The Real Estate Goddess’s Guide to

**Getting Started in Real Estate Wholesaling The Smart and Profitable Way**

by Vena Jones-Cox

$39.95
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WHAT THIS REPORT IS...AND ISN’T

My name is Vena Jones-Cox. I’ve been investing in real estate full time since 1989, and wholesaling since around 1994. I’ve completed around 1,000 real estate deals altogether, and have helped thousands of other people get started in real estate investing over the years.

When you get to know me, you’ll discover that I’m a big proponent of real estate education. I couldn’t have done the literally millions of dollars worth of deals I’ve done without a major investment of time and money in courses, seminars, and bootcamps. Learning from people who’ve “been there, done that” is the only way I know to avoid expensive mistakes and shortcut your way to profits.

On the other hand, I do NOT believe that “investing in education” means spending tens of thousands of dollars to learn the basics of any strategy. In fact, I think that the current philosophy among real estate educators—which seems to be, “sell every newbie $40,000 in bootcamps before they’re prepared to make an offer”—is sort of shameful.

I also do NOT believe that you have to know everything about real estate in order to do anything. Understanding rental management isn’t important to you if your main goal is to fix and flip properties; knowing the tax ramifications of lease/optioning isn’t important to the wholesaler. I find that most students do best if they pick ONE strategy, master it, and only then move on to the next.

I DO believe that for most investors, wholesaling real estate (the topic of this report) is the best way to get started, and a great way to raise cash for other real estate investments even for the more experienced investor.

THE LAWYER INTERRUPTS
Disclaimer and warnings.

Hello, my name is James Flax and I am an attorney working for Vena Jones-Cox. I am interrupting her here, briefly, to make sure that you the reader understand some things about this report, the website you downloaded it from, and any other materials you may receive from Vena.

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Anyway thanks for your time: I’ll shut up and let Vena get back to the interesting stuff now.

So the purpose of this report is not to teach you everything you need to know to wholesale a property. Trying to teach such a thing in 30 pages is ridiculous—there’s no way that ANYONE can
convey the details of this strategy in a short summary like this.

Rather, the purpose of this report is to help you to understand what wholesaling is, and to allow you to decide for yourself in an informed and rational manner whether you want to take the next step and invest in the education you need to learn to earn quick cash wholesaling properties. If you get to the end and say, “Wow, wholesaling sounds like exactly what I’d like to do”, you’ll get the chance to take your education to the next level. If you say, “Nope, that doesn’t sound like anything I’d ever want to do”, then this report did its job, too…by allowing you to find out that wholesaling ISN’T for you without an investment of thousands of dollars or days of your life.

So let’s go.

**Wholesaling: the 30-Second Walkthrough**

Wholesaling is a very simple strategy—so simple, in fact, that it can be described as a series of a half-dozen steps. Let’s take a moment to get grounded in how the process works, so that you can understand why you should be doing it.

**Step 1:** You, the wholesaler, find a seller who, for whatever reason, is sick of his property, out of time or patience, and thus is willing to sell at a well below-market price.

**Step 2:** You perform an evaluation of the property by researching the fair market value, inspecting to determine what repairs might need to be made and estimating the cost of the repairs. Based on the resulting numbers, you determine mathematically what your buyers will be willing to pay for the property, and figure out an offer that, if accepted, will allow you to make a profit from the sale of the contract.

**Step 3:** You make your offer to the seller. If he finds it acceptable, this agreement is formalized via a written contract that gives the wholesaler the right to purchase the property under the price and terms negotiated with the seller.

**Step 4:** You begin the due diligence process (ordering a title search and pest inspection) so that your buyer will have all of the information he needs to make the decision to purchase the property. This step usually happens, at least in part, simultaneously with step 5.

**Step 5:** Using marketing, your buyer’s list, and other resources, you identify a likely buyer or buyers for the property, arrange for the prospective buyers to view the property, and, after agreeing with the buyer as to price and terms, continue on to step 6.

**Step 6:** You sell your right to purchase the property to the buyer via a formal “assignment of contract”. Your buyer then uses that right to buy the property directly from the seller. Alternatively,
and only in rare cases, you BUY the property (usually using cash or private funds), then sell it immediately to the buyer.

**WHY WHOLESALERS MAKE THE WORLD GO ‘ROUND**

Webster’s Dictionary defines a wholesaler as, “A merchant middleman who sells chiefly to retailers, other merchants, or industrial, institutional, and commercial users mainly for resale or business use.”

Wholesalers are extremely common (and well-paid, and appreciated) in businesses of every description—without them, most goods could not move efficiently from the producer to the end user. It’s just not practical, for instance, for you to go to the dairy farm every time you want some milk to go with your cookies. Not only would this arrangement force you to waste time and gasoline going from the dairy farm to, one assumes, the poultry farm to the pig farm to round up breakfast, but the poor farmers would ALSO have to take time away from what they do best—producing food—to deal with retail customers.

On the other hand, there is a business that excels at dealing with people who have money to spend on milk and other edibles—the grocery store. Grocery stores literally exist for the purpose of dealing with retail buyers. They’re convenient, because they carry all of your breakfast ingredients under one roof. They’re efficient because the owners focus all their hiring, stocking, and marketing systems on providing what the shopper wants. And they’re profitable because they sell something that everyone needs—food.

But, as you probably know, that glass of milk on your breakfast table does not travel directly from the farm to the dairy case of your local Mega-lo-Mart. If it did, the producer (the guy who owns the cows) and the retailer (the grocery store owner) would need to be in direct negotiation with one another, and neither is really set up to do that.

Think about it: if the grocery store owner had to go directly to the farmer to buy milk, he’d have to spend a lot of time paying attention to which farmer was selling milk cheapest this week, which one retired last week and wasn’t in business anymore, which one was losing his cattle to the bank, and wouldn’t be in business NEXT week, etc. If he didn’t, he’d risk not having milk this week, which would mean you’d go to a different store, and the grocer might lose your business forever.

And if the grocery store owner had to do this with the dairy farmer, he’d also have to do it with the pig farm and the chicken farm and the banana farm and the blueberry farm and so on and so on—and all of those providers would also have to be dealing with dozens of store owners to try to get the best prices for their crops and livestock. It’d be a mess: the store manager would

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1 If you’ve never read my writing before, this will be your first introduction to my love of lengthy metaphorical explanations—and of copious footnotes.
never have time to open the doors, and the farmers and ranchers would never have time to raise their produce.

So both the producer and the retailer depend on yet another person to allow them to concentrate on what they do best, and yet still get the milk from udder to table—the wholesaler.

The wholesaler makes it his business to negotiate (getting the lowest price he can from the farmer and the highest price he can from the store), to keep the supply flowing (if farmer Brown can’t or won’t deliver this week, the wholesaler has dozens of others to whom he can turn), to make sure the product is what the retailer wants (he’s not going to deliver goat’s milk if the store has asked for cow’s milk, no matter how badly the farmer wants to sell his goat’s milk!), and to get the product from its source and deliver it to its destination.

For those who don’t understand the role of the wholesaler in such a transaction, the question often arises—“What value does the wholesaler add to this transaction?” In other words—WHY should the wholesaler get paid when he doesn’t produce, pasteurize, sterilize or bottle the milk, nor does he own a store, serve customers, or otherwise deal with the end users of the milk?

The answer is simple: from a business standpoint, the wholesaler makes the transaction between the producer and the retailer so much simpler that the fee he takes out for doing so is more than offset by the savings of time, energy, money, and hassle that they get from the wholesaler.

