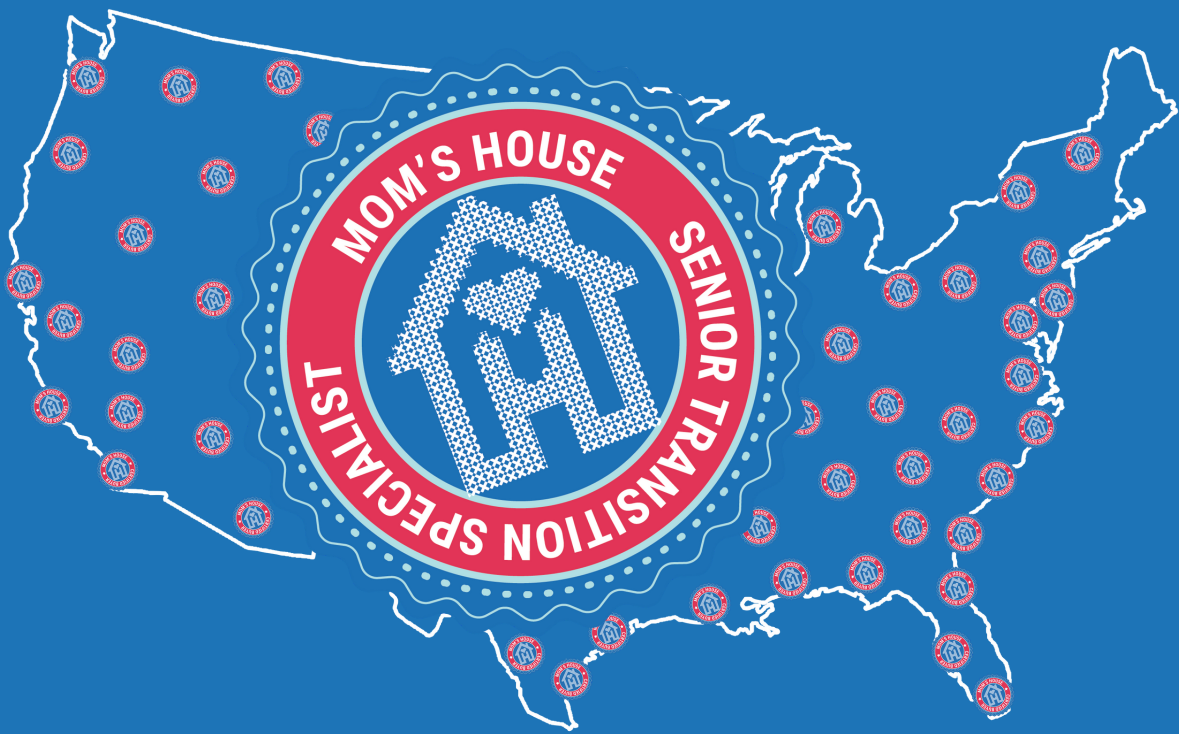


THE INDUSTRY'S BEST LEADS



Home Study Course

a "quick start" prep for your upcoming live 3 day training in St. Louis.

MOMSHOUSE.COM

MOM'S HOUSE HOME STUDY COURSE

INVESTOR PROGRAM

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MOM'S HOUSE

Welcome and Our Mission

Welcome to Mom's House, we are excited to be a part of building your REI business.

Our Mission: To help families solve one of their biggest challenges in the journey to senior care by offering an easier, less stressful way to sell mom's (or dad's) house without cleaning it up, cleaning it out, or paying realtor fees.

Through our nationwide network of certified home buyers, we purchase senior homes outright, in as-is condition so families can close within weeks instead of months and get mom the care she needs.

Our ecosystem is made up of senior care and service providers across the United States that includes our network of certified home buyers, senior living operators, placement agents, home healthcare providers, downsizing experts, and elder law attorneys working in alignment to ease each family's burden in the journey to senior care respectfully and compassionately.

With the nation's largest network of home buyers, we purchase homes outright without realtor fees and in as-is condition to solve one of the biggest challenges families face in the journey to senior care. Our trusted network of certified home buyers offers local coverage in cities across the United States and is trained to guide families through our easy, stress-free process with compassion and respect so families can close within weeks instead of months.

Phillip and Ben

MOM'S HOUSE HOME STUDY COURSE

This home study program is designed to give you a foundational understanding of how long-term senior living communities and key stakeholders in their industry can create free continuous leads for your REI business. It acts as a "quick start" tool to help you become better prepared for your upcoming 3 days of training in St. Louis.

You will discover the tools and methods needed to develop mutually beneficial relationships with these communities and generate a consistent flow of REI opportunities.

The ability to generate leads ethically while taking care of families in your community is truly a blessing in this industry.

Our proven system allows you to provide a much-needed service with integrity. Someone is going to help these families and not all of them will do it the Mom's House Way.

That's why we put together this home study course and our live 3-day training - to find and equip trustworthy real estate investors who will provide this service with the expertise and compassion these families need.

This home study course is your first step in leveraging our experience and success for your benefit and becoming a Certified as a Mom's House Senior Transition Specialist. We look forward to welcoming you to St. Louis and our home office soon! Be sure to book your flights and hotel rooms.





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PHILLIP VINCENT

CO-FOUNDER

As a St. Louis native, Phillip's passion is Cardinals baseball and Blues hockey. When he's not watching sports or with his family, he's investing in real estate. While he started as a home builder and developer, he quickly transitioned to investing in real estate full time.

Phillip has been investing in real estate for over 22 years. He has bought hundreds of houses and has a passion for working with families; his sellers love him! There isn't much he hasn't seen, so creativity and care are his go-to when it comes to buying houses and helping families solve some of their biggest problems. He is an entrepreneur and is always excited to support new projects and learn new things, like building out a nationwide network of Mom's House Real Estate Investors.

Phillips has two young sons, Drake and Sterling, and a super wife, Melissa, who's all he could have ever dreamed of. (Well, except maybe his lifelong dream to one day buy the St. Louis Cardinals baseball team.) He is an avid tennis player and also loves playing hockey with his two boys. Phillip volunteers for multiple charities, including Brace for IMPACT 46, an organization that supports youth programming in both St. Louis and Haiti, and Special Spaces, which builds custom rooms for terminally ill children suffering from cancer.



BEN RAO

CO-FOUNDER

Ben graduated from the University of Kentucky and went right into technology. After 10 years in tech, Ben made the leap into real estate investing. In 2006, he co-founded Summit Holding Group, a real estate investing company. After renovating over 50+ homes, he developed a software for managing rental portfolios websites and has a rental portfolio of residential and commercial properties. In 2010, Ben founded Community Buying Group (CBG), which he grew to 20 employees and 15,000+ members nationwide that came together to create a leverage buying program to save on building materials and services.

Ben sold CBG in 2017 and then developed Lee's Summit's first entrepreneurial and business incubator and office space in the formerly-vacant 14,000 sqft. post office in Downtown Lee's Summit, now known as Bridge Space. Ben with his endless energy, creative spark, and entrepreneurial vision is well served mentoring businesses of all sizes grow and succeed.

Ben lives in the renovated historic building that once was the Lee's Summit Hospital and the Dayton Hotel in Downtown Lee's Summit. He lives with his wife, Rhonda, and their two children, Maddy and Charlie, and Charlie dog, a border collie who goes to the office every day. Ben serves as a member, partner and past-president on many committees in the community.



WHAT'S IN IT FOR THEM?

In sales, you have to know this answer for the person you are working with. You **HAVE** to make it clear what's in it for them. Tell your story the **right** way, and it will feel so natural for them to **WANT** to refer business to you.

