As we welcome in the New Year, we will welcome the new and returning Board members of NHREIA. The elections in November brought with them changes to the Board. I’d like to be the first to officially welcome the New Board Members as follows:

President and Founder—Bert Cox
Vice President—John McGrath
Chairman of the Board—Richard Dale-Mesaros
Treasurer—Sherri Locke
Secretary—Gail McCarthy
Board Members at Large—Ann Bellamy and Kevin Lacasse

The focus of the new year is to increase membership, education and legislation. NHREIA is in the process of hiring a lobbyist whose purpose it to keep NHREIA up to date on laws pertaining to real estate investing.

With the New Year comes a new venue! We are pleased to announce that we will be meeting at The Best Western/Executive Court Inn, 13500 S Willow St., Manchester, NH. We are excited about this change! The Best Western/Executive Court is a terrific venue with ample parking and offers us plenty of room to grow. We all enjoy the “After the Meeting” networking as much as the actual meeting. Therefore, we found it crucial to find a facility that welcomed this opportunity as much as we do. To our delight, The Yard Restaurant is part of The Best Western facility and is open until midnight for after the meeting networking, snacks and libations.

There have been a lot of changes in the market that may have some of your getting nervous. Opportunities abound in this market. Don’t fear change, embrace it! Investors who embrace change will research previous times when the market was similar to today’s market and will reap the rewards by incorporating innovative strategies to prosper. Network with the masters to find out what they are doing. Learn where to look and more importantly how to look.. The old adage - “Opportunities don’t go away, they simply go to someone else” certainly hold true in this market!

To a prosperous year for us all!

Bernadette Trafton
Marketing Director
dette101@gmail.com
www.NHREIA.com
NHREIA is dedicated to education and networking for Real Estate Investors in New Hampshire and throughout New England.

The Board of NHREIA welcomes all questions and suggestions:

Bert Cox, President - 603-225-0097
Bert@BertCox.com

John McGrath, Vice President - 603-819-1307
JMcGrath@BluewaterMtg.com

Richard Dale Mesaros, Chairman of the Board – 603-536-3864
riskit@worldpath.net

Sherri Locke, Treasurer—603-776-4205
sherri@lockeinyoursuccess.com

Gail McCarthy, Secretary—603-361-7330
GEMcCarthy@comcast.net

Ann Bellamy, Board Member at Large - 603-801-2247
annbellamy@gmail.com

Kevin Lacasse, Board Member at Large—603-530-2091
dnlhomes@metrocast.net

Bernadette Trafton, Marketing - 603-834-4587
dette101@gmail.com

Roni Pannier-Clunie-603-498-8377
rpdesign64@comcast.net

Meetings: 2nd Wednesday of each month,
6:30 PM

*** The Best Western/Executive Court Inn
13500 South Willow St., Manchester, NH

Please visit www.NHREIA.com for details.

NHREIA is dedicated to promoting and maintaining a professional and ethical standard for all members to abide by as per Article XVII of the NHREIA bylaws. This Code of Ethics is as follows:

ARTICLE XVII

CODE OF ETHICS

I agree not to make promises I cannot keep.

I agree to keep the promises that I do make.

I agree to be fair, honest, professional and maintain integrity in all of my business dealings.
Dear Fellow Investors,

I am honored to have the opportunity to lead the association for the upcoming year. The board members are all top notch and committed to providing even more value to our members. There are numerous benefits to membership already which include networking, learning, the newsletter, keeping up to date on market conditions, hearing the latest developments on current real estate affairs, lending affairs, discounts at numerous merchants, discounts to training events, and the news group to post deals, find deals or just ask questions.

To further benefit our members, the board has three major initiatives we undertaking to increase value and membership. First, we are hiring a lobbyist and will become more proactive in legislative affairs that affect real estate investors. The last meeting generated lots of interest and we will be providing more information on the best ways to comply or avoid regulatory hurdles in the future. The board wants membership involvement and the next meeting of the legislative committee is at 6:00 PM on Monday January 14, 2007 at my office: 410 S Main Street, Concord, NH. We should have a good idea of the bills in front of the legislature and will decide which ones need our attention.

Secondly, we will be increasing educational seminars. The Real Deal 101 – Getting Started, will be offered at least 3 times during the year as well as Real Deal 102, and education on wholesaling, short sales, and other valuable topics.

