

Find properties and fund deals in any market condition with the ultimate real estate investment guide.

Are you ready to secure funding, find properties with incredible cash flow, and lock down great deals? Henry Washington, seasoned real estate investor and co-host of the *On the Market* podcast, will teach you the techniques that turned his starting fund of \$1,000 into a portfolio of more than 100 long-term buy and hold rental properties.

Whether you're a novice or a pro, *Real Estate Deal Maker* will transform you into a true rental property investing expert. With a focus on ethical practices, building your network, and savvy financial tactics, you'll learn to secure on- and off-market deals that maximize cash flow.

Inside, You'll Learn:

- How to fill your deal pipeline by networking and building your investor community
- How to weigh the pros and cons of financing deals
- Data-driven strategies to find profitable on- and off-market deals
- Advanced negotiating tactics to secure your investments
- How to keep up momentum, clarify your strategy, and pursue your vision for future deal success

Clear the biggest roadblocks to starting or growing your portfolio—and revolutionize your real estate game!

“Henry does real estate the right way: with intelligence, skill, and heart. Everyone has something to learn from this book... I recommend it highly!”

-DAVE MEYER, VP of Market Intelligence at BiggerPockets and author of *Real Estate by the Numbers* and *Start with Strategy*

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REAL ESTATE DEAL MAKER



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HENRY WASHINGTON

Co-host of BiggerPockets' *On The Market* podcast

DEAL

MAKER

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Real Estate Deal Maker: Winning Strategies to Find and Finance Successful Rental Properties in Any Market

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CHAPTER 1
MINDSET

The brain is a powerful thing. Once you put yours to work in the right way, big things are going to happen.

What Is Mindset?

Mindset is a powerful thing, but it isn't magic. Some people believe that if you just think the "right way," you will magically get the results you desire. It's not that simple. You can think positive moneymaking thoughts all day long, but you still have to put in the work to achieve your goals.

I prefer to define "mindset" as a mental tool to help you remain physically disciplined. What does that mean? It means training your brain to help you solve problems and take action toward your goals.

While money can sometimes be a taboo topic, I don't feel that way here. Real estate investors (and most humans) want to earn money. But money for money's sake isn't the point. The point is what you can do with the money you earn. Refining your mindset will help you get to the core of what investing means to you, which will in turn help inform the business decisions you make. The beauty of it all is it's up to you.

This book will give you the blueprints, plays, and practical applications that you need to succeed in real estate. But let me be clear: None of that practical application will matter if you don't have the right mindset. Mindset is critical for being a successful real estate investor or entrepreneur because there are going to be many ups and downs. The thing that truly separates successful real estate investors from those who fail is that the successful ones don't quit. They just keep going, even when it's hard.

And I'm telling you, this will get hard. It will also get boring, infuriating, and even deflating. You'll struggle; money might go out the door

to achieve the American dream of homeownership. We spent countless hours scouring real estate apps, scrolling through pictures on the internet, and touring homes. Finally, we found it: a three-bedroom, two-bathroom, 1,700-square-foot, all-brick ranch. It was a builder-grade home, but we got to pick upgrades along the way, putting our own little spin on it. We chose modern light fixtures and a beautiful granite countertop. We upgraded the shower to include extra showerheads. It was a starter home, but we got to make it our own. It was the home we wanted and could also afford, or so I thought.

We applied for a loan to purchase the house, crossed our fingers, and said our prayers. We waited, and waited, and waited. It was only three days, but it felt like forever. Finally, my phone rang. It was the lender. He was calling to say that, during the evaluation process, they discovered my credit score was negatively impacting our ability to get a loan. Plainly put, my credit score was too low, and I was hindering Jessica's approval. If we wanted to buy a home—specifically this home—my name could not be on the loan. After all we'd gone through to build a life together and find a home, I was the one standing in the way of achieving our dreams. Up until that point, I thought I had done everything I was supposed to do: I had a college degree and a good job earning six figures, but it wasn't enough. I felt like I'd been run over by a truck.

Not long after that call, Jessica ended up buying that house. One night, nestled into the couch of our very own home, Jessica and I discussed our future goals and aspirations. We talked about the number of kids we would have, the school district we would want to live in, and the kind of dream house we eventually wanted to call our own. While this conversation should have been an exciting one, I was freaking out inside because I knew I couldn't afford any of it. How could I dream about a house when I couldn't even be on the loan for the starter home we were in? That night, I had a full-blown panic attack. I woke up at 3 a.m. in a cold sweat, worried about providing for my new wife and creating the life of our dreams.

