

## **eBay Program**

### **ARMAND MORIN**

1/24/05

Tape 2

TED CIUBA – Well, like you said...with a hosting company, they do the service and that, of course, could be their strategy. I mean, they sell these sites so other people can go out and sell the hosting. They're actually running a hosting business. It's a marketing angle.

ARMAND MORIN – Right. They're doing all the work and you're just taking advantage of it. It's a great concept.

So, I like the hosting companies that are out there. Those are usually pretty good opportunities. As we continue on, there's probably...there's going to be a few other different types and we just want to scan here.

Credit Web-Sites. Credit Web-Sites – depending on the product that they're selling – can be a good deal. Meaning that everyone with bad credit or credit repair is usually a huge business. It's not usually...it is a huge business on the Internet. So credit repair Web-Sites usually run pretty good. You can advertise those pretty inexpensively and you can still win.

A business that I found on the Internet that's actually pretty big...much bigger than I ever thought it was, but I don't pay attention to it, is called Ring Tones. When you have a cell phone you may be walking down through a mall and you hear someone with some crazy cell phone ring.

TED CIUBA – Yep.

ARMAND MORIN – Well, that’s a ring tone. People sell ring tones all the time on the Internet and it’s a huge, huge multi-multi-million dollar business. You can buy ring tone sites and you can make money with that. Again, almost immediately.

One of the big things that you have on here that people are selling is what is called Guaranteed Traffic Web-Sites. These are the things you primarily want to stay away from. What they do is, basically, they have agreements with a company to provide them with traffic. Usually the traffic... What I mean by traffic is it’s Web-Site traffic. The traffic is extremely poor. It’s not worth buying. It’s not worth possessing. You’re just going to get a lot of people mad and a lot of people with refunds if you buy that Traffic Business. So, not a good thing to offer.

A banner exchange business is a... There’s a banner exchange business on here for sale, starting off at a dollar. Now one of the key things that you want to look at and search for in this category is “no reserve”. The words “no reserve” because no reserve means that they’re going to sell it regardless. Whatever price it comes out to, that’s the price that people are going to sell it for. So “No Reserve” is pretty key. So we can search just this category for the words “No Reserve” and we can find a listing of all those products and then narrow down our search. You see, what I’m looking for is not a particular type of site. I’m looking at the overall potential of the site. I don’t care what it looks like now. I don’t care what it has done previously. A good friend of mine and, Ted, I know of yours too, and Randy’s, is Kurt Christianson. Kurt has different concepts of buying and selling Web businesses. He’s looking for a profitable business online and then he buys that profitable business. I’m looking for a total dump online and I’m looking for something that people just want to get rid of because they don’t know what it is or they just make these things over and over again and they never really work them themselves. I’ll go in with a little bit of work and a decent Web-Site, fix it up, turn around and keep on selling from it.

Now, to give you an idea I could take the Web-Site that I bought and we talked about earlier, casinobookcase.com. I could take that Web-Site now, now that I’ve fixed it up and now

that it's actually making money, put it on eBay, and probably get a couple thousand dollars for it. Because now I can prove that it's making money.

TED CIUBA – But that's not really your objective, though, is it?

ARMAND MORIN – No, it's not my objective. But if I ever get bored with something, I can easily do that.

TED CIUBA – Yeah, now you're saying you could sell it for a couple thousand – when that's about a month and a half or two months profit. So if it's auto-pilot it doesn't make much sense in your case, would it?

ARMAND MORIN – No. No. It wouldn't make sense at all in that particular Web-Site. But, you know, there are people out there that do sell products that are in profit. So every once in a while you will find a rare gem that is actually making money and you can just jump into it both feet first and never really have to worry about it again.

Another type of site that's on here quite a lot is search engines. Basically, they're selling you the concept of running your own search engine business to Pay Per Click that works like Overture or Google Ad Words. You can run your own Pay Per Click search engine and usually they'll go for about three to five hundred dollars. That's usually pretty good. But you have to drive traffic. I mean, how do you drive traffic to a search engine? That's kind of a Catch-22.

Now there's also different types of membership sites. Government Grants membership sites... You can find government grants products left and right on eBay. That is like one of the biggest things that they're selling. But it's hard to find a good one. So what we do is we take, for example, a government grant site and fix it up, re-do the sales letter, and you can pick one up for probably sixty to a hundred bucks for government grants. Government grants are a highly searched on topic, so we know it's going to sell immediately.

