The Real Estate Rich and Famous

Financial Freedom Made Easy

By

Antonio “Hitman” Edwards

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How would you like to have
Your First Deal
Made Easy?

CLICK HERE TO FIND OUT
FOREWORD

This is a guide for those who would want to learn how to wholesale real estate and achieve financial freedom by doing so. Since you are reading this, I know you are very eager to learn and ready to begin and get your wholesaling business up, running and growing in bursts.

However, this guide will not make you a millionaire overnight.

This is not a get rich quick scheme where you’re guaranteed to have your first wholesale deal tomorrow complete with a fifty thousand dollar check in an instant.

Carrying-out actions is the next step after reading this guide.

Here, you will learn how the real estate rich and famous have achieved their status through wholesaling.

I will share how I got into real estate with no experience whatsoever and how, despite this, I wholesaled more than twenty-five deals on my first year in business implementing a unique system I created myself. I personally developed my unique strategies in marketing, as well as my own brand of working and leveraging virtual assistants.

In addition, before we start, I would recommend not to just read my guide. There are many great contents out there on wholesaling and this is just one piece. I’ve found each piece has a little difference from the next from the many books I own and read, as well as different courses on real estate I have studied. Implement every piece as you can and never limit your knowledge!

Let’s get the ball rolling, shall we?

Antonio “Hitman” Edwards
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Roots: Who am I? How I got started?

My name is Antonio Edwards.

Believe it or not, I was in the music business for nearly a decade before I became a full-time real estate investor.

I was a sixteen year old high school kid, when I started making and producing tracks for artists. I loved it and vowed to do it full time when I had the chance.

After high school, I took a back-breaking full time job as a delivery truck driver for copier machines. I worked long hours, driving, loading and unloading my cargo.

But I never forgot my passion.

I would come home from a long hard working day with melodies and harmonies pumping in my head and ready to be released on tracks.

In 2006, I decided I need to take my music career more earnestly so I quit my dead end job and took my music career to a new level.

I formed Prolific Productions, LLC and began producing and submitting tracks to major record labels and selling beats to independent ones.

It was hard work but I was having fun. I was doing what I was passionate about. I travelled a lot, stayed in fancy hotels and met with a lot of people in the business. I simply crushed it.

Next thing I know, I was already in major labels working with respectable artists such as Shawty Lo, Busta Rhymes, Young Dro, Governor, Twista, Michelle Williams (you can google if you haven’t heard of them) just to name a few.

During my off times, during plane rides or while waiting for appointments, I read books like “Rich Dad, Poor Dad”, “The Millionaire’s Mind”, “Think & Grow Rich”.

I figured I was a businessman now so I need to smarten up and start thinking like one.
That’s when I noticed these books have one thing in common...

**REAL ESTATE.**

That definitely gave me an idea.

After a year, I bought my first house and built a studio next to it and began taking in my own sessions to generate steady income. It was also at about that time I started attending little seminars about real estate where speakers would bring up wholesaling. I’m like, “That seems too good to be true”.

I was intrigued but I knew that I would not be able to do real estate and music at the same time. I began finding myself hanging around in my studio thinking about real estate or have my head hanging eager to read the “new” real estate investing book in my bag that I just bought.

After two years, right about at the end of summer 2009, I have made up my mind.

I decided to leave my music career and start my real estate business and do it full-time.

At that moment, I didn’t really realize how bold it was to venture in a new full-time career. When I look back, I can’t help but tell myself, “Wow! I had guts. That was a bold move!”

Months prior to getting out of my music career, I met a fellow who had “We buy Houses” at the back of his truck. We met when he stopped by after noticing a “We buy Houses” magnet stuck on my car.

He asked me if I was an investor. I said, “No, I do music and my studio is here, but I’m interested in real estate investing.” He gave me his card and said, “If you know anybody who sells a house, give them my information”.

The guy’s name is Kris Haskins. He’s a seasoned real estate guru who was also previously in the music industry.

What a coincidence!
It’s funny how people are put into your life at the right time. I kept in touch with Kris partly because we were both familiar with the music industry but mostly because I wanted to learn real estate investing from him.

He told me, “Music is a rough business, so I got out and invested in a Real Estate instead”. That’s when I realized I did not only gain a friend in Kris - I actually gained my first true real estate investing mentor.

Back to the summer of 2009, I was putting some bandit signs in between my time off from studio.

BOOM!

I had a call from a motivated prospect. I didn’t know what to do but I knew someone who did - Kris Haskins. I then told him about the property, baths, location, bed, and asking price. He said it sounded interesting, so I set up for both of us to go out to the property.

There we were, and saw the motivated seller in front of the house. I got to see firsthand Kris talking and negotiating with the seller. And the next thing I knew, we had a contract to buy at the house $38,000. We also had to pay off liens and judgments which amounted to about $10,000. That meant we will be in the deal for $48,000.

I didn’t know values, but I knew $48,000 seemed a low price for a house. As a beginner, I didn’t have buyers’ list, but Kris knew someone who might be interested.

Couple of days later, we went to meet the guy at the property and he said he is taking it at our asking price of $60,500.

Wow! I just landed my first deal with a $12,500 profit!

And the rest, as they say, is history.

After that first deal, I was stoked and as a result, twenty something more landed on my table in my first year. I quickly developed my own “investing style” and my own systems so I can always have deals coming in consistently.

I had found a new passion and it definitely brought in bigger and fatter checks.
But don’t get me wrong.

I have never looked at myself as a guru. I don’t believe I’ll ever see myself as one.

I’m just an average guy who found his niche in the real estate business and made it a boom.

One thing I’m sure of though, is that I can show you how to pick up a check at closing - a BIG one.
Chapter 2

Wholesaling Basics

There are many ways of wholesaling real estate.

Wholesaling single-family houses, multi-family houses, commercial properties and or just empty lots make plenty of money.

I personally prefer single-family houses and residential vacant lots because there is more demand for them there being more cash buyers and retail buyers in my market.

The meaning of wholesaling is quite simple. You are basically selling or flipping your contract for an assignment fee.

Well, let’s add on to that. Wholesaling real estate is when you have a contract to purchase a property from a wholesaler, at which point you sign off your right to the contract to an end buyer in exchange for an assignment fee.

The Purchase and Sale Agreement between you and the seller and your Contract Assignment between you and your investor buyer are usually the two main documents involved in a wholesale transaction.

Some wholesalers I know use Option Agreements because they feel that it will save them just in case numbers are too high and they can’t find a buyer before their option expires.

There is nothing wrong with using an Option Agreement. After all, a Purchase and Sale Agreement indeed is a contract wherein there’s a binding agreement between you and the seller giving you the “obligation” to buy. I will discuss the contingencies that I use on my Purchase and Sale Agreement later on in this chapter so you can walk away from a deal with a contract and be protected.

For me, wholesaling is the best and the safest way to make big profits if you want to pursue real estate.

No extensive experience is required to get started. It requires all but ambition and basic knowledge of the subject matter - something you’re now getting by reading and studying this guide.
A real estate license is not a requirement in wholesaling.

Your interest can be contractual, meaning having that property under contract so you can actually own or have the right to that property and be able to “flip” it or assign it to an end buyer.

The fundamental thing in wholesaling is finding cheap properties and selling them to an end buyer while having different options laid on their table.

Take note, if you can sell a property for a low enough price, it doesn’t matter what is wrong with the property, because somebody will buy it.

I’ll tell you a true to life example:

I had a For Sale By Owner (FSBO) property under a contract for $3,900.00.

That’s right, no typographical error - $3,900.00.

This property is in the “G-H-E-T-T-O”. It had a hole in the roof and everything. It sat right near the main highway, across apartment complexes and industrial buildings. I didn’t think twice signing this contract for $3,900.00 because I know some buyers who are interested in properties in that area.

And so I called one of my buyers and asked if he could pass by the area and check out the property.

I told him that if it interests him, he could get it for $10k. Before long, he said, “I’ll take it.”

So I had the house under contract with the seller for $3,900 and then I assigned it to my investor for $10k with “no contingencies”. That means a cool $6,100 assignment fee just for “flipping” a piece of paper.

