

MOTIVATED

SELLERS

- Motivated Sellers may NOT be financially stressed but they have a strong desire to sell
- Motivated Sellers have what we want EQUITY! They have money over what they owe on the property
- Versatility : Motivated sellers can accept different terms like Owner financing to get a deal done
- Safety : These deals are usually safer than other deals

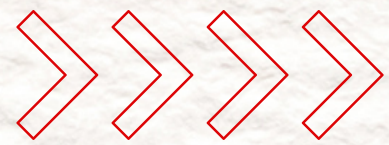
Motivated sellers are people who WANT to sell and they are NOT in foreclosure or under financial stress. They want to sell for many reasons

ADVANTAGES

- Has more profit potential
- Sellers WANTS to sell
- Sellers can discount
- Properties are usually nicer



VVS



DISTRESSED

SELLERS

Distressed sellers may not WANT to sell but they may NEED to sell because of financial or repair issues

- Desperate : Distressed sellers will often agree to anything. They don't have other options
- Unmotivated : Distressed sellers will change their mind often if a better option comes along
- No Equity : Distressed sellers often don't have very much if ANY equity so your profit is limited
- Needs Work : Distressed seller properties often have not been maintained well and may need a lot of work

DISADVANTAGES

- NO EQUITY
- More than likely needs work
- Will walk away from deals
- Low profits & flaky sellers