

Who This App Is For

This app is designed for **real estate investors who want to stop hustling and start building scalable, freedom-driven businesses.**

Whether you flip homes, hold rentals, or wholesale deals—your path is unique, but the foundation is the same: systems, strategy, and support.

Inside this app, you'll find tools tailored to your investor type—**plus access to a shared community and mentorship hub** to grow alongside others.

Wholesaler

The Deal Finder & Connector

A wholesaler doesn't buy properties to hold or flip. Instead, they specialize in **finding off-market deals** and **assigning those deals to other investors**—typically for a fee of \$5,000 to \$25,000+ per contract.

What they do:

- Find motivated sellers (often in distress or need to sell fast)
- Get properties under contract at a discount
- Assign or “flip” the contract to cash buyers (flippers or landlords)
- Make money through **assignment fees**

What they're like:

- Skilled marketers, networkers, and negotiators
- Great at generating leads through cold calls, texts, mailers, or door knocking
- Often working solo or with small teams
- Don't need large amounts of capital (low-barrier entry to real estate)

Mindset of a Successful Wholesaler

- You are in the marketing and sales business, not the property business.
- Your product is a deal, not a house.
- Your customer is the cash buyer, but your relationship begins with the motivated seller.

This is a high-energy, high-output business that rewards consistency, follow-up, and resourcefulness.

How Wholesalers Find Motivated Sellers

“Motivated” means the seller has a reason to sell fast, as-is, and often for less than market value.

Here are common seller types wholesalers target:

- Pre-foreclosure or behind on payments
- Probate/inherited properties
- Divorces or family emergencies
- Tired landlords with problem tenants
- Vacant or distressed homes
- People relocating or needing fast cash

 Wholesaling = Solving a problem in exchange for a discount.

How They Generate Leads (Marketing Tactics)

Wholesalers must actively and consistently generate leads. This is their #1 job.

Common Lead Gen Tactics:

Method	Description
Driving for Dollars	Manually drive neighborhoods looking for run-down or vacant homes. Log addresses and contact the owners.
Cold Calling	Call lists of absentee owners, landlords, or pre-foreclosures using skip-traced data.
SMS Campaigns	Text property owners with “Are you interested in selling?” messages.
Direct Mail	Send postcards or letters to absentee owners, probate lists, or inherited properties.

Facebook & PPC Ads	Run “we buy houses” ads to generate inbound leads.
Networking	Connect with agents, bird dogs, and contractors who hear about distressed properties first.
Bandit Signs	Old-school but still used: “We Buy Houses” signs on street corners.
Successful wholesalers track every lead, build pipelines in CRMs, and follow up <i>relentlessly</i> .	



What a Wholesaler's Day Might Look Like

Wholesaling is a sales-focused business. Their day is filled with conversations, follow-up, and deal flow management.

Sample Day in the Life:

Time	Activity
8:00 AM	Review lead pipeline (CRM) & follow-up tasks
8:30 AM	Check new inbound leads (text, site, calls)
9:00 AM	Cold call / text 50–100 leads
11:00 AM	Follow up with warm leads or schedule seller appointments
1:00 PM	Analyze a property (ARV, repairs, MAO)
2:00 PM	Negotiate or lock up a deal under contract
3:00 PM	Market the deal to buyers / build dispo list

4:00 PM Field buyer inquiries or show the property

5:00 PM Log notes, update CRM, schedule next day's tasks

Their focus is always on moving leads from:

Cold → Warm → Qualified → Contract → Assignment → Closed



What They Need to Do to Get Deals

1. Generate Leads
Constantly feed the pipeline using outbound and inbound methods.
2. Screen & Qualify Sellers
Use a script or form to assess:
 - Condition of the property
 - Reason for selling
 - Timeline
 - Price expectations
3. Analyze the Deal
 - Run comps to determine ARV (After Repair Value)
 - Estimate repairs (can be rough or from contractor walkthrough)
 - Calculate your Maximum Allowable Offer (MAO)
4. Negotiate and Get It Under Contract
 - Use a purchase agreement with an assignment clause
 - Keep due diligence period tight but safe
 - Provide clear communication and timelines
5. Market the Deal (Dispo)
 - Email blast to cash buyers
 - Post on Facebook REI groups
 - Reach out to flippers and landlords
 - Host showings or send walk-through videos
6. Assign the Contract
 - Use an Assignment of Contract form
 - Collect your assignment fee at closing
 - Make sure title company knows how to handle wholesale deals



How Wholesalers Make Money

Wholesalers get paid through assignment fees or double closings.

