



## **Real Estate Agent Partnership Guide**

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# Who We Are

RealtyWithRich is a professional, full service real estate solutions firm that focusses on buying and selling properties. We specialize in buying distressed homes at a discount, renovating them quickly, and listing them for resell to retail home buyers and landlords. Founded by Richard and Pauline Owens, RealtyWithRich is excited to be part of the area's renaissance and we aspire to continue contributing to the economic rejuvenation of many communities.

Our goal is to re-develop a large number of single family and multi-family properties throughout the area with the intention of revitalizing communities and encouraging home ownership. Our mission is to rejuvenate neighborhoods and increase the standard of living by improving the overall quality of housing for the residents.

We could not be successful without the many strong partnerships and relationships we have cultivated. At RealtyWithRich, we place high value on the knowledge and expertise of good real estate agents. We strive to build relationships with qualified, experienced agents who have both a passion for real estate and an uncompromising drive to succeed. We believe that by working together, we will not only develop a history of successful win-win transactions, but also create a powerful and lucrative collaboration that adds value and serves our community.

## ***Important Facts About RealtyWithRich***

Purchase properties at a discount, renovate them quickly, and list to resell

Ability to make cash offers on houses and create fast hassle-free transactions, closing in as little as 14 days

Focused on providing solutions for clients and value for investors by locating and renovating distressed properties

**Our Mission** When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. At RealtyWithRich, it's our goal to not only have a positive effect on ourselves and our families – but also to inspire, motivate and create lasting change in everyone we encounter. We will treat our clients and team members with respect at all times. One of our motto's is "People first...profit second." Our company will dedicate itself to everlasting education and professional growth that will make the leaders of tomorrow.

**Our Story** Born and raised in California, and after graduating from Palm Springs High School, I joined the US Navy and was stationed on the east coast where I met my wife Pauline. Following six years of military service, then fifteen years in the marketing and signage business, I returned to federal service joining the Defense Intelligence Agency in Washington DC. My long-held goal of getting involved in real estate was realized in 2015 in Virginia where I became a licensed part-time real estate agent with Coldwell Banker Elite prior to my departure from federal service in 2016.

As a full-time realtor, I continued to learn the business of real estate, a passion fueled by the love of exploring homes, communities, and neighborhoods surrounding metropolitan Washington DC. I was also often found deeply entrenched in residential remodeling projects where I put my experience to work assisting clients in making informed decisions regarding the purchase of older homes.

With my acquired knowledge of real estate, and Pauline's sense of style, architecture, and design, we began purchasing and rehabbing properties in Fredericksburg, VA. With a desire to expand our real estate investment goals and an ambition to get back home to the enchanting mid-century modern architecture so common to Palm Springs and the greater Coachella Valley, we moved to Palm Springs and formed RealtyWithRich, LLC in early 2018.



Pauline and I are highly motivated, knowledgeable, ethical, resourceful, and qualified to handle any real estate transaction. We are equally committed to helping people with their real estate needs and making successful deals happen, we have the integrity to follow up on our promises, and the expertise to navigate any transaction to ensure our clients are fully informed to make the best decisions possible.

## Our Business Model

Our overall investment strategy and specialty is to purchase distressed properties, then renovate and sell those properties to retail homebuyers and landlords. At RealtyWithRich, we pride ourselves on having a strong foundation of real estate knowledge and training. Our focus is on providing SOLUTIONS for homeowners and finding VALUE for our buyers and investors by locating homes that are in need of repair, renovating them quickly, then putting them back to use with greater value.

Our core business lies within our systems, education and knowledge of the real estate industry. We have invested thousands of dollars to learn how to be successful in this business and do it the right way the first time. We've been mentored by the nations' premiere Real Estate Investment Company, CT Homes, LLC, also featured on the hit TV show "Flip This House". This mentorship involved a comprehensive 6-month curriculum, covering all the ins and outs of creative real estate investing. Beyond the principles of sound investing, we are also thoroughly trained on how to build a successful business based on systems and predictability. Through this affiliation, we are connected with a national network of investors that provide continual support and weekly training on changes throughout our industry.

Having been involved in thousands of real estate transactions, our personal investing coaches have created the necessary systems and tools to allow us to strategically invest in real estate. These tools are readily available for us to leverage when analyzing our real estate deals. This process has allowed us to circumvent many pitfalls most novice investors would make. Learning the hard way is not a phrase in our

vocabulary, and we certainly would not ask anyone to invest in us if we weren't confident enough to invest in ourselves!

## Benefits of Working With Us

As an agent, you can take advantage of many unique opportunities when it comes to working with investors. We know you have a business to run and can't afford to waste your time with investors who aren't serious. At RealtyWithRich, we pride ourselves on having a systemized buying process; which eliminates the need to waste your time on tedious tasks. You can rest assure that we are serious buyers who close with cash very quickly.

We believe that good investors are those who place high value on the knowledge and expertise of good agents. In turn, we hope to share our knowledge with you and help to provide you with a lucrative and consistent stream of income. There are many benefits to working with investors, so leveraging this relationship can provide a win-win situation for everyone.

