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MEET OUR TEAM

HOUSEKEEPING

- Be on time
- Be Respectful of the group and the group's time
- Phones on silent (take calls outside)
- Questions at the end of each section. Write down your questions
- No recording permitted without prior written authorization
- No soliciting or distribution of any materials of list permitted

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YOUR MENTOR: DOLMAR CROSS

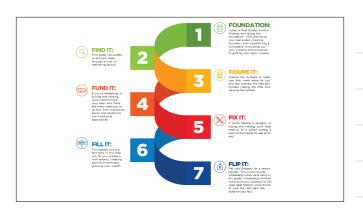


3Day Cash Buyers, LLC
·Headquartered In Fort Myers, FL
·Over 1000 Real Estate Transactions
·Wholesale, Rehab & Hold

STUDENT INTRODUCTIONS



- What is your name?
- Where are you from?
- What do you do? (60 sec bio)
- Why are you here?
- What are you looking to get out of your time with us?



4 PILLARS FOR REAL ESTATE SUCCESS

- Motivated Sellers
- Funding
- Qualified Buyers
- AUTOMATION





My Plan Of Action...

IMMEDIATE THINGS I WILL IMPLEMENT:	DEADLINE:
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

QUESTIONS NEEDING FOLLOW UP:	
1	
2	
3	
4	
5	





DISCOVERING YOUR WHY

- WHY do you want or need to create a million-dollar passive income source?
- "Just because" isn't good enough and won't keep you motivated.
- Setting the wheels in motion is what separates successful investors from the rest.



THE 3-STEP FORMULA TO DETERMINE YOUR "WHY"

- 1. Establish What You Want
- 2. Ask Yourself At Least Three Times Why You Want Cash
- 3. Ask Yourself, "How Will This Make Me Feel?"



WHY MINDSET MATTERS MOST

How do you get there?

How do you put the pieces in place?

How do you stay the course to see results?

What has to happen to ensure you build your path to financial freedom?

ANSWER: Your Mindset



YOUR MINDSET...

- Determines whether you sink or swim
- Is how you approach everything in this business
- Puts you on the right path
- Is needed to successfully flip your income



DO YOU HAVE A REAL ESTATE INVESTOR MINDSET?

- You feel confident that you have the know-how to reach your goal, even when it's out of reach.
- You're inventive and action-driven.
- You have solid plans but can think outside of the box.
- You can navigate any obstacle in the road.
- You're a little left brain and a little right, but always focused on becoming successful.



CONSUMER MINDSET VS. PRODUCER MINDSET

Consumers:

- Get sticker shock often
- Balk at prices
- Think, "I can't afford this"

Producers ask themselves, "How much is this going to MAKE me?"



TAKING CALCULATED RISKS

- Real estate investing is all about taking calculated risks.
- It's about diving in with confidence, charisma, and the knowledge that you will get ahead.
- This mindset will help you make quick decisions and not second guess yourself.



THE MILLIONAIRE INVESTOR DIFFERENCE

- Millionaire investors make decisions quickly and change their minds slowly.
- Million-dollar investors are known for being decisive, even in very high pressure situations.
- They don't get bogged down in indecision or choosing not to chooses.



KNOWLEDGE IS NOTHING WITHOUT ACTION

- •Knowledge itself isn't going to bring in that five-figure payday.
- •You have to apply persistent and consistent action.
- •YOU choose to make decisions that push you forward.



WHY PEOPLE FAIL IN THIS INDUSTRY

In real estate investing failure comes down to two reasons:

- They doubt real estate works
- They doubt they will work



TO GET AHEAD, YOU NEED...

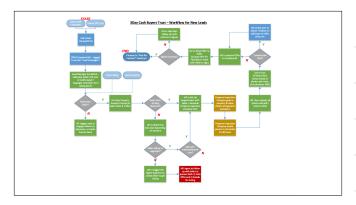
- Confidence That Real Estate Works—And Will Work For You
- Confidence That You Will Work In This Industry





LET'S DO THIS!





WHAT IS WHOLESALING?

- Wholesaling refers to a real estate investor getting a deal under contract then assigning that contract to another buyer before close
- End buyer is typically an investor interested in rehabbing the property and either flipping it or renting it out



BENEFITS OF WHOLESALING

- Make profits quickly
- Minimal personal risk
- Don't get involved in doing rehab or renovations
- Little capital needed
- Gateway to advanced investing strategies
- Part-time or full-time



BUY LOW, SELL HIGH

How Low?

 Always buy lower than you intend to sell your property. The greater the difference in your purchase price and potential sale price, the greater your PROFIT



BUY LOW, SELL HIGH

Why Would a Homeowner Sell For a Low Price?

- Distressed Properties That Need TLC
- Delinquent On Mortgage Payments Or Property Taxes
- Relocating For Work
- Job Loss
- Divorce Or Retirement
- Inherited Property
- Illness Or Death



YOUR JOB = PROBLEM SOLVER

Why Would a Homeowner Sell For a Low Price?

- Distressed Properties That Need TLC
- Delinquent On Mortgage Payments Or Property Taxes
- Relocating For Work
- Job Loss
- Divorce Or Retirement
- Inherited Property
- Illness Or Death



THE WHOLESALE PROCESS

5 Stages of a Wholesale Deal

Stage 1: Gather information from sellers and/or agents

Stage 2: Do a deal analysis on the property

Stage 3: Sign the purchase and sale agreement

Stage 4: Start marketing the contract to find a buyer

Stage 5: Fill out an assignment of contract agreement



2 WHOLESALE EXIT STRATEGIES

- Assignment
- Double Closing



ASSIGNMENT

- You find a house and put it under contract for \$90,000.
- You assign your contract to another investor willing to pay \$100,000 <u>and</u> also assume the rights & responsibility of the contract that you entered into.
- Your buyer closes on the house for \$100,000 and you receive \$10,000.
- Typical Assignment \$2,000 \$10,000.
- Signing over the rights to another buyer
 - Make sure to include a "clause" in the contract that allows you to assign the contract (and/or assign)
 - Pro: It's one simple transaction
 - Con: All parties see ALL You MUST be transparent

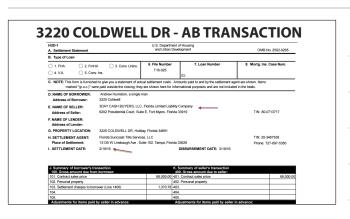


DOUBLE CLOSE

- You find a house and put it under contract for \$90,000
- YOU close on the house, take title and then immediately resell the house to another buyer for \$100,000
- These are quick deals that you can do within hours or days of buying the property.
- Typical Double Close \$10,000 \$25,000+
- Don't assign deals with \$10,000+ potential profit
 - Pro: Two separate closings
 - . Con: Double fees and requires funds



A Bottomered Statement U.S. Department of Housing All Entitlement Statement U.S. Department of Housing Act Clarif Devaluage Act Clari



AB TRANSACTION 7320 San Moritz Dr



BCTRANSACTION 7320 San Moritz Dr



BIGGEST DOUBLE CLOSE DEAL - \$72K







IS WHOLESALING ILLEGAL?

