1460 - How to Flip Land in 30 Minutes (Okay, 52)

Hosted by: Joe McCall

Joe: Welcome. This is the Real Estate Investing Mastery Podcast. Hey, what's up guys? Joe McCall here. On this video, I'm going to show you how to flip vacant land in 30 minutes or less or maybe more. Let's jump right into this because I've got a lot to cover. All right. Basically, this is a mind map that I'm going to be walking you through and we're going to talk about how to find, offer and flip. All right. So step number one is you got to pick a good market. Then you're going to pull a list of sellers. You're going to set up a voicemail and you're going to send them a postcard. So let's talk about this right now.

You want to pick a market. So you want to be sure you're only in areas where there's a lot of recent activity and inside those areas, you want to find the best zip codes and then you want to find out who are the buyers. All right. So let's walk through this a little bit with you. One of the first places I like to go is Landwatch. Okay. Landwatch.com. It's free. And if you click right here, you click search and I'm going to keep the list view, I guess here, and I'm going to create some filters here. I don't like really cheap land and I don't like really expensive land. So I'm just going to say, all right, show me anything above 30 grand maybe and under 300 grand. Now, all I'm doing here is looking to see what are the most popular states and what are the most popular counties inside of those states where people are buying land right now.

And then for me, I mean, like you can do a lot of, I've wholesale a lot of little infill lots. For me right now, where I'm at in my personal business, I want to find bigger land that I can buy and own and sell with owner financing. So I want to stay away from HOAs, I want to stay away from infill lots. So personally for me, again, this is just my personal preference right now. I want bigger lots. So I'm going to say minimum two acres and I put that in here. So now I have some filters in Landwatch where the properties are priced between 30 to 300 and they're over two acres. And you can see the most popular states here. Normally Florida is number one, but

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

Florida, most of the properties that are being purchased and flipped there are little quarter acre infill lots. But this is where we're at. Now, I'm going to do a few more things here. I'm going to scroll down and I want sold. I want available under contracts and sold. Now let me explain Landwatch. It's owned by the family of websites owned by land.com. They are not showing solds from the county records. They're just showing any properties that have sold that were listed on the land.com website. And again, this is the number one place people go to to sell their land. So I'm going to do one more thing here. I'm going to say date listed last 60 days. So this is just showing me, all right, in the last 60 days between 30 to 300 grand, two plus acres available under contracts and sold. And you can see the most popular county or states here. And then if you clicked on one of them, like Texas, for example, you can see the most popular counties inside of Texas where these activities are happening. Again, this is just more of a popularity contest. This is kind of where I start. But I'm going to show you two other resources that I go to to find a good market. But, you know, if you go into any one of these top counties here, you're going to do well. There is high demand here. We are following the money. We are going to go see where the fish are biting.

So Parker County, Hill County, Montgomery, et cetera. Now, one thing you got to keep in mind, though, with Texas is it's a non-disclosure state. So you could do deals here. It's just harder to get comps. It's harder to get sold comps. But let's just take Texas out and let's look at the next state. Michigan's a great state. Georgia, Missouri, North Carolina, Alabama, Arkansas, Tennessee. You can do deals in all of those states. In fact, when I'm teaching this, sometimes I tell people, don't overanalyze this. Just pick the state where you live. And so let's just open it up here and say, let's say you live in Florida and you want to do Florida. All right. So start looking at these counties here. These are the counties where most of the two plus acre properties are being listed and purchased and all of that. Suwannee, Collier, et cetera, et cetera. So start with those. These are all good counties. Now, there is a tool that I like to use at the Land Portal.

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

If you go to getlandportal.com. By the way, I'm going to teach you all of this at a much slower pace inside of my five day Flip Dirt Challenge. It's free. Go to www.flipdirtchallenge.com to check it out. I do it every single week. And if you go to the link in the description of this video, you can get more information about that. So back here to the Land Portal, if I click drill deep at the top, I can see and I'm doing here two plus acres in the last six months. I can see all of the activity in all of the states. And this is not just data from land.com or Zillow, but it's county records and MLS records. So I can see here, Texas, North Carolina, Georgia, Michigan are the most popular states where most of the activities happened in the last six months. Two plus acres. You could change this if you want. But by the way, let me show you, there's a bunch of other data here in these column headers.

You see here, there's the count, there's the days on market, sell through rates, months of supply, et cetera, et cetera. Well, what if we looked at like months of supply? That means if there was not one more vacant lot that came on the market, it would take that many months to sell everything. Texas has 25 months on average. Now, it's a big state. That's a lot. But scroll down, look at Michigan, nine point six eight. And in this list, it's one of the lowest ones. And the lower the months of supply, the better. It also has the highest sell through rate. A sell through rate is sold divided by actives. So the higher the sell through rate, the better. So looking at all of these states, Michigan's doing all right. You know, low months of supply, higher sell through rates, days on market is lower than the rest of them. That's really good, right?

So what if we just took a look at Michigan? If I open Michigan up, you're going to see here now, here are all the counties inside of Michigan. Let me filter this out a little bit here. All right, so I am not in, I'm not doing anything right now in Michigan. I'm just trying to show you this as an example. Let me move my thing back up there. OK, so you can see now all of the counties inside of Michigan, and I'm sorting it by count again. And you see St. Clair, Allegan, Kent, et cetera. But you see the same columns. Now, look at this, the most popular county, St. Clair, has maybe a lower sell through rate, higher months of supply. But look at Allegan. They got a lot

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

of transactions here, a real good sell through rate. Low days on market, a lower months of supply. So let's just go look into this county here. This is, again, there's a lot of activity here. And if I open up Allegan County, I can see the most popular zip code. So instead of doing what I call spray and pray marketing, what if you just focused on where the fish are biting? Let me kind of give you an example, what I'm showing you here.

