



Evvy Boggess has just returned from a week of Equity Marketing Conference in Las Vegas. There were hundreds of realtors there from all over the United States marketing properties and cash from Ira's to Trust deeds. The Market was very exciting as some of the Brokers there had millions of dollars listed for purchase of properties in Nevada, Arizona and California. The brokers there have special training in counseling and marketing from many seminars they have attended through out the years. They are known as Problem Solvers, also as a "Solution looking for a problem."

The properties that were presented were open for offers to help solve problems. The exchange Brokers have counseled with their clients and actually go shopping for them. They look for properties in other areas. Some will add cash to make a deal work. We deal with the equity in properties and not the sales price that is the difference with equity exchange brokers. The commission is usually 10% and they will take a trust deed or a personal note if no cash is generated in the transaction. If you own a house in Virginia and it is still on the market after you have already relocated and its still sitting there waiting to be sold that is where we come in.

After thoroughly counseling the client for a few hours we list the property for an exchange and move their equity to the area they are in. You may not get exactly what you want but you will like what you got!!! You know why???? Because it will now be here in your area, now you can move in it, sell or rent it.

This is a special elite group of Realtors but when there is a problem we usually can solve it, even if we have to take something else in trade for our commission. We also will exchange personal properties can add's we call them such as a car, or a boat you name it. One time Royce Ringsdorf the

godfather of exchanging in the San Joaquin Valley where I am from presented 500 pair of used roller skates. Everybody thought who in the world would take in 500 pairs of used roller skates??? Well let me tell you I was talking to my partner on the Ham radio after leaving the meeting and we were cracking up laughing about this package. Well guess what???

A fellow Ham operator was listening to us talk and when I got home he called me and said "hey, Evvy, is it true you know someone that has all these roller skates", and I said "yes. He said well I'm opening a roller rink here in Delano and I'd like to look at them." Well guess what he bought them for cash, I got a cash fee and everybody was happy. Especially the buyer, he said that the roller skates were in a storage facility in Fresno, and when he went to pick them all up there were about 700 pair of skates and over half of them were brand new. The boxes had never even been opened." Such a Deal"

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