



Profiting From Preconstruction Real Estate Investments

**E-Book For Public Distribution
By Chris Anderson, Ph.D.**

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Welcome

Welcome to your *Profiting From Preconstruction Real Estate Investments Report*. If you're like most people, you're anxious to dig into this report to find out how it can help you to become a better investor. Congratulations on taking the necessary steps to improve your performance by taking responsibility for your own investing. After you read and understand this report, we believe that you will think about preconstruction investing in a brand new way that will then lead to more consistent profits and lower risk.

This report contains a considerable amount of information that has been compiled about preconstruction investing and how you profit. As I think you will see, we analyze and present information far differently than most people on the internet today. Why? Quite simply because we are looking at, and making these types of investments every single week.

Given that we interact with thousands of investors via our website, my guess is that there is a few questions running around in your mind. These include:

1. How does preconstruction investing really work?
2. How do I best profit from it?
3. Am I too late to invest?
4. How do I find good projects when everything is taken?

Before we begin, let me address the level of this report. People reading this will range from those who have made multiple investments, and several \$100,000's, to those that are brand new to real estate investment. As such, it is very difficult to create a "one size fits all" type report.

Our approach in this report is to address the issues that we know come up for beginning investors but have also thrown in a few tidbits of information that could be a real benefit to experienced investors. As an example, we introduce a preconstruction land purchase technique that many people have never thought about but is quite powerful. In an area where one simple concept can make you \$10,000's or more, we hope these tidbits help.

At the end of this report, we also introduce some products and services that we think the serious investor will find interesting. Kind of like our educational system, we view this report as bringing people to the "high school level" of knowledge while for those that are really serious, they will go on to really increase their knowledge base and excel.

I really hope you find this report beneficial and I wish you the best in your investing success. **If you find this information useful, please pass it along to others that you believe it may help.**



Chris Anderson, Ph.D.

President

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Cautions & Limitations Of Use

Like any other investing activity, people can and do lose money in real estate investing. The purpose of this report is informational only and you should carefully perform your own due diligence on any real estate investment that you consider. As seen on our website, we have a standard earnings disclaimer as provided below:

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS INFORMATION AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN," "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

What Is Preconstruction Investing?

The preconstruction process is an innovative real estate investment opportunity in which you buy tomorrow's property at today's price. Preconstruction investing can be a boon for the investor or buyer as well as the developer or builder. The biggest advantage of preconstruction process is that you can reserve your purchase at discounted prices without investing a fortune. You simply have to make a small investment, typically ranging from

5-20% of the total cost to reserve a unit and then you pay the balance on the achievement of different development milestones.

For the buyer, preconstruction process provides an opportunity to seal a property deal with little margin money and achieve sizable discounts over the tentative price of the finished condos. For the developer it is an opportunity to presale the entire property even without laying a single brick and to procure a construction lending with relative ease. The figure below shows an example of an artist rendition of a preconstruction project.



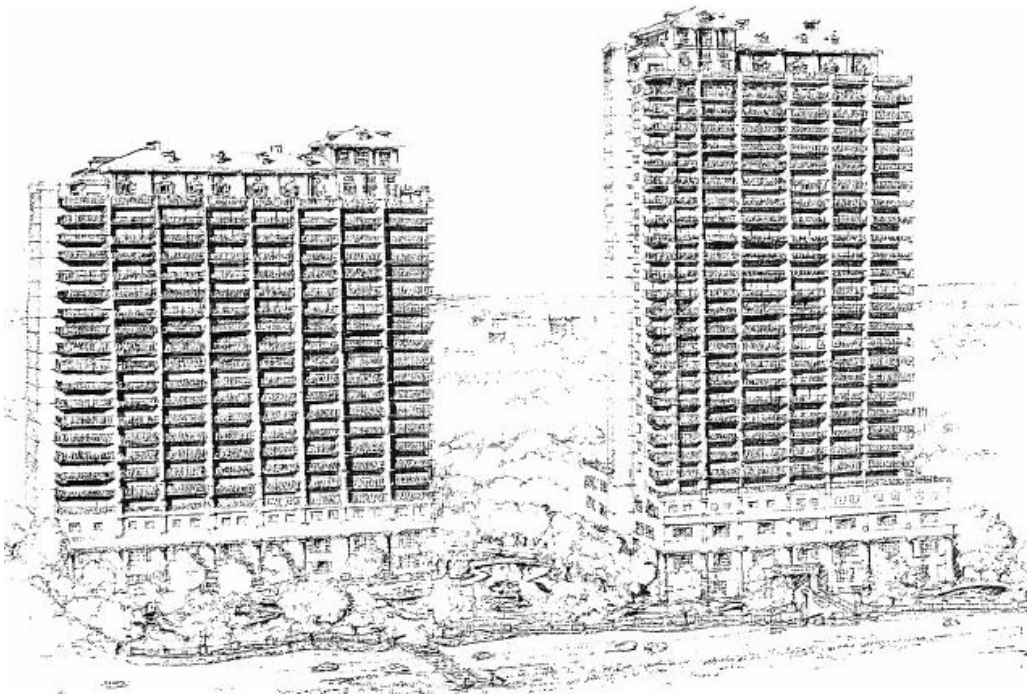
In the preconstruction process, property developers place the building plans of a proposed real estate venture for pre-selling. Only thing made available to the buyer are architectural rendering and floor plans of the condominium, town house, or single family residence. Frequently a sketch like the above is offered with an amenity list such as:

- 26 Gauge Galvalume Metal Roof
- James Hardie Brand Siding
- Hurricane Shutters
- Brick Paver Driveways
- Granite Countertop
- Nylon Carpeting
- Daltile Porcelain Tile Products
- Stainless Steel Appliances
- Crown Molding
- Maple Cabinetry
- PEX Water System
- Homeowners Association

The good news is that preconstruction prices are normally at an attractive discount of the proposed sale price of complete units. In theory, the buyer gets the discount because they display the grit and tenacity to invest on mere paper and "air". However, in reality, they are getting discounts because they are a crucial piece of the puzzle for the developer because pre-selling of a particular percentage of the total units is a need for getting a prospective lender to fund the construction process.

How Do You Really Profit?