Like I just ran across one that says... It's another company; it's software. It says, "\_\_\_\_\_ is a software company. It's an Adware and Spyware remover. That's huge! Domains adware-spywareremoval.com. He's selling it for five hundred bucks minimum. But it depends if it's a real product or if it's just an affiliate program. So that's what we need to check out to find out if it's a...

TED CIUBA – If it's a real product...golly, gee. You know, the normal person...even five hundred bucks...they couldn't build it themselves for that.

ARMAND MORIN – If it's a real product, I'll buy it right now. I mean...because for five hundred bucks it's a bargain. And I know that...but not too many other people do.

DON BICE – You mentioned that some of these sites were simply sites for affiliate programs, and those are to be avoided. Right?

ARMAND MORIN – Yeah. I usually avoid those types of sites for software like this because now I have a second level. I'm just adding an in-between page between the consumer and the actual site. So I could use that to build a list of people. I could use it, because if I have a list... If I put out a way to collect their name and email address before sending them in to the actual affiliate program, then that may be worth it to me.

DON BICE – Okay.

ARMAND MORIN – But chances are, I'm probably not going to invest money into a site like that when I could create one like that for ten bucks myself.

DON BICE – Sure.

ARMAND MORIN – So that's why I'm probably not going to pay anything like that.

This particular one looks really good. For example, this guy has 2600 active paying clients and with yearly subscriptions to our adware removal service at \$15.00, so he's got \$39,000.00 in yearly subscriptions already. And he's got samples of his credit cards posted online, examples of the software that you can download and try out. He's got all this different stuff and you've got one bid. The bid is at five hundred bucks and the reserve isn't met yet. So he does have a reserve on this particular one. And what I will do is, I will... See, if he had a "But It Now" button, this would be bought. There would be no question. I would not even have to think about it, because the software looks good. I would download the sample of the software, which he does have. And then I would simply buy it and market it, because I know I could make money at that. There is no question. Because of that particular topic – spyware removal – it's a huge, huge topic. If you go to download.com you can see what software is the most popular. If you look on "What was downloaded most last week" you will see that spyware removal is one of the top things that you can download on the Internet – and that's what people are looking for.

Candle stores...gift basket Web-Sites... Here's one...a decent one for fifteen bucks – mybasketcenter.com. Already set up. You don't have to do anything and you can buy it for fifteen bucks.

RANDY CHARACH – Armond, talk more about the no reserve...why you're so turned off by that and...

ARMAND MORIN – No, I'm turned on by that! Actually, I like that.

RANDY CHARACH – Oh, I'm sorry. I mean, when there is a reserve...that you have a problem with that. Is it because their reserve price is usually their full price anyway and they're just using this as lead generation? To attract the Web-Site...

ARMAND MORIN – I don't know if they're necessarily using it as lead generation, but if they have a reserve there I'm not going to bid on it until the reserve is met. Because I don't want to bid on something I don't know about, because what I could do inadvertently is raise the

price of the auction. So I like to know exactly what I'm buying or how much it's going to cost me upfront. And so if they have "No Reserve" I know its going to sell. It's just going to be a fair market. Whoever is going to bid the most money is going to get it. If it's a "Buy It Now" I'm guaranteed that that's what I'm going to buy. "Buy It Now" is the most preferred method to purchase something on eBay, in my opinion.

RANDY CHARACH – You'll do that even though maybe by bidding you could save some money? But it's just a...

ARMAND MORIN – It's just a quick way. I can guarantee it like that.

RANDY CHARACH – Do you think that when they put a reserve on something, the reason they're doing that is just to get traffic off of eBay to their other site and the reserve price is usually their full price anyway and they don't really want to sell it there?

ARMAND MORIN – It's possible. I mean, I personally have never run across that but that's definitely a possibility.

RANDY CHARACH – Okay.

ARMOND MORAN D – There's all kinds of possibilities as to why people do it like this. Some people just may not know better. Some people may have alternative measures like you're talking about. But for the most part, I'm trying to maximize my time because when I look at this it's like real estate speculation is what you're doing here really. And what I want to do is, I want to look at a site, I want to be able to analyze it, and probably in ten seconds or less to see if I like it. If it looks like it has any possibilities – just off the top of my head, without having to do any more research. If it looks good on the outset by just their auction listing and it makes sense to me in some way, then I'm going to go ahead and do more research on it and find out if I'm going to spend some time and certainly some money into this. So I'm trying to make a quick decision here all the way around so, again, I don't waste a lot of time.

