

Tired of Small Residential Deals?

**"Learn The Exact Steps I Used To Move
From Residential To Full Scale
Commercial Investing... With No Credit
Or Previous Experience!"**

**As A Result Of My "Master Lease Option" Strategy,
I Now Invest In 20 to 50 Unit Apartment Buildings
... Risking None Of My Own Money!**



From: Susan Lassiter-Lyons
(The \$24 million woman)
Denver, CO

Dear Real Estate Investor,

Are you still trying to find that real estate investment strategy that will work for you?

Are you sick and tired of small, residential deals... but lack the knowledge (or guts) to move on to full-fledged commercial investing because of all the misinformation out there?

If so, this story might help you:

In 1994 when I was just starting out as a real estate investor, I tried almost every single real estate strategy under the sun. I tried tax liens, residential lease options, rehabbing and even investing in foreclosures.

Of course, this was **LONG** before I became known as the **\$24 million woman**... for successfully raising over **\$24 million dollars in private money!**

Back in those days, I was severely short of cash... and extremely risk adverse. So I had to be extra careful about the strategies I used to avoid losing my capital.

I'm telling you this to dispel the myth that successful real estate investors are foolhardy creatures that take on huge amounts of risks. In fact... even though I have the cash to

invest now... I still ***hate*** to use any of my own money!

Back to my story... my first breakthrough happened when I started investing in...
Multi-family Homes!

I don't know about you, but single-family homes did not provide a lot of security for me. If the unit was vacant, it meant negative cash flow on the property... until I could somehow find a tenant! There were also all those headaches dealing individually with tenants on repairs and rent.

But with multi-family homes... you can afford to have part of the property vacant... and **STILL** have **positive** cash flow each month. Multiple units also result in a higher monthly operating income from the property, which often means you can get them professionally managed.

I didn't just set my sights on duplexes and quads... I also wanted to invest in the ultimate multi-family properties – **20 to 50 unit apartment buildings**.

But how can an unheard of real estate investor from Denver (who had only invested in residential properties), possibly invest in **whole apartment buildings** with no cash?

It was then I developed and fine-tuned my method of using...

Master Lease Options!

Master lease options (MLOs) allow you to invest in **entire apartment buildings** with no or little of your own cash upfront. In fact, ever since fine-tuning my techniques, this is the **ONLY** investment strategy I personally use, on a daily basis.

Here's what you do with master lease options:

1. Find an underperforming property, such as an apartment building.
2. Become the **master lessee (tenant)** of the building, collecting rent from all the other tenants while becoming responsible for management.
3. Arrange for the property to be professionally managed, so you don't have to deal with any of the headaches of maintenance, repairs or collecting rent.
4. Make small improvements to the building that will allow you to **increase the rent you charge**, and **attract more tenants**. Any increase in income goes directly **to your pockets**, since you have already locked in your monthly rent payment as a master tenant.
5. Negotiate an option to buy the property at a later date.

If you have been reading until here, you would know why I'm so **excited** about **master lease options**. In a nutshell, what you have managed to achieve with the 6 steps above are these:

- By becoming the **master lessee (tenant)** of the property and taking over the professional management, you have just gained control of the property without paying a cent out of your own pocket! In conventional real estate deals, you will have to OWN the property upfront to be able to exercise such control.
- Since you now have control over the property, you can now **spruce it up** and **make improvements** that will allow you to charge higher rents as I have successfully done so. Any difference between the higher rents you collect and what you pay to the owner is pure profits for you. With the various improvements you make, it will be easy to charge high rent and attract more tenants.
- Since the property now generates positive cash flow for you, you can afford to spend a portion of your profits each month in making improvements to the property. **Any improvement works you undertake on the property are paid for!**
- Don't forget about the **option** we negotiated. If you want, you can flip this option and sell it for fast cash to other investors... or... you can exercise the option 5 years down the road and take advantage of **BOTH** the capital appreciation **AND** the improved state of the property!

Now, I'm not going to kid you by saying that all this is easy to do. If it were, I wouldn't have to spend the past 4 years figuring out the pieces and getting all the steps right.

Putting together such a deal is **NOT impossible** either. If you have some experience in residential investments... then no part of my "master lease option" method will be out of reach for you. This method is all about putting together what you might already practice daily in a more effective way.

So... instead of *dreaming* about investing in commercial real estate... why not let me take you step-by-step through this **exact** method?

The Master Lease Option Method Home Study Course

Since so many people have been asking me about my master lease option strategies, I have put together a series of training videos that walk you through each step of the process.

This is the **first time** I'm putting all of my methods, techniques and strategies about the Master Lease Option method into video form... so that any real estate investor can benefit from applying my techniques in a complete way.