Real estate wholesaling isn’t a lot different than wholesaling in any other industry. A real estate wholesaler gets a product—in this case, a property—from the hands of the guy who has it and wants to sell it (the property owner) into the hands of the guy (the real estate investor or landlord) who’s going to improve and package it for the end user (the tenant or homebuyer). As in other businesses, the wholesaler does NOT get his profit from the end user of the product, but with the business that specializes in working with the end user.

The value that the real estate wholesaler provides, and gets paid handsomely for, is the same as the value every wholesaler provides: because of his skill and focus, he makes the transaction infinitely more efficient and often more profitable for the other people involved. Because it’s important that you grasp how valuable you really are in a wholesale real estate transaction, let’s look at a typical example of a typical wholesale deal in the Midwest.

**How a Wholesaler Makes Money for Himself—and Everyone Else**

Real estate wholesalers work with a very particular kind of property seller and a very particular kind of property buyer. Your seller will always be one who is highly motivated to sell quickly and with minimum hassle, generally because of personal or

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**Real-Life Deal: How Everybody Wins!**

“My first deal was a burn-out in an up-and-coming area. I found it with one of the postcards you suggested in your course. The sellers were emotionally devastated by the fire and wanted out ASAP. I got it under contract for $30,000 and wholesaled it for $46,000. I made $15,784 after all my expenses. The rehabber I sold it to made $44,000. It was a win-win-win!”

—Justin Sorg, Covington, Ky
financial challenges and because of the poor condition of his property; your buyer will always be an investor or landlord who isn’t afraid to tackle a lot of repair work in return for a lot of profit.

Now, a seller who really wants to get rid of a piece of real estate has a lot of options about how to go about doing that, from hiring a real estate agent to put the property on the market to advertising it on Craigslist and putting a sign in the yard. The problem is, all of these things cost money, ranging from 6% of the ultimate sale price to $20 for a sign. More importantly, they all take TIME—especially in a slow market—and, in the case of property ownership, TIME generally translates into EXPENSE.

So let’s imagine for a moment that the seller in question owns a single family home that he inherited from a distant relative. It’s worth $250,000 in fixed-up condition, but needs $50,000 in repairs and upgrades in order to sell for $250,000.

Not only does this seller not have the money or desire to fix up this house—he doesn’t even have the spare cash to make the $2,000/mo mortgage, tax, and insurance payments on the mortgage that his relative ALSO left him. Therefore, he makes up his mind to sell the property cheap and be done with it.

At this point, the seller has 2 choices: market the property to the public and hope that the right buyer comes along quickly, or call a wholesaler, get an immediate offer, and have the property sold in 30 days or less. Which is likely to be more profitable for him? Well, let’s see.

It’s important to understand that, no matter how the seller markets the home, a property that needs $50,000 in work is nearly always going to sell to a real estate investor rather than a homeowner. The percentage of home owners who have the desire and the cash to deal with this level of rehab—no matter HOW cheap the purchase price—is so tiny that finding one is somewhat akin to winning the lottery. A typical homebuyer would need to find a bank that would even finance a property in a condition like this, then ALSO find the money to do the work.

Real estate investors use certain formulae to determine the amount of profit they want from any given deal. The most common of these is to start with after-repaired value, or ARV, reduce that amount by 30% for profit and holding costs, then subtract repair costs to get to the offer. So in our example, the typical investor would want to pay:

\[
\begin{align*}
\text{ARV} & = 250,000 \\
\times 0.7 & = 175,000 \\
\text{ARV} - \text{repairs} & = 125,000
\end{align*}
\]

Our imaginary seller can eventually expect to sell his property directly to an investor for around this gross price, no matter how he goes about finding the buyer.

Now, if our seller had spent months or years (as wholesalers do) in building up a list of potential investor buyers in anticipation of eventually inheriting this home, it might be a quick and easy thing to
get his price. However, most sellers don’t have such a thing, so they do what they can to market their properties in the hopes that one of these buyers will come along. In a typical scenario, the seller hires a real estate agent, who puts the property on the market via the MLS, where it remains for an average of 3-8 months, depending on the circumstances. When the property sells, the seller receives:

$125,000 sale price  
- $7,500 (6% commission to agent)  
- $6,000 (payments made during the 3 months the property was on the market)  
$111,500

Not bad—but there’s another choice. If, rather than waiting for the right investor buyer to respond to the MLS listing, the seller had simply called you from the postcard you sent him when you found out he had inherited a property, you would have made him an offer immediately, with a closing date in just thirty days. In this case, your offer would be:

$250,000 (ARV)  
× .7  
$175,000  
- $50,000 (repairs)  
$125,000 YOUR sale price to the investor buyer  
- $10,000 profit for you  
$115,000 offer to seller

With a 30 day closing date and no commission to an agent, the seller would actually RECEIVE:

$115,000  
- $2,000 (payments made during the one month the property was on the market)  
$113,000 which is $2,000 MORE than in the previous scenario

And you, the wholesaler, would go to your buyer’s list to find one of those investor buyers who wanted to pay $125,000 and collect $10,000 as an assignment fee before you yourself ever had to close on the deal.

The product gets moved from the guy who just wants to sell it to the guy who just wants to buy it by a professional who has focused his business on putting such transactions together.

In other words, everybody wins.

The net result: the seller makes about the same money overall, but saves months of worry and hassle. The end buyer—your investor—pays exactly what he would have paid the seller anyway, only without the hassle of sending out the mailings, doing the negotiation, etc. You make $10,000 for your efforts in marketing to and finding the seller, and for building the list of buyers in the first place.

It probably goes without saying—but I’ll say it anyway—that not every deal looks exactly like this. Sometimes, sellers COULD net more than you’d offer by selling themselves or through a real estate
agent, and they choose to do that. Sometimes they could net more, and they choose to work with you anyway, because they can’t or don’t want to risk waiting months for a closing, or they just don’t like real estate agents, or they just don’t want to think about it anymore or make any more decisions about the property.

And no, you won’t always make $10,000. You won’t ALWAYS make any particular profit, because what you earn as a result of your efforts is always based on the difference between the deal you were able to negotiate with the seller, and what an experienced buyer is willing to pay.

But the general principal remains: through your skills and training in locating, evaluating, negotiating, and offering great deals, you get paid as a wholesaler for valuable services you provide that other real estate professionals don’t.

**WHAT REAL ESTATE WHOLESALING IS...AND ISN’T**

As part of the “big picture” of understanding real estate wholesaling, it helps to fit it in to the rest of the real estate and business world, and to look at what it is and isn’t.

**WHOLESALING IS AN EXIT STRATEGY**

Wholesaling is what’s called, in the real estate world, an “exit strategy.” It’s one of a half-dozen ways of using small residential properties to make money, just as rehabbing and selling houses is an exit strategy and renting houses is an exit strategy. When you say, “I wholesaled a deal,” what you mean is that you found and negotiated a low price on a property, then quickly sold the deal to another investor for a cash profit without doing anything to the property itself.

Although most wholesalers eventually develop a complete system around finding, evaluating, negotiating, and selling their wholesale deals (and you’re going to be learning an effective system in this course), it is only the last stage of the deal—the actual sale to an investor—that comprises “wholesaling.” You can get into a wholesale deal—in other words, find and negotiate it—in any of dozens of ways, but you always get out of it in one particular way.

**ONLY SELLING TO OTHER INVESTORS WITHOUT REHABBING OR FINANCING CAN PROPERLY BE CALLED WHOLESALING**

As with any business, some of the practitioners of wholesaling have come up with their own “twists”

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2 SMART wholesalers don’t “develop” a system—they find someone, like myself, who already has a system, and pay to get that system handed to them. Investing in someone else’s effective system literally saves you YEARS of time, not to mention tens of thousands of dollars in lost profits and potential mistakes. In other words, it’s cheaper and easier to invest in someone else’s knowledge than it is to get it on your own!
on the business. Many of these modifications are clever and profitable, but when they vary from the rule that wholesale deals are sold to investors and done so without the addition of repairs or financing, they are not wholesaling.