What I usually do...and this is how I do it...is every night before I go to bed, what I usually do is jump on and take a look to see what the latest listings are. The reason I just look at the latest listings...the first one or two pages...is because that's about what gets put up in a single day – about two (maybe three) pages worth of new listings in this particular category. So I can scan those pretty quick. I can see... Is something good? Is something bad? And if something looks exciting to me, then I'll spend a little bit more time. But I probably spend maybe thirty minutes a day doing this. It's pretty fun because you see all kinds of businesses getting put up there. Sometimes you get surprised by finding something that is more profitable than what you entirely anticipated. So you do find some rare gems if you're sitting, watching it, and just kind of paying attention every now and then.

Like here's a Web-Site that looks pretty good...at least from the outset. It's the dietdepot.net. This looks pretty good, but let's see what it really looks like. It's selling diet products. They have videos and stuff like that. But see, the Web-Site looks a lot better than what the actual... The listing looks better than what the actual Web-Site did.

TED CIUBA – Imagine that!

ARMAND MORIN – I'll skip that one. So it looked good at first, but it's probably not.

Now this... I mean... Again, there's all kinds of opportunities, like I said. You're talking about three pages. You're talking probably around a hundred new listings every single day in order to do this. Again, it's like real estate speculation. You're just watching it. You're going to run across a winner every now and then. You might have a site that instead of making \$50.00 a day, you might have one that makes maybe only \$20.00 a day. Is that still good? Yeah, it's good. It's still automatic money. How about you run across a site that makes two or three thousand dollars? Lets say two, three, or four thousand dollars a month – and that would work as well too. There's all kinds of ways to make money on this and it's very, very, very simple.

Now I want to talk about one other way...another way. What we just talked about was basically just buying Web-Sites, which is, again, virtual. We don't have to deal with anybody. We're dealing with digital products, for the most part, and we're utilizing very little money so it's not costing us a lot. But there's another section on eBay where you can make money that people ignore. This is a system that I don't know of anyone else that's even talked about this system. But this secret system I'm going to show talks about utilizing real estate on eBay as your whole source of making money. This is just an amazing way. I kind of speculated and thought this might work and it turned out that it actually has. So if we go back to eBay on the Main Page and we click on "Real Estate"...the real estate link. And what we're doing is, we want to... You can do it with a lot of different categories, but we're just going to choose "residential homes" at this particular point. So we're going to click on the "Residential Homes" on this next page and we're going to see a listing of all the residential homes that are advertising on eBay. Now there's 954 homes that are being advertised on eBay. Pretty interesting! So now here's what I'm going to do. I'm going to do a search at the top of the page and I'm going to type in "No Reserve". Now, believe it or not, people will have homes up on eBay for no reserve.

DON BICE – That is incredible!

ARMAND MORIN – And you can buy it immediately. But now, this is where the shocking part comes in! Okay? Let's just give you some ideas here because, first of all, there's 54 items that have a "No Reserve" on it. Fifty-four different homes! Now here's... I'm going to sort this now according to price. Now what I do is click on the price and it will sort it by price. Let's see what it starts off at. Let's see...it didn't sort very well. Okay, it starts off with the most expensive being 6.3 million. Okay? So if you've got some extra cash you might want to take a look at that. And then on the low side, let's see... On the low side we've got...it starts off at a hundred bucks! Okay?

Now you may be thinking, "Okay, I'll never buy a home for a hundred bucks," or, "I'll never buy anything for a thousand bucks." That's where people are wrong! Okay, let me find a

good example. Some of this is investment real estate. One is no reserve. It's got 12... Twelve bids and the price is only up to 1700 bucks! Okay?

T. J. ROHLEDER – And what is it?

ARMAND MORIN – Okay, let's take a look at it. Investment real estate, Waynesboro, Mississippi, Quit Claim Deed. Let me give you the details of this property. So it shows a picture of the home. You really can't see too much, but I would imagine it's probably a dump, at this point. Okay? But that's okay! That's okay, because you'll see the method to my madness in just a moment. This is a... "Purchaser is responsible for outstanding taxes and liens. According to a Title Report we have done on this property, the total due is a grand total of \$133.00." Okay? So I'm okay with that. Again, I'd want to do some research to find out if really that's all that's owed on this house. "Please only bid if you are serious about purchasing this home. It's a 2-bedroom, 1-bath, living room and kitchen. The exterior is wood siding. There are a couple of boards that will need to be replaced. The roof looks okay, but please inspect it yourself. The interior of the home needs work, paint, and floor coverings. The yard and interior of the home has furniture, trash, bikes, and tools." So obviously, again, the home is not in great shape. "The home is sold "as is." The terms: \$1,000.00 earnest deposit is due in 24 hours after the auction, by certified check or bank transfer. The balance of the winning bid needs to be paid within ten days." That's pretty standard. It gives you the tax ID number, so we can call and find out any details about that in that local area. It gives you a couple other pictures of the home. Again, it looks like pretty much not a great place. But that's okay. It's \$1725.00.

