



# HOW TO WHOLESALING IN UNDER 60 MINUTES

THE ULTIMATE SIDE HUSTLE



# Cam's Portfolio

In 2020

- 20 rental properties  
(Using BRRRR)
- 5 Flips
- 50 Wholesale Deals









# Dennis' Portfolio

Started in Real Estate in 2014

Full Time in 2015

Partnered with Brother-in-law in  
2018

28 rental Doors

Done way more wholesale deals  
than Camron!



# What is wholesaling?

In a nutshell wholesaling is...

- Finding a Deal

- Negotiating with the seller to make that deal a great deal

- putting the deal under contract

- Passing the deal along to another investor for a profit.





**Yesterday Dennis and I found this couch on Craigslist**

**FOR \$25**



**We Went and Met with the Seller  
and negotiated his original asking  
price down from \$25 to \$10**



**We then Listed the Couch back on facebook marketplace for \$75 And within 30 Minutes had multiple offers on the Couch for asking Price**





**-The Original Seller was Happy**

**-We Were Happy**

**-The end buyer was Happy**

**- EVERYONE WINS!!!!**





# Example of zero \$\$\$ Wholesale Deal

## 6 Pack of Rented Properties

- Lead Source: Property Manager
- Purchase Price: \$354,000
- Sales Price: \$380,000
  - Assigned Contract!!!
- Cost for lead: \$0
- Cost to close: \$0
- Profit: \$26,000





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# WHY DO WE WHOLESALE ????

**It is the foundation of all things  
real estate!**

- It requires little to no money to get started
- Fast Cash
- Build Rental Portfolios
- Find Rehabs
- Build Future Wealth
- Can be done part time
- Helps people
- If done correctly - very low risk.



# 2355 Addie

- Lead Source: SEO
  - Purchase Price: \$75,000
  - Sales Price: \$86,500 (Assigned!)
  - Cost for Lead: \$2,500 (Average)
  - Cost to Close: \$0
  - Profit: \$9,000
  - Investors Rehab: \$30,000
  - Appraised: \$165,000
  - Final Equity: \$48,400 (71% LTV!)
- 
- Seller Was Happy
  - We were Happy
  - End Buyer was Happy



**We Have Talked About the**

**WHAT**

**We Have Talked About the**

**WHY**

**Now Let's Talk About the**

**HOW**

# Finding Motivated Sellers

- Direct Mail
- Driving for Dollars
- Websites (SEO)
- Google Adwords
- Expired Listings
- Craigslist
- Facebook
- Bandit Signs
- Real Estate Agents
- Wholesalers
- Attorneys
- Obituaries
- Mold Remediators
- Mail Carriers
- Text Blasts
- Cold Calling
- Auctions
- Landlords



**3 quick ways to lock up a deal in the next 30 days**

**Driving For \$\$\$**

# Driving For \$\$\$

Driving for Dollars is driving around targeted neighborhoods with the intent of locating distressed or abandoned properties that have the possibility of eventually leading to deals.















0000 E. Broad St., Richmond, VA 23223

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# PUBLIC NOTICE

TO RRHA LAST KNOWN OWNER, AND TO THE GENERAL PUBLIC:  
IN ACCORDANCE WITH THE CITY OF RICHMOND CODE SECTION 54-46, THE DIRECTOR OF PUBLIC HEALTH HAS PROHIBITED THE USE OR OCCUPANCY OF THIS STRUCTURE/FACILITY DUE TO AN IMMINENT, SUBSTANTIAL OR COMPELLING THREAT TO THE PUBLIC HEALTH.

EFFECTIVE 4/29/2010

*[Signature]* Lead Paint Hazard  
AUTHORIZING OFFICIAL

# NO TRESPASSING!

PERSONS WHO OCCUPY THIS STRUCTURE/FACILITY, OR PERMIT OTHERS TO OCCUPY THIS STRUCTURE/FACILITY OR REMOVE THIS PLACARD WITHOUT THE WRITTEN APPROVAL OF THE DIRECTOR OF PUBLIC HEALTH ARE SUBJECT TO CRIMINAL PROSECUTION.