Therefore, “Wholetailing”—flipping properties without repair to homeowners, “Pre-habbing”—partially rehabbing properties before selling them to investors, and “slow flipping”—selling properties to investors while carrying financing are, while wholesaling-related, NOT, in fact, wholesaling.

**Wholesaling is NOT Real Estate Investing—It’s a Profitable Home-Based Business that Happens to Use Real Estate as the “Product.”**

Finally, it’s important to understand that wholesaling is NOT real estate investing. It’s often lumped in with every other exit strategy under that general term, but if you truly want to understand how wholesaling fits into the larger scheme of financial independence, you must realize that it is a business, not an investment.

An “investment” is an income generator wherein your MONEY makes money, without additional input of time or work from you. In true “real estate investing,” properties are used as income and equity generators over time—a single rental property produces cashflow year in and year out while the tenants pay off the mortgage and thus increase the equity. In wholesaling, real estate is treated as business inventory to be sold for a profit immediately.

When, as in wholesaling, you do things to make the money, you either have a JOB (as would be the case if you drew a regular paycheck from another wholesaler for working for him, or you are SELF-EMPLOYED (as is the case when you are doing the majority of the day-to-day work required to wholesale properties), or you are a BUSINESS OWNER (as happens when you begin to hire others to do the day-to-day work of wholesaling). Until you reach the business owner stage, your wholesaling success will be largely dependent on how much time and energy you, personally, would like to devote to the activities necessary to do deals.

The cash generated by wholesaling can (and should) certainly be turned into more passive investments, but wholesaling is, in and of itself, not a passive operation. Wholesalers are not investors, but entrepreneurs. And the mature stage of a wholesaling business occurs when it can operate without the constant input of time an energy from you, it’s owner—but the first stage is for you, it’s owner, to learn how to do the work of the business yourself.³

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³ If you’ve been around the real estate business for awhile, you probably realize that most wholesalers have never reached the point where other people are running their business for them. This is a shame, because with the right systems, it’s relatively easy to hire people to market to sellers, recruit buyers, do the administrative tasks around the paperwork, bookkeeping, and scheduling, and even talk to sellers and preview properties. This way, you just oversee the business, rather than getting involved in the day-to-day operations. I have a bookkeeper and acquisitions coordinator who do 90% of the work of my wholesaling business; I talk about these people, how to hire them, what to pay them, and how to manage them with systems in my 4-day Real Estate Goddess’s Guide to Wholesaling class. See [www.TheRealEstateGoddess.com](http://www.TheRealEstateGoddess.com) for more information about this once-only event in August 2014.
Why I Wholesale (and Why YOU Should, Too)

In the real estate world, wholesaling is often viewed as a strategy for beginners, or for people who have no cash or bad credit.

And while it IS a great technique for newbies and folks who are starting out with cash and credit challenges, it’s ALSO a wonderful way for more experienced folks to add to their bottom line without too much effort. In fact, it’s a strategy that I believe that every investor at EVERY level of experience and in EVERY business should know and use. For example:

Experienced investors/renovators should soooooo wholesale houses

Investors—as opposed to landlords—are people who actively look to acquire additional properties and who are typically willing to exercise several exit strategies on any given property. In other words, investors buy and sell, often via retailing or lease/options, as opposed strictly buying and holding.

By the time I wholesaled my very first deal in the mid-90s, I was already in the “experienced investor” category. During the 2 ½ -year period from November 1989 to June 1992, I was a salaried “property finder” for my parent’s real estate business; in 1992, I left their company to form my own. By 1994, I had retailed, rented, or lease/optioned over 200 homes, and was well-versed in negotiation, evaluation, finance, and all the other things one needs to do to buy real estate full time.

However, due to my focus on a particular kind of property—the 3+ bedroom single family that made the best lease/option and retail deals—I never considered how much profit I was walking away from simply by ignoring all the deals I was seeing that DIDN’T fit my criteria, and yet were good deals on paper. In heart-breaking retrospect, there were literally dozens of deals that I passed up for various reasons that I now recognize as perfect candidates for wholesaling. If I had pursued all the deals that I turned down because they were too far away, or too small, or needed too much work, or because I had too many vacancies and was temporarily out of the market, I could have put well over $250,000 in my pocket during that time—simply by wholesaling deals that were already negotiated. Ouch.

So here’s why you advanced investors need to wholesale properties, just like I do:

- Advanced investors have cash needs, too. It’s so sad (and yet so profitable!) when I get a call from a seller who needs to sell a rehab property at a loss because he ran out of money to finish it. Or a student who’s about to give $40,000 in equity back to his lease/option seller because the property needs a $3,000 furnace and he doesn’t have the money to replace it. Or a colleague who’s struggling to make payments on an expensive subject-to because it stayed vacant for a full month beyond the date of the seller’s last payment. Wholesaling a property or two a year can

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4 And no, I don’t think this just because I happen to sell a course on the subject. And I’m hurt that the thought would even cross your mind. *sniff*. *pout*.
easily take care of these kinds of unexpected expenses.

- **Ignoring wholesale deals, for the experienced investor, is just dumb.** C’mon, my advanced friend, you’re constantly in the market for properties, anyway. Don’t you come across deals ALL THE TIME that you don’t want because the location, type of property, or purchase price-to-value ratio doesn’t fit your current strategy? Wholesale ‘em! Instead of walking away from good deals simply because they aren’t good for YOU, go ahead and make an offer at a price at which you can wholesale them to your investor colleagues who might be looking for exactly that property! It’s only a few minutes extra effort, but those wholesale fees add up FAST.

**LANDLORDS TOTALLY need to wholesale**

Landlords—people who are focused on buying and holding—are, and I say this with the greatest love and respect, among the most stubborn, bullheaded people on the planet when it comes to wholesaling. Both by nature and by training, they’re adverse to the idea of buying and selling. My father, a perfect example of a dyed-in-the-wool landlord, once lectured me for more than 2 hours about how stupid I was to be selling these great deals I was finding, because of the lost cash flow/lost equity/taxes/sheer unholy wrongness of it all.

Yet, landlords who also wholesale properties actually end up getting more of what they want, and faster. Why? Because:

For most landlords, true financial independence comes only when their properties are completely paid off, which is the point at which they can: 1) live off the cash flow, and 2) afford to hire a really good outside management company to deal with the joys of tenants and toilets. The typical landlord, upon realizing this, will make the following plan: “My ‘X’ number of properties, when paid off, will provide all the income I need to retire very comfortably. Therefore, I will buy these ‘X’ properties, then wait 15, 20, or maybe even 30 years for the tenants to pay off the loan, and I’ll be set. Or dead, depending on fate.”

Or, he might decide to accelerate his retirement with this plan: “I need ‘X’ properties, paid off, to retire comfortably. Therefore, I will buy X times 3 properties, and in 15 years or so, I’ll sell 2/3rds of them and use the after-tax profits to pay off the others.”

I’d like to suggest another plan—one which I, myself, follow.

