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1116 – How To Be A Fearless Land Investor

Hosted by: *Joe McCall*

Guest: *P.J. Reilly*

- Joe:** Welcome. This is the Real Estate Investing Mastery Podcast. Hey, what's going on, guys? Joe McCall, Real Estate Investing Mastery Podcast. Glad you're here! Got a good episode today. We're going to talk with a guy who's been, you know, he says it's just an average Joe average everyday journey into land investing. But I think he's got a very unique story and I'm excited about introducing him to you all. His name is P.J. Reilly. We're going to be talking about my favorite subject lately, land investing. Why do I like land investing so much? Well, for starters, my two teenage sons, about three or four years ago, started dabbling in it very, very part time. I started helping them with it. I had a friend who helped me sell the properties. You know, in the last three or four years, my two teenagers have grossed about one hundred and fifty thousand dollars in profits. Now they didn't get all of that, but all by sending simple, ugly letters and postcards, sending them ridiculous low offers and putting them out there. And we've been selling them very quickly, very easily when you compare it to houses so much easier than than houses selling vacant land. So it's a great way to generate cash now and cash flow, piles of cash and streams of cash. So we have been talking a lot about land investing lately. We got a good guest on today, P.J. Reilly, and we're going to talk about it here. All right. So there's a jet flying right overhead. I don't know if you guys can hear that. I should bring on P.J.. Anyway, P.J., how are you? Can you hear me okay?
- P.J.** I can hear you loud and clear, man. That's a nice thing to jet, too.
- Joe:** You could hear it, huh?
- P.J.** A little bit, it's not overwhelming. If my dog starts barking. I mean, I'll have to apologize that way.
- Joe:** All right. So, P.J., thanks for being on the show. Now I put out a post on Facebook the other day saying, Hey, I'm looking for guys and ladies that are doing land deals and would like to talk about their business and what they're doing. And somebody recommended you. We sent each other a few messages back and forth, and here you are. And I want to talk about vacant land and what it is that you're working on. What are you doing? How did you get started in the business? What is your business look like today? All that good stuff you ready to be asked on television?



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P.J. I love talking about the dirt game, Joe.

Joe: Nice. All right. So what were you doing before you got in a real estate?

P.J. Yeah. So gosh, where. I mean, I can go a little bit further back. You know, I grew up in the military. My dad was in the military. We moved all over the country, landed in Denver, Colorado, all right, where I went to high school and then went to Alaska. That's a good looking hat there.

Joe: It is. Isn't it?

P.J. Saw it. So I went to high school in Denver, ended up going to college in Colorado as well, got out of college and high school with the bare minimum. They allow you to graduate with a 2.0. So I'm not bringing any mega level of intelligence into the lab business. So, you know, from there, I mean, I had my my girlfriend at the time and now my current wife, we had a child in college. We wanted, you know, didn't exactly start on the right foot, had to go on foot pizzas for a bit and to make money. We did that ran through a multitude of businesses. I did. So I'm kind of a serial entrepreneur. I guess you would say I did insurance. I did personal training. We tried to. We made a company where we try to put credit card readers into police cars. And then when it started to go in the right direction, you know, we thought this guy gets pulled over. You know, he gets the he gets a speeding ticket, it can just run his card right there. So I'm thinking outside of the box, right? We're thinking about all these crazy idea.

Joe: Pretty cool. I like it.

P.J. Right? I thought it was too. You know, no one really bet on it. So hence we're here talking about lending that credit card readers and police cars. So kind of bounced around a bunch to direct sales. I was a professional kickboxer for a while. Well, lots of different things, you know, just that. Just trying to get to the, I guess, whatever level I thought I could get, you know? So one day I'm at work, a guy says, Hey, man, you should invest in Detroit, right? Detroit's the place to be.

Joe: What year was this? How long ago?

P.J. This is seven years ago, seven years ago, in January.

Joe: So 2015.



