



“Module 2 – 10 Hour Wholesaler ways”

with Justin Wilmot

Justin:

Alright. Welcome to module 2, the 10 Hour Wholesaler way, identify, build and outsource. I am your fearless leader, once again, Justin Wilmot and in this module, we are going to get into the meat and potatoes of this system. And you are going to discover what is a 10 Hour Wholesaler, the 10 Hour Wholesaler ways, step by step exactly how we do it, how to identify your first target market, building your pipeline, the 2 key players that you must have. Your outsource team, my top VA resources and a lot, lot more. So, let's get ready here. And of course, our disclaimer, we are not attorneys. So, don't take any of this as legal advice. Okay, now that we get that other way, let's get into it. Your 3-step process to flip in properties nationwide working less than 10 hours a week, which is what this is all about, it's going to be a 3-step process. Step 1 is to identify. Step 2 is to build your team and step 3 is to outsource this. Now before we get into this 3-ste process, let's go over what a 10 Hour Wholesaler is. Now 10 Hour Wholesaling, we are professional delegates. We set our focus and guide our team clearly. We are like the instructor of a symphony. We know exactly what we are going to do and we delegate the tasks to the key players. We are resourceful and we use leverage. We recruit qualified team members on a commission basis and we love to keep it simple. That is what we are all about here. We establish one market, start crushing it and then we move on to the next. You can scale as large as you want. This is the absolute easiest and fastest way to profit in this game that we are calling real estate investing. It's fun, it's profitable and it requires the absolute least amount of time than any other form of real estate investing out there. You can control just how busy you want to be. Right now, we are 10 Hour Wholesaler system team and we are in 18 markets. You can be in 40. You can be in 5. It's completely up to you. Playing the real estate matchmaker is exactly what we are doing here. We match our cash buyers with our wholesaler's properties. A relationship builder is what we are all about. That's why it's very important once again to read the book "How to win friends and influence people" by Dale Gerber because the principles in that book will help you build these relationships. In exchange, we collect a marketing fee and that's typically half of the profit spread. So, we are not buying or we are not

selling the property. We are not closing on the property. And we are not working with listed properties whatsoever. These are private owner properties. We are not physically meeting with the sellers, pretty much never ever. And we are not physically meeting with the buyers, again, never ever. We work for our buyers though. So, our buyers are our meat and potatoes in this to say, in this course. Our buyers are alpha and our omega. It's all about building the report with them. No need to have experience because with your co-wholesale relations you have access to properties unknown to your buyers. Market condition, market numbers, all the details that you typically need to know about, in order to be an investor in a virtual market, all these details are going to be handled for you because you are partnering with a wholesaler that already all the work for you. We are going to get deeper into this later, but don't start worrying at all about knowing other markets and you'll see this clearly later on. So here is an example of what this looks like. You get on a wholesaler's buyer's list. Send their inventory to your buyers. Mediate the deal between you, your buyers and the wholesaler. Get on the HUD and get paid. It really is that simple. 5 steps, 5 principles. The details are in between and we are going to show you exactly how to do that right now.

So, step 1 - identify. Alright, identifying your target market. Some real estate markets are better for a 10 Hour Wholesaling than others and why. Well, the answer is absolutely yes. So, we want to go where all the cash transactions are taking place. There's about 100 markets across the country where that's happening. That is where you want to be. Now, top 10-hour wholesaler market are going to be starting off with what is closest to you. Then we are going to look into overflow markets. The value of local knowledge is important but it's not necessary and I'll show you why. Top 10-hour wholesaler markets. Now, we want hot rental markets, where there is high ROIs for landlords. We want active network of wholesalers. So, we want to do a Google search. We want to see if there are a lot of other wholesalers in that market. We want a large number of all cash transactions. So, markets with high volume of cash transactions. In order to find these is very, very simple because it's completely public and there are numerous publications everywhere, newspapers, blogs, that are constantly publicizing the top markets in the country, including sites like Zillow, realty track, real quest, all those top guys. So, Google top real estate investment markets. Now these are not the only markets, but it's going to be a great start. Also, you have overflow markets. An overflow market are markets bordering major metropolitan areas. These are your next best choice. So, an example would be Orland, Florida, if it's a focus market. An overflow market will include Deland,

