

“Rent-To-Sell Your Own Home” E-Manual

Get Paid (and Build Equity!) While the Pros Sell Your Home

The Fastest Way to Sell Your Home*

***60-Day Money-Back Guarantee!!**

Table of Contents

- I. Introduction
- II. Customer Testimonials
- III. Flow Chart
- IV. What is “Rent-To-Sell”?
- V. “Maximizing” Your Real Estate Professionals
 - A. Working with a Real Estate Agent
 - B. Hiring a Property Manager
- VI. Rent-To-Own
 - A. Basics
 - B. How You Can Help
 - C. Pricing Guidance
- VII. Random Thoughts
- VIII. Selling “Homes with Tenants”
 - A. Basics
 - B. Process
 - C. Pricing Guidance
- IX. Sample Rent-To-Own Contract

Introduction

The real estate market is bad. I don't need to tell you this; you bought this e-manual looking for an actionable solution to sell your home.

The fundamental issue is that the mortgage market fell apart and the economy is hurting. This created the *imperfect* storm...

There are more people who need to sell their homes...

There is less mortgage money available for people to buy homes...

This creates a glut of homes on the market...

Supply dominates demand driving home prices down...

You are left with a home sitting on the market that you don't want...

And most people who *want to buy your home are unable to...*

You probably listed your home with a real estate agent and the house is sitting on the market. Many of your neighbors and friends are in the same position. You have a beautiful home, but just can't sell it. Is there an answer out there?

I've seen more nonsense in the national media in the past year with "solutions" to sell homes. My favorite is "House Swaps" where you find someone in the town you want to move to that is trying to sell, hope that they want to move to your town, and then swap homes- no messy sale necessary! Unfortunately, this is just not practical for most of us!

My name is Brett Furniss and I am the President and Owner of BDF Realty, Inc. (www.BDFRealty.com) and Rent-To-Sell Realty, Inc. (www.RentToSell.com). We are a small company serving Charlotte, NC that specializes in helping homeowners sell through an innovative process known as "Rent-To-Sell." We have found it to be a *practical* solution to get our clients' homes "Under Contract," usually within 30 days.

The reason I'm writing this is that I've received many e-mails nationally (and a few international!) asking if we serve areas other than Charlotte; unfortunately, we don't at this time. However, our Rent-To-Sell process is fairly simple and can be executed wherever you live. It is my sincerest hope that this e-manual will be the magic bullet that helps you through these rough times in real estate.

The Purpose of this E-Manual **IS** to:

- Show you how to use several real estate sales methods simultaneously
- Educate you on how to coordinate with real estate professionals to achieve the sale of your home
- Have someone buy your home or pay your mortgage until your home is SOLD

The Purpose of this E-Manual **IS NOT** to:

- Be the Be-All, End-All Guide of Real Estate Sales Knowledge
- Make you a real estate professional
- Be an in-depth learning experience
- Save you from foreclosure happening tomorrow

My goal is to help you get your home “Under Contract” by offering practical solutions you can use yourself or through real estate professionals. Whole books have been written on subjects I cover in less than a page; ease of use and effectiveness are my objectives. I want this e-manual to be useful, not turn you into a real estate professor.

I also offer a 60-day money back guarantee. If this e-manual does not increase showings to your home and get you out of yours in a timely manner, e-mail [Returns@BDFRealty.com](mailto>Returns@BDFRealty.com) within 60 days of purchase and I will refund 100% of your money. The ideas contained in this e-manual work and have been effective for our clients. I trust they will be effective for you as well!

Testimonials

We are contacted daily by people who desperately need to sell their home. I thought I'd share some success stories from clients who had problems that may be similar to your own.

1. **Problem:** The client used a Realtor who was unable to generate interest in her home. She had found a home she liked but couldn't move into it until her present home was filled.