- If NOT structured properly, a wholesaling deal CAN violate state licensing laws
- If your deals are structured properly, there's nothing to worry about

***It is your responsibility to consult legal representation whenever doing wholesale deals to ensure you are not violating your state's licensing law requirements.



AVOIDING GRAY AREAS

Major Areas to Avoid

- 1. Lack of Intent
- 2. Leaving homeowners high and dry
- 3. Lack of transparency about who the investor is in the transaction
- 4. Lack of sufficient deposit



AVOIDING GRAY AREAS

Major Areas to Avoid

- 5. Bird Dogging
- 6. Co-Wholesaling
- 7. Reverse Wholesaling



LACK OF INTENT

MUST Have the "Intent and Capacity to Perform"

What Does "Intent" Mean?

- You're taking the right steps towards actually closing the transaction:
- Lining up financing beforehand
- Discussing with a private or hard money lender
- Applying to get a bank loan on the property



BACKING OUT OF A TRANSACTION

You Have The Right To Back Out Of A Contract

- If you re-calculate the ARV and it doesn't make sense
- If you do further due diligence and you don't like the property
- The seller failed to disclose something



WHAT TO AVOID

- Putting properties under contract with only the "hope" of finding a buyer for more
- Consistently backing out of deals when a buyer isn't found



LACK OF TRANSPARENCY IN COMMUNICATION

- Be transparent in communications with anyone looking to purchase your contract
- Be transparent in:
- Who you are
- What you're trying to do
- The property is under contract
- Some terms of the contract



LACK OF TRANSPARENCY IN COMMUNICATION

Be Transparent With:

- · Your Buyers
- Real Estate Agents
 - Make it clear you are not the owner of the property
 - May have to explain the nature of the transaction
- Lenders
- Escrow agents
- Title companies
- · Closing attorneys



INADEQUATE OR LACK OF DEPOSIT

- Rule of thumb: \$500 or more
 - Exception: purchasing low-priced properties
- Multiple offer situations
 - Increased deposit size can show seriousness of investor
- · Avoid extremely large deposits



CAN DEPOSITS BE RETURNED? YES!

Need Valid Contingencies

- Inspection Contingencies
 - Typically 10 to 14 days, but can be longer
- Deposit returned if owner fails to disclose
- Failure to find a buyer or too busy to rehab
- Release the deposit to the seller as liquidated damages
- Isn't necessary, but it's good business



BIRD DOGGING VS WHOLESALING

Bird Dogging

 Find a property and pass that property to an investor for a fee

Wholesaling

- You're acting as a principle
- You sign and execute a valid purchase and sale agreement with the homeowner
- Once you're in contract, you have the right to sell the contract **before** closing on the property



BIRD DOGGING

- You CAN pay someone per lead
- BUT paying on closed transactions is facilitating somebody to act as an unlicensed agent. This is a gray area to avoid
- · There is a RIGHT WAY to do this



BIRD DOGGING ** \$500 Finders Fee for Flippable Houses! (Lexington) ** I'm a central KY real estate investor that is looking for a "bird dog" - someone who can help me find cheap real estate deals in and around Georgetown and northern Lexington that I can purchase for investment purposes. In primarily looking for houses in up unad-coming neighborhoods, houses with extremely low asking prices, foreclosures, fixer-uppers, homes with owners who are faining huss-self statistics, and shalling properts it you refer me to a house that I eventually purchase, I will pay you a \$500 Finder's Fee for referring that property to me (paid to you after closing). The looking for multiple properties, so the opportunity to make lots of \$\$\$\$ is here. Message me for more information - thanks! Michael do NOT contact me with unsolicited services or offers | Consignation | Contact |

CO-WHOLESALING

- Marketing houses that are under contract with another wholesaler in hopes of finding a buyer for a fee
- This is ILLEGAL
- The Co-Wholesaler is NOT a principal in the transaction. They're not on the contract to buy, not a owner of the house and not the person ultimately buying the house



REVERSE WHOLESALING

- Marketing FAKE information to the public about houses you DON'T own.
- This strategy requires you to act like you own houses, find out what buyers want to buy and sell houses to those potential buyers.
- You can ONLY market to the public assets, contracts you're a principal to or houses you own.



WHOLESALING IN OHIO

- Wholesaling is legal in all 50 states, but there are two differences in Ohio:
- 1. Initial advertisements shouldn't include pictures or list the property address
- 2. Double close scenarios in Ohio
- 1. Don't like assignments. Must close on the property
- 2. Sign a second contract before selling
- 3. Not recommended to sign a second contract before closing or while in escrow
- ***The state recommends getting licensed when selling contracts consistently



4 BUILDING YOUR POWER TEAM

BUILD RELATIONSHIPS WITH KEY PLAYERS

Title Company

- Real estate investor friendly
- Understands creative closings



BUILD RELATIONSHIPS WITH KEY PLAYERS

Real Estate Agent

- Investor friendly
- Provides access to the MLS
- Run comps
- Helpful in locating buyers, other investors



BUILD RELATIONSHIPS WITH KEY PLAYERS

Real Estate Attorney

- Help with closings
- Review contracts
- Understands real estate investor transactions



BUILD RELATIONSHIPS WITH KEY PLAYERS

Hard Money Lender

- Help with closings
- Quick and easy access



BUILD RELATIONSHIPS WITH KEY PLAYERS

Private Money Lender

- Double close
- Resource for buyers



BUILD AN ARMY OF BIRD DOGS

- Help you find potential deals in any market
- They spend their time, money and effort sourcing leads for you



TODAYS ASSIGNMENT...

- Set Up Your Prospect Master System
- Run Craigslist Ads To Recruit Your First Property Scout



Local Real Estate Investing Company Seeking Property Scouts

f you've ever wanted to **make money in real estate**, part-time, this could be the opportunity you've been waiting for. Read on...

Our local investing company is looking for a few quality individuals who would like to become property scouts.

Basically, all you have to do is find properties that meet our criteria and submit them into our system online.

To learn more, please visit our website.