Deltona, Casimir, and Florida. These cities get direct commerce and direct overflow from the major metropolitan downtown Orlando area. There are huge opportunities in these neighboring cities that receive the benefits of the major downtown commerce and the reason being is that there are numerous wholesalers in these markets. They are not saturated with other wholesalers and there's great opportunity in working with new wholesalers. Again, we are going to get into the details of that just a little later. Now, here's a picture or a map over downtown Orlando the big red dot in the middle. Now, when you see something like this, one of the first things you should notice is the little UCF sign on top right-hand corner. Colleges automatically bring with them big rental areas. Where there's a lot of college students, there's a lot of housing needed. Where there is a lot of needed housing, there's a lot of landlords. And where there is a lot of landlords, there's typically some good wholesalers. You want to befriend that wholesaler, get their listed inventory and start working with them. Now, you also have areas like Altamonte Springs, Casselberry, Winter Park, these are bordering cities outside of Orlando that are getting direct commerce from Orlando and on the bottom you can see Casimir and Saint Cloud. Now I personally know about these because I've worked all these markets for years and the little secret ninja tip about these overflow markets are, there are small amount of wholesalers doing a large amount of properties. These are the wholesalers that you want to align yourself with. Alright, local knowledge. Now, you don't need local knowledge but in the beginning it completely could help benefit you. Now, where do you have roots? Meaning, where do you have friends and business associates? Have you lived in one of the top and overflow markets before? So, in the results that you get looking for the top markets in the nation, almost all results end up with exact same cities, have you lived in one of those before? Do you have friends in one of those markets? Do you have business associates in one of those markets? Do you have family in one of those markets? If the answer is yes and you are familiar with one of those areas, I do suggest that you start off in one of those markets. So, an ideal first target market would be one of the top markets in the country or overflow markets plus you have local knowledge of the area. Once again, it just helps get your feet wet. Once you setup the system in that market, with confidence you will be able to easily move on to the next.

Alright, now that you know to identify your 10 Hour Wholesaler market, it's time for build. Building your team, so here we go. The 2 key players, cash buyers and wholesalers. Alright, never mind, let's get back to work. Alright, cash buyers, your ideal buyer is actually what I call the retail investor buyer. Okay, this retail

investor buyer has cash and he can close fast. He's not the big fix and flip guy in your area and he is not the seasoned investor. So again, your ideal buyer is a fresh, new buyer. Regular people who want to put their money to work and invest in real estate. Now, these people hit the market every single day, all across the country, this is a fact. Now, a lot of these times these retail cash buyers are professionals just entering the real estate days. A lot of times they are entrepreneurs and business owners, they are doctors, they are executives. They are CEOs of companies. They have trust funds or insurance settlements, retirees, and small mom and pap investors. That's a key, the small mom and pap investors are awesome cash buyer clients to work with. Now, why is this? Why are we looking for these types of people? Because they are prime for you to introduce off market deals that they have no knowledge of whatsoever. They pay the highest prices. They haggle much, much less than your seasoned investor, especially than your fix and flip guy. Trust me! And best of all, they don't typically have other wholesaler's properties on the radar. This is the perfect candidate. Now, what is the value that you are bringing to these buyers? Well, you are a professional. Once you have read all this, gone to this content in our training, you know more than 90% of the other beginning investor wholesalers out there. Your partners which are your co-wholesaler have done huge amounts of resources to provide them exclusive off the market deals. You are your buyer's gate keeper to reaching their financial goals and getting them access to these deals. You only present deals that match or need their goals. Most people have no idea how to find an actual good deal. This is a huge value add. You are bringing them deals on a silver platter. And much costlier to go out there alone, in most cases, all of those people that we just spoke about when they want to get into the real estate business, what's the first thing they are going to do? They are going to go to the MLS. Well, those days are over for them. You are getting them access to the deeply wholesale properties that are not on the MLS. They would never know about these properties without you. And it's a mutual beneficial long-term relationship. You are there go to guy or gal. You bring them deals, you save them time and you make them money. They will be loyal clients forever. Trust me. Now, building your buyers' list. So, there are 2 simple strategies to build your list and then we are going to talk about a few more about these simple cheap strategies. The first one is bandit signs. I am sure you've seen them before. The other method that's free and simple are Craigslist ads. Now, quickly we'll talk about bandit signs. Now, no matter how ugly or annoying they are, they work very well when trumping up buyer leads. Here's the thing they are against city ordinance in most municipalities across the country. So, you are going to need to check with the city and you are going to

need to weigh the risk versus the reward. Now, I tell you right now we still do it all the time and we've been slapped on the wrist plenty of times. But it's worth it.