It goes like this: “I need ‘X’ number of paid off properties, in an area that I have chosen for its high desirability and appreciation, to have enough passive income to retire. I can buy these houses, which have a value of about $150,000, for $110,000-$120,000 on a consistent basis. But I don’t want to wait for the tenants to pay them off over the course of 30 years. Nor do I want to deal with 3 times as many properties—and thus tenants and the accompanying hassles—in the mean time. So I’ll use wholesaling to speed up the process.”
It works like this: my $120,000 loan on each property is a 30-year loan at 7.5% interest. The payment is $839.06 (principal and interest), which represents break-even cash flow when expenses are added. This zero cash flow would not be acceptable if it were not for the extremely low vacancy rate and long-term appreciation and tax benefits I can achieve from these nice homes. If allowed to run the full 30 years, I would pay $182,060 in interest. However, each year, I use the after-tax profits from ONE wholesale deal—about $5,000 total—to make a principal payment on each property. The first such payment I make eliminates 45 months from the loan, and saves me $32,960 in interest over the life of the loan. The second eliminates another 33 payments and saves me another $22,650 in interest. The third brings the total loan period down to 21 years, 5 months. By the time I’ve made the 8th additional payment at year 8, I’ve paid the original loan balance of $120,000 down to $55,600, and saved over $110,000 in interest—almost enough to buy another whole property! With my 11th extra payment of $5,000, I am only 7 months from paying off the loan altogether, so there is no 12th payment.

So, in just short of 12 years, I can pay off all of my rental properties without affecting the cash flow (minimal though it is) or the depreciation (I’ll still have 15 more years to depreciate after the loan is paid off) AND I’ve increased my cash flow by $839 (plus any appreciation in rents) PER PROPERTY instantly upon payoff of that loan.

By my figuring, to get the same cash flow, I need to own less than 1/3rd of the number of paid off properties than I need to own mortgaged properties. 1/3rd the properties means 1/3rd the tenants, 1/3rd the hassles—you get the picture.

And, of course, if I get ambitious and decide to retire even younger, I can double up the number of additional payments, and pay off each of my rentals in 114 months, or 9 years, 6 months. So by adding just ONE wholesale deal to your business each year for each of your rentals, you can accelerate your wealth-building exponentially.

**Landlords NEED cash.** Even of you don’t want to use your wholesale profits for principal pay-down, I still find that cash that wholesaling produces is a near-necessity in my rental business.

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5 I often hear the argument, “I don’t want to pay off the mortgage early, because the interest is tax deductible, and that’s a tax benefit I need.” Yeah. In other words, the government allows you to earn JUST $85 to pay off $85 in interest, instead of having to earn $100, pay $15 in taxes, and then use the rest to pay the interest. The interest expense still takes money from your bottom line—the “tax benefit” is that the IRS doesn’t take their pound of flesh first. When did we start using the word “benefit” to describe a rare situation in which the government DOESN’T stick its hand into our wallets before we get to spend our own money?
See, I don’t have a “real job”, which means I don’t have a regular paycheck that comes in at the end of each week. So when my tenant calls and tells me that his roof is leaking, I need to KNOW that I have—or can quickly produce—the $3,000-$5,000 that replacing that roof is going to cost me. I’ve found that the good tenants that I want won’t live for long in a property where they get leaked on when it rains, or where they’re going to freeze in the winter, or where sewage is backing up into the basement. If I want to get and keep good tenants—and maintain the value of my property—I have to keep it in good condition, and that means spending money when I need to. Wholesaling lets me do this without refinancing the property, putting repairs on credit cards, or cutting back on my own preferred lifestyle to service my tenants’.

AND YES, BEGINNERS NEED TO WHOLESALE, TOO

Beginners usually name the quick cash as their main reason for wanting to wholesale, but there are lots of other great reasons for beginners to start their real estate careers with a few wholesale deals:

• Of all of the exit strategies in real estate, wholesaling requires the smallest set of skills and the least experience. Note that I didn’t say NO skills or experience—it’s just that, other strategies require significantly more knowledge and a lot more resources.

For instance, renovating that same property requires you to understand the renovation process itself, find and control contractors, finance the purchase and repair of the property, and ultimately sell it to a new homeowner—which is a complicated process unto itself.

Becoming a landlord means learning and following a whole world of laws and regulations, including: landlord-tenant law, fair housing law, lead paint law, and others; it also means you must learn how to market units, screen tenants, manage residents, complete evictions, and a bazillion other skills, major and minor. Wholesaling is by far the simplest strategy out there, which means that you can make money while learning the basics of negotiation, inspection, offer making and so on—all of which will translate easily to your next strategy.

• Wholesaling allows beginners to both take care of immediate cash needs (like paying off credit cards and other “bad” debts) AND begin to build a capital fund for future, more complex investments. In the real estate investment world, it’s an article of faith that you don’t need money to get started in real estate.

But at the same time, if you plan to move on to other, more advanced strategies, you WILL need a “nest egg” to cover repairs, down payments, vacancies, capital investments, other foreseeable and unforeseeable “emergencies”.

Having cash on hand (or the ability to generate it quickly) will almost certainly end up being crucial to your continued success as a retailer, a landlord, a lease/option aficionado—or whatever you choose to do next. When you have cash available, you don’t worry about running out of money half way through a rehab, or about not being able to cover the monthly payment on your rental or lease/option property if you have a multi-month vacancy, or about not being able to make important repairs on your long-term
hold properties. Anyone who tells you that cash is completely unimportant in the real estate—or any—business is either deluded or trying to sell you a bootcamp.

- **Wholesaling properties is a quick way to get your first successful deal under your belt, and thus prove to yourself that this whole real estate thing really works.** Another thing that makes newbie investors give up on real estate before they’ve really given it a chance is simple skepticism—it’s difficult for inexperienced folks to believe that there are truly sellers out there who need to sell fast more than they need to sell for full price. Or that there is enough private cash out there to buy or finance any good deal that comes along. Or that buying houses cheaply is something they can do every day. An honest effort at the wholesaling game will quickly prove all of these things to be true. And there’s not a seminar in the world that’s as motivating or educational as getting a big check. By starting with wholesaling, you can quickly see that the real estate game is for real—and avoid falling prey to the little voice inside your head that says, “You can’t do this.”

- **People with Limited Cash/Poor Credit** often overlook real estate as a way to overcome these deficits. The thinking often goes, “I’d like to invest in real estate for cash flow/wealth/retirement income, but I’ll have to wait until I’m making more money/have less debt/get my credit score up. This is backwards thinking—wholesaling allows you to make more money, pay off debt, and improve your credit score WITHOUT having those things first!

- **Wholesaling requires a very minimal cash investment to get started.** If you can find $500 for earnest money (and, again, the amount is often FAR less than this) and can afford a tank of gas, you have the financial resources you need to wholesale. Yes, after you’ve done a few deals, you’ll start reinvesting some of your profits in marketing, perhaps an LLC to provide some tax benefits, and maybe additional education—but to get started, almost no cash is necessary.

- **Credit is NEVER an issue when you’re wholesaling.** Your offers will be cash offers, and you’ll never apply for a loan to buy a property that you’re going to wholesale. Thus, no one will ever need to look at your credit report, and therefore what it says about you is not a factor. Sure, some sellers (primarily banks) will ask to see a pre-approval letter or a proof of funds letter when you submit your cash offer—but these documents can come from your buyers or even a private lender. Trust me, in over 500 wholesale deals (and probably 2,500 offers), no one has ever, ever asked to see a copy of my credit report.
Random Objections I’ve Heard a Million Times...

When people first hear about the concept of wholesaling real estate, they often react with suspicion or disbelief. They wonder whether it could really be so easy; they wonder why any seller would be willing to sell a home at a fraction of market price; they wonder why buyers are willing to pay wholesalers at all, when they could simply go straight to the seller and negotiate a lower price; they even wonder if wholesaling is legal. Many of these concerns stem from the fact that wholesaling is not a terribly well-known strategy (although it has certainly been around for many years) and that many people are justifiably suspicious of “easy money” techniques in any form.

In fact, I had many of the same objections and fears when I first heard of wholesaling as a strategy in the late 80’s. But since I’ve been practicing this strategy since 1996 and teaching it for almost as long, I’ve answered most of them to my own satisfaction. Here, in no particular order, are the most common objections I hear from students. If the answers don’t make perfect sense to you now, re-read this section after you know more about the strategy, and see if they don’t become clear.