Point blank, the level of profits that are potential available from preconstruction investing are staggering. Let me give you an example just to set the stage. Shown below is a picture of a preconstruction project that we did in our Mastermind Group (more about this later).



This project is located west of Biloxi Mississippi in an interesting, emerging area of real estate. When this project was brought out to the group, a two bedroom, two bath could be reserved with a FULLY REFUNDABLE \$5,000, with a total purchase price of approximately \$520,000.

One week later, these same units were now priced at \$575,000. A PAPER PROFIT OF \$55,000 IN ONE WEEK, with next to zero risk AT THIS STAGE. The condos will not actually be ready for another 24 months or so everybody's hope is that prices will continue to rise during that time.

In the next section, we will use this example to walk your through the stages of preconstruction but let's look at how money is potentially made via preconstruction:

1. Discount On The Purchase Price: Typically this is very small in reality; and
2. Appreciation: This is a speculative investment where the anticipation is that the values will continue to rise.

Of course the later is the most interesting part of the investment, especially when some locales have experienced 25%/Yr or greater increases. For beach front properties, gains of \$100,000 to \$350,000 per condo have been commonplace.

CAUTION: If this sounds like a get rich quick scheme, for many it has been. However, there can be considerable risk in this type of investment as well so education is needed before any investment is made.

EXERCISE: Go to www.google.com and search on the following phrase:

"preconstruction condo"

When this article was written, over 5,000+ pages were displayed from this search, many advertising preconstruction projects. How do you know which to pick? You don't yet!

The Stages Of Preconstruction

If you are counting on price appreciation, then obviously you would like your preconstruction development to take as long as possible AFTER your price is locked into place. Some care is needed to really understand the different stages of preconstruction.

Also remember that different locales may call things a little differently. Once you understand the concept, it is pretty easy to decipher the specific language. Shown below is a table with the different stages.

Reservation		Earliest stage where purchaser indicates intent and typically puts \$1,000 to \$10,000 in place. Fully refundable at this stage but developer can back out, change price, etc. Very loose relationship at this stage
	Friends & Family	Historically before any other units are sold developer invites people to purchase at a discounted price
	Phase I	When project is first released to "public", investors, etc.
	Phase II, III, ...	Series of increasing phases where units are sold and typically prices raised
Hard Contract		Formal, binding agreement between developer and purchaser. Typically 5-20% down payment required, non-refundable.
Assignment Of Contract		Some projects allow you to "Assign" your rights to purchase to another buyer. Used to "flip" the purchase, hopefully at a profit. Many developers DO NOT allow assignment so be clear before signing. You should understand in advance how an assignment would be carried out and when monies would be paid.
Closing		At this stage, you will now close on the property, much like a regular house purchase. You are responsible for attaining financing. If you elect to not close, you will forfeit any monies put for down payment. Also, substantial 3-5% closing costs can be expected at this stage.
Own		Once the property is closed, you are now responsible for payments, renters if you chose to use them, etc.

CAUTION: People key off of specific terms like friends and family in their advertising. Always truly understand what is meant by the person representing the project

EXERCISE: Go to www.google.com and search on the following phrase:
 "friends and family" preconstruction

When this article was written, over 800+ pages were displayed with several claiming to get investors into the early stage. Some skepticism might be appropriate here.

Understanding The Developer's Perspective

Preconstruction sale is a term that signifies real estate transactions that takes place before a project is completed. Many investors have a hard time understanding why sometimes they can purchase a property at a discount when bought preconstruction. The key is to understand how important this process is for a developer so let's pretend we are a developer for a minute.

Finance is the most crucial issue that decides the success of a project. As a developer, suppose you have the land in front of you and your mind is filled with the idea of a dream project that will make you millions. Unfortunately, you lack finances or the ability to get financing so the chances are meager to convert it into a reality. By making arrangements to offer this property to preconstruction investors however, now you have a simple method where not only will all your risk be minimized but you will have lending institutions bending over backwards to help. SCORE!!! So now as the developer, your job is to give incentives to investors (lower price) to buy your project while it is still nothing but a sketch and a dream.

In addition, most developers want to use preconstruction because it ensures their projects demand in the market. They do not wish to put their funds at risk without any positive assurance. Similarly, whether they raise funds through private lenders or banks these preconstruction investors would make sure that their loan is repaid timely since money will be coming in by closing on their properties. Pre-selling has gradually become a very common technique for developers with almost every condominium being usually sold in the pre-construction phase.

So as a developer, you have two choices: 1) try to get full value for your projects when they sell but had incredible difficulty getting financed or 2) sell at a discount to preconstruction investors and then simply keep doing deal after deal after deal. I think the choice for many is obvious. It becomes easy to procure further loan by producing the presale papers that add material value to your construction project. If you patiently go for preconstruction sale, your efforts are likely to bear good results.

There are four main phases of preconstruction sale namely, reservation agreement, right of recession period, contract for sale and closing for sale. Under reservation agreement, the buyers have to deposit around 5% or less of the buy price as a nominal charge to reserve a particular unit. This deposit goes to an interest bearing bank trust account; in any legitimate deal, the developer DOES NOT have access to these funds. A buyer can make the deposit even if he or she has a nominal intention to buy the unit, as the deposit money is refundable at this stage. While not every reservation

agreement converts into a contract for sale, it decides the amount the developer could raise through pre-selling. If the developer accumulates enough sales contracts, he gets the loan otherwise they have to keep working to reach the needed amount.

Sometimes it may happen the developer could not carry on the task of construction because of some major problems. In such a case, he would need protection from probable suits, likely to follow. The “need to be built” disclaimer provides protection to the developers if he could not proceed with the construction task. It is a step taken during the marketing phase of preconstruction sale. It is better to chalk out a schedule specifying a timetable informing the likely completion of various construction works. It should form one of the issues to be discussed during preconstruction meetings. Construction work often involves unforeseen aspects that may tempt you to change certain items decided on earlier. In such a situation, you have to inform the owner and discuss its aspects in the preconstruction meetings. The most crucial phase of construction of a new building is when the construction process is about to start. It needs meticulous planning and ultimate precision when it comes to construction. A minor fault in the beginning may mar the total structure. It needs flawless preconstruction planning and good service to ensure client satisfaction.