"I just wanted to thank you for helping us move into the home that we felt was the one for us by finding us a tenant in such a timely manner. We had tried another realty company, but did not receive the showings that we thought we would receive within an eight-month period. We knew it was just a matter of time after establishing a relationship with Rent-To-Sell Realty because we immediately started having showings (about 8 in a short period of time). It has been enjoyable working with you and your associates. You were very professional and personable. Thank you for making this transition seamless for me and my family."
-RJ (University area of Charlotte)

"We had originally listed our home with one of the large real estate agencies in Charlotte and had virtually no response on our listing for 3-4 months. We were about to be transferred to Orlando, FL and had to do something to avoid making 2 mortgage payments. We signed a listing agreement with Rent-To-Sell Realty and they placed a tenant-buyer in our home within 30 days!! Not only did we get an offer for more than what we had originally listed for, we also received a bank transfer of \$1,500 when the tenant moved in. Rent-To-Sell was the perfect solution for our situation." - GD and PD (University area of Charlotte)

2. **Problem:** Other Realtors said to expect a *loss* of thousands of dollars when their home was sold.

*"We were competing with nine other townhouses that were for sale in our community. The Realtors we initially consulted told us that we would probably lose \$6,000-\$10,000 after Realtor fees. Then we found BDF Realty and decided to pursue the Rent-To-Sell option. The process was simple and handled in a very professional manner. Our property was leased with an option to purchase in only four days after being posted on BDF's website and we **MADE** money on the sale. We highly recommend Rent-To-Sell Realty." -JH and JB (University Area, Charlotte, NC)*

3. **Problem:** The client had a second investment home that she couldn't fill. She couldn't afford to keep paying 2 mortgages and needed to do something quick before her savings ran out.

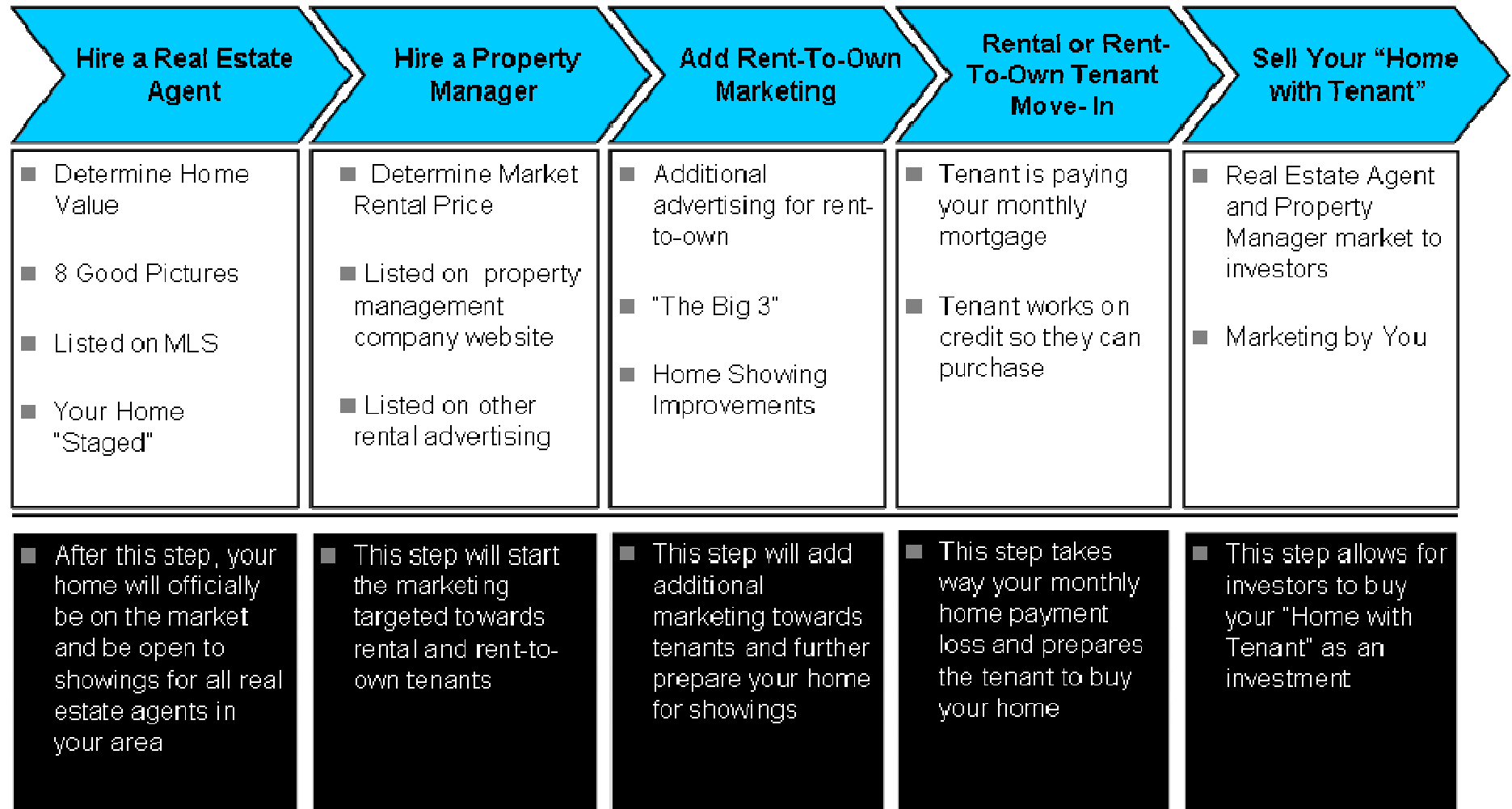
"Rent-To-Sell Realty exceeded my expectations. They were able to fill my investment property with a rent-to-own tenant in 17 days and handled all of the details including marketing and showing the property, screening the tenants, and completing all the paperwork. Best of all, I was able to get the full market price." -JM (Southeast Charlotte)

