



WHOLESALING STEPS

8 Steps to Wholesaling

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1. Get Educated & Find A Wholesale Mentor
2. Find Cash Buyers & Build A Cash Buyers List
3. Find A Distressed Property Or Motivated Seller
4. Make Offers On The Properties Your Cash Buyers List Wants
5. Negotiate With The Seller
6. Get The Wholesale Real Estate Deal Under Contract
7. Close The Wholesale Deal - 3 Ways
8. Collect Your Wholesale Fee of \$10,000+ (Average Amount)



STEP 1: GET EDUCATED & FIND A WHOLESAL MENTOR

STEP 2: FIND CASH BUYER & BUILD A CASH BUYER'S LIST

- What areas (zip codes, neighborhoods, etc.) do you like to buy in?
- What types of properties are your favorite to buy?
- How many deals per month can you handle?
- What type of return on investment are you typically looking for on your properties once you renovate & resell them?
- Do you purchase properties with your own capital, or do you borrow capital?
- What types of properties will you absolutely not do? (cracked slabs, new builds, additions, cracked pools, septic tanks, death in property, etc.,)
- How quickly can you close on a great wholesale deal?

HOW TO FIND CASH BUYERS

Your Local REIAS

Meetup.com

Bandit Signs

Facebook Pages

Remine



Divorce

Foreclosure

Small spacing

Vacant houses

Code violations

Financial distress

Absentee owners

Property tax increase

Inheritance of real estate

Job relocation or termination

Proximity to friends and family

Physically distressed properties

STEP 3: FIND A DISTRESSED PROPERTY OR MOTIVATED SELLER

1. Inbound lead generation

There are two types of strategies to find leads:

An **inbound lead generation strategy** is where you use marketing tactics to attract sellers and *have the leads come to you*.

Below are the different inbound lead generation strategies to attract motivated sellers:

- Running advertisements online
- Publishing ads in the newspaper
- Placing **bandit signs** around your targeted neighborhood
- Sending yellow letters and direct mail marketing
- Creating a blog and writing articles about questions that sellers are asking