SO WHAT'S IN IT FOR THE COMMUNITIES?

With an ability to close in as few as ten days from the first visit, we help ease the painful process of getting the house sold and unlocking the cash needed to pay for the new community. Some local communities become a short-term lender for these families, to finance them while they wait for the equity to be unlocked from their house sale. They don't want that risk, but it becomes a necessary measure because the last thing they want is for that person to end up in another community that offers a finance option. We are able to:

- Add extra days and months to their clients' stay.
- The average stay in a long-term care community is only 28 months.
- Adding months to their stay adds many thousands of dollars in profit to the community's bottom line.

Guess what else is a huge problem to the communities? Imagine the problem of telling mom she has to leave 97% of her lifelong possessions behind. The **STUFF** is often a huge issue. Mom's house could have 2,000 square feet plus a full basement filled with, well, life. And now her new room is 144 square feet. One of the things that slows this whole process is her thinking, "Now where am I going to put all my stuff?"

Once the heirlooms are passed out to the kids and Mom collects her favorite clothes and a few pieces of furniture, what's left is an opportunity for you: the investor. I'm not saying you need to get in the stuff business. In fact, I hope you don't. What I am saying is that you need a clear plan of who to work with to clean out these homes you buy, which often includes finding an estate salesperson, a buyout person, a junk person, an auction house, and more. This distribution of stuff is important to the long-term care community because the more you help them on the front-end, the less likely they will have to deal with the hassle of downsizing. Our program relieves the communities of this process, eliminating stress while creating increased profits.

Now what about timing and the power of flexibility?

THE PROPRIETOR

simply wants more money—and fewer reasons to have to “front” loans to clients. You can help make that happen.

THE DIRECTOR OF OPERATIONS

wants the hassle of new residents' stuff off of her plate. People needing to sell their houses is one of her biggest problems. She is concerned with the image of the community, so gaining her trust is paramount.

THE COMMUNITY DIRECTOR

needs to keep the community full with tenants. Their bonus is based on profitability: being full equals profit, being vacant equals losses. You are music to their ears!

THE FINANCE DIRECTOR

wants to close his file. He helps new residents figure out ways to pay for care. Be that solution for him.

THE SOCIAL WORKER

needs to know you care about her clients. If you look at people as just another number, you won't connect with her. She won't care about numbers; she'll care about how well you take care of people.

THE MARKETING DIRECTOR

wants people to choose their community over the competition. You provide a service that makes it much easier for the family to choose her community.

TAKE AWAY THE SENIOR LIVING COMMUNITIES' PAIN POINTS AND YOUR VALUE GOES THROUGH THE ROOF!

QUESTIONS

Does everyone you network with have the same goals?

Can you learn the nuances of each type of person?

Will saving them time, effort, and pain endear you to them?



SECTION NOTES

NATURE OF THE BEST LEAD

WHEN TALKING TO POTENTIAL SELLERS, I AM LOOKING FOR TWO DISTINCT QUALITIES.

1. DO THEY HAVE MOTIVATION?

Seniors in transition typically have the highest possible motivation!

A lot of times, some unexpected incident has occurred (like a fall) to force Mom to a rehabilitation facility—and now the doctors are saying that she can't move home in 30 days.

The stress of finding a new permanent home for Mom happens at warp speed: Should we look near where Mom lives already? Should we look near the most responsible child's house? Should we look for something near her doctor's office? Is there a right answer? What else should we be thinking about? Who can help us: Google? Placement agents? Friends?

Mom, the strongest person I ever met, the one who made me countless meals, wiped my face with her wet thumb, threw me unlimited fastballs, taught me life's most important lessons. Now she needs my help. The MOST important goal is to get her the best care.

2. DO THEY HAVE EQUITY?

So you found a couple locations that Mom doesn't hate. Turns out that she has good taste and the one she likes is the most expensive. You meet with the finance director at the community, and he tells you that based on the level of care she needs, the cost is around \$8,000 a month. In a common American situation, Dad died 8 years ago and Mom's been doing the best she can with what she has. Social Security, pensions, a little savings, and the house make up all of her assets. Here's the thing. The house was bought in 1973 as their "forever home." The great part is that they paid \$27,500 for it and today its retail price is _____! (What is the median home value in your market?)

Of course, Mom never kept up with the home trends. In 1979, Mom and Dad added that paneling and a non-permitted bathroom in the finished basement so you could get away from your four sisters. Mom did get some new kitchen cabinets and countertops in 1989 . . . but it's far from being retail-ready in 2020.

The wallpaper is everywhere. The furnace, hot water heater, plumbing stack, and HVAC are all functioning but they average 27 years old already. Mom has some carpeting, but she's been really bad about taking the dog outside to pee; there are stains all over the floors. It's bad.

But they paid off the house in 1997! She doesn't owe a penny on it. Still, pensions and Social Security are fixed monthly income. We need big money fast.

DROVE RIGHT PAST MY LEADS TODAY



THE HOUSE HAS TO GO.

QUESTIONS

What is the motivation level of these leads?

Do they have equity?

Do they want to rehab the house?

Average age of adult children?

SECTION NOTES

MARKET SIZE

OVER 2,000,000 PEOPLE CURRENTLY LIVE IN LTC COMMUNITIES

300,000 MOVE INTO LTC COMMUNITIES ANNUALLY

4,700,000 ARE USING IN-HOME HEALTH CARE

6 MONTHS IS THE AVERAGE LIFESPAN OF AN IN-HOME HEALTH CARE CLIENT

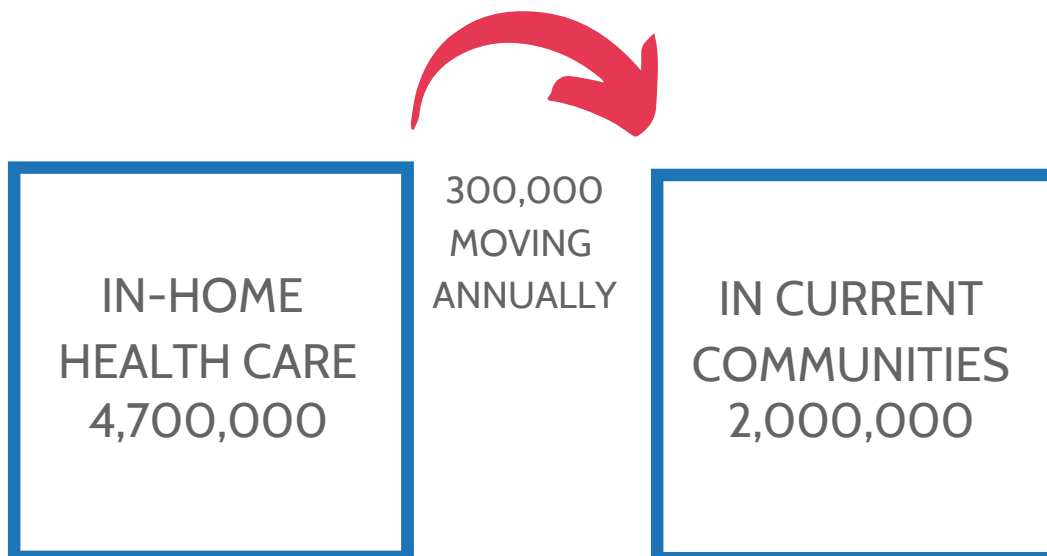
10,000 PEOPLE TURN 65 EACH DAY

THERE ARE NEARLY 29,000 CARE COMMUNITIES IN THE U.S.