Objection: This is just another get-rich-quick scheme invented to sell seminars.

No question about it: wholesaling, with its promise of “quick cash”, has sold millions (if not billions) of dollars worth of seminars. And, unfortunately, I often see wholesaling pitched as “turn key”, “done for you,” “no work” and so on.

So, yes if you’ve been led to believe that you won’t have to do anything for your wholesale profits, you’ve been misled. But whether the strategy itself is a “get rich quick” scheme depends on your definitions of “rich”, “quick”, and “scheme.” Wholesaling absolutely offers the possibility of quick (as in 30 days or less) cash, but no single deal is going to make you “rich” by any definition. The record holder among MY students for profit on a true wholesale (not pre-hab or “wholetail” deal) is $45,000. My own personal record—remembering that I live in a market where the median house price is under $130,000—is $21,000 on a single deal. So in order for wholesaling to make you truly rich, you have to build a business that brings in deals over and over.

So yes, your success as a wholesaler will come as a result of ACTUAL EFFORT you put into finding deals, looking at properties, making offers, finding buyers, and so on. I’ll never tell you any different—and if getting rich building a business that moves a product from seller to buyer is a “scheme,” well, then, I want to get in on Bill Gates’s “scheme” to sell software to every man, woman, and child in America.

Wholesaling is simple. That doesn’t mean it’s effortless. Of every 10 wholesale deals you buy and sell, 9 will be as similar as if they’d come from the same cookie cutter. Nonetheless, it is work: work to

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6 As a rule of thumb, it’s pretty safe to say that ANYONE who tells you that you can make money without effort is a sleazy, bald-faced liar and should be avoided like a venereal disease. I’m just sayin’.

7 Actually, I don’t. I strongly suspect that Bill Gates is the head of the Illuminati, and is well on his way to ruling the universe.
find the deals, work to negotiate, work to do your research, work to take it to closing. And as with any job, the amount of your paycheck depends on a set of learned job skills and the confidence and discipline to show up at work regularly.

Objection: It can’t be all that simple, or everyone would be doing it.

Losing weight is simple, too. There’s not a person in this country who doesn’t know that all you have to do to lose weight is eat less and exercise more. Simple. So why isn’t everyone doing it?

‘Cause they don’t have want to give up overeating and laying around. Just as most people who’ve heard of wholesaling (and that’s NOT a huge percentage of the population, by the way) don’t want to give up watching Monday night football, or playing golf on the weekend, or whatever it is they’re doing, in order to look for deals.

But there are other factors, too: most folks are afraid to try ANYTHING new, particularly when it involves something as pricey as real estate. Even many people who DO take the time to learn about wholesaling often let the fear of making lowball offers, or talking to sellers, or being unable to find buyers stop them from using what they know.

And there’s another reason that people don’t always jump at the opportunity to wholesale properties. The reason is this: despite the paychecks of $5,000-$20,000+ per deal, wholesaling is the LOWEST PROFIT strategy that can be exercised on a property. In fact, the profit that the wholesaler typically makes quick-turning a deal pales before the $20,000 or $50,000 or $100,000 the investor/buyer makes, which is the very reason that your investor/buyers are so anxious to get your deals! People who have the cash, risk tolerance, and repair resources to make the big money fixing and keeping the property very often turn their noses up at the quick cash they could get from wholesaling the property. And it’s a good thing, too—otherwise, there’d be no one around to buy your deals! Some day, you’ll probably turn your nose up at quick cash in favor of big profits, too.

Objection: There are so many people who are looking for deals in my area that there are no good deals left for a newbie.

There’s one thing that I can absolutely depend on when talking to new investors: no matter where they live, or what year it is, or what’s going on in the economy, I’m going to hear, “I live in the most competitive market in the country. Sellers don’t sell their houses cheap here, because they don’t have to. And the few who do can call any one of a thousand bandit signs that are on every telephone pole in the city. No new investor has any chance of making it here.”

Let me let you in on a little secret: there are ALWAYS good deals in EVERY market, and there is NO SUCH THING as too much competition. To wit:

8 Once, while in Vancouver, Canada, I even heard from several people that “There are no ugly houses here. We don’t have those sorts of neighborhoods you’re talking about.” Vancouverites, I have some bad news. You do, in fact, live in one of the loveliest cities in North America. But I got lost on the way to your airport, and I can tell you for certain that you have wholesale-type neighborhoods.
1. Those sellers who are able to sell for full price in a matter of days are sellers with pretty properties that homeowners want to move into. The sellers who have houses with foundation problems, mold, water damage, outdated electric, or whatever are NOT able to sell for full price or quickly, ever, in any market. The typical home buyer will NOT tackle major problems in a home they’re purchasing; they don’t have the desire, and more importantly, they’re putting every dime of their available cash into down payment, closing costs, and moving expenses. The sellers you’re looking for—and they’re around in EVERY MARKET—don’t have the option of selling to homeowners because their properties are too ugly. That means they can ONLY sell to an investor, which means they HAVE to take less than “market price,” which means you’re right back in the game.

2. **There’s less competition than you think.** The vast majority of new investors will go to a seminar, get all excited, hang up some bandit signs, run an ad in the paper for a few days, and...do absolutely nothing. In fact, many of these wannabees put out 300 signs one weekend, and then chicken out when people actually start to call, because they’re afraid to talk to actual sellers.

3. **The competitors you really have to worry about are the small number of truly educated, determined, serious folks who make a consistent effort to bring sellers to them and follow up on leads.** Once you’ve had my training, you will be one of these people. So other folks should worry about YOU, not the other way around.

Objection: I see that there are deals everywhere, but the market is so slow that there can’t be any buyers.

Yes, the real estate market has definitely been a roller coaster ride for the last 6 years.

It was up. It was in the toilet. It was up again. Now it’s slowed down again.

But here’s the thing: most of the news you read about the real estate market is about a very specific segment of the real estate market: the HOME BUYER market. In making a decision about whether and when to buy a house, these buyers are affected by a lot of things: mortgage interest rates, the job market, consumer confidence, and even a long spell of harsh weather.

The investor market is different than the home buyer market, though: it’s much more consistent and flexible. When homeowners are buying, investors are buying to fix and resell. When home owner AREN’T buying, **where is it that you think they’re living?**

Answer: in rentals and lease/option properties—which means in properties owned by investors.

Rents are up significantly, and prices are down significantly, which means that cash flow is up significantly, which means that any serious investor who has the ability to buy properties is doing so. No, not in the same quantities that they were in 2004, but at a much higher rate than homeowners are. I read one statistic recently that said that properties purchased for investment made up 25% of the sales in...
one quarter of last year; a look at the volume of sales of REO properties quickly belies any idea that
investors aren’t buying. No question, you will focus a lot of energy on adding these existing buyers to
your database throughout your wholesaling career, but don’t let what you’re hearing about the retail real
estate market make you believe that no one wants your great deals!

Objection: OK, I believe that investors are still buying, but given all the great deals on the market,
why would an investor/renovator pay me to bring him deals that are there for anyone to find?

This one’s easy: your buyers pay you because it’s in their best financial interest to do so.

The deals you offer to your buyers leave so much profit on the table for them that they’d be STUPID
to quibble over the fact that you’re making money, too. In fact, a lot of experienced, full-time investors
buy MOST of their deals from wholesalers because it’s so much easier than keeping their own
deal-finding machines cranked up all the time. Think about it: buying deals from you means:

1. Your buyer gets to “leverage” his time. The less hours he has to spend on the street finding deals, the more time he has
to find private money, oversee rehabs, screen tenants, etc.

