

SUB-PRIME

How to Sell Sub-Prime Housing In a Sub-Prime Community Without Sub-Prime Financing by Al Lewis

Call to Find Out Which of the Seven Programs Shown Here
I Used to Successfully Sell the Sample Project, Highland Crossroads,
Immediately After and - In Spite of - the Sub-Prime Mortgage
Crash of 2008 and to Discuss Your Turnaround
Sales and Marketing Needs.

Over/Under Financing

**Some Facts
Speak
For Themselves**

3.9% 3.91% (APR) Your Interest Rate for Five Years.

\$7,000 Your Total Down Payment Including Closing Costs. Only 3% of Your Purchase Price.

\$1107 Your Interest Only Monthly Payment for the Next Five Years. Apr. 14.5% Including Taxes and Insurance.

\$349,990 Price of Your New Three Bedroom Home. (FHA Appraised Value)

No Qualifying and No Pre-Payment Penalties

Your Seller Guarantees Completion & Workmanship. No. Contingents. The entire purchase transaction will be financed. If you can't cover the three percent down the monthly payments. This one can cover it.

You get the best. Best price and deal. Please call today or check our website. Please bring an identification when you visit. Thank You!

909-425-0973




Highland Crossroads

Over/Under AITD Financing Effectively
Recreates the Sub-Prime Market

Phased / Sale-By-Auction Marketing

AUCTION




Twenty-Four Architecturally Distinctive Homes on Extra Large Lots.

In Highland Just Minutes from the 10/215/210 Freeways.

Welcome Cash Flow Rentals

909-425-0973
VM / 909-890-0885



Highland Crossroads
7260 Soles Court, Highland, CA 92346
Open Daily 11 am to 5:30 pm
"Bid Daily"

Large Deep Lots / Community Park / Mountain Views
Three business models range in size from approximately 1476 to 1892 sq ft. FHA appraised values range from \$200K to \$341,000. No investment bid requirement (except prior published notices).

Bidding procedures and information are available in the sales office. Buyers may get cash for closing costs. All properties are available for viewing weekdays and weekends during normal business hours. Bids can be made daily. Terms, terms and program options subject to change or termination without notice. Visit today!

Sell by Auction without the High Cost
or Risk of Selling by Auction

Using my program your salespeople will have tools for closing qualified, closable buyers they would not otherwise close; They'll operate from a premise that every marketing-direct buyer is price-qualified and closable; Their sales rates will double, triple, even quadruple prior sales activity on your projects and they'll outsell the competition.

Call Any Time to Arrange a Tabletop Consultation to Look Over the Many Winning Sales Strategies
I Employ to Ensure the Success of Your Projects.

1 of 5

A Somersault Into the Unknown, Reaching Beyond the Boundaries Understandable by the Standards of Awareness of Most Building Trade Sales and Marketing Professionals.

www.BuilderSalesandMarketing.com

714-744-0617

THE 3/3 PLAN

**How to Sell
For a Profit when
Others are Selling Short,
By Auction, and
Walking Away.**
by
Al Lewis

*Turnaround Sales Strategies
Sample 3/3 Plan for Foothill Estates
in La Center, Washington.
Call for Details.*

The 3/3 Plan

MODEL LIQUIDATION

Get Back
In On to
The Great
Condo Burbs.
Pullout.

Fully
Decorated
Models Now
Selling at Foothill
Estates in
La Center.

OFFICE HOURS
11 to 6 Weekdays / 12 to 5 Weekends
(Closed for Xmas)
360-263-4125



2587 to 3295 Sq. Ft. Models from \$429,990.
(\$529,990 to \$574,990 Value!)



Just Say Nuts!

The Paul Moody
Development Company



**Turnaround Sales Strategies
Call for Details**

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2 of 5

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TURNAROUND

**How to Turn
Dead-In-The-Water
Projects
Into Top of Market
Sellers
by
Al Lewis**

*Turnaround Sales Strategies
Sample Fast Move-In Target Marketing
and Open Sales Opportunity
Network Marketing.*

Turnaround Sales & Marketing

**72
Hour Move-In**

**“Buyer's Move Up”
ASSISTANCE PROGRAM AVAILABLE**

If your need to buy and *Occupy* is urgent, approval for move-in as soon as 72 hours after buying is possible at a Pavilion Homes' development. ♦ If you want to buy a new home, but you have a house to sell first, we can help with our unique *Buyer's Move Up* assistance program designed to make moving easy. ♦ Our terms, *Unbeatable In The Marketplace*, include Reduced Interest Rates, Cash For Closing Costs, Decorator Allowances, Half Payments For Three Months, Moving Expenses and Low Competitive Prices. Visit our sales office for full details.