Now, let's move back up the listing because at the very top of the page, in the description part what there is, it talks about the home. It's 1200 square feet. It gives us the address: 1284 Clara Road in Waynesboro, Mississippi. It's an existing home. And then it has "Display Map" and then it has "Neighborhood Profile". What we want to do is click on "Neighborhood Profile". This is key. It's going to give us all this information and this is where it gets amazing.

Neighborhood Type: it says small town.

Population: 15,000 people in this whole town, so it's pretty small.

Population Density: 30.4

Percent Male: 48

Percent Female: 51

Average Age: 31

Median Household Income: \$19,000.00

Average Income Per Person Per Capita: \$10,000.00

Violent Crime Index: 6%

Property Crime Index: 3%

Median Home Value: \$89,000.00

TED CIUBA – Oh, you probably... If you bought that thing for \$1700.00 or \$2700.00, you could probably put it with an agent and sell it for \$40,000.00 and make a good chunk of change without ever touching it, right?

ARMAND MORIN – Well, that's... It's even easier than that, Ted.

What we do... Now let's assume that we buy this house. Let's say that we're the winning bidder on this house. Okay, let's say I bought it, for this example, say 2,000 bucks. Okay? I bid it up, it gets \$2,000.00, and I bought it. Now, the first thing this guy is going to do is he's going to call me up. He's going to email me. He's going to find out what name I want all this stuff to go into. I tell him, "Well, let me email you back in a day or so and I'll tell you what I want to do...what information I want you to put on it." Right? So what I do now is, I take this listing. Right? And I copy the listing, I re-write it, I basically write a sales letter, I add audio to it, and I post it back on eBay.

TED CIUBA – Holy moley!

ARMAND MORIN – Now what I do is, I put a "Buy It Now" button. Okay? A "Buy It Now" button for \$4,000.00.

TED CIUBA – Doubling your money!

ARMAND MORIN – Every single time... I've done this five times now and I've never failed to double my money.

Now, it's that simple. So now what happens is, I sell the property to this guy. I turn around to the first guy and say, "This is the information I want you to put on it," and I'm now out of this equation.

TED CIUBA – Oh cool! Anybody could do that, couldn't they?

ARMAND MORIN – It's so simple! I mean, I looked at this and this gets even better because I've paid less than \$500.00 for a house before. Now with this particular...with eBay, there's all kinds of things that you can find out. You can find... That little information about the house is pretty crucial. But sometimes you'll even find a decent house for even less money. It's just amazing! Sometimes you may find a house that you actually might want to keep. So there's some advantages on this, but you're looking for all this.

And then here's another concept that happens here. Another part that happens on eBay...and I'm just going to use my own terms because, to tell you honestly, I don't know anything about real estate. Let's be honest. I have no clue about real estate. All I know is how the Internet works and so that's how I know about how to do this on eBay. But here's the key to this... Essentially, people buy these foreclosure lots of property. Okay? And I'm just paraphrasing. There might be better terms for this, but this is the way it appears to me. What happens is, they buy this group lots of property. There may be ten pieces of property in this lot and they may buy all of it for ten or fifteen thousand dollars. So now what they do is, they break up those ten pieces and they sell it on eBay.

I am looking for those guys! Because what they're willing to sell for a thousand or fifteen hundred bucks, I'll buy it. I'll spend 20 to 30 minutes, double the price, put it back up for sale for a "Buy It Now" bid, and I'll double my money on every one of those properties. So we're actually looking for properties like this, and every day there is probably about another 10 to...probably 10 to 20 a day, usually. On a bad day it may be five only. But that's okay, because if we can flip just one a week we're going to make an average of between a thousand to two thousand dollars a week in doing this.

TED CIUBA – I love it! It's ingenious!

ARMAND MORIN – It's so simple! It's so, so simple. You know, there's a whole another concept that we haven't touched yet, but I think that you can even do the same concept with cars on eBay.

TED CIUBA – I bet you could.

ARMAND MORIN – And I think you can do the same thing... Again, I haven't tested that. I haven't personally done that, but on this... I've shown only a few people how to do this. They've usually been able to go out and purchase a house – a piece of property – usually within the first day, and then be able to flip it within usually two to three days after.