Think about where you live: are there any cranes in the air building huge senior living communities? In St. Louis, they are going up constantly all over the city!

Most of the people who are moving into senior living communities owned their home and paid off the mortgage decades ago. They didn't move around a lot, they didn't continuously update their home to reflect the latest trends, and they were of the "if it ain't broke, don't fix it" mentality.

This translates to the perfect storm for us: A very motivated seller with a dated house and tons of equity.



QUESTIONS

What keeps feeding long-term care?

How many seniors move in to LTC communities annually?

How many care communities are there nationally?

IS THERE ENOUGH FOR ME IN MY LOCAL MARKET?

SECTION NOTES



TYPES OF COMMUNITIES

And levels of care

- Independent Living Apartments
- Adult Homes Enriched Housing
- Family-Type Homes Assisted Living Program (ALP)
- Continuing Care Retirement Communities (Lifecare Communities)
- Nursing Home (Skilled Nursing Facility)
- Family Caregiving (care provided at home by family members and loved ones)
- Home Health Care Homemaker Services
- Home Telehealth
- Adult Day Care Centers Home Care Agencies
- Continuing Care Retirement Communities (CCRC)

Do you need to remember all of these? Probably not. I'm sure, after ten years in the industry, that I still haven't.

So why are we going over this? We are trying to learn all we can about this vast industry. It's a big market!

Any of these types of facilities in your market are a valuable asset to you and your future leads.

Independent Living, Assisted Living, Memory Care, Skilled Nursing, Affordable Housing, and Short-Term Care will be the most common communities you will deal with.

REMEMBER... 20 IS PLENTY

SO MANY TYPES OF COMMUNITIES

QUESTIONS

How many levels of care are there?

Do I need to memorize all of these types?

How many communities are in your market?

Communities or Facilities?

SECTION NOTES

SO, WHO RUNS THE SHOW?

PROPRIETOR



This guy is like you! He's really a real estate entrepreneur. . . or a fat cat, if you will.

The proprietor is often the hardest to get to because he'll have hired a team to run the community. So getting a one-on-one with him will be harder—but well worth it.

DO NOT be intimidated by this guy. He's looking at the bottom line, and he will love what you have to say. You're helping him with his biggest obstacle: occupancy!

DIRECTOR OF OPERATIONS



She is pulled in a million different directions all day long. All roads lead to her and she makes sure everything runs smoothly. It's not an easy job, but she makes it look like it is.

If you just walk into her community and get a chance to speak with her, you better get to the point in ten seconds or less. She ain't got time for fluff and funnies.

She has plenty to deal with—and no extra time to add more problems or handle additional stress. You can solve some of her biggest pain points! You can make her life easier and better.

FINANCE DIRECTOR



Remember the last time you bought a car and you went into the back room with that guy who told you about all the options you had to pay for the car?

The senior living industry has the same guy. And he could be your new best friend. No one is more in tune with your goals than this guy. He is the one telling families that they will most likely need to sell the house to pay for this great community of care.

Imagine how powerful it is when this guy hands them your information. Talk about a warm lead! This is the best: A recommendation from a community to you is like a huge vote of trust.

SO WHO RUNS THE SHOW?

MARKETING DIRECTOR



MEET ASHLEY, THE 24 YEAR OLD RECENT COLLEGE GRADUATE WHO KINDA UNDERSTANDS SOCIAL MEDIA, KNOWS WHAT TWITTER IS, AND THE COMMUNITY IS CONVINCED THEY NEED TO MARKET THEIR WARES

You can help in our journey as well. Your focus is to bring people into the community for “walk throughs” You run the community facebook page. You go to networking events to stay up on the industry. This position has SO much churn.

The proprietor hates having them on the payroll and is convinced they don't even need a marketing director. Yet they have been told so many times that they do, mainly to compete with all the other communities that also have been convinced they need one.

Ok Sure. They have value. They are in fact a good person for you to know. But I have found that usually a 24 year old recent college graduate doesn't fully grasp what we do for a living. They don't yet understand our value fully. So harp on what's in it for them. Make her understand that they have a job that is based on filling beds, and you in fact help her fill beds quicker.

SOCIAL WORKER



BUILD HER TRUST
AND SHE WILL LOVE YOU.

I know it's hard for this room to believe but, did you know there are people out there NOT motivated by money?

Seriously. Social workers make jack crap for a salary and they deal with people's shit all day long. They have seen some crazy things (and can be a lot of fun to drink with).

If you look at people as just another number, you won't give the social worker what she needs. She NEEDS to know you care about her clients. She won't care about numbers, but she will care about how well you take care of people's needs.

SOCIAL WORKERS ARE PREDOMINANTLY FOUND IN MEDICAID COMMUNITIES.

PLEASE TELL ME YOU SEE YOUR VALUE PROP HERE!

QUESTIONS

Do proprietors care about the length of stay of their clients?

Do you have a solution that will make them more profitable?

What type of community has a marketing director?

Can you take the marketing director on a field trip?

How can you prove your value to a Social Worker?

What bad news will the finance director deliver to the family for you?

Will the finance director want to close their file sooner or later?

SECTION NOTES

A photograph showing three people—two older adults and one younger man—shaking hands in a kitchen. The older man on the left is wearing a plaid shirt, the woman in the middle is wearing a blue cardigan, and the man on the right is wearing a blue dress shirt and tie. They are all smiling and looking at each other. The background shows a kitchen with a stainless steel oven.

INDUSTRY STAKEHOLDERS

Proprietors of senior living communities are a lot like real estate investors. We learned earlier why it's so important for them to have full communities instead of a lot of vacancies.

Placement agents are like real estate agents for people moving into senior living. They will be a huge friend to you if you can cultivate a meaningful relationship. I have found that these placement agents are a lot like social workers, meaning they got into the business to help others and not to become rich.

Downsizing experts are a great resource before even thinking about getting the house on the market. Step one, before rehabbing and updating, is to clean it out!

Trusted real estate investors (yes, I'm talking about you!) are a HUGE resource for these families. Once you receive your "Senior Transition Specialist" Certification, you will be ready to help these families in their time of need. If you can do what you say you will and treat people kindly, you will be so valuable to this senior industry.

Elder Law Attorneys can be a great resource and work with families for estate planning and long term strategies on how to protect the senior's rights and preserve wealth.

QUICKER MONEY: Placement agents are paid a commission of 80%–200% of the first month's rent. That's literally a \$3,000–\$16,000 check for each successful placement.

Remember how we helps the proprietor and the community to be more profitable by getting rid of the roadblock of the house sale? Same thing with placement agents.

Do you think they like taking Mom out to see a community and the family says YES . . . but they need to sell the house to pay for it before she can move in? Now the placement agent is waiting for the same six months as the community to get that check. You are able to help that agent get her money faster—and do more business because she's not hung up on that sale.

You will learn more about Industry Stakeholders and Quicker Money options at the live 3-day training in St. Louis. We can't wait to see you!

PLACEMENT AGENTS

Imagine a real estate agent, but instead of finding their client a single family residence, they find them a LTC community that will fit their care, financial, and geographical needs.

Building relationships with these placement agents will give you a rolling harvest of ongoing appointments with some of the best real estate leads EVER.

TIMING: They are having a conversation with the homeowner's adult children at the exact right time, who asks these placement agents for advice on a multitude of topics.

"Where will Mom get the best care?"

"Mom wants to live near her old house, but I want to move her near my house; who's right?"

"Mom doesn't seem ready to let her stuff go. Can you convince her to throw stuff away?"

"Mom told me to go to hell when I told her I'm taking the car keys away. Can you tell her it's for the best?"