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P.J. Twenty fifteen. This guy says, Dude, you got to invest in Detroit. That's the place to be. You can buy a house for a dollar there, and I'm like, real estate. I have no idea. Zero real estate experience. No idea what I'm doing. So I go on, you know, the place you go to find any sort of information about it, but I fix your toilets. You got to fix you turn around somewhere. You go to YouTube, right? So I go to YouTube, I look up Detroit. I'm like going through it and I realize there is no way I'm going to be buying and selling real estate in Detroit. Yeah, what had happened was I had done direct sales and I had about eleven or twelve hundred dollars in an envelope underneath my bed. Right. So this is the money I'm working with twelve hundred bucks. So Detroit's not going to work out now through the course of these videos. There's a guy talking about land. He says, Yeah, you can. You can buy and sell land and sell it, and you can make a lot of money doing that. So I thought, that's awesome. So I got about halfway through the video. I stopped like I do with pretty much everything, and I went on Zillow, right? So I went on Zillow and I. A guy who had he was selling two lots in just two hours south of me in Pueblo, Colorado. OK. They were \$1100 each. I got 200 bucks in an envelope, in my pocket, in my bedroom, so I'm excited about this. So I say, All right, I got halfway through this guy's tutorial video and he said, You've got to lowball these guys. You've got to tell them, like, you don't pay retail price. So I said, cool. It's like, Hey, dude, would you? Would you take eleven hundred dollars for both of your properties, OK? And I was like, There's no way this guy's going to be like, You're an idiot. Get out here. He goes, Yes. And so I was like, Oh.

Joe: All right, is this a land investor you were buying them from? Or just.

P.J. You know, it was some guy that owned. He was in New York. He owns, you know, just those two properties. That's all he had. But he said yes. And so I was kind of blown away. So like, so what do we do now? And he goes, Well, don't sweat it. I'll get the deed. You send me the check. I'll do all the deed, my kind of stuff. So I said, All right. So we get the whole process is done. I go back to the video. I'm like, I'm going to kind of learn the rest of this stuff. I send out letters, right? You got to send out letters. So I saw these handwritten postcards and do they were terrible. They were just they're handwritten. I had one guy to respond to it, and he said, Yeah, I received your child like postcard today in the mail and I'm like, OK, I got to go. I got to get better than this. So, you know, progressively got better. Start setting up better and better postcards we were using. Click to mail back then. Just better, better font. Yeah. Yeah, I'm sending out better postcards more often kind of progressed from there, and that's where we're at now.

Joe: So what did you do with those two properties in near Pueblo?



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- P.J.** Sure. So I put them on. I didn't know. I didn't know how to market anything, so I figured Craigslist would probably be your best option. So I put the I put them on Craigslist, sold them both within about what I say was a week or two weeks.
- Joe:** Wow. For how much?
- P.J.** Fifteen hundred bucks. These are five fifty apiece. I sold for 1500 bucks apiece. I mean, you work. Where else could I? Could you get that kind of return, right? Yeah, almost three times my money and it was done within two weeks. So I was like, Dude, I think I got something here. I think this might. This might actually work.
- Joe:** Yeah, yeah. All right. So then what you started, did you buy some of these course just kept on watching videos. What did you do?
- P.J.** Yeah. So I give it another year. You know, I was doing kind of everything on my own that I did, but I did buy a course. You know, I bought a just a video, of course, had the book attached to it, you know, and I kind of went over that. That helped quite a bit. But I will say the year of experience previously helped a lot more. You know, the trial and error failing, getting people make funnier letters to you. That's like, man, I was like, Really? I wrote that thing myself. I thought about all the, you know what I would say? You think that's a childlike letter. So, you know, it's just it was learning it, learning the game as I went. I felt like it was the it was better than the actual paper course. Now, a mentor is completely different. That would have been incredibly helpful had I had somebody to bounce ideas off of early in the game.
- Joe:** All right. So then about twenty fifteen twenty sixteen, what are you doing in that time? You're just getting started in the land investing? Did you have any other source of income?
- P.J.** Yeah. Oh yeah, yeah. I have worked in communications.
- Joe:** All right. So what was it like that first year? How many deals did you do and what kind of deals were you doing?
- P.J.** To the first year? I think we did. Maybe eight to 10 deals. Nothing crazy. There were no Facebook pages. That two, there wasn't a group. There wasn't anything to compare yourself to. OK, go. And if there were, they were very elementary. You know, they were just beginners doing everything. So the deals were really small. I didn't. I felt guilty, almost asking for too much money. So I would say, Hey, I mean, I was sitting on financing almost immediately, so I would sell interest. Yeah, so I was almost instantly. That was part of the



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video. It was design financing. So it was I would sell for maybe a hundred bucks a month, you know, for the duration of whatever the property was, whatever I was selling it for. So it takes you a long time to get anywhere at 100 bucks a month. Sure. That first year, maybe 10 deals, and then we progressively doubled almost every year to where we're at now. Seven years later, where we're doing, they were done. I've done a total of maybe four hundred or so land deals. Nice at this point.