205-3726  
CALL ~~646-3153~~ FOR INFORMATION



THIS PLACARD SHALL NOT BE REMOVED WITHOUT THE APPROVAL OF THE HEALTH DEPARTMENT

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# When you drive for \$\$\$

- Find a way to keep track of houses
  - Notebook
  - CRM/App (Deal Machine) (FasterFreedom)
  - Spreadsheet
- Find the Owner
  - Ask neighbors
  - Knock on Door
  - Skip Trace - DealMachine
- Once you have the information you need to make contact with the owner
  - Postcard
  - call/text

**Direct Mail:**



# Direct Mail: Who to Target

- Absentee Owners
- Out of State Owners
- High Equity
- Probate
- Pre Foreclosure
- Delinquent Taxes
- Utility Liens
- Obituary
- Newly Vacant
- Driving For Dollars Lists

# Direct Mail

- Decide your marketing (REI Print Mail)
- Letters or Postcards
- Develop List
  - ListSource
  - PropStream
  - Realist/Remine (Agent)
- Manager Your List (PropertyListManager.com)
- Mail the list multiple times

# 1960 Marine Terrace

- Lead Date: March 28, 2019
- Under Contract Date: July 28th, 2020
- Lead Source: Postcard/Absentee
- Purchase Price: \$51,823
- Cost for lead: \$2,500
- Profit: \$29,300
- Final Closing Date: Jan 7, 2021



# Networking



# Networking

- In 2020 we purchased 95 houses from networking leads!
- Profit of \$1,200,000 with a total investment of \$0 (well kinda!)
- Average profit of \$12,937

# Networking

- Real Estate Agents
- Wholesalers
- Meetups (REIAs)
- Attorneys
- Mold Remediators
- Business Owners
- Personal Connections



# 2040 Shirley Dr.

- Lead Source: Word Of Mouth/Facebook (Church)
- Purchase Price: \$78,000
- Sales Price: \$89,000 (ASSIGNED!!!!)
- Cost for lead: \$0
- Cost to close: \$0
- Profit: \$11,000
- Investors Rehab: \$25,500
- Rented at: \$1,425/mo
- Appraised: \$150,000
- Owners Equity: \$36,000





# 2358 Addie Ave

- Lead Source: Word Of Mouth (2358 Addie)
- Purchase Price: \$73,000
- Sales Price: \$85,500 (ASSIGNED)
- Cost for lead: \$0
- Cost to close: \$0
- Profit: \$12,500
- Investors Rehab: \$15,000
- ARV: \$150,000
- Rented at: \$1,250/mo
- Investors Equity: \$50,000
- 67% LTV!!!!





That's Just 3 Ways!

- Wholesalers
- Attorneys
- Driving For Dollars
- Obituaries
- Mold Companies
- Mail Carriers
- Text Blasts
- Cold Calling
- Auctions
- Landlords
- Direct Mail
- Company Website
- Google AdWords
- Expired Listings
- Craigslist
- Facebook
- Bandit Signs
- Real Estate Agents

**Leads Start Coming In, Now What?**

# Leads Start Rolling In

1. Answer your phone - EVERY TIME!!!
2. Track Leads (Podio)
3. Gather as much information as possible
  - a. Name
  - b. Contact information
  - c. Address
  - d. Beds/Baths
  - e. Basement
  - f. Updates
  - g. Mortgage (yes/no)
4. Begin the rapport building immediately
5. What's their motivation
6. Set up an appointment

**Analyze the Leads**



# Analyze the Leads

## Determine The ARV

### AFTER REPAIR VALUE

#### - Tools:

- Zillow - closed sales (OK)
- Propstream - \$99/mo (Better)
- MLS (Best)

# Analyze the Leads

## Determine The ARV

### Compare Apples to Apples

- Similar Style
- Structure Type (Frame, brick, etc)
- Age
- Beds and Baths
- Size
- Neighborhood/City/Zip
- Basement/Slab
- Garage
- School District
- ¼ Mile - ½ Mile
- CLOSED (Not "Pending" or "Active")
- Closed within last 6 months - 12 months max