I did what anyone would do when they're panicking about money at 3 a.m.: I Googled "how to make extra money." That Google search changed my life. That's when I discovered real estate investing. Most of the results were articles from a website called BiggerPockets. The information I found opened my eyes to the fact that every day, normal people could invest in real estate. People like me. Until then, I had just assumed that only superrich people or corporations owned real estate, but BiggerPockets showed me that anyone could do it. They showed me that *I* could do it.

I was inspired. It was in that moment that I made the decision to become a successful real estate investor. Once I made that decision, I felt at peace. I knew I was going to make it happen. I was going to invest in real estate and increase my wealth. I was going to earn enough money to truly build the life I wanted for my wife and our future children.

Even though I didn't know how, even though I had bad credit, even though I only had \$1,000 in my savings account, I decided I was going to be successful. With the right mindset, I knew I could make it happen.



Believe in Yourself

The next mindset shift you need to make is believing in yourself. Trust the process and believe that you have what it takes to succeed. Believe you are worthy of success and that you can achieve all the good things. Understand that you are worthy of success and, perhaps even more importantly, that your success will lift up everyone around you. Remember that your success will help you provide a better life for your family, kids, spouse, neighbors, and friends. Your success can be a beacon of hope for everyone around you.

If this is a weak area for you, try adding some meditations or positive podcasts to your daily routine. Train your brain, or perhaps retrain your brain, to think positively. Trust me when I say this will be time well spent.

I love using the Oculus virtual reality headset for meditation. My personal favorite is using the app Supernatural, which comes with several guided meditations. For me, the virtual reality aspect of the device really adds to the effectiveness of the meditation. This method will obviously cost you some money, as you need to purchase the equipment as well as a subscription to Supernatural, but the many other uses of the Oculus make it worth it for me.

If you want some alternative methods, you can check out the Calm app on your phone. This app offers guided meditations, sleep stories, and music to help aid you in meditation or sleep.

There are also tons of free guided meditations on YouTube. Everyone's a little different with what helps them concentrate vs. what distracts them, so do some searching through YouTube content and experiment until you find something that works for you.

You Deserve Wealth

One of the biggest lies you can tell yourself is that you don't deserve wealth. Impostor syndrome is real. People's past traumas and social environments often lead them to believe that they are not deserving of wealth and financial freedom. This belief can be so deeply ingrained in ourselves that our own self-talk will creep in and tell us that wealth is only for other people. That we do not deserve it.

I'm here to tell you that is absolutely not true. The mere fact that you are reading this book right now is proof that you are exactly where you are supposed to be, doing exactly what you are supposed to be doing. Wealth *is* for you. You are already taking steps in the right direction, because you are *smart* and *capable*. Keep that negative self-talk at bay,

take daily consistent action, support yourself with positive self-talk, and you will be surprised at what you can achieve!

It's Not Easy

Forget what you see on social media or those flashy house-flipping shows—investing in real estate is far from easy. But it is doable. I genuinely believe that just about anyone can thrive in this business. Building wealth presents challenges, and obstacles will arise. But with your positive mindset and work ethic on board, you can make it work.

Think of it this way. Pretend you are looking at a ten-year stock chart of the S&P 500. Zoom in, and you'll see several dips and valleys during individual years. But when you zoom out and look at the long-term view, you'll see that the value has consistently increased over time. Building wealth via real estate is similar. Amid the daily grind, it may feel like you're facing setbacks, but if you push through those tough times, your wealth will continue to grow.

Expect that challenges and difficulties will arise. The sole difference between a successful investor and an unsuccessful one isn't some elusive secret; it's that the successful investor refuses to quit, no matter the obstacles encountered, whereas the unsuccessful investor succumbs to stress and anxiety and ultimately gives up.

Building wealth isn't easy, and it wasn't meant to be. If it were easy, everyone would be wealthy.

The Influence of Your Circle: Overcoming Limiting Beliefs

Surround yourself with like-minded people. More specifically, surround yourself with people who are already where you aspire to be. Why is this important? Because if you're constantly in the company of people who don't understand your goals or who haven't achieved what you're striving for, you risk absorbing their limiting beliefs as your own.

