



DEAN GRAZIOSI PRESENTS

REAL ESTATE PROFIT SYSTEM



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THE FAST TRACK INTERACTIVE BLUEPRINT TO WEALTH

WEEK 2  
Wholesaling Today

# **Real Estate Profit Systems**

## **WEEK 2 – WHOLESALING TODAY**

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THE FAST TRACK INTERACTIVE BLUEPRINT TO WEALTH

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## Wholesaling Today – The Art Of The No Money Down Deal

One of the best ways to scale your wholesaling business is get buyers. The more buyers, the faster you can sell properties and get to the next one! *Below are the most effective ways to find buyers but there are plenty other ways to get creative and add buyers to your list!*



## HOW TO BUILD YOUR BUYERS LIST

**What are some of the techniques you should use to build your buyers list?**

### Bandit Signs

- Order them at SignWarehouse.com
- 18" X 24" Yellow Corrugated Plastic Signs
- Separately you'll need "H shaped" wire frame stakes



## BANDIT SIGN MUSTS (FOR BUYERS):

**Size:** 18" X 24" Corrugated Plastic Signs

**Color:** Yellow With Black Writing

**Writing:** Needs To Be Hand Written With Magnum Black Sharpie (Both Sides of Sign)

**Phone Number:** Local # Using Google Voice

**Where:** Busy Intersections

**How Many:** 25 Signs



## 90-Day Cash Solds

Call your realtor and have them pull all of the solds that have sold for cash in this zip code in the last 90 days.

*Cash Solds letter can be found below:*

Dear (insert tax record name),

I am (insert your name), a local property buyer in the area. I noticed you bought a property in the same area that I buy in.

I'm aggressively looking for more right now. You've probably noticed that the market has come up some so you may be able to sell now for a gain.

I buy As Is. I can generally close with cash.

If you'd like me to give you a fair offer for your house, please give me a call at (insert your phone number).

Thanks,  
(insert name, email, and address)



**\*\*\* ACTION STEP: Watch the video about 90-day cash solds and then call your agent and have them send you them in your area. \*\*\***

## NOTES



## How To Use Craigslist To Find Buyers:

Template for a ghost ad:

reply  prohibited [?] Posted: 2016-01-15 9:29am

★ \$20000 / 3br - Investor Special!! MUST SELL- Needs TLC (Davenport)



3BR / 1Ba available now

house  
detached garage



ONLY \$20,000!!!! THIS IS A STEAL!  
Must Sell- CASH ONLY

GREAT Area in Davenport!

This house needs a lot of work but has Great Potential! Contact me now before this incredible deal is gone!

3 Bed  
1 Bath  
1010 Sqft  
2 story built 1910  
2 car detached garage

- do NOT contact me with unsolicited services or offers



## Template for a live ad:

reply  prohibited [?] Posted: less than a minute ago

★ \$58000 / 4br - Owner Desperate! CHEAP House in Great area! (Davenport)