Now, homemade versus printed signs. We 100% prefer the homemade look rather than professionally printed signs. These are much more effective when drumming up cash buyer leads. You'll see a moment when you type this print on a bandit sign and you leave it on a light post or stick it in the ground it's going to look like you are an authentically distressed seller looking to sell your house for cheap. If there is one of those people, that we just mentioned, driving around that neighborhood thinking of a good deal and having a tough time getting that good on the MLS and then he will see your sign, guess what. Magic will happen. They'll call. It's really not that complicated. Now, how to deploy these in your target market? Is pretty simple. Post an add on Craigslist under the brief task jobs and get somebody and pay them to post each sign up. Each sign they should take a picture of, when the job is done, you pay them. Alright, here's an example of what a bandit sign will look like. This is the literature that we use and we don't mess with it much because it's very effective. Cheap, handyman special, 3 bedrooms, 2 baths, only 65,000, must sell now, cash only, call, blink, blink, now. When we do this, we use a Google voice number. You can get a free Google voice number at [Google.com/voice](https://www.google.com/voice). the reason you need to use a Google number is for 2 reasons: 1 - you can get a local area code, very important and second, even more important, they are untraceable. So, when municipalities call and they leave a voice mail telling you to take your sign down, simply just obey, take the signs away and that's it, leave it to that. Alright, Craigslist ads. So, in Craigslist we do the same type of thing: handyman special, 3 bedrooms, 2 baths for x, must sell. It's what's called a phantom listing. If you don't have this property yet, you will soon, but trust me, for now put the ad up. include pics, include your email and include the Google voice number. Alright, in Craigslist where you want to post these ads is under the real estate for sale by owner section and of course, you want to do it, in the city target market of your choice. Here are more strategies to build your buyers' list. Now, this is a great strategy, call or email your local real estate management companies or the local real estate management companies in your target market and ask for a list of available rentals. Once you get that list of rentals, either you or your VA, which we'll get into later, will do for you a reverse lookup to find the owner's mailing address and phone number. A free source to do this, to do reverse lookups is [whitepages.com](https://www.whitepages.com) and an excellent paid source is [intelius.com](https://www.intelius.com). It's around 30 bucks a month. Now, my absolute favorite strategy and the strategy that I

recommend for everybody to do immediately in order to get these buyers and to build your buyer's list in your first target market and in every market they are after is to do this. Buy access to a data system that can pump up buyer list for you all over the country. If you don't have the budget, beg, borrow and steal to get it. Because these lists and these systems are going to give you the resources that this is all about. You need these cash buyers. Definitely do the other methods because they work very well and they are going to give you buyers that are not going to be on this source but do this. Alright, so the first one is freedom soft. You may or may not have heard of it. You can do it, try it for free at privatemoneyblueprint.com/try it free. Freedom soft has an excellent soft for pulling up cash buyers in almost every single market in the country. The second option is findcashbuyersnow.com, it does the same thing. Prices are different but it pulls up cash buyers in every single part of the country. Both provide excellent sources. So now once you get these lists of cash buyers, you are going to send what's called the buyer letter and the buyer letter template is provided for you in your download and resources section of your members area. Now, this ninja letter I gave to you to swipe and deploy. It has taken us literally years and thousands of dollars to perfect but the wording in there is done purposefully and it gets the highest response rate that I and anybody else has ever used my letter, the highest response they've ever got in their lives. So, in your mailing, in order to mail these, here's how you do it exactly.

Get yourself a white envelope invitation style. Now, these are going to be handwritten envelopes and they are going to be in red ink. So, you are going to address it. Then you are going to use what's called the live stamp which this means that there are standards stamps that you get from the post office, no book stamps. The open rate by doing this is 4 times higher than any other method that exists today in direct mail campaigns. The reason is the invitational style with red ink, with a live red stamp completely takes away any type of commercial look. In many cases, it's going to look because you do, you took the time to deliberately approach this person. The open rate, again, is higher than anything else that exists. So that, in conjunction with our letter will get you phenomenal response rate. Now, when these people call please do everything you can to build the best report that you possibly can with them because let me ask you, what is the last time that you received something in the mail and then you opened up the letter and actually called the number back? Yes, it's probably been a long time if ever. So, when you do get this call recognize that this is an extremely motivated buyer. He wants what you are offering, what your property is because he has goals in life and his goals are going to be achieved through real

estate and you are going to help them do it. So, the level of motivation from his call is extremely important, treat every single call like gold. When approaching your buyers, you do, with all that said, you do absolutely need to keep their lucky to work with your vibe and mentality versus the kiss ass "hey this is a great deal, I have great deals, come buy them now". Now, nobody like that. You need to be the established professional real estate wholesaler provider and by begging for their business that is not going to get you there. Don't approach buyers like that. Don't be overly cocky but be firm, direct and knowledgeable. Make it clear that you are bringing a great value to the table and you do not do business with just everyone. It's a privilege to do business with you and they need to know that. Now, in order for them to need to know, in order for them to believe that, you need to believe that. Trust me, the value that you are bringing to the table here, is extremely, extremely high. You are bringing them properties that they have never have gotten without you. These guys have goals that they have in life and they've decided that real estate, flipping properties or buying properties for ROI is the way that they are going to reach their goals. You are that person that's going to help them do that. Know that and believe that deeply. It is very, very important. You are just believing them? well, come off in your conversation and the words won't have to be said, they'll just know. I always wild have to let my buyers know this and these are words that we do say. I already have other buyers looking for similar properties that you are. When I bring you a deal that you want, you'll be expected to perform and close. If not, I'll have to take you off of our list. Does that sound fair? Now, you are completely setting the tone when you do this. You should have no exceptions and keep your integrity. Don't get pulled around by rose picking buyers. Starting off a conversation or ending a conversation like this demands respect and it demands commitment, both, extremely important. Now, question based selling. So here is a little bit about what question based selling is. You ask questions about the experience that they have, their real estate strategy and the niche that they are in. Now, what are their goals? Why are they investing in real estate? Ask them that. Create an excel spreadsheet for each 10 Hour Wholesaler market for buyer's lists and info you got. Create an excel spreadsheet for 10 Hour Wholesaler market. So, if you, let's say for example, moved in to the Houston market and you start reaching out to cash buyers and you are getting your cash buyer calls and building the leads, you need to have a very simple excel spreadsheet that's titled, Houston cash buyers, the name, the number, the phone, the email and then very important, a comment section that details out everything that they want within a property. Ask them, how long have you been investing? What is your primary investing strategy? What type of properties? Single family? Multi-family? Long- term,

