

# REINMAKER

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REAL ESTATE  
INVESTOR NETWORKER

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# INTRODUCTION

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A rainmaker is historically known as a person in a Native American tribe that uses certain powers to make it rain, nourish the crops, and feed the people. In recent times, the term rainmaker has been used as a business buzz word to reference a person that brings revenue into the company. Usually the rainmakers in the company are the highest paid members; they are the owners, partners, CEO's, sales representatives, and managers. In real estate investing, the rainmaker is the person that knows how to generate business from sellers and buyers.

First you must understand that real estate investing is a business and you must treat every aspect as a business. Yes, it is a fun business that can reap huge rewards, but you must always keep it in the forefront of your mind that it is a business.

There are many aspects of a real estate investing business that are important. At the top of your priorities should be your clients as they are the central force of your business. Learning how to consistently obtain clients is the single most important factor in growing a successful business. It's more important than knowing the legalities, financing, rehabbing, land lording, or anything else in real estate.

Your client pool is vast in real estate. Clients are the networks of people that you know or will come to know. Clients become your sellers, buyers and the people who send you referrals. Without these people you have nothing.

In this eBook, we teach you how to become a master real estate investor networker (REINMAKER), outline an action plan, and how to obtain and retain clients so you will become a master Reinmaker and make it rain!



## PRINCIPLES OF A REINMAKER

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- ★ Treat People As You Want To Be Treated.
- ★ Stop Talking - Loose Lips Sink Ships!
- ★ Listen For A Need.
- ★ Find A Need And Fill It.
- ★ Know Your Market.
- ★ Know Your Numbers.
- ★ Practice Your Presentations.
- ★ Keep To The Script.
- ★ Find Something In Common With Everyone.
- ★ Recognize Repairs And How To Alleviate Them.
- ★ Keep Yourself Educated.
- ★ Educate Your Customer In A Credible Manner.
- ★ Thank People No Matter What The Outcome Is.
- ★ Always Ask For Referrals
- ★ Do It Over And Over Again!

## THE GOLDEN RULE

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The first principal of a Reinmaker is, "Treat people as you want to be treated." You have heard this all of your life. It is so important that you exercise this principal now in your business.

Do you like to be misled? Its much better to tell the truth no matter how uncomfortable it is.

What you have to say to a seller might not be what they want to hear, but it is better to tell them how it is, then to have to go back later to inform them. What you might need to say to a seller might not benefit you, but it must be said. What you have to say to a buyer might be disappointing to them, but say it anyway.

▶ **Tip: It's better to set proper expectations up front, than to make excuses later.**

Always ask yourself the question, "what would I want to hear if it was me?" The answer is the truth, no matter what the results are, and this is what you must strive to consistently provide.

Another question you must ask yourself is, "why would a customer want to do business with me?" The answer is because you will provide them with the best possible service for their needs at the time. Real estate, as stated before, is a business to you, but it is typically personal to a client.

Your job is to make your client feel good about their decisions. You're the problem solver. You facilitate the client in obtaining their goals.

Yes, your job is to make money for the business. But to accomplish your goal you must learn to be able to see through your client's eyes and understand their perspective. If you can understand your clients and consistently deliver results the money will follow.

People want to do business with those that understand what their needs are. They want someone to listen to, and not pass judgment on them. They want to do business with someone that has empathy for them, not sympathy. People want to do business with an individual who is honest and real.

▶ **Tip: You're the real in your real estate business.**

Real estate is bought and sold for many reasons. Most real estate transactions are an emotional sale. You must carry the tone for the emotions. You want to be looked upon as the authority for a fair resolution to all the reasons for the real estate sale.

Remember, people are demanding. People are unreasonable. Some expect more than you might believe is appropriate. To be successful you must be able to handle all of the approvals and objections people will pose to you.

Deliver on what you know is right, and you will deliver rain!

## BUSINESS IS PEOPLE

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You know the term “It is all about me,” that is sometimes said in a not so complimentary way. But in a client’s world, that is all that matters. Your customers do not care about you. They do not care if you need to make money to pay your mortgage or feed your family. It sounds cold and cruel, but those are the hard facts.

The only thing a client cares about is their needs and their problems. Most of the time, the only reason you are speaking to a client is because they feel you have the solution to meet their needs or solve their problems.

Knowing your client is absorbed by their own needs, you must learn to focus all of your attention on your customer. The best way to get into that frame of mind is to listen to what the client has to say. Listen with your ears and not with your mouth.

After you listen and observe, the first thing to do is to explore for an area that you might have in common with your client. Everyone has something in common. It could be as simple as a favorite color, animal, or sports team. Find a common interest with your client and lay the foundation for a long-term and fruitful relationship.

