

# BestFlippingTeam

## Training Module 1

This training covers the most essential part of the business. Finding a deal. We cover all avenues of marketing and discuss which methods are working best in today's market.

Every week we give an easy way to market and find a deal. How to get a deal fast that doesn't involve spending much! This week's tip: Mention to friends and family that you can buy houses cash and you have the backing to close fast, the seller doesn't have to pay closing costs and there won't be any realtor fees. What if it gets you one deal per year? Three deals per year?

Things to remember every week:

This is designed for you to train your people, many people have the end goal of being the money partner and having a team to handle every piece of the business. Once it is set up, this makes the most money in the least time.

This business is for you to have free time.

This is designed for you to work less and have more.

We always want to remind you of the "three places you could be" Anxious to find a deal, patiently tuning in and doing assignments, or lastly "You waited til the end and you are reviewing all of these together". Any one of these is fine, as long as you get into action.

This will take time and effort to get there.

In many cases you will be better off to do all the training and do the deals yourself at first, you are more likely to be the most committed to the process since you are leveraged.

In many cases you'll be better off to hire someone right away because it saves time, but realize the team member often times is not as leveraged as you. You have to decide and analyze that risk on an individual basis.

Weekly Reminder: Basic wholesale- Wholesaling is a niche in real estate that is 100% investor based. You are finding deals as investments at low, low prices and then "flipping" them to other investors (usually fix and flippers or landlords). Your goal here is to buy at wholesale prices and "flip" them to your investors at prices that are still below market value, leaving the majority of the profit for them. The golden thing about wholesaling is that you are making your money almost INSTANTLY, in most cases without ever owning the property. You do not need to use your own money or your own credit to make BIG profits on these deals

If you have enrolled into a training that has the network, then you have access to the network. You can use wholesalers in the network. A good goal for a wholesaler should be to set a goal for 2-3 deals within three months. Remember to email the office if you need to utilize the network. We reach out to the various people in the network that could fit your needs or we do a blanket marketing campaign for you inside the network (whichever way is most appropriate) and then get back to you with the response.

Marketing and buying and selling inside of a wholesale transaction you want to reach out, direct to sellers, about buying their home (no daisy chains). If you try to resell a wholesale deal from another wholesale where you do not have the contract in your name or the name of a business you could look dishonest. Not to mention you could be doing something illegal in some cases since you would have zero equitable interest in a daisy chain scenario, and while it may or may not be common you could be in a lawsuit if you do not do this correctly. Make sure to consult with our attorney (which you have access to) It may take years for a new investor to find an accomplished attorney with the experience and credentials as our preferred attorney, the amount of value in a good attorney is almost impossible to comprehend until you have assets and a situation arises where competent representation has an actual dollar figure attached to it. So be sure to ask questions and utilize what you have been given.

What kind of houses do you want to market to? Any house that you could make money on!

You can develop your own strategy and price point, but we buy anything that is a good deal!  
(if you're wholesaling and not using your money or credit, the price shouldn't matter!)

WE BUY DEALS THAT HELP PEOPLE!! Distressed properties are the best solution. We see a lot of wholesalers that take advantage of people, we advise a strategy of actually helping people. Building rapport with sellers and helping them. Distressed means that the seller may be distressed or the property is in disrepair or both.

STEPS TO SUCCESS: 1. Identify your possible deals. 2. Market to them 3. Get them under contract.

The main ways to market are buying a list of houses you would like to market to. We do all this for you as well inside the marketing package. Go and physically drive to buy deals that you would like to buy (this is referred to as bush buys are driving for dollars)

Identify your possible deals. Buy a list of houses you would like to market to: Types of lists are: High Equity Lists (very broad but they work), Special Circumstance Lists (more targeted but more people marketing to them), Pre Foreclosure Lists (notice of Lis Pendens), Divorce, Bankruptcy, Affidavit of Death, Code Violation Lists, ANY LIENS OTHER THAN MORTGAGES, Tax Delinquent, Vacant Homes, Absentee Owners.

Right now we recommend 50-60% LTV or less deals high equity deals. Its using a broad net, spending more to make more in this case, some people don't use it because it is expensive.

We pull the list for you if you're part of the marketing package.

Special circumstance lists are good because they are targeted but bad because they are so heavily marketed to by the competitors. We recommend that you buy them and stack them. What that means is you combine multiple circumstances.

Let's look at the different categories and give a quick explanation of why it is important to an investor. Pre-foreclosure (Lis pendens) they have 3 options. Sell it with a realtor for top dollar, sell it for a discount and pocket some money and move on, or walk away completely. Our best client is someone who doesn't care, if they were just planning to walk and take a hit to their credit, they are in a better spot if we can get them money in their pocket. The next category being divorce is obvious that they may have to sell and divide equity. Bankruptcy in many cases they have to sell their investment properties (not homesteaded), sometimes in a multi-million dollar home they have to sell their primary residence as well. (High end deals can come from bankruptcy lists). Affidavit of death is when someone passes away and that obviously creates a circumstance where a family may want to sell. Code violation lists (roofs in disrepair, trash in yard, built or added on without pulling permit) can indicate financial hardship. Liens other than mortgages, could be code violation liens, could be tax liens, mechanics liens and more. Liens can foreclose, a \$10,000 roof could foreclose so typically anyone have liens other than mortgages will be interested to talk to you and hear what have to say. Tax delinquent lists, if they are two years delinquent they may be motivated to sell because tax delinquents can be foreclosed. Vacant home lists from USPS and absentee owner from USPS (or alternate to USPS is a low cost data provider). All data we can pass on our discounts if you are in the marketing package. Absentee owners is purely a list of people who don't live at the address of the property that you have an interest in buying, this is usually a rental property for your absentee owner, it can be, but is not necessarily vacant.