RUSS VON HOELSCHER – Now, Armond, how do you protect yourself if there's a bunch of liens on the property that the seller has not mentioned?

ARMAND MORIN – We actually call. We actually call up the tax assessor in that area and we call up the County Clerk's office and find out all the information we can about this.

RUSS VON HOELSCHER – Good. Good. Good.

ARMAND MORIN – So we actually call up and do our research to make sure, because even though... Like, for example, on the property that we just looked at he says there's only \$133.00 owed for the 2004 tax year. We don't know that and we certainly don't want to take their word on it. So we do want to do our research. We want to find the county where they're at. We want to find the town Clerk. Wherever taxes are done in that area, we're going to look them up. You'll notice, though, that as you go through this you will find many listings actually give you the County Clerk's telephone number in their listing, which makes it even a safer bet because now we can call up and make sure that there's nothing put against this house – there's no liens of any type on it and that we are buying a free and clear house.

RUSS VON HOELSCHER – And check with the telephone listing to make sure that the County Clerk isn't really a buddy down the street!

ARMAND MORIN – Exactly. Exactly. I mean, that's a good point! We actually have done that. We always make sure that it is the right telephone number.

T. J. ROHLEDER – Yeah, right. You've got the guy's buddy answering the phone: County Clerk's office...

TED CIUBA – When are you going to call?

ARMAND MORIN – You know, what we just talked about, though, was just residential housing. You can do the same thing with commercial housing and that's where it gets pretty interesting, because on some of the commercial properties you'll actually find out that you can get the same pricing structures. You can still buy a building – a pretty big building, in many cases – for a couple thousand bucks.

T. J. ROHLEDER – And for the person that's skeptical about this and says, "My God, how can this be?" I happen to know that there are situations where people get into all kinds of

life situations where people just want to unload, for whatever reason: death in the family, going to prison for a few years...

ARMAND MORIN – Yeah.

Here's a great one right here. Like on the "Commercial Real Estate" one... This is a little off topic, but this is what I've been looking for. I've actually been looking for...is actually this. This one's in Stafford, Kansas – not that I want to go there.

T. J. ROHLER – Hey, that's just right down the road from here.

ARMAND MORIN – Oh really?

See, here's the deal. There's a high school for sale.

TED CIUBA – Holy moley!

ARMAND MORIN – There's a high school for sale for \$75,000.00. Now listen to this. Now this is a little off the topic, but let me tell you. This would be a perfect house! Think about it. You've got your own cafeteria. You've got your own gym. Your own workout. You've got your own basketball court, tennis courts...the whole works for only seventy-five grand! You can't go wrong on this thing!

RANDY CHARACH – Hey, you're giving T. J. ideas!

T. J. ROHLER – Yeah. Yeah. I already own one old building that's breaking down.

ARMAND MORIN – Oh man! And then you've got a stage. You can do seminars there! You can do all kinds of stuff!

TED CIUBA – Holy shit!

ARMAND MORIN – I mean, I think this would be a great deal!

I'm just going to do the same thing on "Real Estate"...on "Commercial Real Estate" and let's just see if anything comes up on this. Again, "Investment partners...double your money." It starts off at one cent. Let's narrow this down, because I didn't narrow it down yet. "No Reserve"... No Reserve...

But, you know, it's just amazing. Once you start looking at all of this and start realizing what can be possible... Here's one. The only one that has no reserve under "Commercial Real Estate" right now is a 66,000 square foot brick building. It has "No Reserve" on it, which is actually still a pretty good deal, quite honestly. This one happens to be... "I have listed this building four times. Lots of people wasted my time and money on it, so this time the first person to pay me a \$5,000.00 deposit will be the winner. It's a 66,000 brick building in need of total rehab. (He doesn't have the money.) The city of Decatur, Illinois is fed up with people buying the property and not re-habbing it." So you need to re-hab it and it looks like it's a school...it's a high school.

But, imagine this... If this property is like \$56,000.00, right? You know, I don't know what something like that is actually worth but for 56 grand I'm sure you could probably make your money back on it. What if you had someone come in, you actually re-habbed the building, and turned it into small offices? You know? A high school is perfect for small offices. Or if you ran a business incubator out of there or something like that. That would be kind of cool too.

So there's all kinds of things that you can do and all kinds of places that you can find on real estate. And the great part is, because... You know? Especially when you're doing these residential real estate on here, it doesn't matter where you live. I'm never going to go out and see the house. So it's not like I have to find something here in Raleigh, North Carolina where I live. I mean, we've bought property in Mississippi, in Texas, and in California. It doesn't

matter! You can be anywhere. And, again, it takes just as much time and effort to buy a record on eBay as it does to buy a house.