# MLS Search

- Sale
- .25 Miles
- Closed
- Residential
- 1 Story
- Florissant
- Hazelwood West High
- 3 Beds

## Transaction Type

Lease  
Sale  
Auction

## Status

Active  
 Coming Soon  
 Active Under Contract  
 Hold  
 Pending  
 Closed 0-365  
 Expired  
 Withdrawn  
 Cancelled

## Property Type

Residential  
Condo/Coop/Villa  
New Construction

Or  Not

## Style

1 Story  
1.5 Story  
2 Story  
2.5 Story  
3+ Story

Or  Not

## Map Search: Map Area Selected

Within 0.25 miles of 2040 Shirley Dr, Floris: My Location

## State

Illinois  
Missouri

Or  Not

## Total Bedrooms

3

## Municipality/Township

Florissant  
Florissant  
Foley  
Fordland  
Foristell  
Forsyth  
Fountain N' Lakes  
Frankford

Or  Not

## High School

Hazelwood West High



***2040 Shirley***

**3 bed/2 Baths**

**1,298 sqft**

**Ranch**

**Brick Exterior**

**Full Unfinished Basement]**

**1 Car Garage**

**Hazelwood West**

***Comparable #1***



***1445 Miller***

**.2 Miles Away**

**3 bed/2 Baths**

**1,026 sqft**

**Ranch**

**Brick Exterior**

**Full Partial Finish Basement**

**Sold \$144,000**

**1 Car Garage**



**2040 Shirley**  
**3 bed/2 Baths**  
**1,298 sqft**  
**Ranch**  
**Brick Exterior**  
**Full Unfinished Basement]**  
**1 Car Garage**  
**Hazelwood West**

## Comparable #2



**1530 Miller Dr.**  
**.2 Miles Away**  
**3 bed/2 Baths**  
**1,248 sqft**  
**Ranch**  
**Frame Exterior**  
**Unfinished Basement**  
**Sold \$140,000**  
**1 Car Garage**  
**Hazelwood West**





***2040 Shirley***  
**3 bed/2 Baths**  
**1,298 sqft**  
**Ranch**  
**Brick Exterior**  
**Full Unfinished Basement]**  
**1 Car Garage**  
**Hazelwood West**

## Comparable #3



***700 Herbst Dr***  
**.2 Miles Away**  
**3 bed/2 Baths**  
**1,218 sqft**  
**Ranch**  
**Brick Exterior**  
**Unfinished Basement**  
**Sold \$141,150**  
**Carport**  
**Hazelwood West**



**2040 Shirley**  
**3 bed/2 Baths**  
**1,298 sqft**  
**Ranch**  
**Brick Exterior**  
**Full Unfinished Basement]**  
**1 Car Garage**

**Average Comp:**  
**\$141,717**



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**Average Comp:**  
**\$141,717**

**ARV: \$141,000**

# Analyze the Leads

## Determine the Rehab



- Walk the House
  - Take a Flashlight
  - Open Every Door
  - Walk Entire Exterior
- Look For Big ticket items
  - Roof
  - Windows
  - Mechanical System
  - Trees
  - Foundation
- Get GOOD pictures
- Use Rehab Worksheet



Rehab Analysis

Property -  
 Square Footage -  
 Beds and Bath -



Item	Typical Cos	Quanti	Tot
<b>Kitchen</b>			
Full Replacement	\$8,000.00		\$0.00
Paint cabinets	\$1,500.00		\$0.00
Appliance Package	\$1,500.00		\$0.00
Countertops - granite	\$1,500.00		\$0.00
Countertops - Sprayed	\$500.00		\$0.00
<b>Bathroom 1</b>			
Full Replacement	\$3,000.00		\$0.00
Vanity, Toilet, Mirror & Light	\$1,000.00		\$0.00
Spray Tub	\$500.00		\$0.00
Flooring	\$500.00		\$0.00
<b>Bathroom 2</b>			
Full Replacement	\$3,000.00		\$0.00
Vanity, Toilet, Mirror & Light	\$1,000.00		\$0.00
Spray Tub	\$500.00		\$0.00
Flooring	\$500.00		\$0.00
<b>Basement/Foundation</b>			
Crack Injection(Each)	\$500.00		\$0.00
Drain Tile and Sump Pump	\$5,000.00		\$0.00
Rec Room	\$5,000.00		\$0.00

