



A Residential Redevelopment Company

Real Estate Agent Partnership Guide

Who Are We?

Facts About Westlake Property Solutions

- *Experienced in solving real estate problems and helping homeowners find solutions to their real estate needs*
- *Over 30 years of experience buying and selling single family homes, rentals and vacation properties (in any condition) in the Illinois, Florida, and Ohio real estate markets.*
- *Ability to make cash offers for houses and create fast, hassle-free transactions*
- *All information kept private and confidential*

Westlake Property Solutions, LLC is a full service real estate solutions firm that purchases and sells properties throughout the greater Columbus, OH area. We strive to be real estate redevelopment company known for its integrity, built on a strong foundation of education, proven processes, and a nationwide network of experienced real estate professionals. We are proud to provide real estate services in two major areas:

- Residential Redevelopment
- Real Estate Investment

Since its inception, Westlake Property Solutions has passionately pursued our goal to help people in our community find solutions to their real estate needs. Our organization is well-funded, with experience successfully purchasing properties with CASH; and quickly renovating and listing to re-sell those properties to retail homebuyers and landlords. Westlake Property Solutions is excited to be part of the area's growth, and we aspire to continue contributing to the economic rejuvenation of Columbus and its neighborhoods.

We could not achieve our level of success without the many strong partnerships and relationships we have cultivated. At Westlake Property Solutions, we place high value on the knowledge and expertise of good real estate agents. We strive to build relationships with qualified, experienced agents who have both a passion for real estate and an uncompromising drive to succeed. We believe that by working together, we will not only develop a history of successful win-win transactions, but also create a powerful and lucrative collaboration that adds value and serves our community.

THE STORY OF WESTLAKE PROPERTY SOLUTIONS, LLC

After graduating from a small college in Pennsylvania, founder and CEO John Wilcox moved to Chicago where he started a lucrative IT career. During that time, he started researching and investing in condos and single family homes in the Chicago real estate market. Over 20 years ago, John moved to central Ohio where he continued to invest in single family homes. Since then, John has expanded his business to include vacation rentals and long-term rentals in Florida and South Carolina.



OUR MISSION

Our mission is to rejuvenate neighborhoods and increase the standard of living by improving the overall quality of housing for residents.



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Company Credentials

OUR EDUCATION & TRAINING

As always, having the correct knowledge is essential in order to carry out any mission. We have invested a great deal of time, energy and capital investment into our real estate education to make sure we not only protect ourselves, but also provide you with the peace of mind knowing that we are a legitimate company with sound knowledge and experience.

We've been mentored by the nations' premiere Real Estate Investment Company, CT Homes, LLC, also featured on the hit TV show "Flip This House". Our real estate investing mentorship involved a comprehensive 6-month curriculum, covering all the ins and outs of creative real estate investing.

Beyond the principles of sound investing, we were also thoroughly trained on how to build a successful business based on systems and predictability.

Having been involved in thousands of real estate transactions, our personal investing coaches have created the necessary systems and tools to allow us to strategically invest in real estate; and grow and expand our business. These tools are readily available for us to leverage when analyzing our real estate deals.

Benefits of Working With Us

WESTLAKE PROPERTY SOLUTIONS VS. TRADITIONAL BUYER

Here are a few benefits your sellers have when working with Westlake Property Solutions to sell their home:

- ✓ **CASH BUYERS**
- ✓ **QUICK CLOSE**
- ✓ **WE BUY HOUSES AS-IS**
- ✓ **NO APPRAISAL**
- ✓ **NO LENDING RESTRICTIONS**
- ✓ **WE DON'T SUBMIT UNREASONABLE OFFERS**



As an agent, you can take advantage of many unique opportunities when it comes to working with investors. Many agents view working with investors as a waste of time – however, we know you have a business to run and can't afford to waste your time with investors who aren't serious. At Westlake Property Solutions, we pride ourselves on having a systemized buying process; which eliminates the need to waste your time on tedious tasks. You can rest assure that we are serious buyers who close with cash and very quickly.

We believe that good investors are those who place high value on the knowledge and expertise of good agents. In turn, we hope to share our knowledge with you and help to provide you with a lucrative and consistent stream of income. So if you can shift your thinking and learn how to leverage working together with investors, you'll realize there are many potential benefits – creating win-win situations for everyone.