Sounds like a win-win-win deal, isn’t it?

Well, up until a week before closing, the deal was good. My buyer’s title company ran another search on the property and there popped up two child support judgments attached to the property with a total of over $40,000.
If the seller could not pay it from his pocket, especially on a property I have under $3,900, then that would mean we will lose the deal.

So what should I do?

The seller and I signed a release on that property and I refunded the $500 credit back to my buyer which he gave me upfront towards the property.

We didn’t end up with a sweet deal after all, but we ended up with no losses and a wealth of experience.

**Moral of the story:** If you have a low enough price property, it doesn’t matter what’s wrong with it or where it’s in. Somebody will buy it.

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**HOT TIP**

Always take a non-refundable upfront credit from that buyer when assigning a property to your end buyer.

I usually take a minimum of $500 credit if the property is under $20k, and if it is above $20k, I take a minimum $1000 credit.

If the title can’t be cleared like the example I stated earlier then that’s the only way the credit is refundable.

In order to protect yourself from “unforeseeable” situations when getting deals under contract, certain contingencies need to be added to your Purchase and Sale Agreement.

I have a few main contingencies to state when I use my Purchase and Sale Agreement upon putting a property under contract.

To name the first, my favorite is the **“14 day contingency upon third party approval”**. Sometimes it’s the only contingency that I use because it is where the seller can understand the most why you have a contingency on an “as is” property.

Anybody can be a third party - your partner, money lender, contractor or end-
Often times I tell my sellers that my third party are my money partners (true, because my end-buyer is the one financing the deal) and I need 14 days to see if any of my money partners can aid in financing the deal. This always works.

The next contingency I often use is “Contingency upon contractor’s walk through inspection.” This works, too, especially if you want to put a property under contract but you are uncertain of your numbers or you don’t have buyers lined up yet before you got a hold of the property.

With this clause in the contract, your buyer will base his repair off of his own contractors, so if you know that buyers will be looking at the property before they buy, this can be a great contingency to use.

Third contingency that you can use is “Contingency upon a survey”. There are certain times that you may pick up properties that come with vacant lots but you’re uncertain if the lot is buildable or not.

You may have list of buyers who may or may not construct on the lot so to be on the safe side, when I see a lot with a property, I add this clause to my contract.

This contingency can be handy when a historical property needs to be demolished but you’re unsure if the lot is buildable because zoning laws were different back when the original building was erected.

I actually had a property like this. The property caught fire and really needed to be knocked down and rebuilt from dirt.

So to be safe, I put a survey contingency in my contract just in case my prospect buyer could not rebuild on the lot. That way, worse comes to worst, I could walk away from the contract.

The following are other contingencies you could use but which I rarely implement:

- “Contingent upon an appraisal”
- “Contingent upon termite inspection” (Sometimes I would use this)
- “Contingent upon financing” (if not in cash, specify what type of
Here is an example of a property wherein you can see how houses are near and close to each other and so we have to be sure if it was a buildable lot.

You have to think carefully about the contingencies that you want to include in your contract.

As much as possible, avoid going to the extreme with unnecessary contingencies. When you make a purchase offer, do so in good faith.

Contingencies are created to ensure everything that is important and required for you to close a deal is covered, and not to give you an easy way to walk away from a contract.
Let’s talk about wholesaling in today’s market.

Has the strategies and techniques changed?

I would say, “Yes!”

Today’s wholesaling is way more virtual, mobile, and outsourced, (I will elaborate outsourcing in later chapters). You would be shocked how many seasoned investors I know are not taking advantage of this “new trend” in the business, especially when they’re wholesaling houses.

I usually run into some seasoned investors as well as beginners who would ask me how I ended up closing over twenty-five deals on my first year in real estate.

I tell them all (and this is no secret), it’s because I’m taking advantage of this “new trend” in investing. It just makes my job a whole lot easier and allows me to work on multiple deals all at once.

You MUST keep up with the times in your niche. I constantly read articles and various content regarding new techniques/strategies to help my wholesale business grow.

Learning the basic art of wholesaling is easy, but you constantly have to keep up with new breakthroughs that are invented for small and big businesses to expand more.

The people I know who are in wholesaling business consistently TODAY are definitely aware and taking advantage of this “new trend”. They constantly

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**HOT TIP**

Always have a buyer lined up before you find a property.

To make your job as a wholesaler much easier in finding wholesale deals, you should know exactly what your buyer is looking for.
keep up with breakthroughs and innovations to implement in their business on a daily basis. To name a few rock stars in real estate wholesaling whom I study are Chris Chico, Larry Goins, Preston Ely, Alex Prado, Tim Mai, Ron Legrand, Drew Downs, and Mike Collins.

Working with wholesalers can be a great way of making money in this business too and can be beneficial both ways.

For example, you may have a property under contract, but no buyer. However, you know other wholesalers who may have buyers interested in your property. Or it may be the other way around.

I always try to meet new wholesalers aside from investor buyers. I always network with new prospects all the time.

$5,000 to $10,000 is the average assignment fee in my market. Sometimes you make more and sometimes you make less. I even experienced making as low as $1,300 on a deal. But heck, that’s still $1,300 cash in my pocket.

These small assignment fees are called “base hits” while larger assignment fees such as $15,000, $20,000 or more are called “homeruns”.

Everybody wants “homeruns”. But you should never leave those average assignment fees or those “base hits” because those deals are the ones that will keep you going and keep you in the business.

Trust me, those $3,000, $5,000 or $7,000 assignment fees sum up quickly, especially if you keep the pace going with wholesaling at least a few deals a month (around 2-5).

I know and have met some wholesalers who wouldn’t want to touch a potential wholesale deal if it’s not at least a $10,000 deal for them. As for me, I think they are leaving a lot of money on the table. Still, everybody is different. But if you see a potential deal that will make $3k or $5k assignment, grab it and move on to the next deal.

Momentum is the key to wholesaling.

You will probably hate this business and be miserable if you are in it to flip a deal or two here and there.
Why?

Due to major title issues, sellers changing their minds about selling, the buyer not being able to get funding, and a million other things that can go wrong, deals will sometimes fall apart.

During my first few months investing, I would have a single deal on the table and I would hope that one deal closes. I learned quickly enough, that was not a good way to conduct business. I realized that in order to succeed, I should not rely on just one deal at a time. That’s like putting all your eggs in one basket.

Right now, I’m used to working on at least five deals all at the same time.

This is the “secret” to making money in the wholesaling business.

If a major title issue comes up on a property that exceeds the purchase price, I still have four wholesale deals to juggle and that one bad seed would not affect me nor affect my wholesale deals.

In the following chapters, I will discuss how you could gain momentum and keep multiple deals on your table and have them on regular basis, even if a deal or two failed to push through. You still have two to three more good deals left so you wouldn’t feel the effect.

Here’s a story I’d like to tell about my very first wholesale deal.

It took me three or four months to close that deal.

I had the property under contract with the seller who assured us that there’s only about $10,000 worth of liens and judgments on the property, which I had on the purchase agreement to pay on the buyer’s side with the purchase price of $38,000.

We were set to close in thirty days max.

The problem was, there were 4 or 5 heirs involved with the property. Usually, when heirs are attached to the deed, there will always be something that can go wrong.
My title company ran a little investigation on the property, and sure enough, some extra child support judgments came up against one of the heirs. So my title company began trying to fix the issue with the seller.

The seller faxed documents that provided information stating that the child support judgment was paid off.

A month passed by and we still hadn’t closed.

Another month passed and the end-buyer was getting a bit impatient. But we were still hopeful the deal will go through.

We could have closed the deal earlier if only the seller agreed to have that extra judgment come out of their portion of the deal. However, the seller was firm in his stand that the judgment has already been paid off.

So we had no choice but to wait for the seller to give the title company all the necessary documentation and evidence that the child support judgments had indeed already been settled.

Finally, I got a call from the title company one afternoon saying that the seller had come to terms to have the judgment amount be taken out of their purchase price because verifications and documents could not be found.

At this time, the seller seemed very motivated and they needed the money right away.

It took us three months to actually close the deal.

