

“The 10 Hour Wholesaler Way: Identify, Build & Outsource”



Your Fearless Leader:

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Full-Time Nationwide Investor
Out of Flagler Beach, FL
(AKA Paradise)*



You're About To Discover...

- What Is A 10 Hour Wholesaler
- The 10 Hour Wholesaler Way - Step-By-Step
- How to Identify Your First Target Market
- Building Your Pipeline – The 2 Key Players
- Your Outsourced Team
- My Top VA Resources
- And Much, MUCH More!



Disclaimer

We are NOT attorneys...
... so don't take ANY of this as legal advice.



Your 3-Step Process To Flipping Properties Nationwide Working Less Than 10 Hours A Week

Step 1 - IDENTIFY

Step 2 - BUILD

Step 3 - OUTSOURCE



Before we get into the simple
3-step process, let's go over what
a **10 Hour Wholesaler** is...



10 Hour Wholesaling

- We are professional delegators
- We set our focus and guide our team clearly
- We are resourceful and use leverage
- We recruit qualified team members on commission basis
- We keep it simple
- We establish one market, move to the next, & scale as large as we want



10 Hour Wholesaling

- This IS the absolute easiest and FASTEST ways to profit in this game we call real estate investing
- It's fun, profitable and requires the absolute LEAST amount of time than any other form of real estate investing
- You control how busy you want to be



10 Hour Wholesaling

- Playing real estate matchmaker
- We match OUR cash Buyers, with other wholesalers properties
- A relationship builder
- In exchange, we collect a “marketing fee”... typically half of the profit spread.



10 Hour Wholesaling

- We are not buying or selling the property
- We are not closing on the property
- We are not working with “Listed” properties (private owner properties only)
- We are not physically meeting the sellers
- We are not physically meeting the buyers



10 Hour Wholesaling

- We “work” for our buyers
- It’s all about building rapport
- No need to have experience, with your Co-Wholesaler relations, you have access to properties unknown to your buyer



10 Hour Wholesaling

- **Example:**
 - *Get on Wholesaler’s “Buyer’s Lists”*
 - *Send their inventory to your buyers*
 - *Mediate the deal between your buyer and the Wholesaler*
 - *Get on HUD*
 - *Get Paid*



Your 3-Step Process To Flipping Properties Nationwide Working Less Than 10 Hours A Week

- Step 1 - IDENTIFY**
- Step 2 - BUILD
- Step 3 - OUTSOURCE



Identify Your Target Market

- Are some real estate markets better for 10 Hour Wholesaling than others? Why?
- Identifying Your Target Market
 - Top 10HW markets
 - “Overflow” markets
 - The value of “local knowledge”



Identify Your Target Market

- Top 10HW Markets
 - Hot rental markets (high ROIs for landlords)
 - Active network of wholesalers
 - Large number of all cash transactions
 - Google “top real estate investment markets”
 - These aren’t the only markets, but it’s a great start
 - Let’s hop online...

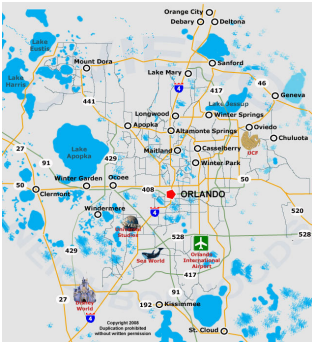


Identify Your Target Market

- “Overflow” Markets
 - Markets bordering major metropolitan areas
 - Next best market choice
 - Example
 - Orlando FL is focus market, “overflow” markets include Deland, Deltona, Kissimmee FL, etc
 - HUGE opportunities in these neighboring cites that receive the benefits of the major downtown commerce



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Identify Your Target Market


- Local Knowledge
 - Where do you have “roots”?
 - Friends, biz associates, etc
 - Have you lived in one of the top or “overflow” markets before?
 - Top/Overflow Market + Local Knowledge
 - Can help but not necessary



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Alright, now that you know how to identify your 10 Hour Wholesaler market, it's time for...