PROGRAM PROGRAM

"Discover How to Earn Extra Income In Real Estate By Finding Properties That Meet Our Criteria"

Make Your Own Hours
No Experience Necessary

Zero Costs to Get Started Today

Visit My Website to Learn More »

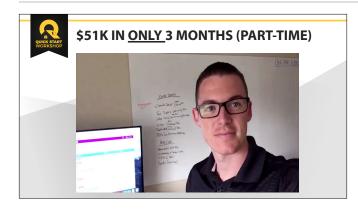


My Plan Of Action...

IMMEDIATE THINGS I WILL IMPLEMENT:	DEADLINE:
1	
2	
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9	
10	

QUESTIONS NEEDING FOLLOW UP:
1
2
3
4
5







ANALYZING YOUR REAL ESTATE MARKET

Why Is This Important?

- Help determine the best course of action
- Help pinpoint the areas to specifically focus on, down to the zip code
- Target your marketing criteria, dollars and efforts so you don't waste time and money targeting areas or deals that won't produce results



ANALYZING YOUR REAL ESTATE MARKET

What To Look For:

- Market and Inventory Where The Most Transactions Are Happening
- Investor Activity (i.e. cash sales)
- Types Of Houses Being Bought And Sold
- Most Active Price Ranges



REPORTS YOU NEED

Market Analysis Report

• Details the number of transactions by zip code

Price Analysis Report

• Most active price ranges and where houses are selling the most

Days On Market (DOM) Report

• How long homes have been/are on the market by zip code/area





DEMO: MARKET ANALYSIS WALKTHROUGH



BUILD RELATIONSHIPS WITH BUYERS PRIOR TO LOCATING A DEAL!



TARGET BUYERS

Wholesalers typically attract three kinds of buyers:

- · Fix-and-Flip Investor
- Buys properties from wholesalers, rehabs them and flips them to a retail buyer for a major profit
- · Buy-and-Hold Investor
- Buys properties from wholesalers, rehabs them and rents them out, creating a long-term cash flow
- Retail Buyer
- Homeowner who's buying the property to live in, once any necessary rehab work is done. In many cases, retail buyers will actually do or manage this work themselves



PRESCREENING BUYERS

Ideal Buyers To Work With

- Have cash or hard money (Cash is King)
- · Serious buyers and follow through
- Easy to work with
- Have at least some experience
- Transparent
- Can make decisions quickly



HOW TO FIND BUYERS

- Foreclosure Auctions
- Classified Ads
- Bandit Signs
- Social Media (Local Real Estate Groups)
- Reverse MLS Search (Buyers Agent)
- Bumper Stickers
- Website/Squeeze Page
- REIA Clubs/MeetUp Groups



GATHER KEY INFORMATION

- Contact information
- Experience and property needs
 - · What is your rehab experience?
 - How many projects have you completed?
- ✓ What types of projects are you looking to purchase?
 - · What areas are they looking in?
 - What price range are they looking for?
 - How many properties?

- · How active are they?
- · How many are they looking to buy in the next few months?
- Sources of funding
- Hard money
- Traditional funding
- Other
- · Where do they have funding?
- Many additional notes



SEGMENTING YOUR BUYERS LIST

- Retail
- · Lease Option
- Landlord
- Another Wholesaler
- Rehab



TYPES OF PROPERTIES TO LOOK FOR

TYPES OF PROPERTIES TO WHOLESALE

- You can wholesale any type of real estate
 - Single Family Properties
 - Mobile Homes
 - Multi-Unit Properties
 - Apartments
 - Office Buildings
 - Land



WHOLESALING UNLISTED PROPERTIES

- What Is An Unlisted Property?
 - Property is not listed on the MLS
 - Seller has not signed a listing agreement
 - You negotiate directly with the seller



WHOLESALING UNLISTED PROPERTIES

Why Work Directly With the Seller?

- Transactions go smoother with fewer parties involved
- Spend less time communicating and explaining wholesaling to other parties
- $\bullet \ \ {\hbox{\it Direct negotiation of the purchase and sale agreement with seller}}$
 - Easier to negotiate deals for more profit



WHOLESALING UNLISTED PROPERTIES

Why Work Directly With the Seller?

- Properties bought on the MLS are more competitive and can be less profitable
- Ability to use your own paperwork/contracts, making the transaction easier
- YOU control the deal
- Easier to show the property



FINDING MOTIVATED AND DISTRESSED SELLERS IS KEY!



FINDING VACANT PROPERTIES

- Boarded up or broken windows
- Code violation stickers
- Meter box missing or master switch is off
- Overflowing mail from mailbox
- High grass and shrubbery
- For sale sign in yard (obviously!)
- Vacant house



FINDING VACANT PROPERTIES

- Vacant house
- Expired tags on vehicles
- Tarp roof
- No trash cans on trash day
- Show not shoveled
- Siding falling off
- Trash, debris or junk



FINDING VACANT PROPERTIES



IDENTIFY MOTIVATED SELLERS

Connect with motivated sellers in one of two ways:

- YOU initiate the contact
- THEY initiate the contact



IDENTIFY SELLER "NEEDS" VS "WANTS"

Most Common Needs for Sellers

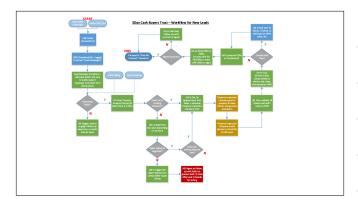
- Quick cash
- Pay off major bills/debt
- Relocation
- BankruptcyDivorce





TO BE A GREAT WHOLESALER, YOU MUST BE A GREAT MARKETER!