T. J. ROHLEDER – That is pretty cool. And what a paradigm shift too.

ARMAND MORIN – Yeah! I mean, like I said...there's a few... Only a few opportunities exist every day – probably between... Like I said, between 10 and 20 maybe. But the opportunity is there! And you know what? Most people aren't going to take advantage of this. Like I said, also...I'm sure the same opportunity exists with selling cars on eBay. eBay is one of the biggest automotive dealerships in the world. Every nine seconds an SUV is sold on eBay!

T. J. ROHLEDER – And you've got cars that are for sale with no reserve also?

ARMAND MORIN – Yeah, absolutely.

T. J. ROHLEDER – Oh, that's cool.

ARMAND MORIN – So you could do this. You could flip cars immediately on eBay. See, the funny part is, these people haven't been able to put together the connection. Here's what I mean by "the connection" is that you have no reserve and you have a "Buy It Now" button. Right?

T. J. ROHLEDER – Right.

ARMAND MORIN – So what we're looking for, is we're looking to get the "No Reserve" and then we're going to turn around and use the "Buy It Now" button in order to sell it much quicker.

T. J. ROHLEDER – Well sure. And the other thing I really love about what you're doing is, you're doing what I call...and I got this from some real estate guy – Wade Cook, I believe. You're not gleaning the field.

ARMAND MORIN – Right.

T. J. ROHLEDER – You know? You're just out to turn your money real quick. You're trying to find really good deals that are way under value, and then you want to just double your money as fast as you can. So you're passing this great deal on to somebody else; only you're putting together some great ad copy and you're doing a hell of a lot better job at selling it than the people that you bought it from.

ARMAND MORIN – Absolutely. That's the whole key. You have to remember this... that most people if they're selling a house like this, they have no idea about ad copy. They're not marketers at all! That's why they're selling it on eBay. So we're taking advantage of that. Now, also, let's look at this because it is a win-win situation for everybody involved. The first person selling it to you...they got what they asked for it. The second thing is that when you sell it to someone else, they're still getting a great deal because even on that house that we would have picked up for, let's say, \$2,000.00 – and if we sold it for four thousand – that person can still do whatever he wants to with that house. He could sell it or eight thousand and that person would still be getting a great deal. Because let's assume it was... It's in Mississippi, but let's say that the value of the house was really only \$20,000.00. I mean, anybody... There's enough room for several people to make money in the process.

RANDY CHARACH – Armond, is that a good tip for people selling stuff...is to offer their items “No Reserve” with a “Buy It Now” button?

ARMAND MORIN – If you want to sell it fast.

RANDY CHARACH – Okay. How do you search... How did you limit your search for “No Reserve”?

ARMAND MORIN – Actually, right at the top there is a search box.

RANDY CHARACH – Yeah.

ARMAND MORIN – Right underneath where it says “All Items” there’s a search box right there. You just type in the words “No Reserve”.

RANDY CHARACH – Just the full word – not just “NR”. Right?

ARMAND MORIN – No, not “NR”. I usually type the full words “No Reserve”.

Now that’s a good point, though. There might be some people listing it with like “NR” or “N/R”. So you might utilize those different ways of searching. I usually just search the words “No Reserve” though.

T. J. ROHLEDER – Okay, let me... I’m going to reveal my ignorance here, but that’s okay. I’ve been doing it all my life.

Here’s my question to you...and I think maybe some of our listeners have the same question. If there is no reserve on it and the auction is seven days and it comes time for the auction to be due and you’ve got the highest bid, you’re automatically a winner?

ARMAND MORIN – Yeah, absolutely.

T. J. ROHLEDER – Oh, that’s awesome!

ARMAND MORIN – Yeah, because “No Reserve” basically states that this is going to sell, regardless of the price...

T. J. ROHLEDER – That is so cool.

ARMAND MORIN – ...that I am in the binding contract with eBay to sell this particular product. So that’s why we search for “No Reserve” because we know it has to sell. And then if it gets too high for us in the bidding process, we just jump out. We just say, “Forget it. I don’t want to bid anymore,” and now we have no liability on us whatsoever.

T. J. ROHLEDER – There’s probably thousands of different products, though, on eBay that, for various reasons... the one biggest being the fact that people either were too stupid to put a picture up on there or they were too ignorant to write good ad copy or for maybe a variety of other reasons, there might be just tons of stuff on eBay that you can pick up for just a small, small fraction of what you could easily turn it around for with a “Buy It Now” button.