2. Outbound lead generation

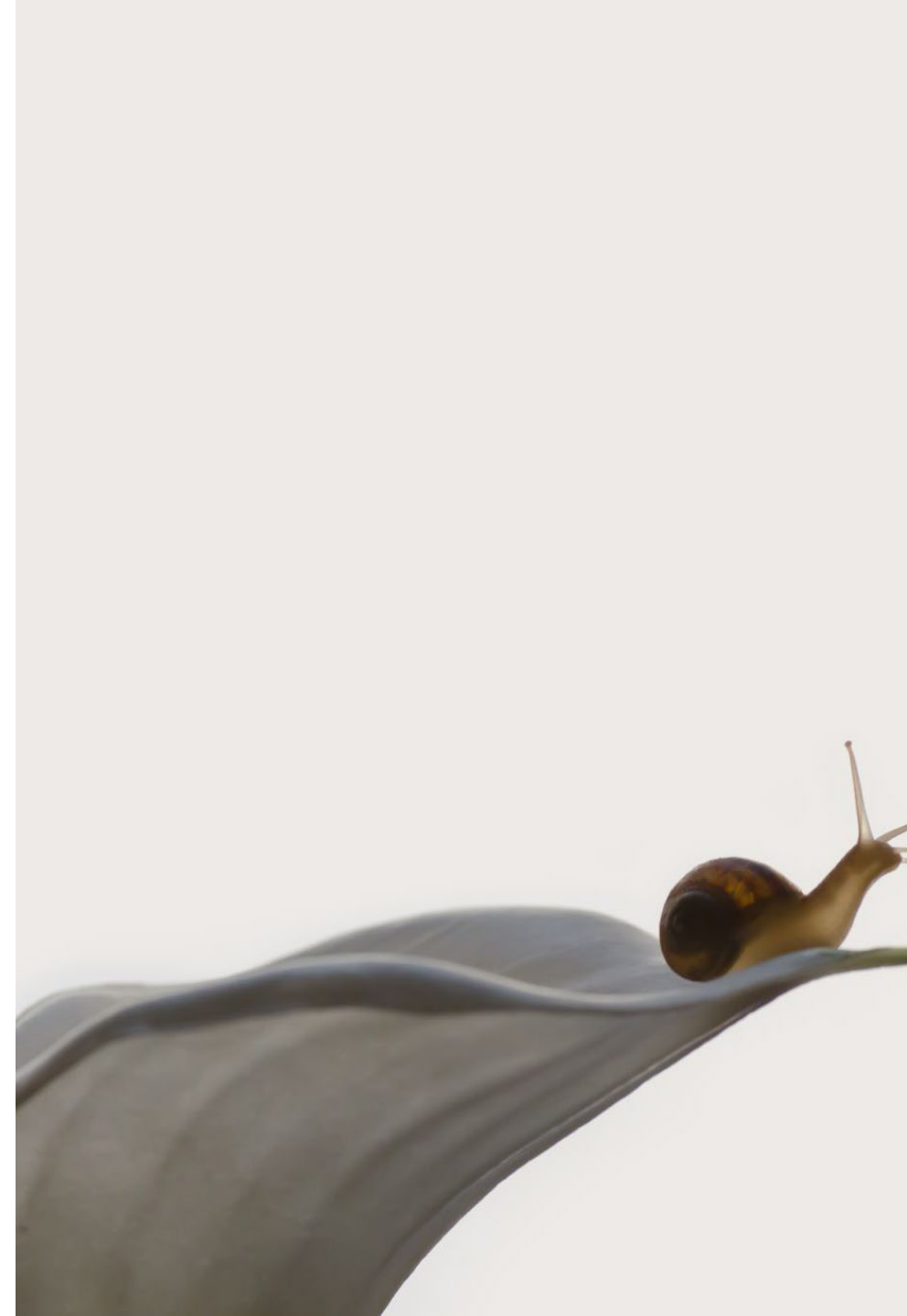
An **outbound lead generation strategy** is where you are the one trying to find and *actively seek sellers out*. This is often referred to as *prospecting*. Examples of outbound lead strategies include:

- Networking
- Cold Calling
- Door knocking
- Attending **REIA meetings**

STEP 4: MAKE OFFERS ON THE PROPERTIES YOUR CASH BUYERS LIST WANTS

Here are some of the best ways to find real estate wholesale deals:

- Using The MLS (Multiple Listing Service)
- Networking (going to [REIAs](#), MeetUp.com, etc.)
- Facebook Ads
- Google Ads
- [Website With Lead Capture](#)
- Direct Mail (Snail Mail) Campaigns
- [Bandit Sign Campaigns](#)
- Craigslist Marketing
- Referral Marketing
- Social Media Marketing
- [Driving For Dollars](#)



STEP 5: NEGOTIATE WITH THE SELLER

Wholesaling is a well-paying strategy, but how much you make per deal depends on how good a deal you can negotiate with the seller. This is because you only get to keep the difference between the seller's price and the sale price as your assignment fee.

STEP 6: GET THE WHOLESAL REAL ESTATE DEAL UNDER CONTRACT

Whatever wholesale contract you go with, be sure that this important language is in there:

- The right to assign the contract to someone else.
- An inspection contingency allows you to back out of a deal if something comes up that is unexpected.
- ABC = Single Closing (assignment Fee)
 - A to B= Seller to wholesaler
 - B to C=Assignment of Wholesaler to End Buyer
- Double Close (Net Profit)
 - A to B = Seller to Wholesaler
 - B to C = Wholesaler closes and sells to End Buyer

STEP 7: 3 WAYS TO CLOSE THE WHOLESALE DEAL

The three most common ways to wholesaling a real estate deal are:

1. Assigning the wholesale contract
2. Double Closing (also called a simultaneous closing)
3. Entity Assignment



STEP 8: COLLECT YOUR WHOLESALE FEE

Make sure your hard work is rewarded!

The average wholesale fee is 5% to 10% of the total price of the property.

