1462 - How Many Land Deals to Cover Your Bills? (Real Math)

Hosted by: Joe McCall

Joe: Welcome, this is the Real Estate Investing Mastery Podcast. I want you to imagine living debt-free now, not in 15 years, not in 30 years. What if you could be making enough passive income, like real passive income, I'm talking like mailbox money. I know it sounds spammy, but what if, just what if, imagine with me for a minute here, you could actually be living debt-free now, or maybe in six to 12 months, where you're getting enough passive income from vacant land, where you can actually quit your job if you wanted to, where you could actually not have to worry about the monthly debt payments that you have to make every month. Wouldn't that be cool? I'm going to do that right now on this video here. All right, so this is exciting. I did a coaching call with my clients yesterday and it was a great coaching call. We went like two hours long and we talked about this strategy and this is something I've taught before, but kind of like not with as much passion and interest as I do now because I'm starting to see a lot of our clients have success. A lot of our clients, we've been doing deals for a long, long time, but lately in this market right now, we are seeing a lot of people doing deals. We're seeing response rates going up on our direct mail. We're seeing more AI make this easier so there's more automation when we're seeing more motivated sellers than we have in a very long time. Why? I don't know. One of the reasons is because there's a lot less competition. All of our competition's gone. All of these YouTube university wholesalers from five years ago, when everything was like that was the most popular thing, they're all gone with these states passing rules and laws and regulations that says wholesaling is illegal, immoral and fattening. They quit. They left. I don't know. But see, land has always been less competitive than houses, but now house wholesaling is even less competitive than it was and land is even less competitive than house, way less competitive than houses and way less than it was a few years ago.

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

So anyway, I'm excited about this market. We are seeing more deals. We're seeing higher response rates on our direct mail. Just this morning with one of our coaching clients, one of them is getting a 5.7% response rate on their direct mail, 5.7% response rate. You're lucky in houses if you get half of 1% response rate. With land, we're averaging 3%. She's getting almost 6%. All right. So in this video, I'm going to show you a couple of things. My goal is to show you what would it take to actually live debt free now in this market? How many deals would you have to do? How much marketing would you have to do? What are the real numbers? You know, it's so often people just say, I want to make 10 grand a month. I want to make 100 grand a year. Well, why, how'd you come up with that number? What if we could come up with a number that's a little bit more realistic, that's more down that we could actually accomplish very easily doing one deal a month in about 10 months. And we don't have to use any of your own money. I love vacant land. I'm getting ahead of myself here. I got a mind map I want to share with you, but I love vacant land because you can get great cash flow from land without the landlord headaches. Anybody who's had a rental property, type in the comments, let me know. Like it's a disaster. You got tenants calling you to fix broken toilets. I got so frustrated with one of my rental properties. I was paying a plumber a couple hundred bucks to fix a faucet that I, if I would have done it myself, it would have cost me 20, 30 bucks in materials or something. So like this is where you can get great monthly cash flow. Let's dive into this, shall we?

Okay. Enough chatting about this stuff. So I want to, again, talk about how you can live debt free now, not in 15 or 30 years. The big idea that I came from is this. You can pay your bills actually right now. So what do you really want? Freedom, right? You want freedom to quit your job, let your spouse quit theirs. You want to do deals and you can't necessarily pay off your mortgage now. But what if you could have the mortgage payment covered every single month from vacant land deals? I'll check this out. So, you know, if we looked at the numbers, we can get pretty easily to five grand a month pretty quickly. And that's going to be enough. I'm going to show you here the math to cover your mortgage or your rent, credit cards, your car loans, your student loans and all that using none of your own money. And I'm

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

going to show you two or three, three, maybe four different ways you can do that right now in this video. So why land, not rentals, passive income, passive income, mailbox money. So this is income without the typical landlord headaches, no tenants, no toilets, right? No 2am calls, no property managers, no repairs, no carpet to replace when a tenant leaves. You don't have to repaint. You don't have to replace the water heater every five years. And guess what? It's easier with land because the sellers aren't emotionally attached to this property. We just talked to a seller the other day, hasn't been to their property in 20 years, 20 years, right? He's just not emotionally attached to it. It's not like he was raised in the house or he's poured hundreds of thousands of dollars into repairs. You know, they've sat on it for 10 years without any income coming in. So many times these sellers are open to terms where you can offer cash offer and an owner financing offer. Oh, I'm getting ahead of myself here. But again, buyers, your buyers want terms. Banks don't lend on these small deals. Every time I advertise land for owner financing, for sale with owner financing, I get five calls from people wanting to do owner financing from every one call I get from a cash buyer. So you can sell your deals three to times faster when you're doing owner financing. Okay? Now, I want you to understand, we're talking about raising money to pay off all your debts.

