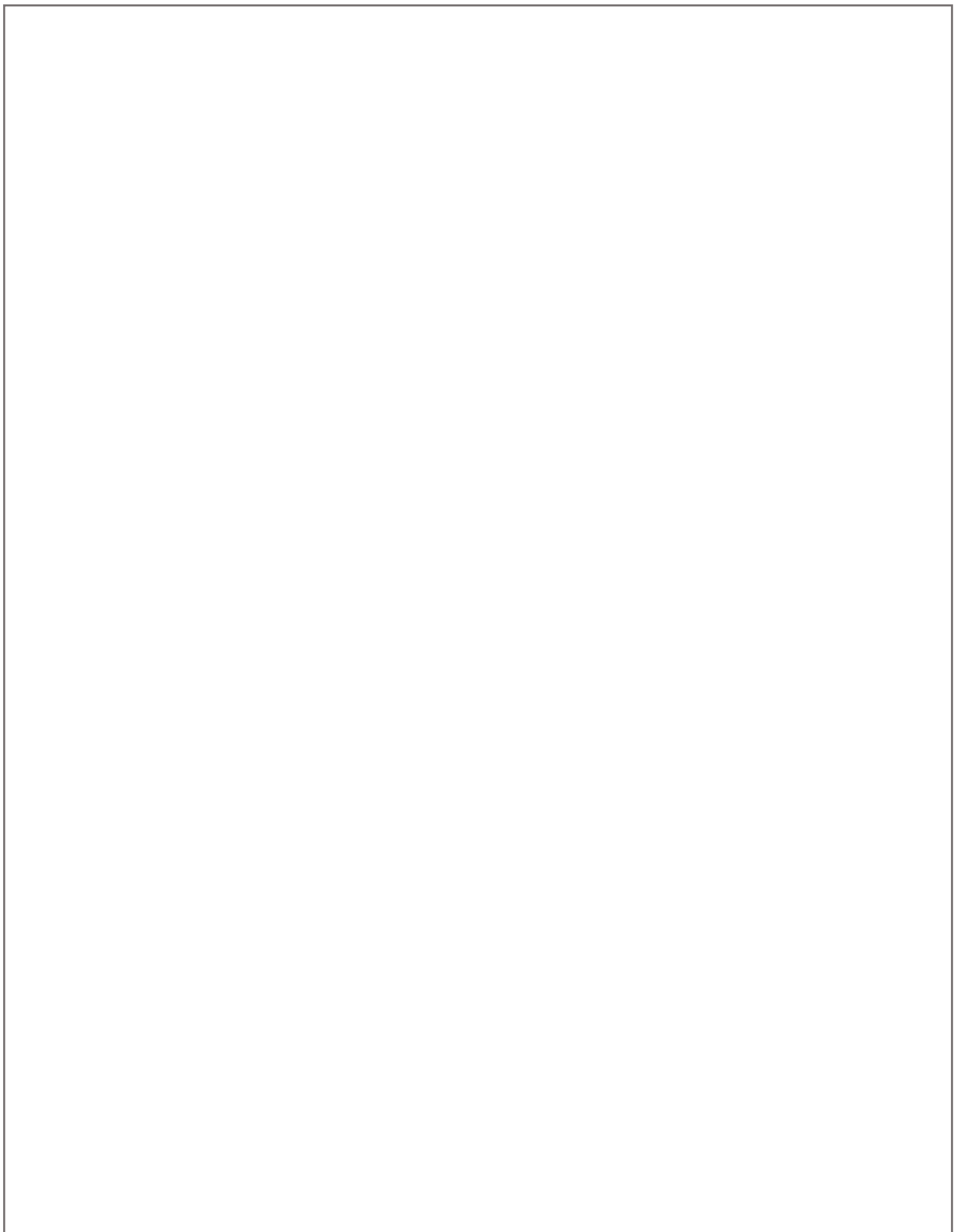




CASH-FLOW CREATOR

Property Research Tools

Google
Zillow
Sendfuse



CASH-FLOW CREATOR

Research the Property

Once we have established need and have an appointment set with the homeowner, it is time to research the property. We need to prepare for our meeting knowing more about the property than the owner.

Google:

To find the most current information about the subject property turn to Google. Enter the address of the subject property in your browser and see what comes up. Google pulls information from all sources online and aggregates the information in one place for you to view. Google prides itself on the amount of information that it can produce. I will often return hundreds of related bits of information. You need not go much beyond the first page of your Google search. Your most relevant information should show on the first page so do not waste time going beyond that.



Most important in this step is to determine if there is negative information about the subject property. It would be helpful to know if there was a major crime committed on the premises of the subject property. Google is always the first place to begin your search when doing your due diligence.

Zillow:

The next step in the process is to research the property on Zillow. The objective in this step is to determine the value of an average property in the subject area. Zillow is helpful when obtaining comparable home values and recent home sales numbers. Zillow will give a value called a “Zestimate” based on Zillow’s own internal algorithms considering as much public information as can be found.



According to Zillow’s website, “the Zestimate is a starting point and does not consider all the market intricacies that can determine the actual price a house will sell

for.” This means, the value may not be accurate and will not replace an appraisal. This simply gives us a starting point in our research to know if we want to move forward with the property. For more information visit zillow.com/

CASH-FLOW CREATOR

SendFuse: (Debt Stack/Title Report)

This is the most important step in the process to determine if there is equity in the subject property. If there is no equity in the subject property than you should move on to another property that has equity, or you will have to consider a short sale scenario.

A SendFuse title report can provide you with title information on the subject property. You will want to obtain a full report that provides all the title transaction history. We call this the “**debt stack**”. The debt stack is record of transactions or records of how many loans or liens have been placed against the subject property. If you do not already have a SendFuse account go to getsendfuse.com and sign up!.

The report from SendFuse will give other details such as comparable homes and a map of homes that surround the subject property. It also contains the name and address of the owner of the subject property. Please note, if the address of the owner and the address of the subject property match. If they do, then you can assume the property is owner occupied.

Other commands that SendFuse can carry out include:

- Research [address]
- Title for [address]
- Watchlist [address]
- Skip trace [address]
- Send mail to [address]
- Cold call (after a skip trace or send mail to command)
- Offer for [address]
- Balance
- Refill [number]
- Coin cost

For more information visit getsendfuse.com

SendFuse Skip Trace:

This step in this process may come before we research a property or at the end of the research, depending on the type of marketing we are engaged in. .Regardless of when you need it, SendFuse can research a phone number for you.

Once you have a SendFuse account, a simple text of the property address with the command, “Skip Trace” will return a phone number via text to you, as well as the number being recorded in your SendFuse back office.