"The community says it will cost \$8,000 a month, so now we have to sell Mom's house to pay that crazy number. Know anyone who will buy it the way it is?"

"What do we do with all this stuff?"

The point here is that they trust this person already. They're already having a heavy conversation about a big life transition.

TRUST: Once the family has chosen their placement agent, they'll have already built superior trust with the family. A warm lead from a placement agent to your company is GOLD.

Plus, these people have been building relationships with long-term care communities for YEARS. The long-term care communities usually love placement agents because they're bringing new people in all the time.

Trust is a HUGE factor in this whole thing. These communities and placement agents will find people they like and trust. You get one shot at a good reputation here. Don't mess it up over anything shortsighted.

CONNECTION: When you are networking in big groups and a well-respected placement agent vouches for you, it will save you months and months of networking. These agents have already been in the trenches with the communities. They have battled the logistics of the industry and dealt with the difficult families and are still here to talk about it. Soon enough, you will have similar stories to tell at the next senior living networking luncheon.

YOU ARE A TRUSTED REAL ESTATE INVESTOR

QUESTIONS

Who in senior living is like a real estate investor?

What job title will be a phenomenal resource to you once you cultivate a meaningful relationship?

Who helps with all the STUFF?

Do downsizing companies fit in your real estate timeline?

SECTION NOTES



Mom's House Pre-Probate FLASHPOINT System

Earn your "Senior Transition Specialist" designation

When you come and see us in St. Louis for our live 3-day training, you take the knowledge you've acquired through this home study course to the next level with procedures & scripts (of what to say and not say) that have been perfected over the years and proven to be successful.

You will rehearse these scripts through interactive role play with a variety of real-life situations so that you not only have the business knowledge needed for this conversations, but the comfort level to engage in these conversations. Families and communities are looking to you to be the subject matter expert and they are also dealing with an extremely personal matter. Mastering these conversations will give you the confidence to put all parties at ease while gaining their respect and trust.

Discovering the best approaches for industry stakeholders eliminates one of the major hurdles to building the best relationships for your real estate investing business. We outline for you the best techniques to use when contacting the senior living communities and their key stakeholders necessary to build your business successfully.

Through real-life scenario practice & our experiences to share with you, all of the information from this home study course "comes together" in a way that empowers you to productively begin creating these relationships. We look forward to seeing you soon at our home office in St. Louis! Book your flight and hotel!

CLIENT TESTIMONIALS

"This education teaches you the "how" and actually gives you the building blocks and steps to take action the second that you're back at your office"

Garrett Miles, Resolve Home Buyers



"Now I have a better understanding of how to speak with the families, people that work with the senior living communities and it will absolutely give me an opportunity to do more deals."

Lisa Weston, Winvest Home Builders

"The last two days have been so amazing. It's gonna produce so many leads, so much money in continuous, ongoing flow for years and it's also the segment of the market where we can help these families."

Ryan Whitney, Watts Group Real Estate



"Mom's House really helped me to take perspective of the opportunities to serve and it answered a lot of questions that I know I'm gonna be able to implement in my business."

Kellie Wagner, Resolve Home Buyers

"We've been buying houses for 15 years and I know how important buying houses from elderly is, but it's not till the last couple of days that I recognized how much I've been missing out. And frankly, it's gonna be a lot more fun cause we're helping people."

Eric Lundberg, Winvest Home Builders



DON'T GET OLD

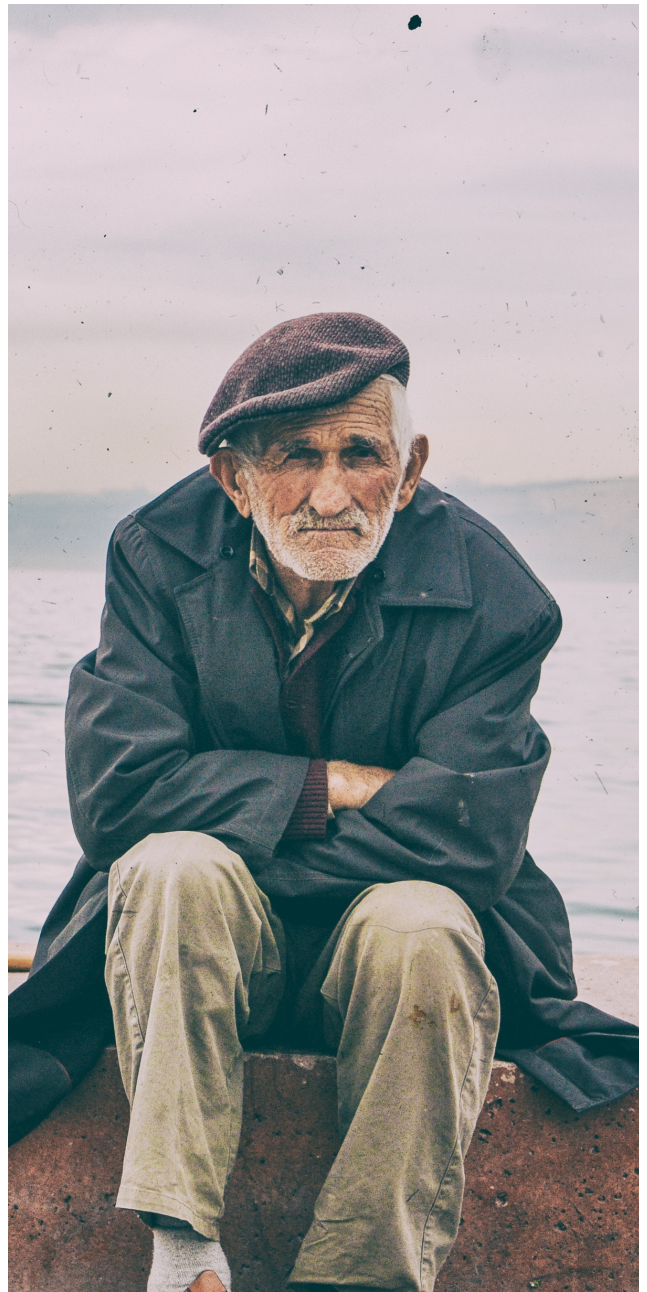
In our society, we put a huge value on youth and beauty. If you are a 50-year-old guy with a 25-year-old girlfriend in the audience today please remember that I wrote this way before I met you!

But I think you get my point. We spend billions on lotions, potions, pills, surgeries, trainers, facelifts, buttlifts. Today's seniors are often terrified to move into a "nursing home"—to them that's the place their relatives went to die.

The language of the senior living sector today is very . . . diplomatic. So we're going to go over a lot of these words and phrases to help you avoid offending others. We aren't going to let this become a "political correctness is running the USA" conversation.

We just want to help you understand some of the nuances in this huge industry.

Try to embrace it! You will learn things that will allow you to build trust within the community quickly. If you think these things aren't that big of a deal, you will find yourself on the outside looking in. To be trusted, take the time to learn these things. It will pay off royally.



QUESTIONS

Do Americans value old age or youth?

What can I do to be trusted in this business?

What is the fastest growing age group?

SECTION NOTES



SHE FELL AGAIN

REMEMBER THE LIFE ALERT
COMMERCIALS THAT RUINED
YOUR CARTOONS?

Here is what I have seen a typical timeline looks like with Mom. The adult child caregiver calls the siblings to tell them that Mom fell down, messed up on her medicine, was wearing something odd, never leaves the house, or has become extremely forgetful.