short term? How many properties are you looking to buy this year? How about the location exactly? How about the size, exactly? And what is your most preferred price range? What hood and what zip do you like best? The goal here is for them to paint the picture for you of literally their ideal investment property that they would buy time and time again. Now, I don't recommend starting with these questions until you've already tried to build rapport. Building rapport is just simply being friendly on a personal level in the beginning. When that starts to get old and the cash buyers is going, okay, let's talk about what we are going to talk about, then come into the questions, but not until then. Ask them, are you interested in rehabs? And if so, do you already have a contractor or would you like mine? Now, don't worry. If you don't have it in that market I am going to show you exactly how to do that later on. But offering that is a great gesture and it builds credibility. How much repairs are you comfortable with? Are you working with any banks, hard money lenders, private money or using your own cash? You are looking for the words, I use my own cash or I use private money. hard money is okay but it's 3rd on the list. What are your ultimate goals in real estate? Listen, the whole time, listen, listen, listen. Then ask where do you want to end up? Alright, and lastly with question based selling. You need to enter the conversation with this. I have a handful of other buyers I've worked with. So, if I send you a property that fits everything that you said here and you agree to take the deal, are you prepared and committed to pulling the trigger and closing on time? It's very important to end with this, the reason being you are showing that you are serious. You are showing that you already have buyers that want what he wants. This is much more effective than the other way which is the kiss ass, I have this, check this out, look, look, buy from me now. Trust me, that's old school way of selling. It doesn't work anymore, this is how you do it. Make sure that you follow up with your buyers. Now in order to do this, I really highly recommend getresponse.com as your email service provider. It has all the functions, templates and auto-responders that you will ever need. More importantly when you use an email service provider, it automatically is what's called BCCs them. What that means is that when you send out a bulk email to your list in that market they will not see each other's email address. That is extremely important. Now, even if you are even just a small minutely savvy with your regular email account, Gmail or yahoo and you are completely familiar to using the BCC method, which is the blind carbon copy, trust me, most people if you haven't already and I have myself multiple times will accidentally send your entire list and email without using the BCC. In some cases, you can lose a hard-earned cash buyer. You are spending a lot of time and putting a lot of effort into building these relationships. Don't mess it up by sending a bulk email and

pissing them off as to know that their emails have been exposed to your entire list. Sometimes, not all the time, but sometimes it's a big deal. So, in order to avoid it, use an email provider as such to get response. It's free for 30 days and after that it's under 20 bucks a month. Remember guys buyers are your primary focus here. You are the big badass on the block with all of the buyer connects. So, all of your efforts and focus is going to go into building the buyers and your target market.

Everyone goes where the money is and that's going to be you. When you have a powerful buyers' list, you represent power. And some things would just seem to happen. On to the number 2 key player on building your pipeline and that is wholesalers. Alright, building your co-wholesaler list. Who is ideal? Well, there are 2 types of wholesalers in this world and number 1 is the season pro. The season pro is doing 3+ deals a month. Sometimes they are doing up to 20 deals a month. Number 2 is the hardworking newbie. They are doing absolutely no deals to 2 deals a month. Now, we want both of these in all markets that you enter but depending on the market one would be more valuable than the other. Let me explain. The pro has dependable inventory. He becomes very valuable in smaller markets particularly in what we spoke about earlier in the overflow markets where there are less amount of wholesalers and less amount of deals. The newbie has fresh inventory and he needs you and he needs your buyers. The newbie is ideal in who you want to target in the markets that are saturated with other wholesalers and saturated with cash buyers. An example would be Tampa, Florida, Miami Florida, Atlanta Georgia, Saint Louis, possibly Memphis, Maricopa County, Arizona. These are heavy buyers with lots and lots of wholesalers but when you meet up and recruit a newbie they get you fresh inventory, they use their resources and they need you and your buyers. It's literally a match made in heaven. Now, let's move on to instantly find co-wholesaler. Google sell house fast subject county. So, let's use Houston, Texas, as an example. Google sell house fast Houston. The results from the search would be fellow wholesalers and investors. Reason being is that fellow wholesalers and investors are constantly marketing for motivated seller leads. Motivated sellers are tipping in keywords sell my house fast in X. now organic results versus paid spots. The organic results are not going to be your primary search. You want to look at the organic results. Visit each site and find contact information. Once you do you want to email them and call them. You are going to provide them the script that we provided you. Make sure you build a solid relationship with these co-wholesalers. you are going to be doing a lot of work with these guys. Let them know that you have a very large, active, hungry cash buyers list. Here's an example of what is going to look like when you type in sell my house fast Huston.