How Do We Compare To A Traditional Buyer?

	Traditional Buyer	Westlake Property Solutions
Method of Payment	Bank Financing	CASH
Cost of Repairs	1-8% of Homes Value	None (Bought AS-IS)
Closing Timeframe	45+ Days	As little as 10 days
Amount of Business For You	Typically only one purchase	Repeat Buyers (2-10 deals per yr)
Repairs Needed	Repairs, no matter how big or small are important to owner occupants – often times, making it difficult to find a house quickly & make the sale	We look for homes that are not perfect and need improvements
Appraisal	Mandatory	None
Re-Listing the Home	Years down the road	3-6 Months on Average

Benefits of Working With Us

GAIN REPEAT BUSINESS

One of the main benefits of working with an investor is the potential for repeat business throughout the course of a year. By working consistently with a successful investor who actively buys and sells properties, you can predict a steady revenue stream based on their level of activity. Although it varies, most real estate agents typically close between 2 to 10 deals per year with investors. A good agent will be able to leverage those deals into even more deals, just by working with the buyers who purchase investment properties.

OPPORTUNITY TO MAKE BOTH SIDES OF COMMISSION

By acting as a dual agent in a transaction, representing both the buyer and seller, you can earn both sides of the commission. For example, let's say that you, as a licensed agent, have an REO property listed. Our goal is for the agents we work with to be excited to work with us which is why we're happy for you if you received both sides of the commission. That merely means you were great at your job!

*Representing Both Sides Of A Transaction Allows
You To Make Double Commission!*

BECOME A DISTRESSED PROPERTY SPECIALIST

There are a number of properties in the marketplace needing renovations – anything from cosmetic repairs to full-gut rehabs. Often times, you as the agent are the first contact for sellers behind on payments, who need to sell quickly, or don't have equity in their home. These are exactly the types of opportunities we are looking for. If you or someone in your office have these types of listings, we may be able to quickly purchase the homes with CASH. After a few successful transactions, you can utilize that success to gain more exposure in your market and build your credibility as a distressed property specialist, ultimately, increasing your income opportunity

What's In It For You?

- Opportunity to make double commission
- Consistent business (we buy *multiple* properties a year)
- Obtain referral leads
- Access to property inventory before listed
- Opportunity to host open houses
- Short sale referrals
- Become a distressed property specialist in your area
- Enhance your profile as an agent in your community

Benefits of Working With Us

ACCESS TO PROPERTY INVENTORY BEFORE LISTED

A successful and active investor will have an inventory of completely renovated properties. Normally these homes will not be listed on the MLS, but if they are, **YOU will have access to that inventory BEFORE that property is listed.** This creates a great opportunity for buyers – especially a first-time homebuyer, as they would have the chance to purchase a newly renovated and fairly priced property. In some cases, your buyers can also have the benefit of giving input on certain features of their home and choosing custom finishes BEFORE renovations are fully complete. By providing this option to your buyer, it completely differentiates you from other agents – therefore, directly impacting your bottom-line!



OPPORTUNITY TO HOST OPEN HOUSES

Newly renovated vacant properties generate a lot of interest from potential buyers – like a neighbor or anyone else looking for properties priced aggressively and in pristine condition. If an investor decides to use you as a seller's agent, this creates a great opportunity to host open houses for these properties; allowing you to meet many new potential buyers that you can add to your database, and possibly cultivate as buyer clients of your own.

SHORT SALE REFERRALS

Successful investors are excellent marketers and generate a lot of leads – many of which are short sales. In most cases, investors aren't too interested in working with sellers whose properties are over-leveraged and in short sale situations. The short sale process can be lengthy, so many investors prefer to refer those leads to a specialist rather than work with the sellers themselves. This creates a huge opportunity for you to become a *"short sale specialist"* – by listing these properties and getting the commission when they sell. As a short sale specialist, you also have the opportunity of working with multiple investors, which provides you with more of a revenue stream ten fold!

Many Ways To Work With Us

BECOME A PART OF OUR TEAM!