Thirdly, in May at our monthly meeting (14th) and for a followup all day seminar (May 17th), we will host a national speaker to provide in-depth education on real estate investing. The board is committed to providing the absolute highest value to its members and is currently reviewing materials from various speakers. We will be choosing the speaker that provides the most detail about finding the deal, marketing, and investing. A good course should provide you with everything you need from forms to operations and knowledge to begin applying that knowledge right away. I am confident that the event will be well worth your while to attend.

This is a great time to be investing in real estate because bargains abound and sellers are negotiable and open to flexible terms. There are still plenty of buyers and the demand for Rent to Own is huge because of tightening credit. Rates are still low for borrowers with good credit and rents are stable and beginning to creep up. Set your goals and resolutions if you haven’t already and may 2008 be your most prosperous year ever!

Happy Investing!
Bert Cox
President, NHREIA

Bert’s Blog

By NHREIA Founder Bert Cox

To further benefit our members, the board has three major initiatives we undertaking to increase value and membership. First, we are hiring a lobbyist and will become more proactive in legislative affairs that affect real estate investors. The last meeting generated lots of interest and we will be providing more information on the best ways to comply or avoid regulatory hurdles in the future. The board wants membership involvement and the next meeting of the legislative committee is at 6:00 PM on Monday January 14, 2007 at my office: 410 S Main Street, Concord, NH. We should have a good idea of the bills in front of the legislature and will decide which ones need our attention.

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Happy Investing!
Bert Cox
President, NHREIA

603-413-6217
Melissa Kelley, Managing Member
7 Reasons Why Real Estate Investors Fail With Their Marketing Efforts….

By Than Merrill

If I can arm you with enough quality information so that you can learn from other people’s mistakes, then you save time and make money. The best part about learning from other people’s mistakes is it costs you nothing. You have already educated yourself on the successes of other people’s marketing techniques, now you can learn about the failures of marketing in this business. Here is what I have found to be the most common marketing mistakes among real estate investors.

1. Lack of a Long Term Commitment

Persistence is the key here. Quitting at the first hint of adversity in anything will not get you very far in life. Same thing applies here. This is a business, and it will take lots of work to build it. Marketing is a long-term commitment that must be built. Success may not come right away, but the way to distinguish you in the market is to continually drive to improve. Have a map for the future and stick to it, just make sure to bring a compass and learn from your mistakes. You may get off course, but you should remember you can always go back before going forward.

2. Lack of Continual Follow-Up

Don’t just give up because something doesn’t work. You have to try things more than once in this business. In a business like this, customers are dealing with their most important possession, so they would rather deal with the person who contacts them 5 times instead of one; if for only the fact they know that person will work 5 times harder.

3. Lack of a Budget

Let’s face it, in any business you’re most likely going to get behind before you get ahead. If you can’t afford some bandit signs, how are you going to get a deal? And without deals, how are you going to get money to fund your next marketing plan? Whether it’s your own money, or other people’s money, you can’t expect to find deals if you aren’t willing to spend it.

4. Too Large of a Budget Starting Out

This may sound contradictory, but if you do not first learn to operate on a shoestring budget then you will never live up to your marketing potential. Since testing your methods of marketing is so important, it would be wise to start on a limited budget and enhance it every month. This way you can monitor your budget and maximize your return.

5. Being Risk Averse

Effective marketing is learning to live with a certain amount of risk. I have spent thousands of dollars on marketing techniques that failed miserably. Don’t let this deter you. For example, the bus system in our area is very populated, so we decided to run a bus ad campaign. It was one of our first ‘big’ marketing efforts. It was a complete failure and we got zero leads from it. However, we learned from it and moved to stationary advertising that has worked out so well for us that it paid for the bus ad campaign in the first deal we did.

6. Lack of Defined Benefits

Most important thing to remember in marketing; what’s in it for the customer. What are the advantages to them? Customers do not want to hear about how great you are, just what you can do for them. Focus on one main benefit and brand it, but use others as well, because you are never 100% sure which benefit is going to satisfy a potential customer.

7. Never Distinguishing Yourself

Investing is competitive, and most investors play the copy-cat game. This can be a huge mistake because you are never able to distinguish your message, so the investor spending the most money and putting out the most marketing material usually gets the most customers. Don’t just convey the same message as your competitor. Don’t be afraid to get creative and try something new, just make sure you have done your research.

Than Merrill—CT Homes, LLC and Fortune Builders, LLC.

Than is currently the star of A&E’s Flip this House!
Admit it!

By Kevin Lacasse

NHREIA Board Member at Large

Have you ever dealt with someone in a situation that you knew they were wrong, and they knew they were wrong, but would not admit it? Whether it was something they said then denied, did then denied or implied then denied. If you are like most, you probably instantly lost respect for that person and may even have felt anger or remorse towards that person. When dealing with these situations, we typically are equally upset with the person we are dealing with as the issue that is being denied. Think about the way you feel towards that person.