I'm going to show you the numbers here in a minute with vacant land by buying land and selling land on owner financing. Now there's different ways to buy the land, and I'm not talking about using any of your own money. There's three paydays when you are doing owner financing. There's cash now, cash flow, and cash later. So I'm talking about cash now. That's from the buyer's down payment, which goes into Hip Pocket National Bank. Talking about cash flow every single month, you should be getting a minimum of 200 to 500 a month every single month. And cash later, many times buyers will pay you off early and you can even negotiate with the sellers if you're doing owner financing on the purchase side. So we can wholesale or owner finance our deals, right? When you wholesale a deal, you make five to 10 grand one time. But when you owner finance deals, you could be making 50, 70 grand or more on the life of that note. We were looking at a deal this morning with our coaching clients here. And one of these deals, it was like

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

maybe 125, it was worth about 125 grand. And we were getting ready to make the seller an offer. I was helping them comp the property and come up with an offer. Let's say it's worth 120. The cash offer would have been about 60, 65,000. But the owner financing offer, we looked at the numbers, we could give the seller almost full price, full retail value for what that, on the right terms. So I'm going to share that in a minute because I got a calculator that does all this for you.

All right. So it starts with knowing your number. You need to know your number. What do your debt payments cost each month? And I've got a spreadsheet that will kind of make this a little easier here. I did some deep scientific research and if it's on the internet, it must be true. And I asked AI or Google, I don't remember. What's the average mortgage payment for a house in the United States? It's about 2,500 a month. It might be more or less for you. I said, what's the average credit card payment for a family? 750 a month. It was actually less than that. I think it was 200 a month. But anyway, I put 750. And if you had two cars, two car payments, 1,500 a month. And if you had student loan payments, about 500 a month. All right. So imagine $63,000 a year for the average family is going towards debt or rent. That's crazy. That's a lot of money, isn't it? Maybe I'm just old. Maybe I got too many gray hairs. But like, that's a lot of money, $5,000 a month. That stresses me out just thinking about it. But what if there was a way we could do deals and cover that 5,200 bucks a month in less than a year from now doing land deals? This is why I love vacant land so much. And I love doing land with owner financing. Buying with owner financing and selling with owner financing. Or buying with private money and selling on owner financing. Because you can get great cash flow with that. Way better than rental properties. Trust me. And you don't need any bank loans. You don't have to have perfect credit. None of that stuff.

Okay. So if you look at the numbers here, let's say you're going to buy a deal with private money. And by the way, this is a deal that we actually looked at with one of our clients two days ago on one of our calls. This property is worth about $75,000. He got it under contract for $46,000 and he already has four realtors that have said, yeah, we can sell that to you for you for easily $80,000 to $85,000. So I'm being

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

conservative. $75,000. It's worth $75,000 today. He got it under contract for $46,000, which is about 61%. Very good. Right? And his closing costs are $3,000. And so he'd be all in on the deal for $48,750. Now we could sell it on owner financing for about $94,000, $95,000. It's worth $75,000 today. How can you sell it for $95,000 on owner financing? You can because we're going to be offering financing for 10 years. And if you don't feel comfortable with that, okay, you can sell it for $86,000 if you want. But you can play with these numbers. Now let's say you got a loan from a private investor or a hard money lender and you were paying 12% interest. You can even do 15% interest. The numbers are crazy here, but let's do 12% interest. I can get private money for like 8% now. You can find private money for 10%. If you're doing hard money, you know, it's hard to find hard money for 10 years, but you know, you can find money very, very easily inside of My Dirt Flippers Facebook group for 12%. And you're protected at less than 65% loan to value. Yeah, very nice. Okay, so your payments, if you were to borrow money from a private investor at 12% interest, your payments would be $699 a month. That's a lot of money, Joe. All right, but check this out. Let's say I sell it on owner financing. I sell it on owner financing. I'm going to get about a 5% down payment. So I'm going to give a loan to my buyer for $82,000. I'm going to charge 9.9% interest, 10 years. My payment is going to be $1,078. Guess what my cash flow is, $379 a month. So let's say you're doing 15%. You have a greedy private investor, or this is your first deal, just like, you know, whatever. You're still cash flowing almost $300 a month using none of your own money. You might have a private investor that will pay 10%. Boom. Even if you were doing this inside of your self-directed IRA, do you see how amazing this cash flow numbers are? Using none of your own money. So I feel like 12% is a good number, $379 a month using none of your own money. You don't have to save anything for property maintenance and management and repairs and vacancies and things like that, do you? No. Let's look at the numbers here.