Joe: And are you have you sold them on financing all of them on owner financing?

P.J. I had to borrow 90 10, but 90 percent financing. 10 percent cash sales. Nice. It's you know, I mean, you understand financing. It's much easier to sell on financing. You know, you buy a property for five grand. You sell it to this guy for 15, three times your money, right? He can't afford fifteen thousand bucks, you know? He lives in rural Arkansas. You know, he just wants that property so bad. He's always wanted this thing. You know, he felt all his buddies, dude, I'm going to go out and buy this property, and it's going to be great. We're all going to hunt camp and fish out there. It's going to be amazing. You can't come up with 15 grand. That's his only problem. Yeah. So we make it easy by doing it for, let's say, 300 bucks a month for 15 months. And most people, I don't see anybody. Most people can do that. So he gets a he gets the property he's always wanted. This is his. Dream to have this just land out there in the middle of nowhere. He gets that. I get my return and everybody's happy. Have you ever

Joe: Have you ever had a property that you couldn't sell?

P.J. No.

Joe: Isn't that crazy?

P.J. Yeah. And there's there's a couple. I well, there's one I'm dealing with right now, and I sold it. And then I actually had to give the person her money back. And here's why. So I bought the six acre property. I was pretty excited about it. Beautiful area highway right next to it. It ran right along this big. It was. It's a two lane road, rural area, just beautiful property. And then the state tells me we're putting a highway directly through the middle of your property now. So you had the previous owner had it released the the guy who sold it to me never said anything about that. So bad. You know, some you win, some you lose. So the state pay you. Well, that's that's the thing. So I gave this this lady her money back to the buyer and then the state. Now we're kind of going back and forth like we're going to send an assessor out. We're going to give you a check, but we're not sure what it's going to be



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yet. So it's a we're still kind of up in the air. OK. The actual price that I'm going to get, but they're going to pay me for whatever they've done up there.

Joe: Yeah, yeah. So you how many notes do you currently have right now active and about? What's your approximate monthly cash flow, if you don't mind me asking?

P.J.: Sure. I usually have about 70 notes running out of time. OK, so 70 notes and you've got to keep that machine moving because, oh yeah, the notes will last forever. You know, if they're five five year note, you know, at that point now you don't get that cash anymore. You got to put that back into something else. Hmm. So have about 70 ish going right now. Probably bring in about, let's say, about 50, let's say, 10 or 15, about thousand a month on on just the notes. I haven't had a hold of cash, still haven't had one in the past month, so we're getting about 15000 this month just on notes.

Joe: And so how many do are you buying on average every month?

P.J.: Let's say five, maybe five properties a month. And that's that's typical. That's been what it's been like the whole time. You know, it's a pretty steady flow of properties. I send out a lot of letters every month now.

Joe: About how many letters do you send?

P.J.: About 10000.

Joe: Nice.

P.J.: So 2500 every Monday, go out. You know, I've researched that county or that community over the weekend or previously to sending them all out. I have certain areas that I hit regularly, so I'll have a list of all these areas that I like to buy land and I'll go back to that land, that area maybe every eight months. I don't want to over overdo it because then you start to just irritate everybody there. But I'll try to have kind of like a regular area and then I'll test out new areas every now and again.

Joe: So what parts of the country? You don't have to be specific if you don't want, but what parts of the country do you really like?

P.J.: It's a secret Joe. I can never tell you that Central Midwest. All right. Desert squares. No, I'm just kidding. I initially started with the desert squares, but now it's the center of the country. That middle part of the country, lots of trees, lots of green. I like Texas, Oklahoma,



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Arkansas, Missouri, Colorado, Wyoming. Yeah, I like that center part of the country. I also like the Southeast, so I like Alabama, Mississippi, Florida. Those are great states too. I still will buy in the usual, you know, the coast counties. New Mexico, Arizona are the only state I won't do as California ever again. Why is that? It was just it was a nightmare. Buying and selling and recording deeds, dealing with the county. I bahagi. So my I bought 20 properties from a guy in California, about 20 properties for \$10000. And I thought, Don't smoke and deal, right? We went to record the deeds that kept returning the deeds. And I'm using a California deed template to do this. So I thought, this is bizarre. I mean, how is this not working? And every single time, it was a different error. I don't know. I was getting a different employee and this is 20 different properties and maybe six different counties. It was nonstop issues. So I was like, OK, I'll buy and sell these, and I just won't work there anymore. So there's plenty of other places to work. Yeah, I'm sure a lot of headaches and I don't want to do that. It was all snail mail. You couldn't do anything through electronic deeds, you know, simply file things like that.

