



## Step By Step Your First Month in Lease Option Assignments (Lease Purchase Consulting)

Your first month assumes you have your

- identity package (letterhead, brochure, business card) made up,
- your office and filing system set up is complete,
- you have sent out a press release,
- have researched the networking groups in your area, and
- joined those that are appropriate to your business.
- Be sure to calendar these meetings and tickle notices.
- If your business is lease option assignments or lease purchase consulting, you have joined the local real estate group (if there is one), calendared the meeting time, have started contacting Realtors and mortgage brokers to see if you can work together, collected newspapers, have your databases done (seller prospects, tenant/buyers), have your portfolio/briefcase ready with forms, contracts and business cards.

Please note, I have your doing a deal on Day 5.

Don't have a heart attack,

I don't expect you to do a deal in your first five days.

However, if you follow this daily schedule you should have every reasonable expectation of doing a deal within your first 30 days. So in order to prepare you for the steps to follow, I placed the appropriate steps to do the deal on days 5, 6, 7 and 8. And, who knows, you could get lucky, like I and do a deal within the first week.

The following monthly schedule is for Lease Purchasing, however you can adapt it to any business. Note: Regarding accounting and deposits, I suggest once a week, preferably Friday. However, if you want to do deposits and accounting daily that is fine.

### Day 1

1. Check your goals.
2. Check your calendar and tickler file.
3. Check your e-mail and answer emails.
4. Go through newspapers for sellers to call. Don't forget to also do the For Rent section.
5. Go up on-line to For Sale By Owner (FSBO) sites and pull down the information you need to make calls.

Call For Coaching – 216 630 0708 – Email [coaching@REISkills.com](mailto:coaching@REISkills.com)  
Brian Gibbons – See Written Guarantee on <http://REISkills.com>



Note: If the site has the information on the home scattered all over the place, I just write down the phone number. If someone is interested I am going to ask about their home anyway.

6. Start calling. Try at least for 1/2 half hour your first day on each list. That's an hour total for the day.

Remember, if you get an answering machine, leave a message (See Prospecting chapter). Be sure your answering machine message clearly delineates what you do and how you can help the caller.

For example, our message:

- *"Thank you for calling for information about how the lease purchase advantage can help solve your real estate problems.*
- *To fax, press star 9, wait for the fax tone, then transmit.*
- *You've reached LeasePurchaseOhio, Lease Purchase Consultants at 216-630 0708.*
- *We specialize in rent to own or lease purchase solutions for buyers, sellers and investors.*
- *If you would like to discuss how the lease purchase advantage can help move your property in less than 40 days or how lease purchasing can help you move into a home today that you can buy tomorrow, please leave your name and telephone number, and we will return your call as quickly as possible.*
- *Thank you for calling."*

If someone leaves their name and number, I know they are at least interested in the Lease Purchase Advantage.

If you do get to speak to someone follow the scripts provided. Be sure to get their name and address, so that you can follow-up with a letter or some information.

## Remember, not everyone is going to be interested in Lease Purchasing.

Some need to cash out, some want too much money up front. Try to consult with them or sell them a manual (if you have that type of product available, if you want a great one, call me at 216 630 0708) if they seem interested, but need all the cash they can get.

If there is still no interest, hang up and go on to the next call.

Be sure to note what their objection was, if they give you one.

They might be more flexible a couple of months down the road when they still have that property.

Cold calling is a numbers game. For so many calls, you get so many responses. Remember, you have a way to help sellers. Put this thought in your mind before you pick up the phone. It might make it easier to do the cold calling if you realize you are getting on the phone to help people.