So the total profit on this deal, so you could have wholesale it. Now Bill could wholesale this thing and make about 20 grand in profit, or he could sell it on owner financing and make $50,000 in profit. By the way, remember I talked about cash now, cash flow and cash later? Here it is. The cash now is that down payment he

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

gets from the end buyer. He gets about 4,300 bucks, hip pocket national bank. He's getting cash flow of $379 a month, and then the profit later, depending on when the deal sells, if the end buyer pays it off early or he negotiates a discount with the seller. Sometimes you could sell the note. So total profit on this deal is about $50,000, great, right? Now his cash needed into this deal, he actually pockets, because he's got to make closing costs. Now it depends on, are you going to be borrowing the closing costs or not? So that kind of depends. But you're going to get between $1,000 and $4,000 that you could just keep. Now this is the exciting part. Let's say your cash flow is $379 a month and you need $5,250 to cover all your debt payments. You need 14 deals. And if you do one a month, you can do this in 1.15 years, be completely debt free. What if you did one deal every two months? So 1.5 deals a month. In nine months, you should be able to, I'm telling you guys, when you see these numbers here, you should be able to do this two deals a month, easy. In seven months, you could be living debt free now. Does that make sense? Not literally now, okay, I get it. But this is what I get so excited about this.

Now let's say you buy the deal with owner financing. That was buying the deal with private money. What if we bought it now with owner financing? So check this out. We need about $5,250. Okay. So the vacant land value is worth about that. What if we offered full price, the property is worth $75,000 to the seller right now. What if we offered them full price and we sell it on owner financing for the same price we sold it before, $86,000. We were looking at this deal and we're conservative saying we could sell it for cash today. For $75,000, but there were comps pushing $95,000 and I know we could get that with owner financing. So that's where I was looking at $473,000 a month in cash flow, $61,000 total profit on the deal. In 11 months, you could be having virtually living debt free, okay. Now let's say we wanted to buy it with owner financing. So here's the number. We give the seller full price and we sell it at this $93,000 that we said before. Now we can give the seller full price because we're getting good terms. It's either price or terms. You remember that. We can give the seller whatever price they want if they give us the terms we want. If the terms are more important to them like down payment and interest rate and the length of the loan, if they want terms, then it has to be our price. You

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

understand that? Price or terms. So I give the seller full price with zero down payment, zero interest, principal only payments for 10 years. Now the chances of a seller accepting this, the first offer you make, maybe not, but I'm going to show you the cool thing about owner financing is you can negotiate and pull several different levers, right? With cash, you can only negotiate one thing and that's price. With owner financing, you can negotiate five things. The interest rate, the down payment, the length of the loan, 10 years, five years, right? The price and the term. So five years, 10 years, 15, 30 years, maybe you do 30 years with a balloon in 10 years or whatever. It's all negotiable. That's a great thing about owner financing. And again, these sellers just don't care about the, they don't need the cash as much as they need the cash when it's a house. Check this out.

My cash flow now, even higher. If I'm paying a private investor 12%, even if I'm paying them 15% or 10%, like what's crazy is, let's say my payments, my cash flow would be $473 using private money. If I'm giving the seller full price, my cash flow is going to be $547. Full price. Now, okay, Joe, the seller is going to want an interest rate. Fine, give them an interest rate. I'll give them 5%. Now, my cash flow dropped before it was $547, if I give 5% down payment, my payment goes up a hundred and something bucks. So my cash flow drops to 377. Well, guess what? Now you can negotiate the price down. So if I negotiate to say, okay, instead of 100% loan value, I'll give you 90%. Guess what? My cash flow is back up so I can negotiate the down payment, the interest rate. Let's say they want a down payment. They're adamant of getting 10% down payment. All right. So maybe, boom, I do 85%. I'll buy it for 63. I'll do 10% down, 5% interest. But look at my cash flow, 496 bucks a month using none of my own money, letting the seller be the bank. You see the power of this? My total profit if I give the seller the price, the terms that they want or the price that they want. All right. My profit is going to be 64 grand. My profit on, if I borrowed the money from a private investor, 61 grand. My profit doing owner financing with the seller is even higher. Now on this deal, if I give the seller a down payment, you're going to need to come up with a down payment money. All right. You're going to need to come up with $4,800, $5,800. And that's after your down payment from the buyer that you collect. Okay. But most of you guys have that

