. The underlying asset behind tax liens is real estate. Even though less than 5% of all tax liens become foreclosable it is still extremely important you know all you can about that real estate. Otherwise you could buy a lien, invest your money, and end up foreclosing on a property that isn't even worth the money you invested. Believe it or not more than one tax lien has been auctioned off for a beautiful house that has since been burned to the ground.

What I've failed to mention up to this point is the competition when it comes to tax liens. Did you know that many institutional investors invest in tax liens? What does this mean for you? Well, you are competing against big corporations. Think Bank of America for example. That lady sitting in the front row wearing a business suit and holding a leather bound binder that keeps buying lien after lien after lien . . . she probably works for a large bank. They probably have a staff of 15-20 people to research the same properties that you alone have to research. And by the way, she probably has 50 or 100 million

THE TAX SALE BLUEPRINT

dollars to invest. With that kind of backing they don't mind bidding interest rates down to 1 or 2%. Good luck competing with Ms. Banker lady.

When it comes to tax liens there are so many different factors that are huge no no's for most smart investors. Tying up your money for up to 3 years. Zero control over the property condition. Zero control over whether you will lose money or not (in overbid states). Being forced to compete against big banks. There's just so many negatives here that don't make tax lien investments wise.

The second and preferred scenario is this: An owner doesn't pay property taxes. Then one of two things can happen. The first is that a tax lien is auctioned off like above. But, after the redemption period has ended it goes to another auction. This time it goes to tax deed auction. The opening bid will usually start at the amount that the lien holder is due – his initial investment plus his interest rate. If no one bids the lien holder gets the property. If you bid one penny more and no one outbids you, then you get the property without having to tie your money up for years or worrying about whether or not the property will be redeemed.

The second thing that can happen in certain states is that a county will "hold the lien in house." Although technically in some states it just goes on a flagged property listed (opposed to an actual lien being filed) the delinquent property owner

THE TAX SALE BLUEPRINT

must pay the county the amount of taxes, interest, penalties, and other fees if they don't want to lose the property. If this isn't paid back the county then auctions off the property to the highest bidder (sometime with a starting bid of \$.01).

No liens, no waiting games, no guessing. If you're the winning bidder you're the owner of the property. It's that simple.

Prices vary depending on the state and the properties. Usually the county wants to get back the amount of past due taxes. You have to remember two things, however. First, most counties have NO idea how to market properties or advertise auctions. They have no budget, manpower, or desire to either. This means very little competition. Secondly, the county is not in the real estate holding business. Their primary objective is to return the property back to the tax role as soon as possible so it can generate some sort of revenue again. If they can't get back the amount of past due taxes they'll typically sell the property at an amount below the past due taxes at some point or another. This could be as low as \$.01 just to get the property back on that tax role. Whether you purchase for back due taxes or you purchase the property for much less it is usually a win win for you as the investor.

Let me give you a few examples of some deals I've done: One of my favorite deals was purchasing an old commercial building for \$.01. I was the only bidder. I actually ended up paying \$20.01 since I had to pay to get the deed recorded. I sold that property within a week for \$1509. Now granted, \$1509 isn't

THE TAX SALE BLUEPRINT

going to change your life, but it does illustrate that you can purchase properties for nearly nothing. Another favorite is a 13 acre tract I purchased for \$120. Yes – you read that right. That’s only \$9.23 per acre! I went on to sell this property for \$7,800. The buyer could’ve easily sold it for \$15-20,000! More on this price difference later in this book.

Now that we have discussed tax liens and tax deeds, should you go with Scenario #1 where you invest and hope to hit the “jackpot” with a 15 or 20% return, or do you choose Scenario #2 where your possibilities are endless? The choice is yours, but only one will make you rich.

Let’s move on and discuss the actual buying process.

First comes research. Don’t let the word “research” scare you. People research everything these days and it is becoming easier and easier. We research vehicles, restaurants, hotels . . . heck I even see people researching food while at the grocery store!