2. Your buyer gets to make the same money with a lot less effort. In buying deals from you, he gets a property that’s
already found, negotiated, tied up, termite-inspected, title-searched, and ready to close—and, since you’ve worked your
profit into YOUR purchase price instead of HIS, he pays about the same as if he’d done all this work himself. And as
long as he gets the property he wants at the price he wants, what does he care how much you make?

3. Because once you have a property tied up with a contract, the ONLY way that the buyer can buy it is
through you. The seller cannot legally sell it to anyone else until your contract runs out...and by then, you’ll have sold the
great deal to another investor. Plus, as I like to remind buyers, you are free to try to go behind my back to the seller...ONCE.
After that, I’m taking my great deals elsewhere—and telling

all my wholesaler friends to do the same.

Objection: I can’t wholesale because I’m too (choose one) young, old, black, white, green,
female, poor, new, inexperienced, uneducated, whatever.

As simple as wholesaling is, it always amazes me when people try to convince themselves that some
personal characteristic of theirs is holding them back. I’ve known successful wholesalers from every
walk of life—and I’ve seen people with absolutely everything going for them fail to make money in
wholesaling.
In reality, there are 3 and only 3 things that can hold you back from being a successful wholesaler:

1. Your fear (of negotiating/offer making/change/success/etc)
2. Your lack of knowledge (which you are overcoming by reading this and by attending my Hands-On Wholesaling Academy)
3. Your lack of ethics (pass on enough bad deals, and your career will be over)

Good training—like the training you get at my 4-day Hands-On Wholesaling Academy—will overcome all of these issues. When you get to INSPECT real properties, LISTEN IN on real negotiations, FILL OUT real contracts, TALK TO real buyers, and INTERVIEW real, successful wholesalers, your fear will dissipate. When you learn how the business actually works in a hands-on way (and get the ethics of the business drummed into your head more or less constantly) you’ll be fully prepared to go out right away and start generating checks—I literally guarantee it!

Objection: Buying someone’s house for less than it’s worth and selling it for an immediate profit is immoral/unethical.

Lying is unethical. Stealing is immoral. Making a profit by providing a needed service to people who need to sell their properties and people who want to buy properties requires neither lying nor stealing, and is a great way to do business.

If you’ve ever tried to sell a home or investment property, you already know that it’s a time-consuming, tedious, expensive proposition. Now imagine having to sell your property AND being under the gun due to an imminent foreclosure or building orders. Or having to do $10,000 or $20,000 worth of work to the property to bring it into livable condition before putting it on the market. Or trying to sell a property that you inherited—that’s 800 miles away. Or trying to sell a property that your last tenants left an ugly, smelly mess.

The point is, there are a lot of sellers out there who are not only willing to, but are GLAD to sell you their house for less than they “know” it’s worth. You don’t need to lie to them about the value of the property or “steal” it from them. If you are working with the right sellers—motivated sellers—they will sell to you at less than market value because they want to or need to, not because they were too stupid to know what market value was or because you FORCED them to. You didn’t create the situation that forced them into selling, but you can SOLVE it for them.

In fact, I would argue that seeing someone in dire need, knowing how to solve their problems, and not doing so is immoral. Whether or not you choose to get PAID for the valuable service you provide in doing so is entirely up to you.9

9 If your first thought upon reading this was, “People SHOULDN’T get paid for doing things for other people,” please call me immediately. I’d like to be your employer.
Objection: I read/heard that flipping properties is illegal.

Flipping properties IS illegal—which is why we don’t refer to what we do as flipping.

Although the real estate industry has used the term “flipping” to describe both wholesaling and retailing for decades, the term has been hijacked in recent years by the media and certain legislators, and now is most often used to describe 2 common scams in the real estate industry. One is an “under repair–oversell” scheme used to defraud homeowners; the other is a “straw-man” scam used to defraud banks.

Unfortunately, reporting on these schemes has become so widespread that any strategy by which you sell a property quickly for a profit has come to be viewed with suspicion...and yet wholesaling is a completely above-board transaction where the buyer and seller both come out of the deal with what they want.

Since you’ll have to both feel good about what you’re doing AND explain to many, many people over the next few years exactly what that is, I’ve created a chart showing the differences between wholesaling and retailing (legitimate strategies) and the two most common flipping schemes. You might want to carry it around in your wallet; you’ll get tired of saying the same thing over and over to Realtors, lenders, acquaintances, and so on.

Luckily, the two scams are becoming more and more rare, as many of the practitioners are now in jail or under indictment and lenders are being MUCH more careful about loans that they make. Nonetheless, the image of “flipping” as a bad thing and “flippers” as being bad folks. Wholesalers are not bad folks—they’re valuable (and therefore highly-paid) members of the real estate community. But since you’ll be called upon to explain yourself, this chart should help you understand why you’re not one of the bad actors that the public has heard so much about.

<table>
<thead>
<tr>
<th>Under Repair/Over Sell Flipping</th>
<th>Straw-Man Flipping</th>
<th>Retailing</th>
<th>Wholesaling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Buy properties cheap, make minimal repairs, sell at full retail or more</td>
<td>Borrow 100% or more of full purchase price from an unknowing lender</td>
<td>Buy properties cheap, fix up fully, sell at full retail</td>
</tr>
<tr>
<td>Intended “Customer”</td>
<td>Unsophisticated, unqualified 1st time home buyer or 1st time landlord</td>
<td>Bank is the victim; actual buyer sets up the scheme</td>
<td>Relatively sophisticated, fully qualified home buyer</td>
</tr>
<tr>
<td>How Sales are Financed</td>
<td>Generally through faked applications (buyers are made to look more qualified than they are) and predatory loans (very high interest rates &amp; loan costs)</td>
<td>Straw man buys the property for cash, sells it to the real buyer at a well-above market price, carrying back a large 2nd mortgage for down payment–bank loans “80%” 1st</td>
<td>Conventional, FHA, or VA</td>
</tr>
<tr>
<td>How Sale Price is Justified</td>
<td>Co-conspirator appraiser makes appraisal as ordered</td>
<td>Conventional appraisal, but purchase price is not what it appears</td>
<td>Conventional appraisal</td>
</tr>
</tbody>
</table>
Who’s Being Bilked | Buyer, who is overpaying for the property and given a loan he can’t afford; Bank that’s loaning more than the house is worth to borrower who can’t make the payments | Bank that’s unknowingly loaning 100% of purchase price on a higher-risk investor loan—the “2nd mortgage” in not real and will never be paid | No one | No one

Who Benefits | Seller gets a MUCH higher sale price than the property justifies; mortgage broker who makes commissions from loans that could never be made otherwise; appraiser, gets paid extra for the fake appraisal | Investor/buyer, who creates a no money down deal using bank money | Seller, who gets rid of an ugly house; Buyer, who gets a fully fixed-up older home; Investor, who generally makes $20,000+ for his efforts | Seller, who gets rid of an ugly house; Buyer, who gets a profitable deal, Wholesaler, who gets paid $5,000+

Causes of Action | Bank fraud; possible RICO violation; actionable damage to buyer | Bank Fraud; possible RICO violation | None | None

Result | Foreclosure and financial ruin for the buyer; Large financial loss for the lender who takes back the property; federal charges against seller, mortgage broker, and appraiser if caught | Possible financial loss for the bank if buyer goes into foreclosure; federal charges against buyer and “straw man” if caught | Happy homeowner | Happy investor/buyer

Remember, wholesalers are not shills or straw men: the difference between what we contract to buy for and what we contract to sell for is a real expense to the buyer, a real profit to us, and is in no way intended to deceive a federally insured institution. We are not out to convince anyone that a property is worth more than it is, or needs less work. And we only deal with smart, sophisticated buyers who know exactly what they’re doing.