Now lets change the situation. Lets say you are now dealing with a similar issue, but this time the person admits their fault in what they have said, did or implied. Now how do you feel? Your whole paradigm shifts. You may be equally upset with the situation as you were before, but probably have a new respect for the person admitting their wrong doing. In my own personal experiences, I have a new found respect for an individual that has admitted what they have done.

O.K., lets face it; we all make mistakes. Its how we deal with those mistakes that build our character, personality and how people will want to deal with us in future situations. It is not easy to admit ones mistakes. We may feel inferior or that we have done something wrong. When we deal with a person that has done something and denied it, we loose complete respect for the individual, and it changes the way we deal with them in the future. It damages the individuals character and integrity, and at the end of the day, those traits are what defines us as human beings. I have been in situations where I know I have done wrong. When dealing with these situations I have thought about ways to shift the blame or maybe even lie about the true events, but in all cases when I found the courage to suck it up and admit it, I have felt much better after. When dealing with these situations I have thought about ways to shift the blame or maybe even lie about the true events, but in all cases when I found the courage to suck it up and admit it, I have felt much better after. And all of these situations have turned out much more pleasant than when I have failed to admit and the other party new or at least speculated the truth.

Now this is a tough call to action, but the next time we find ourselves in a situation that we might have said, did or implied something that was not quit accurate, lets try to admit what we did instead of making excuses. Excuses in most cases are just as bad as an outright denial. Admit the wrong doing first, and then try to explain what has changed or shifted from the original statement or belief. The admission is the first step to gaining respect from others. How does all this relate to real estate? Real Estate investing is a business; a business that requires a certain level of integrity to be successful. Integrity is a product of your reputation, personality and character. Admitting when you have done wrong will enhance your level of Integrity making more people want to do business with you. Whether it is a seller of a target acquisition or buyer of a disposition, hard money lender, tenant or a banker of a commercial institution. So admit your wrong doings, it will make you feel better and more successful!!

Kevin Lacasse
New England Family Housing
dnlhomes@metrocast.net
The Time Is NOW!!

Prices are coming down and investors are going to have lots of opportunities to pick up some sweet deals. And at this point, it looks like it’s only going to get better! The time to get into the market is NOW. So if you’ve been waiting for that first deal, GET GOING!

If you don’t feel confident enough to take on that first deal yet, get more education. Listen to audio books while driving, watch educational DVD’s, go to seminars and of course go to and network at the NHREIA meetings! Stop vegging out at the TV and get moving!

When you find yourself saturated with info and are turning down educational opportunities because you already know the topic, it’s time to get some real world experience! Start looking at MLS to doing some analyzing to get comfortable with the market. If it still seems a little scary, try partnering with someone or get a mentor. There is no education like experience, so just go do it! Of course make sure you do your due diligence and the deal makes sense. If you find yourself making silly excuses, i.e…. bad time of year, too busy right now, big test to study for, STOP! Realize you are afraid, then… FEEL THE FEAR AND DO IT ANYWAY!

As for goals, write them out on a piece of paper, review them in the morning when you wake up and before you go to bed at night. Make sure these goals are timed and so specific that you can picture it in your mind’s eye. For instance, buying a 3 family in Manchester under 300K with 3 bedroom/2 bath units, within 3 months. Then just focus on what you envision and go get that first deal.

To make achieving the goals easier, break them down into doable parts. For instance, if you follow Robert Kiyosaki’s formula; for every 100 houses you look at you might make 10 offers and out of those ten offers, you might buy 1 house. So if your goal is to buy 1 house a month break it down so you are looking at 25 properties per week or 5 properties in 5 days and do it! When you come across those 10 deals that make sense, make those offers! It doesn’t cost anything to make an offer and one just might be accepted! The time is NOW!

A book that is a very easy read and well worth the time is “Screw It, Let’s Do It” by Richard Branson, it is not real estate specific but it will get you motivated!

Happy Investing!
Sherri Locke, Treasurer
sherri@lockeinyoursuccess.com

“Feeling the fear AND DO IT ANYWAY!”
Donald Trump makes billions of dollars purchasing run down or vacant properties and building fantastic structures on them. Warren Buffett makes billions of dollars buying "troubled" companies and turning them into financial powerhouses. Little ol' me makes millions of dollars by purchasing hard-to-sell houses and making them dream homes.