Most developers do not appreciate flipping. Some developers who feel the price is going to shoot up are wise enough to make contractual commitments that enable them to raise prices if the market demand crosses the expected predetermined sales. This sometimes makes flipping a profitable option, which is usually not a favorable aspect of developer’s business strategy. The most risky side to flipping from the developer’s view is that he might misjudge the demand of the unit in the market. While he would expect to sell it at a higher price, the market demand will show him a different face. Eventually he may have to slash the price to make a bargain. Thus, it would incur heavy loss on him, which may further tell adversely on the future business.

Preconstruction sale is usually beneficial for both the developer and the buyer. Through it, the developer procures necessary financial aid and the buyer buys it cheap compared to later. Before investing in any deal however, you must carefully perform your own due diligence and educate yourself about the entire process and how to best grow profits at minimal risk.

How Do You Find Good Preconstruction Opportunities?

So suppose you are now interested in striking a preconstruction deal with a developer, but you are not fully aware of the intricacies of the game. The first step in this direction would be to collect the necessary information about

it. Internet is the initial choice for you that could provide you information about a developer or a real estate agent, for finding a preconstruction deal. Choosing the right developer is one key aspect of a deal.

Choosing the right developer is one key aspect of a deal. When you are locating a preconstruction deal, you are buying the services of the developer who is supposed to build the condominium, townhouse, etc. To have a satisfactory deal it is essential the developer meet your need well. For you to truly profit from this, you have to be convinced the developer is going to build you a top quality product that you can resell for a profit.

The building industry is a thriving one with scores of developers available in the market. Among them, you have to choose a particular one and this needs ample precision on your part. Offering different types of construction, some may specialize in design while others in energy efficiency factors etc. There are universal factors that you cannot overlook even while deciding for any particular home. Factors like building of quality homes, after-sales service and the reputation of the developer are most significant.

Remember from our previous articles, that you are integral to the developer's financing so you will get your best deal from them at the stage where they are most dependent upon you. A developer may choose to offer the pre-sell themselves or they may enlist the aide of real estate brokers, who in turn, use real estate agents to sell for them.

My suggestion is to determine first those areas where you would like to invest. Maybe it is in your immediate locale, or maybe it is within a 1,000 mile radius. From there, visit the developer's websites in the area of interest. Worthwhile information that you can collect may be brochures, pamphlets, warranty information, product literature or developer's package, so keep a keen eye on any literature passing by.

If you are interested to make a deal through a developer's real state broker the procedure will be more or less the same. You as a buyer may be benefited in consulting a developer's real state agent. A real state agent may highlight for you the facets of a deal, you might have not paid heed to, yet. The agent may as well give you the real financial condition of the developer, which is vital for your preconstruction deal. If you are in touch with a developer's real state agent, you may get to know about the latest preconstruction deal made available by the developer. Often there is a need of a negotiating body or individual that convinces the two parties at a common point to mature the deal. The agent negotiates the required conditions of the contract to make it suitable for you as well as the developer. A developer's agent will be more inclined to see the profit of the developer, so be on your guard to realize the true nature of the deal before you finally go for it.

The advantage of an agent is that, you will get to know about similar deals available without paying for the service. He or she is maintained by the developer so you enjoy the service free of cost. Further, the work of the

developer's real state agent is to find a suitable buyer for the developer, this makes the developer trouble free and he concentrates more on producing quality work. Wide knowledge, honest approach and quality service is the hallmark of the work of an agent and a good one should abide by the ethics of the trade.

Do you know that a good developer has to see many aspect of the building before it shapes up as your dream abode. He takes the help of almost 45 different trades and it needs between 16 to 30 weeks completing a home project. Needing unblemished planning and many facets of provincial and municipal regulations, your developer has to manage each of its aspect with professional dexterity. Frequently, their plate is completely full so they enlist the aid of a real estate broker to help them move the preconstruction sales along.

So specifically, the steps that I suggest you take are

- Determine your investment area;
- Search for developers, brokers, and agents via the web;
- Contact them to get additional information when projects become available.

I am not going to kid anybody here. This is one of the most difficult aspects for most people....finding consistent access to good projects. The is really the origin of www.GetPreConstructionDeals.com. We address this in two ways at our web site:

<p style="text-align: center;">Front Page Projects</p> <p>These are projects that we believe are a cut above most of the information that we see out there. Frequently we couple these projects with an article about what we see as unique about the project and area.</p> <p style="text-align: center;">Visit Now</p>	<p style="text-align: center;">Mastermind Group</p> <p>This is a dedicated group of investors, ourselves included, that truly look for outstanding projects by using the buying power a group of serious investors. We may not bring many projects, but when we do...</p> <p style="text-align: center;">Learn More</p>
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Is Your Backyard A Good Place To Look

Historically, real estate investing has been thought of as a local's activity. That is, you live in a community, you learn the real estate market, then you invest in the community. For some real estate investments, that may make perfect sense but yet for others, it may be the worse thing you can do.

One place where this can be a terrible mistake is in preconstruction investing. I am contacted on almost a daily basis from people who tell me that "in their area", it is incredibly risky to buy preconstruction projects. They give examples of a 2 bedroom condo going for over \$0.5 Million while

only being able to draw \$1,500 in rent. They tell me that if they buy this property and the price drops, they may be looking at either a large loss or a negative cashflow of -\$1,500 or more.

Others tell me that in their area, no investors can buy preconstruction projects since they are only sold to future owners that want to occupy the residence. They want to know if there are special ways to get around these kind of restrictions. While there are potentially ways to skin this cat, you have to start asking the question why would an investor want to do that?

What I have consistently found is that investors only consider these options because they don't want to pass up what might be a "great" opportunity. In many communities, preconstruction deals only come along once every couple of months and they will be gone if you don't act. Because of this, investors feel pressured to take the deal, with all of its warts, instead of really deciding if this opportunity fits their risk-to-reward profile.

Suppose we changed the picture a little bit..... Suppose that an investor had access to 20 potential deals per month, but they were in a variety of geographic areas. Given that most investors can only do 1-4 of these per year without running out of capital and/or credit, then they could be VERY selective and take only those deals that made sense. Of course, the first argument would be that this deal is over xxxxx miles away from where I live so how could I possibly do that.