If we go into, let's just say Zillow and I go to Allegan County, Michigan. Let's look at solds. OK, we want land only. And I'm going to remove all of my filters here. And I want sold in the last six months. All right, you can see where the fish are biting. Are we going to search for land right here in this area or way up here? No, we're going to search where the clusters are. So it's kind of like, let's just remove the boundary and let's just look at the maybe the entire state of Michigan. And there's a lot of property, there's fifty three hundred here. Now, let's just say so we can see it a little better, let's go back three months. And if I were looking for a place to flip land, would I want to flip land over here where there's not much activity or would I want to flip land where there's a lot of clusters of properties? So if I zoom in a little bit again, we're looking to see where the fish are biting. Is there anything being sold here? No, but where are the clusters? That's where we want to focus on. There's a lot going on right here in this area. So whatever county or area this is, Bel Air, Michigan, like that might be a good place to go. That's what we're trying to do here. Make sense?

So if we were looking back at Allegan County, and I know I'm probably pronouncing that wrong, let's just look at Redfin here. If we go to Allegan County, Michigan, I was looking there just a minute ago and we look at solds last six months and we want land only. Boom, look at this. Two hundred and five vacant lots have sold in the last six months. That's a good strong number. This is a good market to target. Now, if you wanted to, if you scroll down all the way over here on the left, you can download all of those transactions into a spreadsheet. So I'm going to click right here, download top two hundred and five, and it's going to open it up in a spreadsheet. Let me open that up and I'm going to show you what you can do with

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

that spreadsheet. OK, so I just downloaded all the transactions that happened in the last six months in Redfin, and you can see all of this information here, right? Well, what if I say what are the best zip codes where most of the activity is happening? If I just highlight column G and I go to data and I go to column stats, check this out. These are the zip codes with the most activity four nine zero one zero four nine four oh eight. And so this is where I want to be targeting. I could also click on price here and I can see let's just turn this into a currency column or you can see the median price range. The median price is one hundred and twenty five thousand dollars. And if you go over here to lot size now, this is in square feet. I'm going to convert this to acres. All right. So you can see pretty cool here. The median acreage is two point nine three. Why do I don't like the average? Because the average takes into account all of the tiny little lots and the giant huge lots. But the median is right down in the middle. So two point nine three acres. I love this market. It's bigger properties, right? I know that the median price range is about one hundred and twenty five grand. There's plenty of room for me to make a profit. And I know the most active zip codes are right here.

Pretty cool, huh? Well, you can also do a lot of that right inside of the LAN portal. So if we click open Allegan County, you can see the top zip codes here. And also, if we click on the 119 here, you can see that the median acreage size, according to them, is about six point five acres. So I love this county. There are more active. There's more there's high demand and there's more premium properties. This is a great area where I can buy land and sell it with owner financing. So picking a market is pretty easy. Now, the other cool thing I like to do is inside of Freedom Soft, which I use all the time. First of all, let me go to Zipfinder. If you go to tools, Zipfinder and I click land and let's look in Michigan and I go to county and I type in Allegan County last one hundred and eighty days here. Boom. I click search. It gives me the most popular zip codes where most of the activity is happening. And if I just click on, let's just say the top five, for example, let's do top six zip codes. I click right here. Find buyers. OK, let's look for active buyers right here. I want to remove duplicate and I want that bought in the last six months. OK, all land. And I click search. And while that's working here. Oh, there it is. One hundred and fifteen

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

different buyers buying land in that county, in those top zip codes. So that would be a great list to target. Right. Once I get a deal under contract, I can send marketing to them to see if they're interested.

You can add that to a buyer's list. The other thing I like to do is click right here. Find sellers. And just like this, I can search all properties. You can also search in the MLS and I'm going to look at absentee, remove dupes. I want out of zip code owners. That means I'm only targeting landowners who do not live in the zip code where that property is at. And I want to make sure they've owned it for at least 10 years or five years. So they've owned it since they bought it before twenty twenty one. And land filters. Let me move this back up there. OK, I don't remember. I want I don't want tiny little vacant lots like infill lots. I want bigger lots. I'm going to do two to 20 acres. And then I'm going to click the blue button right here to search. There you go. Look at that. I have six hundred and ninety three vacant landowners who've owned their property for over five years that have two plus acres that don't live next to their property. That is a great list. And I'm going to show you now what we do next with that. OK, so now that we've got a great market, we've got the best zip codes.

We're going to find out who are the buyers. And that's what I just showed you how to do in freedom soft here. We've got one hundred and fifty fifteen buyers that are actively buying land. And then the other thing there in another future part of this video, I'll show you how I find the exact buyers that are around a specific property that I'm looking for because I want to target them. All right. Now we're going to pull a list of sellers, maybe the people that have owned. I used to do five years, ten years. Now I do kind of five plus years and they live outside of that zip code. I just showed you how to do that inside of freedom soft inside the land portal. If you wanted to get really a niche down into lists, this is one of the things that I love doing here is I can say, all right, well, I'm in Allegan County, which I like, and I'm sorting here by count. And I only want the top three or four zip codes. So I'm going to select the top two zip codes. Let's just do the top two zip codes there. And I'm going to click right here, build a list. And one of the cool things about the land