There's a theme here. If you look closely at the investing strategies of billionaires, you'll find a single principle hiding in all their actions. On the other hand, if you look closely at the investing strategies of struggling investors, you'll rarely find it. What is this principle and how can you profit from it?

The Law of Supply and Demand

You might remember this principle. Your high school Civics teacher probably droned on about it for hours, subjecting you to all kinds of nasty mathematical formulas and charts. If you're like me, you passed it off as economic mumbo-jumbo and went back to sleep.

Foreclosures: a supply and demand case study

Example: You've heard that the foreclosure market is hot, right? Enthusiastically, you signed up to one of the foreclosure web sites and started bidding on houses in your price range. Then you discovered something. Everyone else is doing the same thing! The clever little banker dumped you into a bidding war, driving up the purchase price and driving out the profit.

What went wrong here? You made an offer on an investment with a low supply and a high demand. Lots of gurus have popularized investing in foreclosures, leading to masses of beginners snatching up all of the lower end houses--for ridiculous prices. If you lost a bidding war, don't feel bad. Chances are, they lost money on the deal.

Foreclosures are an example of The Law of Supply and Demand working against people. You can also make the Law work for you. If you want to buy a good investment, look for the following:

Low supply, high demand: An example of this market is Southern California. Tons of people want to move there and the number of houses are limited. Because of these factors, property is appreciating at extraordinary rates.

High supply, low demand: Sometimes, you'll find a surplus of a kind of property. In Charlotte, NC, for example, the rental market is glutted, leading to high vacancy rates. You can buy multi-unit properties for big discounts.

Making money from low supply, high demand

We've all heard the secret to real estate is buying low and selling high. Well, you've managed to buy a property for next to nothing. How do you go about raising the price? Once again, the Law of Supply and Demand tells us what to do.

For the price to increase, one of two things has to happen. Either the demand has to increase or the supply has to decrease.

Continued on page 9...
NHtoFlorida.com

Florida Wholesale Properties:
- Single Families
- 1-4 Multi’s
- Condos
- Commercial (Strip, Mixed Use, Apt)
- Vacant Lots
- Waterfront
- Rackominiums
- Bank REO’s, Short Sales, Foreclosures

Can’t find any investment real estate that makes sense? I travel to Florida every month to help investors find bargain real estate. Just let me know and I’ll put you on my list to receive information on the latest discount real estate available.

Al Piecuch
Shells Realty
Realtor/Investor in NH & FL
www.NHtoFlorida.com
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Cell 603-930-0718

For More information:
Annie Trajlinek Jared Williams
Office-603-887-0950 Cell-603-490-6262
ajp@gsinet.net

Shells Realty
Realtor/Investor in NH & FL
Normally, you have little control over the supply of properties in your area, so we're left with one option: increase the demand.

In the residential market, the best way to increase the demand is to make the house more desirable. Rehabbers are familiar with this strategy. They buy fixer uppers for a big discount, make all of the repairs, and sell them for a juicy profit. By making the house more livable, they increase the demand. The result is a drastic jump in price.

You can follow a similar strategy for houses that are in good condition. At any given time, in almost any market, there areoodles of good, well-kept houses that people are having difficulty selling. They're often slightly older houses with a few cosmetic problems. Tidy them up and sell them for a quick gain.

**Increase desirability on the cheap**

"That sounds expensive," many people whine. My answer is this: Would you spend a few extra dollars to sell the property three times faster? It's also cheaper than you would think. Use the following seven tips to give your house a fast, inexpensive boost in desirability:

1. Spruce up the landscaping
2. Repaint the walls
3. Install additional lighting
4. Replace damaged or cheap fixtures with something nice
5. Add crown molding
6. Decorate the front door step
7. Buy a nice mailbox

**Take it a step further**

So far, we've stayed inside the limits of your standard, residential investments. You can make decent returns, but if you want to make the big bucks, you need to think outside the box.

The best investments are almost always undesirable properties that you can transform into the hottest on the market.

For example, my company is buying a lot of luxury homes right now. Many of them sit on the MLS for one or even two years. We buy them at a steep discount and then turn them into dream homes. When we're done, the house usually sells within three months for twice what we paid for it!

What is the high supply, low demand property in your area? Sometimes it's multi-family, retail, raw land, or other less common types of investments. Whatever it is, go out and survey the market. Find a property that you can buy cheap, make a few changes, and sell for a big profit.

Then you'll be investing like the big boys... and you'll start making their kind of profit.

**About the author...**

Jon Morrow and his team of multi-millionaire investors work to make the big deals happen. He has helped facilitate over $20 million of real estate deals, spanning three states and multiple projects. His favorite investments are large, undeveloped tracts of land, multi-unit properties, and luxury homes.

