

Sell Your House *FAST!*

- ✓ Without a home inspection
- ✓ Without making expensive repairs
- ✓ Without closing costs
- ✓ Without realtor commissions
- ✓ Without a single open house

*Sell your house and
get paid fast – in less
than a week.*

LEMONHOUSES.COM
Your Cash Buyer

The Secret Alternative For People Who Want to Sell A House...

Sell Your House *FAST!*

Discover The **Secret Way** To Sell Your House
Quickly, Easily, At A Fair Cash Price
(And Without The Hassle That Other Sellers Face)!



By: Tommy Young
LemonHouses.com

Selling a house can be a difficult decision. But once someone decides to sell, they *normally* face a series of challenges, obstacles, commitments, and requirements that are costly, time-consuming, and take a lot of work. It doesn't matter if it's the home you live in or another house you own – selling is hard work!

... I set out to do something about that and to change the way people sell their houses. Let me show you the better way... a way that is faster, easier, and can even put more money in your pocket...

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www.LemonHouses.com

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INTRODUCTION

When most people think about selling their home (or another house they own), they think about selling through the “traditional way” – getting a real estate agent to come in and list the property, then showing the house to prospective buyers, then closing the deal.

That’s the way houses have been sold for years but it’s not the **ONLY** way that you have available when you want to sell your home.

In this guide, you’ll **learn one of the most powerful strategies you can use to sell your home quickly, easily, and for more money**... and you’ll bypass all of the time, stress, and headaches that are normally associated with selling through an agent.

So if you’re thinking of selling a property you own but can’t bear the thought or the expense of cleaning it up, fixing it up, kicking out your tenant, or throwing away thousands of dollars in real estate agent commissions, then the Sell Your House *FAST* is the strategy to use to take control of the sales process, skip the hassles, and keep more money in your pocket.

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THE WAY HOUSES ARE SOLD IS BROKEN

Let's say you have a house you want to sell... it doesn't matter whether it's the house you're living in or another house you own (perhaps one you inherited or one you bought for an investment – whatever the reason). And let's say that you go through the thought process of deciding to sell it. (I know from experience that just DECIDING to sell a house isn't always easy).

Once you have DECIDED to sell the house, then you have to go through the process of selling it. Most people think about the “traditional” way of selling houses – by getting a real estate agent to help them. But that way is a lot of work. For example, if you choose that traditional way of selling, you'll face numerous problems and a really long timeline. Here's the typical timeline when selling a house the traditional way...

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13 things most real estate agents won't tell you

The timeline of selling a house (Old traditional way)

1. **Make repairs** and clean up the house.
2. **Hire a listing agent** (costs you 3% of sale price).
3. **List property on MLS** and **wait for a buyer's agent** to bring a qualified buyer.
4. **Buyer's agent shows property** and negotiates a new sale price and presents you an offer (**costs you 3%** of sale price). Buyer and seller sign contract.
5. **10 point home inspection... agents always recommend this to their clients.**
6. **Repair the items found** in 10 point home inspection report (**cost you**)?
7. **Buyer applies for a bank loan** (MORTGAGE).
8. **Bank loan approved....move forward.**
9. **Bank loan denied** **START PROCESS OVER.** Relist property. **Wait for buyer's agent** to bring another buyer.
10. **Home appraisal... if** home appraises for sale price, move forward.
11. If home does not appraise for sale price...**START PROCESS OVER.**
12. **Closing at Title Company** (you pay normal seller closing cost) **Cost you 3%** of sale price.
13. **PAY DAY.....you pay a total of 9%**, which is subtracted from the sale price PLUS any repairs that the buyer may want after 10 point home inspection.

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And during that lengthy process, here are the challenges and costs and effort YOU will face while you sell...

Costly repairs: You'd probably have to do some work in the house and around the yard to clean it up a bit. Perhaps the roof needs to be replaced or the A/C unit doesn't cool and the windows leak. Many homeowners I have talked to found this part to be among the most challenging of the entire home sale process. It's expensive to hire someone else to fix these things, and if you try to do the work yourself (assuming you have the skill) it's time consuming and expensive just to get the material.

In my experience many homeowners who are repairing their home to prepare it for sale are shocked at the expense of repairs. Here are the national average costs of various common home repairs. (The actual cost varies by square footage of the house).