Think about this: You dream of becoming a millionaire, but all the people around you aren't even close to achieving that. What happens? Your belief in your ability to reach that goal might start to falter. You might begin to think that becoming a millionaire is out of your reach, simply because no one around you has done it.

However, if you surround yourself with millionaires, you begin to see that your goal is more achievable than you initially thought. You'll

be part of conversations that reveal how others achieved what you still dream of. You'll soon start to realize, *Hey, these people are no different from me. If they've done it, why can't I?*

We will talk more about networking in Chapter 5. Networking is about more than just making money; it's about finding people in your life who will encourage and support you and lead by example. Beware of people who belittle your goals and reject your visions of success.

If you are looking to find some real estate or investment friends, it's easier than you think. Just go to Google and type:

- "Real estate investment meetup"
- "Real estate investment group"
- "Real estate investment association"
- "Real estate investment club"

Then add your city and state to the end of it and hit search. This is the easiest way to find already established groups. You can also do this same search via Facebook in the "groups" section. The beauty with finding these groups on Facebook is that there will likely be both virtual and in-person opportunities. Meetup.com is another option when looking for networking opportunities.

Also, don't forget that BiggerPockets has a local meetups section where you can connect to other investors in your area.

Finally, if you are searching and you just can't find anything, you should consider starting your own group. This might be a bit challenging, especially if you're an introvert. Just remember, if you're looking, there are probably other people also looking. Post your events on the BiggerPockets website as well as the forums for your local community.

As someone who started my own brand-new meetup, we only had a couple of people show up for the first few meetings. But we stuck with it! It's been three years, and we consistently have between twenty and one hundred people attending our meetups. Pick a place like a restaurant that has a space you can all hang out together, promote it on BiggerPockets, and continue to show up. Who knows who you'll meet and how they will propel your investment journey. Be a deal maker and make this meetup magic happen!

Comfortable Being Uncomfortable

Finding deals requires a person to be comfortable in uncomfortable situations. We need to be able to reach out to people cold, whether it's through

mail, text messages, phone calls, or knocking on their door. You're going to have to talk to people about their homes and discuss money. Sometimes these conversations are uncomfortable. This is especially true since we live in a society that teaches us to avoid conversations about money. Fortunately, having the right mindset can make all the difference.

To reach new heights and achieve our goals, we need to be willing to stretch ourselves and grow outside of our comfort zones.

Staying in our comfort zone doesn't require us to think differently or come up with new ideas; stepping outside it does. Putting ourselves in unfamiliar and uncomfortable situations forces us to get creative with how we solve problems. To achieve success, we need to grow and expand ourselves, which often means doing something we've never done. I realize this might feel awkward or slightly distressing, but I promise you it's worth it.

As a child, you have growing pains. The same is true for business, although the pain roughly translates to discomfort. It's not that we're trying to torture ourselves. We're trying to grow through the discomfort. I want you to do things that stretch your mind and push your boundaries. Once you get past the fear and discomfort, you can grow and change as a person. Afterward, you'll reap the benefits through the growth of your business.

But how do we get comfortable with being uncomfortable? First, we need to identify what is making us feel uncomfortable. For many of us, it's fear of the unknown. But fear is a choice, and we can choose not to be fearful. Truly, it's that simple.

Here's how: Acknowledge your fears by writing them down and then coming up with a plan to mitigate them. Sound too good to be true? I promise you it's not.

The Five Questions

Let me tell you about a powerful technique to overcome your fears and solve problems—it's called "The Five Questions." The idea behind this technique is to ask yourself a series of questions, each time diving deeper into the issue until you uncover the root cause. This helps you identify the real problem and find practical solutions that actually work. It might not always take five questions to get to the bottom of the issue, but it's a good place to start.

I personally use this technique whenever I feel stuck or overwhelmed by fear. For example, when I was about to send out my first direct mail marketing campaign, I found myself hesitating and questioning whether

to spend the money on the campaign. I knew I needed to generate more leads to grow my business, but fear was holding me back.

So, I decided to ask myself some questions and document my answers.

Question 1: Why am I afraid?

Answer: I am worried about failing.

Question 2: What does failure look like to me?

Answer: Losing my money.

Question 3: How much money am I risking for this campaign?

Answer: \$5,000.

Question 4: If I could make payments on the \$5,000 rather than pay it all up front, would it make me feel more comfortable?

Answer: A resounding yes!

