



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

REI In Your Car Podcast

GET MY NEW LEASE OPTIONS BOOK!

Hosted by: Joe McCall

Hey, what's up everybody? Joe McCall, Rei in your car.

Today's a special episode. I'm driving right now to meet with a coaching client who's flying out here to St Louis to hang out with me for the day. Totally cool. I love. I look forward to these days getting to hang out with clients and map out an evil scheme to dominate the world... it's pretty cool. But anyway, I wanted to let you know as I'm driving out there, I just released today finally after months and months of hard work, my Wholesaling Lease Options book. Yay. Woo hoo!

Wholesaling Lease Options - it's my favorite strategy, it's what I did to quit my job back in 2009 and it's cool. The subtitle of the book is called "Discover the fastest and easiest way to make money in real estate today." Might sound a little hypey and spammy, but you know what? I don't care because it's the truth. It's the truth.

A lot of you know my story I've talked about it before, but I'll just tell you again really quickly here. I was doing a lot of traditional wholesaling. I wanted to get into real estate, I've made a ton of mistakes, was really hurt hard with the downturn and the crash and so I started wholesaling and I started doing some deals occasionally here and there, but I was wasting a ton of money on marketing and I, it's a lot of work when you're dealing with super... when you're trying to find super motivated sellers and then you have to prescreen them to get deals at 60, seventy cents on the dollar. You got to go look at the house and you got to be really good at negotiating. Excuse me. You've got to be really good at negotiating. And I didn't like negotiating. I still don't.

So, I started wondering, you know, a lot of these leads, they don't have any equity and I'm just throwing them away. Is there anything I could do with these leads? And I liked lease options because there's this dude called Rockefeller. Wow. This guy is parked in the middle of the highway. Very unsafe. All right, so there's this dude named Rockefeller. He said the secret to wealth is to own nothing and control everything, own nothing and control everything, so pretty nice idea, Huh? And lease options are the perfect strategy in real estate to control valuable real estate property without owning it. So, you don't have to use any of your own money or credit to buy these houses. You can control a property with a lease option and there's a lot of things you can do with that. One of the things that I liked doing was flipping them.



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

So instead of like in a regular wholesaling deal, you sell or assign your contract to an investor or a cash buyer with a wholesaling lease option deal, you get it under contract, a one-page contract to lease option, which by the way, if you get my book today at www.WLOBook.com, I give you that one-page contract for free. I mean if you get that property under a one-page lease option agreement, you can sell or assign that contract to a tenant buyer. So again, in regular wholesaling, you sell your contract to a wholesaler, to an investor with a wholesaling lease option deal, you sell that contract to a tenant buyer and you're out of the deal. So, there's very little risk in these things. I put maybe \$10 down as my lease option consideration on the deal, on the front end, and they're super easy to sell because I can sell these deals lightning fast.

Usually if I don't get a good tenant buyer in three to four weeks, then something's really wrong. It's either overpriced or I'm not marketing correctly. So, you don't need a buyer's list. They're super simple ways to fill these houses. I have an attorney and a mortgage broker that does these deals for me in all 50 states. So, in this, in this class, in the book, I mean I talk all about that. By the way, if you'd like the book, again, go to www.WLOBook.com right now. This is so unprofessional. I feel like I'm doing a sales pitch right now and I should be more prepared and scripted, but I'm not because I'm driving. But anyway, if you go to www.WLOBook.com, I've, I'll pay for the book. You just pay for the shipping and handling. I'll send it to you and uh, I'm going to give you, if you don't like the book, by the way, if this is what I was trying to say, if you don't like the book, you can keep it, ask for a refund.

I'll send you the shipping and handling back so you can keep the book and you can keep the bonuses that come with it. But one of the cool things when you're ordering the book on my website at www.WLOBook.com, make sure you click the little order form - bump, it's called - where you can get the Audio Book and a pdf of the book. And another bonus book I did where I took some of my, like 100 best questions from different coaching calls, got them all transcribed and answered them in this book. You get that for free, uh, as one of the upsells there in that website. So, make sure you check that out. Anyway, I'm excited about this book, man. It's the exact strategy I use to quit my job because I was doing regular wholesaling and spending a lot of money on marketing, throwing away a ton of leads, getting frustrated, and I said, why can't I wholesale lease options?