This extensive video training program delivered online covers **12 modules**. We start from the basics, where I walk you through how to identify suitable property and proceed to the advanced topics of negotiating directly with owners, and managing the property.

Here's what you'll learn in each module:



Module 1 – Master Lease Option Basics

Learn:

- What is a Master Lease Option?
- How does a Master Lease Option differ from a usual lease option
- My **4 step blueprint** to investing using MLOs... which I have successfully used to control commercial property without any of the conventional headaches of dealing with tenants!
- How Master Lease Options shield you from the downsides of traditional commercial investing... while allowing you to fully benefit from the upside



Module 2 – Why Master Lease Options?

Learn:

- The 4 benefits of investing using MLOs, and why it is the **only** investment strategy I personally use on a daily basis
- How to use MLO to ***bust*** the huge inherent risks present in commercial investing (Once you understand this, you will realize that nothing is stopping you from profitable, commercial real estate investing.)
- The 2 challenges typically associated with MLOs and how to overcome them



Module 3 – Property Types That Work With Master Lease Options

Learn:

- Which **property types** work best for MLOs and how to identify them
- The **7 potential property types** any MLO investor should have on their radar, and the one that is my personal favorite
- How to decide the length of your **master lease** (I teach you this rule-of-thumb I've developed to calculate exactly how long your lease should be based on the type of property.)
- The kind of property you should **definitely** avoid **[2'36]**
- Why you should ***never*** make the **costly mistake** of going for rehabs and foreclosures... no matter how enticing the deal may be **[2'56]**
- The **5 things** you must look out for when considering a piece of property to apply the MLO method on (These are the 5 things I personally look out for in any deal. It takes me only 30 seconds, and safeguards me from an unprofitable deal.) **[4'35]**



Module 4 – Exit Strategies

Learn:

- The **4 profitable exit strategies** you can utilize, once you have successfully negotiated the master lease option
- What you should **definitely include** when structuring your master lease option (This “legal addition” only takes 15 seconds to include, but can make a HUGE difference in your profits.) **[1’10]**
- The replicable strategy I used to make **\$2,500 in one day [1’53]**
- Where you can get “transactional funding” for 24 hours that will allow you to flip the property for some fast cash, without putting any of your own money upfront **[3’47]**
- Why you should **NEVER** list with a commercial broker if you’re intending to exercise the option and sell it within the short term **[5’53]**
- The mental decision-making model you should be using to know which **exit strategy** to apply in each situation (Most investors use the wrong set of guidelines to help them make this decision, resulting in lost profits!) **[7’11]**
- One **sneaky strategy** I use to avoid huge down payments with conventional lenders such as banks **[10’00]**



Module 5 – Syndication Strategies

Learn:

- What are **syndication strategies** and how they can make the MLO method way more effective
- **3 syndication models** you can apply to leverage on other people’s time and money for your MLO deals **[1’36]**
- The **secret strategy** I use to flip options for fast cash (Most investors do this the *wrong* way... resulting in a tough time finding buyers for their options. This strategy literally creates a state of **frenzy** each time I put an option up for sale.) **[3’09]**
- How to protect yourself from legal (and financial) liability in a syndicate
- How to **buy-out an overly demanding broker** through the use of an MLO syndicate... instead of losing a deal because you cannot afford the commission payments **[7’57]**
- The **best legal structure** to use for an MLO syndicate **[9’28]**
- How to **sneakily make** extra cash each month from the MLO syndicate... or get a larger slice of a pie... even if your investments make NO money at all! **[9’57]**



Module 6 – Financing Options

Learn:

- The **real truth** about financing in ANY deal or real estate investment... even methods which claim to require “no financing” **[0’29]**
- **4 financing options** you can use to avoid touching your own money... and my all-time

favorite financing method [1'02]

- What you should **NEVER** do when dealing with equity & debt investors [3'41]
- How to get around the psychological barrier (or shyness) of “borrowing money” from your friends and family (My real estate investment income skyrocketed once I overcome this barrier.) [5'03]
- One rule you should follow when using **hard money financing** [6'08]
- A resource to find over **300 hard money lenders** that is updated almost daily [6'39]
- One stupid mistake 97% of real estate investors often make which results in them overlooking a readily-available financing source (I realized this while running my mortgage financing company.) [9'38]
- A little-known, online database you can turn to for commercial lenders that will loan on **YOUR terms**
- 2 types of **portfolio lenders** and where to find them [13'20]
- The only 4 financing combinations you should use, and the situations which you should apply each of them [18'02]



Module 7A – Offline Marketing Tactics

Learn:

- What **exactly** to say to commercial real estate brokers to get them to give you their expired listings (I teach you the exact script I use.)
- **3 secret ways** to find the particulars of homeowners so you can **negotiate with them directly**... even if those commercial real estate brokers refuse to give the owners' contact to you! [3'35]
- The **4-step method** I use to exploit the extensive database at my **local title company**... and find potential investment property for FREE! (In my years of using this method, I ordered **hundreds of goldmine listings** and only got charged once... for a measly \$4!)
- How to sweet-talk **professional management companies** into being a valuable source of leads (If you do not use this method, you can forget about them talking to you.) [17'49]
- The one type of people you should **definitely** approach. They know almost everything about a piece of property, but most people never think of contacting them! [18'10]
- The **3 word phrase** you should say to **obtain the details of owners who cannot qualify for a refinance**, which makes them potential MLO candidates [20'30]



Module 7B – Online Marketing Tactics

Learn:

- **10 of my favorite online resources** I turn to for property leads
- A special scouting technique I use that turns those “crappy” listing websites everyone is using into a **goldmine** for finding **eager sellers** [1'58]
- The website that has the **highest** majority of For Sale By Owner properties [4'43]
- One **little-known** website that allows you to search all the listings on Craigslist for **FREE** to find ready sellers (Don't be fooled into paying \$3,000 for software products that do the exact same thing!)
- An **unconventional way** to search for buyers (not through listing websites) and a 15

second method to tell if they are qualified [16'15]



Module 7C – Building A List Of Ready Buyers

Learn:

- Why you should avoid hanging out at **real estate Internet forums** and the **ONLY** reason you should be using them for
- 2 kinds of **FREE meetings** you should attend to soak up valuable real estate information and build up your buyer's list [10'16]
- How to get your **own domain name** and set up a **fully-functioning website** within 2 hours that will bring you real estate leads on autopilot [18'06]



Module 8 – Negotiation Tactics

Learn:

- Who you should be **negotiating with** so as not to waste your time – Most real estate investors waste their time talking to the wrong people! [0'44]
- The only **2 things** people whom you negotiate with want to know and how you should **answer** them (Once you are able to provide them with these 2 pieces of information, the deal is done.) [1'02]
- The **magic opening question** I use every single time to get a seller interested... and make them want to talk. (I have never had one person say NO to this question!) [2'55]
- **7 common objections** and how you should handle them [6'31]
- The **R.S technique** I learned while working at the Hertz Corporation for overcoming objections in the competitive car rental industry... and how I successfully applied it to real estate negotiations. [8'24]
- The **real truth** when people say they “need some money” from a deal... and my deviously simple way of getting around that without putting up cash (You will be surprised at how well this technique works in the real world... and how few people are practicing it!) [13'34]
- How to deal with owners who use the “I have to ask my attorney / partner / wife” objection [15'15]
- **3 ways** to deal with commercial brokers who attempt to force themselves between you and the seller
- What **exactly** to say to negotiate an option that is favorable to you (Learn the exact script I use)
- What to do if the owner insists on you paying for the option [23'07]
- My slick **RAMLO strategy** for dealing with owners who insist on receiving cash upfront, if all else fails [24'51]



Module 9 – Property Evaluation

Learn:

- My **4 point FURR plan** for property evaluation and due diligence (This is the plan that allows me to hold investment properties out of state...)
- One **type** of financial statements you should ALWAYS ask for (Some sneaky owners will try to give you the **other type** of information instead, which looks the same to unsuspecting investors.)
- My **backdoor technique** for verifying suspicious looking expenses
- How to deal with **dishonest owners** and beat them at their own game using this legal document **[5'13]**
- One document I **ALWAYS** get my hands on when doing my due diligence checks, even if the owner is reluctant to provide it! **[6'00]**
- **6 financial ratios** you should understand in every deal (I include the actual spreadsheet I use to generate these ratios with this course, so all you have to is to plug in the numbers.)
- The **5 reports** I always order and rely on for any deal (Be sure not to scrimp and save money on ordering these reports.)



Module 10 – Property Management

Learn:

- Why you should **NEVER** fall into the trap of self-managing property, no matter how much money you can save from doing so
- **4 ways** you can use to instantly increase the income on any piece of property you have a MLO over
- How to save **thousands of dollars upfront** on the metering of electrical utilities
- The **2 machines** you should definitely buy at any 2nd hand appliance store that can add an additional few hundred to a few thousand dollars to your income **[3'39]**
- **2 high-risk areas** ANY investor is at risk of being ripped off when it comes to property management (Once you know what these 2 areas are, you can identify them early.)
- The **best way** to find professional managers for your properties (Hint: It is not the usual way that most investors are following.)
- How to avoid being overcharged for professional management services and how to know the rates you **should** pay



Module 11 – Contracts & Agreements

Learn:

There are **5 agreements** I use regularly when structuring any Master Lease Option deal. I have included these 5 agreements as part of this course for you to modify and use... without having to go through the hassle of drafting them from scratch:

- **Assignment of Lease contract:** Use this contract to sell / assign the lease to someone else, while you retain control of the option.
- **Letter of Intent**
- **Commercial Master Lease Agreement:** This contract is needed for you to be the master lessee of the property.
- **Option To Purchase**

- **Property Management Agreement**

How Much Is This Training Worth To You?