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National Average Cost of Common Home Repairs		
Project	Average reported cost	Most homeowners spent between
Replace air conditioner	\$5,000.00	\$ 3500 - \$ 7000
Bathroom remodel	\$8,900.00	\$ 5000 - \$ 13000
Flooring	\$2,465.00	\$1500 - \$ 4395
Kitchen remodel	\$19,610.00	\$ 10,549 - \$ 30,000
Paint exterior	\$2,500.00	\$ 1500 - \$ 3600
Paint interior	\$1,450.00	\$ 942 - \$ 2465
Replace roof	\$6,400.00	\$ 4500 - \$ 9000
Replace water heater	\$870.00	\$ 700 - \$ 1100
Install windows	\$4,500.00	\$ 2500 - \$ 7326
NOTE: All projects cost listed above are average. Cost varies with square footage of house.		

Think about the repairs you might need to make on your home. That's not just money but also your effort and precious time that you'll need to spend repairing the problem (or working with an expensive contractor to repair the problem). If he shows up.

Dealing with tenants: If you had tenants, you'd need to have a conversation with them about the property and how you were planning to sell it... and they might have to find a new place to live. And you'd have to let them know that the house would be shown to prospective buyers by a real estate agent. (Now put yourself in your tenant's shoes for a moment... they have ZERO incentive to keep the house clean and in show-ready condition, and they definitely won't want people tracking through where they live).

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Working with a real estate agent: At some point, you'd work with a real estate agent and they'd put a For Sale sign in the yard and do some advertising, and they'd show people through the house. Unfortunately, not all real estate agents are able to sell every home they get. It depends on many factors.

Buyers: Let's say the real estate agent found a buyer who is interested. What then? The buyer tries to negotiate a low sale price plus often places a whole bunch of demands on you, the seller. "I want this fixed in the house and I want that fixed in the house..." and so on. So you end up back where you started, investing time and money and effort into the property just to make it ready for the buyer.

Home inspection: Buyers want to make sure they know what kind of property they're purchasing so real estate agents always recommend to home buyers that they get a 10 point home inspection completed. This inspection, which costs money to have completed, only does 2 things: It increases the number of things you need to pay to have fixed in your home and/or it gives the prospective buyer a list of things they can use against you when negotiating the home price. Either way, a house inspection takes a lot of money out of your pocket!

Home appraisal: At this point in the process, your house is appraised to determine how much it should be valued at. They'll take into consideration various market forces as

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well as the repairs you've done (and, of course, they'll subtract from the value any repairs that still need to be done). This is where the rubber meets the road – and the “true value” of your property is revealed. If it appraises lower than the sales price the buyer will have to come to the table with more money (which does not happen)! Start process over!

The money: Even if you get the money you're asking for the property, there's still one more catch: The buyer has to get financing. I can't tell you HOW MANY sales fall through each year because an ambitious buyer (the same one who just made all those demands and gave you a low-ball offer) couldn't get a mortgage. Maybe their credit was maxed out or they had judgements they didn't know about. For whatever reason, they couldn't get financing and suddenly you're stuck with a house that is all fixed up, and a tenant has been given a day to move out and now you have NOTHING. Start process over!

Commissions and fees: If the buyer is successful enough to close on your property, you need to pay the real estate agents for their services. This can cost as much as 6% (and will probably cost more when you factor in other fees, including closing cost). In fact, on a \$100,000 house, it's highly likely that a minimum of \$12,000 will be taken off the top of your money in commissions, closing cost and seller concessions.

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The waiting: There's one more problem that few people realize. It's the waiting game of real estate. Let's say you decide to sell your house. The time between when you decide and when you actually give up ownership to a new buyer could be weeks (at best) but is more often 3 to 9 months, assuming everything went perfectly according to plan. IF the real estate agent can't find a buyer or IF the property needs more work or IF the first buyer falls through... you're stuck holding that property, paying taxes on it, paying for utilities, hoping that no one breaks into it if it's vacant or the tenant doesn't destroy it before the house sells. According to Realtor.com, the AVERAGE time a house in central Florida stays on the market is 87 days (that's almost 3 months). That's the AVERAGE time (your house could take longer) and it doesn't include the period beforehand when you're getting the house ready, nor does it include the period after when the house is off the market and the buyer is trying to get financing.

It doesn't take a real estate professional to know that this process is broken. It's costly, time-consuming, and takes a lot of effort from you. It's stressful and worrisome and (perhaps the worst part) it's almost entirely out of your control – you're often dependent on so many other people to keep this process moving forward.

Sell Your House *FAST!*



STOP wasting your money, time, and effort.

STOP accepting the headaches of the “traditional way” of selling your home.



That’s why I invented something called **the Sell Your House Fast system**

Here’s what it’s all about (and why homeowners love it)...

Close Fast. Save thousands of dollars. **Call right now: 407-227-1014**

Sell Your House *FAST!*



THE “SELL YOUR HOUSE *FAST!*” SYSTEM

The Sell Your House *FAST* system is my way of changing the game for homeowners and giving them back control of the decision-making process. And even more than that, it's my way of helping people sell their homes faster, easier, for cash, and giving them the ability to keep more money in their pocket.