- Assignment Fee: You sell your rights in the contract to a buyer.
- Double Close: You briefly take title, then resell it same day or shortly after.

 Typical fees range from \$5,000 to \$25,000+ per deal, depending on the spread.

Tools & Systems Wholesalers Use

Tool	Purpose
CRM (REI Reply, Podio, GoHighLevel)	Track leads, status, and follow-up
Phone System (CallRail, OpenPhone)	Manage calls, call tracking, texting
Skip Tracing (BatchSkipTracing, Propstream)	Get owner contact info
Deal Calculator / MAO Tool	Analyze numbers quickly
E-Signature Tools	Sign contracts virtually
Dispo Email List / FB Groups	Market deals to buyers

Common Challenges Wholesalers Face

- Struggling to generate consistent leads
- Getting ghosted by sellers or buyers
- Underestimating repair costs or ARVs
- Legal hurdles in specific markets (assignment laws)
- Burning out from trying to do everything themselves

That's why building systems, scripts, automations, and consistent processes is critical to long-term success.

Key goals:

- Build a consistent deal pipeline
- Systemize marketing and follow-up
- Build a cash buyer list
- Close multiple wholesale deals per month

You get access to:

- CRM-style lead and deal tracker
 - Seller intake form templates
 - Marketing campaign builders (cold call, text, direct mail)
 - Assignment calculator + dispo checklist
 - Wholesaling
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Flipper

The Renovation Expert & Capital Multiplier

A flipper buys distressed or undervalued properties, **renovates them**, and then **sells them for a profit**—often within 3 to 6 months.

What they do:

- Find undervalued or distressed properties
- Rehab or renovate to improve condition and value
- List or sell the finished product at a markup
- Keep profit margins after all costs (purchase, rehab, holding, closing)

What they're like:

- Detail-oriented and deadline-driven
- Strong project and budget managers
- Work closely with contractors, agents, and hard money lenders
- Thrive on transformation and quick-turn profits

Key goals:

- Stay on time and on budget with renovations
- Improve profit margins per flip
- Build a reliable rehab team
- Flip 2–10+ houses per year without being on-site every day



Mindset of a Successful Flipper

- You are in the **business of managing money, people, and timelines**
- Your real product is **speed and precision**, not just pretty finishes
- You win by buying right, estimating accurately, and executing efficiently

Flippers have to think like **CEOs of a renovation company**, not just investors.



What a Flipper Does

1. **Find undervalued properties** (off-market, foreclosures, auctions, MLS, wholesalers)
 2. **Analyze the deal** using comps, ARV, and rehab estimates
 3. **Secure funding** (cash, hard money, private lenders)
 4. **Plan and manage renovations**—permits, contractors, design
 5. **List and sell** the finished property on the retail market (or occasionally to another investor)
 6. **Pocket the difference** between all-in costs and sale price
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Where They Find Deals

Flippers find deals through:

- **Wholesalers** (buying assigned contracts)
- **MLS** (distressed or outdated listings)
- **Direct-to-seller marketing** (like wholesalers do)
- **Foreclosure auctions or sheriff sales**
- **REO properties (bank-owned)**
- **Networking with agents, attorneys, and bird dogs**

The best deals often come **off-market**, where there's less competition and more negotiation power.



What a Flipper's Day Might Look Like

Flipping is all about **moving parts**—so a flipper's day blends field work, contractor wrangling, and deal-making.

Sample Day in the Life:

Time	Activity
8:00 AM	Review project budgets & timelines
9:00 AM	Site visit to check rehab progress
10:30 AM	Meet contractor or get bids for next project
12:00 PM	Analyze a new deal from a wholesaler
1:30 PM	Call hard money lender about draw request
3:00 PM	Final walk-through of a finished project
4:30 PM	Upload listing photos & review listing plan with agent
6:00 PM	Respond to buyer inquiries or review comps

The flipper's time is split between: Deal flow

Project flow

Cash flow

What They Have to Do to Get Deals

The Flipping Process:

- 1. Find a Property**

- Must be **deeply discounted** or have room for forced appreciation
 - Run numbers carefully: ARV, rehab, holding costs
2. **Analyze the Deal**
 - Calculate ARV using comps (After Repair Value)
 - Estimate repairs (get multiple bids or use rough formulas)
 - Determine **Maximum Allowable Offer (MAO)**
 - $MAO = ARV \times 70\% - Repairs - Fees$
 3. **Secure Financing**
 - Hard money lender (typically 10–12% interest, 2–3 points)
 - Private money (friends, family, investors)
 - Cash from savings or business line of credit
 4. **Manage the Rehab**
 - Pull permits, hire licensed contractors
 - Order materials, monitor timelines, stay on budget
 - Avoid scope creep and time delays
 5. **Sell the Property**
 - Stage and list the home
 - Work with an agent or sell FSBO
 - Handle offers, buyer walkthroughs, and closing
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How Flippers Make Money

The spread between your **total costs** and your **resale price** is your profit.

Example:

- Purchase Price: \$150,000
- Rehab: \$50,000
- Holding + Closing Costs: \$20,000
- ARV: \$275,000
- **Profit:** ~\$55,000

To win, flippers need to:

- Buy low
 - Renovate smart (not overbuild)
 - Sell fast to reduce holding costs
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What Makes a Flipping Business Work

- A reliable deal flow (from wholesalers, agents, direct marketing)
- Fast, accurate deal analysis
- Solid relationships with lenders
- A trusted contractor network
- Tools to track budgets, timelines, and profit per project

Successful flippers don't "swing hammers"—they build **systems that run multiple projects simultaneously**, with subcontractors and VAs handling the heavy lifting.

Tools & Systems Flippers Use

Tool	Use
Deal Calculator / MAO Tool	Analyze flips and make quick offers
Google Sheets / Stessa / Notion	Track budgets, timelines, project tasks
Contractor Job Scopes	Prevent scope creep and miscommunication
Gantt Charts / Trello Boards	Project management for flips
QuickBooks / REI Lender Tools	Track funding, draws, profit margins
MLS Access or Comps Tools	Accurately estimate ARV and list pricing

Common Challenges Flippers Face

- Underestimating rehab costs or timeline
- Delays with permits, weather, or contractor issues
- Overpaying for deals due to poor analysis
- Hard money lender draw issues or delays
- Emotional decisions (“this would look so good in black granite!”)

That's why **systems and structure** separate hobby flippers from serious investors.



Can a Flipper Become a Landlord or Wholesaler?

Yes—and many do.

- Flippers may keep a property as a **rental** if the market softens or they want recurring income.
- Some flippers **wholesale deals** they don't have time to rehab.
- Over time, they often blend models to match their cash flow and freedom goals.

You get access to:

- Rehab budgeting & project tracking templates
- Contractor SOPs + job scopes
- Cash flow planning tools
- ROI per project dashboards
- Wholesaling

Limitations:

- No access to rental property or tenant management features
 - Limited CRM for dispo/buyer lead pipelines
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Landlord / Buy & Hold Investor

The Cash Flow Builder

A landlord invests in **rental properties**—single-family homes, duplexes, or larger units—and holds them long-term to generate **monthly cash flow and long-term appreciation**.

What they do:

- Acquire properties that generate rent

- Manage tenants and maintenance (or hire a property manager)
- Collect monthly rent, pay expenses, and build equity over time
- Refinance or sell later for profit (many use the BRRRR method)

What they're like:

- Focused on long-term passive income
- Often juggling property management and financial strategy
- Usually growth-minded and portfolio-oriented
- May be self-managing or working with PMs and VAs

Key goals:

- Maximize cash flow per door
- Build equity through appreciation or forced value-add
- Minimize headaches through automation or outsourcing
- Create a financially free lifestyle through recurring income

Mindset of a Successful Landlord

- They play the **long game**—thinking in years, not months.
- They focus on **cash flow**, not just appreciation.
- They build **systems for stability**—not just assets.
- They know that **the numbers have to work before the deal is done**.

The best landlords treat their rentals like a **business**, not a side hustle.

