

# PAGE-TURNER PUBLICITY

## Literary Publicity

Dear Editor/Producer,

“A foreclosure can happen to anyone,” acknowledges **Matt Milmeister**. Since launching his career in real estate 15 years ago, Matt has invested over \$30 million in distressed properties while helping all kinds of people get out of dire financial predicaments. He shares his winning system for closing highly profitable and widely overlooked foreclosure deals close to home in ***MASTERING THE ART OF FORECLOSURE INVESTING*** (March 2009; Trade Paperback, with CD-ROM).

As Matt makes clear, hardworking investors can make great money on foreclosure properties in their town or city—often right in their own neighborhood—without preying on or alienating their neighbors. His proven approach focuses on reaching out to people at the end of their ability to make their mortgage payments and earning their trust. “You need to give the property owner the feeling that you will fight for a fair win-win situation at all costs,” Matt stresses to seasoned pros as well as fledgling real estate investors. “You need to come across as knowledgeable and confident yet compassionate.”

A dynamic speaker backed by a wealth of first-hand experience in finding, buying, rehabbing, listing, and selling foreclosure properties, Matt Milmeister is raring to talk about:

- ◆ How to skim local foreclosure notices and spot the potential windfalls passed over by the vast majority of real estate investors and sharks.
- ◆ How to quickly prioritize real estate deals using his “Date of Origination Method.”
- ◆ Why old-fashioned cold calling and door knocking pay off, with daily affirmations and other simple practices to help investors overcome their fear and get going.
- ◆ Three questions to ask every prospective seller, including “What caused your situation?”
- ◆ How to create equity in and profit from the worst possible foreclosure cases, including multiple liens and outstanding debts far surpassing the home’s current market value among them.
- ◆ Warning signs of properties with hidden problems, as well as investments simply not worth the effort; ways to make big money on common title work errors; and much more.

Based in Grand Rapids, **Matt Milmeister** will be available for national and select local media interviews and appearances. I hope you will seize this opportunity to appeal to determined real estate investors in your audience and help desperate homeowners, too.

Regards,

Javier Perez

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FOR IMMEDIATE RELEASE

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### ***MASTERING THE ART OF FORECLOSURE INVESTING***

***By Matt Milmeister***

Despite plans by Fannie Mae and Freddie Mac to suspend foreclosure sales, America's housing crisis shows no signs of a quick recovery. As job losses and salary cutbacks continue to rise, more and more stressed-out homeowners are bound to quit making mortgage payments, especially on houses that are worth less now than when they bought them. However, this bleak economic picture has a silver lining. For real estate investors who are willing to make a personal investment in getting others out of a dire financial predicament, it's an ideal time to buy, list, rehab, and sell foreclosure properties.

"More millionaires will be created from the acquisition of foreclosure properties in the next five years than ever before," predicts **Matt Milmeister**, a diligent real estate maverick who has invested over \$30 million in foreclosures during his 15 years in the business. In ***MASTERING THE ART OF FORECLOSURE INVESTING*** (March 2009; Trade Paperback, with CD-ROM; \$19.95), Matt provides a blueprint of his highly successful system to guide self-starting real estate professionals or anyone looking for a great deal on a house with the payoff of relieving a neighbor's headache.

Unlike most foreclosure investment gurus who talk the talk and leave novices grappling over how to walk the walk, Matt Milmeister reveals trade secrets while demonstrating his proven process in clear, step-by-step detail. He backs it all up with real-world scenarios, at-a-glance checklists, handy tools, reliable Internet sources, and sample scripts and letters, which the book's companion CD makes easy to customize, plus unbeatable motivational tips and tactics.

--more--

With ***MASTERING THE ART OF FORECLOSURE INVESTING*** to lead the way, real estate investors and real estate agents of all experience levels will gain the insider information and develop the persistence, people skills, and confidence to:

- Quickly pick the most lucrative foreclosure notices from the notices of default that are published in local newspapers based on a few key facts, including *date of loan origination* and date of sale.
- Maximize their efficiency by prioritizing deals into three tiers, starting with high- priority and high-windfall potential.
- Break the ice with individuals in foreclosure through cold-calling and door-knocking.
- Craft and mail letters with an offer of help that desperate homeowners will not only read, but keep and seriously consider.
- Focus on and build comfort with homeowners burdened with a 2<sup>nd</sup> or 3<sup>rd</sup> lien, IRS or state tax lien, or who owe more on their property than what it's worth.
- Create equity in and make money on problem-ridden dispossessed properties—hidden gems that 98 percent of foreclosure investors will overlook.
- Overcome a seller's last-minute resistance without resorting to strong-arm tactics or sharing any net proceeds from the profit.
- Resolve all title work issues and, in the best cases, make a positive contribution to solving a homeowner's personal and financial problems.

