



SEED HOME  
SOLUTIONS

A Real Estate Solutions  
Company

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# Who Are We?

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**Seed Home Solutions, LLC** is a professional, full service real estate solutions firm that buys and sells properties throughout South Florida. We specialize in buying distressed homes at a significant discount to renovate and resell them to retail home buyers and landlords. Founded by Alex and Karen Duran, Seed Home Solutions is excited to be part of the area's renaissance and we aspire to continue contributing to the economic rejuvenation of South Florida and its neighborhoods.

## *Important Facts About Seed Homes LLC*

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

Since its inception, Seed Home Solutions is passionately pursuing our goal to help hundreds of people in our community find an answer to their real estate needs. Our organization seeks to become an upstanding member of the South Florida area for many years to come.

## SEED HOMES SOLUTIONS TODAY

At Seed Home Solutions, LLC, our team is highly motivated, knowledgeable, ethical and resourceful. Qualified to handle any real estate transaction, our dedicated team 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.

## WE BUY HOUSES



# Who Are We?

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**Alex Duran,  
Co-Owner**



**Karen Duran,  
Co-Owner**

## THE STORY OF SEED HOMES SOLUTIONS, LLC

After graduating from Nova Southeastern University, co-founder Alex Duran set his sights on real estate investing. He turned to his wife, Karen Duran, who shared the same vision. Together they founded Seed Home Solutions, LLC with the goal to flip 15 homes a year.

Alex Duran acquired a Masters of Business Administration with a concentration in Entrepreneurship. He has traditional and digital marketing experience with advertising agencies. He has an active real estate license with the Miami Association of Realtors.

Karen Duran is a Certified Public Accountant. She has corporate accounting and organizational bookkeeping experience. Karen is a Financial Blog writer of the award-winning Debt Free Lab. She has social media advertising experience and is bilingual in English and Spanish.

*“We’re highly motivated, knowledgeable, ethical, and qualified to handle any real estate transaction. We are committed to helping people with their real estate needs and making successful deals happen.”*

# Who Are We?

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## OUR MISSION

When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. Our goal is to rejuvenate neighborhoods, encourage homeownership, and increase the standard of living by improving the overall quality of housing for the residents. We seek to inspire, motivate, and create lasting change in everyone we encounter. We will always treat our clients and team members with integrity and respect. One of our mottoes is “How You Do Anything Is How You Should Do Everything.”



*“There are times when selling a property can be overwhelming and stressful. We offer a simple purchase plan, where we take on all the work and make a fair and timely offer so you can enjoy peace of mind and get on with life.”*

## REAL ESTATE KNOWLEDGE & EXPERIENCE

We have invested a great deal of time, energy and capital investment into our real estate education, attending the nation's premier real estate investing education program - FortuneBuilders Mastery. Beyond the principles of sound investing, we hired Than Merrill and his team from the HGTV show Flip This House to train us on how to build a successful business based on systems and predictability. Having completed over 1,000 real estate deals, FortuneBuilders coaches and systems have allowed us to strategically invest in real estate, grow and expand our business, and they are available for us to leverage when analyzing our real estate deals.

# Our Business Model

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## 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 in order to renovate and sell those properties to retail homebuyers and landlords.

At Seed Home 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 putting 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 a 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
- Assess public transportation and schools
- Overall condition of the property, including heating and air, plumbing, electrical, roof and structural condition

# Our Business Model

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## 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.

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. Therefore 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. We 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. We are often 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.

### *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 have a creative marketing system to find and purchase properties before they're ever listed
- We pay wholesale prices to all contractors and typically get bulk discounts on all materials
- We find our own buyers quickly, allowing us to secure a strong sales price and save on sales commissions



# Our Business Model

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## 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.