With list stacking you can stack these categories (combine the categories) so they are currently showing in more than one at a time in any way you choose. You may want to actually drive to the house and knock on the door if they are marked as being in multiple categories simultaneously! What we currently recommend is do the high equity list combined with code violation bankruptcy and tax delinquent list.

We don't do a lot of teaching on the tax deeds because your money is at higher risk. We also do not teach the auction strategy because you have to have done your title work upfront, you have to know if there is any liens on that property that need to be paid off and you have to pay cash that day which is also a higher risk for the money.

Typically you want to send about 5000 to 10,000 pieces of mail per month and postcards are the least expensive. If you are in the marketing package we can choose what is working best for you, If you are experimenting on your own, you can find out what works best with our recommendations combined with trial and error, we do have templates that you can use, but always make sure to ask the office if what you have is current and up to date.

Another way to identify your possible deals by doing bush buys. The bush buy can be done by just using a notebook or it can be done by using some new application software such as dealmachine. Pick a neighborhood and start driving. Look for things like granular loss on roofs , overgrown bushes, broken windows, homes that have not been pressure washed, homes that have trash in the yard or vehicles that are not drivable , any general sign that there is disrepair on the property or financial hardship. Bush buying is a well-known technique and it is extremely accurate and one more benefit of bush buying is that there's not as much competition because it is more difficult than just buying a list. You can hire people to do this, Uber drivers, take a different way to work every day and write down the home addresses yourself , there are a lot of different ways to bush by. This is one of the cheapest ways to find deals but is a little more time consuming.

Another way to identify possible deals by using a combination of door flyers and bush buying. Search for 8.5 x 5.5 inch printing on cardstock and handwrite a letter that you could place on a door. Usually check with local ordinances to ensure you can deliver door flyers, most areas allow distribution of flyers. Email the office for specific instructions if you need them.

If you are computer savvy you can look at doing things online, looking at Facebook and craigslist and doing some organic posting. If you want some information on how to do online or squeeze pages you can email the office. Buying leads is a good way to find deals, however they can range over \$100 per lead and until you have some experience you may do better to use less expensive methods and talk to more potential sellers, even if they are less qualified or able to be converted. Its all about getting that right amount of time vs knowledge vs cash returns.

Below is a list of forms and resources:

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

[www.48hourprint.com](http://www.48hourprint.com)

Hello, my name is Your name, I'm interested in buying your house. I buy houses in any condition "AS IS" you don't have to repair it or even clean it up! \* Tenants can stay

I help because you will pay NO commissions. I pay typical closing costs!! You'll have zero obligation when you call and I am fast and friendly when I make an offer!

CALL ME NOW if you're interested in a NO HASSLE CASH SALE

Sincerely, Your Name

CALL ME  
Your number

Hello,

My name is Your Name and I work with a local real estate investment company. The covid-19 virus has affected us all and put us in a difficult spot, so we've decided to give back and offer our help to local homeowners that may be in need. There are options if you're suffering a hardship, other than selling your home to someone like us!

We'd love to buy your home! We are cash and close quickly! If you want to sell fast, give us a call! If you aren't ready to sell right now, but would like some local expertise, give us a call and we'll help you come to the best solution for you!

Call Now

Your Number

Your Name  
Your Signature

# YOUR LOGO

KEEP THIS LETTER WITH YOUR  
IMPORTANT HOUSE PAPERS

Hello,

If you need to sell your property, whether it's your own or one you've inherited, one you live in or an investment property you own, no matter how bad the condition is...

...If it makes sense to buy your house, I can buy it for ALL CASH! And with NO HASSLES!

#### Why Sell To Us?

Since 2003, over 2,000 homeowners have chosen to sell their homes to us rather than going through the stress and uncertainty of listing a property. We maintain the highest professional standards from the beginning to the end of the process. And when you sell your house to us, you'll typically sell more quickly - and with far less hassles - than if you sell through a traditional real estate agent.

#### We Make It Easy On You!

You don't have to worry about spending money on repairs, keeping your home ready for potential buyers to view at a moments notice, or wonder when - or if - your house will ever sell.

We buy at a discount, but when we buy:

**You get CASH and we PAY ALL OF THE CLOSING COSTS!**

**You sell directly to us**, there are no real estate commissions to pay

**You sell your house As-Is** - No painting, no repairs, no worrying about a leaky roof or plumbing...

You can leave trash or old furniture...DON'T EVEN BOTHER TO SWEEP IT OUT!

**You don't have to put your life on hold while you wait to sell.** We can close as fast as you want - usually in less than 30 days! Need more time? That's ok. We work on YOUR schedule!

**Get your money before you move** - Unlike a traditional sale, if you need to stay in the property after closing, we can make that work!

If the timing of this letter is inappropriate, please accept our apology and save this letter in case you decide to sell your property in the future.

Your NAME  
YOUR NUMBER  
(WEBSITE IF YOU USE ONE)  
CALL NOW!

*I want to  
buy your  
house-  
CASH!*

Jerome Gillet  
1405 Main St., Suite 1014  
Sarasota, FL 34230

Registered  
Certified Mail  
U.S. Postage  
PAID  
Permit No. 6111  
Sarasota, FL

YOUR NUMBER



000000 001 1001A000000  
J Petrella  
or Current Resident

Sarasota, FL 34230-0900

*Dear Kenneth,*

*I'm interested in buying your house in SW  
Florida. I can pay you CASH for your house,  
AS IS. You don't have to repair it or even  
clean it up.*

*You'll pay me NO commissions and I can  
pay ALL typical closing costs. There's NO  
obligation, so call me if you're interested in  
a no-hassle CASH sale.*

*Sincerely,  
Your Name*

Your number  
(website if you use)