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

money, right? But if you don't, there are people inside of my community that will lend you that money and partner with you on the deals if you want. But check this out. If you wanted to make $5,250 a month, you would need to do 11 deals. And if you did one deal a month in 11 months, you could be living virtually debt-free. Do you see the power of this? This is why I get so excited. You can't do that with houses, guys. You can't. You got to buy a house for $300,000 that maybe rents for two grand. And if you're lucky, you get 10%, I mean, that's the goal, 10% cash on cash return. Looking on these deals, you're looking at like 50 to 100 to 150% cash on cash return. And you can do it without using any of your own money. Now I understand the burr strategy. All right. I know, I know with houses, you can take write-offs and depreciate and depreciation and all that. Look at all that you do have to take care of, the maintenance, the repairs. Some of you who have had rental properties, you know what exactly I'm talking about. And it's frustrating. I'm done with that. I've sold my last rental property years ago. I much rather get cash flow from land.

Four years ago, we bought a property in the middle of the desert nowhere, California. I think Riverside County or something like that. And there was a road that went right through the middle of it. It was about 10 acres. And I forget the numbers, but we tried to sell it for cash and didn't get any interest. And I think we bought it for 10 grand or something, 10 acres, like a thousand bucks an acre. And I said, let's just sell it with owner financing. So we did. And I forget the numbers, but fast forward four years, I completely forgot about the property. We get a call or an email from that buyer. It was a lady who lived further south of California. The lady calls and says, hey, I just made my last payment. What do we do now? How do I get the title to the property? And we're like, oh yeah, let me look into that and get back to you. And we were like, fearlessly trying to figure out like what property is she talking about? Well we found out, okay. Oh my gosh. Never missed a payment. And guess what? She'd never been to the property once, never been to the property once. So okay. We called a title company and we got the things just transferred over to her and bam, that was it. That was done. Some of the easiest deals I've ever done across land, houses, commercial, multifamilies, rehabs, fix and flips,

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

wholesaling, lease options, subject twos. I've done it all. The easiest deals are land because the cashflow just is almost set it and forget it. Almost mailbox money. I don't know of a better investment that gives you as good of returns as these are. You make sense? You picking up what I'm laying down? Are you smelling what I'm stepping in? Okay. So what's your number? It might be like, you know, maybe my two-bedroom shack in Los Angeles. My mortgage payment is 750, but I only have a hundred dollars in credit card payments and I have a $2,500 in car loans and zero dollars in student loans or whatever. Or you're leasing cars. Go ahead and lease a nice car or something, right? 6,000 a month. That's a lot of money. That's $73,000 a year. Looking at this deal that Bill had in 12 months in one year, doing just one deal a month, he could be living completely debt free. And then what if, what if, you know, he's got 6,100 bucks? Guys, listen, if you're using private money, you're also getting about $4,700 down payment from the buyer. If you're doing one a month, that's an extra $4,700 every month on top of the $5,000, 6,100 that you're getting a month on the cashflow. So, you know, I always tell people that that down payment money, all right, you should set aside at least half of it in case you have some payments months where you have to make payments and you're not getting any money in or whatever. So save some of it for in reserves. But like, what if you use that extra money to pay down your mortgage, to pay off your cards, your student loans? Okay. And then what if you took the money that you were normally paying towards all of this and just doubled your mortgage payments, doubled your car payments? You could be completely debt free in probably five to 10 years, just doubling the payments. Let land do it for you. Do you feel like the pressure just coming off? Like I get excited thinking about this. You know, my total mortgage payments and all that are way more than this. But like, oh man, if I just did one deal a month, I want you to imagine the power of this. This is so exciting. Okay.