ARMAND MORIN – Uh huh. Absolutely.

ERIC BECHTOLD – Armond, do you ever use any of the sniping software? Any of that stuff to buy houses?

ARMAND MORIN – Yeah, we’ve tried that. That usually works pretty good. You know, usually you set it for the last 10 to 15 seconds.

ERIC BECHTOLD – Yeah. And set your maximum at the reserve?

ARMAND MORIN – Yeah.

ERIC BECHTOLD – Yeah.

ARMAND MORIN – Whatever I put in... You know, I put in whatever I'm willing to go up to and then it usually goes into their... Like bidsniper.com is usually a pretty good one. There's some ones that will work from your desktop, as well, that I don't really trust it so much because then you're dependent upon your Internet connection.

ERIC BECHTOLD – Yeah.

ARMAND MORIN – So that makes it a little bit tougher, although if a person has high-speed Internet access it's not too much of an issue. But like a service is usually a better way to go.

ERIC BECHTOLD – Uh huh.

T. J. ROHLER – Well, you know, it's such a simple strategy. You're looking for stuff with no reserves that, for whatever reason, you can pick up for next to nothing and then turn it around – without gleaning the field, where you're not looking to make a real big... You're just wanting to double your money, which... Hey, show me where else you can double your money in the investment world! You know...if you're looking to double your money quick.

TED CIUBA – In three or four days!

T. J. ROHLER – Really!

ARMAND MORIN – Yeah. Yeah. That's the great part. Just like you said, in the investment world... I mean, how long would it take you to double your money? You know? It certainly depends on the investment that you're putting into, but it's usually not in a few days.

ALAN BECHTOLD – Yeah, if you can double your money every three or four days... I even hate to think about what that annualized return is.

T. J. ROHLEDER – Well sure, you take a penny and you double it. You're like a billionaire within 28 days?!?!

ARMAND MORIN – Yeah, a penny doubled in 30 days, each and every day, is actually over five million dollars!

T. J. ROHLEDER – That's amazing!

RUSS VON HOELSCHER – You know, most investors...we're happy to get 10 percent annually – and it takes seven years to double your money!

ARMAND MORIN – Right.

T. J. ROHLEDER – Well, you know, the thing I really love about you, Armond... In a world full of people – and we deal with them every day of the week – who are so confused and they can never get past that whole question. They'll spend years asking this question about, "What do I sell?"

ARMAND MORIN – Right.

T. J. ROHLEDER – I swear to God, they're just like... You're just sitting there trying to look for those top of the pyramid deals!

ARMAND MORIN – Yeah. I mean... You know, the whole thing is that I think we've all seen them...you know, people are always looking for ways to make money. I mean, they buy all the magazines, they buy all the courses, but yet they don't do anything about it. Where, you know, eBay is probably one of the most famous Web-Sites in the world and just on eBay alone you can make a fortune on it, whether you're buying and selling or you're just selling on it...period. Because even look on the Web-Site concept itself, we didn't even talk about the other part to it. Let me just talk about that briefly.

That is, just simply selling Web-Sites on eBay. Let me give you an example. You can go... Just like people are selling these affiliate program type sites that I was talking about.

TED CIUBA – Uh huh.

ARMAND MORIN – Well, you can go out and make these essentially private label sites on eBay. Well, I shouldn't say "on" eBay, but make these sites... If you know a little bit of how to make a Web-Site, if you know how to post a listing on eBay, if you know how to register a domain name...you have all the tools that you need to start selling sites left and right on eBay.

Let me give you some ideas. Web-Site templates are a huge, huge product right now. Now, if you go to [templatemonster.com](http://templatemonster.com) and [templatemonster.com](http://templatemonster.com) has an affiliate program. This is probably one of the best sites in the world for Web-Site templates. Now if you go there you can sign up for their affiliate program. They'll actually give you the code so you can post it up and you can actually make your Web-Site, probably in about 15 minutes. And you can have a template Web-Site already created. In fact, they even give you a sample Web-Site to get you started off with. So that's just one place that you can go. Another place that you can go is [cardoffers.com](http://cardoffers.com). [Cardoffers.com](http://cardoffers.com) is the best place in the world to find a credit card. Depending on... I don't care what your credit is, they have a credit card that will fit your needs. And they have an affiliate program that you can sign up for free that will even make a Web-Site for you. Another site that you can go to that sells hotels. Well I shouldn't say hotels... Well hotel and motel travel type deals. It's called [hotelclub.com](http://hotelclub.com). If you go there and click on the affiliate program, again you can set up a Web-Site to sell automatically. If you go to [ian.com](http://ian.com) - [www.ian.com](http://www.ian.com) and you sign up for their affiliate program, that will create the most professional travel Web-Site in the world and you'll have the same thing as Expedia or any of these other services and you can compete with them instantly and you can sell those Web-Sites, again, day in and day out.