Joe: Are you are you self-closing your deals or do you use the title company to help you with that?

P.J. Yes, of course. Everything you the title company, every now and again. But I don't have a good success rate with title companies either. I've had to correct a lot of their deeds. Yeah, and that's actually a very consistent thing. I've really had to go in and fix things and show them, Hey, you know, you got to you messed up here, guys. I'm using you because I need I want a professional. I want my customer to see a professional company doing a deed. You know, if you're closing and then you're going to screw it up. So I just for the vast majority of them, I'll do them myself, anything to hide. I will work with a title company because a lot of the people who come in with \$30000 or more want a title company. They want to insure their money safe.

Joe: All right, cool. What kind of properties are you looking for? What some of your criteria?

P.J. Well, yeah, I love anywhere between five and 40 acres is kind of the bread and butter. I like a property that has roads. You know, road access is it's not essential, but it's a it's very high on the list. Sure, I'll. Anything between five and 40. I like trees or some sort of a something esthetic. You know, if there's a lake nearby, if there is mountains in the distance, you know, something that you can where you can go out to that property and take pictures of it, and it's somehow appealing. A lot of the properties in the desert area, you'll take it and it's there's not even a mountain in the background, you know, there's just nothing there. So I want something somewhere close, maybe even like a landmark close by that I can include in the ad to sell these properties to make it more appealing.



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- Joe:** OK. It sounds like you're pretty selective if you're sending about 2500 postcards a week and you're buying about five. So ten thousand postcards or letters rather a month, and you're buying about five a month. You're buying my one property every two thousand letters. Yeah. Do you feel like you're you're definitely more selective about the properties that you buy because some people, you know, will buy a lot more than that. They'll buy one property every thousand letters, but you're buying one out of every thousand or something. Yeah. Are you more selective with your what you buy then?
- P.J.** You know, it's got to be a combination of a few things. There might be a few more people doing what I'm doing nowadays. So there there is a few more people doing what I'm doing. So that's going to cut into your percentages. I am definitely more selective, though I've gotten a few lately that don't have access, and maybe they have a gate where the, you know, the person who owns the gate is refusing to let me pass. So I'm just not really going to deal with all that. That because if you can't get to a property, you just can't get to it. And it's, you know, nobody wants to buy it. And I don't want to be the guy who's selling properties to people that are not necessarily junk, but they'll never be able to use them. I want I want that constant. I want reviews. I want feedback from people that are like, Yeah, me on this guy sold me a great property. I had road access. We drive the kids out there every, you know, every summer. It's awesome. I don't want them to be like, you know, we got so we got to pull the shotgun on us out of this property. So yeah, I got to be a little more selective. So whether it's physical access issues or title issues, you run to those quite a bit too. I'll do a title, research my title, search myself and then I'll find this. You'll find the seller wants to sell the property because they've been paying taxes for 30 years, but they don't own the property and they've never on the property. So for some reason, they just keep getting this tax bill from the county. So there is an exemption on the property that happens actually a lot.
- Joe:** I've never run into that. What about houses? Will you buy a property in a away and is there certain ways and certain restrictions where you won't?
- P.J.** Sometimes, yes. If you have to research those eight ways immediately, like right, when I get a offer back on a property, I'll look at the whole way. If the price is too high. Some of these guys are charging like 200 bucks a month for vacant land with no utilities. You know, there's absolutely nothing they're providing. So I will not buy those I would buy if it was swap, let's say, 10 bucks a month. No big deal. If it has road access, it's a great property. I'm going to buy that one. If you take out too many rules and regulations, I won't buy almost everybody in in rural areas. One of the first questions is kind of put a mobile home on it. It's a very common normal question. A lot of ways don't allow that. They want single family



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homes only. So that wouldn't, you know, from my typical buyer that's not going to work out well.

Joe: I've been running across some of these lately. It's in a way that says you can only camp there by permit only, or you can only camp 30 days out of the year. You can have a mobile home there, but you have to have to be on a foundation. So like, what? What about something like that?