At Thanksgiving, the out-of-town kids take note of the changes and they start talking about possible next steps. Some are in a state of denial. Some want to be proactive to get help. Christmas comes around and now the out-of-town kids are seeing more problems. They start thinking about visiting some communities.

When the subject is brought up, Mom won't have it. "Yer not gonna put me in a home!" They compromise and settle on some in-home care "just a few days a week." But, damn, this is expensive. The experts are now telling the family that it's not safe for her to be at home alone anymore.

Please remember the family NEEDS YOU to buy their house. They are now very overwhelmed with what to do next and what to do with all that stuff! The kids know that this is probably Mom's last move. Do you think they will want it to be as painless as possible? You can be their easy button. One of my favorite tips is to offer the family a chance to have a few days AFTER the sale to get out any last-minute items. You're not a retail home buyer, you're a Mom's House Buyer, so don't act like one. This one difference alone will win you deals over and over again.

PEOPLE JUST HAVE A TON OF STUFF

QUESTIONS

What is the family's goal?

What issues can you help them with?

Will you need to be a good listener?

I WISH THERE WAS A BOOK I COULD HAVE READ, ART TEACHER

SECTION NOTES



If I haven't mentioned that you have to be half a psychiatrist to do this job, well, let me say it clearly now. You will deal with people in ALL KINDS of emotional states, and sometimes multiple states on the very same visit.

But it is what it is. Some families are cool, calm, and calculated. Some are utter train-wrecks. Try to determine very quickly who you are dealing with.

THE MOST RESPONSIBLE CHILD

Of course, this isn't a kid. It's a grown adult. In fact, they might be old themselves. A few months ago, I had the pleasure of working with an 80-year-old man who sold me his 98-year-old mother-in-law's house.

The point of this is, lucky or not, usually you are dealing with the most responsible of the siblings. Another thing I see sometimes is the old-school thinking along the lines of, "My sister takes care of Mom's health and I, the son, take care of the finances." All of this is okay, it's just that it's your responsibility to figure out who the decision makers are and to make them happy.

8 Kids - In St. Louis, my hometown, we have a ton of old Catholic families. Which means we have tons of huge families with six or eight adult kids. Like with any group of eight people (or more, if they've got significant others) getting them all to agree on ANYTHING is a cluster F.

That most responsible child has a HUGE burden on them. I, for one, like to stroke their ego a lot. I love to tell them that their parents put them in this position because they were the one that could bear it. That kid was the one they trusted to see things through, no matter how difficult the decisions were that had to be made.

OPINIONS ARE LIKE...

One of the eight kids will be an idiot. At least half of them will be bad with money. One will have ridiculous assumptions. More than a few of them will question EVERY DECISION the most responsible child is making.

The decision maker is completely stressed out, trying to make EVERYONE'S wishes happen. So much resentment and anger builds up during this process.

Did I mention that you get to make this whole process super easy? Dude, they LOVE what we do.

One of the children will think Mom's house is worth a million dollars. Don't let this be a stumbling block for your deal to close. I have a very simple solution for this and it works EVERY TIME: Have the decision maker tell the sibling who thinks it's worth a million dollars to make the other siblings an offer on the house at HIS NUMBER, minus his cut of the proceeds. This works best in cases where the kids are getting the proceeds, but either way the guy yelling that the house is worth a million bucks and is told, "okay, brother, buy out the rest of us siblings for only \$833,333 and you can deal with the house." He will change his tune in two seconds.

I'VE FALLEN, AND I CAN'T GET UP

QUESTIONS

Do you take a healthy mom to visit senior living communities?

Are in-home health care workers your allies or your enemies?

How much does home health care cost?

How long do they use in-home health care?

THE LIFE ALERT LEADS

SECTION NOTES



CRISIS MODE

PEOPLE ARE OVERWHELMED WITH EMOTIONS.

Nonstop doctor's visits. Meetings with communities. Trying to keep Mom happy. Trying to not get mad at your brother who lives in North Carolina and has "all the right answers" for Mom's health but isn't even in town to help with any of this. Your sister who can't wrap her mind around Mom's health conditions and has put her head in the sand about the whole thing, only to occasionally come up for air to complain about how you're handling the situation. Plus her kids just went over to Mom's house and basically turned it inside-out, looking for buried treasures.

WHAT A MESSED UP TIME.

The most responsible child is making huge decisions and feels like they can't do anything right. The last straw is often meeting with that real estate agent friend of Mom's. They come over and make a laundry list of things that will HAVE to be completed before you can list the home for sale. The agent glosses over the difficulty of updating Mom's house—not to mention getting 50 years of stuff sorted and categorized and removed. From treasure to trash, people have a ton of stuff.

Families always start off with good intentions. The brother flies in from North Carolina. The sister who's trying to save face for what her kids did to Mom's house is there to keep pillaging. The arguments start over many, many things.

"Mom said I could have this" is a common one. "Dad paid \$1,200 for that" is another.

Usually by the third weekend of cleanup they are so worn out that they can't imagine going through the rehab process that the real estate agent brought up. If they can't agree on who gets Mom's cast-iron skillet, how could they manage a total rehab of the whole kitchen?!

2 WEEKS VS 30 DAYS - Surprisingly, the closing date is often dictated by how long the family thinks it will take for all the siblings and their heirs to come through the house and take what they want out of it.

A simple tip is this. Tell the most responsible child to tell the family they have two weeks to get the items out. It's human nature to wait until the last minute. SO many times I've been at the closing table and the seller is begging for more time because Uncle Ralph hasn't walked through yet to grab some crap . . . I did mention we are talking about crap right?

THE VALUABLES - Guys, actual valuables are EASY to get rid of. Tools, guns, gold, real jewelry, collectibles, old cash, old toys. That stuff leaves the house on day one!

What's left is CRAP. China dishes are practically worthless. When people say, "Dad paid \$1,800 for that piano. What do you think it's worth?" I always tell them that I saw 40 free pianos on Craigslist yesterday and that maybe it would be better for them to take it home themselves. You may actually have to pay for someone to take away that pool table.

QUESTIONS

What skills will you need to be good at this?

What's a good tip to help the sibling who wants a million bucks for the house?

What ways can you help with the stuff?

THE REHABER BY TRADE, FAMILY REUNION

SECTION NOTES

400 MILES



On average, half of adult children live 400 miles away from their parents.

Mom might have an adult child in town, and that adult child will resent their out-of-town siblings as all the doctor appointments, daily care issues, extra errands . . . everything, really, will fall squarely on them.

The out-of-town siblings will wonder if their in-town sibling is making the right decisions. They will question the in-town sibling every step of the way, especially if those out-of-town siblings aren't seeing the day-to-day deterioration of Mom's health and want to think it's just being blown out of proportion. No one wants to think their mom is getting dementia or Alzheimer's disease. And now, Mom just fell. Again.

Everyone is stressed. They are fighting. They are sad. They are concerned. They are worried. And then, in this moment, they realize they need to sell the house.

Mom's house, the one they might have grown up in, the house she hasn't updated since the [pick a decade, any decade]. The house that Dad really took care of, but he died eight years ago. Mom's been doing the best she could. There is deferred regular maintenance, completely outdated interiors, and while Mom wasn't quite a hoarder, she was definitely an "aggressive collector."

The real estate agent said that we need to clean this place out before we rehab it.

Who's going to pay for the rehab? Mom needs money, not to spend money.

Who's going to manage the rehab? My intown sister is taking care of Mom and the doctor appointments. Is the burden of the rehab on her as well?

LONG-DISTANCE RELATIONSHIP

QUESTIONS

Does the fact that adult children live an average of 400+ miles away from their parents help you or hurt you?