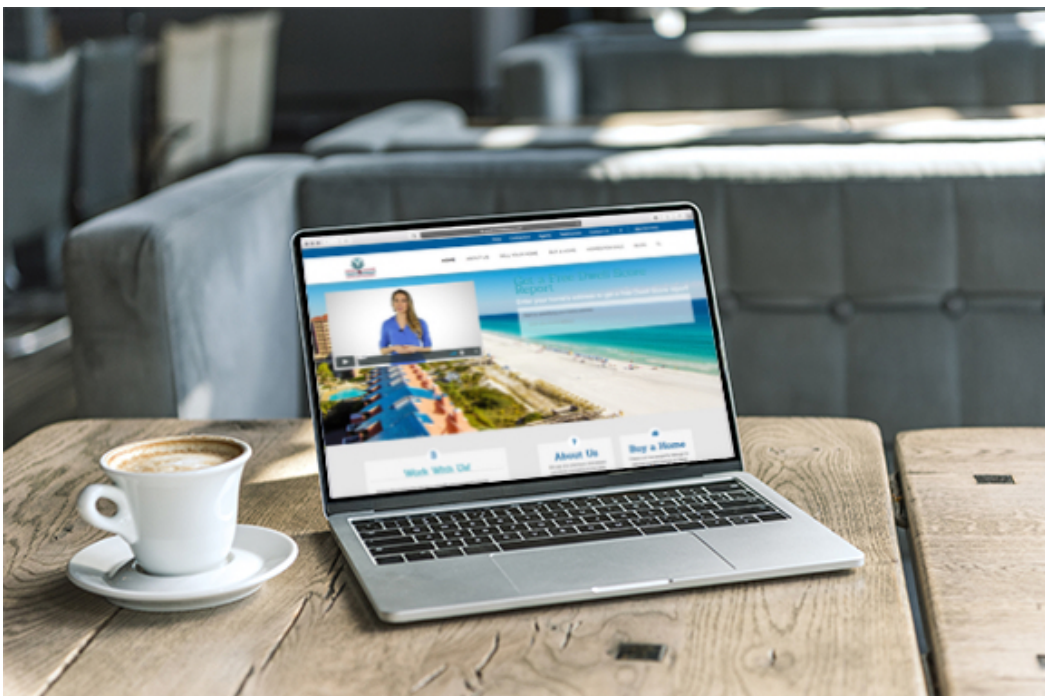
# Our Business Model

## HOW DO WE PURCHASE HOMES SO FAR BELOW MARKET VALUE?

At Seed Home 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:

Internet	Direct Mail	Other Strategies
Twitter	Probate	Bandit Signs
Buyer Squeeze Pages	Pre-Foreclosure	Networking Events
Seller Squeeze Pages	Back Tax	Door Hangers
Primary Websites	Free & Clear	Other Wholesalers
Facebook Business	Code Violations	House Banners
Google Business Listings	Divorce	MLS Outreach
Google Ad Words	Expired Listings	Classified Systems
You Tube	Non-Owner Occupied	FSBO Systems



# Our Business Model

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## 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**



# Property Showcase

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## RENOVATION PROJECTS

Here are just a few example properties of rehab projects in our network:

**BEFORE**



**AFTER**



# Property Showcase

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## RENOVATION PROJECTS

Here are just a few example properties of rehab projects in our network:

**BEFORE**



**AFTER**



# Sample Scope of Work

## Scope of Work - Single Family

### PROJECT INTRODUCTION & INTERVIEW:

Gorgeous renovation in the central neighborhood. This is a 3 Bedroom, 2 Bath 1 story home.

### REHAB OVERVIEW:

The home needed a few cosmetic repairs and updates throughout including kitchen and master bath. Electrical plumbing upgrades were completed as needed to comply with close regulations.

### CONTRACTOR OVERVIEW:

Licensed contractors were hired to complete all renovations.

### DEMO (EXTERIOR):

1. Remove all debris in front and back yard
2. Remove roof from covered patio (use structure to create pergola)
3. Remove temporary roof over side yard
4. Remove lighting from covered patio

### GENERAL (EXTERIOR):

1. Construct 4' fence around pool equipment
2. Build pergola from existing covered patio structure
3. Paint entire house per color scheme

COLOR	LOCATION	COLOR CODE	FINISH
Valspar/Lowes Stone Manor	Exterior	6006-2A	Flat
Extra White Sherwin Williams	Exterior Trim	7006	Flat
Black	Front Door/Pergola		
Extra White (Sherwin Williams)	All ceilings	7006	Flat
Navajo White (Sherwin Williams)	Bathrooms	SW 6126	Semi Gloss
Navajo White (Sherwin Williams)	Living/Dining/Halls, Laundry, Kitchen, Bedrooms	SW 6126	Flat



# Sample Scope of Work

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## **ROOF:**

1. Remove existing roof
2. Replace any damaged sheeting or starter board
3. Install new 15 lbs felt paper
4. Install new dimensional composite shingle roof (charcoal color)
5. Paint all roof penetrations black

## **LANDSCAPE:**

1. Removal all debris in front and back yard
2. Removal all weeds in front and back yard
3. Install sod in the front and back yard
4. Cut in planter boxes next to house and fence in front and back yard and plant drought tolerant plants
5. Test irrigation system and repair where needed or install one in front yard