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

portal is you can exclude properties that are landlocked. You can exclude properties that are in wetlands, that are too steep or whatnot. I'm going to show you how to do that real quick here. So in land portal, we're looking at Allegan County zip codes right here. And I know this is really small, so make this big screen or whatever. We're looking at vacant lots. I want two. Well, let's just look at, number one, how many vacant lots? There's almost four thousand vacant lots in this in these two zip codes. Now, you're worried about competition. There are a ton of properties, but I want to narrow it down to a really, really good list. So I'm going to do minimum two acres. All right. And I want to exclude anything that is sold. I want to exclude all the active listings. And I want to exclude any sold listings in the last five years. OK. And then I'm going to scroll down here. I only want out of county owners so they don't live in the county. I want them to have purchased it before five years ago, let's just say. So they bought it before twenty twenty one. Property slope, if that's a big deal in your area, you could say, all right, well, I want at least twenty five percent of the property to be buildable. Or I only I want at least point two five acres of the property to be buildable. I'm not too worried about that in Michigan, but you know, we could. Let's just say at least twenty five percent of the property has to be buildable. Landlocked? No, I do not want any landlocked properties. Wetlands and floodplains? I typically do twenty five percent. I don't want more than twenty five percent of the property being wet. Now, if it's next to a lake, maybe fifty percent or a river. So I'm OK with fifty percent in Michigan. Probably in Florida, I would do twenty five percent. Some areas, you know, if I'm real specific, I want zero wetlands and floodplains. All right. So let's keep on going. Corporate owned. I'm going to just say no. So back to my filters here. I got two zip codes in a good county, two plus acres. Let's do two to twenty acres. I'm excluding any active listings. I'm excluding any sold listings from the last five years. I only want people who don't live in that county. I want them to have owned it for at least five years. I want at least twenty five percent of the property to be buildable. I want landlocked. No. So these all these properties have road access and at least no more than fifty percent wetlands or floodplains and the corporate owned. No. So I'm going to go down from 4000 owners to drum roll, please. Hopefully it's not too

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

small. One hundred and twenty eight. Bam. There you go. One hundred and twenty eight. Really good properties that are not landlocked. And these are great properties. So it's a much smaller list than what you're probably going to get in Freedom Soft, but these are lists that, you know, you know, are going to be really, really good properties. Now, for me and Freedom Soft, if we looked at the number of sellers, we had six hundred ninety three. I'll still send six hundred ninety three postcards because there's a saying in land. There's a pig for every barn. And so I like to do everything in all in just one platform. So I'm not like downloading and exporting and all of that. OK.

So I'm going to pull a list of sellers that have owned for over five years that live outside of that zip code. And I'm going to then set up a voicemail. I'm going to set up a voicemail because when we send them a postcard, in fact, maybe it should be like this. OK, I wouldn't bump that up. We're going to send them a postcard. And the postcard looks like this. This. Well, I got a bunch of them here. This is the one I like to send. The third notice postcard. It says attention urgently. I need to speak with you regarding your two acre lot in county. I'm hoping this card catches you in time. I've recorded the brief voicemail. Call me at this number. Call 24 hours a day, seven days a week. Listen to my message. No one will answer. OK. And then when they call, I'll give you the voicemail here in just a second. And I want to make sure there's a reference ID on each of these postcards. And so it looks like that. It's just John 2415. Now, that is very that's done very, very easily right inside of Freedom Soft. So if I have all my sellers here, I can just click add to lead list. I choose the postcard. It automatically adds the reference ID in there. And then it also I can get my my phone number and my voicemail all inside of Freedom Soft. So it's all kind of done for me in spite of me, as I like to say. All right. So I'm going to send them an ugly postcard and I'm going to set up a voicemail that the postcard sends them to. And this is a script that I like to use.

OK. Take a screenshot of this. Basically, I'll zoom in a little bit. Hey, thanks for calling. Listen, when you decide to sell your vacant land, you're normally faced with two options. Either listening with an agent or selling it on your own. But now you

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

have a third choice. My name is Joe. My company is looking to buy several more vacant lots throughout the area. I mean, if you're tired of fake offers, we're professional land buyers and we buy land for long term investment purposes. We can pay cash. We can close in as little as 30 days or whenever you want to. By the way, when I say we can close in 30 days, does that mean we always do? No, it means we can if it's a good deal. So if you like the idea of selling your property for a fair price for cash in the next 30 days without having to put it on the market, we're dealing with the uncertainty of when it will sell. Then leave your name at the tone, along with their reference ID on that postcard we sent you. We'll do some research and we'll send you an offer within 24 to 48 hours. Again, leave your name in the reference ID. Thank you very much. OK, that voicemail works really, really well.

Now, next thing, we're going to start getting calls. Now, the great thing about this postcard is it gets a lot of calls, which is what the point of what we're doing here. Now, now you got the voicemails. Guess what? Now you need to start sending offers. So we're going to call back everybody that left us a voicemail. We're going to be asking them real simple questions like, hey, what's your situation? Tell me about the property. What would you like to see happen? When would you like to see that happen? And then that's it, right? Now, here is a script that I like to use. And this isn't a word for word script, but like this is just something. And by the way, we'll cover this all in the Flip Dirt Challenge. Go to www.flipdirtchallenge.com to check that out, because we're going to cover all of that. And I'm going through this really, really fast here, I know. But basically, I'm just calling to say, hey, and take screenshots. Of this, if you want, calling about the vacant lot that you have available. Sounds like it caught you in the middle of something, right? Hey, I'm looking to buy some land in the area. Do you mind if I ask you a few questions to see if this is something I would really be interested in or not? Talk to them, ask them some questions, get some information about the property. And here are my favorite questions that determine motivations, right? Great. Sounds like a nice property. Why would you even want to sell it? What would you like to see happen to the property? When would you like to see that happen? Well, you're not in a hurry to sell, right? When were you hoping to be able to sell it? Why don't you just

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

list it with a realtor? And I always say this to everyone. I'm probably not your buyer. You should list it with an agent. What do you think the property is worth? If I can pay all cash and close quickly, what's the least you could take? Oh, man. Hmm. Sound disappointed. Is that the best you can do? So then I'm just going to send them an offer. OK, so that's a script. There's a lot to that.