MLS DEALS

- Create A Search Based On Your Criteria
- Focus On Your Target Zip Codes
- Make Offers Daily
- Track Offers & FOLLOW UP!!!
- Tap Field Reps When Needed (Inspections)

***Tools: OfferBlasterPro.com, Offer Tracker Sheet & POA



FSBO PROSPECTING

- Search Online FSB0 Listing Websites
- Search Classified Websites
- Search Zillow (FSBO, Make Me Move
- Title Companies
- Insurance Companies
- Attorneys (Divorce, Foreclosure, Probate, BK)





NETWORKING / REFERRALS

- Local REIA Clubs
- MeetUp Groups
- Working With Other Investors
- Title Companies
- Insurance Companies
- Attorneys (Divorce, Foreclosure, Probate, BK)



BANDIT SIGN CAMPAIGNS







BANDIT SIGN CAMPAIGNS

- 18X24 Plastic Corrugated Signs (White/Yellow)
 Captivating Message w/ CTA (Phone/Website)
 Use GoogleVoice or Other Paid Service

- Post Fridays After 5PMHire Sign Posters To Place Signs

***Job Ad



TRACKING BANDIT SIGN CAMPAIGNS

IMPLEMENTING DIRECT MAIL CAMPAIGNS

- Absentee Owners
- Tax Default
- Probate
- Violations
- Pre-Foreclosure

***TRACK EVERYTHING!



ABSENTEE OWNERS CRITERIA

- List Type: Absentee Owner (owned in & out of state)
- Exclude Trustees & Corporations
- Target Zip Codes
- Last Market Sale Date: 10Yrs+
- Target Deal Type: 3Bed/1000Sq.Ft Etc

List Brokers



SOCIAL MEDIA / ONLINE

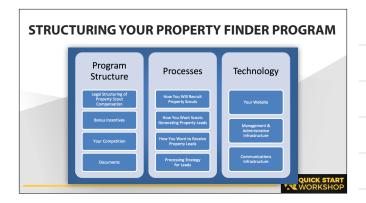
• BONUS TRAINING: Brian & Francis

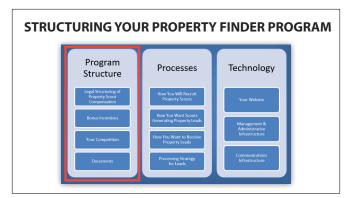


QUICK STAI









HOW DO YOU PAY YOUR SCOUTS?



HOW DO YOU PAY YOUR SCOUTS?

With this approach you're using magnetic car signs as a strategy to generate leads. But the signs go on your property scout's car rather than your own. By placing magnetic "I Buy Houses" magnets on their car, they essentially become moving bandlt signs for your business. You could compensate them with a \$50 gas card monthly, and quickly dominate a market with an entire fleet of property scouts doing this. You would set up a toil-free phone line (via FreedomVoice.com or PATLIVE.com) and give each scout a unique extension so you could track individual leads to them.

Positives: Can quickly dominate a market with your presence.

Negatives: Requires an up-front financial investment into signs and gas cards; no way to guarantee property scouts are keeping your signs on their car.

HOW DO YOU PAY YOUR SCOUTS? Mentorship Structure

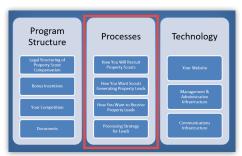
This works best with property scouts who have an interest in learning real estate investing. You can train them to make offers on properties themselves, and then simply assign the contract to you at a higher value, receiving compensation as an "assignment fee" on the settlement statement at closing. You could then turn around and wholesale the deal or purchase the property.

Positives: Requires no payment out of pocket; opportunity to educate.

Negatives: More thorough training necessary. May violate state commission laws (check with your state's real estate code)

AGREEMENTS YOU NEED IN PLACE

STRUCTURING YOUR PROPERTY FINDER PROGRAM



FINDING PROPERTY SCOUTS

- Appraisers they are "in the know". They know when people need to sell fast and also know other investors to buy wholesales from or sell to! http://appraiserusa.com/
- House Cleaning
- Home Repair Contractors
- Movers



FINDING PROPERTY SCOUTS

- Home Inspectors (inspection issues kill closings) ASHI.org/homeinspectors
- Realtors
- Mortgage Brokers
- Painters
- Loan Modification
- Bankruptcy Attorney
- Probate Attorney



FINDING PROPERTY SCOUTS

- Foreclosure Attorney
- Divorce Attorney
- Credit Repair
- Churches
- Dentists
- Doctors
- Chiropractors



FINDING PROPERTY SCOUTS

- Property Management Companies –They know when investors are about to dump inventory IREM.org and NARPM.org
- Car Salesmen
- Waitresses
- Bankers
- Fitness Centers



FINDING PROPERTY SCOUTS

- Day Care Centers
- Police Officers
- Firemen
- Pizza Delivery
- Bail Bondsmen they know when someone is going to be sent away for awhile
 or going to experience financial problems. Note: Bail bondsmen can put liens on
 homes and can foreclose on the property if they don't pay.
 http://bailbondsnetwork.com/



FINDING PROPERTY SCOUTS

- Military Base contact your local military base and tell them you buy houses and can pay cash if they have anyone transferring that needs a fast sale. You can also check and see if they have any kind of bulletin board. (also see military FSBO sites under the classified section)
- Private Lenders
- Dog Walker
- Pool Cleaner
- Roofing Company
- Auto Repair



FINDING PROPERTY SCOUTS

- Nursing Home
- REIA Groups
- MeetUp Groups
- Neighborhood Association Meetings
- Insurance Brokers (they know when policies change to vacant homes)
- Title Companies (they know when deals die)



FINDING PROPERTY SCOUTS

- Uber Drivers
- Coffee Shops
- Bars
- Colleges
- Plumbers



EASIER: FIND PROPERTY SCOUTS ONLINE

Post Ads On Classified Websites (i.e. Craigslist)

- Post In The Jobs Etc Or Gigs Sections...
- Get Paid To Drive (Real Estate Apprentice Needed)
- I'll Pay You To Find Houses
- Find Houses For Cash (No Experience Needed)
- Local Investor Needs Help Finding Houses (easy job)
- Get Paid To Take Photos From Your Car!





OUTLINE YOUR EXACT CRITERIA

- Motivated FSBO (NO LISTED HOUSES)
- Neighborhoods (Share Specific Zip Codes)
- Single Family Houses 4Unit Multi-Family
- Block Houses ONLY
- 3Bed/2Bath
- 1,000 Sq.Ft.+
- Price Range



HOW TO TRAIN YOUR SCOUTS

- Use Our Pre-Recorded On-Demand Training
- Record Your Own Videos Trainings









TEACH THEM THE CORE BASICS...

- Code Violation Stickers
- Broken Windows
- Stacked Up Mail
- Meter Box (missing or master switch is off)
- Overgrown Grass
- Vacant House



TEACH THEM THE CORE BASICS...

- Snow Not Shoveled
- Siding Falling Off
- Expired Tags on Vehicles
- Tarp Roof
- No Trash Cans on Trash Day



HOW TO GET MORE FROM THEM? BETTERBE



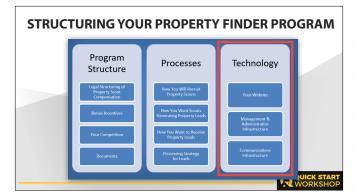
WEBUY HOUSES 012-345-6789



SEARCH ONLINE...

