

Screw the \$8,000 Buyer Tax Credit

“How Real Estate Agents Can Create Their Own \$50,000 Incentive Program Guaranteed By the Government AND Use It to Sell More Homes!”

In this report, you'll see how to get new listings, pull buyers off the damn fence, get free publicity and help investors recoup money lost in the dreaded real estate crash.

Dear Fellow Agents,

The recent \$8,000 tax credit stimulated a lot of home sales. Maybe you experienced an increase in sales yourself. Here's a quote from the Wall Street Journal

The credit has caused a surge in sales and has been widely lauded for helping to stabilize prices. In places like Lafayette, Ind., where the number of homes sold in March was up 48 percent over last year, real estate agents say they have been inundated with buyers like James and Aubrey Green, students at [Purdue University](#), who said the credit had persuaded them to jump into the market.

“We were happy in our apartment, but \$8,000 was just too much to pass up,” said Mr. Green, 29, who shopped furiously with his wife for two months before signing a contract in March to buy a three-bedroom ranch.

“We bid on a couple places that didn't work out,” he said, “but we always made sure we had a backup plan because we didn't want to miss the deadline for the credit. And when we finally agreed to a contract, it was this huge relief.”

This powerful tax credit literally pulled buyers off the fence and got them to buy. Home sales boomed right up until the expiration of the tax credit on April 30, 2010.

Sadly, it's over!

This means we are left to try and stimulate sales in this horrible market **without** the unlimited check-writing ability of our government. And after a few years of a recession and the massive drop in home sales, there's not much we're able to do, other than tighten our belts a little more.



The problem is that you can only tighten your belt so much.

Before we throw in the towel and decide to wait it out, let's study the tax credit and see if there's a way we might be able stimulate massive home sales with our own personal home buyer incentive program.

Why did the tax credit get prospects to buy?

Two reasons, which I'll share with you now.

#1 - Good Ole Fashion GREED.

Using greed in your marketing works wonders.

Just ask this guy.



"Greed is Good" according to Gordon Gecko.

Have you have run an advertisement like this? ...

Free Report Details How to Sell Your Home for Top Dollar

This advertisement pushes the prospect's "greed" button. In essence, you're dangling FREE money in front of them. What seller wouldn't want to sell their home for more money? The thought behind this free report is that the seller would learn how to get more money for FREE.

This is the same reason home buyers are attracted to foreclosures. Prospects who respond to foreclosure advertisements want to buy a home for pennies on the dollar.

This is greed, plain and simple.

Everyone is greedy. It's human nature to want to get more money or to get a great deal. Nobody wants to sell their home for less money or pay more when they buy.

This is why greed, **offering something of value for free**, in marketing works so well.

The \$8,000 tax credit worked like magic because it pushed the greed button. The government used greed to spur home sales and it worked beautifully.

They did it by offering \$8,000 for free.

In reality, this was a massive marketing test that every agent should have studied. We had the opportunity to sit back and watch how this "offer" worked. Now, because the offer worked so well, we simply copy it for our businesses.

And the second reason the tax credit worked so well is because of...

#2 –Fear of Loss (aka Take Away Selling)

Take away selling is the most powerful sales tool any marketer can use because it creates massive URGENCY. The gist of take away selling is that opportunities become more valuable when their availability is limited. In Robert Cialdini's book "*Influence – The Psychology of Persuasion*," he writes:

"The idea of potential loss plays a large role in human decision making. In fact, people seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value."

My mentor, Dan Kennedy, explains why take away selling works as follows...

"...the less accessible something is, the greater the value that gets placed on it, and the more people want it."

This simply means that many buyers bought homes simply because they didn't want to lose out on the tax credit. The fact that the tax credit was limited (less accessible) because of the expiration date, increased its perceived value. Had the tax credit been offered **without an expiration date**, the surge in home sales would never have happened.

The expiration date forced anyone thinking of buying to buy.

Someone thinking of buying couldn't stay on the fence and still get the free \$8,000. They had to take action immediately.

This is very powerful and should be worth a ton to your business.

Here's the magic marketing formula...

Greed + Deadline = \$\$\$\$ (Sales!)

In the Wall Street Journal article above, a massive 48% increase was reported. Is this a magic formula, or what?

So the big question we should be asking ourselves is can we create the same increase in sales *without* the government's tax credit?

Drum roll please...

YES!

All you need to do is offer prospects something of value for free and then take it away if they don't take action by a certain date.

Here's the formula the exact formula the government used...

\$8,000 Credit + April 30, 2010 Deadline = 48% Increase in Sales

The advertisement that played into the heads of homebuyers:

**Buy a Home by April 30, 2010 &
Get You'll Get \$8,000 in Tax Savings for FREE.**

Buyers could get up to \$8,000 on most homes offered for sale, if they met the criteria set by the government.

When you think about it, the deadline in this formula is pretty easy. You can set up any deadline you want. You can even extend it a few times like the government did!

The tricky part for most agents is figuring out how to push the greed button to get the same reaction from buyers and sellers. We know from the government's test that \$8,000 worked very well.

All we have to do is offer \$8,000 for FREE!

The problem is we can't offer prospects \$8,000 cash to buy or sell a home with us. We'd go broke pretty quickly. The good news is we can offer prospects something even better. Imagine running this advertisement:

**Buy A Home By October 31, 2010
And You'll Get \$50,000 in Savings Bonds for FREE!**

Do you think this would work?

I certainly do.

The reason is because it follows the exact same formula the government used, except that I've increased the reward the prospect gets for taking action. \$50,000 is \$42,000 more than the \$8,000 offered in the tax credit.