The top 3 that may not be able to see in this screenshot but they are highlighted in pink in the background, you want all the organic searches. But if you click on one of these guys, these are all fellow wholesalers. Build report and build value with these guys. Alright, my Craigslist search method. This is a great little ninja way to find additional co-wholesalers and what you do is go into your target market in Craigslist and you search keyword wholesalers typically use which will be: ARV, which means after repair value. Search both of those. The abbreviation of ARV also searches after repair value. Also, do plug in keywords cash only. Also try the keywords hard money. There's going to be a little search icon on top right-hand corner when you are in the real estate by owner section. That is where you are going to type in the search terms. What is absolutely great about this method is one of the best ways to find fresh, new wholesaler leads. Those are the wholesaler leads that you really want in very saturated markets. Other sources that you can go to besides Craigslist are backpage.com and Kijiji. Another great source for co-wholesalers and to build your co-wholesaler list is to search your local REIA. That's your local real estate investors association. You need to become a part of these guys immediately if you are not already. I don't care if you are a newbie or a seasoned pro. Even a seasoned pro can pull off a couple more deals a month by networking with the people in the local REIA. Get your vendors' list. Now their vendors list is going to have a list of everybody that is a part of their association. REIA's are great sources for recruiting and educating new wholesalers. Typically, newer wholesalers go to these real estate meetings. When you go to one of those meetings and you meet up with a fellow new wholesaler, if it's your local market of course, this is a great person to recruit, to educate them, show them the yellow method campaign for module one and get them going out there for you and marketing for motivated sellers. Let them use their time and their resources and bring you the deal. Once they bring you the deal, you can bring in the cash buyer and you guys can split the profits 50-50. Here's why this becomes very profitable. When you have 1, 2, 3 or 10 of these guys and each market doing this for you, the deals are partially infinite. Now, do the same thing with your co-wholesalers list as you did with your cash buyer's list. For each market, once again we use Houston as an example, make sure you title it co-wholesaler list Houston Texas. You should then have the name and the entity name, the phone, the email and the comments of what the co-wholesaler is all about, whether or not they like to do 50-50 profit splits or whether or not they want the properties marked up. We'll that into a little bit later. Make sure you send co-wholesalers what's called the co-wholesaler template. Again, we provided this for you in the form and resources download section. Once the co-wholesaler replies this is your general response to that wholesaler. Great if

they end up wanting one of your deals, I'll send over our simple one page marketing agreement just so I know ahead of time, will I need to market the property up for a fee or just do a profit split. Have a good one, I look forward to doing some business together soon. Now, the reason we say this is it sets the tone for the relationship that you are tempting to set up with them. Alright, your co-wholesalers now, here's some details, some things you need to know about your co-wholesalers just in case you need some clarification. They are principle on the deal and they are the seller of these properties. Typically, they have not closed yet with the original seller. They will be doing a simultaneous closing with the original seller of the property. Upon closing is when you get paid. They are direct with seller and there are no daisy chains meaning your goal is not work with wholesalers that are working with other wholesalers. Your goal is to work directly with the listing or the selling what we call the selling wholesalers. You want to clarify the compensation and you want to be a great upon to do 50-50 profit splits. This is the way this is typically done. If the property is under contract for 50, you bring in a buyer and it stands to make \$10,000 because the buyer is going to pay 60, you want to split that profit 50-50, that's' \$5,000 per person. Is very important when entering all relationships with the wholesaler and with your buyer that you dispose that you are not acting as a broker or agent in any of this process. So, here's the co-wholesaling process. You are going to pass a co-wholesaler deal by one of your buyers. You are going to do this by once you receive their email, you are going to copy, paste, and edit their email into your email account. Like we spoke about earlier, preferably getresponse.com, you are going to want to make sure all the hyperlinks and all of their contact information is taken out but all of your information has been inserted. You can even use the same formatting, make sure there's pictures and details of the property. Again, take out all their contact info and just have your contact information. Once you have an interested buyer, the co-wholesaler will then sign the marketing agreement. The co-wholesaler shows the property to your buyers but you must get the agreement signed before this. Close the deal with their closing agency and then they put you on the HUD. That is how the process looks. You get the co-wholesalers deal, you send it to your cash buyer. When you get interest in that property from your buyer, you make sure you get that marketing agreement signed. This way it will help protect you from them going around and taking your buyer. You then close the deal with their closing agency and in most cases, the co-wholesaler will take care of all of this for you. In most cases your job is nearly done. You just wait for your fee. Very, very important, make sure that you get put on the HUD and that you see the HUD 24 hours prior to closing. You want to

make sure that your marketing agreement has been turned in to the closing agency.