Nonetheless, thanks to the actions of a few very bad people, we need to remember not to say to your real estate agent, lender, or local magistrate that you “flip” properties for a living. You are a WHOLESALER. A WHOLESALER. Got it?

Objection: An agent told me that you need a license to wholesale properties.

Essentially all states have real estate license laws that say something like, “state licensing is required for any person to accept compensation for the sale, purchase, leasing, management or procurement of real estate for another person.” Agents often look at what wholesalers do and decide that the root of their activity is “procuring properties” for their buyers. If this were true, you would in fact be acting as an agent, and you would need a real estate license with its accompanying fees, regulations, and boring education.

Nonetheless, whether or not wholesaling requires a real estate license is a matter of intense, um, debate at the moment. And by “debate”, I mean that regulatory agencies such as your state’s Division of Real Estate are insisting that it does, while other legal professionals are insisting that it doesn’t. And by “insisting”, I mean that wholesalers are receiving contacts from the Division stating that if they don’t
have a real estate license, they can be subject to major fines and other actions.

The root of this argument has to do with a disagreement (or misunderstanding on the part of bureaucrats) about what wholesaling actually IS. Various states seem to insist on translating ANY action that involves collecting a profit on a property you don’t own as engaging in real estate “for others” and therefore an activity that requires a real estate license.

But the various attorneys representing some of these folk who’ve received these letters tell me something very different: that as the person who signed the purchase agreement on a property, a wholesaler is NOT transacting a deal “for others”, but rather as a principal in a purchase contract. In other words, for himself. And as a principal in the transaction, you are no longer dealing with other people’s property, as real estate agents do, but are dealing with a property in which you have a legal interest via your purchase contract or option to buy. Wholesalers shoulder risk and liability that agents don’t, put up cash that agents don’t, and do not serve the same function as agents at all.

Until this “debate” is adjudicated in an actual court, all wholesalers have a choice to make. You can get a real estate license (which costs money, time, and won’t do much to help you be a better wholesaler); you can BUY properties and then immediately sell them, which leaves no doubt as to whether you’re doing a deal “for another” (and which can be done without your own money, using transactional funders); or you can keep right on assigning contracts and take the risk that you’ll come to the attention of the Division of Real Estate, and be prepared to fight for your right to contract freely with other human beings without interference from or licensing by the government.

**WHAT YOU REALLY WANNA KNOW: HOW MUCH WILL YOU MAKE, AND WHEN?**

I am often asked how much money a wholesaler makes in a year.

This is a tough question to answer, because it depends on a number of factors.

Part of the answer is obvious: **your profit is largely dependent on how hard you are willing to work and how willing you are to hone your deal finding, negotiating, and estimating skills.** If you put full-time effort into these things, you’ll make a better-than-full-time income; if you only focus on it on-and-off, you’ll make money on and off.

But other factors come into play as well: one is the average price of real estate in your area. In mine, the median house price is around $120,000. Most of the properties I wholesale have an after-repaired value of $50,000-$90,000, and I am selling them in the $20,000-$40,000 range. So clearly, even if I got a property for free, my profit per deal would top out at $40,000. My average profit per deal is around $7,000, with a range of $4,000-$21,000.

However, I have many students who live in very high-priced markets, primarily on the East and West coast of the United States. Properties in these areas often have a median sale price of $500,000, and even the junkers in the low-end neighborhoods sell for $250,000 or more when fixed up. These
students report average profits of $20,000-$25,000 PER DEAL—numbers that are reachable when their sale prices are $150,000-$200,000.

Another factor in your overall profitability comes with experience. My first few dozen wholesale deals netted about $4,000-$5,000 each—but now average $11,000. What changed? I have a better buyer’s list now. I’m a braver negotiator. I have a better handle on repair costs, and don’t overestimate as easily. I do more marketing and get more calls from motivated sellers—so I don’t need to chase the deals that are going to net less.

Warning:
If You Need to Be Told that Wholesaling is NO Work in Order to Be Interested in it, You Might As Well Stop Reading Right Now…

At the end of the day, I can only tell you what my own experience has been in terms of realistic deals per year and profits per deal. I have found that I can find one deal that’s good enough to flip for a profit in 20-30 hours of actual work. The average deal creates a net profit (after marketing expenses) of around $10,000. In theory, then, I could earn as much as $10,000 per week if I devoted the time to it. In my experience, though, most wholesalers (including myself!) don’t put 30 hours of concentrated, organized work in their wholesaling business each week, even when they are “full-time” wholesalers. Most of the really successful wholesalers I know flip 3-4 properties in an average month, earning $25,000-$60,000.

So what do you need to do to build a business wholesaling properties?

First, you need to get the basic skills required to do your first deal. Yes, this will require an investment of time and money from you—but it is a whole lot less than you might think. You’ll need to learn:

- How to recognize the properties that are the best, easiest-to-sell, most profitable wholesale deals
- How to get lots of leads from motivated sellers coming to you every day
- How to inspect a property and estimate repair costs quickly and correctly
- How to determine what the property will be worth in after-repaired condition
- How to put lots of qualified, anxious buyers on your buyer’s list
- How to tie up a property with the right purchase contract

Once your first deal’s done, you can expect that the next will come with significantly less investment of time and effort, and the next will be even easier, until wholesaling is as natural to you as breathing. And THEN, you’ll be ready to make it a passive business and pay someone else to do ALL the work...

But one step at a time…first you need to learn to do the deals.

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10 Need I say, you’ll learn all of these skills and much more at my 4-day Real Estate Goddess’s Guide to Wholesaling Class?
A one-time invitation to all SERIOUS wholesalers…

Here’s the God’s Honest Truth About Wholesaling:
It IS Work.
You CAN Get in Serious Trouble
if You Don’t Know What You’re Doing.

But When You DO,
It’s Just About the Best Business You Can Be In.

There are no shortcuts to wholesaling success.

I don’t care WHAT you heard on that webinar or at that dog-and-pony show, there’s no “magic system” that means that you don’t have to know anything about real estate, or that buys or sells properties for you.

There’s a part of you that already knows that.

Maybe it’s the part that’s already spend a jillion dollars on systems and software that haven’t worked. Maybe it’s the part of you that’s already tried to do it on your own and had no success. Or maybe it’s just the part of you that actually knows that no great thing comes without study and effort, no matter what the “get rich quick” gurus say,

But here’s the good news...

When you DO learn the wholesaling business inside and out...

...When you DO have a step by step flowchart to tell you what to do, when...

...When you DO apply what’s working right now, in today’s market, out in the real world...

Wholesaling IS a fun and profitable business to be in!

In fact, just about any real estate “expert”, be they guru or real life practitioner, will tell you that:

Wholesaling Pays More Per Hour of Effort
Than Any Job You’re Likely to Get
Or Any Other Real Estate Strategy

I worked out the numbers a few years back, and although these are based on my own experience, I think you’ll find that most wholesalers will tell you the same thing:
Once you understand what you’re doing, it will take you about 20 hours of actual focused effort to get to a single deal.

If you live in a moderately-priced market, like I do, that deal will result in a wholesale fee averaging around $7,000 (It’ll be a lot more in an expensive market, could be less in a cheap one)

Yeah, there are taxes to pay (which you can minimize by intelligent tax planning)

Yeah, there are expenses you’ll absorb in marketing, gas money, and eventually hiring people so that you can do more deals with less of your own time.

But that’s still $350/hr.

Will you make $7,000 on every deal? Nope. Sometimes it will be more, sometimes less.

Will you spend 20 hours getting your first deal? Nope. That’s when you bothered to learn what works, then figured out what works for YOU by actually doing it.

**But is it entirely possible that you can do your first deal and bring home a check in 60 days or less? And once you’ve done that, get another, and another, and another at shorter and shorter intervals until you’ve replaced or even exceeded your current income?**

Yep.