7. Send out any follow-up information. Put file copies in chron and appropriate file, if necessary.
8. Enter calls into your database. Be sure to set your database primary key to the telephone number field, so you don't keep calling the same people.
9. Do some reading in your area, both on-line and off. Visit on-line groups that relate to your business.
10. Check your e-mail and respond, if necessary.
11. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 2

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do any call backs from your calling and set up appointments if appropriate.
5. Do some more calling - again at least 1/2 hour on each list.
6. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
7. Enter calls into your database.
8. Take the afternoon and drive the neighborhoods you would like to work in. Be sure to bring paper and pencil to make any notes, or if you see a FSBO sign.
9. Check your e-mail and respond, if necessary.
10. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 3

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. If close to running out of sellers to call, do up a couple more newspapers and get more names from on-line FSBO sites. Do some more calling - again at least 1/2 hour on each list.



6. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
7. Enter calls into your database.
8. Visit on-line newsgroups for your business. Contribute. Start thinking about writing an article for your area, and putting up classified ads for your services.
9. Check your e-mail and respond, if necessary.
10. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 4

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Call for at least 1/2 hour on each list.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Put up tenant/buyer flyers in at least 5-10 apartment complexes.
8. Start e-mailing Seller's on line for consultations. Do this for at least 1/2 hour.
9. Do some reading in area, both on-line and off.
10. Check your e-mail and respond, if necessary.
11. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 5

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.



5. Check properties - title search, pricing for leasing, rental price. Negotiate with sellers.
6. Make appointments to see homes you may contract for and be sure to bring your contract. Bring your portfolio/briefcase so you will have all your material handy. Have the owner/seller sign the contract and necessary forms. Get the key to show the property. Do not let the seller show the property without you present.
7. Call accountants - tell them about your Rent To Own program and the referral program you have. Follow up with letter, brochure and business cards. Be sure to tell them to have the individual they give the card to, to look on the back of the card to see who referred them, so you can process any referral fees. Have the accountant send you some of his cards, so you can do the same.
8. Call to get placed on housing lists for your area. Major corporations, military bases, civil service offices and government agencies.
9. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
10. Enter calls into your database.
11. Check your e-mail and respond, if necessary.
12. Do your To Do List for the next day. Add any appointments to your calendar.
13. Do accounting and deposits.

#### Day 6

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Make up files for properties you are handling. Put an accounting sheet on the inside cover of the file to record any expenses and income for this property. Put the seller's name, address, phone number, fax number, cellular number on the form. Put the property address you are handling on the form, if different from the seller's address. Be sure this information also goes in your seller database, and accounting program.
6. Run your ads in the local paper - in both the for rent and for sale section. Put up flyers in apartment complexes, laundromats. Send your flyers to the accounts, real estate agents, mortgage brokers and



other housing agencies you are working with. Put up signs on cross streets by property and highway on and off exits. Advertise property on the web.

7. Have your forms ready for tenant/buyer calls. Be sure to enter tenant/buyers that call in your database.

8. Once you get a tenant/buyer that has done a drive by, and is interested in seeing the inside, do a credit check. If credit is OK, set up time for tenant/buyer to see the inside. If tenant/buyer likes it, have them sign all the appropriate forms, and pay the assignment fee and first month's rent. Forward appropriate funds to seller.

There are many variations to the above.

- If the tenant/buyer completes the credit check while seeing the house tell them approval is dependent on their credit check.
- If they want the property to be held they must pay a non-refundable deposit. It is only refundable if they are not approved due to the application and credit check.
- If they change their mind, the money is not refundable, since you are taking the property off the market.
- If things check out and they are approved the deposit is subtracted from the remaining funds owed.
- They must have the remaining funds when they sign the paperwork. If there is any delay of funds, a short note will be taken back, but they must come up with at least half of the option money and first month's rent.

9. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

10. Enter calls into your database.

11. Check your e-mail and respond, if necessary.

12. Do your To Do List for the next day. Add any appointments to your calendar.

Day 7

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.