How We Compare	Traditional Buyer	RealtyWithRich
Method of Payment	Bank Financing	CASH
Cost of Repairs	1-8% of Homes Value	None (Bought AS-IS)
Closing Timeframe	45+ Days	14 Days
Amount of Business For You	Typically only one purchase	Repeat Buyers (2-10 deals per yr)
Repairs Needed	Repairs, no matter how big or small are important to owner occupants – often times, making it difficult to find a house quickly & make the sale	We look for homes that are not perfect and need improvements
Appraisal	Mandatory	None

One of the main benefits of working with an investor is the potential for repeat business throughout the course of a year. By working

consistently with a successful investor who actively buys and sells properties, you can predict a steady revenue stream based on their level of activity. Although it varies, most real estate agents typically close between 2 to 10 deals per year with investors. A good agent will be able to leverage those deals into even more deals, just by working with the buyers who purchase investment properties.

**Earn Both Sides of the Commission** By acting as a dual agent in a transaction, representing both the buyer and seller, you can earn both sides of the commission. For example, let's say that you as a licensed agent have an REO property listed. Our goal is for the agents we work with to be excited working with us which is why we're happy for you if you received both sides of the commission. That merely means you are great at your job!

**Become a Distressed Property Specialist** There are a number of properties in the marketplace needing renovations – anything from cosmetic repairs to full-gut rehabs. Often times, you as the agent are the first contact for sellers behind on payments, who need to sell quickly, or don't have equity in their home. These are exactly the types of opportunities we are looking for. If you or someone in your office have these types of listings, we may be able to quickly purchase the homes with CASH. After a few successful transactions, you can utilize that success to gain more exposure in your market and build your credibility as a distressed property specialist – ultimately, increasing your income opportunity.

**Short Sale Referrals** Successful investors are excellent marketers and generate a lot of leads – many of which are short sales. In most cases, investors aren't too interested in working with sellers whose properties are over-leveraged and in short sale situations. The short sale process



can be lengthy, so many investors prefer to refer those leads to a specialist rather than work with the sellers themselves. This creates a huge opportunity for you to become a *“short sale specialist”* – by listing these properties and getting the commission when they sell. As a short sale specialist, you also have the opportunity of working with multiple investors, which provides you with more of an revenue stream.

**Become a Part of Our Team** Although many of our offers will be typically lower than retail clients, we serve as a great benefit for hard-to-sell properties or those requiring the bank or seller to move quickly. We are also a good fit if you have listings that have difficulty qualifying for traditional financing based on the current condition of the property. We are not the perfect fit for everyone; but for the seller with the right motivation, these features are a necessity.

When working with our company, you can be rest assured that we’re very qualified and experienced in fully renovating properties. In order to ensure our success in residential redevelopment, we reached out to learn from the best, developing a close mentoring relationship with the owners of CT Homes, LLC. Since the inception of their company, they have literally remodeled hundreds if not thousands of homes. We were able to learn from their experiences and immediately implement their techniques. See the example on the following pages:

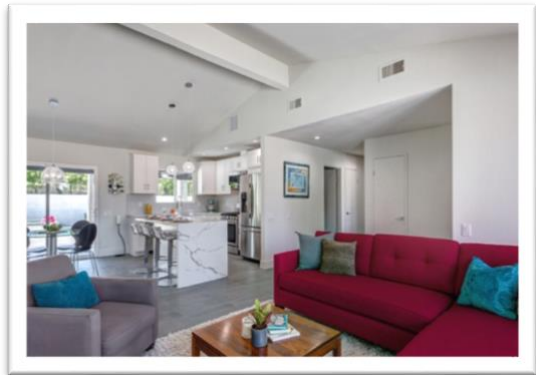
# An Example of Our Work

2841 E Vincentia Road Palm Springs, CA

**BEFORE**

**AFTER**





# An Example of Our Work

Single Family – 3/3 – 2200 SF

Before

After

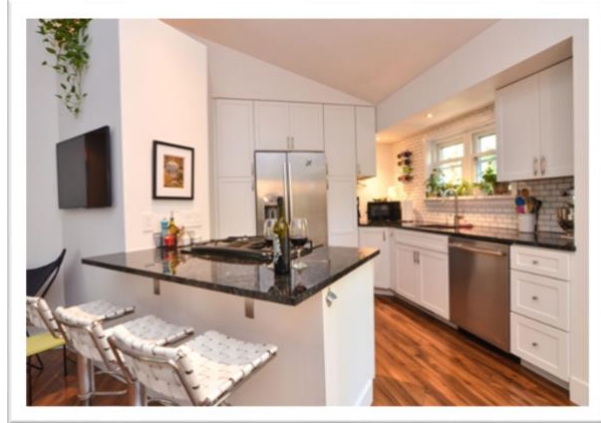


# Single Family – 3/3 – 2200 SF

**BEFORE**



**AFTER**



## So Let's Get Started

If we haven't already, it's important that we sit down and discuss the potential ways we can work together. I am always enthusiastic about growing my team with talented individuals and successful agents. Once we have a clear definition of our common goals, the opportunities will become clear.

Contact us today:

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