When you are talking about yourself, only talk in terms of how it will benefit your clientele. Do not talk about your personal life and your problems, people tend to have strong beliefs and you never know what might be off putting to them.

▶ **Tip:** Learn to say “you” more often than you say “I”.

Ask questions, preplanned probing questions help your clients make better decisions. By asking the right questions and listening to their answers you will be able to determine the best ways to help your client meet their needs and solve their problems. The right questions answered honestly by a client might be the wrong answers for your business and will help you quickly move on without wasting time.

▶ **Tip:** Listen more than you talk, as loose lips sink ships. The more you talk, the less likely the client will want to work with you as everyone wants to feel like they have been heard.

▶ **Tip:** The cardinal rule of negotiating is the one that talks first loses.

Remember these simple communication tips and soon it won't just be raining, it'll be dumping buckets!



## PREPARE AND PRACTICE

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When you have an appointment with a decision maker treat it like it's a special event! If you want to be successful you'll have to win over hundreds of decision makers along the way. So you must carefully pre-plan your presentation and be fully prepared to deliver no matter what.


**Fun Fact: Did You Know That 90% Of All Sales Are Either Won Or Lost Before You Even See Your Potential Customer?**

Experience is not a substitute for pre-planning your appointment. A true reinmaker never wastes a sales call and always pre-plans. It might take you 3 hours to prepare for a 30 minute call, but over time it will be worth it.

Planning for your sales call should not only include the facts about real estate, but a plan on how you will make the presentation so you are the one who wins the business.

### FACTS ABOUT REAL ESTATE WOULD INCLUDE:

- ★ Factual Information about the property (description and condition)
- ★ Tax record
- ★ Area information
- ★ Buyers qualifications
- ★ CMA
- ★ Sellers motivation



You should develop a “pre-flight” checklist that you complete each and every time you go on an appointment.

How you make your presentation is equally as important as the facts that you have researched.

#### **YOUR PRESENTATION SHOULD INCLUDE:**

- ★ Any anticipated customer concerns and objectives
- ★ What makes you different from your competitors
- ★ Benefits of doing business with you
- ★ Your investment return analysis with both time and money
- ★ Strategies to handle objections and eliminate any client’s concerns
- ★ Ways to handle rejection and turn it into a win
- ★ Unexpected surprises and your reactions
- ★ Closing with determination

Always plan to be flexible. Even though you have a 30 minute presentation planned, know that you might not have to do the whole presentation because you already have the order. When you get the signal that they want to do business, stop and make the sale. Follow your customers cue and be flexible.

- ▶ **Tip: Your ultimate goal is to “sell money”.**  
Reinmakers help their customers see the money by turning benefits into dollars.
- ▶ **Tip: Reinmakers buy houses to solve someone’s problem and sell houses to give someone a lifestyle.**

## ASKING FOR THE APPOINTMENT

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Too often people don't get an appointment because they make the process of setting the appointment too complicated. The client gets busy and can't find a good time so they tell you to follow up next week and the same thing happens all over again. Here is how to properly and effectively set an appointment.

"When can we get together to see the property? Will Tuesday at 2 or Thursday at 10 be better for you?"

Or if you are meeting another investor to discuss business, "When can we meet to discuss how we can work together? Will Tuesday for breakfast be good or lunch on Thursday?"

Always give them two options. If you are serious about meeting this person and they come back with a different time, whatever it is, it is ok with you. Anything else can be re-arranged or delegated to someone else.

You are making this appointment to make things happen. Do whatever it takes to get yourself there.

## ASKING FOR THE APPOINTMENT

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When going to breakfast, lunch or dinner always take the best seat, which is the seat with your back to the wall. You take the seat with the view. You do not want who you are meeting with to be distracted with other influences. All the focus should be on you and their involvement with you.

Also remember food is not the spotlight at a business meal. Order something easy to eat. Don't waste time on the food. You are there to conduct business, you can always eat later if needed.

## NO DRINKS AT A MEETING

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No drinks at a meeting, other than at a restaurant. You do not want to be distracted with a drink and chance spilling the beverage. A spill can kill the deal!





## ASK FOR THE SALE

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You have done your homework and carefully planned your presentation and you know the solution to the client's problem. You know the numbers and how much money the client will get from your solution. You also know how much it will cost the client to go without the solution.

▶ **Tip: If a client ignores the facts or stays disengaged from the decision-making process you will lose the sale.**

To make things happen, your client must be engaged and must be in agreement.

To ensure that the customer is involved and to start the necessary chain of positive agreements and commitments, the Reinmaker asks a powerful question that taps into a person's sense of free will, independence, and human nature.