Now, if you want to do this with pen and paper, I have a blank lead sheet that a lot of people like to use where you don't have to use computers. Just print out 20 of these. And every time you talk to a seller, put the information about the property in it, fill out some notes and then write the next thing that you have to do. I used to do this a lot and I had four folders and I was first getting started. Not that I didn't know how to use computers, but I was on the computer all day and I did not want to be on the computer at home. So I just got four folders. One of them had 20 of these blank lead sheets in them. And then the other three folders were for hot, warm and cold leads. Hot leads were something I needed to do today or tomorrow. Warm leads were something I needed to do within the next week, something I needed to do with right. And then colds were something that I needed to do in 30 days. So every lead went either into the folder that was warm, hot or cold. And then every day I'd go through the hot folder. Every week I'd go through the warm folder and every 30 days I'd go through the cold folders. Makes sense. And then on there, you'll see the next thing that you have to do. And you just, you know, send the seller an offer, call them or whatever. Super simple, easy peasy.

Now, I send everyone we talk to an offer. Now, when I was doing deals with my boys, we would not call them back first because I didn't want my teenagers to call these sellers. So we would just send them an offer first and then we would talk to them after they got our offer. But if you want to do deals faster, then talk to them first. Just to introduce yourself. These conversations are like three to five minutes. They're not very long at all. But then send everybody an offer. And the way I like to make offers is I'm just using Redfin or Zillow. And I have a real simple strategy. I take the average of the lowest three that are selling land in the area. And I multiply that number by 80 percent, 85 percent. That's the price I'm going to sell it for. And I

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

take that number times 40 percent. Very simple. I want to know what can I sell this property for? And then I'm going to make an offer at about 40 percent of that. Very simple formula. OK, here is a spreadsheet that I like to use. I'm going to take the list price, subtract your profit, subtract your costs like commissions, closing costs, pictures, oops, and then make an offer 50 percent of that. So let me show you the spreadsheet here. OK, there's the offers here and then there's the easy way. Let me walk through. Man, I got so many videos on this. But basically this part of this bridge, I just want to fly through this really fast here. And I'm going to show you a real cool tool and a shortcut you can use. But you've got the offer here. OK, so let's say I think I could sell that property quickly for thirty thousand dollars and I want to make at least ten thousand dollars on the property. I'm going to pay a realtor ten percent commissions and I'm going to have an oops factor of a thousand bucks, photos for five hundred bucks, and I want to figure about twenty five hundred in closing costs. So, bam, there you go. I should offer twelve twelve thousand eight hundred bucks, which is about forty three percent. Now, let's say the property was worth seventy five grand. They use subtract all those numbers. Well, maybe I don't want to make ten grand. I want to make twenty grand on a property that expensive. Well, look at that. It comes up with forty three thousand five hundred. But that is at fifty eight percent. So I never offer more than fifty percent on a property that's under a hundred grand. So if it's over a hundred grand, maybe I'm never more than sixty percent. But seventy five grand, I'm going to offer thirty seven thousand five hundred. As simple as that. Easy peasy. I'm going to figure out what can I sell it for? Realistically, I want to make sure my property is the cheapest on the market. Subtract your wholesale profits, subtract realtor commissions, subtract these other costs, and that comes up with your number. That's it. OK, let's move on.

I'm going to send them an offer. Oh, by the way, if you wanted to make offers with pen and paper, one of the things I talk about in the challenge that people love, too, is again, we don't have to do this all with fancy tech stuff and software and AI. Just do it with pen and paper. Look at active comps and do a price acres price per acre. You get the average price per acre. Then you look at sold comps. OK, price acres

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

price per acre. You average those and then you take you choose the price per acre you want, either the from the sold or the active, whichever one is lower. And then you multiply that by the acres and that's the price that you're going to sell it for. And then you just want to double check to make sure, well, is this cheaper than existing for sale prices that are out there? You want to make sure your property is the cheapest on the market. And then right here, you just type in the sales, you write in the sales price, you subtract your profits, subtract closing costs, commissions, photos and oops. And that's your offer price right there. And then just make sure that that offer price that you're selling it for is less than the 50 percent. Make sense? All right. Would you like to look at a example when I send the offer to, by the way,

I like to send a proof of funds letter. By the way, if you might be like, well, Joe, I don't have proof of funds. Well, use ours. OK, this is a proof of funds letter that we like to send. So I'm going to pull up an example property and show you how to do this really fast. All right. So this is an area I want to make an offer on my property. Let's just say is in the middle of this map and it's a two acre lot. So I find it in Zillow here and I have an extension that I built that you get for free if you join what? The Flip Dirt Challenge, go dub dub dub dub flipdirtchallenge.com. I'm going to give you this extension for free. It's a Chrome extension and you can't go find it on your own. It's private. And so I get my property in the center of the Zillow map and I'm going to set some filters here in Zillow. OK, I want to say I only want one to five acres, let's say. All right. And days on Zillow, any. So now it's showing me here on Zillow, 33 comps of all of the properties that are actively listed for sale and pending between one to five acres days on Zillow. Now, if I wanted more, I could zoom out. And instead of 33, now I got 63 results, but that's fine. Let's zoom in. 33 is good. Now, you could manually go through these and scrape them all one at a time. But I'm just going to scroll down. I want to go to my scraper here. And I know you can't see the button, but it's a Chrome extension. And I just scraped all of those properties right here. So take a look at this. You can see all of these properties, this blue mark, All right. So just like that, I've scraped all of those active listings. And I just want to see the lowest 10. I want the cheapest 10 price per acre. And there