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Your 3-Step Process To Flipping Properties Nationwide Working Less Than 10 Hours A Week

Step 1 - IDENTIFY

Step 2 - **BUILD**

Step 3 - OUTSOURCE



Build Your Pipeline

- The 2 Key Players
 - Cash buyers
 - Wholesalers



Your Cash Buyers

- Ideal Buyer – The “Retail” Investor Buyer
 - Has cash and can close fast
 - Not the big “fix and flip” guys in your area
 - Not “seasoned” investors



Your Cash Buyers

- Your Ideal Buyer
 - “FRESH” new buyers
 - Regular people who want to put their money to work and invest in real estate
 - Hit the market EVERY DAY!



Your Cash Buyers

- Your Ideal Buyer
 - Professionals just entering the real estate biz
 - Entrepreneurs/business owners
 - Doctors
 - Executives
 - CEO's
 - Trust funds
 - Insurance settlement
 - Retirees
 - Small mom & pop investors



Your Cash Buyers

- Your Ideal Buyer... why?
 - Prime for you to introduce off market deals they have NO knowledge of
 - Pay highest prices
 - Haggle less
 - Don't have other wholesaler's properties on their radar



Value You Bring To Your Buyers

- You're a professional
- Your partners (your wholesalers) have dumped huge amounts of resources to provide exclusive, off market deals
- Your buyers "gate keeper" to reaching their financial goals through real estate
- Only present deals that match needs/goals



Value You Bring To Your Buyers

- Most people have NO IDEA how to find an actual good deal
- Deals on a silver platter
- Much more costly to "go it alone"
- Access to deeply discounted wholesale properties that aren't on the MLS
- Would never know about them
- Mutually beneficial long term relationship
- GO TO guy/gal



Value You Bring To Your Buyers

YOU BRING THEM DEALS...
SAVE THEM TIME...
AND MAKE THEM MONEY!
THEY WILL BE LOYAL CLIENTS FOREVER!



Building Your Buyer's List

- 2 Simple Strategies to Build Your List
 - Bandit signs
 - Craigslist ads



Building Your Buyer's List

- Bandit Signs
 - Work VERY well
 - Against city ordinance in most municipalities (check with your city, way risk vs. reward)
 - Homemade vs. printed signs
 - How to "deploy" in your target market



Building Your Buyer's List

- Bandit Sign Example...

"CHEAP HANDYMAN SPECIAL"
3 BED 2 BATH ONLY \$65,000
MUST SELL NOW CASH ONLY!
CALL xxx-xxx-xxxx NOW



Building Your Buyer's List

- Craigslist Ads
 - "Handyman Special 3/2 for \$X. Must Sell!"
 - What is a "phantom" listing?
 - Pics, email and Google Voice #
 - Where to post your ads on Craigslist



Building Your Buyer's List

- More Strategies To Build Your List
 - Call local real estate management companies and ask for a list of available rentals
 - Do a "reverse look up" to find the owners mailing address and phone number
 - Free source for reverse look up
 - www.whitepages.com
 - Excellent paid source
 - www.intelius.com
 - (around \$30 per month)



Building Your Buyer's List

- More Strategies To Build Your List
 - Buy access to a data system that can pump out buyers lists for you **all over the country**
 - Freedomsoft -
www.privatemoneyblueprint.com/tryitfree
 - www.findcashbuyersnow.com
 - Both provide excellent source of fresh cash buyer leads monthly



Marketing To Build Your Buyer's List

- The "Buyer Letter" Template
 - NINJA letter for you to swipe and deploy. It has taken years and thousands of dollars to perfect
- Your Mailing
 - White envelope
 - Handwritten
 - Red ink
 - Live stamp
- Open rate this way is 4X higher



When Approaching Your Buyers...

- The "they are lucky to work with you" vibe and mentality versus...
- The kiss ass "this is a great deal buy it now" vibe
 - Don't approach buyers like that



When Approaching Your Buyers...

