

Online Summit – Spring 2013

Multi-Transactional Clients

How to do more transactions with less clients

Leo Pareja

Definition according to Leo

Multi-transactional clients: Individuals or organizations that can and will on a consistent basis buy and sell Real Estate with you and/or send qualified buyers and sellers to you.

Why?

If I wanted to do hundreds of transactions a year I figured it was much easier to keep track of a few folks doing multiple transactions with me every year than managing hundreds of different folks doing only one transaction with me.

Some of the benefits

- A lot less cost per transaction to generate
- More predictable flow of transactions
- Great leverage of time, money and people
- Less people to keep track of
- In-turn much deeper relationships come from it
- Many times I get to learn from much smarter/more experienced folks than myself

So who are these clients?

- Banks
- Institutional funds
- Developers
- Builders
- Investors
- Non-profits
- Referral partners

Banks

(REO and lender directed short sales)^I

Direct

Outsourced

Fannie Mae

VRM

Freddie Mac

Atlas REO

Bank of America

Greenriver Capital

One West

LPS

Chase

Core Logic

Wells Fargo

US Res

Nationstar

Precision

Institutional Funds

Reo-to-rental is the hot topic nationwide

The logo for Blackstone, featuring the word "Blackstone" in white serif font on a black rectangular background.

Blackstone

The logo for Invitation Homes, featuring the word "INVITATION" in black, "HOMES" in blue, and the tagline "America's Quality Rental Homes" in grey below it.

INVITATION
HOMES™
America's Quality Rental Homes

The logo for ColonyCapital, featuring the word "Colony" in red and "Capital" in black, both in a serif font.

ColonyCapital

The logo for ColonyAmericanHomes, featuring the word "Colony" in blue, "American" in red, and "Homes" in white on a blue background. Above "Homes" is a blue icon of a house with a white roof.

ColonyAmericanHomes

Land Developers

Individuals or companies that buy up raw land and take it through entitlement process to deliver finished lots for builders

Opportunity: Helping them find the land and then helping find the builders to take down the lots for new construction

Residential Home Builders

Custom Home Builders

Infill Urban (tear down, rebuild)

Small Home Builders

Regional Home Builders

National Home Builders



Residential Investors

Buy fix and flip

Understand different investors criteria and understand how to best source product in your market.

Buy and Hold

Again understand criteria and understand in your market what areas are the most desirable rental areas. Explore owning property management for additional revenue streams.



Non-profits

Local and national groups focused on neighborhood stabilization programs with either government or private funds



National Community
Stabilization Trust



Referral partners

- We buy houses folks
- New construction buyers with a home sale contingencies
- Housing focused organizations
- HR departments for relocation
- Corporate benefits package

Q & A

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