For more seasoned foreclosure investors, Matt Milmeister devotes chapters with step-by-step advice on how to start and expedite short sales. He reveals the secrets banks don't want you to know about getting the maximum short sale dollar amount approved by the bank on a property—finding, listing, and selling a property for less than the amount owed on it—and dealing with “Bird Dogs,” a particular breed of savvy investment specialists who typically lack the financing to acquire properties themselves.

Featuring a self-critique and quizzes to help readers assess their strengths and test their knowledge, ***MASTERING THE ART OF FORECLOSURE INVESTING*** is an invaluable how-to guide for every real estate investor determined to prosper in these troubled times and sleep at night.

**ABOUT THE AUTHOR**

**Matt Milmeister** specializes in buying, rehabbing, and selling foreclosures. Since entering the field of real estate 15 years ago, he has invested over 30 million dollars in foreclosure properties. A dynamic speaker, Matt gives seminars on the art of foreclosure investing to real estate professionals across the country. He divides his time between Grand Rapids, Chicago, and Los Angeles.

***MASTERING THE ART OF FORECLOSURE INVESTING***

**A Blueprint on How to Enter the Inner Circle of Foreclosure Investing**

By Matt Milmeister

March 2009

Trade Paperback, with CD-ROM

\$19.95

ISBN: 1812243737

**An Interview with Matt Milmeister, author of  
*MASTERING THE ART OF FORECLOSURE INVESTING***

**1. With the stock market decline having no end in sight, is now the time to begin investing in real estate?**

Yes, absolutely. I always say that they aren't making any more land! Besides, when you invest in real estate, you control your own destiny, not your stock broker or complex financial statements released by publicly traded companies that state they are doing great when they might not be.

Banks are unloading properties at sometimes 40 cents on the dollar. Imagine being able to go back in time--for example, if a property is being advertised for a foreclosure sale in which the mortgage originated in 1989 and you are the successful bidder, you have acquired a property with 20 years worth of equity.

**2. You recommend that investors begin looking at homes in foreclosure as smart investments. Is this an ethical way to make a profit?**

Yes, because I teach individuals how to buy properties by short selling the banks, not how to convince people with equity in their properties to sell to you.

**3. Are you concerned that some might view this approach as taking advantage of someone else's hardship?**

No, I'll give you an example of what I mean. Let's say a homeowner owes more on their property than what the property is really worth. If the homeowner does nothing and gets foreclosed, the homeowner will now have a foreclosure on their credit report which stays on for about 10 years. However, if an investor comes along and offers to buy the property from the homeowner and negotiates with the bank so that the bank will not only discount the homeowner's payoff but also cover all of the homeowner's closing costs, this will result in the loan being paid off and a better mark for that homeowner's credit. I'd say that the real estate investor turned a bad situation into a better one for the homeowner.

**4. How does one find out what properties are in foreclosure?**

A great place to look is in your local newspaper or your local county bar associated press (aka Legal News Paper). The internet is also a great way to find foreclosure services that do all the ground work for you but normally charge a monthly subscription fee to receive their foreclosure lists on a weekly basis. They usually offer listings with the names of the property owners being foreclosed, the dollar amount of the foreclosure, the bank name that is foreclosing, the date, time and location of the auction, and sometimes list the names of any other liens attached to the property.

**5. Is there a right way to approach a homeowner who is facing foreclosure about buying his property?**

Yes, the majority of investors are afraid to approach individuals losing their properties because they don't know what to say or how to act. I offer advice on how to break the ice and establish a relationship with the homeowner that allows the homeowner to vent his frustrations to the investor and still feel a sense of comfort with the investor.

**6. Are there any risks to buying a foreclosed property?**

Of course there are. One of the riskiest things to do is to buy properties at a foreclosure auction without knowing the process of it all—it's what I like to call River Boat Gambling. The more time and effort an investor puts into learning about this particular field will certainly reduce the risks incurred. One of the most common risks novice investors make is buying a property with multiple liens without carefully checking how many mortgages are on the property. They think they are getting a great deal, only to learn after the fact that they now face paying off a senior lien to theirs on the property.

**7. How do you create quick equity to the purchased property in order to sell it at a profit?**

I will give you 2 examples of how to create equity in a property relatively fast assuming all parties involved move at a rapid pace.

A) A property is advertised as selling at a foreclosure auction for \$50,000 that originated back in 1990. There is a 2nd mortgage attached to this property for \$35,000 and a 3rd lien attached to the property which is an IRS lien for \$40,000. The total owed on this property is \$125,000. Let's assume the current as is value of this property is \$100,000. By being the successful bidder at the auction on the first mortgage and all redemption periods according to your states protocol end, you wipe out the \$35,000 second lien and the \$40,000 IRS lien, therefore creating equity in a property that otherwise would have none.

