

**GET BANK FORECLOSURE  
CONTRACTS**

# **PROPERTY PRESERVATION**

**BE YOUR OWN BOSS**



**REGGIE SELDEN**

# **PROPERTY PRESERVATION**

BE YOUR OWN BOSS  
GET BANK FORECLOSURE  
CONTRACTS

REGGIE SELDEN

## Property Preservation: Be Your Own Boss, Get Bank Foreclosure Contracts

Copyright © 2020 by Selden Enterprises

All rights reserved. No portion of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopying, recording, scanning or otherwise, without the express written permission of the publisher. Failure to comply with these terms may expose you to legal action and damages for copyright infringement.

**Website:** [www.seldenenterprises.com](http://www.seldenenterprises.com)

**Email:** [reggie@seldenenterprises.com](mailto:reggie@seldenenterprises.com)

**Facebook | Instagram | LinkedIn**

Due to the current pandemic and economic times, foreclosures will slowly start to rise again. Will you be prepared for this incredible opportunity?

SUCCESS  
OCCURS  
WHEN  
OPPORTUNITY  
MEETS  
PREPARATION

ZIG ZIGLER

ZIG ZIGLER



---

# CONTENTS

**INTRODUCTION..... 6**

**PROPERTY PRESERVATION SIMPLIFIED..... 10**

**IS PROPERTY PRESERVATION RIGHT FOR YOU? ..... 15**

**TRAINING EXPECTATIONS..... 18**

**MEET THE AUTHOR/TRAINER..... 20**

# PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS

## Introduction

---

"I had to make my own living and my own opportunity, but I made it! Don't sit down and wait for the opportunities to come. get up and make them."

**Madam C.J. Walker**

---

Without question, 2020 has been full of surprises—some pleasant, others puzzling, to say the least. So, if you're reading this book, I know you're ready to make some changes to ensure your financial foundation does not crumble no matter what happens in the world.

Let me first commend you on taking the bold step to be your own boss when many are looking for the government or others to be their rescue. It takes courage to go against the grain and to break patterns of behavior that lead to dependency and poverty.

## **PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS**

The book you hold in your hands (virtually) can transform your life if you choose to absorb and apply the information. *Property Preservation: Get Bank Foreclosure Contracts* is not a recipe for overnight success. It is, however, a blueprint for six-figure success that is recession, depression, and pandemic-proof.

I say that confidently because for the last 10 years, I have lived the six-figure life, operating a successful property preservation company amid economic decline, natural disasters, and other circumstances that typically lead to business failure.

No matter what has happened with the stock market and in the world, the real estate industry has survived the worst of calamities. Why? —people will always need a place to live, their properties will always need repair, maintenance, and routine upkeep, and banks and lenders will always come for their properties if a homeowner defaults on their mortgage loan.

Now, that's a winning combination for long-term financial stability. Wouldn't you agree?

## PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS



I help people win, and I do it well! My philosophy is simple—pay it forward, not original, but significant. Numerous people took the time to plant seeds of hope, cultural pride, and a belief that I could accomplish whatever I set my mind to achieve. I enjoy the comforts of life today because of the help of other people. Most importantly, I believed in myself and was never afraid to go ALL IN for what I wanted!

I proved to myself that my success is unlimited and has no boundaries by turning a lawnmower and an SUV into a seven-figure company over five years and a multi-million-dollar company over three years.

My work with entrepreneurs is not of necessity but rather a labor of love. I genuinely want others to experience the success that I enjoy and even greater success.



## PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS

### Mission 200 (#mission200)

I believe there's enough winning for EVERYONE and anyone willing to put in the work. I'm looking to help 200 people start their property preservation business before the end of the year.

Unlike some who hoard information, I'm willing to share a **decade of insider secrets** to help launch your business with accuracy, a solid plan of action, and everything you will need to grow your business and walk away from your 9 – 5 job.

The income potential in property preservation is unlimited—you can earn as much as you can bank. If you're tired of the paycheck-to-paycheck lifestyle, you want to seize this opportunity to finally establish a business that you can be proud to own and build.

Let me warn you. This business is for those who can handle big dollars. **PROPERTY PRESERVATION** is the industry that will allow you to change your zip code and help your family change theirs. The time to move on this is **RIGHT NOW!**

If your curiosity is stirred by what you've read, turn the page, and keep reading.

**PROPERTY PRESERVATION: BE YOUR OWN BOSS,  
GET BANK FORECLOSURE CONTRACTS**

## Property Preservation Simplified

---

“Good business leaders create a vision,  
articulate the vision, passionately own the  
vision, and relentlessly drive it to completion.”

**Jack Welch**

---

Individuals of all ages are seeking income solutions to rebound from the impact of the COVID-19 pandemic. This opportunity could be ripe for beginners as well as experienced contractors, entrepreneurs, and maintenance technicians. So, I'll share information from a beginner's perspective with no knowledge of this incredible industry. I believe everyone should have an opportunity to earn a living, so I'm sharing this hidden gem with the world.

## **PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS**

What follows is a summary of what Property Preservation is and how this lucrative business can give you the financial freedom to become your own boss.

Using the simplest definition, property preservation is the repair, attention, or maintenance given to the interior or exterior of a pre-foreclosed property that could be vacant or occupied.