Can you add value to their life?

Who carries the burden of rehabbing the house?

27 CONTRACTORS TIMES THREE BIDS

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SECTION NOTES



TIME FRAME TO CASH

TIMELINES TO SELL A HOUSE

Mom and Dad paid \$27,500 for their house in 1968, and now it's worth \$400,000 in retail value. They paid it off in 1992 and is the best way for Mom to pay for her care. But how does she unlock that cash?

Let's say Mom's oldest kid finds out that they need to sell the house on January 1.

They'll meet with that real estate agent, the one their sister met once. The agent says they need to clean it out and update it before they can get the \$400K that Zillow says it's worth.

- January 1: Find out about sale, schedule flights into town
- January 15: Meet with real estate agent
- January 20: Meet with clean-out company
- February 1: Make decision to rehab
- February 2: Start wondering how to borrow money for rehab
- February 6: Get bids from contractors
- February 9: Get new bids from different contractors and pray for better news
- February 23: Have estate sale, deal with big feelings, and make only a fraction of what you expected
- March: Clean-out month; the kids aren't showing up
- April through May: Rehab goes as planned, but slightly over budget; borrow more
- June 1: List house; picture day is emotional
- July 1: Under contract in 30 days!
- August 1: Closing is scheduled, but deal with fighting about inspections, the last stuff is still in the house; borrow more
- August 10: Closing Day

After the fact, they add it up:

Commissions | Hold Cost | Closing Cost | Insurance | Over-budget Items | Clean-out Cost
Inspection Items | Mom's running daily costs of living at home

IN THE END, DID THEY NET MORE?

QUESTIONS

From start to finish, how long does a typical sale take?

How many people are involved?

In the end, did they net more?

MEREDITH AND THE CAT PEE HOUSE



SECTION NOTES



MANAGING THE REHAB

You're a brave soul. Your drunk uncle knows an electrician. Your sister used to date a painter.

You got this! We're halfway there, right?

That's what your seller might be thinking. So it's your job to point out just how much labor, time, effort, and money that this project will take.

You don't have to be mean about this, but remember: As a Moms House "Senior Transition Specialist", you are a trusted partner of the senior living community. You have the expert opinion because you know the associated costs of all the efforts it will actually take to get this home retail ready.

If you can rehab the home for \$30K and you can also prove to the seller that it will cost them at least \$50K for the same job on their own, you've just proved that there is absolutely **NO REASON** for them to rehab this home themselves. Show them how they'll net the same amount with your offer vs doing it on their own.

Talk about a win win that will get you the deal!

No one **WANTS** to rehab Mom's house with their siblings, but they might think that's their only option. So many times I hear, "I'd do anything for her. You only have one mom, you know."

HOW MANY CONTRACTORS ARE NEEDED FOR A FULL REHAB?

QUESTIONS

Who will be getting three bids from each trade?

Who will be paying for the trades?

Who will be managing the project?

What color kitchen will you install?



YOU VS THE TV SHOWS

SECTION NOTES



FAMILIES GOALS

Having no practice for this whole situation, tons of emotions flying around, and an abundance of tears and arguments, let's all take a moment to ask: what exactly is the family's true goal?

Simply put, it's to get Mom the best possible care. (That goal is often quickly followed by wanting to get Mom as much money as possible for her future care.)

To get to that point, the family is facing a house full of stuff that needs to be dealt with in order to make that happen.

After the heirlooms are divided, and Mom has decided what she's going to take to her new community, what's left is a ton of crap. Clothes. Boxes of papers. Books. Collections of "amazing" and "awesome" and "collectible" and often downright creepy things. Did I mention yet that people are really weird?

Your value goes through the roof when they find out that you will buy the house with whatever remaining stuff is still in it!

If you don't do this one thing, you will miss out on many deals. Meet them at their level. They are tired and worn out—both physically and mentally.

Do what you say you will and take away their pain. The families who are tired will go with a trusted company, so be that trusted partner.

We'll go over this in depth later in the course, but know this: your reputation will mean everything for senior living communities who are thinking about referring their clients to you.

YOUR OFFER VS REHAB/RETAIL SALE

QUESTIONS


Does anyone want to rehab?

Does anyone want to feel like they got low-balled?

Is your seller just like you?

INVITED TO THE WAKE - 20 YEARS LATER

SECTION NOTES



LIFECYCLE OF LONG-TERM CARE

What would you do if you were the proprietor of a senior living community, knowing that the average life of your client was only 2.5 years? You would realize very quickly that the quicker you can move a client in, the more profitable you would be.

The sooner you can get this point across to the people you meet in the industry, the better.

Getting comfortable with this communication is key to unlocking all kinds of doors and relationships in the senior living world!

835 days is the average time a resident lives in a long-term care community before they pass away.

2.2 years for men.

3.7 years for women.

A popular statistic is 10,000 people a day turn 65.

In our local SFR rental collection, we currently have an average stay of 6.5 years.

PAYING FOR CARE MEDICAID VS. PRIVATE PAY



When my wife walks into a store, her eye naturally goes to the most expensive items.

It's not her fault; we have been trained to think that more expensive is better. A lot of times, more expensive isn't better . . . but in this case, it's way, way better.

MEDICARE VS MEDICAID

Medicaid communities feel more like hospitals: less personal and more clinical, as if they are just barely meeting the minimum state guidelines. Turns out, they are in fact trying to be profitable while only doing the state minimum.

Private Pay communities are like resort casinos with flash and extravagance. Sometimes the guilt of putting Mom into these communities is lessened because they feel like, "Look how nice this place is!"

Can you get good care in a Medicaid community? Yes.

Can you get bad care at a very high-end community? Yes.

This is a people business and ALL of them struggle to find great help. It's hard work! Should you care? Sort of. The private pay communities want to distance themselves from anything Medicaid feeling. So be cognizant of what type of community you are talking with. They BOTH need your service.

LONG-TERM CARE insurance



Private Pay communities are looking to pay cash from the family. This is likely from savings, retirement, home equity, or long-term care insurance.

Approximately 10,000,000 Americans have long-term care insurance to help cover the cost of care. Only 20% of people entering Long-Term Communities have an insurance policy and there are about 400,000 different types of LTC policies.

Insurance companies HATE paying these policies out, and it is difficult to get a claim approved. They make you prove monthly that you have coverage. By design, it is tough to get your policy benefits and 70% of people over the age of 65 will need LTC in their lifetime!

There are senior industry advocates, like Family Solutions for Care, that help seniors and their families fight the long-term care insurance companies to get the greatest level of care for mom.

Mom's House has a referral relationship with Family Solutions for Care for any of your families that need help with their long-term care claims. And as an added value, make sure your family if they have LTC Insurance and if they do, you can refer the family to Family Solutions for Care. Ask for Wendy, she and her team are amazing, and tell them Mom's House sent you.

<https://familysolutionsforcare.com> 844-858-4500



**\$92,000
ANNUALLY**

The median annual rate of nursing home care in the U.S. is \$92,00 a year.

If your parents went into long-term care today, where would the \$184,000 come from?

I constantly have conversations with families who have based how much they want for the house on how long they think their loved one will live. It is a morbid kind of death math. Of course, our cash home offer is never based on that fact, but you can see what concerns they are having.

If we have not stressed this enough today, the seller's home **IS** their **EQUITY**. Your cash offer is their lifesaver!

Think about human nature. We seem to automatically be drawn to the most expensive and the most beautiful.

Putting our parents into a home comes with lots of guilt. It's a very American thing to do. Did you know there aren't senior living communities in China and India? What is the difference?