It was still well worth it despite the hassle, knowing there was a $12,500 check waiting for me at the title company.

I actually remember sitting in my kitchen during that time hoping every day for the deal to close because that was the only deal I had on my table at that time. I guess I pinned too much hope on that first deal I didn’t really prepare for the possibility that it may fall apart and I may end up with nothing.

That was a lesson well learned.

After that one deal, I learned to always have multiple deals on the table, and I
HOT TIP

If you want to consistently close deals in a wholesaling business, always have multiple deals on the table at one time because you will never know when a deal or two will fall through.

Before we move to the next chapter, let’s talk about a few different ways on how you can wholesale.

Most people think about wholesaling real estate as putting a property under contract to buy, then assigning that contract to an investor for an assignment fee at closing.

That is the typical and most popular way of wholesaling real estate.

There are other ways of wholesaling real estate. I would recommend factoring in different ways of wholesaling so you can close more deals and be successful.

Always keep in mind that however you negotiate and structure the contract with your seller, is how your end-buyer will have to buy that property because you are assigning the contract to the buyer.

If you stated in the contract with your seller that the buyer will pay all seller’s closing cost, then your end-buyer to whom you’ll be assigning the contract will have to pay the seller’s closing cost. That is, unless both you and your buyer negotiate on splitting the seller’s closing costs thus subtracting half of the seller’s paid closing cost from your assignment fee at closing.

Remember, it’s all about how you structure your contract with the seller that you can wholesale.

Some creative ways you can wholesale other than the traditional way discussed earlier are: owner/seller financing; lease options; sub-tos, and many more.

Let’s go down to the basics on how you can wholesale with these techniques.
Wholesaling Owner/Seller Financing Deals:

At times you will encounter sellers that won’t come down to the price that you need to purchase without encumbrance because their asking price might be too high.

Usually, wholesalers are just looking for a home with the great amount of equity to lock under contract. As a result they could be leaving a great amount of deals on the table.

Sometimes you can design creative financing terms with the seller for them to hold a note on their property, also known as owner/seller financing.

For instance, you are with a seller who is firm on their $30,000 asking price on a property that needs no repairs and is ready to be rented out. The property is located in a buy and hold area. But you know you really need to be at $20,000.

You can structure with the seller that you could pay him $10,000 cash and they can hold a $20,000 note at 8% interest for 10 years.

Then you can turn around and find a “buy and hold” type of investor whom you could call right then and there and let him know that you have a seller-financing deal with $10,000 down and a 10-year note worth $20,000 at 8% interest, and you’re willing to assign the deal for just $3,000.

All that has to come out of your buyer’s pocket is $10,000 to the seller and $3,000 as your assignment fee, or a total of $13,000 plus closing costs.

You just made a quick $3,000 for structuring a deal for an investor you knew was looking for a seller-financing deal. The seller will receive their $30,000 asking price plus interest over time and your end-buyer landed that seller-financing deal he was looking for.

It’s a win-win-win deal.

Wholesaling Lease Options:

Another way you can do this is by wholesaling a lease option, which is also known as a cooperative lease option.
For instance you’re with a motivated seller who has broken even or has a little nonpartisanship in their home. You can structure to purchase that property on a lease with the option to buy.

You then find a buyer which usually is a tenant-buyer who will step into your shoes.

You sell your contract to that tenant buyer for an option fee of, let’s say $5,000. This is called cooperative lease option because both your buyer and seller cooperate with you and know exactly what you are doing.

The seller is in the know that their property is under contract with a lease option to buy and you find them a tenant-buyer to step into your shoes.

**Wholesaling Sub-To’s:**

A subject-to (sub-to) is when the seller had an agreement with the buyer to deed the property while the existing funding or loan on the home stays in the seller’s name until the buyer buys the property “outright” or refinance.

For instance, you have a seller who wants to sell the property what is owed $50,000. You know their payments are only $300 a month which includes P.I.T.I. (Principal, Interests, Taxes, Insurance). The house needs about $20,000 in work and when fixed up, the house is actually worth $130,000.

You can structure that deal wherein you are going to take over their payments subject to the existing financing they have in place.

In situations wherein a seller is four months behind, he is usually very motivated to sell. You could then let the seller know that you will get those four payments caught up and take over their payments from there.

So now you structure the purchase contract in such a way that the $50,000 purchase price is taken over subject-to and those four payments behind will be paid in full at closing.

Now, you might know an investor (rehabber) who would jump on a subject-to under contract for $50,000. Let your investor know that you have a sub-to deal and you could assign it for $7,000. Remember tto always break the numbers down.
Your end-buyer will be bringing out from his pocket all but $20,000 for repairs and $7,000 for your assignment fee - a total of $27,000 plus closing costs.

Again, everyone walks away from the deal happy.

HOT TIP

Whenever you assign Sub-to’s, make sure you know your end-buyer has an ethical character and will always keep up with payments because the seller’s name still exists on the loan.
Chapter 3

Marketing 101: Finding Motivated Sellers & Qualified Cash Buyers

The core to any business is marketing, and the wholesaling business is definitely no different.

In this business, the important thing you should focus on is generating as much leads as you can. Focus on as many creative ways to find buyers and sellers.

The more leads, the better.

I met some wholesalers and investors who are frustrated about not closing enough deals. They may close a deal here and there, but fail to build enough momentum to be constantly closing. If you want to keep a successful wholesaling business, you MUST MARKET to generate leads.

Being active at all times is the key thing. My marketing strategies may be a little unique from the rest and in this chapter you will know how I close multiple deals every month using my marketing techniques.

Let’s begin...

Get an Answering Service or 24-Hour Recorded Voicemail Service:

The first thing you would want to get, if you don’t have it yet, is an answering service or a 24-hr recorded voicemail service.

In my own opinion and personal experience, having leads coming to your mobile phone is a big NO-NO.

That is the last thing that you would want when generating leads.

This could drive you crazy. I personally have a live answering service that accepts calls and send email to me and to my virtual assistant (basics on virtual assistants later in this guide).

The answering service will provide you a number that you could use when doing all your marketing to attract motivated sellers and buyers. Every time I do marketing, I always use my answering service or virtual number (I will discuss
how useful a virtual number can be later in this chapter).

When a prospect calls that number they are automatically connected with a live person (no matter what time of day it is). So when the live person takes the call from prospects, he or she will greet the prospect with the name of the company along with the script you provided for the live person to use.

Here is an example of a provided script for the answering service to use, so when the prospect calls, my live operator knows what to say.

In the above example, you can see that after the live operator greeted this prospect with my company greeting. The operator also has the guide on what to ask to the prospect.

After the greeting, the operator takes their name, phone number, best time to call, how did they hear about the company, property address, beds and baths of the property, asking price, house value (in the seller’s opinion 😊), balance owed on the property, monthly payment, amount behind, reason for selling and their email. Seller’s email is very important because if the first go-round didn’t work with the seller with regard to the price, you can add them up to an email marketing list for a follow up with them on their property every other week (this is done by the virtual assistant).
Looking back at the numbers in this example, you’ll notice that for typical wholesale deal, this lead wouldn’t work because there is not enough equity. Therefore you do not need to call the lead knowing that it wouldn’t work for a wholesale.

However, in this case, I had my VA call this lead because I was curious if the prospect would take what she owed on the property subject to. My VA found out, however, that she wanted the property bought completely with the full asking price of $119,000. In which case, this was not a good wholesale deal at all.

But let’s say this seller would have agreed and allowed us to take over the property sub-to of what she owed on it. I could then structure the contract to purchase subject-to existing financing, take over the $997 payment, and assign the contract to an end-buyer for a fee.

Now going back to the answering service, it is simply a true time saver. You don’t have to take calls personally. Instead, the details are emailed to you and you’ll just have you decide whether it is worth calling back or not.

I pay the answering service a $50.00 flat fee and a $1.00 per minute for calls. This works for me since it’s worth the cost and saves me time. It also gives me more time to make more money in ways I am more passionate in.

You can go to www.answercenter.biz if you want to set up an answering service. The website will let you know how it all works.