Research can be easy if you know what you’re doing. It can be time consuming and intimidating if you don’t. There are secret tools for this that you must know about in order to be efficient. When I first got into tax sale investing I’d spend an hour or two on each property trying to figure out if I should buy it or not. When you’re researching 500 or 600 properties the simple task of research turned into a month’s worth of

THE TAX SALE BLUEPRINT

sleepless nights! Now I use a process where I can weed through properties in less than 5 seconds each. Talk about efficiency!

Once you've figured out what properties are worth investing in it's time for the auction. When some people hear the words "tax sale auction" they have some grand vision in their head of what it should be like. Maybe they relate it to the television shows that have real estate auctions and they show a bunch of guys pulling up in Ferraris shouting large numbers out. Those shows are pretty farfetched, folks.

Here's a recent auction day for me: I woke up, watched the news. Walked into my home office, logged into the auction website, bought some properties, paid over the internet, and then went shopping for some groceries.

I've purchased hundreds of properties without ever leaving my office – er, home. Many auction companies and counties are very technologically advanced and offer easy online only bidding . . . think eBay, but much, much easier. The days of sitting at a courthouse buying properties are disappearing. Bidding is becoming easier and easier every day.

With that said there are still many live auctions that do exist and although I obviously prefer online auctions, I do still frequently attend live auctions. I have been to many courthouses, hotels, community halls, civic centers and even churches where tax sale auctions have been held. I like the experience, being able to network and develop contacts, and call

THE TAX SALE BLUEPRINT

me crazy but I don't mind traveling a little for business either.

A few paragraphs ago I casually inserted something that should've caught your attention – "paid over the internet." Nope, I didn't use my bank account. I didn't wire any money. I actually paid using my Visa. Yep, I bought property with a Visa . . . I later went on to sell it a few days later and paid off that Visa as I've done hundreds of times before.

Unlike stocks, bonds, or other real estate investments you don't have to be rich to get started. You see, when it comes to funding your tax sale purchase, it's really very easy. I'm not talking about walking into a bank and getting a loan. Banks are too much of a hassle, and too much paperwork for me. No bank loans and no mortgages! Maybe you don't have great credit – that's fine, I didn't either. Maybe you can't even get a credit card . . . no problem! Do you have a spare change jar? Believe it or not, you can buy real estate at tax sales by cashing in your spare change jar. Too poor to even have a spare change jar? Not a problem! There are a wide variety of ways to fund your purchases. Many of these ways are without using a penny that belongs to you! You just need to learn a few insider secrets.

Selling

When it comes to real estate most people make the process of selling way more complicated than it actually is. If you're investing in tax sales and you are doing it properly then selling is usually the easiest part of the process.

You have a few different options that you can go through depending on your specific investment objectives for each property. You can list it with a Realtor, have them put a sign in the ground, advertise it, hopefully sell it a few months later and pay a commission.

You can also list it yourself as a FSBO (For Sale By Owner). You can advertise it, show it, deal with phone call after phone call, then all the inspection and closing issues. Both of these methods are perfectly acceptable – people have sold real estate this way for many, many years, so I can't really knock them.

Of course, it could be the only way most people know. I started selling real estate when I was just 18. I became a broker a couple of years later. I did very average brokering real estate . . . but I did learn. One thing I learned is how to sell real estate. At least I thought I did. You see there is real estate in a conventional sense, then there is selling in a nonconventional sense. Realtors and FSBOs sell properties in a conventional sense – the only ways most people know.

THE TAX SALE BLUEPRINT

When it comes to getting real estate licenses and all that stuff it usually isn't worth your time when it comes to tax sale investing. Believe me, I found this out first hand. If anything, it gave me a one directional view on buying and selling properties that doesn't apply to tax sale investing – this same one dimensional view is the hardest thing to break in order to become a successful investor.

I'll be honest. I'm an impatient investor. Anything that ties my money up for any period of time isn't for me. The faster I can sell something and free up my capital and profit, the better. I don't believe in the "work hard all of your life so you can retire and enjoy the final years of your life work free" mantra. What is the fun in that? I know the comebacks – families to feed, bills to pay, etc. I respect that. But have you even considered a different way? Perhaps a way that will allow you to be financially free without working countless hours a week to collect a pay check?

