

TEXAS INVESTOR SOLUTIONS

Marketing • Acquisitions • Operations • Team Structure

THE COMPLETE OPERATIONS GUIDE

Stop Guessing. Start Closing Texas Deals.

The exact 17-chapter playbook our team uses to find, fund, and close creative real estate deals across 12 Texas counties — wholesales, fix & flips, Subject-To, owner finance, and PadSplit BRRRR.

IF YOU'RE INVESTING IN TEXAS, YOU'VE ALREADY FELT THIS

Texas is the best real estate market in the country right now — over 1,000 net new residents arrive every day, there's no state income tax, and the non-judicial foreclosure process moves in 60–90 days instead of 12–18 months. But that opportunity comes with a problem: every other investor in the country knows it too.

Wholesalers are flooding DFW. Hedge funds are bidding on your flips. Sellers are sharper than they were five years ago. And the old playbooks — “mail 10,000 yellow letters and hope” — don't cut it anymore.

What works now is **systems**: tight lists, trained callers, the right deal structure for the right seller, and the discipline to walk away from bad numbers. That's exactly what this playbook gives you.

WHAT THE TEXAS INVESTOR PLAYBOOK ACTUALLY IS

This isn't a course. It isn't a motivational ebook. It isn't a recycled list of “10 tips for new investors.”

The Complete Texas Investor Playbook is the actual operations manual we run our company from — the same SOPs, scripts, formulas, and decision frameworks our acquisition managers, virtual assistants, and disposition team use every single day to source deals across Tarrant, Dallas, Harris, Travis, Bexar, and seven more Texas counties.

It's 17 chapters, five full deal-strategy deep-dives, four battle-tested cold calling scripts, complete financial models, and the direct foreclosure record links for all 12 counties we operate in. No fluff. No filler. No stock photos of yachts.

BUILT FROM REAL DEALS — NOT THEORY

Every formula, every script, every rehab budget, and every market parameter in this guide is calibrated to deals our team has actually closed in the Dallas/Tarrant primary market. If it's in here, it's because it works.

WHAT YOU GET INSIDE

Five Complete Deal-Strategy Deep-Dives

Each strategy includes capital requirements, return ranges, timelines, risk levels, and DFW-specific market parameters — so you can pick the right play for your capital position and risk tolerance.

- **Wholesale & Assignment** — The MAO formula, the 70% investor discount rule, assignment fee benchmarks, and how to use wholesale as the cash engine that funds your portfolio.
- **Fix & Flip** — Full cost waterfall on a real \$240K / \$360K ARV deal, mid-range rehab budget allocations, and the Big Four DFW overrun categories (foundation, plumbing, HVAC, roof) that quietly kill flip profits.
- **Subject-To Hold** — How to take title while the seller's 4–5% mortgage stays in place, the five-layer due-on-sale risk mitigation framework, and the rate-spread math that makes Sub2 the highest-leverage hold strategy in this market.
- **The Sub2 Sandwich (Owner Finance Resale)** — The most capital-efficient structure in the toolkit. Three simultaneous profit centers: down payment cash, monthly interest spread, and balloon equity. The Texas legal structure (deed + deed of trust, not contract for deed) and the four DFW buyer profiles that close these deals.
- **PadSplit BRRRR** — Convert a single-family home into a 6-room co-living rental for 25–45% more gross income. Includes a full monthly P&L on a real \$325K all-in deal and the 5-phase capital recycling cycle that lets you redeploy capital into the next acquisition.

Four Proven Cold Calling Scripts

These are the actual scripts our acquisition associates use on the phone every day — with openers, qualifying questions, value propositions, objection handlers, voicemail templates, and follow-up sequences.

- **Tired Landlord** — Email and outreach scripts for absentee owners ready to offload management headaches.
- **Absentee Owners** — Cold calling script with full qualifying flow and offer-prep questions.
- **Pre-Foreclosure** — The 30–45 second opener, empathy framework, and TCPA-compliant best practices for distressed homeowner conversations.
- **90-Day+ MLS Listings** — How to approach stale listings and convert frustrated sellers into cash deals.