In working with us, there are several benefits and different ways you can generate revenue:

- ✓ **Represent Us As Our Buyer's Agent**
We Are CASH Investors
- ✓ **Represent Us As Our Listing Agent**
Potential to Re-List Our Fully Renovated Vacant Properties In Your Area
- ✓ **Be Our Referral Agent**
Tap Into Our List of Buyer, Seller & Short Sale Leads
- ✓ **Generate Buyers Via Open Houses**
Market our "Pocket" Listings



Although many of our offers will be typically lower than retail clients, we serve as a great benefit for hard-to-sell properties or those requiring the bank or seller to move quickly. We are also a good fit if you have listings that have difficulty qualifying for traditional financing based on the current condition of the property. We are not the perfect fit for everyone; but for the seller with the right motivation, these features are a necessity.

How Much Additional Time Will It Take Working With An Investor?

As an agent working with an investor, you can increase your profit; but not necessarily increase the amount of work you need to do to close each deal. Your goal should be to:

- Spend no more time than you already do finding properties on our behalf
- Automate most of the work –utilizing our documents such as repair sheets and deal analyzer
- Specialize in a very specific, geographic area – therefore, not spending your time driving all over looking at houses

Property Showcase

Before



After



Property Showcase

Before



After



Property Showcase

Before



After



Additional Views



Business Testimonials

“Rulaco Remodeling embarked on a new endeavor with John Wilcox, the owner of Westlake Property Solutions, as their General Contractor in 2020. We had never been contracted to work with an investor and didn't know if we were a good match, since we had focused mainly on commercial and retail remodeling projects. We met at the beginning of the Covid 19 pandemic and thought it would be a good opportunity to keep our team together during the uncertain times to come.

“We have created a great working relationship over the course of our original project. John has allowed us tremendous amounts of freedom to come up with solutions to make [Westlake Property Solutions] homes the [homes] to buy. We couldn't be happier with the way he manages his business and communicates with Tom and me. John is great to our construction team and constantly takes the time to thank them for their hard work. We look forward to a long business relationship with Westlake Property Solutions and have come to realize that our businesses are a good fit for one another. Thank you John Wilcox. We look forward to the next one!”

--Ron Williams/Tom Culp, Partners, Rulaco Remodeling

Personal Testimonials

“I have known John for about 10 years, and worked alongside him, in various capacities. Not only is he a friend, but he has faithfully helped lead financial classes, and coaching; assisting others towards financial health for about 10 years. He is always dependable, hardworking and cares for others. His commitment to integrity is a great example for people in business and just life in general.”

-- Kent Irwin, Stewardship Pastor, Vineyard Church of Columbus

“I have known John for over 25 years, and have enjoyed his friendship and dependability in several settings. We were both involved with the same church as our children were growing up, and John was a stable and encouraging presence in that community over a 10 year period. More recently, John served as an adjunct professor in our department in [my university]. As his supervisor, I appreciated his dedication to creating an excellent learning experience for our students, and the considerable time that he invested in preparing for his classes with attention to details. He communicates information clearly with a calm demeanor. I have especially appreciated his honesty and concern for others when working through unexpected situations. It was a pleasure to work with John as a colleague.”

--Dr. Robert Kasper, Mount Vernon Nazarene University

Frequently Asked Questions

WILL I BE REQUIRED TO SPEND A LOT OF TIME DRIVING AROUND SHOWING YOU PROPERTIES TO BUY?

No, not at all! We already know what we're looking for, and our criteria typically stay the same. While we will need you to let us inside a property to see it, we wouldn't ask you to spend your time on wild goose chases.

WHAT KINDS OF OFFERS DO INVESTORS USUALLY MAKE?

Our offers are in cash. They are below retail, but they are also highly valuable because they are cash offers. Some of our offers do get rejected; but, unlike traditional clients who may buy or sell a home once every five years, our target is to make multiple transactions annually.

HOW CAN I WORK WITH WESTLAKE PROPERTY SOLUTIONS?

When working with Westlake Property Solutions, you can act as the buyer's agent. On some properties, we may ask you to be the listing agent. In other words, you may be able to earn double commission on a single property. Secondly, we can also will send buyers to you.

WHAT TYPES OF PROPERTIES DO YOU PURCHASE FROM SELLERS?

We may purchase homes in pre-foreclosure, condemned, or health department violations, not maintained, fire damaged, estate sales, stagnant listings, expired listings, or vacant home - we may buy it!