On the other hand, a 24-hour recorded voicemail service is preferred by some people. This service is cheaper than that of a 24-hour answering service because the prospect simply listens to a recorded message and leaves a voicemail afterwards, instead of having a live person to take the call.

I do not personally prefer a recorded voicemail service and I never used it before. I believe there is nothing like having conversation with a live person on the phone. Nonetheless, you could at least have a 24-hr recorded voicemail service if you want to save money and need a service number to channel prospects.

Remember, you would not want prospects giving you a ring on your cell phone
on a daily basis especially when you have lots of deals on the table.

You wouldn’t want your time taken up by client calls all day - most of which won’t even fan out to become deals. Petty things such as this would make you feel frustrated about the business instead of loving it.

**Virtual/Vanity Number:**

Earlier on the discussion about the answering service, we talked about how you can get a number with the live operators who take your calls 24-hours a day. In my case, I also have a virtual/vanity number connected to my answering service.

To make it clear, a virtual number is a telephone number indirectly associated to a telephone line. You can program a virtual/vanity number to forward incoming calls to a pre-set telephone number of your choice, in this case, your answering service number.

A vanity number is simply a “phone word”. These are alphanumeric equivalents of a telephone number and having the letters correspond to each digit on a telephone keypad.

In my case, my virtual number and vanity number is the same: 1-888-97-WE-BUY (WE BUY translates to 93289. Thus, my virtual/vanity number actually spells out as 1-888-979-3289. But instead of a bunch on numbers, it’s easier to just say 1-888-97-WE BUY. Makes sense?)

If someone sees the number on my vehicle, they could easily remember and quickly make a call to the number which is directed and programmed to forward incoming calls to my answering service number and be greeted by live operator with my company greeting and with the script provided.

In any business, having a virtual/vanity number is beneficial. If you have a word such as “WE BUY”, a prospect would easily remember your number even if it is not right in front of them.

The first thing that comes up their minds when selling their property is, “*I can call the 1-888-97-WE-BUY number*”, or “*I can call the 1-888-97-WE-BUY company*”.
I know this to be true because there have already been several instances when my live operator asks a prospect how they came to learn about us and the prospect says they saw the “WE BUY” number.

Another great benefit I get from having a virtual/vanity number is being able to use it to call prospects using my iPhone. This is a real cool one.

There is a free iPhone app called Ring Central (I’ll elaborate more about this service later in this chapter) that I use on my iPhone. This app links me to the back office of my company.

It works like this: I go the Ring Central app on my phone. I go to the “ring out” feature which allows me to call out to anyone and have my “888” number appear on the person’s caller ID. This is a pretty nifty feature as it adds an air of professionalism to the process.

Let me give you a good example: If a seller calls my 1-888-97-WE-BUY number, the answering service will send me and my VA an email about the details of the call. My VA (virtual assistant) will then screen the lead and decide if it’s worth pursuing. If it is, my VA notifies me via email that I then receive through my iPhone. I can then immediately call the seller back with the Ring Central app. The number that would actually appear on the seller’s phone when I call is the number that they dialed (1-888-979-3289). Awesome, huh?

The seller would actually think that I am calling from the “office” which would make them comfortable to open up unlike if they will be calling a random cellphone number.

It also makes it professional having them called by an “888” number showing up on their phone ID.

Another cool feature of this app is the ability to program hold music for when you need to put the other person on hold while you pull up comps and stuff.

I press simply press “##” on my iPhone and they would actually hear music. I have set my hold music to play classical music, and on holidays, I set it to play holiday music. This is a really cool feature that can warm up the prospect before having transactions. It’s a totally ninja technique!

If you want to try out Ring Central, you can go to www.antoniohitman.com.
Click on the “get a toll free number” banner and you’ll be guided on what you need to do. I would just like to disclose that this is an affiliate link and I will get a small referral commission if you use this link to use their service. However, you will not be paying extra by using my affiliate link.

I pay $9.99 a month for my number which includes 300 free minutes a month of incoming and outgoing calls for this virtual/vanity number.

Trust me, it is worth it and I would highly suggest that you use a virtual and vanity all in one linked to your answering service number. Take note that the answering service number and the ring central service are two different types of services I use with their respective pricing.

**HOT TIP**

If you don’t have any of the two service, I highly recommend that you get one preferably an answering service.

It is also recommended that you get a virtual/vanity number if you want a prospect talking to a live person at all times.

**Autoresponders:**

An autoresponder is simply a type software application that enables you to send emails to people simultaneously.

However, this program does NOT write emails for you. It also does NOT send out unsolicited emails. In fact, most autoresponder services have firm safeguards against spamming.

An autoresponder service allows you to set up a sequence of your pre-written emails which will be sent out to your prospects on your database at regular intervals. You can set this interval at your discretion and choice as well.

So even if you’re sleeping, the autoresponder sends out emails to your prospect list.

You just have to set the day you want that email to be sent out and VOILA!
This is an advantage of having an automation process in place (more about automation later). What you get from this process is rapport between you and your prospects.

In order to acquire that, you need TWO main things, your prospect’s first name and email which will allow you to “personalize” your autoresponder message with the name and specific day to send the email message.

To get prospect’s name and email, you should be able to attract them to something called squeeze page (more about that later in this chapter) that has a sign up form.

A sign up form is used for capturing a prospect’s name and email or any other type of information that will be of use (some prefer to get last name and phone number).

From my experience, the more information you ask from a prospect, the less likely they will decide to transact or participate into your service. So as for me, I like to get their first name and email, keeping it short and sweet.

For sending out autoresponders, I personally use iContact. Their full link is www.icontact.com/?=721716. Again, I want to disclose that if ever you choose to use their service through this link, I will be getting a small referral commission.

Just a brief background: iContact is an automated email marketing service that permits you to create, sent, and keep track of your email messages. It also provides sign up forms for your squeeze pages with various pre-made templates and newsletters to send out when doing your email marketing. Don’t forget to use that link to get there. 😊

**Squeeze Pages (Also known as Landing Pages):**

In today’s world of marketing, having a squeeze page is a MUST.

I’ve met some investors who do not have a squeeze page and don’t realize the number of leads that are inadvertently leaving on the table.

A squeeze page is a single web page that is needed to capture client
information.

The best squeeze page has bold and grabby keywords about that niche (about wholesaling, in this case), and color psychology.

Most squeeze pages contain videos talking about the niche and why you should sign up (that’s putting your name and email).

A squeeze page’s general rule is that you should keep its content to the least because your main objective is to get prospect’s name and email and not distract your visitor from joining in your page.

To nudge my prospects to “opt-in”, I use a pop-up sign form. This sign-up form pops out in the middle of the page when the visitor is about to leave the page or is on the squeeze page for so long encouraging the visitor to sign-up.

Studies revealed that this increases your chance of a visitor would sign-up or “opt-in” on your page.

Some people find it annoying having pop-up sign up forms on the page. In my experience, I’ve seen an increase in my subscription numbers the day I implemented the pop-up sign up form on the squeeze page.

Remember, the reason you use this is to get the visitor’s information (that is the name and email), so to keep the pop-up sign up form less disturbing, take note on the following tips below:

1) You do not want your visitor’s hit with it right away, so have it pop-up after a decent amount of time. Set it on your squeeze page every 30-45 seconds so it appears on that interval.
2) Have the speed in a slow fade in and not just a quick out of the blue pop-up.
3) Do not block the visibility of the background, have your form be an overlay.

Websites/Blogs:

We have discussed your aim to capture visitor’s information through a squeeze page. Once a prospect signs up on your squeeze page, a website is where the prospect is typically directed to afterwards.
Here’s one example of my squeeze pages and websites (I’ll touch the base why I recommend having more than 1 in a second) - http://wholesalecashbuyer.com

I have a squeeze page containing a video of me talking about the great wholesale deals I have in store for you if you fill in your name and email.

On my squeeze page, I DO NOT aim to target motivated sellers, but capture cash buyers or investors.

You might have also noticed that I do not give too much information on my squeeze page because I want my visitor enticed to see what’s in store “on the other side”.

When they opt-in, the visitor is led to my website. He/she gets to see all the wholesale deals, forms/documents available to structure a wholesale deal.

