

Module 5C

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

$$(\$95k + \$119k) / 2 \times 70\% = \$74,900$$

if \$15,000 rehab needed

$$(\$95k + \$119k) / 2 \times 70\% - \$15,000 = \$59,900$$

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

Add Co-Wholesaling

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