4. **Problem:** The client was suddenly relocated to Michigan for work. He needed a quick solution to fill his home and have someone take over his mortgage payments and the management of his home.

"From the moment we contacted you to tell you we had to move out on short notice, your empathy for our work relocation, the explanation of your Rent-To-Sell Program, the top shelf attention to our needs, and the thorough professionalism of your staff was unbelievable.

We have enjoyed working with you; if we are involved in any other real estate transactions, Rent-To-Sell Realty will be our first call! I have never been more at ease in understanding the real estate process." -GW (Ballantyne area of Charlotte)

Rent-To-Sell Process



What is Rent-To-Sell?

“In sales, it’s all a numbers game.” – Every salesperson I’ve ever spoken to

Rent-To-Sell’s main premise is to expose your home to the largest number of potential buyers (be it present or future). If it’s present, that’s great. If it’s future, we want them to make your monthly house payments until they do buy.

Rent-To-Sell uses three sales methods concurrently to sell your home:

1. The Traditional Method- hiring a real estate agent to sell your home (Present Buyers)
2. Rent-To-Own and Rentals- renting your home to a tenant who wants to buy it eventually (Future Buyers)
3. Home with Tenant (HWT)- renting your home to a tenant and then selling the home to an investor as a ready-made investment (Present Buyer- different angle)

It’s that simple. I highly recommend using real estate professionals (agents and property management companies) to execute these strategies for you; they can save you from costly errors and increase the speed of selling your home. On the following pages, I will tell you how to “maximize” your real estate professionals.

Rent-To-Own Vs. Rent-To-Sell- What is the difference?

This is a frequently asked question!

Rent-to-own is from the tenant-buyer perspective; the tenant rents your home with the intention of purchasing it sometime during their rental period.

Rent-To-Sell is from the seller’s perspective and is described briefly above. It is simply the best way to market your home for sale to the largest number of potential buyers.