Here's how it works: Simply put, I buy houses. I buy them in any condition (even with tenants in them) and I pay cash for those houses. Plus, I can close in a week (or often less). This gives homeowners a MASSIVE ADVANTAGE over the more conventional method of selling – both in terms of how quickly you can sell and how easy it is to put cash in your pocket (instead of spending it on fees and repairs).

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The Sell Your House *FAST* System

The timeline of selling a house (New way)

1. **Contact a company that wants to buy your house for cash.**
(not someone who wants to list your house).
2. We will make an appointment to view your house and give you a **Free no obligation cash offer.** If accepted by you, the buyer and seller sign a contract.
3. **No 10 point home inspection.** Because we buy houses "as is" in any condition.
4. **You make no costly repairs.**
5. **No home appraisal.**
6. **Closing at Title Company.** We pay all normal buyer and seller closing costs.
7. **Pay Day!** **You pay \$ 0 dollars** for real estate commissions, costly repairs, or closing cost. **GUARANTEED!**

No more costly repairs: Instead of fixing up the property, you leave it alone. You don't even touch it or worry about it. Hole in the roof? A/C unit doesn't cool? Leaky windows? Fine by me. I'll take care of it. Save yourself the time and money and effort (and the hassle of dealing with a contractor) If he shows up.

No more dealing with tenants: Instead of having that awkward conversation with your tenants, or begging them to clean up a bit to make the house ready to show to buyers,

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you do nothing. You don't have to deal with your tenants anymore. I'll take care of them for you. You'll save time and hassle plus any money you'd lose in the sale if the tenants left a messy hard-to-sell house.

No more working with a real estate agent: You don't have to meet with an agent, take them through the house and try to convince them to sell it for you; you don't have to listen to their suggestions about how to make the house more sellable, you don't have to open up your house to the people they show it to.

No more dealing with buyers: Instead of getting insulted by low-ball offers, and instead of getting long lists of repair demands, you don't have to deal with this at all. There's only one person you deal with in the Sell Your House *FAST* system and that's me and I won't make demands of things you need to repair, plus I'll make sure you get a fair cash offer.

No more costly home inspections: I do not require sellers to have a 10 point home inspection completed. You can keep the money in your pocket and my team will complete our own home inspection **at no cost to you**. And, no home inspection item will become a requirement that you have to repair.

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No more home appraisals: I do not require a home appraisal to be completed, as I already know what I'm looking for in a property, and I've spent years providing fair cash prices on accurate house valuations. This avoids that extra step so you can sell your house faster, plus I have no need to find out what this number is in order to get bank financing (since I am ready to buy your house with cash now).

No more wondering if the buyer will get the money: As a professional house buyer, I have access to cash immediately available. As soon as you agree to let me buy your house, I will tap into the cash available and purchase it. You don't have to wait while I run to the bank and hope my credit will pass! **I have the money right now and I'm willing to spend it on YOUR house right away.**

No commissions or fees: In the traditional way of selling your house, you had to pay commissions to the real estate agent as well as fees (such as closing costs). But not when you sell your house to me with the Sell Your House *FAST* system. I'll buy your property from you (I'm not an agent) so I take NO COMMISSIONS, and I pay all of your normal closing costs. That means, on a \$100,000 house, you stand to pocket an additional \$12,000! (Of course the exact number depends on the price of your house and other factors but this is a great illustration to show you exactly how you benefit).

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Selling with a real estate agent		Selling with the EasyCashSale™ System	
(The “old traditional way”)		(The “new way”)	
Sale price	\$100,000	Sale price	\$100,000
Listing agent commission/fee 3%	\$3,000	Listing agent commission/fee 3%	\$0
Buyer's agent commission/fee 3%	\$3,000	Buyer's agent commission/fee 3%	\$0
Seller closing costs 3%	\$3,000	Seller closing costs 3%	\$0
Repairs	???	Repairs	\$0
Seller concessions 3%	\$3,000	Seller concessions 3%	\$0
Total cost to sell your house	\$12,000	Total cost to sell your house	\$0
Sale price	\$100,000	Sale price	\$100,000
Less costs	\$12,000	Less costs	\$0
Cash in your pocket	\$88,000	Cash in your pocket	\$100,000

Which would YOU rather have? **\$88,000** in your pocket? Or **\$100,000** in your pocket?

No more waiting: This is the benefit that most homeowners absolutely love. When they decide to sell the house, they know it will be MONTHS before they can sell it. But with the Sell Your House *FAST* system, they can instantly know that their house is sold.