Alright. And for step 3 of the process outsource. Now, your outsource team. By the way, before I go into anything, did anybody know that there was an I in the a-hole of team? Very important to know. Alright, so operations managers - number 1. Number 2 in your outsource team is virtual assistants. Number 3 would be closing attorneys and title companies. Number 4 would be book keepers and then you have local scouts on the bottom of the list. So, let's talk about finding your operations manager. Now they need to be a rock star and don't settle until you know that you got a good one. Preferably he has sales or real estate experience. Your operations manager needs to be excited to be paid upon their performance commission based and here shortly I am going to show you exactly how to attract people that are excited to be paid commission based. You are going to post an add on Craigslist, local newspaper and online job searching engines and you are going to do it at follows. Headline is reads, locally based nationwide real estate investment business seeking sharp minded sales person to add to their team. The body looks like this: we are looking for responsible person with a sales experience to become a member of our fast growing nationwide real estate investing business. Responsibilities include: receiving inbound sales calls, making outbound calls, screening buyers and seller leads daily, running compatible sales, coordination with closing attorneys and closing companies, data entry into excels, manage direct mail campaigns. We need you to be reliable and responsible. Great attention to detail, phenomenal work ethics, excited for the opportunity for commission performing based pay compensation. Put that in bold at the end. Right after that you are trying to filter out the junk inquiries. The goal is to receive as minimum amount of inquiries as possible that are completely aware that this is commission performance based pay, very, very important. If you do not have that in there, you will get absolutely flooded with inquiries. You don't want random inquiries. You want to filter them as much as possible. So, make the add as direct. You can make it more direct than this. But make it as direct as possible. It's going to look something like this. This is how it looks when you post it on Craigslist. Now, this one ad will get you an insane amount of leads. This is an example of one that we posted in Tallahassee, Florida and it goes under the real estate jobs section. Now in finding your operations manager you are going to let them know that the structure of the compensation starts off at around 10% profit share of whatever comes into the business. If you have a good operations manager, meaning somebody that has experience and they are confident in their abilities, confident in their admin

capabilities and in their sales capabilities on the phone, then they should be excited for the opportunity to start off at 10% profit share with the possibility to make their way up to a 20% profit share. Now, just to get an idea what this looks like. If you are doing, let's just say 5 deals a month, at an average of \$5,000 per deal, he is getting 10% of that \$25,000 a month. That's way better pay than a lot of people would make on salary. So, you want somebody that gets excited about that. Your agreement with the operations manager once you've done everything and you've gone through the interview process and you get them started, you need to make sure that you write out and get it signed what they are responsible for. Don't skip this method. I don't care if it's only one page long, and you just write it up on word. Write out what they are going to be responsible for and make them sign the bottom of it, very, very important.

Now, how I optimize my operations manager. Here's my secret 1-2 punch so that we can handle 18 markets in the country with a very, very small staff. What you do, is you keep your local operations manager in charge of tasks on the list provided in the members panel. Once they are dialed in, he or she should be allowed to outsource and communicate with your virtual assistant for the mundane list building activities. Now, remember, you are going to want a rock star of an operations manager but you are also want a rock star virtual assistant. And we are going to get into that next. Now, just so you are clear. Your operations manager is local to you. They are in your office or come to your home. You do not need operational managers anywhere across the country or in the markets that you are going in. You do not need a market for every, you do not need an operations manager for every market. Your operations manager is one rock star that is with you or you guys meet up at least 3 times a week. Now, virtual assistant, you are going to need to build relationships with top rated VAs or top-rated companies that have virtual assistants used to the real estate business, because experience in real estate assistants is extremely helpful. You want to get rid of the learning curve and you want to take the path of least resistance. There's no reason to work with people that don't have experience in doing the tasks that you are going to be asking them to do. There are more than enough people out there. There are specific sites and ways in finding VAs with real estate experience. I focus on VAs from Thailand and the Philippines. Their minimum wage in the Philippines is about 75 cents per hour. Most speak excellent English and they have great attitudes. So, interview as many of them as possible. Trust me, it is worth your time. So, my top VA resources are: number 1 - if you are going to go out there alone, would be www.fiver.com. Now, this is a