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www.biminibayresortandspa.com
Many times I get phone calls about basic real estate investing from newer investors. What better way to answer – than in the newsletter. In this issue, I will cover the Basic legal requirements of a real estate contract. The basic building block of an a contract is that there is a mutual agreement.

A contract is generally drafted in the form of an offer. The offer is usually signed by the buyer and is not binding until the seller signs the contract in acceptance. If the seller counter-offers with stipulations that change the original contract, it is not valid until both parties agree, creating mutual assent.

There are some basic requirements that must be present to make a real estate contract valid:

1. Mutual Assent. There must be mutual agreement or "meeting of the minds."

2. In Writing. With few exceptions, a contract for purchase and sale of real estate must be in writing to be enforceable. Thus, if a buyer makes an offer in writing and the seller accepts orally, then backs out, the buyer is out of luck. I’ve seen valid offers on the back of a napkin, the fact is that the offer was in writing and followed the rest of the rules.

3. Identify the parties. The contract must identify the parties. A contract commonly sets forth full names and middle initials (although not legally required, it helps the title company in preparation of the title commitment). If one of the parties is a corporation, it should so state (e.g., "North American Land Acquisitions, Inc., a Nevada Corporation").

4. Identify the property. The contract must identify the property. Although not required, the legal description should be set forth. A vague description such as "my lake-front home" may not be specific enough to create a binding contract.

5. Purchase price. The contract must state the purchase price of the property or a reasonably ascertainable figure (e.g., "appraised value as determined by ABC Appraisal Group").

6. Consideration. A contract must have consideration to be enforceable. Consideration is the benefit, interest, or value that induces a promise. It is the glue that binds a contract. The amount of the consideration is not important, but rather whether there is consideration at all. It is common for a contract to state that "ten dollars and other good and valuable consideration has been paid and received."

7. Signatures. A contract must signed to be enforceable. The party signing must be of legal age and sound mind. A notary's signature or witness is not required. A facsimile signature is usually acceptable, as long as the contract states that facsimile signatures are valid.

### Investor Financing

**$ Investor Financing $**

**Hard Money to Commercial Funding**

- Non-owner Occupied Flips/Rehabs
- Commercial Acquisition and Refinance
- Hard Money for Acquisitions and Refinance
  - Multi - family
  - Subdivisions / land
  - Condo conversions

*EVERY DEAL IS DIFFERENT - TALK TO US!!*

**Hard Money**

Ann Bellamy  
Buy Now, LLC  
603-801-2247  
anbellamy@gmail.com

**Commercial Projects**

Jay Hood  
Mill City Capital, LLC  
603-674-9872  
jasonhood2000@gmail.com
Members and Advertisers

Support your Organization!

Take out an ad or give this to your favorite vendor.

Ads must be submitted via clean master copy or “camera ready”. E-mail your ads to dette101@gmail.com (.jpeg or .gif format). Call Bernadette at 603-434-0093 for payment options.

NHREIA Advertising and Sponsor Options:

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<th>Discounts Available</th>
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<tbody>
<tr>
<td>Business Card</td>
<td>$25.00 per insertion</td>
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<tr>
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<tr>
<td>½ page</td>
<td>$100.00 per insertion</td>
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<tr>
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Sponsoring Opportunities:

**Standard Sponsor** *– Flyer insertion in membership packet for the year* $300.00

**Premium Sponsor** *– Flyer insertion in membership packet for the year* and business card size ad in each issue of quarterly newsletter $375.00

**Premium Plus Sponsor** *– Flyer insertion in membership packet for the year and ¼ page ad in each issue of quarterly newsletter and vendor table to set up marketing material at monthly meetings* $500.00

*Flyers must be mailed to Bernadette Trafton at 25 Birchwood Dr., Derry, NH 03038 or hand delivered at a monthly meeting to be inserted in membership packages.

Sign me up!

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“Than Merrill has taken the guesswork out of marketing and wholesaling! His Michael Gerber, E-Myth approach to marketing and wholesaling gives you an easy system to follow. A system so concise, not only will you be multiplying your leads, you will have the ability to track all of your marketing dollars, so that none are wasted and your marketing ROI increases every time you start a new campaign.” Bernadette Trafton

“I have NEVER seen a system that was so tightly integrated! I’d recommend it to everyone!” exclaimed Jared Williams, NEREA President.

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New Hampshire Real Estate
Investors Association
816 Elm St., #157
Manchester, NH 03101

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