

Welcome to my fourth report for you - available from my web site:
www.fastprofitsfrombmv.com

In this report I am going to talk to you about the vital, magic ingredient that we all need in order to maximise our effectiveness when we speak to potentially motivated sellers of below market value (BMV) properties which they want to sell quickly

Report No 4...The Magic of Rapport!

In the previous 3 reports, you will have learned about the potential of the market that exists today – and appears to be growing at a very noticeable rate – of these undervalued properties and motivated sellers.

We also later looked at why I consider leafleting to be the most efficient, controllable and profitable way of finding these sellers in the area that you live.

I find them consistently just a few minutes drive from my home.....

The third report outlined the **earnings potential of this business!!**

To some who read this report, it is literally unbelievable!

It's difficult for me to 'tone it down' though...unless I choose to tell lies

...it's exactly as I stated!.....

I do understand why some people may be cynical and disbelieving though...it's an extension of what I call 'closed thinking'...a result of someone's mind being conditioned, over time, to expect average results and rewards for whatever they do in their life.

This thinking is simply a result of peoples' experiences to date...and a natural suspicion of something that seems unreal....

In this fourth of five free reports, as mentioned previously, I am going to reveal the importance of creating rapport with people who you would love to do business with...people who need someone like you to solve their problem – and buy their home off them quickly – at a price well below its realistic market value.

A definition of rapport is.....

An emotional bond or friendly relationship between people based on mutual liking, trust, and a sense that they understand and share each other's concerns

Every sales person needs this quality...if they are going to last more than 5 minutes in sales...!!

Some people find it naturally very easy to create a genuine rapport with others.....we've all heard of those people who are consider a 'peoples person'

I'm sure that we all know what that phrase is meant to convey.

The following has been said to many times, by newcomers to BMV sourcing, when I have pointed out to them that great rapport skills are essential when dealing with motivated sellers....

' But surely rapport building is not too important here...I mean, we are buyers.....we aren't selling anything...we are the ones holding the money...we are the ones calling the shots here!'

Whilst I can begin to understand what they are saying....they couldn't be more wrong in their assumption that by simply have them means (the money and the ability to complete a purchase quickly) to buy the house from a motivated seller, then this should mean that they do not have to think about building rapport with the seller and themselves.

This business is all about selling!!.....selling requires rapport building.....

Yes, it's true that ultimately, should we be successful with a bid to buy a discounted property from a motivated seller, then we are then a buyer....prior to this point we will have been selling.....

We would have been selling the idea, to the owner of the property of our proposal to buy their home quickly, albeit below market value, being the best option for them.

..this is why you need to be a salesperson in order to succeed in this business.....

However, please don't let this put you off..... if the thought of becoming a salesperson yourself fills you with dread!

Carried out properly, selling is not a confrontational, aggressive activity – as is often perceived to be the case by many people – including some salespeople.....unfortunately!!

These perceptions that we tend to have are often born out of our own experiences, as buyers, of poorly trained, greedy and unintelligent salespeople - whom we encounter all too often!

I am sure that you can bring to mind an instance where you have done business with a different type of salesperson.

A salesperson who showed a genuine interest in what you wanted. Someone who took time to actually listen to you, take on board what you asked for – and then ...sold you what you needed!!

You usually spend more than you set out to do.....!!

These sales people are masters.....they have mastered their art.

They have learned, usually quickly, the best way to win over a prospect...

...they have learned that the main tool they need to do so is...

The ability to build fast, effective and genuine rapport with people!!!!

Hopefully, it will come as no surprise to you to realise that this quality is the main ingredient in the BMV acquisition process.

I actually consider it to be a far more important ingredient in the sales process than it would be in an instance where someone was thinking of buying a car, a holiday or any other type of luxury...or indeed any type of basic purchase.

Why?

Simply because we are dealing with people who, by definition of needing a very fast sale of their house to take place now, will be rather more stressed than someone who was buying themselves a new car, coat or conservatory.

Handle with care.....

In my experience, the majority of people looking to sell their houses quickly – at a big discount, are often highly stressed and worried about their situation – and the implications of not achieving their goal of selling their home quickly.

The last thing that they need in their lives at that time is someone thoughtless, arrogant person who feels that simply by having the means to buy their house from them quickly will be enough for them to go ahead with a sale.

This will always, always have a negative effect for the hopeful buyer.

If you don't think this to be the truth..then try it yourself...then see!!

Some of you may be saying now...

'But surely this is all common sense?'

If you are....then great!

You probably have the natural basic ability to make this business work for you. In my experience, these qualities are not as common as you may feel though.

Remember at the beginning of this report?.....

an emotional bond or friendly relationship between people based on mutual liking, trust, and a sense that they understand and share each other's concerns

This is the definition of rapport.

Wouldn't it be a massive pity to lose a potential sale when you got to this stage, simply be not being an expert in how to build rapport? Especially the type of rapport that I know is required when handling a typical motivated seller of heavily discounted properties.

A small hurdle.....

In reality, rapport building it is a small hurdle to overcome....however, if it is this hurdle that trips you up in your quest to secure just one potentially highly profitable deal...wouldn't that be extremely annoying for you?

In my 150 page manual 'Fast Profits From BMV' rapport building is discussed in detail.

In the subsequent 2 x one hour mentoring sessions over the telephone we can cover this in greater depth if it is an ingredient of the process that is not totally clear to you.

This is one of the many very practical aspects that you will glean from the manual.

The fifth and final report, covering the art of negotiation, is available by clicking [HERE](#).

The ability to negotiate profitably is a skill that will serve well forever.

Like rapport building, it is a personal skill that does not cost you anything.

In your next report I will explain the need for good negotiating skills in this business. I will also explain how you need never experience a confrontational situation when you meet with motivated sellers.

I will explain to you that it should be an open, honest exchange...often culminating in you secure a massive increase in your personal wealth!

If you would like to go straight to the link to buy my system please click here: <http://www.fastprofitsfrombmv.com/buy.htm>

Or if you would like to see what others are saying about the system please click here: <http://www.fastprofitsfrombmv.com/test.htm>