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

they are right there. And the median is 85.30 and the average is 86.34. I want to use the the smaller one. So based on the active listings, if I know my property is two acres here, this has a little calculator says, all right, well, you could sell it for 17,000. OK. And if you subtract $10,000 profit, maybe, you know, I'm OK with $5,000 profit in this area. I'm going to pay a realtor 10% commissions, 500 photos, closing costs unknown. Boom. I'm going to offer $6,400. Now, on cheaper properties like this, you know, I might not try to get 10 grand profit, I might do five grand, but I'm going to offer 6400 just like that. But let's look at solds. So I'm going to go back here to Zillow. I'm going to say solds. And I want solds in the last 12 months. Sometimes I go 12, 24 months, but 19 comps, pretty good. I'm going to scroll down here, load them up, and I'm going to go to my scraper and I'm going to click analyze current page and just like that. Now it's given me all of the sold listings. OK. And I have the average and the median price per acre. And this one, this calendar, this calculator here defaults to it puts the lowest number right there. Boom. So I know I could sell this property for about 17 grand. So I'm going to offer six grand just like that. It just scrapes and gives me the comps based on all those. Now, if you wanted to, you could, you know, take out any outliers or whatnot. That's as simple as it gets. This is going to get you within the ballpark. It's going to get you in the ballpark.

All right. Now, when I send the offer, I'll show you what that looks like here. By the way, the number one rule in real estate, send offer, send offer, send offers. It's not location, location, location. We are always sending offers. And when I send offers, it's very, very simple. I send a cover letter and a one page contract. OK, we've got, let me zoom it out a little bit. OK, so this is the offer letter. It says, hey, thank you for responding to our letter or postcard. You can change this for purchasing your property, blah, blah, blah. We're a real estate investment company. Boom, boom, boom. And here you can return the agreement to me this way. And then this is the one page agreement that we use. It's very simple. If you want something more complicated, then go ahead and use it. You know, use realtors contracts or whatever. But this is what I use for almost all of my deals. And I'm not going to spend much time going through this. If you want a copy of this, then just join what?

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

My five day challenge, FlipDirtChallenge.com. And I'll talk about it. So we just send that. Now, if you want, you could also use a one page offer letter. I've done this before. It's just a simple one. In fact, this was sent to me on one of the properties that we purchased in Oregon. It's a one page letter that you can send. Now, the check letter, we've done this before with mixed results. Some people really like this. Yeah, it's OK. But it's just a letter with a check. And if you put it in a window envelope, that check looks like it's there. And you could send that. All right. And then this is the most important part of this. You want to follow up every 30 days. Probably 85 percent of your deals will come from follow up. And you want to make sure it's automated as much as possible.

So I like to send emails, text messages, voicemails and mail. Basically, I'm just saying, hey, I'm following up with that offer we sent you about the property. Have you sold it yet? Do you have any other properties that you might be looking to sell? I'm telling you, some people just ignore follow up. They forget about it. One year, we looked back in the last 12 months, we did 58 deals. And of those 58 deals, four came from follow up. Guess what? If we would have not done any follow up, we would have only done four deals that year. So we want to make sure we follow up. And you've got to get this done for you in spite of you. This is why I love freedom soft, because it just automates all that follow up for you. And you can set it and forget it. Now, what do we send? We send, again, like I said, emails, text, voicemails and mail. Now, the follow up is real important. This is some of the things that we send. It's just a simple follow up letter that says, hey, you know, following up. Let me open it up here about your property. I don't know if you remember me or not, but we spoke a few months ago about your two acre lot, just following up. Have you sold it yet? If you're still interested in selling it, I'm still interested in buying it. But, Joe, they've already rejected my offer. Doesn't matter. Send this again. Now, here's a postcard that I like to send. It's just a handwritten postcard. You do that inside of freedom soft. And here is another letter. Hang on here. You get to that simple stuff, right? This works. This stuff really does work. And by the way, this tear off, you think, who does tear offs and send things back to you

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

anymore? Well, people do. They send it back. Yeah, I'll still sell my property, but I want this. Or if I can get this, boom. Now you get an offer accepted.

What do you do? Now you're going to flip it. Once you get an offer accepted, you're going to do some due diligence. And so here's a simple due diligence checklist that we look at before we actually send an offer. Simple things that we do verify who's on title, road access, terrain, floodplains, taxes, current, et cetera. Now, after the offer's been accepted, we verify that stuff above. We look to see what are the HOAs, the homeowners associations? Are there any liens or judgments or unpaid taxes? Sometimes the title company that we use takes care of that. We want to know about utilities, not that we're going to add utilities. We're not doing perc tests. We're not doing anything to the property. But we want to know, is there water, electricity, sewer, gas? Then we look at realtors. Hey, is the property currently listed with a realtor? Sometimes it is. We want to find out, are there any realtors who have buyers right now looking for more land? What percent commissions? And then we want to ask these realtors, hey, what can we sell it quickly for in one to two months? And then we're going to call the county. We're going to get some information on, can they build the property? Can we do zoning? What is the competition doing? Well, how are they advertising their properties? And then we want to submit it to funding companies like mine, where we can say, hey, I think I got a good deal here before you send it to us. By the way, you have to make sure you have it under contract and you want to make sure you don't have it under contract for more than 50 percent of what you think you could sell it for. Real simple rules. That's it. Now, if guess what? If I won't fund it or one of the other funding companies that are out there, there's 10 or 20 of them. If nobody will fund it, it's not a good deal. So this is kind of your due diligence part of this.