**Incredible Terms. Fast Move-In Approval.
Seven Models To Choose From. Prices Begin At \$166,900.**

Plan 30 2227
Phone 714-726-3895

Maps Not To Scale

714-857-0558
714-876-3895

Fontana Temecula (Rancho California)

Cardiff by The Sea

**CARDIFF
GLEN**

Twenty-six architecturally distinctive homes on custom-sized lots, bordered by tranquil protected wetlands. Cardiff Glen holds the distinction of being within the prestigious Compton District of Cardiff and is close to the Del Mar Race Track. Visit Today!

www.BrandywineDev.com

From \$864,990
760-832-2232

Map showing locations: Carlsbad, Encinitas, Cardiff, San Diego, Escondido, Poway, San Marcos, Vista, Fallbrook, Escondido, Poway, San Marcos, Vista, Fallbrook, Escondido, Poway, San Marcos, Vista, Fallbrook.

Models range in size from approx. 3,500 to 4,245 sq. ft. Prices are subject to color, size and change without notice. Fact sheet on homeowners association assessment available in the sales office. Open 11 to 5:30 pm through Tuesday.

**“OPEN”
SALES OPPORTUNITY
AT CARDIFF GLEN**

**In CARDIFF BY THE SEA for SOUTH COUNTY
AGENTS and BROKERS!**

**Turnaround Sales Strategies
Call for Details**

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3 of 5

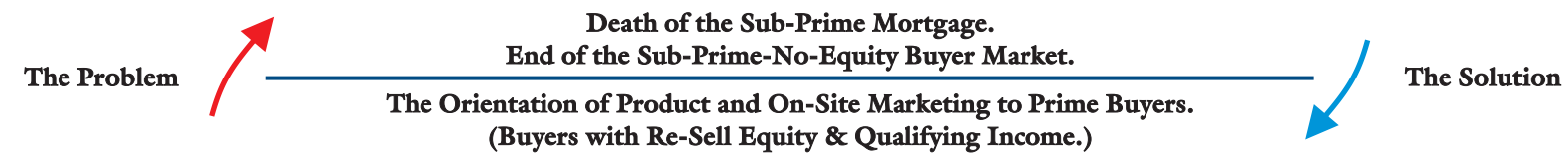
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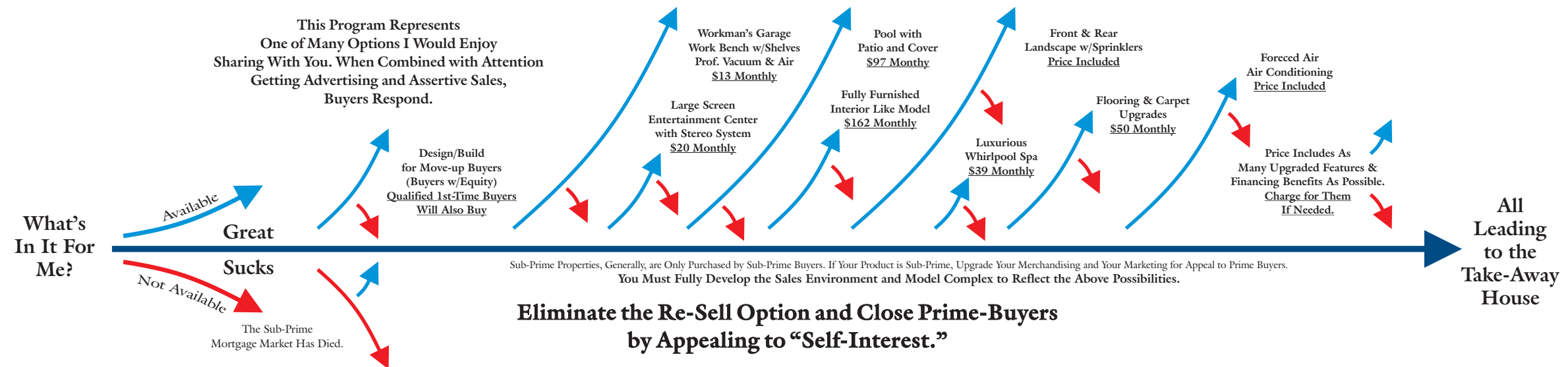
714-744-0617

The Take-Away House

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Prime Buyers Don't Buy Sub-Prime Property in a Sub-Prime Area, but They Will Buy a Prime Property in a Sub-Prime Area for Reasons of "Self-Interest" if Served by the Purchase whether New or Re-Sell. They Also Will Buy a Fixer if Located in a Prime Neighborhood. They Are Flexible! The Marketing Goals, then, are to Gain the Attention of the Prime Buyer Market as it Occurs; to Direct that Attention to a Particular Project; to Gain and/or Ensure Buyer Visits; and to Eliminate the Re-Sell/Fixer Option; all by Appealing to "Self-Interest".