- Classified Sites (Craigslist & Backpage)
- Zillow FSBOS, Foreclosures & Make Me Move
- BlockShopper.com FSBOs & Foreclosures
- ForSaleByOwner.com
- FSBO.com
- Military Owner Sites (i.e. MilitaryByOwner.com







Nahan, Thank you for requesting information on our Teamwork Program. With your help, we can provide real estate solutions for more and more people here in our community, lixed to mention you can make some great money for being involved! Please review our Welcome Peokea triple fee to get standed sasp. If you have any questions, you can always contact us by phone at 41-17-18-1703 or email at _arcken@inscapisteroup.com. We book forward to working with your can download your Welcome Packet have (http://min.teamworkprogram.com/user_communication/leicn/823/Teamwork/Program/WelcomePacket.pdf) and your Filiper here (http://min.teamworkprogram.com/user_communication/leicn/823/Teamwork/Program/Fyer.pdf) Your new Teamwork Program Did is 37240 Please make a note of this IDE and use it when submitting new properties. To submit a property, just go to http://documen.teamworkprogram.om. login with your Member information, and click the Submit Property link. Thanks again for joining!

CASH BUYER TEAM Welcome to our Teamwork Program!

* About Us *

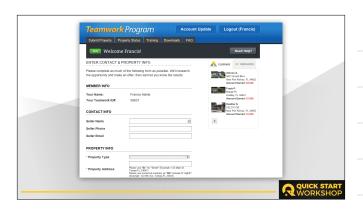


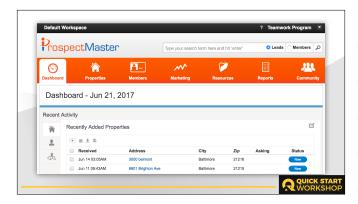
Hi, my name is Alex Zokan – Acquisition Director for "HIS 3Day Cash Buyers, LLC".

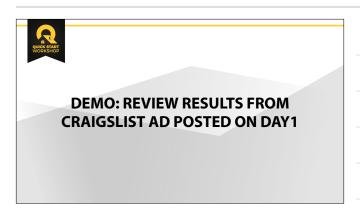
I'll be contacting you personally in a few days to officially welcome you to the program and answer any additional questions you may have. But first, let me share a little more about who we are...

We are a real estate solutions and investment company. We're in the business of buying, managing, and selling houses, and the great thing about what we do is that we're able to help a lot of people in the process.





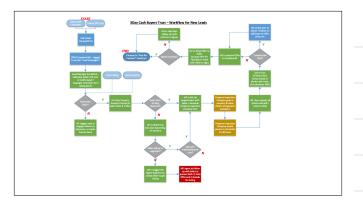




TRACK & PROCESSING LEADS

 Once leads start coming in from your marketing efforts, capture the information in a CRM or tracking spreadsheet and start processing those leads to convert into deals.







My Plan Of Action...

IMMEDIATE THINGS I WILL IMPLEMENT:	DEADLINE:
1	
2	
3	
4	
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6	
7	
8	
9	
10	

QUESTIONS NEEDING FOLLOW UP:
1
2
3
4
5



T GATHERING INFORMATION FROM SELLERS



THE TYPES OF LEADS YOU'LL ENCOUNTER

SELLER LEAD CATEGORIES

Hot Seller Leads

 Motivated to sell. You've booked appointments and/or have tested with a verbal offer

Warm Seller Leads

 Almost hot. They aren't motivated enough to agree to a deep discount just yet

Cold Seller Leads

• May stay cold for months/years, but may turn hot in the future



GATHERING INFORMATION FROM THE SELLER

What If A Seller Calls You First?

- Thank them for getting in touch
- Introduce yourself
- Gather basic information
- Find out if the lead is the only owner on the title
- Ask about the property
 - i.e. Number of Bedrooms, Bathrooms, General Condition. Repairs/Rehab Work Needed



SELLER INFORMATION LEAD SHEET



GAUGE LEVEL OF INTEREST & MOTIVATION

Questions to Ask:

- Is there a particular reason you're looking to sell at this time?
- Do you have another place in mind you want to move to?
- May I ask what prompted you to want to move?
- · How long have you lived there?
- Do you have a mortgage on the property?
- If I were to give you all CASH and close in a few days, what is the least you would be willing to sell for?



YOUR ELEVATOR PITCH

- You're willing to buy the property as-is
- You're willing to pay CASH—and that means you won't need appraisals or financing to get to close
- You can close on their timeline—even in a week or two, if needed
- Because you aren't acting as a real estate agent, the seller won't have to pay commissions
- You'll cover their closing costs





LIVE SELLER CALLS (STUDENT LEADS)



DETERMINING PROPERTY VALUE

Valuation Websites for Investors

- Multiple Listing Service (MLS)
- SiteXdata

Zillow.com

RealQuest

• Trulia.com

- HomeGain
- Eppraisal.com
- FlipComp

Redfin.com



PULLING COMPARABLES

- Within a ½ to 1 Mile Radius
- Sold in the Past Three to Six Months
- Similar Style-Wise
- Similar Square Footage
- Built Around the Same Year
- Have the Same Number of Bedrooms/Bathrooms



"AS-IS" OR FAIR MARKET VALUE & AFTER REPAIR VALUE (ARV)

- As-is fair market value what the property is worth right now
- After repair value what the property is worth after it's been brought up to standard



WHAT YOU NEED TO DETERMINE THE AFTER REPAIR VALUE (ARV) OF A PROPERTY

- Similarities In Features
- REOs

Proximity

Short Sales

Sold Comps

- Private Sales
- Type Of Property
- Timeframe



"NICE TO HAVES" IN DETERMINING THE ARV

- Active Comps
- Days On The Market (DOM)
- Pending Comps



3 ESTIMATING PROPERTY REPAIRS

ESTIMATING PROPERTY REPAIRS

- It's important to assess things on your own ahead of the offer
- A big part of your job is spotting potential—you need to know the difference between what's cosmetic and a major structural issue
- Remember, a misstep can make or break your flip!



