A Real Estate Solutions Company

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Who Are We?

Heart Property Solutions , LLC **is a professional, full service real estate solutions firm that buys and sells properties throughout the greater Southeast Georgia and South Florida areas. We specialize in buying distressed homes at a significant discount, and renovate and resell them to retail home buyers and landlords.**

Founded in by Kevin and Beatriz Severson, Heart Property Solutions, LLC is excited to be part of the area's renaissance and we aspire to continue contributing to the economic rejuvenation of Savannah metro area and its neighborhoods.

Important Facts About Heart Property Solutions

- Leading full service real estate solutions company in Southeast Georgia and South Florida areas, specialized in buying and selling property
- We provide solutions for homeowners and value for investors and buyers by locating and renovating distressed properties.
- Our goal is to provide the absolute highest level of service to our clients

In addition, we re-develop a large number of single family and multi-family properties throughout the state with the intention of **revitalizing communities** and encouraging home ownership. **Our mission** is to rejuvenate neighborhoods and increase the standard of living by improving the overall quality of housing for the residents.

OUR MISSION

When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. At Heart Property Solutions, it's our goal to not only have a positive effect on ourselves and our families - but also to inspire, motivate and create lasting change in everyone we encounter. We will treat our clients and team members with respect at all times. One of our motto's is "How you do anything is how you do everything." Our company will dedicate itself to everlasting education and professional growth that will make the leaders of tomorrow.

Who Are We?

Kevin and Beatriz Severson , Manager

THE STORY OF Heart Property Solutions, LLC

Heart Property Solutions, "opening the door for you", has passionately pursued our goal to help hundreds of people in our community find solutions to their real estate needs. Our organization is well-funded, with years of experience successfully purchasing properties with CASH; and quickly renovating and listing to re-sell those properties to retail homebuyers and landlords in Denver, Colorado back in 2003. Completing passive income real estate transactions since early 2000.

At Heart Property Solutions, LLC, our team is highly motivated, knowledgeable, ethical and resourceful. Qualified to handle any real estate transaction, our dedicated staff is committed to helping people with their real estate needs and making successful deals happen. Our team of professionals has the integrity to follow up on our promises, and the expertise to navigate any transaction to ensure you're fully informed for making the best decision possible.

Our Business Model

OVERALL INVESTMENT APPROACH

Our overall investment strategy and specialty is to purchase distressed properties at a deep discount – usually 30% to 50% below market value, and renovate and sell those properties to retail homebuyers and landlords.

At Heart Property Solutions, we pride ourselves on having a strong foundation of real estate knowledge and training. Our focus is on providing SOLUTIONS for homeowners and finding VALUE for our buyers and investors by locating ugly, vacant homes that are eye sores and we put them back into use after renovation.

Our Business Strategy

- **We purchase distressed residential properties 30%-50% below current market value**
- **We purchase, renovate and sell these properties to retail buyers and landlords**

Our core business lies within our systems, education and knowledge of the real estate industry. We did not just buy a CD off the Internet and become a real estate investor overnight. We have spent thousands of dollars to learn how to be successful in this business and do it the right way the first time. Through our affiliation, we are connected with a national network of investors that provide continual support and weekly trainings on changes throughout our industry. This process has allowed us to circumvent many pitfalls most novice investors would make. Learning the hard way is not a phrase in our vocabulary, and we certainly would not ask anyone to invest with us if we weren't confident enough to invest ourselves!

We Follow A Strict Due Diligence Process

We have a systematic and disciplined approach when purchasing investment properties, putting each potential investment through a strict due diligence process. This rigorous set of criteria includes, but is not limited to, the following:

- **Comparable property analysis and examination by an certified, independent appraiser**
- **An economic study of the neighborhood, city planning and development**
- **Demographics of area, marketability, and growth potential**
- **Statistics on the crime rate**
- **Public transportation and schools**
- **Overall condition of the property, including heating and air, plumbing, electrical, roof and structural condition**

Our Business Model

WHAT'S OUR COMPETITIVE ADVANTAGE?