P.J. That would be perfect? I would. I would take that 10 times out of 10.

Joe: That would be a good way to go in there and you reduce are only like two hundred and fifty bucks a year.

P.J. Oh yeah, I would take that every day. Nice. All right. Yeah, absolutely. Because if you can camp there, so a lot of the edgeways will say, there's absolutely no camping, I mean zero camping at all. And some of these areas are beautiful. You know, they just there's places people want to go to camp. So if they allow you to camp at all, I would 100 percent take it and you can build and put them over there. Oh, yeah, that's a windmill. Nice. All right. Andrea, the state stated. Our country is that, you know, Northern California can't get us going. How are you? I don't. You don't. I'll tell you your secrets.

Joe: All right. All right. So you're sending out blind offers, mainly. That's your letters.

P.J. Yeah. So I mean, I do the process that probably a lot of people are doing right now. I get a list. I find I list, I use data tree to get my list. I take that list and I send it to the virtual assistants. We have virtual assistants that we work with, and I send the the virtual assistant, send a letter to the letter greeting company with all the data. They send everything out and it comes back to me if we use Pat live to take in the calls. And at that point, you know, I will take whatever calls come back that are positive. OK?

Joe: How do you calculate your offers or how do you out what the values are worth?

P.J. Yeah. So one of the the good things I use is a websites like land and farm land of land, which is the best one, I think, because. We're looking for the largest selection of of competing properties or like properties, right? And you can get them on those sites. So I'll take them all. Price the properties low to high, right? Let's say I took a four to six acre property in Williams, Costa County, Colorado, because it's so common for the land investor. Forty six acres Castilla County price at low to high. So I will take the bottom five of those



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properties and an average amount and offer a third of that. So the bottom cash prices typically, what do you plan on there, maybe three thousand bucks?

Joe: So you look at the active listings, are there sold listings?

P.J.: It's a combination of active. So on land watch, there's certain criteria. I take sold active under contract and the other one is, gosh, I can't remember what the other one is. It's basically people like us selling land. That is the big category. I can't remember the term of it, but I'm sure we'll figure it out at the end. I'll take every all of them and add that all in together.

Joe: So you're you're looking for, let's say, two to four acres in the certain area and you'll sort it from low to high.

P.J.: Yeah. Lowest price. The highest price. Yeah, that's a high price.

Joe: So it's low at the top, high at the bottom. And then you take the low, you take the lowest five at the top five or the the most expensive five.

P.J.: The cheapest and five, the cheapest five properties that I can see on there. I'll take those and I'll average a mile and then offer a third of that. OK. And that's what will be my price. And once you figure out the price for a certain area, I get a lot of offers, a lot of land offers just due to the the amount of property zone. And I'm sure you're getting the same thing so I can see kind of what people are offering. So that helps a lot too. Once you've kind of accumulated a few more properties, you can start to realize, Well, I mean, my average is here, but everyone's offering a little bit higher than that. So maybe we should bump it up just a little bit, you know, just to compete with everybody else.

Joe: Have you ever tried sending a neutral letter? Just, Hey, do you want to sell your lot? Give me a call. Have you ever tried that?

P.J.: Yeah. Yeah, I I. I didn't like that at all. You have to be able to. You have to be a good on the phone salesperson to be able to deal with that. I was not that. So I did it and I've done it for I did it for a while. You just dealt with a lot of people saying, you know, my five acre property in Costa County is worth \$5 million and you're this and that. If you don't want to accept that, that's you have to actually deal with that. I didn't like that at all. I just stopped doing that altogether.