ESTIMATING PROPERTY REPAIRS

- You're contracting the property as-is, so you won't need to do any repairs
- By coming to the table with a good repairs estimate, you'll be able to negotiate a better purchase price
- You'll also be able to get a potential buyer up to speed more easily
 —by having repair estimates, they'll know exactly what they're
 walking into from day one



COSMETIC REPAIRS

- New Flooring
- Painting
- Baseboards
- Electrical Fixtures
- Plumbing Fixtures
- New Kitchen
- New Bathroom
- Blinds
- Doors
- Basic Landscaping



STRUCTURAL REPAIRS

- A House That Leans
- Cracks In The Foundation
- Sagging Roof
- Joist Rot



OTHER COSTLY REPAIRS

- Water Damage
- Water Line Problems
- Termites, Rodents & Other
- Pests

- Dry, Rotted Wood
- HVAC Systems
- Roofs
- Water Heaters





USING THE "INSTAQUOTE (IQ) SYSTEM" TO ESTIMATE REPAIRS

STEP 1: ADD IN COSMETIC UPGRADES

EXAMPLE

House Size: 1,800 Square Feet Upgrades: \$20/Square Foot

 $1,800 \times $20 = $36,000$



Low End

House Size: 1,800 Square Feet Cosmetic Upgrades: \$10/Sq Ft 1,800 x \$10 = \$18,000

High End

House Size: 1,800 Square Feet Cosmetic Upgrades: \$15/Sq Ft \$1,800 x \$15 = \$27,000



STEP 2: LAYER IN MORE COSTLY REPAIRS

- These calculations are for basic interior updates only
- Higher cost repairs including roofs, siding, and foundations can be added to your IQ estimate
- Know that some repairs come with a hefty price tag. Gather this info from your walkthrough



LEAN ON YOUR POWER TEAM

- Real Estate Agent
- Contractor
- Closing Agent

Your team can help you determine good estimates, ARVs, and repair budgets



INITIAL SELLER INTERVIEW QUESTIONS

- What repairs would need to be done to get the property ready for a new tenant?
- When was the last time the bathrooms/kitchen was updated?
- If you were going to stay for another year, what repairs would you have to/want to complete?
- Have you had estimates done for any work/upgrades in your home? If so, what were they for?



HOW DO YOU "DO" DUE DILIGENCE?

- Stage 1
 - Includes inspections, walkthroughs, and repair assessments
- Stage 2
 - Happens after you're in contract
 - Used to check for a clear title and to check for liens or other existing issues



CALCULATING THE MAXIMUM ALLOWABLE OFFER (MAO)

- The MAO is the highest price you can safely offer on a property, allowing you to properly manage risk
- Understanding the MAO will help you calculate the perfect purchase price every time—making a win/win for all
- To negotiate the best deals you need to understand what an investor/rehabber's MAO needs to be to make them profitable



HOW TO CALCULATE THE MAO

- 1. Calculate the ARV by averaging the prices on recent and supported comps
- 2. Multiply this number by 0.65
- 3. Subtract estimated repair cost
- 4. This number is your MAO

^{***}This formula accounts for closing costs of 5% and a profit/error margin of approximately 30%. Your MAO calculation may need to be altered slightly based on the specifics of your deal



MAKING OFFERS OUTSIDE OF YOUR MAO

- You live in an area where investors work on smaller profit margins
- You are selling the property to an end buyer looking for a specific product
- You have a buyer who does their own work on the property



CALCULATING THE "WMAO"

- Subtract the Acceptable Wholesale Profit (AWP) from the MAO
- This will give you the WMAO, the maximum amount you're willing to pay on a contract that's slated to be reassigned



SCENARIO

• You've found a property with an ARV of \$100,000. It needs \$15,000 worth of repairs. You determine your profit to be \$10,000.



4 MAKING THE OFFER & NEGOTIATING WIN-WIN DEALS

HOW TO BUILD RAPPORT

- Listen
- Ask Questions



HOW TO PRESENT YOUR OFFER

Remember:

This industry is fast paced and highly competitive. If you see a property you want to lock down, it's essential you ACT.



GETTING THE SELLER ON BOARD

Remember: You are an investor, and it's your job to solve sellers' problems

All that should stand in your way is:

- A seller's lack of motivation
- Market conditions



THE RIGHT POSITIONING IS ESSENTIAL

- Position yourself a the seller's ally or partner in solving the problem
- Position the market as the opponent standing between the seller and resolution



"OK, [NAME OF SELLER]. I reviewed everything and put together an offer I think makes a lot of sense. We really need to be aware of what the market will allow for right now. I've done some research on what similar houses are selling for in the area, I've added up the repair cost and a small profit for myself. After adding up everything, I have an offer. Again, this is what the market will allow me to pay right now. If this works for you I can get everything written up right now and we can start working towards closing. You'll be able to put all of your challenges behind you. Here you go..."



HOW TO HANDLE OBJECTIONS

Most objections are related to one of three things:

- Price
- Competition
- Lack of urgency



"That's too low. I really need to make \$X out of this."

"This is your home and I completely understand why you were hoping for [AMOUNT]. I would, too. But one of the challenges with real estate right now is that we all have to be realistic and consider what the market looks like and what people are spending for homes like yours. And, right now, I think it's [OFFER AMOUNT].

But let's do this—I will call my partner and explain where we are and where you want to be. We can't overpay, which I'm sure you understand. But before we walk away, let's see if there's any wiggle room here. OK?"



Then go outside, go to your car or walk across the street and make a call—to your spouse, your sibling, your friend. It doesn't matter. Chat for a few minutes then go back to the seller and say:

"OK, [SELLER'S NAME]. Here's where we are. I talked to my partner and we're going to revise the original offer and increase it by [AMOUNT OF INCREASE] to [AMOUNT OF NEW OFFER]. It's not your number—I know that. But it's a very competitive offer all things considered. And, on top of this, we're going to pay your closing costs. So you're going to save quite a bit because we're covering those cost for you. [PAUSE] What do you think, [SELLER'S NAME]? Do we have a deal?"



"I have other investors/buyers coming to look at the property. I want to see what they have to say before I accept your offer."

"That's great, [SELLER'S NAME]. And if I were you those other appointments would probably be kicking around in my head, too. But here's where I am—I just want to make sure I'm being crystal clear: I'm here right now and making you an offer. They aren't. I can write up a sales agreement in a few minutes once I get your OK. They can't. They could come here later and offer you even less than I'm offering you now.



So, again, I'm willing to offer you [AMOUNT] for the property and get the paperwork together now. But if you want to wait, I understand. I also have other appointments today. And, while we're definitely interested in moving forward with your property, I can't guarantee I'll be able to once I leave here. It all really depends on what I see later today."

- See how the seller reacts. If they hesitate, try adding:
 - "Maybe we can take a step back and work something out right now? What do you think?"



"I'm in no rush. I need some time to think about it."

"Understood. But let me ask you this, just to make sure I'm clear—if you got a great offer right now, you'd be willing to sign? Is that right? An offer that, let's say, helps you [INSERT THEIR WHY] and leaves a few bucks in your pocket after close. Am I understanding?"