## **WINDOWS:**

1. Replace all windows with retro fit insert windows
2. Replace all sliders with retro fit

## **DEMO (INTERIOR):**

1. Remove all trash in house
2. Demo kitchen and remove cabinets
3. Demo existing bathroom toilet, vanity, tile floor and shower surround
4. Remove all tile flooring
5. Scrape popcorn ceiling
6. Remove all window coverings
7. Do not damage wood floor as we are keeping it (install rosin paper to protect flooring)



## **GENERAL (INTERIOR):**

1. Construct new bathroom where existing bedroom is (see layout)
2. Construct new stackable laundry closet in hallway (see layout)
3. Change all door hinges and hardware with brush nickel
4. Retexture ceiling
5. Install new ceiling fans in all bedrooms
6. Combine both back bedrooms to create large master suite (see layout)
7. Close off door to existing bathroom and construct new door going into master suite (see layout)
8. Change front door hardware - Home Depot #640-064 \$169

# Sample Scope of Work

## KITCHEN:

1. Install backsplash - DalTile Travertine 3"x6" honed \$6.11/sq ft #T711361U (installed subway style and to the bottom of the cabinets)
2. Install backsplash accent tile 4" strip – DalTile American Olean Legacy Glass Celedon 2"x2" LG03
3. Install new stainless-steel appliances
  - A. Frigidaire FFFTR2126LS 21 CF Top Freezer Refrigerator - \$625.00
  - B. Frigidaire FFFMV162LS 1.6 CF 1,000-Watt Range Microwave - \$269.00
  - C. Frigidaire FFFBD2406NS 24" Built in Dishwasher - \$295.00
  - D. Frigidaire FFFGF3047LS 30" Free Standing Gas Range - \$556.00
4. Install new faucet - Proflo PFXC8011BN Single Handle Kitchen Faucet w/ Pullout Spray (Low Lead Compliant) - \$180.65
5. Install new countertops – Rainbow Stone "New Venetian Gold" Granite
6. Install new cabinets – Home Depot American Classics Harvest Finish
7. Install 4 recessed lights
8. Paint as per color scheme



## HALL BATH:

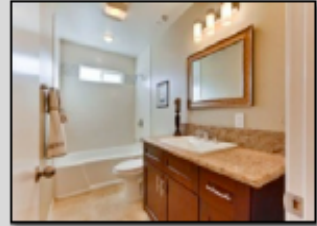
1. Install new vanity (espresso finish)
2. New Faucet - Grohe G20209002 "Eurostyle Cosmopolitan" 8" Widespread Bathroom Sink Faucet - \$160.10
3. New toilet (Elongated Bowl)
4. New tub - Sterling S610411100 "ALL Pro" 60" Soaking Tub – 128.90
5. Shower head and trim kit - Grohe G26017000 " BauLoop" Tub & Shower Faucet Trim - \$130.95
6. New shower valve - Grohe G35015000 Tub & Shower Valve - \$67.50
7. Install Tile surround – DalTile Rittenhouse Square 3"x6" Matte Almond \$2.70/sq ft #X735 (installed subway style, tile to ceiling)
8. Accent Tile 12" Strip – DalTile Stone Radiance Whisper Green Blend (installed roughly 5" up the wall)
9. Tile floor – DalTile Travertine 18" x18" Honed \$1.99/sq ft (installed subway style)

# Sample Scope of Work

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## MASTER BATH:

1. New toilet (Elongated Bowl)
2. New tub – Home Depot #693-952 \$209
3. Install new vanity (espresso finish)
4. Tub spout - Grohe G13611000  
“Eurodisc” Tub Spout - \$14.65
5. New Faucet - Grohe G20209002  
“Eurostyle Cosmopolitan” 8” Widespread Bathroom Sink Faucet -\$160.10
6. Install Rain shower head and regular showerhead - Moen MS6360 2.5 GPM Flat Rain Showerhead - \$125.10 & Grohe G19595000 “ BauLoop” Shower Head with Trim Kit - \$47.25
7. Install 2 new shower valves - Grohe G35015000 Tub & Shower Valve - \$67.50
8. Install Tile Surround - DalTile Fabric 12”x24” \$3.70/sq ft #P687 (Installed subway style, tile to ceiling and tile ceiling)
9. Accent Tile on control wall – DalTile Class Reflections Subway Mint Jubilee 3”x6” 9.06/sq ft #GR15 (installed subway style)
10. Tile back splash behind mirror to ceiling - DalTile Class Reflections Subway Mint Jubilee 3”x6” \$9.06/sq ft #GR15 (installed subway style)
11. Tile floor- DalTile Veranda 13”x13” Dune \$3.70/sq ft (installed subway style)



## BEDROOMS:

1. Install slab closet doors (make sure they are hollow core interior doors converted to closet doors, install ceiling and floor track as well as hardware)
2. Lighting – Home Depot Hampton Bay 2- Light Flush mount With Opal Glass, #534-435, \$39.97/ea.