OK, now here are some online tools that we like to use. I used to use land ID, but land portal is just easier. Regrain is really good. Google Maps and our VA's do sample reports for people that are inside of our dirt flippers program. This is a very detailed. I can't go into this right now. Let me zoom in. This is a very detailed report that we pull that shows the owner's information, GPS information, the closest city

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

that it's closest to the assessor's websites, the recorder's websites, all the contact information, people in the county. Are there back taxes owed? What are the HOAs and the zoning of the property? Is the land cleared or not? Is it buildable or not? What can be built? When can be built? What about RVs and camping? Are tiny houses allowed? Size restrictions, building height restrictions, setbacks, the minimum lot size that you need. Information that we're going to find for you. And then we're going to get some utility information. Who are the utilities? Does it have water? Who do you contact if you want to add power, et cetera, et cetera?

OK, one of my favorite things to do is call realtors who have sold land in the area recently. And you can go to homes.com, Redfin, Zillow. And this is one of the reasons I like homes.com is it gives you the information about the realtor, their contact information. So you could look in this link for whatever I had, for example. You can see, all right, in the last six months in this little window right here, these are all the properties that sold and you can see the listing agents right here. So if you click on their name right here, George Navarro sold a lot here. You get this contact information. This is the listing agent and you can ask them, hey, do you have any buyers that are looking for more land in this area? And here's another screenshot of what I'm talking about here. Yeah, this is what I was just showing you here. So you can in homes.com, you get the realtors information, the buyer's agent and the seller's agents. And so you just call them and say, hey, I have another piece of land near this one that you just sold recently. Do you have any more buyers looking to buy land in this area? OK, well, then I offer to pay these realtors 10 percent commissions. I ask them, what do you think the property is worth? What price would I need to sell it to sell it quickly in two to four weeks? So here's a simple script I use when I'm calling realtors. Hey, my name is Joe. I'm an investor in this area. I buy and sell land. I see you sold a property recently nearby. I might have asked you a few questions. I'm looking to sell a similar property. I haven't had a contract right now. I'm an out of town wholesaler. Actually, I don't like to say wholesaler anymore. I'll just say I'm an out of town investor. And honestly, I don't know if I want to buy this deal right now. Or you could say, I don't know what I'm going to do with it. All right. Or I don't know what I'm going to do with it.

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

Sometimes I buy and sell land with owner financing. Sometimes I just flip it. Sometimes I build a house on it. I don't know. I might hold it for 30 years, but I'm new to the area. I might just sell or sign my contract to somebody else. And I don't know if this will work for you or not, since I don't own it yet. But I'm willing to pay a realtor 10 percent commissions. Maybe a bonus if you want to add, right? If you can bring me a buyer who can buy this deal from me in 30 days or less. So I'm just calling some realtors in the area who have sold land recently. You wouldn't have a buyer who would be interested, would you? So this works really, really well. So I'm not asking them to list the property. I'm asking them if they have buyers and I'm going to pay them a ton of money in commissions if they do.

OK, so let's go back to the mind map here. First thing I'm going to do is I'm going to call realtors. The next thing I'm going to do, I'm going to submit the deal to some potential partners. I'm going to find somebody to partner with on the deal, partner with me, partner with other investors in the community. And inside of the flip dirt challenge, there are like 10, 20 other companies that can fund your deals. We'll talk about that in there. Yeah, you can do the deal yourself, but it's faster and better to partner with someone who has already been there, done that. They have the paperwork. They have the money. They have the good realtors. They have the title companies, the buyers. They'll do all the work. You will make more money faster if you do this and they will let you know if it's a good deal or not. So especially when you're getting started out starting off, I'd recommend you just partner with other people who are already flipping land in these markets that you're in. And if they would fund the deal, typically, you know, you need a minimum purchase price of about 30 grand. Your max purchase price needs to be 50 percent. Usually the max wetlands is 25 percent. It has to have road access. You need to have at least two realtors who've given you their price opinions. It's got to be in a good area with high demand, good number of recent sold comps. And usually you cannot do probate deals.

OK, now I'm going to market the property for sale. You don't have to partner with other people. You could do it yourself. So one of the things I like to do is contact

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

recent land buyers. And where do you find recently? Oh, this is cool. Let me show you this. All right. So I just found this vacant lot in random in that same county. I've been looking at Michigan. And so there is a tool I like to use called InvestorBase. If you go to getinvestorbase.com, check it out. So this property right here does not have an address, but the neighbor's lot, which has a house, has an address. So I'm going to open this property up here and I'm going to copy that address. OK, so I'm going to go to getinvestorbase.com. I'm going to paste the address right up here and I'm going to search in the last 10 miles in the last year in a 10 mile radius in the last year land only. And I can skip trace these, but I'm not going to do that because when this video, if it goes on YouTube, YouTube will block it because they are. I'm showing personal information, but you could skip trace it. Now I'm going to click search. And what it's doing right now is it's going to give me all of the recent land buyers, and there's not a lot of them here. But look, I've got five different ones here. This guy here owns 187 vacant lots. This one has done four. This one's a flipper. They bought it for three thousand, sold it for twelve thousand. Maybe that'd be a good one to partner with. This one bought their lot for four twenty five, maybe sold it. Maybe they built a house, sold it for seven fifty. Let me give you another example here in just a second of the power of Investorbase. Hold on. All right. Here's another property that I just looked up real quick in Florida, where there's a lot more activity investors. These are little quarter acre infill lots. But now you can go in our properties here. You can see, all right, well, this guy bought that lot for thirty four grand. This guy bought that one for thirty one five, thirty one. Here's somebody that bought it for twenty nine, sold it for three seventy. Who are they? They are home builders. They build houses, right? Here's one that bought it for thirty five. Here's an investor, a wholesaler who bought it for twenty two five, sold it for twenty seven eight. So you can see with Investorbase who these who these buyers are. And if I would have script traced them, you would see their name, their address, their phone number, their emails. And then you can just call them. We sell a lot of deals with Investorbase, where we just call people who bought land recently in the area and we say, hey, do you want another one? We see you bought this one for thirty two. Do you want to buy buy ours for twenty nine? So contact

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

recent land buyers. And I like to send them this letter or you can do this in a postcard. OK.

