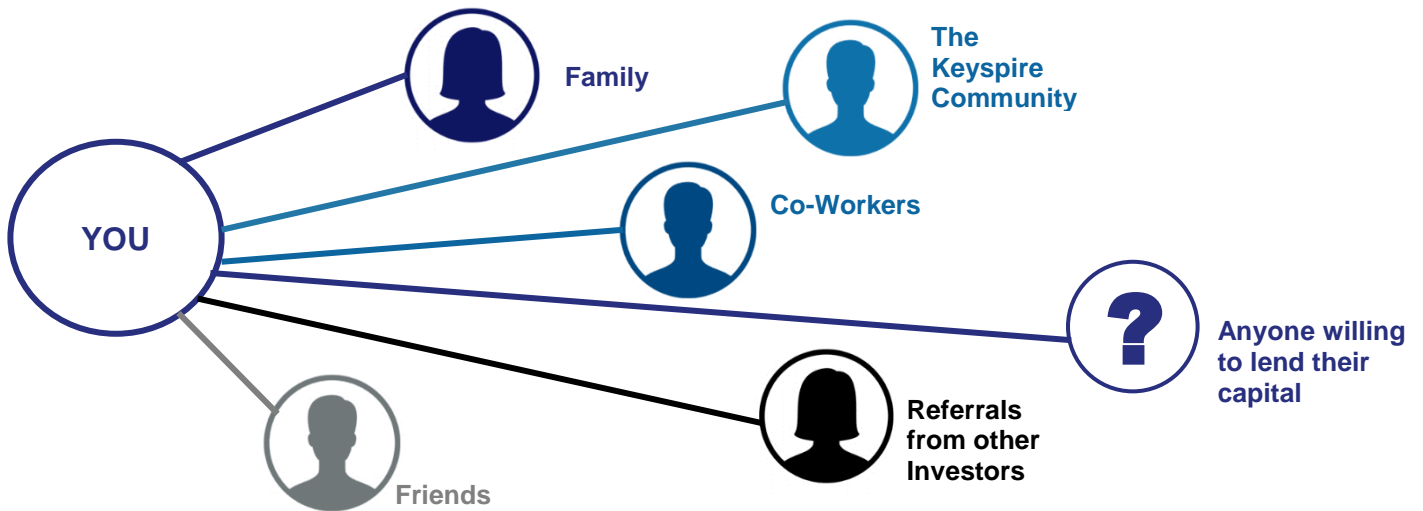


Private Money Lenders – Getting to Yes

WHO are your private lenders?



How do you **ATTRACT** private money lenders?

DO THIS...

- UNDERSTAND** the Private Lending Process
- KNOW** the numbers of your deal inside-out
- CREATE** a presentation package that outlines your opportunity step-by-step
- BE HONEST** about any credit history problems
- DETERMINE** how you will pay back the loan before you borrow

NOT THIS...

- DON'T** focus on getting a property under contract without considering how you will finance it
- DON'T** misrepresent the numbers or the deal
- DON'T** assume you know more than the lender
- DON'T** forget to make it a Win-Win situation for you and your lender
- DON'T** underestimate the power of word of mouth and referrals

How to Prepare for **SUCCESS**

Create your Value Add Statement

Who are you? How do you add value? Why should a lender work with you?

Understand *The 4 Ways to Win™*

Evaluate each property using Keyspire's straight-forward system. Confidence in your numbers will give confidence to your lender.

Showcase your Experience

Create a presentation package of your previous property investments. If you are a new investor, focus on the skills you bring to the deal and your attention to detail.

Treat it Like a Business

Prepare and practice your presentation in advance. Anticipate questions the lender may ask and prepare your answers. Dress for success!

UNLOCK the Power of Private Lending

Work with your Keyspire Coach to develop your strategy

Practice how you will present your deal to a private money lender

Network with other Keyspire Members to share experiences

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