phenomenal source for your operation, for your phone operations, it's www.padlive.com. if you are busy or if you are not a person that's great on the phone, you can outsource this to padlive.com of course for a fee. They are very, very effective and they give you great credibility as to, you now have somebody that seems in house taking phone calls for you. it's very effective when we use them. Now, www.yourvas.com, I have not personally used them but partners and students have and they have great results. yourvas.com is another one of those companies that is managed by Americans and has real estate experience. Again, if you want to go out alone you can go elance.com or odes.com, both great choices. We really like oDesk. Now, here's another company that has real estate experience and managed by an America team and they are based out in the Philippines. It's a very large outsourced company. It's called www.123employee.com. now, another great source for help our interns and to find some great interns from local colleges that can come to your office or home to help collaborate with you and build this real estate business with you for college credits will be college.monster.com/education. another one is indeed.com. Hiring VAs on Fiverr. So, if you are going to use my favorite site for outsourcing single tasks then this is how you work with Fiver. There is a large amount of sellers to choose from and sellers are actually people that are offering what's called a gig. So, go to the search tab, on the homepage of www.fiverr.com and once in the search tab type in virtual assistant. Once you get the results you want to search in order of top rated sellers. There will be a tab, make sure you click on top rated sellers. This is where all the feedback and obviously the top rated virtual assistants will be. There's no need to experience with people that don't have a phenomenal feedback. Save time, take the path of least resistance. Now, order to do this, again, just set up your Fiver account, click on shopping tab, then click on request gig, insert seeking reliable, dependable VA for real estate business long term. Now, this is a way to setup the ad so that people reach up to you, very, very effective way. This is what it looks like on Fiver when you do a request gig. On the top right hand corner you can see the search activities. You are going to want to click on the first top tab my shopping then you want to click on requested gig. When you click on the requested gig button, you will be able to type in the previous temp script for VA responses to your ad. So, when somebody does respond, this is your response to them: thank you for responding. We are reviewing a ton of responses at the moment and we will be making a decision in the next couple of days. Please provide us some references if you have worked with any clients in the real estate business before. Can you perform requested work, on routine basis dependably and provide us a screenshot of each completed task? also let me know your billing rate. Thank you

very much. This is an important response to send whenever going at it alone trying to work with VAs on Fiver. Now, working with VAs on Fiver is extremely cost-effective, but you are going to be managing on your own. So, make sure you are extremely clear on everything that you want. Use that outsourced template that we provided you, listing everything that they need to do but just to make sure that when you ask for a task to be done, that you are as detailed as possible. Envision that you are speaking with a 3 or 5-year-old. The clearer, the better. Sometimes, poor results are a direct reflection on poor instructions. So please make sure you are very clear. If you do this, if you are clear and you are working with top rated assistants, you are going to have no problems at all. And you are going to watch this business grow exponentially, more than you could have ever imagined going at it alone. And as a side note, for every deal that you do I highly request that you take 15% of that money earned and put it all back into your business. That would be your cash byer lists and right back into your virtual assistants. Your virtual assistants, you need to put it into because they are not commission based but your operations manager is commission based.

Here's more tips for working with VAs. Test VAs by their responsiveness. That's a great indication of their availabilities. The one to respond the fastest, typically stays at the top of our list. An ideal response time for us is 20 minutes or less. Provide a VA with a task list and provide it in this program. Now, when using Fiver, you can also set up your PayPal account. So, it's just a couple clicks of a button to pay somebody once they have completed the work. Now, here's an option that I noticed on Fiver. If you are on an extremely tight budget and you are considering not hiring a VA, that could be kiss of death. Do not do that. Do yourself a favor and use somebody to help you do this business. You don't want to do it right away, you can start and go out there alone, but make sure that you at least push yourself and attempt to try and use a virtual assistant. If you don't have any money in the beginning, your PayPal account will have what's called a bill me later option. Look into that.

Finding your closing attorney or title company. Now, do not set alone on this, it's very important. We would not recommend settling for anybody but the very best in your market. You need to find the closing attorney that all of the other wholesalers in your current market are working with. Now, this is assuming you don't already have a real estate attorney but you should have one on your side and you should be putting deals through this attorney keeping him what I call greased. It's easy to do this. You just find out which closing attorney is already working with other wholesalers with your market. Whoever that guy is that's

your guy, period. Do not waste time, asking others and finding somebody else. All you are going to do is you are going to end up trying to educate them or get big fat nose telling them that you need to be a broker or an agent to do this. That's just not the case. You need to speak with an attorney that has experience in wholesaling real estate. Finding your closing attorney, again, visit your target market REIA club. This the best way to find somebody. My secret sauce is always having a rock star investor savvy closing attorney on our side. They work and represent me in my hometown. We put even the majority of our co-wholesale deals through this attorney so that we keep him paid and can use for any other resources and any other things that we may need further down the line. It's just a smart way to do business. Your attorney needs to understand creative real estate investing and simultaneous closings. It's a must. If you mention the word simultaneous closings, double closings, wholesaling and they look at you like you have 10 eyes, again, do not spend the time trying to educate them. Thank them for their time, kindly, and move on to the next person. Do not let people that don't understand the wholesale business hold you back from doing this. In many cases this attorney and/or title company will be a sponsor of the local real estate investor association. So once again, we go to the local real estate investor association clubs and you ask for their vendors list. This attorney will most likely be on that vendors list. That will be your guy. One thing that I request you do is make sure you make it clear that your attorney gets paid on the HUDs or at closing. Now, most people, most attorney that do wholesale deals are completely used to getting paid on the HUD. If not, every attorney is different and they can make their own decisions of course, if not, weight that up. alright a bookkeeper and accountant. Don't waste your time doing this kind of stuff. Your business is being the orchestrator and creator of this 10 Hour Wholesaler system. Don't be bugged down with the stuff that is not going to make you money. If you believe in yourself right now, then you know you will be able to afford to pay one of these guys quarterly, just do it. There are moving parts this model, so when it comes to 1099 and such it's just a great idea to have a bookkeeper on your side. Let somebody else manage this end on the business so that you can focus on making the money. A bookkeeper in this type of business model needs to have a good reputation and it should have worked currently or currently works with other real estate investors and you know, a good idea when working with an accountant is someone who has a reputation for fighting for their clients and they obviously are great at right offs.

