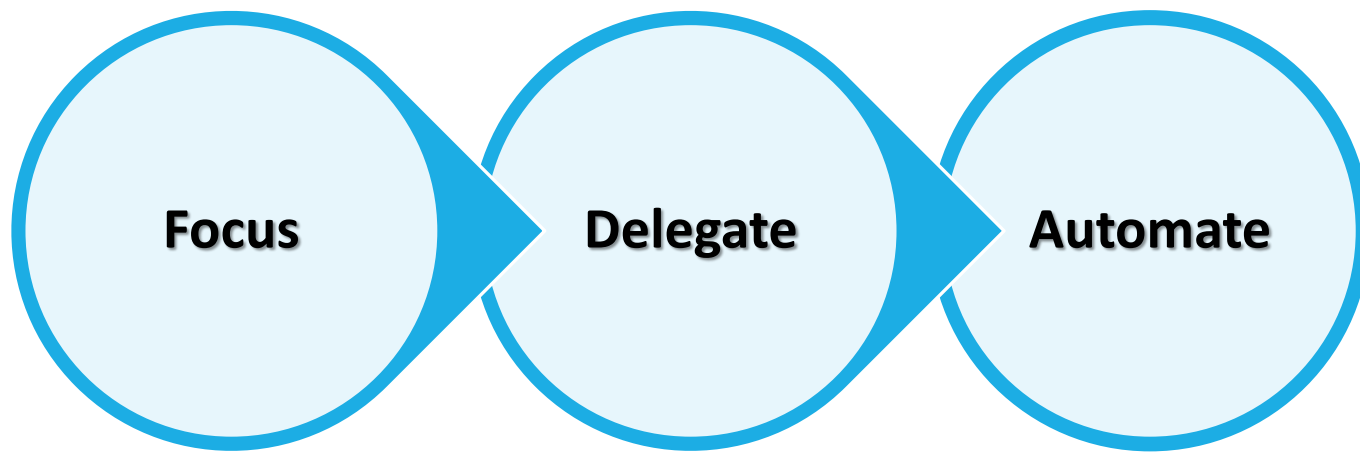


The 4 Core Strategies of Wholesaling



Build a Scalable Proven System



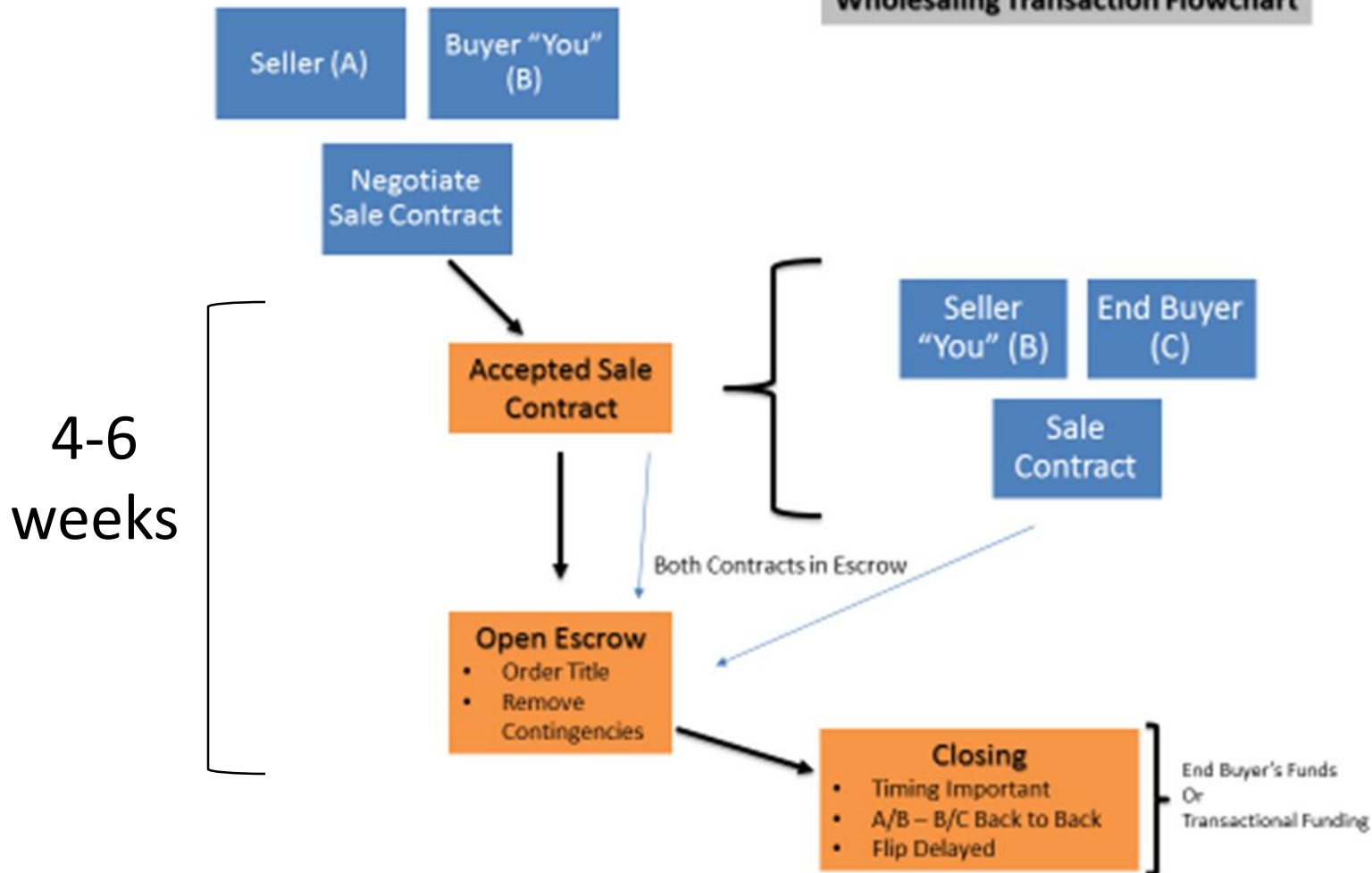
www.evernote.com

The 4 Core Strategies

- **“Simple” Wholesaling**
- **Virtual Wholesaling**
- **Co-Wholesaling**
- **Assignments**

“Simple” Wholesaling

Wholesaling Transaction Flowchart



5 Steps to Wholesaling

Step 1: Build a “Qualified” Buyers’ List

Step 2: Locate Properties

Distressed Sellers

Go to *the* source

**** Direct Approach ****



Step 3: Run Comps and Due Diligence

5 Steps to Wholesaling

Step 4: Purchase the Property

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” (Module 5)
- Use MLS as last resort and only if allowed

Virtual Wholesaling

Why wholesaling long distance?

- Better Markets
- Less Competition
- Diversification



Recommendations

- Wholesale locally first
- Organization is key
- Ability to delegate

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



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

Bonus Co-Wholesaling Strategy

- 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