Most homeowners have no idea what options are available to them beyond listing a house with a real estate agent or just trying to sell the house on their own, and hope for the best. We provide homeowners with a unique alternative to listing their house on their own or with a real estate agent. Our "out of the box" creative approach to real estate investing is a cut above the rest.

Advantages to Working With Us

- We have the business systems and knowledge to purchase properties QUICKLY and with CASH
- We create value by finding ugly, vacant homes and putting them back into use after renovation
- We find our own buyers quickly, allowing us to secure a strong sales price and save on sales commissions

Our company can acquire great deals on properties because we have the ability to act quickly and can close with CASH on the seller's timeline. This is why we can buy properties at such a discount, sometimes in a matter of days. We have a competitive advantage over other investors who sometimes take weeks to purchase properties, and can create extremely fast and hassle-free transactions**.**
We have an aggressive TEAM approach, and a top-notch ability to expand our client base through our knowledge of deal structuring and advanced real estate techniques.

We also employ marketing strategies as soon as we purchase a home – giving us a fair advantage over a real estate agent. Typically, many agents don't spend time or money on marketing or lead generation strategies. As a result, it can sometimes take months to attract potential buyers. Often times, we are able to find our own buyers, allowing us to secure a strong sales price and save on sales commissions.

Our renovation process is also down to a science with handpicked and proven construction crews who know we are not retail clients. We pay wholesale prices to all contractors and typically get bulk discounts on all materials.

Our Business Model

INVESTMENT BUYING CRITERIA

Our goal is to purchase distressed homes in stable areas where there is still strong buying demand. **Part of our grand vision is to improve the overall quality of living in both urban and suburban neighborhoods. In addition to improving overall quality of life, we are committed to increasing the value of real estate in our community. We are able to target distressed properties and breathe new life back into them with highly-skilled renovations and improvements. By doing so, we are able to create beautiful homes and encourage home ownership.**

Types of Properties We Target

- Distressed properties in significant need of repairs
- Properties where sellers need to sell quickly
- Properties owned free and clear

The ability to identify a wise real estate investment is certainly a learned skill. We have been thoroughly trained and possess this skill - along with the intuition to spot these great investment opportunities in today's market.

Not every opportunity is a "good deal", and we have built our company on a stable foundation knowing our numbers. Our goal is to be in business for many years and brand a company that will be passed down to our children, which cannot be accomplished by taking uncalculated risks.

Our Business Model

HOW DO WE PURCHASE HOMES SO FAR BELOW MARKET VALUE?

At Heart Property Solutions, we have created a marketing machine that produces a consistent flow of high quality leads. We are very different from our competitors because we don't just put in offers on MLS properties – we take it to the next level. Our creative marketing strategies allow us to reach the homeowner directly, before the property even goes to a real estate agent to be listed on the MLS; whereas, the purchase price would escalate.

These are some of the marketing strategies we use to locate great deals way below market value:

Direct Mail	Other Strategies
Probate	Bandit Signs
Pre-Foreclosure	
Back Tax	Networking Events
Free n Clear	
Code Violations	Other Wholesalers
Divorce	
Expired Listings	
Non Owner Occupied	

Our Business Model

HOW WE SELL PROPERTIES QUICKLY

There are many methods we use to sell properties very quickly. We invest a lot of time and money into marketing to build a strong list of buyer clients for our homes. Despite what the media says, there are tons of buyers out there who are aware of the fact that numerous buying opportunities exist in today's real estate market. The problem is: they just don't know how to identify and analyze them to ensure they are actually getting a good value. That's where we come in. We are constantly on the hunt for the next great buying opportunity, and use proven techniques to analyze investment properties.

Methods We Use to Sell Properties

- Bandit signs & Guerilla Marketing
- Realtor/List on MLS (Multiple Listing Service)
- Internet/ Listing Websites
- Pre-Listing Walkthroughs

Our ability to locate a great real estate deal covers all types of real estate investments. We are able to identify great buying opportunities for the following types of buyers:

- Retail
- Landlord
- Rehabber

Taking the Next Steps

WORKING WITH US

If we haven't already, it's important that we sit down and discuss the potential ways we can work together. Once you give us a clear definition of what your goals are, we can present you with any opportunities that fit that criteria.

Contact us today!
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