If you have already faced this or think you will be faced with this in the future, it's obvious that we want to place Mom in the best care available. It's also obvious that we may wrongly think that the most glamorous building, the most expensive building, will provide Mom's best care. Unfortunately, this isn't always the case; in fact, I could argue the opposite opinion pretty easily.

But we, as investors, will not be able to change human nature. We will be able to fix one big issue for these families though.

A lot of very nice private pay communities will allow your parents to stay for the length of their lives, even after their money goes away, IF they can pay at least ONE FULL YEAR of private pay pricing (may not be offer at all communities).

Now you, the investor, gets to unlock the equity for the family. You help them take the old problem-filled house and turn it into cash. You eliminate many pressing questions that the family has been faced with. You make them breathe a sigh of relief. You make them smile to know that Mom's gonna be alright.

PAYING FOR CARE

QUESTIONS

What are the two different paths of paying for long-term care?

What percentage of over 65 will need LTC?

Do the insurance companies make it easy to make claims?

What percentage of people have LTC insurance?

How can you help the families that have long-term care insurance?

Unlocking equity means what to the family?

What feeling are the adult children experiencing?

SECTION NOTES



12-MONTH THRESHOLD

Private pay long-term care communities also sometimes have “Medicaid beds.”

They do this to cast a wider net into the community. They often want you to pay at least one year of private pay before they “let you stay” in a Medicaid bed.

82% of the time, they are for-profit companies so I don’t really blame them.

Why is this important to you?

The family wants the better community option for Mom, and she only has so much cash, so the sale of the house unlocks that needed \$92,000 for Mom to get to move into the nicer community. You just made their uncertainty a reality!

It becomes clear very quickly that the family **MUST** sell the house—and soon. So let’s go over all their options, and their mindset, in this situation. Remember, the scripts and role play you master through the Mom’s House Certification Course give you the expertise and the confidence to handle these conversations successfully.

1 YEAR

QUESTIONS

Does your offer price matter if they can get past this 12-month threshold?

Does the LTC community like this?

Will you be able to have an intelligent conversation with the families about this?

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SECTION NOTES



KINDNESS

So why are you here today?

For me, it's because we are giving only the best of the best real estate investors the keys to the best leads ever!

Why would I do that? Well, we want this relationship to become an opportunity to think of you as trusted partners as we build our nationwide lead referral service. To do that, we (the guys who already know how to close these deals) need the guys who already know all the nuances of your local streets.

In St. Louis there are a hundred blocks, some good and some horrible, all near each other. But how did I learn that? 20 years of experience.

Is it enough to be a good closer? Yes and no.

I'm teaching you my best kept secret! We are building a nationwide network of senior living leads. We want you and your company to be our front-facing brand. Your actions will reverberate throughout the nation. We will only expect kindness and trust; none of us have time for any shenanigans. If you are a bad apple, we will cut the tree down.

This is not meant to be threatening. This is to ensure we only have the best representing our mission. You and I have to have the same mission and the same goal. We need to create a win-win for the seller and you still need to be profitable. It's more than okay to be in a for-profit business, you know.

But with seniors and the senior living community, there are gun-shy homeowners and snake oil salesmen. We want you to do what you say you will do; that's really all we are asking for here. If you put out a contract, fulfill that promise.

If you can be a trusted solution to these families, you will have a faucet of the best real estate leads EVER. Don't screw it up.

DO WHAT YOU SAY YOU WILL DO!

QUESTIONS

Are your potential clients having a difficult time or an easy, carefree time?

■ _____

Does it cost extra to be kind?

■ _____

What is your reputation worth?

■ _____

MOM IS LOCKED IN HER ROOM, THEY WON'T LET HER TALK, THE NEWS

Trusted As Is Home Buyers

SECTION NOTES



LET ME SEE THOSE TEETH!

Okay everyone, let's see those pearly whites! I'm serious, by the way. A killer smile can disarm the seller at the door before you even shake their hand. You should be focused on building trust and rapport.

HOW YOU LOOK

Does it matter? Duh. Yes. We judge people based on everything they want to show us. You see, I might like to turn up in the club and dance and talk shit and act a certain way on the weekends. Do you think I am trying to buy houses in the same outfit?

In St. Louis, a polo shirt with a logo on it is sufficient to make me look presentable and respectable. In the summer, you better believe I am wearing shorts. I have found that wearing athletic shoes is just fine. (Flip flops I question, but it's up to you.) I think wearing a suit and tie is not only unnecessary, but, in my area, it would turn people off. "Look at Mr. Fancy Pants over here."

Do you smoke? If you burn one down right before you get out of your vehicle, they can smell it. It can turn people off immediately. Is your car awesome? Cool. Does it look expensive? Whether it is or it's not, what message is it sending? Pull your pants up, brush your teeth, smile, don't smell. Be better than your competition.

FOLDERS

We spent a lot of effort crafting our message. We say that we are the most trusted buyer in St. Louis.

OUR FOLDER HAS:

- A real state-issued special sale contract
- A fresh proof of funds letter with the number to the bank president
- A document that reviews the "what happens next" in this sale
- A trusted vendors page with partners who buy old records, pick up automobiles, manage estate sales, specialize in clean-out, and more
- Before and after pictures
- A "who we are" page with a team picture My business card right on the flap for easy finding
- A simple "4 steps to cash" illustration

QUESTIONS

How does your look matter?

What free thing can you do to build trust before you walk through the door?

What marketing items will you bring with you?



SECTION NOTES



NETWORKING EVENT

There are senior living networking events in St. Louis almost daily.

Try to attend as many as you can. You will very quickly start to see the same faces over and over. Memorize their names and HOW they help people instead of who they work for. The next time you see them they might have already changed jobs again.

Did I mention there is lots of churn in this business? One big reason for this is the constant growth of the industry. New companies come in all the time, and try to make a splashy entrance into the market. They do this by trying to hire local industry experts with “the grass will be greener over here” offers. Of course, in real life, work is work. So people are constantly looking for bigger and better offers.

We have multiple SRT's (Senior Resource Taskforce).

Breakthrough. Voyce. Senior. Lawyers.

GETTING OUT THERE

QUESTIONS

Should you attend every senior living meetup group?

Is it better to meet them at their office or at a neutral location like a bar/restaurant?

Are you in the relationship business?



GETTING SOCIAL!

Talk about a fun slide to write! I have been preparing for this slide for close to 30 years.

In the LTC world, you could go to a “networking” event everyday, if you wanted. My suggestion is to pick your battles and find out which ones are the best attended. Find out the ones where they say, “Let’s go grab a drink after this.”

Alcohol is, of course, a social lubricant. When used correctly, it can be a tool to unlock their guarded walls and objections. You can learn who they really are, and they get to learn who you really are. Understand who you are networking with, and this will be your way to build trust. They want to know that you have good intentions.

In life, we are all in the people business. Getting to know these people can be fun . . . and holy hell, they have messed-up stories. So buckle up, buck-a-roo. Enjoy this process, and you will be in the circle of trust soon!

BUILDING RELATIONSHIPS

QUESTIONS

Do people like to talk about real estate?

Do you need to memorize where they work?

What story can you tell to relate?



WE ALREADY WORK WITH A REAL ESTATE AGENT

Your first reaction might be to say, “Great, now I’m screwed.” Please understand that this is a good thing! They are saying to you, “Yes, we know we have a problem.”

Start with, “We love working with real estate agents, but remember: I buy the house, I don't want to just list it. I have found that the family is overwhelmed and here's how I can help.”