4BR / 2Ba available now

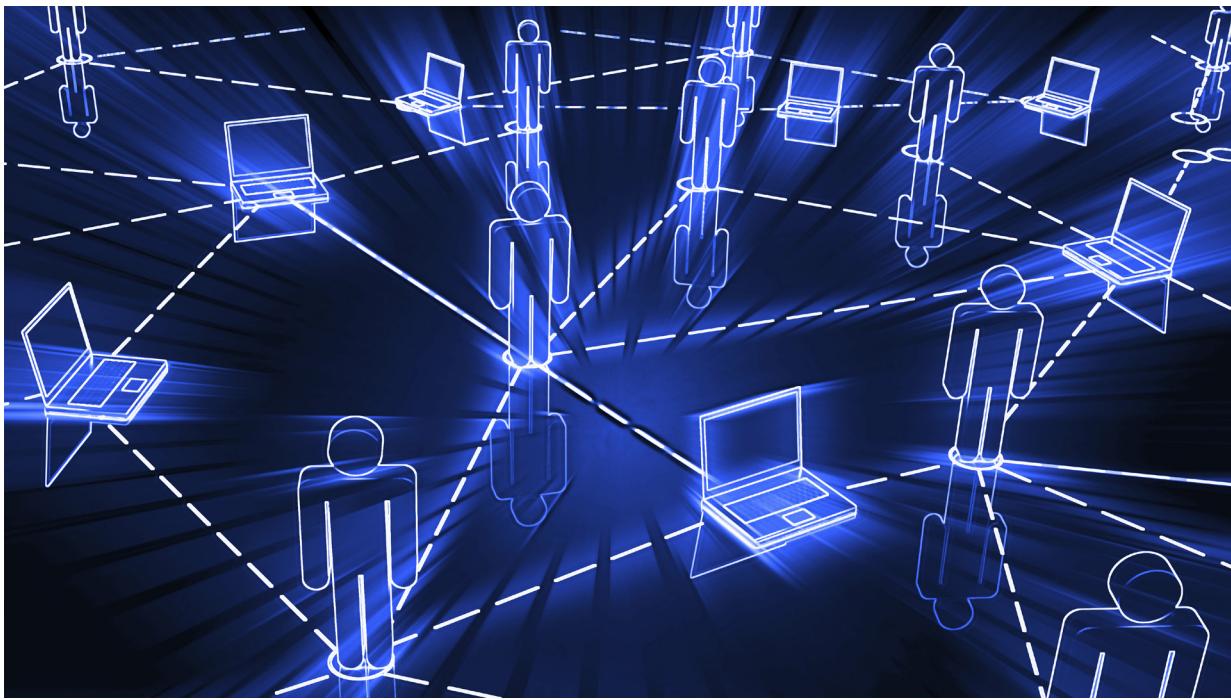
house



511 w 15th st Davenport IA 52803  
Beautiful spacious home that needs a little TLC to shine again! Need to sell asap so don't pass up this cheap price!  
4 bed, 2 baths, 2 car garage, 1848 sqft, built 1900.  
Price: \$58,000  
Estimated ARV \$90K  
Rental Projections  
Monthly Rent: \$1050  
Taxes: \$77  
Management: \$84  
Insurance: \$70  
Maintenance Reserve: \$50  
Contact me now if interested!



## Other Ways To Find Buyers Online:



### SEARCH ENGINES:

Go to Google.com or any other search engine and type in “we buy houses and your (area)” in Google. Example “We buy houses Phoenix, AZ”

### Craigslist

Go to Craigslist.com and go to the area in which you are looking for buyers. Then, you can go to houses-real estate for sale and click for sale by owner in the drop down menu at the top of the page. Type in “we buy houses” in the search box.

### YouTube

Go to YouTube.com and type in “We Buy Houses and your area” – Then you can click on each video relating to your search and take down the contact information.



1. A large number of results will come up. Click on each one and take down the contact information to include a contact name, the business name, phone number and email.
  2. Then contact the buyer and say:

*Hi, name is (name) and I am a real estate investor in the area. I saw your website online and see that you buy houses. I was wondering what your criteria are that you look for when buying a house.*

*Do you have a few minutes?*

If they said yes, contact to the “Potential Buyer Interview” sheet

**\*\*\* ACTION STEP: Go though the scripts and forms above once you watch the video \*\*\***

## **NOTES**

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## How To Utilize Nearby Investors:

- Find investors in the area of your property that have purchased properties in the past.
- Once you get a list of investors, call them to tell them about your property!
- If you can't get ahold of them when you call, send them a property flyer. Canva.com is a simple way to create flyers.

**FOR SALE** *123 Main St  
Davenport IA*

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This home has recently been remodeled which includes a new kitchen, new bathroom, new roof, new carpet, new mechanicals, and more!

- Recently Remodeled
- Spacious Yard
- Close to Downtown
- Quiet Neighborhood

	<b>1</b>
	<b>1</b>
	<b>2</b>



**\*\*\* ACTION STEP: Go through all the steps above to finding buyers and make action steps you can take to get each technique into play! \*\*\***

## NOTES



## UNIQUE MARKETING STRATEGIES TO GET DISCOUNTED DEALS

### Bandit signs

One of the best ways to get discounted properties. If you aren't using bandit signs each week, don't use any other technique below until you start using them!

### BANDIT SIGN MUSTS (FOR DEALS):

**Size:** 18" X 24" Corrugated Plastic Signs

**Color:** Yellow With Black Writing

**Writing:** Needs To Be Hand Written With Magnum Black Sharpie (Both Sides of Sign)

**Phone Number:** Local # Using Google Voice

**Where:** Busy Intersections

**How Many:** 25 Signs



### NOTES

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## USING THE 25: 1 STRATEGY

The 25:1 system is not just throwing out a bunch of offers at anything and hoping one gets accepted. This is a fine tuned filter and you have to follow the process the right way to make it effective.



