

FIELD MANUAL

THE MACHINE IS ON

THE FIVE DOORS DETAIL

COMPANION TO THE JOHNNY ACTION FIGHTS BACK! SHOW "THE MACHINE IS ON"

INSIDE:

START HERE • THE CREW • MARGARET'S LESSON • DOOR 1 SELL • DOOR 2 BUY • DOOR 3 OFF MARKET • DOOR 4 PROBATE • DOOR 5 PRE-FORECLOSURE • WHO SHOULD CALL • THE CALL • THE HONEST PAGE • MARCHING ORDERS • WHO TO CALL

THE JOHNNY ACTION REAL ESTATE MACHINE IS A REAL ESTATE SERVICE BROKERED BY SEAWINDS REALTY.



START HERE

ONE CALL. ONE BUYER. ONE SELLER. THAT IS THE MACHINE.

MOST PEOPLE SELL A HOUSE BY PUTTING UP A SIGN AND WAITING. THAT IS NOT A MACHINE. THAT IS A WAITING ROOM.

THE MACHINE HAS FIVE DOORS. CHECK YOURS:

□ DOOR 1 — I WANT TO SELL

□ DOOR 2 — I WANT TO BUY

□ DOOR 3 — OFF MARKET (QUIET BUY OR QUIET SALE)

□ DOOR 4 — PROBATE (A HOUSE LEFT IN AN ESTATE)

□ DOOR 5 — PRE-FORECLOSURE (BEHIND ON PAYMENTS)

THE ONE RULE: YOU MAKE ONE CALL. THE MACHINE MAKES THE REST.



THE CREW

EVERY PART OF THE MACHINE HAS A RANK.

THE ADMIRAL — ADMIRAL DON DILLON. FIFTY YEARS IN REAL ESTATE. OWNS A REAL ESTATE SCHOOL. RUNS SEAWINDS.

THE FLEET — THE SEAWINDS AGENTS. ON THE GROUND. THEY KNOW THE STREETS, THE BUILDINGS AND THE PEOPLE.

THE MAJOR — MAJOR ROB SINOFSKY, FLORIDA HOUSE BUYER. RUNS THE DONE 4 YOU PROGRAM. HE DOES IT. YOU DO NOT.

THE CASH — BUYERS WITH REAL MONEY, WAITING FOR THE RIGHT PROPERTY.

THE PRIVATE — JOHNNY ACTION. ANSWERS THE PHONE. LISTENS. FEEDS THE MACHINE.



MARGARET'S LESSON

MARGARET LOOKED AT EVERYTHING FOR SALE. NONE OF IT WAS RIGHT. THAT WAS THE PROBLEM.

THE BEST PROPERTY IS NOT ALWAYS FOR SALE. NOT OUT LOUD. NOT YET. THE MACHINE FOUND HER A BIG CONDO THAT WAS NEVER ON A WEBSITE.

BUYER: TELL THE MACHINE WHAT YOU WANT.

BEDROOMS: _____

WHICH WAY IT FACES: _____

HOW HIGH UP: _____

THE VIEW HAS TO BE: _____

MOST I CAN SPEND: _____

MUST MOVE BY: _____



DOOR 1 — SELL

YOU WANT IT SOLD. FOR THE RIGHT PRICE. WITHOUT THE CIRCUS.

BEFORE YOU CALL, FILL THIS IN:

TYPE (HOUSE/CONDO/LAND): _____

BEDROOMS / BATHS: _____

WHY I AM SELLING: _____

WHEN I NEED TO BE OUT: _____

WHAT I OWE ON IT: _____

CHECK WHAT YOU WANT:

□ WHAT IT IS REALLY WORTH — NOT AN INTERNET GUESS

□ DONE FOR ME — MAJOR ROB'S DONE 4 YOU

□ A CASH BUYER

□ NO STRANGERS IN MY CLOSETS



DOOR 2 — BUY

FIRST HOME. BIGGER HOME. SMALLER HOME. LAST HOME.

THE MACHINE DOES NOT JUST SHOW YOU WHAT IS LISTED. IT GOES LOOKING. ON MARKET AND OFF MARKET.

□ I KEEP LOSING OUT TO OTHER BUYERS

□ I AM TIRED OF SCROLLING AT MIDNIGHT

□ I WANT TO BE NEAR WATER

□ I WANT TO BE NEAR THE GRANDKIDS

□ I AM PAYING CASH

□ I NEED A LOAN — I WILL GET PRE-APPROVED FIRST

WHERE: _____

PRICE RANGE: _____



DOOR 3 — OFF MARKET

THIS IS THE SECRET DOOR. THIS IS MARGARET'S DOOR.

FOR QUIET OWNERS: YOU MAY OWN EXACTLY WHAT SOMEBODY IS LOOKING FOR, AND NEVER TOLD ANYBODY.