So let's look at this scenario, especially for preconstruction investing. This is one type of investing where almost all the homework and the actual investing activity can easily be done long distance with a telephone and an internet connection. Once made aware of a potential deal, then the investor simply must decide 1) if the risk profile matches what they are looking for, 2) if the potential return is suitable, and 3), what their escape path will be if things don't work out well. With a little training and getting used to it, this is something that one can easily accomplish in an afternoon from afar.

Once the investment decision is made, then contracts are signed and dollars are escrowed. At this point, the only necessary step to take is to wait for the project to near completion, at which time the investor may considering flipping the property or preparing to close on it. Sometimes, this may take up to 2 years to complete with absolutely no additional activity required! Even if you were thousands of miles away, nothing else is needed from you.

For people that flip the property, especially if they are long distance, they enlist the aide of an agent that handles marketing and all the other details. Again, this does not require a local presence. About the only time when you may need actually be in the same locale as your property is if/when you close on the property and you have decided to rent it out. In this case, you will probably need to line up a property manager and that is typically best done with a face-to-face meeting so that their other properties can be checked.

Once you realize that you are not bound by geography, then this potentially solves two major problems: 1) my limit of deals to consider is only set by the practicality of getting deals presented to me and 2) if I don't like the characteristic of the deals in one area, who cares since there are many, many other areas to consider.

For savvy investors, this can also help drastically cut the risk of the perceived real estate bubble that has formed in some areas. As an example, there are preconstruction deals out there where only \$1,000 is required to be put at risk on a property that can easily support itself with rents. Some of these properties have great appreciation potential with next to zero risk.

So, the next time you are looking at real estate in your area and it just does make sense to make an investment, maybe you want to consider branching out and investing in other areas.

Working As A Group

One of the greatest preconstruction investing issues that I hear from individual investors is that they can't get access to what they believe are good projects. Regardless if the preconstruction project is a beach condo, a townhouse, a single family home, or even land investment, individuals are finding that many restrictions are being placed on them by developers. In addition, prices are continuing to runaway. So given all this, how is an individual investor supposed to excel in this environment? Read on and find out!

Suppose the investor had the ability to march right into the developer's office and demand that they should give you at least a \$20,000 discount, which now would turn a good project to a really great one. I mean, you're serious about your preconstruction investing. Shouldn't you be entitled to that discount? After the developer stopped laughing, they probably would suggest the investor find a path to their door.

If you look at this from the developer's perspective, they probably already have a marketing team in place to provide a steady supply of purchasers or investors. In this market, a single individual preconstruction purchaser/investor would have absolutely **zero** impact on anything the developer was doing or planning. Basically your request for a discount provides zero advantage in the preconstruction process.

So let's change this picture a little bit. Suppose you are a surgeon and you walk in with 15 other doctors and tell the developer that you are very serious about this preconstruction project and probably others that the developer has on the drawing boards. Ok, this is possibly a horse of an entirely different color for the investor group. Having a single group come in and moving a block of 15 units in one fell swoop may be something of interest to the developer. This is especially true if the developer has time pressures to get this preconstruction project moving forward.

In this real estate environment, with lots of investors, it may (or may not) be possible for this group to get a discount but there may be several other ways that this developer might chose to help the group. For example, the developer could assure the group that they will definitely be able to get 15 units in the preconstruction project; for many locales, even that is a major feat. In addition, the developer could assure this group that they may get first crack at another phase, or another project altogether. If the developer is wise, they will find some way to work with this group and treat them well.

A great example of the buying power of groups can be found in a at www.getpreconstructiondeals.com. With over 8,000 preconstruction subscribers to our database, there are potential methods to form relationships with developers where it is mutually beneficial to both the developer and the investors. This pooling of “buying power” is really the genesis of our Mastermind Group.

Can You Consistently Find Low Risk, High Return Projects?

Many people struggle with finding quality properties to add to their portfolio. Most can only get access to what is available locally and even then, it is tough to be on the inside and get good access to projects.

This is where the Mastermind Group excels. Using the purchasing power of a group of individuals, we can get access to projects that many people would never hear about. From there, we bring back tons of detailed information so that you can decide if this meets your criterion.

[Learn More](#)

In this new preconstruction project, the developer has agreed to provide a \$15/Sqft discount if 20 investors make their reservations in a short period of time. For a 2 Bdrm, that is a discount over current selling prices of \$21,570!! Simply because 20 people made the effort to work together on a preconstruction investment of mutual interest. In addition, this is great for the developer because with that number of new preconstruction reservations in place, it helps them accomplish their goals more quickly. This is an example of the proverbial win-win situation.

So how can you take advantage of group buying power in your next investment, regardless if it is preconstruction or another type? First, you have to find a place where other like minded people visit. Possibly this is a local real estate club, a group of co-workers that like to invest together, participants in an on-line forum, or even as part of groups like ours. Regardless of how you accomplish the goal, think in terms of how you can best put together your team and increase your buying and negotiating power.

Beginning Introduction To Risk Control

At our web site, I always get one specific question sent in after we announce a new preconstruction project: *"So Chris, is this preconstruction project a good deal?"* . The answer that is expected back by the person is "yes this is a GREAT deal" or "no, I don't think this is a very good deal".

Even though I am not trying to be flippant, my response back is usually along the lines of you could potentially make a lot of money from this project or you could lose a lot of money. *Boy, that's a big help thinks the person asking the question.* In fact, it is quite possible that two people could invest in this project, at the same time, with one making a \$100,000 and another losing \$50,000 from it.

If I'm talking to a person face-to-face about this, it is about at that this time in the conversation that their eyes glaze over and they really start to wonder about this so called "expert".

So let me give an example of two hypothetical investors, Freddie the Flipper and Barbara the Buy & Holder, who both contract to purchase a preconstruction condo in Atlanta. Suppose the condo costs \$250,000 and requires 20% down at time the hard contract is signed. Furthermore, suppose the condo will be ready 18 months after signing the hard contract. The broker in charge feels very strongly about this project and is honestly convinced they will be worth \$350,000 at time of closing.

Now this is Freddie's first deal and he has heard you can make TONS of money flipping preconstruction projects. Freddie does not have much money and takes out an equity line of credit for the down payment. Freddie has no intentions of closing this property but wants to flip so he does not have to pay closing costs. All he can think about is that this very knowledgeable, and quite trustworthy broker thinks he will make \$100,000 in 18 months. He can hardly control his excitement.