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- Joe:** All right, cool. So about the follow up, P.J.. You send a lot of follow up to people that, you know, initially respond to your offer, but then reject it.
- P.J.:** Yeah, oh yeah. If there's somebody who has said, I mean, it's very rare that we don't close on someone who says, Yes, I want to buy it, I want to sell it. It's almost never. Usually, if they say, Yeah, I want to, I want to sell my property. You offered five, what about six? Almost instantly, I'm like, Yeah, let's do that. Let's let's go. I'm definitely more for speed. I'd rather have the quick nickel than the slow dime. I guess. I kind of want speed. I want this thing to go a lot faster. So let's get rid of any sort of debate. Let's I go back and forth. You know what about five, you know, fifty five hundred, what about fifty seven fifty? I'm not going to make a nickel and dime these guys. I'll make this quick, and it's simple for them as possible. So typically, yeah, we don't have typically, I don't have a lot of people to follow with. They either say yes or I get a voicemail or a pat live message full of F-bombs. And, you know, with all these bad things, I actually had a lady the other day tell me her husband was going to come over and break my kneecaps. Wow. And to take it seriously, because because he's coming, he hasn't shown up yet. It's been a month or so I'm still waiting.
- Joe:** Alright so are you doing this full time now? Are you still working or.
- P.J.:** I still work, yeah, right now. So what I like to do is put as much money as humanly possible back into the business itself. You know, we got kids going into college, competitive sports, things like that. Everything in life is pretty expensive right now. Oh yeah, I'm sure you understand how it is. So I almost I'd say 80 percent of the income in land comes back, goes back into the business without even blinking. You know, we give ourselves a decent amount of money, but the vast majority goes back into the business and it's working. That's when you send out ten thousand letters a month. That's five thousand just on its own. You know, that's a significant amount of money just in the letter. So that doesn't count for the purchase of the property. You know, all your VA is different from data sources, things like that. You know.
- Joe:** Could you quit your job if you wanted to or if you did, would you make enough to support yourself?
- P.J.:** Oh, yeah, yeah. I'm bringing in 15 grand a month. Yeah, that's like, that's I could definitely do it.
- Joe:** Yeah. And you could even maybe ramp that up, don't you think if you had more time to devote to it?



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- P.J.** Absolutely. Yeah. Time is a huge factor. It's it's I would say I spend, maybe, let's say, 20 hours a week in. In vacant land buying and selling land 20 hours a week, about 20 research, that's and I say that sounds low, right? That sounds low for a job that makes you business, that makes you 15 grand a month. I mean, most people would be like, how can I make 15 grand a month working 20 hours, right? But it's it takes time to get to that level. Like right now, I already have the data sources. I know exactly where to go. I can make it much faster than I thought I did when I initially started.
- Joe:** All right. I wanted to ask you about a couple of things else here. Due diligence, right? Mm-Hmm. You really don't do your due diligence until after the sellers accepted your offer. So what's involved with due diligence for you? What do you look at again? I know you talked about this a little bit already, but what are you looking at to see or to decide whether you're if you're going to buy it or not?
- P.J.** Yeah. So I mean, I'll I'll check county records a lot of times that stuff's online. I'm some of them. You have to be a member of whatever state that is. You know, let's say, for example, Oklahoma has their all their deeds online. As long as you're a member of that that website, you can search everything in that state for like ten bucks a month or something. And so I'll do that. I'll do. I'll check all chain of history, our chain of title, and I will check everything easements, deeds, look it up in every different possible way to determine that's the property that I'm buying. Other than that, I will send somebody out, you know, in certain areas we have, we have guys on the ground that will go out and they'll take pictures of the property. They'll say, Hey, there's a gate, you know, you can't get past it or it will have a boots on the ground type person. They'll be able to determine a lot of things you can't really see from Google Maps or from the county assessor's gas maps. So I'll send a guy out there. They'll run around. Look at it. Hey, man, did you know there's a giant trash pile and a meth lab next to your house, your property? Like, ah, so let's not get that one right.
- Joe:** Will they take pictures for you too?
- P.J.** Oh yeah, yeah, yeah. And I find those guys on Facebook Marketplace a lot. So. Oh yeah. So the same Facebook group I sell group that I'm selling these properties on. Prior to even putting the property online, I'll throw out there a, you know, hey, anybody want to stop by up here, 100 bucks, you know, take all the 15 pictures. VIDEO Let me know any issues that you see about the property, and it's like a feeding frenzy.
- Joe:** How much do your people offer to pay?
- P.J.** 50 to 100 bucks?