Now that I have the subscriber’s information (he now becomes a buyer lead), he then instantly gets sent a welcome email that I pre-set in my autoresponder. He will also begin to receive a sequence of emails set in the autoresponder designed to convert him to an avid client.

Take note that if you have the prospect’s first name, the email he gets looks personal because your message is directed to him personally on a first name basis. You should do the same with a “seller” squeeze page.

Using the same concept, a motivated seller is directed to your seller squeeze page through marketing. Once the prospect signs up, he is led to a seller website. He will also receive a separate set of autoresponder messages. It will be tailr-made for sellers (just as the one we discussed earlier are for buyers).

So to make it clear, set two types of messages in your autoresponder account: one for sellers and another for buyers. Contents to be shared through each autoresponder should also correspond to either sellers or buyers.

Always have a separate squeeze page and website for buyers and sellers.

Blogs are important too. Every week or two, I might send out autoresponder messages to my buyers or sellers directing them to my blog where I have FREE articles about the niche of wholesaling, thus I am building rapport with my
subscribers.

A blog is a great way where people can go and learn something for FREE. You can add banners, affiliate links, and widgets on your blogs so you can also monetize it (But that’s another subject for another guide). To understand this better, visit my blog at www.antoniohitman.com.

Direct Mailing (My Favorite Marketing):

For me, direct mailing is still the best way to generate leads both motivated sellers and cash buyers. I use both letters and postcards when I do direct mailing. I send handwritten yellow letters using red ink when I send out mail to potential seller.

Here is an example:
Notice how the letter looks personal. It shows that I really took my time to write the letter personally to that seller. Giving my son’s name made it look very individualized as if I’m making introductions on a personal level. And to top it off, it was written in red ink. The envelope I used is also not your typical white envelope, but a yellow one with handwritten red ink. Can you just imagine how many prospects would open and read this letter?

With this tactic, my response rate is astonishing. Leads are generated for my business in droves. The letters draw them to my virtual/vanity number (1-888-97-WE-BUY) so it can be easily remembered even if they do not have the letter on their hands.

There is a company I employ called CheapYellowLetters in Dallas, TX. They handwriting letters for you with the prospect’s name (later in this chapter, I will be discussing a list that you can buy with names and addresses), they package the letter, and send out in bulk.

You can either have all the letters mailed to you to send out or you can have the company mail the letters to your target prospects. A letter plus its packaging cost $1.49.

The good thing is, it is the only company I know that has no minimum requirement in ordering letters. Some of which I know has a minimum of 1000 letters and are priced at $1.99 per letter. If you want to start using the yellow letter, go to http://yellowletterscomplete.com/ or call 1-888-294-0780.

**Postcards** may be your cheapest way to do direct mailing. Both the buyer’s and seller’s post card that I use is 4x6 in size. Below are examples for both:

```
Hello [company name]

My name is Antonio “Hitman” Edwards and I wholesale houses in the Tidewater area. I see that you are an active real estate investor in TODAY’s market and would love to connect with you on my wholesale deals!!!!

I want to let you know that I consistently find great wholesale deals and want to give YOU the opportunity to see what I have available in my inventory.

***I Love Junker Houses & you should too***

Please Call Me Direct at [redacted] (This is No Answering Service by the way, you will reach me directly 😊)

Find Great Wholesale Deals At: www.prolificbuyers.com
```
The first postcard is for cash buyers in my area. Notice that I acknowledge that I find great deals monthly, I provide my DIRECT contact, as well as routing them to my squeeze page for me to get hold of their NAME and EMAIL thus I am building a rapport with my buyers so as with the sellers.

The second postcard is used to market absentee owners who do not personally manage or reside at the property. It means that the property is either rented out, vacant, or owned by an investor.

I use www.melissadata.com’s service in search for absentee owners for potential motivated sellers. Melissa data emails me the list in CSV format, arranged by area codes for easier browsing.

The list contains owner’s name, owner’s mailing address, and the property address. All I would need to do is upload this file to a mailing service website and the ball will roll from there. I will go over this process in more detail later.

Going back on the seller’s postcard, remember that the seller is directed to my answering service. My live operator would ask for their email so we can keep contact. If the lead is worth following up, they will be led to my squeeze page.

As for the buyer’s postcard, I also procured a buyer’s list from that same

When you are purchasing a “corporate” absentee owner list, you are actually buying absentee owners that own their property in their corporations, LLCs and Landtrust.

Most investors lay their properties in separate entities which is a great source of finding the investors who buy houses in cash in TODAY’s market. (I suggest you watch my video tutorial that teaches you how to purchase both the absentee owner list to find sellers as well as the “corporate” absentee owner list to find cash buyers).

Mailing Service:

The postcards we talked about need to be mailed. In your hands, you have both the buyer’s list or “corporate” absentee owner list and the absentee owner list or the potential sellers.

For this, I use www.click2mail.com. What I do is upload both CSV files of the two different lists as well as both your buyer’s and seller’s postcards.

The said service has a feature that merges mails and you can insert information from spreadsheets onto documents such as letters, postcards, mailing labels, etc.

So now, I would mail merge the absentee owner’s name, property address and mailing address onto the postcard so it will look personal. (Check out the video tutorial on how to use click2mail.)

Bandit Signs:

In my opinion, using Bandit Signs can give you the most bang for your money when finding deals. Bandit signs have always been a potent method of generating, not only seller leads, but buyer leads as well.

But before I tell you how I use this method in my wholesaling business, let me tell you something you should know about bandit signs - As the name speaks for itself, bandit signs are illegal.

Every state has a “sign police” that roams around and removes the signs and
make the sign owners pay fines.

If you have the number on the sign, they will immediately call you and have you pick up your sign. If you do not have a number on it, it will be hard for them to track you. They will not be wasting their time to do that since the city has a lot of problems to solve.

For this, I recommend that you have your answering machine or virtual number on your bandit sign to make tracking you more difficult for the “sign police”. After all they are not looking to interact with an answering service - they just want to know who put the signs up.

You can discover some good deals using this technique, but I’m telling you, bandit signs are really not for everybody.

However, if you’re bold enough to use bandit signs, keep in mind that the city office closes on weekends so you can put up your signs on Fridays after 6:00 pm and take them off Sunday nights.

I was named bandit sign “King” in my area when I first got started in this business. I would go out on one or two in the morning to put up literally a hundred bandit sign in just a night.

Yes, I was finding deals but it was tiring and exhausting and what a time consuming that was. So now I pay people to put them out for me at $1.25 to $1.50 per sign.

For instance, you pay someone to put out 100 signs for $1.50 each. It will take them 3 hours the most to do it. That means they are paid $50 an hour ($50 x 3 hours = $150). Good enough for a 3-hour job, huh?

Hire someone who would put the signs out on a Friday night and pick them back up on a Sunday night. Sometimes, I don’t even have to remove them because we put them where there are no “sign police” bothering us.

Your actual neighborhood where your target market is located is a good place to put up your signs.

You could also choose to put them up on major highways but, take it from my experience, the city will take your signs quickly.
“Tuck” them in neighborhoods and cloistered areas. This way, your signs stay up longer and can continue generating leads.

I use 12x18 bandit signs and half-sized wire stakes. The sign is not big and the stake is short making it less conspicuous and therefore stays up longer. I see standard bandit signs of 18x24 size with an 18” wire stake all the time, but these kind will surely be taken up by the city in a flash.

With the size I use on my bandit sign, the city is more tolerant especially when they are tucked in remote neighborhood (maybe they don’t see the signs...lol).

Below is the size of my sign and stake which I use:

My sign somehow sits on the ground. Notice the height of my bandit sign. It makes it stay there longer therefore generating more lead calls over time.

The city will not annoy you if you put this sign and stake in neighborhoods and other cloistered areas.

I also like to put up my signs where there are other different signs (except “We
Buy Houses” signs). This way, the city will not just pick your bandit sign. You can find three or more bandit signs of different companies side by side on areas like shopping centers which is definitely a good area.

You should always remember to never put your sign in somebody’s own yard, because you can be charged with trespassing.

I place my bandit signs in neighborhood gateways or convenience stores and gas stations. Sometimes I place my signs at stop signs and in the neighborhoods too as long as it’s not in any private yard.