Now, it gets even easier than that, because now you can have companies that make Web-Sites and all you have to do is buy a membership to these sites and you can put up these sites left and right. For example, prozilla.com. Prozilla.com...what that does is, that gives you a listing of all the sites that you can simply buy access to their membership site – I think it's like 20 or 30 dollars a month – and you can create all kinds of Web-Sites. Let me give you some examples. Like a Web-Site submission service. People that want to get their Web-Sites in the search engines...well, you can buy... They have the Web-Sites already created. You just have to put a domain up and you can sell the submission service's whole Web-Site. The whole service. So you can sell a business to people. You can sell a gaming directory with all kinds of games online. A men's health Web-Site, a recipe Web-Site, a Hot or Not Web-Site. That's pretty popular. "Hot or Not" meaning it's a bunch of people upload their pictures and other people vote...are they hot or are they not? It sounds like a simple concept, but people go there. You make money on the advertising. You can have a script serve. People sell these online scripts that will do different things for their Web-Sites. You can sell guest book services, forum services, reminder services, joke Web-Sites. There's different types of information products that you can sell from here. Fonts...like people always look for different types of fonts to use on all their documents. You can sell that type of Web-Site. And that's just on prozilla.com. That's just that Web-Site alone!

The other Web-Site that is hugely popular is called dotcombuilder.com. For like 99 bucks you get access to all of their Web-Sites. Again, same concept. You simply buy into their membership site for 99 bucks and now you can sell. You can download all their Web-Sites, upload them to your own domain, and now put them up for sale on eBay. And you can have auction Web-Sites. There's a body jewelry store that works off of an affiliate program, not that I'm really into that. There's an eLance type Web-Site, a job search Web-Site. There's a mega-portal type Web-Site so you can make Web-Sites like Yahoo. There's a movie portal, there's a medical search, legal search Web-Sites, eBook Web-Sites... All these different things are all right there and they have a bunch of different categories for all of them. For 99 bucks you can access all of them. You can download as many of them as you want – or all of them. It's totally up to you. And then just simply putting these businesses up and selling them on eBay.

So remember, utilizing the same concept, put a “Buy It Now” button on to eBay, give them a sample of the Web-Site, make a nice looking sales template in order to sell it, and add some audio to it as well. It’s very cheap on eBay. Audio has been known to increase your sales by over 600 percent on eBay alone. You can put... You can do all this stuff for 99 bucks. You’re in business and it doesn’t take much of your time.

Now it gets even better because now you can even do something that other people don’t do, such as private label casinos. You can sign up for this Web-Site. It’s called [casinopromotor.com](http://casinopromotor.com) and what you can do is you can actually now make your own casinos, through their affiliate program, and now sell those casino Web-Sites on eBay. You can also... Here’s another concept. You know, everyone knows that diet/weight loss/nutritional products are huge moneymakers...that people are always wanting to lose weight, people always want to feel good about themselves, people are always into nutrition. It’s a product that has always been around and will continue to be around even more so in the next few years, especially. But there’s companies that you can buy wholesale vitamins directly from the manufacturer, weight loss products, and you can buy them for like two...maybe two dollars...some of them for less than \$2.00. The lowest may be \$1.50, to maybe up in the high side to maybe 7 bucks a bottle – the average being between two and three dollars. You can just order it. They’ll put your own label on it and then you can sell these Web-Sites selling these products. Obviously, if you sell that type of Web-Site you have to give the name of the manufacturer as well, too. But here’s some manufacturers that allow you to do this. The number one place that I’ve used in the past is called [vitalabs.com](http://vitalabs.com). Another Web-Site is [7dayhealth.com](http://7dayhealth.com). Another Web-Site is [nutritionmanufacturer.com](http://nutritionmanufacturer.com). And the last Web-Site is [bestprivatelabel.com](http://bestprivatelabel.com). All these companies, again, are manufacturers of diet supplements... nutritional supplements. Vitalabs, for example, you can get the exact same formula as Metaball, for example.

T. J. ROHLER – Hey Armond, I’ve got to stop you just for a minute to change the tape. You’re on a roll here! Hold on just a second.

ARMAND MORIN – Okay.