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- Joe:** 50. So, OK, what what is different? What kinds of Facebook groups are you putting these in? Are you putting them in like the local community groups that are in that area?
- P.J.:** Yeah, yeah. Although the by so the buy sell groups like, you know, those buy sell groups are they're awesome because their people are watching those things all day long. And if you say if your title is something like 100 bucks, want to make a hundred bucks or, you know, a lot of these guys live in the neighborhood. So if it's a really rural neighborhood like Arkansas somewhere, they're the only guy available. You know, you're not going to call like a photographer or something like that. No, people aren't going to drive out to that area to get your pictures for you anyway. So you got to get hold of these local guys or girls and they'll go out, take pictures. You know, they'll tell you what the neighborhood is like. You know, it's just great to have those people like those boots on the ground, and I can do it for, you know, 50 bucks, 100 bucks on Venmo them the money to instantly.
- Joe:** What do you find those local buy, sell groups, buy, sell trade groups?
- P.J.:** Yeah. So I will just search, just search on Facebook. All right. A random county, you know, because the county, Colorado, I will search Costa County, buy, sell, trade by.
- Joe:** So I just found it right here. Mark, I looked at my county I'm working on in Northern California. I just put it in their county and there's a group right there, 11000 members. Perfect.
- P.J.:** And that's a that's a good number of people. So 11000 people are going to see you offering a job, you know, for whatever amount for, you know, 50 bucks to drive down the road and take pictures of that property down there. Oh, yeah, I'll do that right now. Like, I might do that. So someone asked me to go take pictures of my neighbors outside my door in front of us.
- Joe:** This is active, too. I mean, just within hours, people are posting things to sell. Nice.
- P.J.:** Yeah. Great resource, man.
- Joe:** Why haven't I ever thought, I never do that for houses, but I've never thought about doing that for land.
- P.J.:** Dang. Oh yeah.



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- Joe:** All right. So interesting. And there's another one. Also, it's not as big, but another one of five hundred and fifteen members. All right, so you'll find people that will take pictures, inspect the property and look at it. Do you ever use a local realtor if it's a big enough property?
- P.J.** I have used realtors before, like local realtors, and actually I've met them all on Facebook. You know, the ones that I have used, I've met just to buy, sell. You know, I'll put a property up and they'll say, Hey, man, I'm a local realtor. If you ever need help, just shoot me a message. And so that's all kind of developed relationship with them. Just a couple of messages back and forth. Yeah, man. Can I use you for the. Future, if I need to use a realtor. And then that's kind of how that relationship will develop. I got one guy, man. He was a realtor. This guy gets on a four wheeler and he'll go out to the most rural dirt road properties in the middle of nowhere for me and take great pictures do four corners if he puts out blue ribbons on the corner, on the trees of of all four corners. So you're going to find some really cool people if you just get yourself out there and look for them.
- Joe:** You don't have a problem joining these groups. Do you do you tell them because like this one? I just looked at its asking me, what part of the county do you live in? What do you say?
- P.J.** So I say, I tell him flat out I live in Denver, but I own a property in, I don't know your Northern California Modoc County. And I really got to sell it. Is there any way I can be a part of the group ever 100 percent of the time they let me in.
- Joe:** If you're just honest with them about.
- P.J.** Yeah, that's like or I just say, you know, I live, I don't live close by, but I own, you know, two or three properties in this town. Immediately, they know who you are and they they are. They know of that area. And if you own property there, you're going to go,
- Joe:** Oh, look, I didn't even answer the question. I just got out of it and it led me. I'm in the group and joined me.
- P.J.** Yeah, it's a lot easier than you might think. I mean, I think a lot of those questions, when people see those questions, they get nervous. Yeah, like they're getting in trouble, the Facebook police and they're going to and they disappear. But I mean, it's good business, though, too. It's not like you're going in there doing anything strange. You're going in there to help the community. Hell, you're offering a job right now for 50 bucks or hundred bucks to take pictures.



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- Joe:** You know how you can see who's members of the group and you. I'll show you who your friends are that are in your group. Now I'm seeing so you know you're going to land investor friends of mine that are in this county. Buy, sell. Yeah.
- P.J.** Oh yeah. How do I have thirty four friends in the middle of Arizona, Arizona? Because they're like, I don't know anybody out there.
- Joe:** It's crazy. Yeah, that what a great idea. Like, I as soon as we're done, you're going to be texting my assistant because we just spent way too much money getting somebody to take photos in one area. And I was just so busy I said, I don't care how much it costs, just do it, get it done. We could have saved a lot of money doing this.
- P.J.** Yeah. Or as I put in there that, you know, I can have you. I can pay you in, you know, right away immediately, when I get the pictures, I'll pay you right away. So there's no weird. You know, who's this guy? I'm going to go out there and do all this work for him. He's never going to be, so let him know right away and then and then follow up immediately. Pay them and then ask them for review and maybe say, Hey, you go back on there and say he was legit, he paid me right away and everybody's happy.
- Joe:** Do you advertise your properties on there too?
- P.J.** I sold 90 percent of Facebook. Facebook groups, Facebook groups and marketplaces and marketplace. Yeah, because what you do is you go in there, you put it on a group and then because you're members of so many different groups, you just check all those little boxes as well as marketplace and you're just off your property out there.
- Joe:** Excellent. Good. You do. You put it on the Land dot com websites?
- P.J.** Now I was a member of those a long time ago and I got good leads, but Facebook was so much better. And then they put the prices up. I think it was like five hundred dollars a month for I don't even remember what it was, but it wasn't even close to worth \$500 a month. And I can't. I was pretty new even then. But even though the prices weren't worth the returns, I was getting it on those sites. So Facebook, I mean, it's easy and you get a buyers list after a while. After some time, you find people, they're like, you know, Hey, man, I'm sorry, the property sold. But hey, if you get on this buyer's list, I will get you the properties before I even put them on Facebook, you know, send them to you first. Yeah, so, so many people are like, Yeah, I want that. Yeah, I want that.