Remember the time frame for cash we looked at earlier? Remind them that you are a solution for the problem of these long timelines. Real estate agents don't buy the house; they list the house and six months later they might get the family their money. You're the solution that fixes the problem they have just admitted they have.

Remember that loaded question: “Do you ever have a situation where the family wants to move Mom in, but they can't until they sell Mom's house?”

DO YOU JUST LOW-BALL?

I've heard this a million times. DON'T let it bother you. It's their job to protect seniors! You know the truth. Hell no, we don't low-ball people. We are looking for houses to add value to. We know we earn our potential profits. But they won't care about any of these answers.

Let them know that because you are a real estate expert whose business has a level of scale that allows you to simply rehab it for way less. The difference between your rehab costs and the cost that the family will incur is simply your potential profits, along with taking away all the risks for the family and speeding up the timeline for the family to reach their own goals. Remind them that those families might net a similar number with NONE of the hassle!



Timing: The power of flexibility

When you start to stack up all of your value propositions within the senior living community and for the family moving Mom in, one of the biggest values you add is your power of flexibility.

You can usually close on the exact day that's perfect FOR THEM. In a retail sale, they'll be tied to multiple timelines of the new retail buyer.

With you as an investor, you can even do this one trick that has helped me close tons of extra deals: Offer to close on the house, get them their money, and then let them have "a few extra days" before you take possession.

Sellers will LOVE your flexibility. Remember that you are taking away as much stress as you can for this family as they are in a time of need. (If you're still completely freaked out, use a seller rent-back form and make the dollar amount \$1.)

YOU HAVE A HUGE VALUE

QUESTIONS

Are you out of luck if they are already working with a real estate agent?

Can you quickly show them how you are different?

Can you get them to see what's in it for them?

Who is more flexible on closing dates, investors or retail buyers?

Are the heirs easy to deal with?



MANAGING THE CLEAN-OUT

The stuff can easily cripple the family more than the sale of the house is the STUFF?

We buy so much stuff we don't need. Now, compound that with 50+ years of life in this house. Mom kept everything! Dad had tons of hobbies. My sister's stuff from college is in the basement. My brother's old furniture from his divorce is in the basement. Mom's taxes from 1973 are in the basement. That workout equipment from 1985 (which is in perfect condition btw) is in the basement. Dad's VHS collection is vast, and it's in the living room. Every piece of furniture is dated. You can't even give this stuff to the grandkids; they don't want it.

It was reported recently that we're seeing the first generation to tell Mom, "I don't want your china. I won't use it. I can't put it in the dishwasher. I don't have a hutch to put it in. When I entertain, I use paper plates for easy clean-up." Today's grandchild isn't going to use the old bedroom set; they would much rather go to Ikea and get something new, cheap, and trendy.

With some families, the out-of-town kids pick a weekend to fly into town. They rent a dumpster. They rent a truck. They figure they will get so much help from the family that it will be an easy clean-out. What happens is a big fat NOPE. They realize they're in over their heads.

The family and their needs will greatly affect this timing process. What I've seen hundreds of times is the pressure on the most responsible child to coordinate all of the heirs to make it through the house one last time to split up the stuff. Watch out for fireworks on this one. The claws will come out and unkind words will be said.

Here's a valuable tip:

Tell the most responsible child to give the entire family a deadline well in advance of the closing date. If the closing is 30 days out, for example, give them a 21-day deadline. I'm not in any way suggesting that they lie, but they will almost always ask for more time anyway, so plan ahead and give yourself some leeway. This will prevent closing issues and fewer headaches for the decision maker.

COST VS. VALUE



PROJECT	JOB COST	RESALE VALUE	COST RECOUPED	+/-
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Almost all property updates are a losing proposition for the family. The family may think that by upgrading the bath or adding a deck is adding value, but it's not. They are likely recouping only 50% to 75% of the overall cost, adding no additional value to the home. The rehab of their house costs the family time, money, and more stress. You can solve this problem and use facts to help the family understand you are there to help them solve their biggest problem: the house and the stuff. Here are some of the top updates and the cost recouped.

For 2019, the top ten projects by percentage of cost recouped are:

- Garage Door Replacement (97.5%)
- Manufactured Stone Veneer (94.9%)
- Mid-range Minor Kitchen Remodel (80.5%)
- Wood Deck Addition (75.6%)
- Siding Replacement (75.6%)
- Steel Entry Door Replacement (74.9%)
- Vinyl Window Replacement (73.4%)
- Fiberglass Grand Entrance (71.9%)
- Wood Window Replacement (70.8%)
- Composite Deck Addition (69.1%)
- Bathroom remodel (mid-range) (64%)

SEE MORE COST VS. VALUE NATIONAL AVERAGES HERE
WWW.REMODELING.HW.NET/COST-VS-VALUE/2021/



YOUR OFFER VS REHAB/RETAIL

Mom is getting settled into her new community. The small nest egg she had is dwindling rapidly, with care costs of \$8K a month. The real estate agent said to get top dollar, they need to “update the house.”

To the layperson, that means new carpet and paint. To those in the industry, we know that those are just two steps out of 27 things that need to be done to get the house ready for the market.

So Mom needs money quickly and now the family is looking at a mountain of updates. Who will front the money for Mom until it sells? Even if one sibling has the money to put up, does that mean that they are now in charge of choosing the materials, the paint, the flooring, the lighting, the hot water heater brand, the HVAC brand or the roofing materials (three-tab or architectural shingles)? Who’s going to interview all the contractors and get bids and schedule them in a timely manner to fix the house? Some people will just go straight over to Lowe’s and Home Depot and hire out all the needed services. Have you ever seen their prices?!

Average prices in your areas?

AGENT VS. INVESTOR

	TRADITIONAL AGENT	YOUR OFFER
Commission & Fees	6% on Average	None
Closing Cost	4-6% on Average	None
Average Closing Time	45-60 Days	You Pick!
Payment for Repairs	Can Vary/Negotiated	None
Home Showings	Multiple	Just One (if you choose)
Appraisal Needed	Yes/Often	None
Home Inspection	Yes/Required	None

SO MUCH STUFF

QUESTIONS

Why is getting rid of stuff so hard?

What to do with aggressive collectors?

Can you help them more than you are currently?

What ONE item gives you more value than what it costs?

Would a reasonable person rehab a house based on these numbers?

Do these stats help you?

SECTION NOTES



THE BIGGER PICTURE

Mom's House is an education platform with the goal of becoming the best nationwide referrer of senior living real estate leads in the industry.

We have shown you how to go out and create the meaningful and lasting relationships that you'll need to create these leads on your own.

It will take tons of time, meaningful networking, and learning a whole new industry.

You will need to memorize the differences between each person's role in the industry.

You will need to become known and trusted to at least 20 key people.

This is where the scripts, role play, and real-life scenario practice done through at our live 3 day training becomes invaluable.

**YOU WILL BE HELPING FAMILIES IN NEED
AND MAKING GREAT MONEY WHILE DOING IT.**

Home Study

Course Summary

Congratulations! You've completed the Mom's House Home Study Course and have a basic understanding of the world of senior living real estate opportunities.

So, now what?

How do you take this information and put it into practical application so that you can start generating a steady stream of leads that bring sellers who *need* to sell Mom's house to you?

That's exactly what you discover in our 3-Day live training in St. Louis!

We look forward to welcoming you soon. Get ready to be a "Senior Transition Specialist"!

CERTIFICATE OF GRADUATION

MOM'S HOUSE CERTIFIED BUYER

SAMPLE



PHILLIP VINCENT
Co-Founder

BEN RAC
Co-Founder