Implementation Sprint

Hosted by: Joe McCall

Hey, what's up, guys? This is Joe REI in your car podcast. Actually, I'm just walking around my front yard and so I'm not in my car, but I'm on my phone. I'm talking to you guys. This isn't a YouTube video that I turned into a podcast. I'm recording this special podcast for my audio podcast listeners. How are you guys? I'm excited about something I want to tell you about. Let me give you a little history about this. So when I was doing a lot of land or house deals before I was doing land deals and I was doing a lot of house deals, I would offer creative financing.

And I found early on that when you can give sellers options and choices, you can do more deals, right? Because a lot of times my cash offers are not going to be acceptable to a seller. And so Instead of getting one out of every 100 offers accepted, you could go to maybe three or five out of every hundred offers getting accepted when you can give the sellers options. So I started doing this early on. In fact, I did a lot of regular cash deals before I quit my job in 2009. But what allowed me to quit my job is when I started offering creative financing to sellers. So I started offering lease options. And in particular, I would give sellers whatever price they wanted. As long as they would do a lease option, I give them whatever price they wanted.

And then I would just sell that lease option contract to a tenant buyer and I'd be done and out of the deal. So at the time, I was making great money doing that in 2009, that's why I quit my job. So ever since then I have. I've always wanted to be more of a transaction engineer, right? Not. Not somebody that's just a one trick pony, not somebody that can just only has one offer to make. So the challenge with that though is it's a little more complicated. You're adding more steps in there and stuff like that. But when you learn it, it's a great way to do more deals again, because now you can go from getting just one out of every 100 offers or 50 offers, whatever it is.

And by the way, the numbers are a lot better for land than they are for houses. But the point is you're going to get more offers accepted when you can give the sellers options. And a lot of sellers are going to reject your cash offer at 40, 50 cents on the dollar, but they might take a higher offer at maybe $0.70 on the dollar, $0.80 on the dollar, as long as they're Willing to wait for it with payments over time. So those are called terms offers, right? There's a cash offer and a terms offer, and you can actually do a lot more deals if you're willing to take a little bit of time and patience to understand kind of. Well, okay, this is how. This is how it works. So it's not. It is a little more complicated.

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Right? Because a cash offer is simple and easy. And. Yeah, you know, my kids could do that. My teenagers when they were boys. Whoa. My boys when they were teenagers. All right, they did, man. You got to be careful these days.

But they did that. It's easy to show them, like, okay, you know, find the average price per acre for these properties and make a cash offer at 40% of that. And that's what we did. We did hundreds of thousands of dollars in profits on deals doing that. But if I were to tell them to also add in an owner financing offer or whatever, that might be a little too complicated. So I still always recommend to people, when you're just getting started off doing land, make cash offers, right? Just do a few deals, get them under your belt, and then you kind of understand how the whole process works. And then maybe add in some complexity after the seller says no to your cash offer. Then you could say, well, what if I could get you more? Would you want to do owner financing? Or whatever.

All right, so I've kind of always have taught this strategy in my land course. And I have a software, I call it Automated Offer Pro software, that helps people create for land a cash offer and an owner financing offer. And I've, you know, I've showed people, my students in my programs, how to do this, but no one has really ever done it. And I've always been encouraging people, listen, just keep it simple, simple, simple. But recently, shout out to Jose in our group, he started doing it, and he's like, I'll figure it out. I'll do it. Not a big deal. He's already done a bunch of cash deals.

And so he sent out a bunch of cash and owner financing offers to sellers. And within about. I think. I don't remember his numbers exactly. So don't quote me on this, but we sent out about 100 offers like this and had four of them accepted. So that's one out of every 25 offers or whatever. Except. And these were blind offers.

Normally I teach just send, you know, a neutral letter, neutral postcard that just says, hey, do you want to sell your land? Call this number. But he's sending these as blind offers. In some very specific targeted zip codes. And it's doing really well for him. I was like, dang, okay, that's awesome. Somebody's doing this, you know, and it's working. So this is something that again, I've done a lot for houses, not really done or taught this for vacant land until now. I'm excited about this next week.

I don't have the date and time in front of me right now, but I'm going to give you a link here in a minute to get some more information. But as I'm recording this next week, and if you're watching this later, you can just watch the recording here. But I'm going to be doing a class, a live class, teaching the strategy. It's going to be on my youtubes, Facebooks and all that. But if you go to Joe McCall.com sprint joecaul.com sprint that will forward you to the page where this free training is going to be on. And I'm just going to teach this strategy. Basically the way it works. You find a house.

I mean, you find a vacant lot. Let's say it's worth simple numbers. Let's say it's worth 20 grand. I'm going to show you how to send the seller a letter of intent. It's kind of like an offer blind offer that says, hey, I

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want to buy your lot. If you want to sell it, I can either. Here's two options. I'll pay you cash or I'll pay you owner financing.