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- Joe:** Cool. A lot of people wonder about how am I going to get the money to buy these deals, right? So I'm doing the direct mail I'm going to have to do. I use my own money or what? So what have you done and how have you overcome that? You use your cash. Do you borrow money, private money? What do you do?
- P.J.** Yeah, it's all my own money. So especially in the first few years, I just reinvested 100 percent of the money. So I was. That's what it took me a little bit longer. You know, I don't have a rich uncle. I didn't come out of college with a, you know, some fancy degree that got me an amazing job and I saved two hundred fifty thousand bucks. You know, dude, I was working for the state. I was making 40 grand a year. Yeah, it wasn't like I was kicking ass at the beginning, so I had to just it was a flow chart, just constant reinvest, constantly reinvest. Consider, invest. After about three years, we got a huge week on the house, and so we started using that. So I started using my home equity line of credit to buy more and more and more, and we didn't go crazy on that. But it did. It absolutely opened up a new, new source of money to to buy more land.
- Joe:** Cool. Somebody is asking here real quick. Sharon is what when you're looking for a new county to go into, what are some of the criteria you look for to see if you're going to market and send letters?
- P.J.** Sure. I see immediately the first thing I do when I think of a new letter was the school estate bigger first than will work down. Okay, I'll take a state and I'll look at it overhead, and I look at it on Google Maps. I'll look for the areas that have trees, right, and I'll look for the cities, and I'll kind of move outside of the cities, so there's an area outside of the cities that has nice, a nice, a bunch of trees. It's green. Yeah, we'll start. We'll zoom in there. OK, now we have our area. What county was? What county is this? You go to the county map, you find out what county that is. Then from there you find out, OK. This is a beautiful county. Lots of trees. How many five acre properties are in this area? That's where I'll start to work it down. I want to land one land and farm would have five acre properties cost in this area. It's simply just an esthetic start. You know, I look at what I would want to go if I was young and I just look overhead. There it is. I want to go there. OK, what does that look like? What are the criteria? How much does land cost in this area? And they just work from there.
- Joe:** Nice. P.J., we got to wrap it up here. This sounds really, really good. How can people get ahold of you? Do you have a website that people can go to or social media?
- P.J.** Yeah, Facebook is the best place. I get a lot of messages on Facebook. We're on Patron. I'm on Instagram. The website is Wholesale Land U.S.A. That's where I sell the properties.



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Joe: Wholesale Land U.S.A dot com?

P.J. Yeah, and I can. I'll text you. I'll I'll send you all that info.

Joe: OK. Very cool. Are you ever looking for, you know, somebody has a deal they want to partner with you on a deal? Do you ever partner with people?

P.J. Absolutely. Yeah, that is becoming the biggest concern right now is we're getting bigger deals and better deals, and financing is always an issue. You know, it's always like, OK, I have this. Anybody want to be a part of this? So if anybody wants to do deals with me, partner or even just talk shop, man, hit me up on Facebook and we can we can get started.

Joe: wholesale land USA dot com, right?

P.J. And my name is under there. PJ Reilly hit me up on Facebook or Instagram. YouTube really anything at all? Let's hang out.

Joe: All right. This has been good. I wish we could talk more. Absolutely. I've got I got a hard stop here. P.J., thank you so much, man. We'll talk soon. Hopefully meets a someday in person.

P.J. Absolutely joy. I had a great time. Thanks, man.

Joe: All right. Bless you. Sure. Thank you, everybody.