The Complete Operations Stack

- **The technology stack** — CRM (Pipedrive), dialers (JustCall, Mojo), skip tracing (BatchSkipTracing), data sources (PropertyRadar, ListSource, Propwire), and the AI tools we use for marketing and deal analysis.
- **The Texas Model Foreclosure marketing campaign** — our flagship outreach system with target lists and the 4-step county-by-county workflow.
- **VA training curriculum** — the same modules we use to bring new virtual assistants from zero to productive cold callers.
- **Weekly operations rhythm** — Monday-through-Friday task assignments for both VAs and management.
- **Lead-to-close process** — the 10-step pipeline from list pull to cash at closing.

Texas-Specific Market Intelligence

- **All 12 target counties** with current U.S. Census population data, growth rates, and market positioning.

- **DFW submarket map** — the specific Tarrant and Dallas neighborhoods where our deal flow is strongest.
- **Hospital corridor maps** for PadSplit targeting (Texas Health Harris, JPS, Baylor Scott & White, Medical City, Cook Children's).
- **Direct foreclosure record portal links** for all 12 counties — no more hunting through county websites.
- **12-month foreclosure tracker** with filings, completed sales, cancellation rates, and month-over-month trends.

WHO THIS IS FOR

This guide is built for two kinds of investors:

If you're a beginner, it walks you through every deal structure, every tool, every system from the ground up. You don't need prior experience — you need a willingness to follow the playbook.

If you're already investing, the deep-dive chapters give you advanced strategies most experienced investors have never fully implemented together: the MAO formula calibrated to DFW, Sub2 due-on-sale risk mitigation, the PadSplit BRRRR capital recycling cycle, and the Sub2 Sandwich — a structure that combines a Subject-To acquisition with an owner finance resale to create three simultaneous profit centers from a single deal.

WHY TEXAS — AND WHY NOW

Texas is a non-judicial foreclosure state with no state income tax, favorable landlord laws, no right of redemption, and 1,000+ net new residents per day. The deal flow is real, the legal framework is investor-friendly, and the population growth keeps refilling the buyer pool. The window won't stay this open forever.

WHAT INVESTORS ARE SAYING

"I closed my first wholesale deal in Garland six weeks after going through this guide. The contract templates made it so simple — I just filled in the blanks. Walked away with a \$14,500 assignment fee."

— Marcus T., Dallas-Fort Worth Wholesaler

"The BRRRR chapter changed everything for us. We refinanced our Houston fourplex, pulled out the equity, and bought two more properties in six months."

— Alicia & Travis K., Houston Rental Investors

"The renovation cost breakdown is the real deal. I've used it on my last three flips in San Antonio and came in under budget every single time."

— Raymond S., San Antonio Fix & Flip Investor

4,200+ Investors Downloaded **4.9★** Average Rating

\$2.4M+ In Reader Deals **12+** Texas Markets Covered

WHO BUILT THIS

This playbook was written by **Joe Velez** — U.S. military veteran, licensed real estate broker, founder of the Velez Network, and CEO of Texas Investor Solutions. Joe has 30+ years in construction, has been working with distressed homeowners since the 2007–2008 crash, and has built five integrated organizations under the Velez Network umbrella that serve homeowners and investors across multiple states.

In 2026 he completed 470+ hours of advanced AI training across 14 certifications — and the systems, scripts, and operational workflows in this guide are the direct output of that work, applied to real deals in real Texas markets.

THE OFFER

You get the full 17-chapter playbook, all four cold calling scripts, the complete operations stack, all 12 county foreclosure portals, and every formula and financial model we use internally — immediately downloadable in digital format.

Lock in the introductory price of \$97 and you also get every future update at no additional cost. As we add deal case studies, refresh county data, expand the script library, and build out new training modules, you get all of it. The price will rise as the value grows; investors who buy now stay locked in.

And if you decide it wasn't worth it: **30-day full refund, no questions asked.** We're confident that once you implement even one strategy from this guide, you'll recover your investment many times over.

GET THE PLAYBOOK

\$97 — One-Time. Lifetime Updates. 30-Day Guarantee.

Instant download. Start implementing the same day.

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Joe Velez, CEO & Director of Operations

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