"How about this? How about you toss out a number that you'd be comfortable with—a number that would get us into contract right now. I can't make any promises, but I'm happy to take that number back to my partner and see what we can do. Sound good?"



IF THE SELLER REJECTS YOUR OFFER...

If the seller rejects your offer, say something like,

"I'm sorry we couldn't find a solution. If you change your mind, call me." Then move on.



IF THE SELLER COUNTERS YOUR OFFER...

"It looks like we aren't going to be able to come to an agreement today, [NAME]. Let me do this—let me step outside for a minute and call my partner. I'll tell him where we are and see what he says. Hang on."



"OK—good news. I have a final offer from my partner and I think it's very competitive. I think this could be THE NUMBER. You wanted [THEIR ASK PRICE] for the property. I offered you [OFFER AMOUNT]. We feel like, at this point, let's end the back and forth and just meet in the middle with [REVISED OFFER AMOUNT]. It's not your number, but it's also not my number. And that's why I think it's a good solution. It can definitely satisfy both sides. So what do you think? Can I go ahead and write this up?"



IF THE SELLER ACCEPTS YOUR OFFER

Congratulations!
You're one step closer to closing the deal!



SETTING A CLOSING DATE

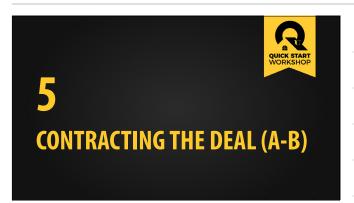
- Thirty to forty-five days is the average close period in the U.S.
- Many cash buyers can move to close in a week or two
- Present your closing day with confidence



IF THE SELLER WANTS A SHORTER CLOSE...

"Typically, I would move to close very quickly. But, right now, my funds are tied up in other deals that I'm closing this month. Once those close, though, I'll be able to move forward with this sale. Worst case, one of my funding partners will come by and check out the property, and we'll be able to move forward from there. That may even enable me to close on your house sooner. But, for the sake of this contract, let's commit to a timeline I know I can do—let's commit to close on [INSERT DATE]. If all goes well, though, we can look to move the closing date up."





WHAT YOU NEED TO KNOW ABOUT **CONTRACTS**

- All contracts are assignable unless there is a clause
- Types of contracts
 - State contracts
 - Board of Realtor contracts
 - Create your own contract
 - Legal capacity Mutual consent

 - Lawful purpose Consideration
 - Has to be in writing

 - · Contracts vary by state



WHAT TO INCLUDE IN YOUR CONTRACT

- Use the wording "and/or assigns"
- Purchase Price
- Earnest Money Deposit
- Close Date
- Closing Locating
- Closing Cost
- Inspection Period



COMMON CONTINGENCY CLAUSES

- Inspection
- Financing
- Appraisal
- Title Clearance





Demo: Purchase & Sale Agreement Walkthrough

OPENING ESCROW

- Your escrow payment goes to the title company to secure and bind your deal
- Most investors put at least \$500 as earnest money deposit



DOING YOUR DUE DILIGENCE

Due Diligence Is Important Because...

- You want to ensure there are no surprises after close
- You want to find reasons to ask the seller for a discount or concessions



OUTSTANDING LIENS

The most common issue you'll find is an outstanding lien These debts are typically related to:

- Mortgage Payments
- Code Enforcements
- Federal Taxes/IRS
- Child Support



THINGS TO REMEMBER

- You're within your rights to inspect the property again
- It's important to start showing the property to potential buyers
- If the house is vacant, install a lockbox for real estate agents



COMMUNICATION WITH THE SELLER

Communicate with the seller to gain access to show the property

- Communicate upfront while signing purchase & sale agreement
- Be transparent about your purpose
- Provide plenty of notice (48 hours)
- Ask for a key to the property
- Be confident in your communications



REMEMBER, EVERYTHING IS NEGOTIABLE

- It's normal to ask for discounts or concessions during this stage
- It's also normal for YOU to offer the seller concessions or add-ons to up the value of the deal





b FUNDING SOURCES

FUNDING SOURCES

- Seller Financing
- Hard Money
- Subject-To Financing
- Transactional Funding
- Retirement Funds
- Assuming the Mortgage
- Private Money
- Line of Credit



USING PRIVATE MONEY

- Get Private Money From A Friend, Relative, Or Business Partner
- Use Prospect Master To Find Private Lenders Nationwide



7 MARKETING TO GENERATE INTEREST

STEPS TO MARKET THE PROPERTY

Step 1: Initial marketing to generate interest and bring in leads

Step 2: Send additional information after initial contact

Step 3: Show the property, provide contract, sign paperwork



STEP 1: GENERATING INITIAL INTEREST

Send An EMail Blast To Your Existing Buyer's List

Don't give away too much information about the property.
 Make sure to include:

Bullets Highlighting Property Description

- Highlights of the Deal Perks
- Bulleted List Describing Why it's a Good Investment
- Asking Price



EMAIL LOCAL INVESTORS

- Include A Headline That Speaks To The Audience — i.e. "Investor Special: 65% below market"
- Include Property Zip Code
- Add Bullet Points With Key Property Details
- Include CTA
- Add Optional Details Including Square Footage, Price & Street Address



WHERE TO FIND LOCAL INVESTORS

- Look for phrases like "cash for houses" on major search engines
- Use Craigslist to find ads with headlines such as "CASH FOR HOUSES"



ATTEND LOCAL REIA MEETINGS & AUCTIONS

- Turn your database email into a flyer to distribute at events
 - Post flyers in prominent locations
 - Even if you don't find a buyer, the group may be able to steer you toward buyer lead, and you may find other opportunities
- Attend real estate auctions to network with buyers who may be interested in your property



ADVERTISE ON CRAIGSLIST

- Provide just enough information to generate interest and initial contact
- Create Urgency
 - i.e. 3Bed/2Bath MUST SELL ASAP! Please Help!
- Include Locations
 - i.e. "Tampa Discount Property for Sale"
- Add Types of Discounts
 - i.e. "LA Discount Properties—20%-40% BELOW market value" or "#1 source for distressed properties!"
- Include the Specific Location (if you choose)
- Website, Email & Phone Number



ADVERTISE ON CRAIGSLIST

WHEN POSTING YOUR ADS:

- DO NOT include:
- Property address
- Only provide neighborhood or street name

• DO include:

- Number of bedrooms/bathrooms and square footage
- General description of deal terms
- Minimal photos (one photo)
- Excludes the state of Ohio
- · Estimated ARV and repair costs
- Purchase price
- Disclosure
- · Phone number and email