Well, I have. That's why I sell my real estate differently than most people. I rarely talk on the phone. I can't remember the last time I put a sign in the yard. I haven't shown a property in years. I don't even think about fixing them up. Most of the time I don't even walk inside. Occasionally I actually never even see the properties before I sell them. I don't negotiate. I don't deal with inspectors, banks, mortgage brokers, or any of the like. I sell real estate the easy way – I sell it my way.

THE TAX SALE BLUEPRINT

Most people think that they should buy properties near them, since it'll be easier to sell if their nearby. This couldn't be farther from the truth. If you own property that's near you then you'll probably visit that property, tinker with that property, or at the very least drive by that property on a fairly regular basis. I know – I've done it! It's easy to want to make little improvements here and there. Maybe mow a vacant lot or put a fresh coat of paint on a house. Without a doubt in my mind, once you get started the easiest investments are the ones that require a flight to get to! If a house is across the country I don't touch it, think about it, or mess with it!

Of course some people prefer to begin their tax sale investments nearby and I certainly respect that. It's what you know. You can make decisions easier and feel more comfortable investing in certain areas and subdivisions if they are close by when you first begin. But once you have done a deal or two don't let the location of real estate get in your way. With the proper training it is as easy to buy and sell the property next door to yours as it is to buy and sell on the other side of the country.

If you set your business up properly you can sell properties anywhere in the country, from anywhere in the world. With wireless hotspots and wi-fi areas available just about everywhere nowadays it is extremely easy to sell properties in places other than an office or your house. I've bought and sold properties from inside fast food restaurants, while vacationing, during seminars, from 30,000 feet in the air, in the middle of

THE TAX SALE BLUEPRINT

the Caribbean, and so many other places that most people don't think is even possible.

Using proven systems and learning the proper techniques can help you produce the wealth you desire without investing countless hours of work. Hard work doesn't equal smart work. Learn how to be as efficient as possible before you even consider beginning your tax sale investment career.

Grow

I don't teach anyone how to get rich quick. There is no such thing as getting rich quick. If you think you can get rich quick, then you need to do some serious soul searching. Whether you see the "behind the scenes" work that businesses, entrepreneurs, successful businessmen and women, and even athletes put in or not, I promise you it is there. Nothing happens overnight. Just about every business starts small and gets bigger and bigger before they become as successful as you know them today. Each one of them takes work and usually lots of it. When it comes to tax sale investing this work is learning how to properly invest before you begin.

However, there is no reason to reinvent the wheel – just modify and perfect it. There were restaurants before the McDonald's chain became famous. Mail order businesses existed before the new models of internet sales. Social websites existed before Facebook became huge. The list goes on and on. It's just a matter of tweaking it to allow for perfection and maximum

THE TAX SALE BLUEPRINT

efficiency. Many people have successfully invested in real estate. Many people have successfully invested in tax sale properties. And many people have been incredibly successful with businesses that require minimal time investments. I am confident, however, that only my students invest in tax sale & real estate the way I teach – a way that combines typical real estate investments, tax sale properties, and efficiency . . . which translates to a lot of money and a little amount of time.

I also don't teach people how to make one deal that will change their life forever. More than often it will take more than one deal to change your life forever. That first deal might be what puts you in the right direction and it might add another zero to your bank account, but it probably isn't going to change your life forever. Expecting one deal to make you rich is like expecting to win the lottery (good luck with that).

In order to be successful in any business you must grow that business. When you apply this to your tax sale investment career it means you start with one or two properties. Then have the self-discipline to reinvest the initial investment and profits time and time again.

Consider this . . . if you are able to invest \$500 into a single tax sale property and double your money within a week you will put \$1,000 back into your pockets. Double your money again and the next time you'll pocket \$2,000. If you do this every week for 2 months straight, do you realize you'll have earned well

THE TAX SALE BLUEPRINT

over \$125,000, just by reinvesting? If you're aggressive, learn the proper systems, and reinvest your proceeds each time, these numbers can be your reality!