B) A property owner who is in foreclosure has one mortgage for \$125,000 attached to the property. The property has a market value of \$100,000. You write an offer to the seller for \$80,000 contingent on the bank reducing the seller's current payoff in order to cover all selling expenses, known as a short sale.

**8. Are banks eager to sell homes facing foreclosure?**

Yes, now more than ever banks are begging investors to take these properties off their books.

**9. How do you approach a bank about buying the property and dealing with any potential liens on it?**

First off, in today's current economy, REO's (Real Estate Owned) are properties that have gone through the entire foreclosure process in which nobody bid on the property at the time of the foreclosure auction. The bank lists these properties for sale with local real estate agents. By investors writing offers on these properties to these agents to then submit to the banks, chances are the banks already have clear title to the property, but if there is any unexpected lien that arises prior to the closing, the bank will cover those costs. A good example is a \$500 water bill.

For more information or to arrange an interview, contact:  
**Javier Perez** at 312.228.9200 or [pgturnerpub@aol.com](mailto:pgturnerpub@aol.com)

## **Article Ideas for the Author of *Mastering the Art of Foreclosure Investing***

Based on his knowledge of the troubled housing market and his exceptional success at investing in foreclosure properties--over \$30 million invested in the past 15 years-- **Matt Milmeister** is qualified to write eye-opening how-to articles for both seasoned Realtors and novice investors. His expertise spans everything your audience is craving to learn about these hot topics:

**How to Find the Hidden Gems in Your Local Foreclosure Listings**  
*Tips for Picking Profitable Properties Overlooked by 98 Percent of Your Competition*

**Why It Pays to Rate Your Foreclosure Leads**  
*Prioritize Deals by Windfall Potential Using Loan Date of Origination and Other Criteria*

**Four Keys to Winning a Desperate Homeowner's Trust**  
*Why Cold Calling, Door Knocking, Confidence, and Compassion Pay*

**Creating Equity Quick in the Worst Dispossessed-Property Cases**  
*How to Negotiate Liens, Use Bankruptcy to Your Advantage, and Make the Numbers Work*

**"Unbeatable" Foreclosure Deals to Avoid Like the Plague**  
*Learn How to Recognize Unwritten Red Flags*

**The Secrets to Short Sale Success**  
*How to Snap Up and Sell Properties for Much Less than the Loan Amounts Owed*

**The Best Remedies for Common Title Work Problems**  
*Tips for Catching, Resolving, and Profiting from Title Company Mess Ups*

**How to Make Big Money on Foreclosures in Your Neighborhood without  
Alienating Your Neighbors**  
*Strategies for Relieving Sellers' Headaches While Protecting Your Own Interests*

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## **How to Profit from Foreclosures** **Expert Tips for Novice Investors**

- **Subscribe to newspapers and online services that publish pre-foreclosure notices in your area.** Read them on a regular basis, skipping over REO properties already listed with a Realtor.
- **Scour foreclosure notices for key information.** Take note of the details critical to leading and closing profitable deals: *the date the foreclosing mortgage was recorded* (basically the date when the loan was taken out), *the recording numbers assigned to the original loan documents* by the county, *the approximate amount the foreclosing bank plans to bid*, *the interest rate of the foreclosing loan*, *the date and location of the sale*, and *the homeowner's name*.
- **Get each targeted homeowner's address and phone number as quickly as possible.** Whether because state law prohibits it or foreclosure attorneys opt not to, foreclosure notices do not routinely include the address of the property. In most states, the fastest and cheapest way to find a foreclosure address is to go to the County office. Typically, you can use their computers for free. Simply type in the names of the individuals on the foreclosure notice. You'll usually find the property's street address at the bottom of the original recorded mortgage document that will state "Commonly Known As."
- **Get personal.** Many desperate homeowners are seeking a way to get out of their financial predicament without declaring bankruptcy or forfeiting their dignity. Become the person's trusted vent-to expert. Start by knocking on foreclosure victims' doors and asking them three questions: *Is there anything that I can help you with at this current time? What caused your situation? What would be your ideal solution?* By building comfort and gaining a homeowner's trust, the homeowner will most likely sell to you.
- **Make sure the numbers work.** If a foreclosure deal sounds too good to be true, it probably is. Do the math. Be sure to protect yourself and your broker by ensuring the correct written language is inserted into any contract.
- **Carefully read title work for common errors.** You can make big money by buying properties in which the title companies have recorded liens in the wrong order or never discharged liens at all that should have been discharged. Most of the time, nobody catches these errors. Develop the expert knowledge and sharp eye to become the exception.

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Adapted from **MASTERING THE ART OF FORECLOSURE INVESTING** by **Matt Milmeister** (March 2009; Trade Paperback, with CD-ROM; ISBN: 1812243737).