STEP 2: SEND BUYERS ADDITIONAL INFO

Contact Top 4-5 Buyers on Your List

- Call buyers via the phone
- Inform them that more information will be emailed to them. Make sure to send:
- · Terms of the deal and contract
- Estimated repairs
- Comparable sales
- Pictures/media of the property



STEP 3: SHOW PROPERTY, EXECUTE PAPERWORK

Property Walkthrough

- Always accompany potential buyers during property walkthroughs
- Position your buyer as a business partner, associate, contractor, client or potential tenant



STEP 3: SHOW PROPERTY, EXECUTE PAPERWORK

Documents to Include When Selling a Contract

- Copy of purchase and sale agreement
- Copies of addendums
- Disclosures
 - Condition of the property
 - Land line disputes
 - Shared driveways
 - Disclosures made verbally should be communicated to buyer
- Other signed paperwork





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MARKETING THE PROPERTY FOR SALE

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- Other signed paperwork



METHODS TO CLOSE WHOLESALE DEALS (RECAP)

OPTIONS WHEN DETERMINING YOUR CLOSE

- Assign the Contract
- Double Closing
- Transactional Funding



STEPS FOR ASSIGNING THE CONTRACT

- · Negotiate price with the seller
- Sign a purchase and sale agreement
- Open escrow (timing varies by state)
- Market the contract
- · Find an interested buyer
- End buyer reviews agreement and disclosures
- Execute assignment of purchase and sale agreement
- End buyer is responsible for closing on property
- Get paid an assignment profit
- *** If the deal doesn't close, communicate to the end buyer and return the deposit



DOCUMENTS TO INCLUDE

- Copy of purchase and sale agreement
- Copy of assignment contract
- Copies of addendums
- Disclosures
- Condition of the property
- Land line disputes
- Shared driveways
- Disclosures made verbally should be communicated to buyer
- Other signed paperwork



ASSIGNMENT CONTRACT

- Includes details on how much you'll be paid
- Passes your rights & obligations to the new buyer
- Will need to be completed & signed by the new buyer
- Should come with a non-refundable deposit



BENEFITS & DRAWBACKS OF ASSIGNMENTS

Benefits:

- You get your assignment fee
- The seller unloads the property
- The investor gets a good deal without heavy lifting

Drawbacks

• You may get pushback if you're making too much



STEPS FOR A DOUBLE CLOSING

- Find a motivated seller
- Sign a purchase and sale agreement
- Open escrow
- Market to find an end buyer
- Fill out a second purchase and sale agreement contingent upon first closing



EXAMPLE DOUBLE CLOSE SCENARIO



BENEFITS & DRAWBACKS OF A DOUBLE CLOSE

Benefits

- Less visibility of your assignment fee
- Fewer bumps in the road, especially with higher fees

Drawbacks

• Two separate sets of closing costs



BENEFITS & DRAWBACKS OF A DOUBLE CLOSE

Benefits

- Less visibility of your assignment fee
- Fewer bumps in the road, especially with higher fees

Drawbacks

• Two separate sets of closing costs



TRANSACTIONAL FUNDING PROCESS

- Third party investor provides transactional funds so B (you) can close the deal with A (your original agreement with the seller)
- The title transfers to B
- C purchases the property from B
- The closing agent reimburses the transactional lender
- B gets the leftover money as PROFIT



SELLING THE CONTRACT VS DOUBLE CLOSE

- Sell the contract if the profit is **less than \$20K**
- Double close when timelines are tight
- Double close when profit exceeds \$20K



WHICH CLOSING METHOD SHOULD YOU USE?

- If you're earning \$5,000 or less, assign the contract
- If you're earning more than \$5,000, consider double close or transactional funding
- · Double close when timelines are tight



MAKING THE MOST MONEY AS A WHOLESALER

- Buy For As Low As Possible
- Sell For As Much As Possible
- Do Both (If Possible)

Remember, the key is to find your end buyer by having a robust buyer's list at the ready!





WHEN TALKING TO BUYERS...

- Communicate everything up front
- Be transparent during the process and disclose your role in the deal
- · Communicate with the buyers agent, if applicable
- · Disclose the type of transaction and how it will proceed
- Verify funds
- Get majority of profit upfront if selling the contract
- Get a down payment when double closing
- Communicate that the deposit is non-refundable
- The bigger the deposit, the less likely they are to walk away



KEY POINTS OF YOUR CONVERSATION

- · Let the investor know why you're selling
- Find out their experience level
- · See what information they've already looked at
 - Have they done their due diligence?
 - Do they understand selling a contract?
 - How will they fund the deal?
 - What are the terms?
 - How will the deal work?



GOING INTO CONTRACT WITH THE BUYER

- · Assignment of Real Estate Purchase-Sale Agreement
- Affidavit and Memorandum of Purchase and Sale Agreement
- Document that acknowledges that you have a signed purchase and sale agreement
- Is rarely used but is good to know and understand
- When to use
 - · When a seller is trying to quickly sell the property to someone else
 - When a buyer is trying to convince a seller to work with them and not you
- In some states, both you and the seller must execute the document
- Will be recorded in county records



GOING INTO CONTRACT WITH THE BUYER

Addendum for Double Escrow

- Added to the second purchase and sale agreement in double closing
- Always run your document by your attorney
- · Your addendum should include
 - The agreement is contingent upon closing of first purchase and sale agreement
 - Buyer acknowledges that seller is not the current legal owner of the property
 - Enforceability of the agreement is contingent and conditioned upon seller purchasing the property from a third party
 - The buyer acknowledges they are an investor and have done their due diligence
 - Repair values, costs, fair market value, and comps are estimates
 - Seller does not warrant any of the information





MANAGING THE ESCROW PROCESS

Steps in the Escrow Process

- Choose an escrow or title company experienced in funding creative transactions
- Get referrals from other investors
- · Inform escrow company of all involved parties
- Provide this and other information on a take sheet
- Send escrow company any signed documents
- Purchase and sale agreement(s)
- Addendums
- Disclosures



MANAGING THE ESCROW PROCESS

- Escrow company may send over instructions
- Fill out assignment of purchase and sale agreement after finding the end buyer
- Inform escrow company that a buyer has been found
- Escrow instructions will be send to end buyer
- Maintain contact with the escrow company until transaction closes
- In a double closing:
- You can use the same escrow company
- Using different companies requires more information and fees
- More communication is required to keep the transaction on track
- Title insurance is required



ITEMS NEEDED FOR CLOSING

- Title Search
- Title Insurance
- Attorney or title company (varies by state)