Now we talk about what to put on bandit signs.

The very typical “We Buy Houses” which is uncreative and outmoded.

Put yourself in the seller’s shoes. When they see “We Buy Houses” on each and every sign, everything looks similar to them.

Your goal is to stand out from the rest. So you have to be as imaginative as possible. The following are examples of various creative ideas you can apply on your bandit signs:

I use some creative concepts to attract motivated sellers. My personal favorite is, “We Buy Houses in Bad Shape”.

This automatically attracts motivated sellers who have ugly houses. The word “UGLY” is owned by Homevestors and they could sue me if I use that word when marketing unless I am a Homevestor franchisee.
The size sign I use is 12x18. It costs about $1.00 a sign and .90 for the half-sized wire stakes plus shipping. I order them at www.supercheapsigns.com.

Handwritten fonts on all my signs seem to attract more leads and they stay up longer too, for some reason.

If you are on a tight budget, I suggest you order blank bandit signs, because they are inexpensive but writing on them is time consuming (unless you will hire somebody to write on them for you). As I’ve said, the handwritten looking font is captivating and also stays up longer.

As we have discussed, you use creative bandit signs to look for motivated sellers, you do the same thing when persuading investors to call you.

Check this out:

![Wholesale Deal and Investor’s Special Signs](image)

These are just examples of bandit signs to attract buyers in your area. To build your buyer’s list, you should still put up the sign even if you do not have a property available for wholesaling. Remember, in this business, you will never have enough buyers.

When you’re just building a buyers list using this technique and buyers call you back, tell them that the property is already sold but you come across similar wholesale deals all the time and you will be delighted to add him/her to your list for future business transactions with regards to wholesale properties. This works everytime.

This is one strategy of how I build my list of buyers when I first started and I never had met an investor who told me no.
Classified Ads:

Placing ads, whether in paper or online, is another logical way to generate leads.

Whichever classified ad you use, be it newspaper classified ads or online ads, you can still generate leads. Remember though, that more and more people get online every day. Hence, why pay for newspaper classified when there are thousands of online classified services where you can post your ads for free?

I post ads online on a daily basis and you would be surprised how many leads I generate with this. Here’s a partial list of classified ads websites my team uses:

www.backpage.com
www.craigslist.com
www.oodle.com
www.usfreeads.com
www.classifiedadsforfree.com
www.facebook.com
www.twitter.com
www.forsalebyowner.com
www.linkedin.com
www.youtube.com

These websites generate leads, and the most favorable part, posting is FREE.

When I lay my ads on any of these websites, I make sure that my ad is catchy and bold to make it stand out.

Check these ads that attract sellers and buyers:

<table>
<thead>
<tr>
<th>FACING FORECLOSURE?</th>
<th>We Buy Houses Anywhere and in Any Condition. Get a Cash Offer in 48 Hours.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WE CAN HELP. NO MATTER WHAT THE CONDITION OF YOUR HOUSE IS, WE CAN MAKE A FAIR OFFER.</td>
<td>Visit - (squeeze page here)</td>
</tr>
<tr>
<td>VISIT -- (SQUEEZE PAGE HERE)</td>
<td>XXX-XXX-XXXX</td>
</tr>
<tr>
<td>XXX-XXX-XXXX</td>
<td>XXX-XXX-XXXX</td>
</tr>
</tbody>
</table>
These examples are just a few of the many catchy ads to attract motivated sellers and cash buyers in your market.

I found out that there are some lazy investors who want to be spoon-fed information. As a wholesaler, our goal is to provide the investors (buyers) what they are after.

So if I want to attract a cash buyer, I always deliver pictures and a youtube video in the ad. This helps the investor (buyer) to make a decision quickly and become a client.

Do all these for the buyer since they are the ones who bring our assignment fee to the closing table.

I favorably suggest that you use online classified websites when marketing to sellers.

**Business Cards:**

Get some business cards ASAP if you still do not have any and try to be as creative as possible with them.

Some investors hand me their business cards and it’s pretty obvious it’s from free services. Getting it from free services is a bad idea. Why would you choose to have it for free and you know you’ll be having similar cards like the rest?

You are your card, and you want to project yourself as the best. I recommend you to have and get them printed out. I favor high glossy style with a front and
back to it.

Remember to have seller’s business cards separate from your buyer’s business cards.

I have my virtual/vanity number on the seller’s business card so if they decide to call they will be connected to my answering service and to my seller’s squeeze page.

On the other hand, I give my buyer’s business card to other real estate investors where my direct business number is available along with the buyer’s squeeze page.

Keep the two separate and be creative at all times, because your business cards represents your company.

**Other Marketing Strategies:**

There are many ways how you can market to attract leads.

Word of mouth is influential, too.

You will be astonished on the number of leads you’ll have if you let everyone know what you do. I like to tell people what I do and give them my business card everywhere I go. You can always end up handing your card over to someone who selling a house or knows someone who does.

Billboards are another lead-producing technique. I have tried this before with my music business but not in my real estate yet. But judging at how my music business benefitted from billboards, I’m pretty sure your investing business will get a lot of marketing boost from billboards as well.

Make your vehicle a mobile marketing magnet to attract leads. I have my back glass covered with “We Buy Houses” with my virtual/vanity number on it.

I get leads weekly just from this strategy. I paid $250 for the artwork at www.fastsigns.com. That’s their website if you ever decide to use them.

See below how my truck generates leads for me:
Posters and flyers are helpful in attracting leads, too.

I prefer posters because these can be hung in areas like laundromats, barbershops, beauty salons, churches, colleges, carwashes, etc. Hang that “We Buy Houses in Bad Shape” poster and leads will surely follow.

This goes with flyers, too. Take note, I’d rather have 10 ways to find one deal, than one way to find 10 deals.

This makes the job easier.
Chapter 4

Mission Impossible: Wholesaling Bank Owned REO’s

“You can’t wholesale bank owned (REO) properties.”

I hear this statement a lot especially from investors and real estate agents.

DO NOT listen to this.

I took my wholesaling business to a higher level the day I implemented wholesaling bank owned properties. This is a killer strategy you don’t want to miss because you will be leaving a lot of money on he table if you do.

REO or Real Estate Owned means a bank owned property. If you hear different terms such as bank owned, REO, real estate owned, or even foreclosures, they all mean the same thing and no doubt about it, you can wholesale these properties. You can wholesale REO properties through different ways such as double or simultaneous closing, landtrusts or selling LLC’s. Let’s elaborate each.

**Double or Simultaneous Closing:**

Each and every state have differing laws or requirements with regards to structuring simultaneous or double closing.

Some allow it and some don’t.

There is no problem if you want to do simultaneous or double closing in my state. However, you’ll find very few title companies who want to do them.

A double closing is the contemporaneous procurement and sale of a real estate property involving 3 parties who are as follows: the original seller (typically the bank), investor/wholesaler (middleman), and the end-buyer.

Usually when a wholesaler is using this technique to assign a property, he must use “REIN” contract when purchasing REO properties.

The problem is, you can’t assign REIN contracts because all REIN contracts have a non-assignability clause in it.
So what the wholesaler should do is, transact in a contract acting as a buyer and to another contract as a seller marketing the property for a higher price.

Everything happens before closing the purchase, and this is how you get your assignment fee using this strategy to wholesale REO property.

In a double-closing, the end-buyer funds both closings, meaning, there will be two HUD-1 statements involved and two closing costs.

Your end-buyer then waits for you to use his funds to close the deal with the original seller which is the bank. Keep your seller and buyer separate by conducting both closings at different times on the same day or different days and locations.

This kind of transaction can be costly, since it involves two closings, which in turn means, there are two closing costs. The closing cost between you and the original seller on one HUD-1 statement and the closing cost between you and your end-buyer in a different HUD-1 statement.

This technique practically entails selling the property twice and you’re involved in both transactions.

I hate two closing costs so I try to avoid double or simultaneous closings.

Another reason why double closing should be avoided is because, there are times when you as the buyer in the A-B transaction should fund your side of the closing with the original seller.