- Don't be overly cocky
- Make it clear that you are bringing great value to the table and **YOU DO NOT DO BUSINESS WITH EVERYONE!**
- It's a PRIVILEGE to do Biz with you
 - You need to know and believe that deeply



I like to let my buyers know...

"I already have other buyers looking for similar properties. When I bring you a deal that you want, you'll be expected to perform and close. If not, I'll have to take you off our list."

** You should have no exceptions and keep your integrity. Don't get pulled around by a "rose picking" buyer **



Question Based Selling

- What is "question based" selling?
- Ask questions about...
 - Experience
 - RE strategy/niche
 - Goals
- Create Excel spreadsheet for each 10 HW market for buyer's list and info you gather



Question Based Selling

- How long have you been investing?
- What is your primary investing strategy?
- What type of properties... single family, multifamily? Long term/short term?
- How many properties are you looking to buy this year?
- Location, size, price range?
- What hood and zip do you like best?



Question Based Selling

- Are you interested in rehabs?
- Do you already have a contractor or would you like mine?
- How much in repairs are you comfortable with?
- Are you working with any banks, hard money lender, private money or using your own cash?
- What are your ultimate goals in real estate?
- Where do you want to end up?



Question Based Selling

*"I have a handful of other buyers I work with, so if I send you a property that fits everything you've said here and you agree to take the deal, **are you prepared and committed to pulling the trigger and closing on time?"***



Following Up With Your Buyers

- Highly recommend www.GetResponse.com as your email service
 - Has all of the functions, templates, and auto-responders that you'll ever need
 - Free for 30 days, under \$20 per month



Following Up With Your Buyers

- Remember, buyers are your primary focus
- You're the big badass on the block with all of the buyer connects
- Everyone goes where the money is... that's you!
- When you have a powerful buyer's list, you represent POWER



Building Your Pipeline

- The 2 Key Players
 - Cash buyers
 - **Wholesalers**



Building Your Co-Wholesaler List

- Who is ideal?
- 2 Types of Wholesalers
 - The seasoned pro, 3+ deals/month
 - The hard working newbie, 0 to 2 deals/month
- We want BOTH
- Pro – dependable inventory
- Newbie – fresh inventory, needs you/your buyers



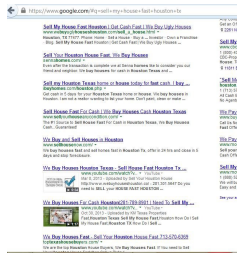
Building Your Co-Wholesaler List

- To Instantly Find Co-Wholesalers...
 - Google "Sell house fast (subject county)"
 - The results from this search will be fellow wholesalers and investors
 - Organic results vs paid spots
 - Visit each site and find contact info
 - Email/call them
 - Build a solid relationship



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Building Your Co-Wholesaler List



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Building Your Co-Wholesaler List

- My "Craigslist Search Method"
 - In your target market, search keywords wholesalers typically use...
 - The "ARV" search
 - The "cash only" search
 - The "hard money" search
 - Fresh/new wholesaler leads



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Building Your Co-Wholesaler List

- Search local REIA
 - Get their vendors list
- REIA's are great sources for recruiting & educating new wholesalers
 - Build a team of new wholesalers marketing for sellers for you
- Create Excel spreadsheet for each 10 HW market for co-wholesaler list and info you gather



Building Your Co-Wholesaler List

- Send "Co-Wholesaler" template
- Script is provided in the "Resources" section
- General response to wholesalers reply:
 - *"Great, if they end up wanting one of your deals, I'll just send over our simple 1-page marketing agreement. So I know ahead of time, will I need to mark the property up for a fee, or just do a profit split? Have a good one. I look forward to doing some business together soon."*



Working With Co-Wholesalers

- Your Co-Wholesalers
 - Principle in the deal and are the "seller"
 - Typically hasn't closed yet with original seller
 - Are direct with seller (no "daisy chains")
- Compensation
 - Typically 50% profit split
- You are not acting as broker/agent