Another part of growing your business is growing your customer base. You will eventually get to the point where you can purchase properties at an auction and have them resold before you even get out of your seat!

Returning customers are the life blood of many businesses. When it comes to your tax sale business this translates into being able to sell multiple properties to one buyer (usually an investor). Say what? A return buyer for real estate? Yes, you will get lots of returning buyers for real estate. I have sold one gentlemen about 30 pieces of property over the years. He buys it, sells it, and comes back for more. And he never pays more than 75% of fair market value for a piece of property he buys from me.

If you use the proper systems and are able to pass along substantial savings to your buyers they will certainly come back to you time and time again when they want to purchase and/or invest in real estate. Additionally, by structuring your business correctly you can easily compile a mailing list of a few thousand possible buyers that will fight to get in line to purchase the next property you have to offer. Make loads of money by just sending an email once a week! That's efficiency.

THE TAX SALE BLUEPRINT

There is a saying that I hate. That saying is "Buy Low, Sell High." I completely agree with the first part. Yes, buy low. You should buy as low as you possibly can. As a matter of fact I run my business by the saying that "you make money when you buy." If you buy it at the right price you can make anything a successful investment.

I just highly disagree with the "sell high" part of the saying. By selling high you are insinuating that a buyer must pay fair market value, or even worse – more than market value. If you are selling your personal residence, or you don't plan on being in business very long then by all means sell high . . . get every penny you can out of your buyer. But, if you do plan on becoming a successful tax sale investor and producing wealth because of it, you will very rarely get a return buyer if that buyer had previously paid full market value for a piece of property.

So am I saying you should leave money on the table? Yes, I sure am. The problem is that most people don't realize how cheap tax sale properties can be purchased for if you know what you're doing and are scared to sell for anything less than full market value. Believe me. I've done it countless times. You can leave money on the table and still get rich!

Remember that 13 acre tract I told you about a few pages ago? I purchased it for \$120 and sold it for \$7,800 about two weeks after I purchased it profiting \$7,600 in a matter of days. The

THE TAX SALE BLUEPRINT

fair market value of that property was about \$20,000.

Technically, I left \$12,200 "on the table." Could I have gotten more money? Of course I could've! But it would've taken much longer and the buyer wouldn't have been nearly as happy. This violates two of my key principles when it comes to investing – loss use of money and failing to develop returning customers.

Face it. The more money you have to purchase tax sale properties with the better. You can start with just \$1, but the more you turn that money over the better. If you invest in something that you hold onto for a long time you lose the use of that money. Let's say it would've taken me a year to sell that 13 acres for the market value of \$20,000. Since it only took 2 weeks to sell it at the deeply discounted price of \$7800, that translates into 26 deals I could've done in that one year period using the same money. Now let's take away 6 weeks as extra time for vacation. That still leaves you with 20 deals. With the numbers from that property we're talking total profits of \$150,000+ vs. \$20,000. The faster you're able to reinvest that money, the faster you'll grow your wealth. Period. End of story.

The additional bonus is that it helps your business grow very quickly. The guy that purchased that 13 acre tract could sell it for less than market value himself at \$12,000 thereby pocketing \$4200! Where do you think he is going to go for his next real estate purchase? He will (and did) come to me before anywhere else!

THE TAX SALE BLUEPRINT

Construct your tax sale investment business so that it grows. Learn how you develop those contacts and connections where you can easily have something sold in a matter of minutes while growing the amount of capital you have to invest in the meantime. By following the guideline that "Everyone Wins" you will certainly grow your business and wealth quickly.

Successful Mindsets

A short time ago, I took a quick one hour flight to have a beachfront dinner with my wife and a couple of friends. During that flight we flew over Orlando, Florida, and more specifically over Disney World. Experiencing Disney World from land is a wonderful experience. Viewing it from the air, however, is the only way to realize just how massive it is. With 30,000+ acres, four theme parks, a couple water parks, and a bunch of resorts it is truly a marvelous sight to see.