So if you got the property at $50,000, you are obliged to find a way to fund your closing side, even if you do not have that money.

Typically, end-buyers fund both sides but there will be times when you will need to come up with your own funds to close your side. This is true even if the second closing happens just within a few days.

Let’s say you’re the wholesaler, and you cannot finance your A-B closing, there are transactional financing lenders who will fund your side of closing plus closing costs.
Transactional funding lenders offer short term loans to finance A-B side of REO wholesale transaction (even shortsales).

With them, there is no credit check or name verification required. The only requirement is that you and your end-buyer should have an arrangement that he is to purchase the property from you immediately after you close A-B sale.

Transactional funding fees can be 2-4 points (private lenders are not costly). Be sure to do your research and be sure to take these fees into deeper thinking and consider things if you are going to use transactional lender to fund REO wholesale deals.

**Landtrust:**

Using Landtrusts is a better way of wholesaling REO properties.

There are two parties involved: the beneficiary and the trustee.

Landtrust is just a vehicle to hold title to a property whereas the beneficiary owns the beneficial interest of that landtrust and the trustee holds the ownership of the property for the benefit of the beneficiary.

The beneficiary has complete control at all times so the trustee can only act when he is told to do so.

When you are laying the offer on REO properties, the Landtrust will be the “buyer” of the property. I usually indicate the address of the Landtrust property as “123 Main Street Landtrust”.

If the offer gets submitted, the bank/seller will see “123 Main Street Landtrust” upon buying the property which the beneficiary has a complete control of.

While the trustee signs all documents for the Landtrust, the beneficiary of the Landtrust is kept private.

Using this strategy, even if the REIN contract is non-assignable, you can assign the beneficial interest of the Landtrust to your end-buyer.

For instance, your offer is approved by the bank for $50,000, you can name one
of your siblings as a trustee for 123 Main Street Landtrust, and your LLC will be the beneficiary. Because the REIN contract is non-assignable, you’ll simply just sell 123 Main Street Landtrust to your end-buyer for, let’s say, $45,000.

As a result, your end-buyer now becomes the beneficiary of 123 Main Street Landtrust at closing, and your sibling, being the trustee, will still sign the documents at closing.

Since your end-buyer now becomes the beneficiary of that Landtrust, he now then owns that Landtrust and can appoint his own trustee. This is called a successor trustee.

So your LLC is no longer a beneficiary nor is your sister a trustee and you just received a $5,000 assignment fee for selling the Landtrust.

In wholesaling a Landtrust, it involves a Landtrust agreement and an assignment of beneficial interest addendum. Sometimes an appointment of successor trustee document as well.

A Landtrust agreement consists 6-8 page documents stating who is the beneficiary and his powers, who is the trustee and his duties.

Once you hand the beneficial interest over to the new beneficiary, the existing Landtrust being assigned becomes “dead” once a new landtrust is created.

In the assignment of the beneficial interest addendum, you, being the existing beneficiary of that Landtrust, are selling your rights of ownership to a new beneficiary for an assignment fee.

This strategy on wholesaling REOs can save you money from doing a double closing.

The name of that Landtrust stays as is, same goes with the bank (seller). 123 Main Street Landtrust is still the buyer on the record and only the new beneficiary (private) will be able to change it. This happens when you assign that beneficial interest of that Landtrust.

As an owner of a Landtrust (beneficiary), you get asset protection, privacy protection from liens, protection from lawsuits, protection from title claims, and best of all, you can wholesale REO properties.
As a killer strategy in wholesaling bank owned properties, you will encounter investors who either don’t like them or do not understand them. This could result to a problem if you are assigning a Landtrust to an end-buyer who would rather do the expensive double-closing instead of being a beneficiary of a Landtrust.

You will meet some title companies who cannot comprehend this strategy and even some attorneys giving false advices and saying you can’t use them. These are some of the disadvantages of using Landtrusts. Nevertheless, I can assure you that you can use this strategy and it’s a lot more inexpensive than doing a double or simultaneous close.

**LLC or Limited Liability:**

Another way to get around the non-assignability clause on an REIN contract is through selling an LLC.

With this kind of technique, you can create an LLC to purchase a property, find an end-buyer to wholesale the property to, and sell that LLC to the end-buyer for an assignment fee.

Landtrust are free to create but producing an LLC makes you pay a certain fee which varies depending on the state you’re at.

I personally do not favor this method because you still go through double closing costs.

If you create 5-10 LLCs monthly, this is going to be expensive plus it can cause red flag to state regulators.

With either of those techniques mentioned, it still allows you to wholesale REO properties.
Chapter 5

OPW (Other People’s Work): The Power of Virtual Assistants (VAs)

Some of you might be wondering what a virtual assistant is.

A virtual assistant, also known as “VA” or virtual office assistant is an employee hired to aid your business on professional administrative, technical, and other tasks, but instead of working in your office, the VA works from home.

Your business is taken to a whole new level if you hire a virtual assistant in your wholesaling business.

It is amazing what VA’s can do even if you’re asleep, on vacation, or even searching for more deals.

I love virtual assistants because they free my time to learn and move on to bigger and better things for my business.

During my first months in this business, I did all the jobs in every department. I sent out letters, talked to sellers, talked to buyers, and kept track of my follow ups. I was the one doing all these. And as much as I was making money, I was also ending up so tired and exhausted I couldn’t even enjoy the fruits of my own labor.

You do not want to do EVERYTHING in your business, even if it makes a lot of money. It will drive you crazy. There will be no time left for you to enjoy your hardwork.
Benefits of having a VA:

A virtual assistant can provide a wide array of service to your wholesaling business.

The following are some tasks I hand out to my VA:

- Administrative service
- Web design and HTML coding
- Database management
- Listing coordination and syndication
- Lead management/follow ups
- Talking to sellers and making offers
- Marketing
- Setting appointments

We talked about leads going through an answering service before it is sent to me and to my VA.

The VA then goes over the lead via email to see if that lead is a potential or not.

If the lead passes the screen, my VA will call the seller with a script provided. If the seller will consider lower than the asking price, he then schedules me for an appointment to go look at the property (He usually puts the seller on hold first and calls me to ask my availability. If he can’t reach me immediately, he leaves me a message or an email then gives the seller an estimated time when I will get back with him).

I always transact my own deals with the seller, but I have my VA lay the offer to the seller at the end of the day (kind of professional when the seller is called by an “888” number).

Here’s a VA flowchart that is followed on a regular basis when evaluating leads:
This flowchart is a blueprint that helps my VA follow what is set for him to do.

I send emails to my VA about tasks to do for the next day or if I had set a deadline for whatever task or project.

VA’s do not read minds so ALWAYS set a deadline when assigning tasks and projects in order to get things done.

For example, you needed your VA to make a Happy Birthday e-card and have him send it to a business partner the next day at 8:00am. However, when you relayed this request to the VA, you simply said, “Make a Birthday e-card for my business partner and send it to him tomorrow.”
If your VA sends the e-card to your business partner at 4:30pm, you won’t be able to blame him. How would your VA know that you wanted the e-card emailed at a certain time the next day?

You should be very specific in assigning task to your VA’s especially projects.

**What VA’s can do:**

Before deploying your VA in your wholesaling business, you should train your VA, maybe a week or two, to let him know how the business runs. Once the VA is good to go, they can be assigned to do all the “busy” tasks for you.

Marketing is the key to wholesaling business. It is a tiresome thing to tackle and handle in your business. Fortunately for me, this is one main task my VA is assigned to do.

He finds buyers and sellers for me online. Remember the postcards and letters? He sends them out for me, too. With the postcards, he uploads them to click2mail.com along with the absentee lists, and with a few clicks, the postcards are sent out to buyers and motivated sellers accordingly.

My VA also posts ads online on free classified ads websites (ie: such as the ones I provided you earlier). This is a repetitive task but nevertheless, is an important ingredient in ensuring that there’s a constant flow of buyers and seller leads.

He also keeps track of potential prospects. He keeps a record of their names, emails, mailing addresses and other pertinent information. He also is in charge of doing follow ups as well as sending them postcards and direct mail.

This assignment is done after every other week.

And same thing goes with automated pre-set follow-up emails.