This is something that works really, really well. It's a crumpled up yellow letter. So you're basically saying, hey, in this yellow piece of paper, handwritten, yet red sharpie, and you're going to make about 100 copies of these or 25 urgent. Don't throw me away. I desperately need to sell my two acre lot in your city. I've had it on the market for some time now. I can't wait any longer. Call me. I'll tell you all about it. You can attach a map if you want. The title is clear. The taxes are paid. It's in great shape. I need it sold today. Help. I'm desperate. Call me and please make me a cash offer right now. And then you take that. Obviously, it has to be a good deal. Crumple that letter up and then open it back up, fold it into fourths, put it in an invitation envelope, hand address the envelope, put real stamps on there and then send it. This letter works really, really well. Because they get the envelope, it's kind of thick and they open it and they see there's a crumpled up letter in there. It really gets their attention. It's a hand addressed envelope with a real stamp. It does not look like spam. They open it and they see, oh, somebody that owns some land near the one that I just recently bought. This works like crazy. I give a lot of my clients and students that do deals with just that letter. OK, the other thing is post it into some Facebook groups and Facebook marketplace. OK, then if you want to actually put it on the MLS, you can find a discount broker, go to brokerless.com. You might need to get the seller to sign an authorization to list agreement, which a lot of people who do novations and things like that use something like this. OK, just gives you the permission to list it. Now, again, if you're part of Dirt Flippers, you can submit the deal to meet and I'll buy it partner with you. I just did a deal recently with one of our clients and he made $11,000 on the deal. And my interest, I lent money on the deal. I made $6,000. So everybody won. The seller won. They got rid of their property. They didn't want anymore. They got cash. They got closed in 30 days. The buyer won who bought the property because they got a really good deal for it. The investor won who brought the deal to me. He made $11,000 net profit after all of his costs. And I won. I made $6,000 for doing nothing except lending my

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

money on a good deal. That's why I love this business so much. OK, if it looks like a good deal, you buy it and sell it.

By the way, we always use title companies. OK, we get recommendations from other realtors and investors in the area. We have a nationwide list of investor friendly title companies inside of our program. And this is one of our we don't call it inner circle anymore, by the way. It's just the dirt flippers. But this is one of in Florida, for example, we've got all of these county title companies where we have done double closings and assignments and things like that. So sometimes we do same day double close. We offer free transactional funding inside of the dirt flippers. And if you have to cancel the deal because you made a mistake, it's not a big deal. Here's a sample termination letter that we like to send. It just says, hey, your seller, this letter serves as formal notification for termination, blah, blah, blah. If you scroll down and if you want to call him, here are some conversation points. Just screenshot this if you want. But the main reason is the numbers do not work. OK, and keep the door open. Here's the script that you could use. OK, so super simple. Give me cover all of that in the flipdirt challenge. Now, sometimes, you know, I'd say probably 25, 35 percent of the time we have to go back to the seller and renegotiate a lower price. And we usually do that within a few weeks of getting an under contract. We do not wait until the last minute to do that. And that's why we never have lost money on a deal because we don't close on it unless we know it's a good deal and we have another buyer that we can sell it to. All right. So if it looks if it is a good deal, buy it. OK, now this is where you profit. You just rinse and repeat. This is so simple. I believe real estate investing is the fastest and easiest way to make money in business today. I believe inside of real estate, flipping vacant land is the easiest and fastest way to make money in real estate. You can make piles of cash or you can make streams of cash. All we're doing is we're finding cheap land that nobody wants anymore. We're making a lot of offers. We're doing a lot of follow up. We get one out of every 30 offers accepted. And then we flip the deal to a hungry pool of buyers that have money that are looking for more deals. We either sell them to cash buyers or we sell them to owner financing buyers, people that want cheap land. They can't get a bank loan that banks don't lend

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

money on these deals. They're in great areas and high demand. We can sell these deals with owner financing really, really fast. In fact, when we're advertising properties for cash, for owner financing, for every one call we get from a cash buyer, we get five calls from owner financing buyers. So we always sell our land deals much faster when we're selling them with owner financing. All right, makes sense.

So a few more things here. I want to ask you guys, what's stopping you from doing this right now? These are the most common objections we get. Number one, I don't have the money to do land deals. Well, guess what? You don't need money. You just need a deal. When I was starting out, I found a perfect deal and almost walked away from it because I didn't have the cash. But my mentor, I said to me, hey, why don't you find somebody else with the money? Lightbulb partnered with them on the deal. They brought the cash. I did the work. We split the deal and I've never had to worry about money again, because when you find a good deal, the money will come out. Also, land is cheap. We're buying these lots for five grand, ten grand. This is a lot easier to fund than a house. There are plenty of people sitting on that kind of money who want a better return on their investments and they don't want to be land flippers themselves. So finding the private money is easy and we always have 60 to 90 days to close. It's not a deadline. It's a runway. Plenty of time to find the money or find the buyer. Sometimes you don't even buy it at all. We can assign the contract or do a double close. We're not purchasing it. No purchase, no funding or closing costs on your side. Or if there are any closing costs, these can come out of your profits. OK, and we cover all of that inside the Flip Dirt Challenge. So 100 percent of the funding that we approve, you get 100 percent of the funding on deals that we approve. OK, the only thing you're responsible for is the marketing. Sometimes the marketing can be free.