If you have always wanted to invest in commercial property such as apartment buildings, I can't think of a better way to do so than through Master Lease Options.

You have **2 alternatives** to get "up to speed" with your use of master lease options. You can either bump around the real world, make a few costly mistakes (like I did) and learn through trial & error... or you can go through my comprehensive online video training course to benefit from my **experience** and avoid the mistakes I've made.

Remember – You are learning from someone who has actively used this method to build up an investment portfolio worth several million dollars.

Since I don't make a living from selling these courses, you can get **full access** to my **Master Lease Option Method Course** for just **\$197**. That's just a **fraction** of the price my competitors are charging to teach you the same material.



What you'll be getting for just \$197:

- **Full access** to the **12 video training modules** where I walk you through each step of the Master Lease Option process. You can watch online or you can choose to download these videos to your portable device (such as your iPhone) to watch anytime.



• **MLOM Docs Pack** (worth \$197)

You can swipe and use to structure your OWN Master Lease Option deals. If you hired a lawyer to draft these **5 documents** for you from scratch, it might set you back thousands of dollars.



• **MLOM Evaluator Software** (worth \$197)

Plug in the numbers to each deal and have this spreadsheet calculate the **6 critical financial ratios** you should know for each MLO deal. I thoroughly explain the significance of these ratios in my training videos.



• **Rubs Report** (worth \$97)

Learn the easiest way to increase your monthly cash flow and increase the value of your property in **30 days or less**. RUBS is ratio utility billing system and it's a way to bill utilities to your tenants without expensive metering. Simplify the utility billing process and start collecting payments in 30 days or less!

Susan Lassiter-Lyons' **Unconditional 30 Day Money Back Guarantee**

You know, I put my name on **EVERY** course I sell. That's because I stand behind my methods 100%. Since my goal is to provide the highest quality real estate investment training at an affordable price, I want to make sure my strategies **work** for you.

That's why you have a **full 30 days** to watch all the videos, test drive my methods for yourself ***in the real world***... and be convinced for yourself that what I teach can at **LEAST** make you a few hundred thousand dollars in cash and equity over the next few months.

If you're not satisfied with this course in any way... even if you just don't like my voice (!), just let me know within 30 days and I'll refund every cent you paid. No questions asked. If this course doesn't allow you to profit from MLO deals in the real world, I don't want your money.

If you want to get started in commercial investing with none of your own cash down like what I've done, then you need to **learn how I have done it**.

If a nobody from Denver like me can invest in apartment buildings and build my real estate career with this one strategy... then I think you can too if you follow my methods.

To Your Real Estate Success,



Susan Lassiter-Lyons

Real Estate Investor

Founder, Investor Insights

MasterLeaseOptionMethod.com

P.S – Recently, a weird guy openly accused me of “bastardizing” my courses. I think he meant I’m selling them for too cheap. But since I don’t make a full-time living selling these courses unlike some of my competitors, I can charge a fraction of the price others are charging and still provide you with great value.

Whether you buy this course or not my life won’t change much. I’m still going to bite my nails and achieve my goal of buying a Porsche this year... using the same Master Lease Option strategies I teach. Why don’t you join me?

Order Online or by Completing and Faxing in the Form Below

If you choose to send your order via fax, simply fax the completed form to our secure fax machine at 303.532.4351. Your order will be processed within one business day and you will be notified via email with all of the information you need to access your course online. Please write legibly. If you have any questions, please feel free to call our office at 720.837.1103.



Master Lease Option Method – Fax Order Form

FAX #: 303.532.4351



Subtotal: \$197.00

Total: \$197.00

Billing Information

Required Fields are in **bold**.

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Secondary Phone

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Name on Card

Card Type (circle one): VISA MASTERCARD AMEX DISCOVER

Card Number

Expiration Date

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I authorize Lassiter Marketing Group LLC to charge me for the above total. I further affirm that the name and personal information provided on this form are true and correct. I further declare that I have read, understand and accept Lassiter Marketing Group LLC's business terms as published on their website. By faxing this form to 303.532.4351, I agree to pay Lassiter Marketing Group LLC.