He, too, customizes my websites, blogs, and squeeze pages, as well as drives traffic to them every day. He has all my social networking accounts for networking purposes, my e-fax account, access to all back office of my blogs, websites, emails, classified ad accounts, and email marketing accounts.

He orders bandit signs on a specific days of the month (credit card is already
filed on the company website).

The real estate documents I use daily is also accessed by my VA. He has been trained to create a purchase contract assignment addendum etc. as needed. He also knows where to find the legal description and parcel number of an address for that contract.

You can set tasks to your VA endlessly which can build your business to a whole new level. But you must remember to always be specific with your instructions. You should also maintain and cultivate open communication with your VA in order to build an excellent working relationship with them.

For me, I use skype.com or Google email/video chat to communicate with my VA regularly.

Practically 99% of the grunt work in my business, I have assigned to my VA. And this gives me more time to do deals and work on other areas of my business that will result in it getting bigger and better.

**What to look for in a VA:**

Before hiring a VA, always interview a few so you can have several candidates to choose from when deciding who you would want to hire.

Request for a resume from them to help you make wise decisions about their qualifications. Always look for great communication skills (since they’ll be talking to clients), great typing skills, ability to work without supervision, knowledge with Microsoft Office, event organizing, administration, etc.

You may never find a perfect VA but try to look for someone who could learn fast, someone with excellent attitude and someone whom you can build rapport with.

*My VA and I work great together. I email him what I want and VOILA! (But of course this doesn’t happen overnight).*

The last thing you would want is a VA you can’t understand. You will have a hard time working with someone like that.

I highly recommend VA’s from Philippines because they have a great
communication skills. Make sure your VA can do jobs on time and is consistent with the quality work they do. Keep a time log of the hours your VA does the work so you know how much to pay them.

I use xoom.com to pay my VAs. You wouldn’t want to lose a great VA so pay him on time and take care of him. I pay mine at $3.00/hour, although some people pay their VA’s a standard rate of $2.00/hour.

If they do their tasks efficiently, offer them bonuses and raises as rewards.

Make sure he has a small team that would back up in case he gets sick or leave for a vacation. A back up team is important.

Go to http://myvanow.com if you are interested in looking for VA to help you take care of your business.

My team can help you out in searching for a qualified VA and train them as well.
Chapter 6

Building Your Own “Dream Team”

We all know that you can’t do it all by yourself. You must have a team to be successful in business.

Prior to this chapter, we talked about virtual assistants helping you out with your wholesaling business. They are important part of your team.

This chapter will talk about the benefits of having real estate agents, title companies, attorneys, CPA’s, and - are you ready for this? - the mailman to your “dream team”.

Real Estate Agents:

Agents are a must-have to your team.

I suggest you find REO agents who already know how to negotiate with investors.

Start networking with your local real estate groups in your area. You can also use Google Search to look for top REO agents in your vicinity. It is always important to build relationship with them, because they have wide access to bank owned properties which are great target in wholesaling or as an investor.

If you build good relationship with them and end up closing a lot of deals with them, they would feel that you are worth their time and that you’re an essential business partner. Your advantage point having these REO agents is that they give you first dibs on hot deals before they actually list them.

This equates to a lot of savings as far as marketing costs are concerned.

You can have these agents email properties that suit your standards as soon as they get wind of them.

Agents differ from their fellow agents. I find that each agent has something to offer you that the others don’t have, so I suggest you maintain good working relationships with several agents.
Also, have agents that use docusign in order to save time. With this tool, documents are automatically signed without printing anything. You can literally sign papers using your phone.

I, for one, have my VA do this for me whenever we submit offers on a bank owned property. One more thing is, these REO agents can provide you list of cash buyers. They will refer buyers to you, if you let them know what you do and as you close deals with them.

**Title Companies:**

Finding the right title company eats a lot of time but having the right one would save a lot of deals.

Of course, you would want to work with a Title Company who deals with investors and understands contract assignments, Landtrusts and double closings, as well as, being familiar with the common documents you usually use in your deals.

Network with investors at your local estate groups and ask around what is applied by their title companies. This is a great way for you to choose the right title company to work with.

**Real Estate Attorneys:**

Real estate attorneys are the ones who specialize in real estate transactions.

I call or send an email to my real estate attorney whenever there are legal questions regarding transactions and documents.

Doing something “illegal” is one thing you should always stay away from, so be sure that all transactions and documents are viewed and done legally.

Set an appointment with one if you still do not have any. You can use Google to find real estate attorneys in your area.

**CPA:**

In your real estate business, CPA’s are essential team members. Individuals and business/corporations’ tax return are prepared by a CPA to be safe from audits
by the IRS.

Their job is to make sure that all expenses and revenues are paid and keeping track of them is their forte. A licensed CPA is certified by the state and has met licensing requirements.

My CPA answers any tax question I have whenever I call or send him an email.

Ask your local real estate group and agents or investors in your area if you want to find a qualified CPA. Having a CPA a part of your team is definitely a good decision.

Mailman:

Question is, “Why the mailman?”

Because he can also take your business a step up.

A mailman’s job is to deliver mail, isn’t it?

He sure is a great part of the team to deliver your letters and postcards. 😊

As I have said, I use click2mail to send out postcards and/or letters to motivated sellers and buyers. The mailman now then delivers my mail to those prospects. If you have a good working relationship with your local mailman, you can be sure that as soon as he sees your postcards and direct mails, he’ll see to it that these reach their intended destinations.

Here’s a quick and easy tip you can use once you’ve developed a good working relationship with your mailman: Ask your mailman to jot down addresses of boarded up abandoned houses. Tell the mailman what you do and hand him your card, you’ll never know it might be a lead source for you as well.
Chapter 7

Automation 101: Set it and Forget it... PROFIT!

Automation is an important step that you should apply on your business.

I am an enthusiast of systems and I am a firm believer that using automation to substitute a human worker as much as possible is indispensable to any business.

With automation, you could save time and energy and increase productivity. If you don’t have a system set up in this line of business, you cannot step up.

I had no system at first because I was the system. As a result, I was always tired, exhausted and burnt up.

But I quickly learned that using technology in this kind of business could give me more time to do what I really wanted to do.

You only want to do business with motivated sellers, right? So to keep you from wasting your time on those who are not motivated, apply automation in your business.

Use answering services or recorded voice mail messages to route your leads to it. Autoresponder messages for sellers and buyers can also be set up to this effect. The idea is to employ systems to pre-screen your leads so that only those who have the greatest probability of panning out reach you.

Automation streamlines your business processes. It makes your business flow more efficient, thus, it is an excellent booster of productivity. In the long run, it even saves you money you otherwise would have lost because of inefficiency.

Who would want to work 80 hours/week when you can go on vacation and still have your business up and running and bringing in the checks like clockwork?

I know I would rather be relaxing than being at work every second of an 8-hour job. 😊

It helps a lot to have automation in your business.

Another aspect of business that can benefit immensely from automation is bills
payments. It’s frustrating for me to keep track of which bills are due and how much. So what I did is apply a centralized automatic bills payment system. Now, bills are automatically debited from my account monthly. It’s a lot more convenient and it saves me from a lot of frustration. I recommend you to do automatic payments to save time.

I use spam blockers to filter the unwanted emails from coming into my inbox. I use a service like boxbe.com that will filter and make sure only the emails I want to see are the ones that make it to my inbox.

Boxbe.com is an excellent service technology that scans existing email folders and addresses to sort guest list from the ones you've recently and frequently emailed.

The guest list automatically includes new people you want to receive emails from. Set, forget and see how much time you save.

The ingredient to build a system for your business is automation and the wise use of technology.

I constantly study and learn new innovations I can use in my real estate business.

I like implementing video tutorials, too, because I can teach the subject once and the subscriber can learn and watch the video over and over again.

You will never know everything, so NEVER stop learning.

Learning is a lifetime process and implementing new breakthroughs and innovations keep you in the mode and make the job easier.

Do not let somebody tell you what you can’t do.

Keep in mind that sky is the limit.
How would you like to have Your First Deal Made Easy?

CLICK HERE TO FIND OUT