**But First...**

**You Need to Buckle Down and Invest**

**In a Rigorous, Detailed Education**

**That’s GUARANTEED to Work (or Your Money Back)**

As you can probably tell, I’m not someone with a lot of tolerance for fluff or smoke and mirrors.

I’m also not a full-time real estate guru who makes all her money from selling courses and seminars.

In fact, unlike the last person who blew smoke up your skirt about how you could get giant checks in days with practically no effort, I make most of my money doing real estate deals, not pitching education.

Plus, I’ve been wholesaling for nearly 20 years, which means that I know more about how it actually works in this market and every other market we’ve experienced in the past 2 decades than the “road warriors” who spend 200 days a year traveling to speak instead of doing deals.
And I’ve worked with literally hundreds of experienced and budding wholesalers, helping them start or build businesses all over the U.S.

Which is why I can say, without doubt and almost without blushing, that my 4-day Wholesaling Real Estate class will give you the best, most complete, most accurate, up-to-date, honest, and, most importantly USABLE information you can get today.

In fact, I guarantee it.

Here’s Just Some of What You’ll Learn
On August 21-24 in Cincinnati:

- What wholesaling REALLY is—if you think it’s “putting buyers and sellers together and getting a fee”, you’re dead wrong
- How you bring value to these deals that no other real estate professional can
- How the process works, step by step, and what you’ll have to do in EVERY deal to generate a check
- How to find motivated sellers in hot markets, cold markets, and sideways markets
- How to get deals from banks, hedge funds, and other “institutional sellers”, and the challenges you’ll face when you do
- How to get your phone answered when you have a full-time job, or you’re on vacation, or you just can’t get to it right now
- What to ask sellers to find out if they’re really motivated in 2 minutes or less
- Which information you absolutely MUST have in order to bother to get in your car and go look at a property—and how to be 80% sure you’re going to get a deal before you leave your house
- What makes properties attractive to buyers, and things you probably never noticed before that will make your deal unsellable at any price
- What you’re looking for when you do your inspection—and how to get in and out of a property in 20 minutes or less
- How to price repairs like your buyers do, so that you don’t make the fatal rookie mistake of trying to sell deals for too much money
• How to figure out what a property is worth, even if there are no “comparable sales”

• What to offer on any property. This isn’t an art, it’s a science, but it’s more complex than “70% of ARV less repairs”

• Who your buyers are—there are several kinds of buyers with different psychologies, so you’d better understand how to get into their heads before you try to sell them contracts!

• How to build a buyer’s list of investors hungry for your deals, including at least 3 effective techniques I bet you haven’t heard before

• What you should absolutely NEVER do when advertising your deals to the public—unless, of course, you want to get one of those “Cease and Desist” letters from the State

• And speaking of which, 3 ways to wholesale and get paid without EVER risking running afoul of your state’s licensing laws

• How to closings work and why you need to get paid BEFORE they happen. Yes, I said get paid BEFORE closing.

• The “soft skills” you’ll have to develop to get good at this business

• How to do all the paperwork—and all the forms, contracts, questionnaires, and other documentation you need is INCLUDED with your tuition

And that’s just the basics...you’ll also find out how to build a BUSINESS wholesaling properties full time...

• How to build the right team of legal, accounting, and service professionals to make your deals run right

• Which entity you should use to wholesale—it will save you taxes AND protect you from liability, if you do it right

• How to create systems for your business that will allow you to have cheap virtual assistants do a lot of the “grunt work” for you

• How to hire real employees like acquisitions coordinators and bookkeepers when you’re ready to REALLY kill it in the market
• How to wholesale houses using your self-directed IRA, and get your profits tax-free

• How to “finance” deals for your buyers without using any of your own money. They love it, they’ll pay more, and you’ll get ongoing income, too

And This Isn’t Even a Complete List of All I’m Going to Share About the Real-Life Wholesaling Business.

I GUARANTEE You’ll Make a Ton of Money From What You Learn, or You’ll Pay Nothing!

Geez, I hope you’ve gotten the message that I’m not holding anything back. The way I see it, if you’re determined to wholesale, you’re going to do it whether you actually know how or not, so I’d rather see you do it in a thoughtful, knowledgeable, educated way than have you out there flailing around doing it wrong and causing trouble for buyers, seller, and most importantly, other wholesalers.

That’s why the How to Wholesale workshop is designed to answer every question, show you every secret, and give you every skill you need to be a money-generating machine.

In fact, I’m so sure that the Wholesaling Academy will exceed your expectations that I’m making a special double guarantee I’ve never made before:

Guarantee #1: The “Satisfaction Guarantee”
Spend August 21-24 with me in Cincinnati, and you’ll be absolutely convinced that it was the best investment of your time you could have made. If not, I’ll refund your tuition, no questions asked.

That’s right—you can stay the entire 4 days, and if you aren’t convinced that what you’ve learned is worth every penny you invested and more—or if you just get convinced that you can’t wholesale, or that you don’t want to do the work, or whatever just let me know, and I’ll give you back your entire tuition.
But let’s face it, we’ve all been to workshops that we were super-excited about, then taken home the information and found out it didn’t actually work. So I’m giving you a SECOND guarantee—that it will work if you work it.

**What? What did she say?** If I try it and it doesn’t work, I get my money back?


**See, There’s No Risk!**
**And on top of all that,**
**the How to Wholesale Class is Cheap, Cheap, Cheap...**

If you’ve been to bootcamps in the past, you’re probably expecting the Wholesaling Academy to cost $5,000 to $10,000.

After all, that’s what others are charging for less complete information...but your investment in the Wholesaling Academy is just $1,297 per person or $1,597 if you want to bring a spouse, or family member.

**Act Now and it Gets Even Better—How About $300 Off, AND 6 Months of Free Coaching?**

Only 70 people can attend the Wholesaling Academy. That’s how many the room will hold, that’s how many I can interact with and still give personal attention to those who want it.

I just want to get this bad boy filled up and get back to wholesaling houses, so here’s how I’m going to bribe you to sign up today (yeah, yeah, I know, the nice word is “bonus”—but let’s call ’em what they are: shameless bribes!)

**SHAMELESS BRIBE #1: $300 Travel Allowance!** Register by August 1st, and I’ll give you the hyper-earlybird price of just $997 for 1
person, $1,297 for 2! That’s $300 off the retail price for acting RIGHT NOW… (Note: Inner Circle, Express Success, and Fast Track members get additional discounts, so call 888-AskVena to register if you’re one of those…)

**SHAMELESS BRIBE #2:** My All-New, All Updated Basic and Advanced Wholesale Homestudy Courses, FREE (or a big discount if you already have them) These detailed guide are ALL-NEW for this event, completely updated with the latest market and resource information. They sell for $697 each on my website, so you can actually come to this class for LESS than buying them separately.

Already have the basic or advanced guides? You can come to the class AND get the updated guides and audios for just $199. Assuming you bought them from me, not from some pirate on Ebay. (If this applies to you, please register directly with our office at 888-Ask-Vena, not via the online registration page…)

**SHAMELESS BRIBE #3:** 6 Months of On-Demand Help, Directly From Me… Are you gonna have more questions after you get out into the world and start talking to sellers, inspecting properties, and doing deals? Yep. Would you be MORE successful if you had my help in that process? Yep. Register by August 1, and you’ll get 6 free months of email coaching from me. It’s priceless. Or a $230 value, depending on how you look at it.

Remember, you only get these bonuses—worth over $1,500!—when you act NOW. All you have to do to get your seat is call 888-AskVena or register at www.REGoddess.com.

I’ll see you in Cincinnati on August 21-24!

Yours,

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