



A NEW GROUP OF CLIENTS: “Chronic” Renters

Looking to expand your client pool to include renters looking to become homeowners? BuyHouseEZ brings together real estate agents and investors to do just that.

A REAL ESTATE EBOOK FROM



A NEW GROUP OF CLIENTS: “Chronic” Renters

Have you ever thought about growing your real estate business by helping “chronic” renters become homeowners? We all know being successful in the real estate industry is about finding leads, and BuyHouseEZ can expand your client base to include those who would not traditionally be able to get a mortgage loan. BuyHouseEZ is redefining the path to homeownership and expanding your real estate potential by bringing together prospective homebuyers, real estate agents, and EZ financing options.





BuyHouseEZ Explained

BuyHouseEZ is composed of a dedicated, experienced team of real estate professionals who are committed to keeping the American Dream within reach for more people. The team helps clients build equity, save money, and have a place to call home for generations to come.

BuyHouseEZ provides simple investor financing to help those who traditionally would not be able to secure a mortgage. Real estate agents partner with the homebuyer to find their first home, and BuyHouseEZ handles the financial side of things.



How Do They Do It?

BuyHouseEZ provides a platform where investors lend to pre-qualified homebuyers. After a real estate agent works with the homebuyer to find their perfect property, an investor will then buy the house with cash and sell it to the homebuyer on a loan that same day.

Investors enter on the OwnEZ side of the BuyHouseEZ program, which matches them with pre-qualified homebuyers seeking financing for qualified, move-in ready homes.

“If I were asked
to name the chief
benefit of the house,
I should say:
**The house shelters
daydreaming, the
house protects the
dreamer, the house
allows one to
dream in peace.”**

— GASTON BACHELARD,
French philosopher





How It Works

- 1 STEP ONE:** The process begins with a homebuyer pre-qualifying for the program through the BuyHouseEZ technology-based qualification process. First, they will contact a member of the BuyHouseEZ real estate team. The client will be asked to complete a Qualification Questionnaire form, submit two years of tax returns, proof of employment or income (such as W-2s), and a renter verification form.
- 2 STEP TWO:** Once pre-qualified for the BuyHouseEZ program, the homebuyer will continue to the next step - finding the right home for them. To accomplish this, the homebuyer will work with a licensed real estate agent or Broker to ensure they find a property that fits their needs. The homebuyer will then enter into a purchase agreement to acquire the home.
- 3 STEP THREE:** OwnEZ, the parent company of BuyHouseEZ, provides the platform for investors to lend to qualified homebuyers. The homebuyer is matched with a private investor, who is found through the OwnEZ platform.
- 4 STEP FOUR:** This is the transactional phase. The deal moves forward with the investor closing on the property and simultaneously re-selling it to the homebuyer.





Opportunities for Real Estate Agents

BuyHouseEZ wants to help real estate agents future-proof their business by empowering them in the following ways:

PROVIDING REAL ESTATE BUSINESS PLANNING

Framework and strategy support

INCREASING SOCIAL MEDIA ENGAGEMENT

Facebook ad support and posts

SHARING MARKETING TEMPLATES

Including event posts, lead gen. posts, etc.

SUPPLYING ENGLISH AND SPANISH MARKETING MATERIAL

Flyers, brochures, postcards, door hangers, etc.




How Does This Relate to Real Estate Agents?

BuyHouseEZ allows real estate agents to expand their pool of clients to include a new crowd: “chronic” renters. These renters are often hardworking people who can afford a down payment and monthly home payments, and they’re looking at the possibility of becoming homeowners. These prospective clients, however, are cut off from the traditional home lending system. BuyHouseEZ’s network of real estate agents bring in potential clients, enabling them to help those who are new to homeownership. As a real estate agent working with BuyHouseEZ, you are given the opportunity to serve your community while also accessing a new group of clients who weren’t previously available.



ADDITIONAL PERKS INCLUDE:

- The opportunity to be a frontline ambassador for BuyHouseEZ
- Working with first-time homebuyers to find their perfect home
- Co-branded marketing tools



“The ache for
home lives in
all of us,
the safe
place where
we can go
as we are
and not be
questioned.”

— MAYA ANGELOU



Their Niche Market

BuyHouseEZ wants to help build generational wealth and make being a homeowner more than just a dream. They market toward:

- Those with ITIN (Individual Taxpayer Identification Numbers), SSN (Social Security Numbers), and foreign nationals
- Those who can afford a 10% or larger down payment
- Self-employed, independent contractors

This program is available in Indiana, Texas, Georgia, New Mexico, and coming soon to Arizona and North Carolina.

A New Client Pool

Lead generation and finding new clients are some of the most important aspects of your success in real estate. BuyHouseEZ has created their program to expand your client base while also helping renters become homeowners for the first time. While many people think that owning a home is a dream out of reach, it doesn't have to be. BuyHouseEZ enables agents to combine their knowledge of the real estate industry with the chance to help those in their community - talk about a win-win!



About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