STANDARD CONTRACT TO PURCHASE REAL ESTATE

This contract dated \_\_\_\_\_ in which Buyer: \_\_\_\_\_, offers to purchase from Seller: \_\_\_\_\_ the following described real estate, together with all improvements thereon and all appurtenant rights, located at: Address: \_\_\_\_\_

In consideration of the sum of \$ \_\_\_\_\_ as earnest money, if requested, due upon completion of inspection period, seller agrees: 1) The purchase price is to be \$ \_\_\_\_\_ payable at closing

2) The conditions of this Purchase are as follows:

a) Property is sold in "AS-IS" condition with no warranties made by the seller. Seller will make Buyer aware of any known facts that affect the value of the Property.

b) Seller and tenant (if any) will make property accessible to show partners, lenders, inspectors, appraisers and contractors prior to closing.

c) If Buyer is unable to complete the purchase for any reason, the earnest money deposit shall be forfeited to the seller as total liquidated damages and buyer is released from any further obligation under this contract. d) If Seller cannot provide clear title, or doesn't allow proper inspection of the property, Buyer will be released from any further obligation under this contract; otherwise, Seller promises to sell under this contract. e) Closing to be held in county where property is located. Buyer shall select closing agent: \_\_\_\_\_ f) Purchase contract is assignable.

g) This agreement is subject to the final inspection and approval of the property by the buyer \_\_\_\_\_ business days after the date this contract is received by buyer.

3) Taxes to be prorated, any previous year's taxes to be paid by seller. All attorney closing fees and customary closing costs shall be PAID BY BUYER.

4) Closing date shall be on or before \_\_\_\_\_ days from the date signed below by Seller. Seller grants any extension needed to clear title or to complete closing documentation. Title to the above described real estate to be conveyed by \_\_\_\_\_ Warranty Deed or other customary instrument of transfer. Title is to be free, clear, and unencumbered, free of any \_\_\_\_\_ county, city and federal liens. All liens against the property shall be paid at closing by the seller.

5) This offer, when accepted, comprises the entire agreement of Purchaser and Seller, and it is agreed that no other \_\_\_\_\_ representations have been made.

6) Contract contingent on verifying taxes, title, value and upon my satisfactory inspection of the property.

7) ADDITIONAL TERMS:



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## Determining your offer

A universal coast to coast safe calculation is:

$$(ARV \times 75\%) - \text{Rehab Cost} = \text{Offer}$$

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$$\$105,750 - \$28,000 = \$77,750$$

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$$\$105,750 - \$28,000 = \$77,750$$

# Lock up the deal

- **Continue Building Rapport**
- **Find their motivation**
  - Moving quick
  - Someone passed away
  - Too many repairs
  - Nursing home
  - Divorce
  - Behind on Payments
  - Bad Tenant
  - Liens against property
- **Solve their Problem**

# Make Your Offer

Do Not Leave The House Without Making Your Offer

Do Everything You Can to Get The Contract Signed Before You Leave

$75\% \times \text{ARV} - \text{Repairs} = \text{Offer}$



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## Few Tips In Presenting

- Physically Sit Down With Them
- Go Over the Numbers
- Mirror them
- Solve Their Problems
- Never Stop Building Rapport

# Dispositions

- Assign Contract
- Double Close
- Fund and Close

**So what's the secret?**

**Take Massive Action and Don't Quit!**





“The only people who do not succeed in Real estate are the ones who give up.”

- If you buy the right properties, It will be easy to find a buyer for that deal
- If you are not sure what to do, feel free to call anyone on our team!



# Q&A