Objection number two, I don't have any real estate experience. Joe, can I really do this? Well, every single investor started at zero. Nobody got started doing deals. We just decided to figure it out and we kept moving forward. So this is important. We're talking about progress, not perfection here. Brand new is actually an

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

advantage. You don't have any bad habits to unlearn. You can learn it to do it right the first time. OK, you don't need a license. You do not need an LLC to start. You can do business in your own name for now. Get an LLC eventually. You don't need to spend five grand on a fancy entity structure before you've even done a deal yet. And you don't even have to spend five grand. But like some people do, it's crazy. Land is the simplest model in real estate right now. It's the easiest way to make money, in my opinion. No tenants, toilets, termites, contractors, rehabs, surveys, perc tests, clearing out the property, cutting the road. You don't do anything to the property ever. And you don't have to get bank loans. And it's the same steps every time, which we're going to show you how to do in the Flip Dirt Challenge. And what's the link? Dub dub dub dub flipdirtchallenge.com. So you're going to pick a good county, pull a list of sellers, send ugly postcards, listen to the voicemail, send offers, do some simple due diligence, flip it. You're not inventing anything. You're just copying what people who have already done this before are doing.

OK, third objection is I don't have the time. I work full time. I've got a family. I get it. This is a nights and weekends business. OK, five to seven hours a week is what I usually give people. You're not quitting your job to try this. The voicemail, remember, does the work for you while you're at work. You don't answer the phones live. The sellers go to voicemail. You listen to the voicemails two to three times a week. You send them the offers. The system is running when you're at your desk at dinner or when you're asleep. There's no driving around. We're not showing the properties, no walkthroughs, no meeting contractors. It's 100 percent remote. And I've never seen one of my land deals before. And you got 30 minutes tonight, right, after the kids go down, after you show that you watch that show with your spouse, send an offer and do that consistently. And it changes everything. So protect the hour or the 30 minutes and kill the distractions. Nobody is too busy to find an hour. Find the time. Turn off the phone. Close Facebook. Do these three things that matter. Make offers, make offers, make offers and don't let any lead left behind. OK, objection number four, man, is land too competitive?

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

And now I hear people talking about it. Am I too late? Listen, I've heard this same complaint for the last 20 years that I've been investing in real estate. People told me why I was late seven years ago when I started flipping land with my sons. Everybody always complains. There's too many sellers, not enough buyers. Too many buyers, not enough sellers. I've heard it. It's gotten really, really old. Listen, 85 percent of the land of the United States is vacant land. There's over three thousand counties. Recently, I looked at one county and I found eight zip codes in that county. And I found over 13000 property records in those eight zip codes. There's tons and tons of land out there. And almost everybody else is chasing houses. Houses is the most crowded niche in real estate. It still has people doing deals in it every single day. And if they can do it there, well, certainly you can do it in the least crowded niche, flipping vacant land. Our response rates are under direct mail. Tell the story, OK? In houses, you're lucky today even to get half of one percent response rate. On land, we're consistently seeing three to five percent response rates. And the response rates have been going up, not down over the last year because competition has actually dropped. There are actually fewer investors doing land right now than there was a year ago. Fewer people are actually mailing. There's not as many YouTube university wholesalers out there as there was before. Sellers are actually becoming more motivated now than they were a year ago. So we're seeing an increase in response rates.

OK, number five. What if I make a bad offer? I get stuck with a land deal that I can't sell. Remember, the discount is your protection. We're offering 40 to 50 cents on the dollar. We're not offering retail. So you've got a huge push, a cushion built in right now before you even sell anything. And you can always back out. There's a due diligence period. Usually we never do earn us money and something doesn't check out. You can cancel or renegotiate. That's the whole point of the due diligence period. You do not close on the deal until you know you can sell it. You find the buyer, then you close. And you should know within two to three weeks if you can actually sell the deal or not. And if nobody wants it, that's information, not a loss. If we won't lend on the deal, if no buyer wants it, then the deal is overpriced. That's the system protecting you. If you are getting a lot of interest, then you know

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com

it's a deal. If nobody wants it, it was never a deal to begin with. So remember this also, we're only working in proven markets. And inside the Flip Dirt Challenge, you're going to learn how to pick the best counties where the land is already actively selling right now. Every deal gets reviewed before you commit to it. And you can also partner with people on the deal. So you're never carrying the risk alone. Now we get some other objections, too, like I'm not good at talking to sellers.

I don't like talking to sellers. You don't have to. This is I didn't want my teenage boys to talk to sellers. So I built a way around that. We send the postcard out. Voicemail comes in. We send them a written offer in the mail. My boys send me the lead if they call back and the seller likes the offer. And then I send it to a realtor to sell. So we just let the numbers do the talking for us. OK, you may not be tech savvy. Good. You don't need to be. We can set up the systems and offer all the support for you. Honestly, pen and paper still works today. And we're going to show you how to do all of that inside the five day Flip Dirt Challenge. OK, so again, I've talked about this enough already. Join the Flip Dirt Challenge. It's free, www.flipdirtchallenge.com. I hope you got some good information out of this video and we will see you later. All right. Take care.

Copyright © Real Estate Investing Mastery, Joe McCall
http://www.RealEstateInvestingMastery.com