Alright, your local scouts. They can consist of contractors, friends and/or acquaintances and top of the list, aspiring wholesalers. Now, contractors, you

can do this by searching on Craigslist for a handyman looking for work. Let them know that you are an investor and you will be doing more work in the area. And let know that you will be sending them more work but for now you would like them to view properties and get information for you on properties of interest since you are out of state. Now, you only need to do this if your fellow co-wholesaler cannot go out and let's say take a picture of the property for you that your buyers wants. Or let one of our buyers in the door, or to put a lock box on the property for one of your buyers or open the lock box for one of your buyers. In most cases your selling co-wholesaler will be able to do this for you but a little smart ninja trick is to build an alliance with a contractor or somebody else, one of the other 2 that we are about to go over, that will actually do these types of things for you, pictures, open doors, give you estimates, that kind of stuff. Now, when it comes to handyman that we build alliances with, we pay them between 30 and 50 bucks depending in how many picks or the task that we ask them to do. Handymen love this stuff because they are local and they are doing work in the neighborhood already and if all I need to do is meet somebody at a certain property, let's say at 1 o'clock just to open a door for them to make \$30 on a way somewhere else. They are extremely happy. A lot of times that will get will use Angie's list and will check up on these people just to get a good background check. When you get somebody good, compensate them well. Friends and acquaintances, use them if you have them in that market, if you ever need to. Your friends can do things for you if this is ever needed. They can do things for you like deliver a contract, view a property for its condition, take pictures and open doors. So sometimes your co-wholesaler cannot, for one reason or the other, do one of these tasks for you. In that case, if you are in a market where you have a friend or acquaintance, simply ask them to do this for you, either pick up a contract, view a property that tell for its condition, take some pictures and open a door. But the best person to do this is aspiring wholesalers. They are best source as a scout. Create an alliance with these guys and then you educate and mentor them. Even if you've never done a deal yet, you have this program and you have our support. So, you have more than they do. Build these relationships and put them to work for you asap. They can do the same tasks just listed previously but when working with aspiring wholesalers, very important, just make sure that you have them sign a non-circumvention agreement. Use Google to find some free templates. For every time an aspiring wholesaler does this, cut them in on a small cut once the deal has been closed. Other than co-wholesalers which is the selling wholesaler, this is your ideal team member to deliver contracts, view a property of its condition, take the pictures and open doors. Scaling, now that is what this system is all about. Once you have

identified, built and outsourced, all is you do is rinse and repeat. That's what these 3 pillars are, you just learned them all. You learned how to identify your target market. When you want to move on, you just identify your next target market. You learned how to build your pipeline. You learned how to reach out to cash buyers in that market and you learned how to reach out to co-wholesalers in that market. Then you learned how to outsource the heavy lifting, just rinse and repeat. don't over complicate. Just follow these steps and you will be able to make it happen. So, take action and here is your action list. Get good legal advice. Identify your first 10 Hour Wholesaler target market. Start building your pipeline, immediately. What strategies are you going to implement to find cash buyers and co-wholesalers. Pick them. But I will tell you this, for every market you go into when it comes to the cash buyers, your number one strategy is to send out that cash buyer letter template. When it comes to co-wholesalers, your number one strategy that you can do immediately is just search for co-wholesalers using the Google search terms that we spoke about. Then reach out to the REIA and get the vendors list. You want to get 5 or more active co-wholesalers in each market from day 1. You also want to get 5 or more serious cash buyers in each market. 5 and 5 in each market will get you doing deals, guaranteed. Times these times however many markets you want to go into, you are going to find yourself doing a heck of a lot of deals. Start building your outsourced team. Play matchmaker, get paid and have fun and don't forget, let us know how we can help throughout any time of this process. And I want to leave off this module with a great quote. It's by Ralph Waldo Emerson and it goes like this: "As to methods, they may be a million and then some but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring the principles is sure to have trouble". That really sums up the 10 Hour Wholesaler way. The principles are left here for you. The wording and how you talk and build these relationships are going to be the methods. The methods there can be a million, but we laid out the principles. So, make sure you just stick core to these 3 pillars. Congratulations guys, and make it happen! I look forward to seeing you at the...(ended).