Now Barbara the Buy & Holder is an old seasoned pro. She has done 10 preconstruction projects in the past, has multiple long term rental properties, and does a few flips of single family houses on the side. When she enters the contract to purchase this property, Barbara thinks the values will keep going up but she KNOWS that she can get close to covering her monthly expenses if she has to rent it out. She firmly believes in the area and believes this is a low risk investment. She listens to the OPINIONS of the broker, agrees with him, but knows that nothing is certain.

Looking into our crystal ball, suppose we find out that at time of closing, the condo's have actually dropped in price and only have a fair market value of \$210,000. There has been a temporary softening of the local economy and some people have been dumping their properties in a panic. All expectations are that this is a temporary blip but we know that NOBODY can predict the future.

Freddie gets the call that he has been dreading. It is now time to close on the condo and will require about \$10,000 in closing costs. He does not have it! After consultation with his attorney, he realizes that there are two options: close the property or walk away from his \$50,000 down payment.

Since he financed that down payment in a home equity line and it does not "feel" like he really lost the money (even though his monthly payments have gone up), he decides to walk away. This finally releases him from months of mental anguish over this foolish mistake he has made.

Barbara on the other hand realizes that this is part of the game. She is still very bullish on this project and simply closes and rents the condo and is losing about \$50 per month net all expense. No big deal for her.

Furthermore, she buys another condo from a really desperate seller who closes on it, then does not know how to rent it, panics, and sells for \$200,000. Two years later, Barbara sells these condos into a booming economy for \$350,000 netting \$100,000 from one and \$150,000 from the other.

Yawn: just another day at the office for a well prepared real estate investor.

Risk control is a complicated subject that is better taught as a series of steps... unfortunately, I have never found a good way for people to really grasp all of the topics here without several interactions with them. Risk control, which is what really differentiates the experts from the rest of the mass of "investors", is an area covered completely in our educational programs. ([Learn More](#))

But What Could Go Wrong?

Every professional investor does something completely backwards from the average "mom and pops" investor: they consider the downside long before they consider any potential gains. It has often been said that the best way to grow a portfolio is to NOT LOSE MONEY. If you think about it, if some of your investments work great, and the others just sort of break even without losing much, you are doing FANTASTIC.

As I write this in mid-2005, most people who have invested in preconstruction real estate have made good profits or are in the process of doing so. Of course, this environment is such that many people are investing blindly with little thoughts of risk control. In our opinion, a major mistake.

To many people, real estate always goes up so what could possibly go wrong they ask? Well, let's consider just a few possibilities. This is not meant to scare you but rather just make you aware that prices CAN DROP.

Possible market issues include:

1. Change in interest rates;
2. Change in lending for investing;
3. Lack of buyers as prices escalate;

4. Saturation of the market;
5. Major change in the dollars value; and
6. etc.

Savvy investors ALWAYS the market could go against them and plan their investments accordingly. In our live educational programs, we do simulated investing (you make investment decisions with fake money) where gains and loses are made. We know of no better way to train people in risk control to transition them from just one of the masses of investors out there to one that is capable of operating in any market environment. ([Learn More](#))

Example Project #1: Townhouse Purchase

This first example shows how many preconstruction projects actually get done. We were contacted by a real estate brokerage offering opportunities in a town house project in Destin, FL. When we were first made aware of the opportunity, the developer had a policy that assignments were not allowed and if the investor sold before 1 year after close, there would be a substantial fee.

Because of this restriction, initial sales began very slowly. One afternoon we get a call saying this restriction had been lifted would you like to participate? Units were selling like hotcakes and would likely be sold out by the end of the day. We said yes but here are the details:

2 Bedroom, 2 Bath, Garage

\$200,000 to purchase

10% down, close in approximately 9-12 months

26 Gauge Galvalume Metal Roof

James Hardie Brand Siding

Hurricane Shutters

Brick Paver Driveways

Granite Countertop

Nylon Carpeting

Daltile Porcelain Tile Products

Stainless Steel Appliances

Crown Molding

Maple Cabinetry

PEX Water System

Homeowners Association



Before you read any further, let me ask you a question. Would you buy this investment? Why? If you need "more information", sit down and figure out what information you would like to have. Is this really needed or is it a stall tactic?

Well, I can tell you what I wanted to know:

- 1) What was the rental demand for these units; and
- 2) What was the purchasing demand?

Without getting too complicated, this information really helped quantify the investment risk. After study some locale market information (which did not take long), we concluded that there was strong rental demand and that it would likely cover our mortgage payments if we could not resell. Also, we concluded that there was tremendous demand for this type of project in our area. Although we work through this more formally than described here, we concluded we were in a very good investment position.

So how did the project turn out? FANTASTIC! By the time the project was completed, investors had gained between \$110,000 to \$130,000 of equity in 9 Months!

Want To Learn How To Invest Like A Pro?

Join our live telephone class on Preconstruction Real Estate Investing led by Dr. Chris Anderson. In 8, call in class periods covering 4 weeks, you and a small group of investors will go through numerous exercises and simulated investment opportunities to really learn how to rapidly, and smartly analyze real world situations.

[Learn More](#)

Example Project #2: Preconstruction Land Purchase

Later, we will discuss how substantial profits could be made by investing where baby boomers may want to relocate or buy a second home. This can confuse readers since they were thinking that our web site is about preconstruction and preconstruction to them means buying condos..... In this section, I hope to broaden your horizons considerably.

Unlike many people, I have a very broad definition of preconstruction investing which can be summarized as follows:

Preconstruction investing is the pursuit of real estate projects that offer the opportunity to ride rapidly increasing prices over time without the need to put tenants in place to defray costs. Since no tenants are involved, this opens the possibility to making investments in locales that are far removed from where you live.

If you adopt this point of view, then a whole world of "alternative" preconstruction investments opens up to you. Today, we are going to look at one specific type of investment: investing in developing land projects where baby boomers might want to retire or own a second home.

Before we get into the specifics, let's talk about what all investors want:

- Low risk
- Good investment returns; and
- Minimal use of their capital;

Quite frankly, these 3 reasons are what got me into preconstruction real estate investing in the first place. Now let's see how these might be achieved on a purchase of investment land that we believe to be VERY desirable to baby boomers.