What Landlords Do

1. **Buy properties** below market value or with strong rent potential
2. **Screen and place tenants**
3. **Collect rent and manage expenses**
4. **Maintain the property** and handle repairs or upgrades
5. **Refinance or hold long-term** for appreciation and tax benefits

Over time, landlords can:

- Pull equity via cash-out refinances
 - Sell or 1031 exchange properties
 - Pass their portfolios on to the next generation
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Where They Find Properties

Landlords typically look for **rent-ready or value-add deals** in appreciating or cash-flowing markets.

They find properties through:

- MLS or pocket listings
- Wholesalers
- Off-market direct mail or PPC campaigns
- Networking with agents and investors
- Local sheriff sales or auctions

Some landlords prefer **turnkey rentals** (already renovated and rented). Others prefer **BRRRR** deals (Buy, Rehab, Rent, Refinance, Repeat) to build equity and scale faster.



What a Landlord's Day Might Look Like

If self-managing, a landlord's daily tasks are more reactive and admin-heavy. If systemized, their week is light and focused on strategy.

Sample (Self-Managing) Day:

Time	Activity
8:30 AM	Check rent payments and late fees in property management portal
9:00 AM	Coordinate with handyman about maintenance request
11:00 AM	Review tenant applications for a new vacancy
1:00 PM	Analyze a new property deal for long-term hold

3:00 PM Review monthly cash flow and update spreadsheet

5:00 PM Respond to tenant question about lease terms

Systemized / PM-Led Day:

Time	Activity
Weekly	Approve monthly reports from PM
Monthly	Review cash flow, refinance options, or acquisitions
Quarterly	Property inspections or portfolio review
Ongoing	Focus on growing, funding, and optimizing the business



How Landlords Make Money

Landlords profit through **four pillars of real estate wealth**:

1. **Cash Flow** – Monthly rent minus expenses
2. **Appreciation** – Property value increases over time
3. **Loan Paydown** – Tenants pay down your mortgage
4. **Tax Benefits** – Depreciation, write-offs, 1031 exchanges

Over time, their portfolio becomes a **self-funding wealth machine**.



What Makes a Landlord Business Work

Key Factor	Why It Matters
Tenant Screening	Good tenants = fewer issues, better cash flow
Cash Flow Management	Planning for repairs, taxes, vacancies
Automation Tools	Less stress, more consistency
Maintenance Systems	Keep properties running smoothly
Legal & Lease Clarity	Avoid costly disputes and evictions

Landlords need strong **financial systems**, **people systems**, and **processes for scale**—especially as they move from 1 or 2 rentals to 5, 10, or more.

Tools & Systems Landlords Use

Tool	Purpose
Stessa / QuickBooks	Track income, expenses, ROI
Buildium / AppFolio / RentRedi	Property management platforms
Google Sheets / Notion	Rental tracker, CapEx planner

TenantCloud / TurboTenant Lease management, applications

Banking with Profit First Separate funds for taxes, repairs, profit

Smart Locks / Cameras Remote access and security

Common Challenges Landlords Face

- Unexpected repairs or CapEx surprises
- Tenant issues or late payments
- Vacancies and long turnarounds
- Poor property management
- Emotional decision-making ("I'll just fix it myself...")
- Co-mingled finances (mixing personal and rental money)

That's why successful landlords **treat it like a business** from the start—with clean books, automation, buffers, and boundaries.

Do Landlords Flip or Wholesale Too?

Yes! Many landlords:

- **Flip to generate capital**, then reinvest in rentals
- **Wholesale deals they don't want to keep**
- BRRRR a property (flip it to themselves and hold)

The key is knowing when to hold, when to sell, and when to say no.

This blueprint helps landlords stay **focused, profitable, and systemized** as they scale.

You get access to:

- Rent roll and monthly cash flow planner
- Maintenance tracking templates
- Tenant communication & leasing workflows

- Vacancy + CapEx buffer calculators
- Wholesaler

Limitations:

- No fix & flip project tracking
 - Limited access to wholesale marketing flows
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Shared Access for All Users

No matter your path, you'll have full access to:

-  **Mentor Buddy** — Your AI-powered accountability & guidance coach
-  **Community Chat** — Collaborate, ask questions, and share wins
-  **Weekly Challenges & Action Steps** — Stay motivated and moving forward
-  **Download Center** — Access to worksheets, templates, and calculators
-  **Fix This Next Assessment Tool** — Know exactly what to work on next

If a user wants to have access to all of the features under Flipper and Landlord, there's an additional charge.