Module 4E

Laura's Marketing & Pricing Strategy

Analyzing a Deal for Wholesaling

Asking Price $79,900

Comparables in the area
$95,000 (Quick Sale) to $119,000 (High Wholesale)

Offer price
($95k+$119k)/2 x 70%=$74,900
if $15,000 rehab needed
($95k+$119k)/2x 70%-$15,000=$59,900

Marketing & Pricing Strategy

4 Weeks Marketing Time

Week 1 –   Price at $114,900
            Blast to:
                    • Buyers' List
                    • Internet – Blog
                            Syndication
                            Forums
                    • Social Media

Week 2 –   Drop Price about 5%
                i.e. $109,900

Week 3 –   Drop Price about 10%
                i.e. $99,900