Suppose we are considering the purchase of a piece of property for speculation of future returns. If, like me, you believe in the impact of the baby boomers, then you will do 3 things to control your risk:

1. Carefully select a land project where you are solidly convinced that baby boomers will want to possess it at any costs;
2. Make sure that you believe that baby boomers will be AWARE of this project in the future due to somebody's marketing; and
3. Manage your finances and investment portfolio so that if you are wrong and you do take a loss, it is not catastrophic to you.

For the time being, let's assume that you have met these conditions on a project and now you are ready to analyze your returns and your use of capital.

Now we have to resort to hard analysis. Let's look at the following ASSUMPTIONS:

1. The land project is assumed to increase at least 25%/Yr in price;
2. We plan on holding the land for 2 yrs and then resell.
3. \$200,000 purchase price with \$5,000 in closing costs.
4. Annual taxes/association fees of 1%.

Acquisition		Case 1	Case 2	Case 3
Purchase Price		\$ 200,000	\$ 200,000	\$ 200,000
** Note - Only change items in GREEN				
Required Cash				
Down Payment Percent		10%	10%	5%
Down Payment (10%)		\$ 20,000	\$ 20,000	\$ 10,000
Closing Costs (2.5%)		\$ 5,000	\$ 5,000	\$ 5,000
		\$ 25,000	\$ 25,000	\$ 15,000
Total Price w/ Closing Costs		\$ 205,000	\$ 205,000	\$ 205,000
Holding				
Number Years Held		2.0	2.0	2.0
Assumed Yrly Appreciation Rate		25%	25%	25%
Financing				
Amount Financed		\$ 180,000	\$ 180,000	\$ 190,000
Interest Rate		5.5%	0.0%	0.0%
Monthly Interest Only Pmt		\$ 825	\$ -	\$ -
Total Payments During Hold		\$ 19,800	\$ -	\$ -
Taxes/Association				
Yearly Amount		\$ 2,000	\$ 2,000	\$ 2,000
Total Amount During Hold Period		\$ 4,000	\$ 4,000	\$ 4,000
Resell				
Appreciated Amount		\$ 312,500	\$ 312,500	\$ 312,500
(From assumed Appr Rate)				
Resell Commissions		6%	6%	6%
Closing Costs		1%	1%	1%
Estimated Net Closing Amount		\$ 290,625	\$ 290,625	\$ 290,625
Performance				
Net Closing		\$ 290,625	\$ 290,625	\$ 290,625
Total Price Paid		\$ 205,000	\$ 205,000	\$ 205,000
Holding Costs		\$ 23,800	\$ 4,000	\$ 4,000
Net Gain		\$ 61,825	\$ 81,625	\$ 81,625
Initial Investment		\$ 25,000	\$ 25,000	\$ 15,000
Return On Initial Investment		247%	327%	544%
Annual Return		86%	107%	154%
Total Investment		\$ 48,800	\$ 29,000	\$ 19,000
Return On Total Investment		127%	281%	430%
Annual Return		51%	95%	130%

Let's take a look at three cases in a spreadsheet format to how things might turn out under this scenario.

Case 1: 10% down payment, interest only, all payments made by BUYER.

Case 2: 10% down payment, interest only, all payments made by SELLER.

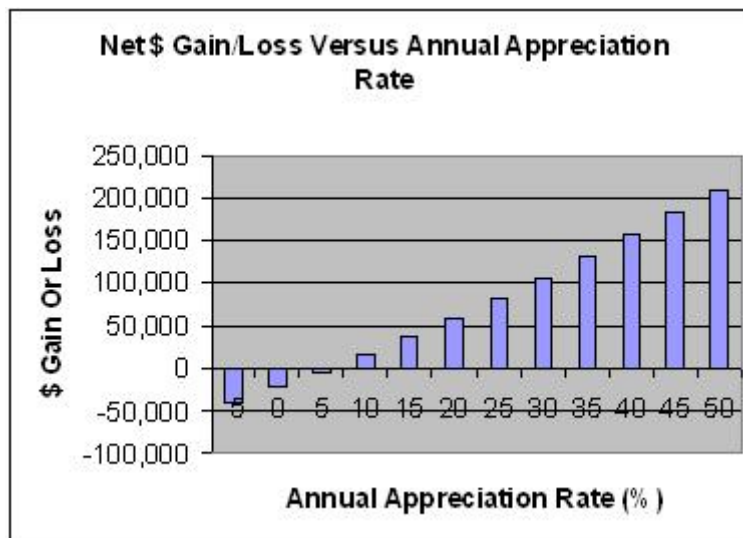
Case 3: 5% down payment, interest only, all payments made by SELLER.

Cases 2 and 3 require a bit of explanation. There are some early stage land projects available where the developer will take a percentage of your purchase price and escrow an amount that will make your payments for a period of time---- typically 2 years. This means that during your 2 year hold, you would only pay taxes and association fees. To enter this in the spreadsheet, we just show a 0% rate during the holding period.

If you scroll down, you can review the performance of each case. It may surprise you that even under Case 1, where you paid in a total of \$48,600 out of pocket, you still see a return on investment of 127%! That equates to 51% annual return on investment. Compare that to what your friendly banker is giving you in your CD.

For many investors, beginning or not, they would prefer not to have to put in that much money so let's look at Case 2 where the developer has escrowed 2 years worth of payments. In this case, we invest a total of \$29,000 with a total, out the door profit before taxes of \$81,625 thus providing a total return of 281%. If you then extend that to Case 3, where only 5% down is required, then the return goes off the charts.

The biggest variable here is our assumed appreciation rate: we choose 25%. Of course this depends on the general market, the local market, the project, etc. and NOBODY can predict this going forward. So what happens as the assumed level goes from -5%/Yr to 50%/Yr which hopefully will be a good bracket. The chart below shows the results.



In the very near future, there will be some opportunities on “preconstruction” land similar to what is described here! If this type of investment may be of interest to you, then your job becomes deciding these 3 factors:

- Is it low risk for YOU?
- Is it good investment returns for YOU?
- Is it an acceptable use of YOUR capital?