So when you find yourself in these positions this is how you ask the question.

"Based on what we have talked about, there are a number of things that you need to be completely comfortable with. Are you in agreement that you will look over the facts and decide for yourself if they make sense?"

To tell someone to decide for yourself is very powerful. It is rhetorical because the answer is so obvious. They are certainly going to decide for themselves. So the answer will be "of course, I will decide for myself". Most people do not want to admit that they cannot decide for themselves, so that eliminates the option of not deciding. The customer is now engaged and can't ignore the facts.

One way or another a decision will be made. And you will know where you stand with your client on this particular deal.

# A REINMAKER

## URNS OBJECTIONS INTO OBJECTIVES

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Everybody has concerns or issues that must be satisfied before they will do business. Sometimes these concerns are spoken and sometimes not. They vary by person and by importance. Something that might be a deal breaker to one client is just a detail to another.

Reinmakers welcome people's objections because they know objections are simply the way people express their desires. A reinmaker learns to turn a person's objection into a mutual client/reinmaker objective.

A reinmaker, in question form, restates the customer's objection as an objective.

An example, "Your closing time is too long." So a Reinmakers response would be, "So our objective is to close quickly, correct?"

This changes the tone of the conversation from adversarial to positive. Then most importantly you get a "yes" response in an agreement, which is an invitation to continue the discussion.

Now you can ask more questions to move to a mutually acceptable solution.

▶ **Tip: Most people mask objections with pleas for help and information. Reinmakers encourage objections, especially the hidden and unspoken ones.**

Do not be afraid to ask if anything else concerns them. Probe with a question like "what else might be prohibiting us from moving forward with this deal?"

A seasoned Reinmaker loves objections.

## QUESTIONS, QUESTIONS AND MORE QUESTIONS.

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Most people do not ask enough questions. Preplanned and practiced questions are like ammunition to a Reinmaker. Good questions get people talking, and elicit information. They allow the reinmaker to listen and demonstrate to others a genuine interest.

Asking too few questions is asking to fail.

▶ **Tip: Write your questions down. Keep a written journal of questions to ask.**

Get over the notation that if you ask a question they might think you are not knowledgeable or less of an expert. Quite the contrary, people that ask questions show concern and a quest to understand.

Always remember, there are no dumb questions.

## ALWAYS ON THE LOOKOUT

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A reinmaker is always thinking about how they can help their clients and how they can have better relationships. Knowing that others success is the basis for the Reinmaker's success.

The reinmaker is always alert for the next deal, the next prospect, the next person that will help them achieve their goals.

But most importantly, the reinmaker knows that referrals are the key to continued success. Plant that seed with people you do business with that you are in the real estate business and that you are the one to call for all their real estate needs no matter where or when.

Be grateful to everyone and always gently remind them that, "If you know of any one that wants to sell or buy property, please give me a call". Educate people on what you do in real estate. Take the time to tell them what and where you do business and that you are always looking for referrals.

## THE WORLD IS YOUR MARKET

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Reinmakers see the world and everyone in it as their market. They know that everyone knows someone. Treat everyone as they are your existing client. Be polite to everyone. Reinmakers view everyone as influential. Reinmakers know that business can come from unexpected people and places. They know that someone they meet or did business with years ago might result in business today.

Reinmakers do not berate or get angry with others. Everyone is treated with courtesy. Reinmakers are respectful and polite to everyone. Don't make unnecessary enemies. Why be unlikable? Who is ever helped by unpleasant behavior?

 **Tip: Pleasant people often appear as self-controlled and confident.**

Reinmakers know that anybody can help or hurt them.

## TEST THE WATERS

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Never assume something you can check. Pay attention to the details. Roll up your sleeves and get your hands dirty. If the project is important, then every detail is important. It's very often a small detail that ends up derailing a deal or resulting in a lawsuit.

## RETURN ON INVESTMENT

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Showing a client what it costs per day, week, month or year to go without a solution gets you to a deal faster. Know your numbers to convince a seller to sell or a buyer to buy. Knowing your numbers will help set you apart as very few professionals take the time to know them. When you meet a potential client for the first time and can rattle off accurate numbers off the top of your head they will see you as an expert and feel inclined to work with you.

▶ **Tip: Do not make up numbers if you don't know them.**

Making up statistics to look good and knowledgeable might seem like a good idea but it will kill your credibility, spread through the community, and ruin a career. You never know who you're meeting or who might overhear what you are saying. You're better off admitting you don't know the answer and telling a potential client you will follow up with the answer as quickly as possible. Admitting you don't know something actually goes a long way in building trust and credibility with clients.