5. Continue to respond to ads, setting up appointments with tenant/buyers, entering them in your database, and moving the properties you have contracted for.
6. Once the deals are finished, be sure to do your accounting sheets, costs for ads, flyers, credit checks, deposits and monies reimbursed to seller. Be sure to mirror this information in your accounting program on your computer.
7. Send out final letters.
8. Close file.
9. Write article on this deal and any others, how they came about, what transpired, the numbers, things that went wrong and how you resolved them, if you did. How you should have done it.
10. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
11. Enter calls into your database.
12. Check your e-mail and respond, if necessary.
13. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 8

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Continue to set up appointments to see property and contract with sellers. Run your ads, screen tenant/buyers and close your deals. Remember, when a deal is done to send out your final letter and write an article on your deal. Be sure, if you have made a mistake during a deal, to rectify it for the next deal.
6. Start looking for publications to print your deal articles both on and off line.
7. Volunteer to speak at your real estate club on the deals you've done.
8. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.



9. Enter calls into your database.

10. Check your e-mail and respond, if necessary.

11. Do your To Do List for the next day. Add any appointments to your calendar.

Day 9

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Be sure your tenant/buyer database is up to date.

6. Start outline for your promotional newsletter. This will include the different types of deals you've done, the services you provide for buyers and sellers, and any products you have available.

7. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

8. Enter calls into your database.

9. Check your e-mail and respond, if necessary.

10. Do your To Do List for the next day. Add any appointments to your calendar.

Day 10

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Write up a speech for your real estate club, and contact other organizations to do a presentation. Try to speak at least once a month for the first six months. then twice a month thereafter. If you have trouble speaking there are many organizations that will help you with public speaking. Check your local resources, especially the local Kiwanas club or Toastmasters organization.

6. Contact at least 5 magazines and 5 on-line groups to publish your articles.



7. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

8. Enter calls into your database.

9. Check your e-mail and respond, if necessary..

10. Do your To Do List for the next day. Add any appointments to your calendar.

11. Do deposits and accounting.

Day 11

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

6. Enter calls into your database.

7. Refine your speech for the real estate club and for other speaking engagements.

8. Work on promotional newsletter.

9. Check your e-mail and respond, if necessary.

10. Do your To Do List for the next day. Add any appointments to your calendar.

Day 12

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.



6. Enter calls into your database.
7. Check your response rate to your classified ads. Re-submit them if necessary, and if not getting a good response, submit to some other sites.
8. Take the afternoon and drive the neighborhoods you are working on.
9. Check your e-mail and respond, if necessary.
10. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 13

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Refine your promotional newsletter.
8. Follow-up on magazines you have sent articles to. If negative, submit to additional publications.
9. Check your e-mail and respond, if necessary.
10. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 14

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.



7. Start researching organizations - churches, charities, you can volunteer for. Be sure you add this to any promotional material.

8. Send press release on your company's role to local papers and industry related publications concerning your volunteering.

9. Check your e-mail and respond, if necessary.

10. Do your To Do List for the next day. Add any appointments to your calendar.

Day 15

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

6. Enter calls into your database.

7. Once one of your articles is printed send it to your clients and contacts (prospects).

8. Check your e-mail and respond, if necessary.

9. Do accounting and deposits.

10. Do your To Do List for the next day. Add any appointments to your calendar.

Day 16

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.



6. Enter calls into your database.
7. Add some more classified sites to your web promotion.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 17

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Do up final promotional newsletter, prepare for distribution. We do our newsletter quarterly, you can do yours more often if you like.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 18

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Mail out promotional newsletter to sellers, tenant/buyers and prospects.



8. Check your e-mail and respond, if necessary.

9. Do your To Do List for the next day. Add any appointments to your calendar.

Day 19

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

6. Enter calls into your database.

7. Continue to submit articles both on-line and off.

8. Check your e-mail and respond, if necessary.

9. Do your To Do List for the next day. Add any appointments to your calendar.

Day 20

1. Check your goals.

2. Check your calendar and tickler file.

3. Check e-mail and answer.

4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.

5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.

6. Enter calls into your database.

7. Find on-line discussion groups for your area and make your presence known as "an expert" in that area. Sign up for any on-line discussions.