Close Fast. Save thousands of dollars. **Call right now: 407-227-1014**

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Period. That saves MONTHS of waiting (and wondering and hoping and worrying). In fact, if you get in touch with me right now, you can have your house sold by the end of the week. Yes, we're THAT fast!

It's no wonder that REAL HOMEOWNERS LIKE YOU give glowing testimonials about how fast, easy, and hassle-free my Sell Your House *FAST* system really is...



We were tired of putting money into my house time after time. It was getting to be too much! I have lived in the house for 23 years and have spent the last few years trying to fix it up so I could sell it. A friend of mine suggested Lemon Houses, I met with them and they gave me an offer that I could not refuse! Lemon Houses was great!

- Mr. and Mrs. Williams, Orlando FL



As first time home owners, we quickly realized we were way in over our heads. The repairs were impossible to keep up with and the costs were overwhelming. LemonHouses.com made it easy to lift the stress off of our shoulders. The fast and friendly process made it possible to make selling our first house easier than ever. We saved thousands on the commissions and were paid in cash! We would recommend their process to anyone caught in a bind like we were. It saved us from financial ruin and got our lives back on track!

- Ryan and Stephanie, Orlando FL

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IT JUST MAKES SENSE... *DOLLARS AND SENSE!*

It just makes sense to sell your house through my Sell Your House *FAST* system, so it's no wonder that more and more home sellers are choosing this model to sell their home.

- **Zero hassle: I can buy your house this week.**
- **Zero time spent working and worrying: I'll buy your house as-is, even if you have tenants in it!**
- **Less effort: Put down the hammer. Don't call the plumber. I'll fix your house for you.**
- **... and MORE MONEY IN YOUR POCKET (instead of spending it on repairs and real estate commissions).**

Within a day or two of downloading this guide, you will be contacted by me, Tommy Young, using the contact information you shared with me when you downloaded this guide. At that time, I'll go over the exact specifics of what the Sell Your House *FAST* system means for you and how, after a brief in person meeting, I'll give you an offer that we can close on right away. **With so much to gain and nothing to lose, it only makes sense to consider a no obligation free cash offer.** I look forward to helping you!

Give us a call today at 407-227-1014 or email us at Tommy@LemonHouses.com!

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GLOSSARY OF GENERAL REAL ESTATE TERMS

Buyer's Agent

The buyer's agent is the individual that represents buyers when they purchase a home. This agent negotiates with the seller's agent (the listing agent). Normal buyer agent fees are 3% of sale price.

Cash in your pocket (Pay Day)

This is the net amount of money the seller receives at the closing table.

Closing Costs

Closing costs are fees paid at the closing of a real estate transaction. This point in time called the closing is when the title to the property is conveyed to the buyer. Closing costs are incurred by both the buyer and the seller. Normal seller closing costs range between 2-3% of the sales price. We pay all of normal closing cost.

EasyCashSale™ System

A simple process of helping people sell their homes faster, easier, for cash and giving them the ability to put more money in their pocket.

Listing Agent

An individual that helps homeowners sell their home. Not to be confused with the agent that represents buyers, the listing agent is in charge of helping the owners sell their home at the highest price possible. The listing agent negotiates with the buyer's agent to come to a price agreed upon by both the buyers and the sellers, and then works with escrow. Normal listing agent fees are 3% of sale price.

Home Appraisal

There are several types and definitions of value sought by a real estate appraisal. Among the most common is "Market value" – The price at which an asset would trade in a competitive market. Market value is usually interchangeable with open market value or fair value. Market value is based on like kind properties.

Home Inspection

A home inspection is an examination of the property's condition. Normal 10 point home inspections include Exterior, Roof, Structural, Rotting wood, Interior, Insulation, HVAC, Electrical, Plumbing, and Appliances.

MLS (Multiple Listing Service)

A multiple listing service's database and software is used by real estate brokers in real estate, representing sellers under a listing contract to widely share information about properties.

Seller Concession

A seller concession involves the seller of a property offering a potential buyer a monetary incentive (Discount) to make purchasing the property more attractive financially. Most buyers want you to pay some of their closing cost. Make certain all seller concessions are written in the contract and agreed upon by both parties.

Title Company (Escrow)

The title company distributes the funds to the seller at the closing table. Escrow is when a neutral third party or attorney that handles the exchange of money and documents once mutual acceptance is reached on a contract offer. Title Company is a company involved in examining and insuring title claims for real estate purposes. The company verifies ownership of real property and determines the valid owner through a thorough examination of property records in a Title Search. This will set forth all the things that should be done and any problems that should be corrected before a buyer can receive a good title.