## LISTENING

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Your job is to listen. You must develop skills to accurately hear what people are saying and not saying. You must be aware of all verbal and non-verbal signals. You must find out what your client wants, needs, and doesn't want. You must learn how and when you can help the client.

The 3 most important words in a rainmaker's mind are "Listen, listen, listen" and to do so on high volume.

Rainmakers focus on people and give individual attention.



## EVERYONE IS SOMEBODY'S SOMEBODY

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Being nice to somebody may not get you what you want,  
but being hurtful to somebody could hurt you.

Reinmakers make friends, not enemies

## GET TO THE CORE

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Why, why, why, and more why's.  
5 questions to get to a client's why.

1. What do you not like about your current situation?
2. Why is that important to you?
3. What are the consequences if this continues unimproved?
4. Can we try to find a solution that costs less than the problem?
5. Why do you think that?

Reinmakers are investigative reporters, detectives, psychiatrists, doctors and archaeologists.  
Reinmakers ask, probe, dig, diagnose, listen, and most of all understand.  
Reinmakers must be sincere. If you do not care about the answer, don't ask it.  
Reinmakers are cool, calm and collected.



## MORE RULES TO FOLLOW

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Never leave your presentation behind. You do not want someone else that is not a decision maker to see your presentation and misinterpret what you mean. Nor do you want your competition to use it against you.

**Do not pre-judge people or real estate.**

**Reinmakers have manners. Say thank you and properly greet people.**

**Reinmakers find something in common with everyone.**

**Reinmakers don't just try, they act and do.**

Always speak slowly, clearly and distinctly and practice speaking this way. Use a recorder and record yourself and listen to it often.

Make these remarks a habit:

“Here’s my card; if you ever need help with real estate, or know someone who needs help with real estate, give me a call I’m always happy to help.”

“Here’s my card; if you or anyone you know needs to buy or sell real estate, give me a call. I’m always happy to help.”

I challenge you to:

Start sending handwritten notes to people. Thank you, introductions, and reminders.  
Name 3 people you can write today.

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Name and call 5 past clients or friends and ask for a referral.

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Send thank you gifts to people that refer you. Is there anyone you need to send a gift to?

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Who will you give a card to this week? (Once per week find at least one person who you consider influential and give them your card).

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Where can you go to meet and network with 30 people? (Add 30 people to your marketing list each week).

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Call someone you have not talked to in 60 days and remind them what you do. Who are you going to call?

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Reinmakers do something every day to help themselves get new business.  
What are you going to do everyday this week?

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# Over 35 Years of Experience in Real Estate



**CATHY CROWE**

**OWNER & FOUNDER AT INVESTORDEALS.COM**

Cathy Crowe has been a licensed Realtor since 1989. She has help hundreds of investor sell and buy properties.

Since 1990, Cathy has worked with investors in single family rehabs, rental properties, and multi-family properties. She started buying houses in 1980 for to wholesale and rehab. Through the years she has wholesaled 1000 plus homes, rehabbed over 300 properties, sold more than 100 notes, and held numerous rental properties. As a realtor she has participated in the sale of over 100 multi-family properties, package deals of single-family houses (2-150) and multiple listings of properties of all sizes and price ranges.

In 2001, Cathy wholesale flipped 243 houses before our national tragedy. In 2002, she started DFWREIN (Dallas Fort Worth Real Estate Investor Network) that taught and over 8000 investors until July 2008 when she sold the company. During those years Cathy had monthly speaker meetings with a vendor fair, held daily classes (M-S), personally coached over 1000 investors, hosted an interactive website, and had a real estate investor center for classes and networking. Cathy had a weekly one-hour radio show, The DFW Real Estate Investment Hour, on KRLD, for over 5 years.

Cathy Crowe is a master networker and built an organization with thousands of investor from 2002-2008. She makes an effort to consistently meet new people and is always trying to make connections. Cathy strives to make the investment world more professional by educating and keeping investors informed.



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We Strive To Support Our Real Estate Investors And Propel Them In A Positive Direction For Growth. Are You In The DFW Area... Come Meet Us In Person At One Of Our Events! Visit Us At [Investordeals.com](http://InvestorDeals.com) To Find Out More...



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*Real Estate investing has large potential for rewards and profits. But Real Estate investing has large potential for risk and loss. You must be aware of these risks and be willing to accept these risks to invest in real estate. Do not trade with money you can't afford to lose. No representation is being made by ALL STAR COMMERCIAL REALTY, CATHY CROWE, AND ANY OF THEIR AFFILIATES OR REPRESENTATIVES that properties, resources, or opinions mentioned in this eBook or their public websites, will or is likely to achieve profits or losses similar to those shown or evaluations generated by this eBook or websites.*



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