Now let me go back to my mind map. This was a property in North Carolina. Yeah. He found the deal through ugly postcards. He sent about 2,000 postcards, made about eight offers, and he got two deals. He's working on these right now. He thought it was a bad market. He's like, Joe, I sent 2,000 postcards. I only sent eight offers. Okay. So how many deals get accepted? Two. I said, two? That's really good.

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

Like, what are you complaining about? And one of them, if he wholesale, it's going to make about 20 grand on it. Realtors love this deal. He called five agents and four of them want to help him sell it. So that's cool. Now three ways to fund your deals, I already talked about this, using none of your own money. You have private lenders. You can pay 12% first position, 65% loan to value or less. You could just use a title company. You could use a seller. And in the example that I was giving here, the numbers were approximately, give the seller full price, but zero down, 0% interest where you're doing principal only payments. Or you can JV partner. This is exciting as well. So there's three ways to make money or to get money for these deals. Private lender, JV partner, or the seller.

But what if the seller says, nope, I'm only going to sell at cash? All right. Let's still send the offer for owner finance. Give them the choice. And then cash offer and an owner financing offer. And in a minute, I'm going to show you how I do all of that inside of Freedom Soft. But let's say you're brand new and you just don't have any credibility. You don't feel like, I can't find, I don't know any private investors. I don't want to borrow any money from a private investor if I don't have a track record yet. And maybe you're thinking, what if Joe, I borrowed money from a private investor and the end buyer stops paying? I'm still going to have to make a payment, aren't I? And the answer is yes, of course. That's part of owning a business, right? That's what happens. That's why I say when you get the down payment from your end buyer, you should save at least half of that of every deal that you do for some unforeseen circumstances where, let's say your buyer stops paying. So let me address that real quick because this is important. If the buyer stops paying, go find another one. It's not a big deal. Remember, when we're selling properties for every one call we get from a cash buyer, we're getting five calls from owner financing buyers and you find buyers really, really fast with this. Okay. But what if there was a way where if the buyer stopped paying for whatever reason, you didn't have to make the payment to the investor rather, right? What if you didn't have to make a payment to the investor who lent you the money? Well, there's a way to do that by JV partnering or partnering with people. So when I'm borrowing money for a deal, sometimes I'll pay a private investor an interest rate. Sometimes I'll partner with

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

them on the deal. It's a bigger deal, right? And so this is how I do. I say, listen, I've got a deal here. I'm looking to borrow this amount of money and you can either partner with me or lend on the deal. If you want to lend on the deal, I'll pay you 10%, 10 years, okay. Work out the payment. If you want to partner with me on the deal, I'll split the cashflow with you 50-50. What does that mean? Split the cashflow 50-50. So what if there is no cashflow? Well, there's nothing to split. You don't have to pay them anything. So instead of that and private investor getting maybe 10% on their money, when you look at the yield, you look at the numbers, they'll be getting about 18 to 20% on their money. So that private investor is taking a little bit more risk because you're not getting paid every single month maybe, but they're also getting higher percent of a higher yield on their money. So let me show you the numbers. Everybody wins when you do it this way. Let's look at the same deal here. So it's $75,000 is what it's worth. We are buying it all in for about $48,500. I know this might be really small for you. Just bear with me here. Our payment we're getting from the end buyer when we sell it in order financing might be $1,125. You can change it. Do it 15 years where you're getting $914 instead or something like that. By the way, our first year cash on cash return on this deal would be 37%, which is actually kind of small for land, but let me show you how it's almost infinite. So if we were to go borrow private money, we'd need about $48,000. I'll make this bigger here, OK? We need about $48,000 on this deal if we're going to borrow private money. If we're paying a private investor 12%, we're going to borrow it for 10 years. We're going to be paying them $696 a month. So our cash flow will be respectable $430 a month, right? But if that buyer stops paying one month, you still have to make that $696 payment to the lender. But what if you brought on a private investor as a 50-50 partner? So check this out. Now, this is a little complicated math here. I'm going to try to keep this simple. But what I'm trying to show you is if you're partnering with an investor, you still have to make them principal only payments every month of about $400. So now your gross cash flow will be $721. That's the difference between what the buyer is paying and the principal only payments. And you're going to split that 50-50 with the private investor. You see where I'm going here? So the private investor is going to be, the