The 25:1 system also means that you put out 25 offers and got 1 accepted, this is the ideal number. It is not the 25:3 system. If you put out 25 offers and got 3 accepted, then you are offering too much for the properties and we don't want that. By using the 25:1 system, you create enough of a spread with that ratio that you will be able to make money by wholesaling.

This system is generally used with a realtor from MLS properties. You want properties that are listed:

1. **AS IS** (Needs work/desperate seller/Can buy at discounted price)
2. **Vacant** (shows motivation because seller is paying for two houses)



3. **Price Reduction** (means that the seller needs to sell fast/ highly motivated)
4. **3 Bedrooms** (most people want 3 bedroom homes over all others)
5. **Starter Homes** (entry level homes that first time homebuyers or landlords would want to buy)
6. **Hot Areas** (focus on areas with the most transactions recently)

Ask the realtor to send you 30-40 listings meeting these criteria. After the realtor sends you these listings say this, “Listen, I appreciate all the work you’ve done; now it’s my turn. I’m going to do all the work and sort through these 40 listings and weed out the ones that won’t work.

**NEXT FILTER:** How are you going to weed through the listings? Look in the comments box for the keywords that we want to see such as:

- » AS IS
- » Needs work
- » Handyman special
- » TLC
- » Diamond in the rough
- » Investor special
- » Or anything else that shows the house needs work.

## NOTES

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## NOTES



## Using Direct Mail!

**What all do you need to run an effective and lucrative direct mail campaign?**

- **Post Cards & Yellow Letters** (*Yellow Letters With Hand Written In Red Ink*)
- **Mail To The Vacant List** (*Someone who owns the property that doesn't live there, there is no tenant and mail is not being delivered to that address*) –  
These properties are usually free & clear
- **Absentee Owner List** – We buys this list from Listability.
  - Use 6-9% LTV so we know that person has equity
  - Single Family Homes
  - Specific Purchase Dates from 1900-2011

## Direct Mail How To

### 1) How To Full Specific Lists:

- **Listability.com** offers a way to pull lists of potential absentee owners (sellers)  
Criteria used: (absentee owner, LTV under 69%, price 0-\$120K, purchase date 1900-2011, Single Family, Zip codes of our choice)

[www.listability.com](http://www.listability.com)

- **Vacant List** offers a way to pull lists of potential sellers of vacant homes  
Criteria used: single family, vacant, privately owned, vacant, owned free and clear, have different billing addresses than property address

[www.TheWholesalersToolbox.com](http://www.TheWholesalersToolbox.com)



Or email request for this one to [thewholesalerstoolbox@gmail.com](mailto:thewholesalerstoolbox@gmail.com)

- **Listsource.com** criteria used: (absentee owner, LTV under 69%, price 0-\$120K, purchase date 1900-2011, Single Family, Zip codes of our choice)

[www.listsource.com/homepage/index.htm](http://www.listsource.com/homepage/index.htm)

## 2) Create and Mail Postcard to List

Then once you have the list, you can use our direct mail center to send out the mail. We have been using what looks like handwritten postcards located in the postcard template section.

Sellers Name,

My Name is (Your Name Here), & I am writing you because I would like to BUY your house at (Sellers Address Here). I buy "As-Is" with CASH & can close really fast! I can offer you more than other investors based on my experience. Don't waste time and money paying for expensive realtor commissions and repair costs!

You can reach me at: (Your Phone Number Here).

Thanks,

(Your Name Here)



**\*\*\* ACTION STEP: Go through the directions above with the videos and take notes on each technique Matt uses to build and maintain an effective direct mail campaign \*\*\***

## NOTES

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## NOTES



## How To Utilize Other Wholesalers To Find Deals

- Search online for investors/companies using “We Buy Houses” ads
- When searching Craigslist for “We Buy Houses” ads, do a general search for your area.
- IFTTT is website we use to automated all of our craigslist ads. We use this site to create ads or find people who post ads and finding cheap houses using specific keywords or phrases.
- Google “We Buy Houses” and call the investors and companies you find that publish the ads.
- Find YouTube Ads and posts that reference “We Buy Houses”
- You can also use “we+buy+houses+city” will include all of the keywords to help dial in your searches.

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## IFTTT Instructions

IFTTT is “an online website service that allows users to create chains of simple conditional statements, called “recipes”, which are triggered based on changes to other web services such as Gmail, Facebook, Instagram, and Pinterest.”