And just general numbers. Let's say it's worth 20. I might send them a cash offer for $8,000 and an owner financing offer for $13,000. And then the terms, it depends on what you want to do. Normally I like to start with it's either price or terms. So I say I'll give them a higher price on better terms or lower price on better terms, if that makes sense. Price returns for the seller. But anyway, normally when I do the offer, it's zero.

Like I'll give them a high price at maybe 80 cents on the dollar and I'll say I'll pay you this higher price, $0.80 on the dollar with zero down and principal only payments. So over three years or over five years or something like that. But the key to it, and I'll teach this in the class, is you want to know what your end goal is? Is your end goal then to turn around and sell this. By the way, normally nine times out of 10, when I'm buying a deal on owner financing, I'm Selling it also on owner financing. So I'm going to teach this as well. Because the idea of this is cash flow. We're looking for cash flow. If the average.

This is what I teach. If your mortgage payment is 2,200 bucks a month, how many of these deals would you need to do to live mortgage free? Right. Wouldn't it be cool if you just paid off your house? Well, how about. Because, you know, not many of us have, you know, we can't just do a few deals to pay off our house. But what if we did a few deals that generated the monthly cash flow where we could pay the mortgage on our house and live practically debt free? So we have these deals paying the mortgage payment or paying the rent. So you know, if you. So your goal would be to cash flow, let's say $300 on these deals. So if you cash flow, $300 on a deal, you need eight of these deals to pay your mortgage payment.

Right. And my friend Jose in the group is there in 30 days doing this. So the goal is then to buy these with cash flow, with owner financing and sell them on owner financing and then make the difference. So you're paying the seller 300 bucks a month and you're collecting $600 a month. Your cash flow is what is $300 a month? That's the difference. So what a concept, right? This is great. I'm so excited about this. And there's a lot of little details.

You know, I don't want to complicate it, but the general idea is a lot of these sellers in some of these markets are getting a ton of offers that are really cheap, very low ball offers. But you're going to come in as a knight in shining armor in this market and you're going to be offering more than anybody else is offering because you're going to be offering terms owner financing. And how do you make money on that? Well, you're going to sell them on owner financing. So you're going to buy a deal maybe at 80 cents on the dollar with owner financing, but you're going to sell it for 125 cents on the dollar. So you're going to buy it at 80% of fair market value and you're going to sell it for 120, 125% of fair market value on owner financing. And you're going to be paying the seller 0% interest, maybe 4% interest over five years and you're going to be selling it at maybe 9 or 10% interest over 5 or 10 years. So however the

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number works, I'm going to be giving you the calculator and teaching you and showing you how this works. But the idea now is, okay, it's arbitrage.

Maybe that's what I should call this thing. But now you're going to get, instead of one out of 30 offers accepted, you might be getting three or four or five offers out of 30 accepted because you're giving the sellers options, okay? And then you buy it on owner financing, you pay the seller 200 bucks a month, you sell it on owner financing, and you collect 500amonth. So the cash flow difference is what, 300 bucks a month. So whatever your goal is, like you put into the software, your goal is to make 200amonth or 300amonth cash flow in each of these deals. What offer do you need to make to the seller so that you're making that monthly cash flow? Right? And then the goal is to cover your mortgage payment. So if your mortgage payment is two grand a month, you need like seven of these deals. Boom. And if you're doing one deal a month, in seven months, you're not going to have your house paid off, but you'd be living practically mortgage free because.

Right. You see what I'm saying? I get so excited about this. This is really, really simple. And this class that I'm going to teach, it's going to be free, so it costs $0. What's the catch, Joe? Well, I'm gonna do something cool. I'm gonna teach this, right? I'm gonna show you everything that you need to do, and I'm gonna give you the letter to send and all of that. The calculator, I'll give that to you. So I got a couple goals.

Number two or three goals, but the main one is I just want to deliver a ton of value. The other one is I want to, like, grow my YouTube channel. So get some people over there for my, you know, to join my YouTube channel. And I'm also looking for some more reviews. So if you like it, leave me a good review on trustpilot or something like that. But I'm going to be selling a fast start implementation. I'm going to call it Implementation Sprint. And so what I'm going to do is I want to get some people together who want to dive deeper into this and want to make each other like an accountability group.

So the goal is to make, like, my numbers right now that I'm thinking is like, let's make it a goal to make 25 offers in 30 days. And if you make the 25 offers in 30 days using this strategy, I'll give you the $500 back. So I'm going to be doing a coaching call on a well, I got to hurry up and get go. I'm going to be doing a coaching call on a Tuesdays and Fridays and diving deeper into this stuff and, you know, helping you analyze deals and stuff like that, reviewing the offers that you make. And if you make 25 offers in 30 days, I'll just refund you the 500 bucks back. So it's going to be fun. It's going to be something. I'm going to be doing it with you all.

So I'm going to be teaching this class next week. And if you want more information, go to joemccall.com/sprint. joemccall.com/sprint and even if this class has already been done, if you go to that link that you'll see the replay there, it'll be fun. All right, so I'll see you guys there and let's go, let's go make some money. Let's go do some deals. joemccall.com/sprint We'll see ya.

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