Before the creation of this masterpiece, did you know that Walt Disney was actually fired for not being creative enough? Believe it or not he was an aspiring cartoonist when the newspaper editor told him he "lacked imagination and had no good ideas." Walt Disney then decided to try his hand at business. So he started "Laugh-O-Gram," which ended up filing bankruptcy a short time later. Then, we all know the success of his next venture. The same guy that developed the world's most popular

THE TAX SALE BLUEPRINT

theme park, which draws more than 17 million annual visitors, was fired for not having an imagination or good ideas and then went bankrupt during his first attempt at business! Wow!

Here's another story: A corporate headhunter for a business called "Handy Dan" fired two top executives, Bernie Marcus and Arthur Blank for not agreeing with the direction the company was headed. A year after they were fired the two men went on to create The Home Depot and are now both multibillionaires. Handy Dan went out of business a few years later.

Elvis was told by the manager of the Grand Old Opry he would be better off driving trucks. Thomas Edison conducted experiments while working at Western Union and was later fired for not being focused. Soichiro Honda was told he wasn't fit for a job that Toyota had available – he started Honda a short time later.

Stories like this are everywhere. They all could've easily quit and led normal lives while struggling to get by like most Americans do. But they all have something in common – they all have the determination needed to succeed. Sure, everyone *wants* to be successful. Everyone *wants* to be a millionaire. Everyone *wants* to be able to have the material things they desire and to be able to do the thing they want. But are you driven to succeed?

Most successful investors hold the belief that anyone can create the lifestyle and future for themselves that they want. Do you want to continue living paycheck to paycheck, or with loads of

THE TAX SALE BLUEPRINT

credit card debt? Do you want to continue to work 40 plus hours a week for someone else to make them rich? I doubt it.

The world is not a very nice place. This isn't like little league where you get a trophy just for participating. The odds are that you will never win the lottery, never inherit millions from a family member you don't know, and you will never suddenly wake up rich and successful one morning. Face it - no one in this world cares more about your success than you do.

YOU must do something to help yourself out. *YOU* must take personal financial responsibility for any of your past failures. *YOU* must put forth the effort to learn the systems and processes successful investors have developed.

If you aren't ready to change your life for the better, you need to do some soul searching. I think everyone has the capability of being successful. The problem is that many people never utilize their potential. Without the proper mindset you will never succeed. Without the determination you will never succeed.

If you are ready to change your life for the better, to become successful, and to learn proven wealth building systems, then continue reading.

Earlier in this book I told you about a few deals I had made. Remember how I turned \$.01 into \$1509 after a week? Or how I

THE TAX SALE BLUEPRINT

told you about buying 13 acres for \$120, and selling it for \$7,800 (a few weeks later)?

Well, those are just two illustrations. I have made too many deals like this too even begin to count. Turning \$10 into \$1,000, \$100 into \$2,500, and \$150 into \$5,000 and much more is easy in the tax sale business.

Remember my friend I told you about in the first part of this book? The one that made \$20,000 in a week's worth of work? As I told you earlier he used the systems I developed to make this money very easily. That experience is also what started the passion growing inside of me to see others succeed and it became my desire to teach my systems to others around the world. It is such an amazing feeling to be able to know someone on the other side of the country is now financially free because of the systems and tools I've developed!

Ever since witnessing his immediate success I began developing systems so that anyone can go from zero real estate experience to a full-blown ultra-successful tax sale investor. I literally spent over one year working on the best way to compile this information. I started and stopped numerous times to tweak, scrap, and redevelop my systems into an easy to understand and easy to implement format. Along the way I discovered that if someone is willing to put the effort into learning, anyone can become a successful tax sale investor. I have developed systems

THE TAX SALE BLUEPRINT

that anyone can use. It doesn't matter if you're an 18 year old high school dropout or a 90 year old retired grandmother.

Without any money to start, YOU can escape the rat race. YOU can build a six figure (or more!!!) business investing in tax sale properties! YOU can grow your wealth faster than you ever thought possible! YOU can finally do everything you've wanted to do! YOU can leave those 40 hour weeks behind! YOU can finally set yourself free and experience in the success you've always wanted!

I want to share these systems with you...

Click the button below to start your journey today.

[Start My Journey](#)