Question 5: Would this campaign and \$5,000 investment feel less risky if I could space out the payments over an extended period of time?

Answer: An even bigger yes! (And a little sigh of relief)

With this new understanding of my fear and a mitigation plan to overcome it, I was able to take action. I found a zero-percent interest rate credit card for fifteen months and put the \$5,000 on it. Now I could make a monthly payment of \$333 for fifteen months. This made the situation more manageable, and I was able to move forward with less fear.

This exercise helped me identify my specific fear and find a clear plan to mitigate it. By employing this strategy, you can do the same and overcome any fear or problem that is holding you back.

Now that my fear was decreased, I decided to take it one step further. A lack of fear is good, but feeling confident is great! I asked myself five more questions.

Question 1: How many people could I potentially reach with this direct mail campaign?

Answer: 1,000 people.

Question 2: What percentage of engagement do I need in order to move the needle on my business?

Answer: 1 percent. Ten people could translate to one or two deals.

Question 3: How big of an impact could this marketing campaign have?

Answer: Between \$5,000 and \$30,000 profit for each deal.

Question 4: Is a \$5,000 investment and the energy that I'll put into the mailer worth that return?

Answer: ABSOLUTELY!

Question 5: Is there a cheaper way to gain new customers?

Answer: Yes, definitely. However, if I go a cheaper route, I'll have to exchange more of my time to accomplish the task.

Most people aren't willing to put in enough time necessary to make this strategy worth it. For example, if I were to send the mail myself (taking the time to write out all the letters, stuff all the envelopes, lick all the stamps) it would be much cheaper. But I don't want to spend the time it would really take to do that a thousand times. So my ultimate answer is no, there is not an easier way to do a mailing campaign. And yes, even though there is a cheaper way, this is still the way I'd choose to do it now that I've thought my way through these five questions.

Remember, a healthy sense of discomfort can be a sign that you're on the right track. It means you're doing the things you need to do to be successful. Don't run from that feeling. Embrace it, accept it, and face it head-on. Write down your fears, come up with a plan, and watch your life and business flourish. If I had let my fear hold me back from my first direct mail campaign, who knows what else I would have let fear dictate. That first campaign landed me three deals: two I was able to net \$5,000 each on, and one I still hold as a rental property today!

Building Wealth Is Not About You

The final mindset I'd like you to adopt is this: Building wealth isn't solely about you; it's about the incredible impact you can make once you've achieved financial freedom.

We all know that having a strong "why" is crucial to achieving any outcome, but let's dig a little deeper. Along the path to financial freedom, you'll undoubtedly face challenges and hurdles. You might have days

when you feel overwhelmed or unmotivated. It is during those times when your “why” becomes truly important, serving as your guiding light when you feel lost. It anchors you, providing unwavering focus on your ultimate goal. Your “why” could be the thing that keeps you from giving up and going home, leaving your goals unmet and your dreams unfulfilled. That’s why it’s critical to have a rock-solid foundation for your “why.”

However, financial freedom itself isn’t the ultimate objective. The true goal lies in the phrase “so that I can.” This simple phrase represents the incredible possibilities that open up once you’ve built wealth. One of the best parts about investing in real estate is that it’s not a “get rich *quick*” but a “build long-term wealth” plan. If you stay committed to investing for long enough, wealth and financial independence will become realities. With that freedom, you can finally be the person you’re called to be, not just the person you have to be to make ends meet.

Take a moment to consider the lives you can impact with your new-found freedom. In what ways will the lack of stress involved in living paycheck to paycheck improve your relationships and day-to-day living? In what new ways can you be generous? In what ways can you invest your time if you are not stuck with a job you hate? In what ways can financial freedom positively change the trajectory of your life?

Moving forward, your goal should no longer be “I want to invest in real estate to achieve financial freedom.” Instead, it should be something like this:

I will become a successful real estate investor and achieve financial freedom *so that I can*:

- “Give my parents the retirement they deserve.”
- “Establish a nonprofit organization to support causes that matter to me.”
- “Be there for my children whenever they need me.”
- “Provide the best medical care for my family.”

Figure out how you want to serve others, and you’ll find a compelling “why” statement that will keep you focused and dedicated to overcoming the challenges that lie ahead. If I could offer up one mindset to adopt that will change everything for you, this is it. Building wealth, whether through real estate or other means, is about more than just money.

Your mindset matters, perhaps more than anything else. Take some time to get yours right.