To assist, we will try to present enough information about the project/locale to for you to assess your own risk and projected growth rates: what you assume may be quite different from what I assume and that is ok. To assist with the other pieces, we have provided a copy of the spreadsheet used in this article so you can make your own assumptions and analysis. [Click Here](#) to get the spreadsheet at no cost.

Riding The Baby Boomer Explosion

As you can probably tell by now, we look at things a lot differently than most people at our website. While many people have preconstruction in the most common areas, like Miami, Ft. Lauderdale, Myrtle Beach, etc., we frequently look at things off the beaten path a little bit. In addition, in many areas we are concerned about the real estate market. What many people have asked me is “if you’re so concerned about the real estate market, then why invest so much with yourself and with the MasterMind Group?”

The answer to this is really quite simple: we find projects that make complete sense EVEN WITH the current market conditions. Many people think about the markets as one big entity and you either decide you are in or out. In real estate, this is dead opposite of how we think. Instead, we look for investment opportunities that make complete sense in this market and then, if we are wrong, we look (in advance) for ways to exit with our skin still attached.

In this week’s article, let’s explore such a scenario. If you have been on one of our teleseminars, you have probably heard me speak about the “Baby Boomers” and the impact that they are EXPECTED to have in the southeast and the southwest. Without getting overly technical, here is the short story:

We have an incredibly large % of our population moving towards retirement age over the next 15 years;

A large % of these people have no intent on staying in their current locale;

Even though many boomers are ill prepared for retirement, there is still a significant % of people with tremendous wealth;

These people want to live in places with good “lifestyles.

With that body of knowledge above, you can make great investments however most people want to overly complicate things. So let’s look at a

typical conversation after someone has been exposed to baby boomer investing.

Q: How do I make a good investment with minimal risk?

A: Well, from above, it really is pretty simple. Find a place that the boomers want to live, then buy, and wait.

Q: But what if the price drops because of all the investing going on right now?

A: If you believe you truly have a place that boomers want, ignore it and ride it out. With that many boomers (demand) looking for so few properties (supply) in a few years, you will likely do just fine.

Q: So when will I see a good return on my investment?

A: I don't know. Maybe this year, maybe 10 years depending on what you buy, market conditions, etc. From the baby boomer investing mentality, we just know that there is a large PROBABILITY that somebody is going to want that property badly within a 15 year window.

Q: But I don't want to wait that long. How can I get in and out in a couple of years or less?

A: Well this is a horse of a different color. So not only do you want to invest in the boomers but you want to time when they are coming. That is a little harder but still doable. Now what you are saying is that I buy now and once I buy, for some reason a lot of boomers start jumping at the chance to buy in. The only way I know this can happen is if for some reason, there is a lot of people suddenly going to become aware of your property. In this case, you are strongly relying on somebody's marketing to bring "eyeballs" to your investment.

Q: Is there risk in this type of shorter investment?

A: Of course. You could buy in, and the lending rules change, or suddenly we start seeing horror stories in other regions about people losing money in real estate, and then on a short term basis, your investment may decrease in value. As they like to say on Wall Street, that is not a loss until you sell. If you truly believe in the longer term, then your decision might be to exit quickly or just wait until the boomers start looking where they are going to live. To me, it is very comforting that I know that I have that backup plan.

Q: What kind of properties am I looking for?

A: This depends on the wealth category you are seeking but suppose we are targeting wealthy but not super rich. The best way I know to do this is imagine that you have just closed out all your real estate investments in a few years and you are worth \$5 Million. Where would you like to live? What "lifestyle" would you want? Would you be near water, or golf, or mountains, etc.? Now if you know you don't think like most people, you may have to alter a little bit and try to think what the majority of people would want that are worth maybe \$1 - \$10 million. Realize that these people want homes for the most part. If you wanted to play this, then purchasing either raw home sites (land) or the finished home may make sense.

Q: Can you give me an example?

A: Sure. In the MasterMind Group, we just introduced a property in the North Carolina mountains and we just finished our Boots on the Ground work there. The mountains are certainly a draw to many people. When we first got on location, we saw lots of other properties that looked like nice places that good be purchased for ½ of our target investment. Some of these had great views on nice lots. Quite frankly, we were a bit concerned.

Once we had gone to the property, our perspective changed 180 degrees. We were taken to see a development that spans multiple mountain peaks and truly has spectacular settings. Each future homeowner will have large 2+ acre lots that are extremely private. In addition, there is an extensive effort to keep this development completely natural (no lawn mowers---- YEAH!!!). While hard to describe in a paragraph, this property is unlike any that I have seen before.

When you go on property and get the full picture, I have no doubt that you could buy and hold this for 10-15 years and make a great return. However, there is a twist. It turns out the developer is really good at marketing but better yet, they are getting free exposure that is expected to bring over 50,000 people ON SITE during the next year. Ok, this might be a property you can buy now and sell for a tidy profit in short order..... If you're wrong, then just hold it a little while longer.

Q: That sounds nothing like a preconstruction condo?

A: That is correct but the concept is the same. Get into something where you are confident that a lot of people will want it down the road, manage your risk, and hopefully make really strong investment returns.

As you will see in upcoming articles and project announcements at our website, we think much more broadly than just preconstruction condo's and we encourage you to do the same. In our opinion, the baby boomer market acts very differently than the "investor market" and right now, we believe there is lots of opportunities in the right kinds of properties.

What Do You Do Now?

If you have made it this far, congratulations and your ability to plow through lots of material. Hopefully you have found this information to be of value to you.

At this stage, you really have a choice. You can essentially take 1 or more of all these paths:

1. Start searching for investments on your own with your new knowledge;
2. Increase your knowledge base by taking our courses, or doing more internet searching, and then invest on your own; and
3. Increase your knowledge and work within a group of investors to further your abilities and your access to projects.

Having been on the graduate faculty at the University of Florida and now a full time investor, I am often amazed at how professionals in their occupation will often short change their education in something that can make, or lose, them as much money as they make in 1 Year.

When you boil down what it takes to be a successful investor, it is primarily three things:

- Money/Credit to invest;
- Knowledge of how to invest safely; and
- Access to good projects.

Depending upon your comfort level at this stage, we encourage you to look at our additional products and services to see how they may help you achieve your objectives.

Additional Products & Services

Hopefully this ebook has served as good resource for you and has greatly accelerated you on your way. Our intent is to really provide you with enough information to understand the concepts involved to then decide if this type of investing is for you.

