

*Stop chasing cold leads. Start working with
buyers who close fast and come back for more*

THE REPEAT BUYER BLUEPRINT

How One Buyer Can Close 3+ Deals a Year With You — Like Clockwork

WHY REPEAT BUYERS ARE THE SMART AGENT'S SECRET

Smart Agents Work
Less. Earn More.
Stress Less.



AGENT 1

Only works with home-
buyers who do 1 deal
every 4-6 years



AGENT 2

Also works with home-
buyers but in addition
works with repeat
buyers who do 1-3 deals
each year

**SAME REAL ESTATE MARKET.
EXPONENTIALLY MORE
INCOME.**

SO WHAT'S THE DIFFERENCE?

They added a different buyer
to their client list... a buyer
who buys over and over again
the same year (sometimes
even month).

STEP 1

SPEAK THEIR LANGUAGE

USE THESE 5 TERMS TO
INSTANTLY EARN CREDIBILITY
WITH SERIOUS BUYERS.

1 CAP RATE

FORMULA:
Cap Rate = $\frac{\text{NOI}}{\text{Property Value}}$

WHAT'S NOI?

NOI = Net Operating Income
The property's income after
operating expenses (like taxes,
insurance, repairs) — but before
mortgage payments.

Quick formula:
NOI = Gross Rent - Operating Expenses

Example:
\$2,000/month rent - \$500/month expenses
= \$1,500/month NOI (or \$18,000/year)

*"This deal has a 7.5% cap
rate — solid for this area."*

2 CASH FLOW

FORMULA:
Cash Flow = Rent - Expenses

"You'd see around \$650/month in cash flow."

3 CASH-ON-CASH RETURN

FORMULA:
CoC Return = $\frac{\text{Annual Cash Flow}}{\text{Cash Invested}}$

"That's about an 11% return on your money."

4 1% RULE

FORMULA:
1% Rule = Rent should equal 1% of price

"This hits the 1% rule — definitely worth a look."

5 ARV

ARV = After Repair Value

"Based on comps, ARV's around \$235K."

STEP 2

SPOT HIDDEN GOLD

YOU'LL SEE OPPORTUNITIES
OTHERS MISS.

MOST AGENTS SHOW HOMES.

**YOU SHOW
POTENTIAL.**



Multi-Family Potential

One property, multiple incomes. Look for separate units/utilities.



Student Housing

<1.5 miles from a campus = high rent demand.



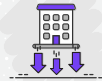
Transit Proximity

Close to public transport = better tenants, lower vacancy.



Cosmetic Fixers

Ugly = Equity.
Flippers love surface-level repairs.



Below-Market Deals

15%+ under comps = instant upside.



High-Rent Areas

95%+ occupancy = stable rental income.

WHY THIS WORKS

THE MATH BEHIND REPEAT BUYERS

2.7

**DEALS/YEAR
PER BUYER**

8

**DAYS TO CONTRACT
(VS. 32 FOR HOMEBUYERS)**

3.2

**REFERRALS
PER BUYER**

89%

**CLOSE RATE
ON QUALIFIED BUYERS**

94%

**OF AGENTS
AVOID THEM**

**WANT REPEAT
DEALS LIKE
THIS?**

*YOU'VE JUST LEARNED THE BLUEPRINT.
NOW LET'S BUILD THE FULL SYSTEM
- TOGETHER.*



SUMMER!
SALE

FOR LIMITED-TIME

**70%
OFF**

BOOK YOUR CALL TODAY

*WE'RE OFFERING YOU A NO-OBLIGATION CALL SO YOU
CAN SEE IF THIS KIND OF BUYER IS RIGHT FOR YOU.*

CLICK HERE!

REI INSTITUTE™

REAL ESTATE
INVESTMENT
INSTITUTE™