

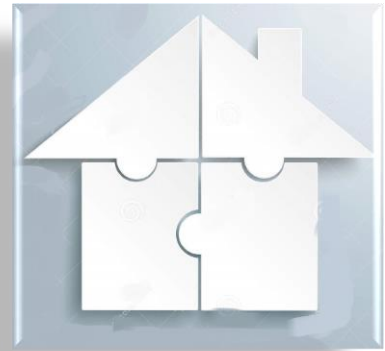
Module 4A

The 4 Core Strategies of Wholesaling

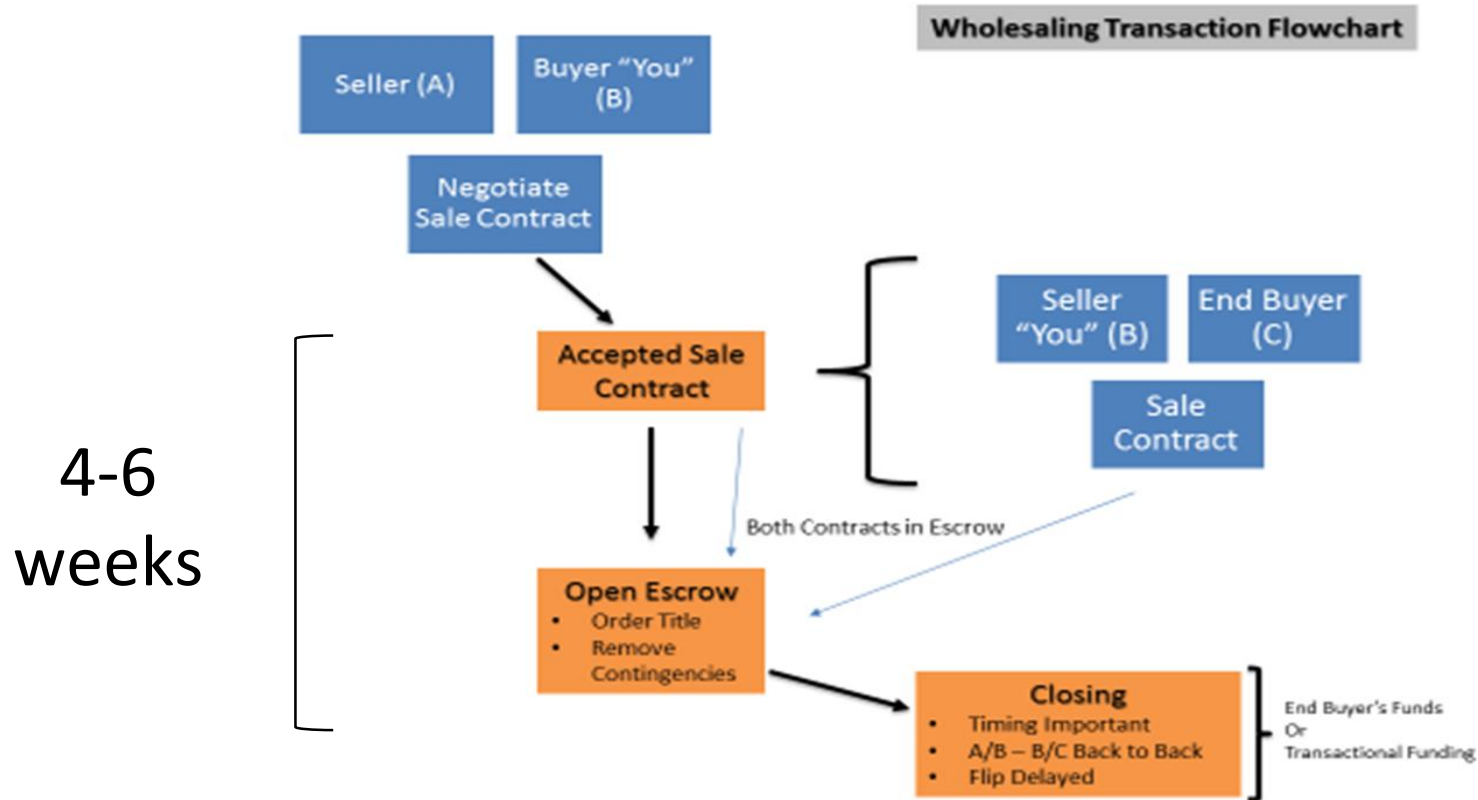


The 4 Core Strategies

1. Simple Wholesaling – Double Closing
2. Virtual Wholesaling
3. Co-Wholesaling
4. Assignments



Simple Wholesaling – Double Closings



5 Steps of Wholesaling

Step 1: Build a “Qualified” Buyers’ List

Step 2: Locate Properties

Distressed Sellers

Go to the source

**** Direct Approach ****



Step 3: Run Comps & Negotiate

5 Steps of Wholesaling

Step 4: Put the Property Under Contract

Write Contract with appropriate clauses

Title Company/Attorney allowing “Double Closings”

Step 5: Present the Property to Your Buyers' List

- Qualified List is Important
- Use my “3 Week Marketing Formula”



Virtual Wholesaling

Step 1: Research Nationwide Markets

- Realtor.org – National Association of Realtors
- ngkf.com – Newmark Grubb Knight Frank

Step 2: Contact local agents and contractors

- Browse Craigslist
- Local REIA and Meetup groups

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Virtual Wholesaling

Step 3: Take a trip!

- Interview 2-3 agents and contractors
- Have them show you around different areas

Step 4: Build a Buyers' List

- Same strategy as for local strategy
- One buyers' list per area



Virtual Wholesaling

Step 5: Locate properties

- Can be done virtually
- Your out of town agent and contractor are your “eyes and legs”

Step 6: Title company & Financing

- Nationally connected



Co-Wholesaling

- **Partnership=Quicker Results**
- **Better Than BirdDogging (50/50 Split)**
- **Segmentation by Markets**



Co-Wholesaling

Step 1 – Find Possible Partners

- Bandit Signs - Blind Ads - Craigslist
- Look for “Trigger Words”
- Google “wholesaler” + your city

Step 2 – Qualify Partner Fit

- Not every wholesaler is worth working with
- Be clear on roles

Co-Wholesaling

Step 3 – Sign Co-Wholesaling Agreement

- Set ground rules
- Secure your position

Step 4 – Locate Buyers and/or Properties

- Find out what has been done so far & timeline

Step 5 – Sale Contract

- You represent Buyer:
other party controls paperwork
- You represent Seller:
you have control of paperwork

Idea about Co-Wholesaling

- Locate Properties Across Markets (Virtual Wholesaling)
- Locate Local Wholesalers
- Assign the Deals to Them under a Co-Wholesaling Agreement



Assignment of Sale Contract

- **Assign Contract to End Buyer**
- **Good Practice**
 - ✓ Profit is less than \$5k