## PLUMBING:

1. Check all existing plumbing & repair/replace as needed, per code
2. New angle stops on all water lines
3. Check gas lines & repair/replace as needed
4. Check all drain lines & repair/replace as needed

## ELECTRICAL:

1. Replace all outlets & switches
2. Check all wiring & replace where needed, per code
3. Install recessed lighting as per drawing
4. Check panel & repair/replace as needed
5. Install Dead Panel if missing
6. Check for open junction point in attic

## HVAC:

1. Inspect and repair as needed



# Sample Scope of Work

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## **COMPLETION OF FINAL PUNCH LIST:**

### **General Contracting Work - \$33,300.00**

All framing, counters, cabinets, paint and patch. fixtures, backsplash, windows and doors.

### **Appliances - \$2,000.00**

Stainless steel refrigerator, free standing range, hood and over the range microwave, dishwasher

### **Electrical - \$2,750.00**

Install new fixtures; add recessed lighting, replace outlets and switches, panel upgrade

### **Plumbing - \$6,500.00**

Install new toilets, facets, shower valves, kitchen sink, garbage disposal, dishwasher, add tub and shower

### **Landscaping - \$2,000.00**

### **Flooring - \$1,850.00**

### **Roofing - \$4,500.00**

### **Staging (2-month minimum contract) - \$1,500.00**

### **Misc. and Permits - \$1,500.00**

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**TOTAL - \$55,900**

# Frequently Asked Questions

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## **How does the process work to sell my house?**

Once you have completed the Property Information Form, one of our real estate solutions specialists will contact you shortly (usually within 24 hours). In some situations, we will need to gather additional information. We will research your property and discuss all the details with you. We may be able to make you an offer right over the phone, or in most cases we will schedule a time with you to view the property and make you an offer!

## **What sort of houses do you buy?**

We buy houses in any condition, in any area, in any price range, in any situation! We will buy your house as-is, you don't need to do ANY repairs!

## **What do you mean "any condition, area, price range, or situation"?**

Whether your house is in foreclosure, over-leveraged, condemned, has liens or health department violations, not maintained, fire damaged, or about to fall down WE CAN BUY IT!

## **Are you REALTORS™?**

Seed Home Solutions, LLC is a real estate investment and solution company. We are property acquisition specialists that buy houses; we want to BUY your home. There is never a charge or a commission when we buy your property! However if listing your property is the best solution then we can and will connect you with a recommended licensed agent.

## **What will your service cost me?**

Nothing! We don't charge any fees to discuss your situation, make you an offer or to buy your home.

## **Am I under any obligation to sell my home if I fill out your Property Information Form?**

No! There is no obligation on your side! We will simply review the information, make you an offer, and you choose to accept or reject it, totally your choice!

## **Is my information kept confidential?**

ABSOLUTELY 100%! Your privacy is of the utmost importance to us. Any information you provide is completely confidential! If you want to deal with a reliable, reputable company who will treat you with professionalism, understanding, and respect – YOU HAVE COME TO THE RIGHT PLACE!

## **If I know of another property your company may want to buy, do you pay a referral fee?**

YES! Maybe there is a vacant house on your street, or you know someone who needs and wants to sell their home, please refer them to us! Better yet, provide us their information and we will do all the research and make an offer. In some cases we will pay you up to \$1,000 for a referral! Contact us directly to discuss the terms.

## **What if I am behind on my payments, in foreclosure or bankruptcy? Are you still able to help?**

YES! Seed Home Solutions, LLC is a professional real estate solutions company with years of experience in solving these of difficult situations. Please contact us for a confidential consultation.

# *Taking the Next Steps*

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## **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!

Email: [contact@seedhomesllc.com](mailto:contact@seedhomesllc.com)



## **REFERRAL PROGRAM**

It would be greatly appreciated if you passed our information on to anyone that may be interested. Maybe there is a vacant house on your street, or you know someone who needs and wants to sell their home, please refer them to us! Better yet, provide us their information and we will do all the research and make an offer. In some cases we will pay you up to \$1,000 for a referral that we close on! Contact us directly to discuss the terms.