Lead the Field - Dominate the Market - Be Confident
The Key to the Success of this Program is Execution. Call Any Time to Talk.

- Develop A "Prime Buyer" Selling Machine
- Create Attention-Getting Grassroots Marketing Targeting Sellers of Recently Sold Property with the "Take-Away" House
- Create Attention-Getting Image-Building Advertising Targeting "Prime Buyers" with the "Take-Away" House
- Place Attention-Getting Signage On-Site & Off-Site about the "Take-Away" House
- Create Attention-Getting Sponsored Link Internet Marketing Targeting "Prime Buyers" with the "Take-Away" House

The "Take-Away" house is a model built with each of the above-line features appealing to prime buyers. The sales team offers this model with one low payment option (not price). The buyer decides what to keep or take-away.

International Sales and Marketing

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Move Your Inventory - Houses/Land/Projects - by Selling to Rich Overseas Buyers

International Marketing for U.S. Sales in Eight Easy Steps by Al Lewis

Taiwan	Beijing	Seoul	Hong Kong	Tokyo	Philippines	Vietnam
Daily Newspapers	Daily Newspapers	Daily Newspapers	Daily Newspapers	Daily Newspapers	Daily Newspapers	Daily Newspapers
Central Daily News China Post Student Post Taipei Times Taiwan Shin Sheng Daily News Taiwan Shin Wen Daily News Taiwan Today News Network UDN News	Beijing Chenbao Beijing Qingnian Bao Beijing Ribao China Daily People's Daily People's Liberation Army Daily People's Public Security Newspaper	Hankyoreh Shinmun Joongang Ilbo Korea Economic Weekly Korea Herald Korea Times Kukmin Ilbo Kyunghyang Shinmun Munhwa Ilbo Segye Ilbo Seoul Daily	Hong Kong Commercial Daily Hong Kong Standard Hong Kong Voice of Democracy Ming Pao Oriental Daily News Sing Tao South China Morning Post	Asahi Shimbun Hochi Shimbun Japan Times Mainichi Shimbun Nihon Keizai Shimbun Sankei Shimbun Sekai Nippo Tokyo Shimbun Yomiuri Shimbun	Business World Chinese Commercial News Filipino Express Manila Bulletin Manila Shimbun Manila Times Philippine Daily Inquirer Philippine Star World News	Giai Phong Lao Dong Nhan Dan Tu Van Tieu Dung Vietnam Economic Times Vietnam Investment Review Vietnam News

Make a Decision to Market Your Property to Overseas Buyers

Select Overseas Markets to Target / Plan and Execute Broker's Secret Strategy for Wedding the Overseas Target with the Local Constituent

In Support of the Above Plan Execute Broker's Secret Multimedia Advertising Strategy for Procuring Buyers within Each Market Locally and Internationally

Establish Liaison Networks & Broker Links / Host Buyer Receptions and Property Tours / Receive Negotiate and Accept Offers / Succeed

Asian Markets Alphabetically: Afghanistan, Bahrain, Bangladesh, Bhutan, Brunei, Darussalam, Cambodia, China, Hong Kong, India, Indonesia, Iran, Iraq, Israel, Japan, Jordan, Kazakhstan, Kuwait, Laos, Lebanon, Malaysia, Maldives, Mongolia, Myanmar, Nepal, North Korea, Oman, Pakistan, Palestine, Philippines, Qatar, Russia, Saudi Arabia, Singapore, South Korea, Sri Lanka, Syria, Taiwan, Thailand, Turkmenistan, UAE, Vietnam, Yemen.

The China Syndrome / A hypothesis of a possible extreme result of a nuclear meltdown within an American nuclear power plant in which the molten reactor core products breach the barriers below them and burn downwards through the floor of the containment building into and below the Earth's crust and ever downward toward China. Similarly, relative to marketing, I can reach through the Earth's crust downward toward China, but all the way to the Asian continent and bring Rich Overseas Investors to America to Buy your Houses, Land or Projects.