



## Mom's House 20 is Plenty

The Right Number of Relationships for Leads in Your Local Market

Congratulations on downloading our 20 is Plenty Worksheet!

If you follow the Mom's House formula outlined for you, not only will it make you lots of money, it will be a continuous supply of qualified leads! We call it "turning on the faucet".

What do we mean by "turning on the faucet"?

When you connect to the industry stakeholders in your local market and properly identify, nurture, and maintain approximately 20 mutually beneficial relationships with these individuals, you will receive a consistent flow of leads for your real estate investing business.

Your primary list of stakeholders will include senior care communities, elder law attorneys, and other key players in the placement of seniors. It is important to remember that these leads are in a critical time in their lives. These stakeholders will be well-versed in the challenges your leads are dealing with and will most likely be cautious and careful in who they recommend to assist in selling their homes.

**WARNING!** You need to be extremely careful about how you approach these people, what you say, and how you position you and your services.

You can't just walk in or call a senior care community; it's very easy to get BLACKLISTED from the Senior Living Community in your market. DO NOT DO THAT!

We cover many of the basic dos & don'ts in a quick, comprehensive free training I created just for real estate investors like you. This training is an introduction to the "Who" and "What" involved in generating a steady stream of qualified leads who not only want to sell their homes, but need to sell them - fast.

The most important piece of real estate investing in the senior care industry is the “how” of it all. If you can’t just walk in or call on these communities, how do you go about becoming acquainted with these stakeholders and building the rapport necessary to establish trust?

Over the last decade, that’s the question we heard most. So we put together our 2-Day deep dive Certification Course that shows you the “How” through advanced strategies, tactics, scripts, and role play.

First things first; let’s set your foundation.

Fill out the 20 is Plenty worksheet with the key stakeholders/people in your local market. You will reference this list throughout your training. It will change and evolve over time as you identify the best relationships and eliminate the ones that don’t work for you. With a perfected list, you will discover the most effective conversations, marketing, and strategies that convert these relationships into new leads of highly motivated sellers.

Don't worry if you don't have the names and titles yet. Begin with what you already know and go from there.

Start here:

- 3 Downsizing/move out companies
- 5 Senior care placement agents
- 5 Elder care attorneys
- 5 Senior living communities private pay
- 2 Senior living communities Medicaid

Bonus lists:

- 5 Veterans benefits consultants.
- 5 Senior care networking groups
- 5 Junk haulers.
- 5 Disaster relief companies
- 5 Realtors with senior care designations

Mastering this list, then customizing it for you and your market will give you the foundation to get started in the Senior Living industry.

Once your list is complete, our free training helps you understand the role each stakeholder plays in securing the deals available in your market.

In addition to this list, sensitivity and compassion will be necessary for success in this industry. It is different from most other real estate investing niches in that we are servicing those in our community at an emotional, and sometimes painful time in their lives. Finding a facility to entrust with Mom's care is daunting in and of itself. Trusting someone with the buying of her home, could be overwhelming.

Additional home study courses, training material, and our 2-Day Intensive Certification Course are available for those individuals who understand the opportunity and uniqueness of this industry, consider it an honor to work in it, and are ready to fast track their real estate investing business with never-ending, recession-proof leads from owners who are motivated to sell.

I hope the 20 is Plenty Worksheet helps you move your real estate investment business along. I've used this list to do hundreds of deals over the past ten years, averaging 50 deals a year from these relationships, and I want to help you do the same.

Download the Mom's House 20 is Plenty Worksheet [HERE!](#)

Phillip

P.S. If you want help on how to turn this list into recurring prospects for real estate investment leads, see if you qualify for our Mom's House Certification program [HERE](#)

## **20 is Plenty Worksheet**

The Goal is to Collect All the Info You Can: Company Name, Title, Website, Name, Title, Phone, Email, etc.

**To Download Our 20 is Plenty Worksheet:**

**[Click Here](#)**