This will help you automate your systems to make you more efficient and successful. In real estate, a great way to use IFTTT, is by creating a recipe that sends you a text or email once a new ad is posted on craigslist that you may be interested in (such as a distressed property for sale).

1. Go to [www.IFTTT.com](http://www.IFTTT.com) (If This then That)
2. Create an account or Log in
3. Create a recipe-- Recipes are simple connections between products and apps. There are two types of Recipes:

**DO Recipes** and IF Recipes DO Recipes run with just a tap and enable you to create your own personalized Button, Camera, and Notepad. The DO apps are available for iOS and Android.

**IF Recipes** run automatically in the background. Create powerful connections with one simple statement — if this then that.

4. You can use the search bar to type in the ingredient you want to use such as ‘craigslist’ or ‘email’. If you scroll down you will see some common recipes from others that you can use.
5. OR, you can create your own by selecting ‘Create a recipe’
6. Then click ‘this’ and select the ingredient that will be the trigger (such as Craigslist)
7. Then, select ‘that’ which will be the result (such as emailing you or notifying you)



**\*\*\* ACTION STEP: Go through the videos with the information and steps above to know how to best utilize all of these techniques. \*\*\***

## NOTES

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## USING THE OFFER FORMULA TO MAKE OFFERS

### EXAMPLE:

ARV (\$100K)

Multiply by .7 (\$70K)

Minus repairs (-\$20K) OR \$15 per square foot of the property.

Minus Profit (\$10K)



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MAX OFFER PRICE (\$40K) – Matt would offer \$37,300

### NOTES

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DO YOU HAVE A GOOD DEAL? USE THIS TO FIND OUT!

**TOP OF MARKET – ARV (RETAIL) - \$100K**



**BOTTOM OF THE MARKET - REO - \$70K**

**PROFIT (\$20K)**

**YOUR ACCEPTED OFFER - \$50K**

## NOTES

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**\*\*\* ACTION STEP: Take one of the offers you have received and plug it in using the offer formula and the information above to see if you have a good deal to accept and send to your buyers! \*\*\***

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## MARKETING TO YOUR BUYERS

Get a deal accepted? If yes then you have to move fast. Below are Matt's most effective techniques he uses to market to his buyers to wholesale deals as soon as possible!

### Create an ad on Postlets.com. Here's what you will need

- Provide as much detail as you can. You don't want someone to pass on your deal just because they don't have enough information on a property. Detail sells!
- Pictures Sell – 15-30 pictures
- Include All Numbers – Do your due-diligence and provide everything up front!
- Include Repairs

**\*\*\* ACTION STEP: Go through the video about Postlets and setup your account. Go ahead and create an ad for a property and get used to it. You'll be using this site a lot.**

### NOTES

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## BUYER INSPECTIONS

**What do you need when someone wants to inspect the property?**

- Don't over think it, it's not that big of a deal!
- If MLS – You need to get the lockbox code from your realtor.
- If FSBO
  - 99% of the time, property will be vacant
  - Ask seller if you can put a lockbox on it.
  - Meet up with your buyer, walk-through the house.

## NOTES

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## DEAL ACCEPTED! WHAT DO YOU DO NOW?!

### Assignment Fee:

- Try to get as much up front as you can and/or remaining at closing.
- If it's double close, try to get a non-refundable deposit up front to secure the deal.

### Title Company or Real Estate Attorney:

- Try to do all contracts, signing, etc. through your title company or attorney. It's more professional!

**\*\*\* ACTION STEP: Watch the video about sending deals to your title company and assignment of contract. \*\*\***

### NOTES

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## WHAT IS A DOUBLE CLOSE?



A → B → C

A= Seller | B= You | C= Cash Buyer

- House is worth \$100K
- Seller (A) Sells You The Property For \$50K (*purchase agreement*)
- You (B) Profit &25K (*minus closing costs, generally 3% of sale*)
- Cash Buyer (C) Buys The Property For \$75K (*purchase agreement*)
- Two terms you need to know!

*Two terms you need to know!*

**Dry** – Second transaction funds the first. You have no transactional funding cost. Two days before closing, your title company will get money from the cash buyer to cover the purchase price and profit.

**Wet** – You have to find a transactional funding company to fund this deal. Unusually cost 1-3% to fund.

**\*\*\* ACTION STEP: Watch the video about transactional funding. \*\*\***

### NOTES

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## NOTES



## NOTES