8. Check your e-mail and respond, if necessary.

9. Do deposits and accounting.

10. Do you To Do List for the next day. Add any appointments to your calendar.



## Day 21

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Re-evaluate classified ads for your services. Change ad or delete from a particular site if not getting response rate. You might also want to think of adding new sites.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

## Day 22

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Check apartments to see if you need to replace flyers for tenant/buyers. Add some new apartments, bring the total up to 20.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.



#### Day 23

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Check tenant/buyer database -check with tenant/buyers to see if still looking, if so, remind them of your manual (if you have one); or tell them you can consult with them, and you are setting up your consulting schedule.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 24

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Check Sellers database - recall on the one's that said no or were with Realtors, or needed, the last time you called, too much money down. Remind them of your consultation services, and manual (if you have one).
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.



#### Day 25

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Look at the vehicles you are using for marketing purposes and discard those that are not working, or revamp them to see if they will work better with some changes.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 27

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Continue to submit your deal articles, and other articles you are writing to both publications on and off line.
8. Check your e-mail and respond, if necessary.



9. Do your To Do List for the next day. Add any appointments to your calendar.

Day 28

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Take a look at your contacts - real estate agents, accountants, and any other contacts to see if you need to re-evaluate your relationship. Are you getting what you expected out of this relationship, if not, dissolve it and try to find someone else. Also, in regards to the networking groups you belong to, if you are not getting the business from this contact that you expected, try to find another group and/or discontinue going to the meetings altogether.

Personal Note: We have found in some areas of the country they work and in others they are a waste of time. For some it is just an excuse to go out to breakfast at this ungodly hour in the morning.

8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

Day 29

1. Check your goals.
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.



7. Go back and check the apartments you put flyers up for tenant/buyers to see if they need new ones; if certain complexes are not giving you the response you want, stop putting information up at them and replace them with a different complex.
8. Check your e-mail and respond, if necessary.
9. Do your To Do List for the next day. Add any appointments to your calendar.

#### Day 30

1. Check your goals, did you meet your daily and weekly goals, how about your monthly goals. If not, why, and be honest. Set up new goals for next month and work towards them. Remember to look at them every day. Put them up on your refrigerator, your calendar, your office bulletin board. If you don't look at them every day, you will forget them, and that is why you are in business, isn't it!
2. Check your calendar and tickler file.
3. Check e-mail and answer.
4. Do some more calling - again at least 1/2 hour on each list. Do e-mailing on web for at least 1/2 hour.
5. Send out any follow-up information or letters. Put file copies in chron and appropriate file if necessary.
6. Enter calls into your database.
7. Do accounting and deposits.
8. Check supplies and order if necessary.
9. Check your e-mail and respond, if necessary.
10. Do your To Do List for the next day. Add any appointments to your calendar.



Congratulations, you made it through your first month. Please note this monthly schedule included a couple of deals.

While I did not place the deal information on an every day schedule, it is expected that from your calling you will get deals, please use the steps outlined with all your other deals also.

Use this monthly schedule for the upcoming months.

This schedule is laying a foundation for you and building good habits.

Remember to continue the marketing of your business and marketing of your deals.

They are two different things.

You still need to get out there and tell people what you do through the written word, Internet or speaking. The more people that know about you and what you do, the more business you will have. The day you stop marketing and promoting yourself and your business, is the first day you start going out of business.



*I coach REI*  
*Buy Smart*  
*Finance Smart*  
*Sell Smart*  
*Seller Finance Smart*  
*Run Your Business Smart*  
[www.REISkills.com](http://www.REISkills.com)

The advertisement features a photograph of Brian Gibbons, a man in a dark suit and white shirt, standing with his arms crossed against a light blue sky background. To the right of the photo is a list of coaching services and the website URL.

Call For Coaching – 216 630 0708 – Email [coaching@REISkills.com](mailto:coaching@REISkills.com)  
Brian Gibbons – See Written Guarantee on <http://REISkills.com>