If you make the decision to really pursue this type of investing, then we here at www.GetPreconstructionDeals.com want to offer you some additional products and services that we believe will substantially launch you along your path.

Below is a brief synopsis of these products and services. To learn more, hyperlinks are provided to where you can visit the main product page and can order.

Home Study Course

This is the course that has gotten rave reviews and is where it all started. Unlike many real estate courses, the real goal of this course is to work from the inside out of preconstruction to help really align your investments with your objectives.

The course is presented as a series of 3 video CD's (play in your computer) as well as notebook with complete transcripts. The video's comprise over 4.5 hours of material and are broken up into mini-courses as shown below:

- Mini-Course 1: Introduction
- Mini-Course 2: The Preconstruction Process?
- Mini-Course 3: Creating Wealth With Preconstruction Real Estate
- Mini-Course 4: Types Of Preconstruction Real Estate
- Mini-Course 5: Determining Your Investment Objectives With Laser Accuracy
- Mini-Course 6: Analyzing A Deal From A Z
- Mini-Course 7: Remarketing Properties For Maximum Profits
- Mini-Course 8: Maximizing Profits While Minimizing Risk
- Mini-Course 9: 19 Steps To Rocket Your Preconstruction Investing
- Mini-Course 10: Resources

To learn more about the course and see snippets of sample videos, please [Click Here](#).

Mastermind Group

Simply stated, our Mastermind Group is a group of like minded investors that look at projects and information together. As you may have already seen from many people on the internet, the information presented to potential investors for a new preconstruction project is very scant.

In our Mastermind Group, we change all of that. Using the purchasing power of the group, we locate projects that are truly unique in nature in their potential investment quality. In addition, we work hard to secure a sufficient amount of inventory for our group so for those that are interested, hopefully they can have a good chance at getting the projects that they want.

Before a project is every presented to the group, myself or others from our staff will conduct a 2-3 day Boots On The Ground Analysis. This information is then brought back in concise format to our members desktop via e-mail and web pages. Given that we are out looking for our own investments as well, you will really get to see and hear why we may like a particular area.

This Boots On The Ground Report allows our investors an early leg up when we anticipate that a project will appear imminently. When we have the project information, we then prepare another report about the project itself. Again, this is investor information prepared by investors and we will only bring out projects that we like for ourselves.

For the serious investor who is looking for more than 1 project per year with great qualities, we strongly suggest you take a look at our group.

Live Preconstruction Investing Course

It has been our experience that to really learn how to invest properly, you have to participate in a group experience where you can learn from the questions and mistakes of others. Welcome to our Live Preconstruction Investing Course.

This is our best value. For only slightly more than the home study course alone, you get

- The Home Study Course;
- 3 Months Free Membership In The Mastermind Group; and
- 8 Live, small class lectures with Dr. Chris Anderson to really learn the in's and out's of investing.

This course is scheduled over 4 week period, with 2 (1.5 Hour) classes per week. Using web delivery of images and a call in telephone service, you can now work live with us and other students to really get you going.

Class Highlights Include:

- You will decide whether to invest (play money) in at least 3 projects
- Learn to analyze an investment for its potential gain;
- Learn all the latest tricks on keeping your risk as small as possible;
- Learn how to take a lot of subjectivity out of your investments by using our analysis spreadsheet to analyze your situation;
- Learn how to do your own Boots On The Ground so that you can analyze opportunities for yourself;
- Learn how to become a serial investor where profits continue to compile rapidly while keeping your risk to a minimum.... This is the true secret to wealth creating;

- Learn how to finance your investments using normal and investor savvy resources;
- Learn how to easily get around the stumbling blocks that seem to stop or slow down 90% of the investors.

Please come into this class ready to actively participate by asking questions, working within small groups, and doing some homework that will propel you along your way.

[Learn More](#)

About The Author

Dr. Chris Anderson retired from the graduate faculty of the University of Florida at the age of 40 to pursue his love of investing and providing education for investors. Chris is a private investor and business owner that brings a unique background of business ownership, engineering analysis, and active investing to developing rock solid investment techniques. He has an uncanny ability to take complex investment or business decisions and boil them down into simple, step-by-step decisions that can be made by almost anyone.



Since early February 2005, Dr. Anderson has become a sought after resource for real estate information. The www.GetPreconstructionProfits.com and the www.GetPreconstructionDeals.com websites have been discussed in national forums such as the New York Times and USA Today. In addition, he recently has recently provided two courses to the Learning Annex in New York City. The first course is [Investing In Preconstruction Real Estate](#) and the second is [Investing In Florida](#). In addition, his weekly preconstruction articles have been syndicated across the internet and are now located on thousands of web pages and sites.

After being an educator on the graduate electrical engineering faculty at the University of Florida for over 10 years, he decided to concentrate solely on his rapidly developing business and investing portfolio. He and a long-time business partner formed [YourProductTeam, Inc.](#) to bring world class investing techniques and tools to the general public. By sharing his own experiences and skills in business and investments, and by partnering with others highly skilled in different aspects related to growing personal finances, Dr. Anderson and Your Product Team provide unique education and high-level training to investors and entrepreneurs.

Dr. Anderson also plays an active role in producing financial educational materials for other high quality organizations. As an example, he has served the role as On-Line Education Coordinator at the [Van Tharp Institute](#) where he was responsible for producing video courses and weekly video tutorials to a database of over 12,000 subscribers. In this role, he continually interact

with world class traders and investors involved in many different types of investment techniques ranging from active trading, to long term equities investing, to creative real estate investing, to business development.

Dr. Anderson received his Ph.D. in Electrical Engineering from North Carolina State University in 1990.

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Passing Along This Information To Others

If you have found this information to be of value to yourself, you may want to think about who else this may benefit. Our mission is to provide quality investor information in the preconstruction marketplace and we give you full permission to send this document to others.

To send this information, you can either attach the e-book to your e-mail to others or you can copy the below link where they can download there own free copy. The easiest way to do that is

1. Click on the link below

2. When your web browser opens, copy the URL information using your mouse;
3. Paste into an e-mail and send to others.

<http://www.GetPreconstructionDeals.com/ebook.html>

Thank you in advance for your assistance.



Chris Anderson, Ph.D.

President