



*Learn How to Double or Triple Your Sales Commissions  
by Working with Real Estate Investors & Developers*

THE MANDRELL COMPANY  
MANDRELLCO.COM

# Introduction



Willie J. Mandrell, III  
Real Estate Investor (2006)  
Buy & Hold Rentals

Broker, Principal Owner  
The Mandrell Company (2012)  
Mandrellco.com



Founder/Organizer  
Boston Wealth Builders (2012)  
BostonWealthBuilders.com



# *Getting Started in Real Estate...*

Find your niche

Understand barriers to entry

Financial & marketing business plan

Treat yourself like a business

Play the numbers game



# Commission Income Breakdown

What is the average sales price in your market?	\$500,000
What is the average Commission rate?	5%
What's the total commission for the average deal?	\$25,000
Listing Agent / Buyer's Agent Split	50/50
Broker/Agent Split	70/30
Agent Takehome	\$8,750
Commission Breakdown	$\$25,000 / 2 = \$12,500$ $\$12,500 \times 70\% = \$8,750$
If you were close 10 average deals this year	$\$8,750 \times 10$

**Gross Commission Income**

**\$87,500**

# 150

You need to generate 150 buyer & seller leads  
to close 10 deals in one year.

*10 deals closed = 15 contracts = 45 prospects = 150 leads*

*Networking : 25*

*Friends & Family : 25*

*Cold Calling : 50*

*Mail Marketing : 50*

*Questions?*



SO...  
WHY INVESTORS?

# 3X

Triple Your Sales Commission Income

*Multiple Deals*

*Investors Buy & Sell Often*

*Systematize your Business*

*Investors Know the Process*

*Free Investing Advice*

# Single-Family Flip

List an Ugly Home & bring directly to Investor	\$300,000
Commission Rate	5%
Total commission for this deal	\$15,000
Dual Agency	100%
Broker/Agent Split	70/30
Agent Takehome	\$10,500
Investor Flips Home & Lists with You (ARV)	\$600,000
List in MLS & Co-Broke	\$15,000 (2.5%)
Agent Takehome	\$10,500 (70/30 split)

**Gross Commission with One  
Investor Project**

**\$21,000**

# Multi-Family Condo Conversion

List 3-Family Home & bring directly to Investor	\$700,000
Commission Rate	5%
Total commission for this deal	\$35,000
Dual Agency	100%
Broker/Agent Split	70/30
Agent Takehome	\$24,500
Investor Converts Condos & Lists with You (ARV)	\$1,800,000 (600k Per)
List 3 condos in MLS & Co-Broke	\$45,000 (2.5%)
Agent Takehome	\$31,500 (70/30 split)

**Gross Commission with One  
Investor Conversion Project**

**\$56,000**

# WHAT ARE INVESTORS LOOKING FOR?

As an agent, you don't need to know everything, but if you want to become an investor-friendly agent, it is wise to know what your investor is looking for and to learn the basic investor fundamentals:

Start with these questions:

Question One: What is your investor's niche?  
**Single-Family? Multi-Family? Commercial?**  
**Location?**

Question Two: What is your investor's strategy?  
**Flipping? Buy & Hold? Conversions? Developments?**

What else should you consider?  
**Financing? Timeline? Profit Margin?**





*Questions?*

# HOW DO I FIND & LIST PROPERTY THAT INVESTORS WANT TO BUY?

Ugly House List  
Pre-Foreclosure List  
Eviction Court  
Tax & Other Liens  
Attorneys  
Mortgage Lenders  
Outdoor Ads  
Agent Marketing  
Friends & Neighbors  
Land, Warehouse, Factories etc



# MUST-KNOW REAL ESTATE INVESTMENT TERMS

Residential & Commercial Lending  
Return on Investment (ROI)  
Private & Hard Money  
Seller Financing  
Loan-to-Value Ratio (LTV),  
After-Repair Value (ARV),  
Debt-to-Income Ratio (DTI)  
Cash Flow  
Cap Rate

*Questions?*



**SOMETHING TO  
THINK ABOUT...**

# *How Do I Work Smarter, Not Harder?*

Adjust Your Focus To Sellers

10 Buyer Closings :: 10 showings x 10 buyers = 100 showings

Know Your Mortgage Products

Get your clients qualified for more with a Multi-Family

Know How To Negotiate Commission Payment

Buyers can pay the commission when sellers refuse



# THE MANDRELL COMPANY

## WHO ARE WE?

*A Boston-based Real Estate investment company specializing in buying, repairing, leasing, and managing local rental properties.*

Multifamily Investors

Brokerage Services

Coaching, Trainings & Mentoring

Speaking Engagement & Other Media

Boston Wealth Builders

[www.MandrellCo.com](http://www.MandrellCo.com)





# THANK YOU!

*We hope to work with you in the future*

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*Have a great afternoon!*