□ I MIGHT SELL TO THE RIGHT BUYER AT THE RIGHT PRICE

□ I DO NOT WANT A SIGN IN MY YARD

□ I DO NOT WANT OPEN HOUSES

□ I WANT MY PRIVACY KEPT

IF YOU CHECKED ONE BOX, CALL. THERE MIGHT BE A MARGARET OUT THERE LOOKING FOR WHAT YOU HAVE.



DOOR 4 — PROBATE

SLOW DOWN HERE. THIS ONE MATTERS.

SOMEBODY PASSED. THE HOUSE IS JUST SITTING THERE. NOBODY KNOWS WHERE TO START. START HERE.

GATHER WHAT YOU CAN:

- ☐ COPIES OF THE DEATH CERTIFICATE
- ☐ THE WILL OR TRUST, IF THERE IS ONE
- ☐ THE ESTATE ATTORNEY'S NAME AND NUMBER
- ☐ WHO HAS THE KEYS
- ☐ INSURANCE STILL ACTIVE ON THE EMPTY HOUSE
- ☐ EVERY HEIR'S NAME AND PHONE NUMBER

THE MACHINE IS NOT A LAW FIRM. YOUR ATTORNEY HANDLES THE COURT. THE MACHINE HANDLES THE HOUSE.



DOOR 5 — PRE- FORECLOSURE

YOU ARE NOT THE FIRST. YOU ARE NOT ALONE. THE WORST THING YOU CAN DO IS NOTHING.

□ OPEN EVERY LETTER. WRITE DOWN EVERY DATE.

□ CALL YOUR LENDER. ASK WHAT YOUR OPTIONS ARE.

□ NEVER PAY ANYBODY UP FRONT TO "SAVE" YOUR HOUSE

□ ASK ABOUT A FREE HUD-APPROVED HOUSING COUNSELOR

□ CALL THE SHORT SALE MACHINE — 855-88ACTION

THE EARLIER YOU CALL, THE MORE CHOICES YOU HAVE: SELL ON YOUR OWN TERMS, A SHORT SALE, OR A PLAN WITH YOUR LENDER.

FIRST LATE NOTICE DATE: _____



WHO SHOULD CALL RIGHT NOW

IF YOU ARE ON THIS LIST, THE PHONE GOES IN YOUR HAND.

- ☐ THINKING OF SELLING, NO STRANGERS IN THE HOUSE
- ☐ TRYING TO BUY AND LOSING OUT
- ☐ WANT WATER AND TIRED OF SCROLLING HAPPENING
- ☐ HOUSE SITTING ON THE MARKET, NOTHING
- ☐ MOM OR DAD PASSED, THE HOUSE IS JUST SITTING
- ☐ BEHIND ON PAYMENTS, LETTERS PILING UP
- ☐ WOULD SELL TO THE RIGHT BUYER, NEVER TOLD ANYBODY
- ☐ TIRED LANDLORD
- ☐ RETIREE READY TO GO SMALLER
- ☐ YOUNG FAMILY READY TO GO BIGGER



THE CALL MY DOOR NEXT STEP

A REAL PERSON PICKS UP. YOU TELL YOUR STORY. NO PRESSURE. NO PITCH.

HAVE THIS PAGE AND YOUR DOOR PAGE IN FRONT OF YOU.

DATE	WHO I TALKED TO		



THE HONEST PAGE

STRAIGHT TALK. NO FINE PRINT.

THE MACHINE CANNOT PROMISE A SALE, A PRICE OR A CLOSING DATE. NOBODY HONEST CAN.

MARGARET'S DEAL IS COOKING. IT IS NOT CLOSED. HER NAME WAS CHANGED. THE BUILDING AND PRICE STAY PRIVATE.

THE MACHINE IS A REAL ESTATE SERVICE BROKERED BY SEAWINDS REALTY.

THIS MANUAL IS NOT LEGAL OR TAX ADVICE. FOR ESTATES, FORECLOSURE OR TAXES, TALK TO YOUR ATTORNEY OR TAX PROFESSIONAL.



MARCHING ORDERS

GIVE THIS NUMBER TO ONE PERSON YOU KNOW WHO HAS BEEN TALKING ABOUT MOVING.

I TOLD: _____

DATE: _____

THEIR DOOR: _____

MY DOOR THIS WEEK:

_____

SIGNED: _____

DATE: _____



WHO TO CALL

JOHNNY ACTION REAL ESTATE MACHINE

855-88ACTION

(855-882-2846)

JOHNNYACTIONARMY.COM

WRITE IT ON YOUR HAND. WRITE IT ON THE REFRIGERATOR. WRITE IT ON THE DOG.

JOHNNY ACTION ARMY
PO BOX 3492, PALM BEACH, FL 33480

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