And when I started doing that, I found that these deals were easier. I didn't have to spend any money on marketing. I can get all my leads for free and I teach you how to get those leads for free in the book. And within three months of flipping lease options, part time, I was able to replace my income at my full-time job and I was working as an engineer, was making good money. Seventy-five, 80 grand a year. But I didn't like it. Right? I hated my cubic hell as I called him. I wanted the freedom and I've tried every strategy imaginable, imaginable under the sun. I tried all kinds of stuff. I wasted... not wasted... I spent, I invested a bunch of money on courses. And



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

for me, this is the thing that finally flipped the switch, finally turned the needle for me because these were just so much easier to do.

You don't have to negotiate with sellers and beat them down to 50, sixty cents on the dollar. You can give them any price they want as long as you're willing to wait for it. And even though the market is different now than it was in 2009, you can still do these lease option deals very easily. I was just doing a Facebook live earlier and somebody on there posted a comment that he had done four in the last month... four of these lease option deals. There's a lot of sellers out there, guys, that nobody can help. They don't have enough equity. They need to sell their house, job loss, job transfer. They need to sell their house, but can't. They can't afford a real estate commission. They don't want to be a long-distance landlord. Maybe they lost their job, they're getting a job transfer. They thought they could sell their house and they couldn't.

It's been on the market for three, four months, which by the way used to think that just a year or two years ago, you could stick a yard sign in the yard and get multiple offers above asking price. That is not happening anymore. I'm telling you, I'm hearing this over and over again from realtors and California and New York. We're seeing it in the numbers. The average days on market are going up and the inventory is actually going up as well. Prices are starting to fall. If they're not falling yet, they're stalling and so you're seeing this. There's a lot of sellers out there that thought they could sell their house for 300,000 and they put it on the market with expectations of getting tons of offers and guess what? It's not selling. So, where we'll lease options work, what kind of market? Any market they work in California, they work in Iowa.

They work with expensive homes. They worked with cheap homes. So, in this book I teach you how to do it and my big thing is I want you to quit your job in three months or less without losing your nights and weekends. Man, if you want, if you're looking for something where you're going to be working an extra 30, 40 hours a week trying to implement this stuff, then this isn't for you. Don't get the book. If you're looking for a strategy where you're going to be working a bunch of nights and a bunch of weekends, then don't get this book because that's not for you. I really worked hard to set up a lot of systems and automation and tools and things that you can actually just outsource to virtual assistants to do it for you.

I had a student, her name is Kathy, long time ago, I was talking to her and working with her and she was a stay at home mom. She had a lot of, I think three or four kids at home all day, right? And she lived in a little house. Her husband worked full time job, simple house, but she had no place to work and the kids were always screaming and laughing and playing and crying and there were loud, right, obnoxious like kids are supposed to be. And uh, I got four kids so I can say that, but she could not literally talk to sellers ever. And she wanted to do deals. Well, she started just going in and randomly selecting a new market every week and sending text messages and emails



REAL ESTATE INVESTING MASTERY

www.RealEstateInvestingMastery.com

to sellers and landlords in those markets. And just by email and by texting, she was able to do two or three deals a month without ever talking to sellers once. Can you believe that? Is it possible? Yes, it is.

I have students that are doing deals from overseas in the United States doing lease options and flipping them. It can be done from anywhere in the world. And even if you're a stay at home mom and you've got screaming kids and you can't talk to sellers, you can do these deals without talking to sellers. You can do them with emails and text messages. That's no hype, just legit. So anyway, if you're interested in the book, go check it out. WLO Book Dot Com. Super Proud of it. It'll only take you a couple hours to read. If you don't like the book, I'll refund you the shipping and handling. You can keep the book. It's a no brainer. Go check it out. Please. I want to sell a bunch of them and it's not on Amazon. Can't go to Amazon. I don't know why I'm a little nervous. I'm afraid of seeing a bunch of reviews.

That's really the reason why it's not on Amazon. The only place you can get it as www.WLOBook.com. And uh, yeah, that's my little baby man. I spent hours and hours writing it and rewriting it over and over again. And then just, it's hard work. It's crazy and it's still not like the best. I'm like, Oh, I wish I could just rewrite it all over again, but I can't do that. It's, it is a very good book. I'm just being over critical of myself. But go check it out. www.WLOBook.com, get on there. You get an, you get an opportunity to, um, upgrade for the Audio Book and the pdf book and another book I wrote, answering 100 common questions about real estate investing and lease options and stuff like that. Let's see, what else? That's it for now. Okay, go check it out. www.WLOBook.com. I appreciate you all. See Ya. Bye.