In other words, you're pushing the "Greed" button – BIG TIME!

\$25,000 in Savings Bonds + Your Deadline = \$\$\$\$ (Sales)

You're probably wondering about the \$25,000 in savings bonds? Well, you might be surprised to learn that certain bonds can be purchased for massive discounts in price.

As an example, I found a long-term savings bond that could be purchased today for around \$3,660 that would pay back \$25,000 down the road when the bonds mature. Imagine what this could mean for your business?

* If you had a listing, could you convince your seller to spend \$3,660 at closing to buy these bonds for the buyer? If so, you could market this listing with a massive \$25,000 FREE bonus.

* If you were working with a homebuyer, you could add a simple clause to any offer asking the seller to buy these bonds for your buyer at closing. If so, your buyer would get the home AND \$25,000 in FREE savings bonds.

The bottom line is that you can create your own massive incentive program by offering bonds that will mature to \$10,000, \$20,000 or \$50,000 to get buyers, sellers and investors to take action. And even better, the U.S. Government or various local governments guarantee many of these bonds, which mean they are extremely safe!

You can use the government's bonds to create your own massive incentive program and simply negotiate to have these bonds paid for by the Seller at closing **without investing a penny out of your pocket.**

We already know this will work.

The government paved the way for us with their tax-credit offer. All we need to do is copy exactly what they did.

To put this idea into play in your business, you need to use specific kinds of bonds that can be purchased for 20 to 30 cents on the dollar. Even though there are plenty of these bonds around, financial planners and stockbrokers don't talk much about them.

I've invested well over 100 hours studying bonds. I've read several books. I've interviewed various bond experts and have talked with dozens of financial planners for information on these "secret" bonds.

I've detailed everything I learned in a new report titled "*How to Increase Sales With Bonds*" and you can download this new report right now for just \$47 at <http://www.IncreaseSalesWithBonds.com>.

In my new report, you'll learn how to...

- ▣ Create your own guaranteed sale program using bonds backed by the government.
- ▣ Create massive urgency that will pull prospects off the damn fence.
- ▣ How to find bonds that can be purchased today for \$5,084 that will pay back \$50,000 when they mature (*this means you can market a \$50,000 incentive to get homes sold!*)
- ▣ Specific clauses you can use in your purchase agreements to get Sellers to buy bonds at closing
- ▣ Protect buyers and investors from loss when they buy a property with you
- ▣ **Use Bonds to get FREE publicity**
- ▣ Help investors recover amounts lost in the crash
- ▣ Show investors how to turn each and every new tenant into \$25,000 of future wealth, even if they end up getting evicted.
- ▣ *A \$1,200,000 mistake I made with my rental properties*

■ Use Bonds to get higher monthly rents and reduce vacancies.

Needless to say, using Bonds as incentive will be very profitable for you and your clients. In essence, you'll be copying the same exact strategy the government used with the homebuyer tax credit.

However, **prospects will be forced to use your services, because other real estate agents won't have a clue what you're doing.** They'll be tightening their belts.

You could probably learn about these bonds on your own by reading a bunch of books, interviewing financial planners and scouring the Internet just like I did.

One word of caution, bonds can be a little complex.

There are thousands of different bonds available and you could spend months trying to figure it all out. Or you can invest \$47 and download my report at <http://www.IncreaseSalesWithBonds.com>.

When you order my new report, you'll get these 6 special bonuses valued at \$279...

1. A 45-minute audio interview with Stan & Hildy Richelson, authors of the best selling book, *"Bonds – The Unbeaten Path to Secure Investment Growth."* (Value \$29.95)
2. **Done-For-You Emails using bonds as an incentive to convert listing and buyer prospects from your database. (Value \$29.95)**
3. A "Bonds Press Release" you can customize and send to your local news TV stations and local newspapers to get free publicity. (Value \$100)
4. "\$50,000 Bonds as Incentive" advertorial advertisement you can use to generate new leads. (Value \$49.95)
5. Powerful "Bond" classified advertisements that will make your phone ring off the hook. (Value \$49.95)
6. A done-for-you "Bonds" flyer you can use with investment properties to reduce tenant turnover and make rental properties more profitable. (Value \$20.00)



Of course, you're protected by my **60-Day Unconditional Money Back Guarantee**. This means you have a full 60 days to use the ideas and done-for-you marketing tools included in the "Increase Sales with Bonds" Report in your business. **If, for any reason, you don't believe this program will help you get and close just one sale, you can get a full refund** simply by sending an email to: <mailto:support@renegademillionairstrategies.com>

As you could probably imagine, **I've placed a cap on the number of "Increase Sales with Bonds" Reports sold at 100. Once these initial 100 reports are sold (and this will not take long) I will close the doors and no more reports will be available.**

Yes, this is my way of using a deadline to force you to make a decision. You have to decide right now whether or not you want to create your own incentive program using bonds. You don't have the luxury of waiting because I'll be taking this off the market as soon as the first 100 are sold. Remember, if you're not happy, you can get a full refund, no questions asked.

Please understand that I'm not bluffing when I say that I'm only going to sell 100 reports. I've taken many of my new products off the market after the first 100 were sold. If you hesitate now, chances are you'll be shut out for good. Just one idea from my new report could lead to dozens of sales this year, a boatload of new leads, and some free publicity, too!

You can download my new report right now here:

<http://www.IncreaseSalesWithBonds.com>

Best,

Rob Minton

P.S. I'm taking this new report will sell out quickly. Don't delay!