Co-Wholesaling Process

- Pass co-wholesaler's deal by one of your buyers
- Once you have an interested buyer, Co-wholesaler signs the "Marketing Agreement"
- Co-wholesaler shows the property to your buyer
 - Must get agreement signed before this
- Close deal with THEIR closing agency
- Putting you on the HUD



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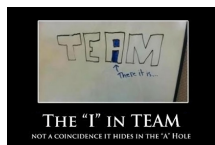
Step 2 - BUILD

Step 3 - OUTSOURCE



Your Outsourced Team

- Operation managers
- Virtual assistants
- Closing attorneys/title companies
- Bookkeepers
- Local scouts



Finding Your Operation Manager

- They need to be a rock star
- Preferably has sales/ real estate experience
- Excited to be paid upon their performance (commission based)
- Post Ad on Craigslist, local newspaper, online job search engines as follows...



Finding Your Operation Manager

Headline:

"Locally Based Nationwide Real Estate Investment Biz Seeking Sharp-Minded Sales Person to Add to Their Team"

Body:

We are looking for responsible person with sales experience to become a member of our fast growing nationwide real estate investing business...

*****Responsibilities Include*****

- Receiving inbound sales calls, making outbound calls
- Screening buyer, seller leads daily
- Running comparable sales
- Coordination with closing attorney/closing company
- Data entry into Excel
- Manage direct mail campaigns



Finding Your Operation Manager

Body continued:

***** Requirements Include *****

- Being reliable, responsible
- Great attention to detail
- Phenomenal work ethics
- Excited for opportunity for commission/performance based pay and compensation

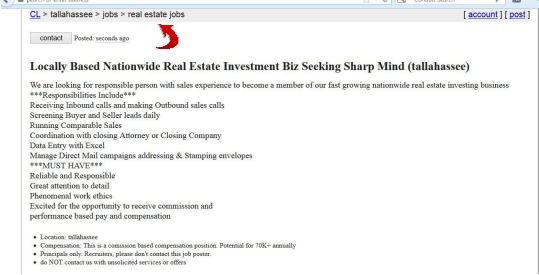
For more information... [insert "call to action"]

[NAME]
[COMPANY]



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Finding Your Operation Manager




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Finding Your Operation Manager

- What to say
- How to structure compensation
- 10-20% Profit Share
- Your agreement with your Operations Manager - written out & signed




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How I Optimize Operation Managers

- My Secret 1-2 punch that can handle 18 Markets
- Keep your local Operation Manager in charge of tasks on the list provided in members panel
- Once dialed in, he/she outsources & communicates with your VA for the mundane list building activities
- Rock Star OM and VA



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Virtual Assistants (VA's)

- Build relationship with TOP RATED VA's
- Experience in real estate assistance
- There are specific sites and ways of finding VA's with real estate experience
- I Focus on VA's from Thailand and the Philippines



Virtual Assistants (VA's)

- The min wage in Philippines is \$0.75 per hr
- Most speak excellent English and have great attitudes
- Interview as many as possible... it's worth your time!



My Top VA Resources


- 1) www.Fiverr.com *
- 2) www.Patlive.com (call operator/messages)
- 3) www.yourvas.com (I have not used them personally, but partners and students have with great results)
- 4) www.elance.com
- 5) www.Odesk.com
- 6) www.123employee.com (real estate experienced VA's)*
- 7) www.college.monster.com/education (intern search)
- 8) www.Indeed.com (for internship search)



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Hiring VA's On Fiverr

- My favorite site to work with
- There's a large amount of "sellers" to choose from
 - People selling their services, called a "gig"
- Go to search tab on home page and search "virtual assistant"
- Search in order of top rated sellers




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Hiring VA's On Fiverr

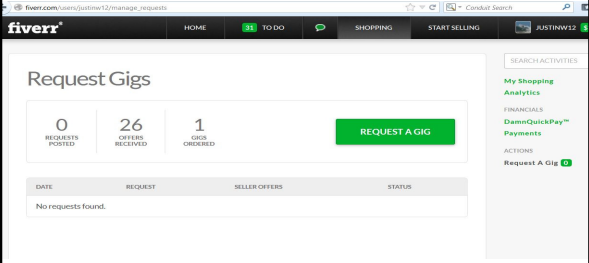
- Set up your Fiverr account
- Click on "shopping" tab
- Click on "request gig"
- Insert:
 - "Seeking reliable, dependable VA for real estate business long term."