### **How Does Foreclosure Happen?**

Foreclosure happens when a homeowner violates the



terms of their contract; the most common violation is a failure to pay the monthly mortgage.

When the loan becomes delinquent, the mortgage holder (bank or mortgage lender) has the legal right to sell the home through the foreclosure process. I won't get too deep into foreclosures as

## **PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS**

laws vary by state.

Banks exist to receive and lend money, so they outsource the management and preservation of their properties to REO asset management companies. REO stands for Real Estate Owned.

The REO asset management company has numerous duties that they perform for their clients. In alignment with this book's purpose, we are focusing only on their management of properties where the homeowner has defaulted on their mortgage loan. Their role is to make sure their client's properties look their best and are ready to sell to potential buyers or investors. They need your help to accomplish this goal.

### **Duties of Property Preservation Companies/Contractors**

The condition of a home will vary—some homeowners take great care of their property; others allow

## **PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS**

essential maintenance items to fall between the cracks. So, your work orders will never be the same. Some of the typical duties include, securing, winterizations, grass maintenance, window boarding, capping plumbing, debris removal (trash out) and repairs.



Again, every home will require different care or repair needs. The asset management company will send work orders with complete repair/maintenance instructions. We'll talk more at length in training about how to identify profitable work orders and when to refuse a job.

## PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS

Before you decide to jump into property preservation, let's make sure it's a good fit.

"Be so good  
they can't  
ignore you."

STEVE MARTIN



**PROPERTY PRESERVATION: BE YOUR OWN BOSS,  
GET BANK FORECLOSURE CONTRACTS**

## Is Property Preservation Right for YOU?

---

“We all have dreams. In order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline and effort.”

**Jesse Owens**

---

The property preservation business requires a unique skillset, mindset, and business acumen. Prior business management experience is not required but would certainly create a business operations advantage.

**Soft skills** like photography, good organization, follow-through, effective communication, financial literacy,

## PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS

and leadership capabilities are essential to your success.

**Hard skills** such as home repair and maintenance expertise are required if you plan to get your hands dirty with workorders. If you have your sights set on business management only, you'll need to empower yourself with knowledge of the foreclosure laws in your state, have a solid understanding of property preservation terminology, contractor laws and local requirements.

The objective of my training course is to prepare you to **BE YOUR OWN BOSS** and that requires the mindset of a lifelong learner—you are constantly gaining knowledge and expertise to add value to your business by staying abreast of what effects your business.

**Mindset** plays a significant role in starting and growing. As a business owner, you will need to keep yourself motivated as you motivate and lead others.



**PROPERTY PRESERVATION: BE YOUR OWN BOSS,  
GET BANK FORECLOSURE CONTRACTS**

"Home lenders  
brace for up  
to 15 million  
mortgage  
defaults."

Los Angeles Times



**PROPERTY PRESERVATION: BE YOUR OWN BOSS,  
GET BANK FORECLOSURE CONTRACTS**

## Training Expectations

---

“The way to get started is to quit talking  
and start doing.”

**Walt Disney**

---

Selden Enterprises offers two six-week training courses to prepare you to be your own boss. Each course is loaded with value-rich instruction and resources to help you start and grow your business.

- **Training Course #1—  
How to set up your business and GET THE  
CONTRACT.**
- **Training Course #2—  
How to Become Successful in the Field**

## **PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS**

Here are the contents for the 1<sup>st</sup> training course—contents for the 2<sup>nd</sup> course will follow soon.

<b>Training Course #1 Contents</b>	
<b>What is Property Preservation</b>	<b>What is Needed to Secure a Contract</b>
<b>Company Formation</b>	<b>Insurance Requirements</b>
<b>Background Checks Needed</b>	<b>Equipment Needed</b>
<b>Five (5) Very Important Core Skill Sets Needed</b>	<b>Technology Needed (Website Included)</b>
<b>Contractor Relations</b>	<b>Pricing Sheets</b>
<b>And Finally, WHERE to GO GET THE CONTRACT</b>	

# Meet the Author/Trainer

## REGGIE SELDEN

Property Preservation Contracting Expert



Reggie Selden, CEO/Founder of RLS Management and Selden Enterprises, established his business by providing asset services in challenging areas such as Philadelphia, PA, and Baltimore, MD, for Bank of America, and HUD.

He earned regional recognition for outstanding service in

---

## **PROPERTY PRESERVATION: BE YOUR OWN BOSS, GET BANK FORECLOSURE CONTRACTS**

Residential/Commercial Property Preservation, Property Management, and REO work. RLS employs experienced crew members and source in-demand licensed and insured sub-contractors.

With over ten years of Property Preservation experience, Mr. Selden also provides coaching and training to entrepreneurs in Property Preservation, Property Management, and REO work nationally.

### **Education**

Mr. Selden earned his undergraduate degree in Business Administration from Cheyney University of Pennsylvania and his MBA from Eastern University.

**PROPERTY PRESERVATION: BE YOUR OWN BOSS,  
GET BANK FORECLOSURE CONTRACTS**

**YOUR FEEDBACK**

I hope you found this eBook helpful. Please encourage others to download the book.

Connect with me on: [Facebook](#), [Instagram](#), and [LinkedIn](#) for industry insights, inspiration, and much more!

If you're ready to be your own boss, reach out to me today.

Your friend in success,

Reggie Selden  
CEO/Founder  
RLS Management & Selden Enterprises

---