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Hiring VA's On Fiverr



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Hiring VA's On Fiverr

- Script for VA's responses to your ad
 - *"Thank you for responding. We are reviewing a ton of responses, and we will be making a decision in the next couple of days. Please provide us some references if you have worked with any clients in the real estate business."*

Can you perform requested work on a routine basis dependably and provide us a screenshot of each completed task?

Also let me know your billing rate.

Thank you very much!"



Tips For Working With VA's

- Test VA's by responsiveness
 - The ones who respond the fastest stay at the top of my list
 - Ideal response time – 20 minutes
- Provide VA with the task list provided in this program



Finding Your Closing Attorney/Title Company

- Do not settle!
- Which attorney in your 10HW market already works with wholesalers?
 - That's your guy... period!
- Don't waste time asking and educating



Finding Your Closing Attorney/Title Company

- Visit your target market REIA club website
- My secret sauce has been having a rock star, investor savvy closing attorney, work and represent me in my hometown



Finding Your Closing Attorney/Title Company

- Needs to understand creative real estate investing & simultaneous closings (a MUST!)
- In many cases, this attorney and or title company will be a sponsor of the local REIA
- Make sure you make it clear, that they get paid on the HUDS or at closing



Bookkeeper/Accountant

- Don't waste your own time doing this stuff
- If you believe in yourself right now, then you know you can afford to pay the quarterly
- There are moving parts in this model when it comes to 1099's and such
- Let someone else manage this end of your biz so you can focus



Bookkeeper/Accountant

- Good reputation
- Has worked or currently works for other RE investors
- Reputation for fighting for their clients
- Write offs



Your Local Scouts

- 1) Contractors
- 2) Friends/acquaintances
- 3) Aspiring wholesalers



Contractors

- Search Craigslist for handyman looking for work
- Let them know you are a investor and will be doing more work in the area
- You will be “sending them work, but for now would like them to view properties and get information for you on properties of interest since you are out of state”
- \$30-50 depending on pics/task
- Great “boots on the ground”



Friends/Acquaintances

- Use them if you have them in the market
- Your friends can:
 - Deliver a contract
 - View a property for condition
 - Take pics
 - Open doors



Aspiring Wholesalers

- BEST "Scout" Source
- Create alliance... educate & mentor them
 - Even if you haven't done a deal yet
 - You have more resources and support than they do
- Build these relationships and put them to work for you ASAP



Aspiring Wholesalers

- Have them sign a Non-Circumvention Agreement
 - Google for templates
- Small cut of each closed deal
- Other than the Co-Wholesaler, this is your IDEAL team member to:
 - Deliver a contract
 - View a property for condition
 - Take pics
 - Open Doors



Scaling



- **Rinse and Repeat**
 - The 3 Steps: Identify, Build, & Outsource
- Identify your target market
- Build your pipeline
- Outsource the heavy lifting
- Don't overcomplicate.... just follow the steps



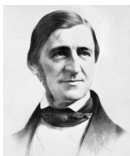
**TAKE
ACTION!**

Here's Your Action List...

- Get good legal advice!
- Identify your first 10HW target market
- Start Building Your Pipeline
 - What strategies are you going to implement to find cash buyers and co-wholesalers?
 - 5+ active co-wholesalers, 5+ serious cash buyers
- Start Building Your "Outsourced Team"
- Play Matchmaker – Get Paid ☺
- Let us know how we can help?



"As to methods, there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble."



– Ralph Waldo Emerson