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

partner is going to be getting 404 principal only payments and half of the cash flow, $360. So that private investor will be getting $765 a month. And you will be cash flowing $360 a month. Now before, okay, before you were cash flowing $429 a month, now you're only cash flowing $360. But no risk at all. You're partnering with them, so you're splitting all of the cash flows. Does that make sense what I'm saying here? This is like mind blowing when you figure this out and finding somebody to partner with you on these deals, easy peasy lemon squeezy, because when I was doing this coaching call about 50 people on it the other day, I asked everybody on that call, hey, who would lend me money on this deal right now? First of all, as a private investor where I paid you 12% and you were protected at 65% loan to value and you would be in first position to with a title insurance policy, we'd be do it above board with the title company, you don't send me the money, you send the money to the title company, et cetera, et cetera. Who would lend me 48 grand on this deal earned 12% at 65% loan to value? And I got a bunch of people said, yes, I said, all right, now let's say I wanted to just partner with you on this deal and I split the cash flow with you and instead I would pay you 765 a month instead of the 696 a month, who would be interested in work with me on that deal? And I had about 20 people say, yes. So I'm just telling you, if you're part of Dirt Flippers Facebook group or any of the other land investing Facebook groups, when you find a good deal, the money will come. And especially since maybe it's your first deal, you don't have any private investors yet. Throw it out there. Hey, who wants to partner with me on this deal? Great cash flow. So if your goal is to make 60 grand a year or about $5,000 a month and you do one of these a month in 14 months or 1.2 years, you could be living completely debt free now today instead of 15 or 30 years from now without using any of your own money.

You see why I'm so excited about this. This is kind of what you want, but you feel you've maybe have felt in the past that's so far out there. So unattainable. Like you've got money, but not enough to like buy these things and you don't want to go out and get bank loans and put 25% down and then worry about your credit score and worry about your debt to income ratio and all of this mess hassle when it comes to getting bank loan. But what if you didn't have to have any of that? This is

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

what's so cool about it. All right. So let's say looking at the numbers here, I'm going to show you a marketing plan. This is something I always like to do. Let's say you want to make $6,000 a month and let's say you're just wholesaling these deals and your average wholesale conservatively is $5,000 a month. That means you need to do what 1.2 deals a month, right? And let's say you have to make 30 offers to do one deal. So that means you need to make 36 offers a month, 8.3 offers a week, about two offers a day. What we're trying to do here in this marketing plan I want to show you is we're breaking down this plan into something you can control. We want this to be something you can control. You can't control that your average profits $5,000 on a deal. You can't control that you have to make 30 offers to do one deal, but you can control how many offers you're making every single day, every single week. So based on these conservative numbers, you would need to be making two offers a day. Easy. Come on. So easy. Let's say your average profit, like my average profit is about $10,500 on a deal. So if you take out $2,000 being super conservative for direct mail and marketing expenses and VAs or whatever. So let's say your net profit per deal is $8,500. That means what? You need to make one offer a day. Like that's it? Yeah, that's it. Just make one offer a day.

All right. So let's look at these numbers now. You make offers on 75% of the leads that come in. So you need 6.5 leads a week or 1.3 leads a day to make one offer a day. Do you see the power of this? We're kind of putting feet to this here. And let's say 50% of your leads come from direct mail and 50% come from prospecting. Now prospecting could be one of three things. I need to do more videos on this, but like one of the prospecting could be you call realtors of older vacant land listings and ask them about the property. Ask them, Hey, is the seller negotiable on their price? Would they consider seller financing or something like that? Right? That's number one. Number two, you can start calling realtors who sell a lot of houses and say, Hey, what do you do when you find somebody that brings you a vacant land listing that you don't want to list because your commissions are too small? Please add my phone number to your phone and call me the Joe land buyer, Joe land buyer. Send me any of your vacant land listings and I'll pay you 10% commission. I always tell them, don't send me what's already on the market, but if you get any vacant land

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

leads and that seller's motivated, they just want a cash offer, send it to me. I'll pay you 10% commission. Who else is paying realtors 10% commissions right now? This guy, because I want realtors to bring me their deals. I want realtors in six months to say, Oh yeah, that Joe land buyer. Let me look him up. Boom. And send me the deal. Now, as I call realtors, I'm going to follow up with them every 30 days, send them a text and an email and follow up with them. The third type of prospecting that you can do is going to Facebook groups. All of the, any local Facebook group and whatever market you're in, right? The buy, sell, trade garage sale groups, the real estate groups, the, there's moms groups. Like you want to join all of the Facebook groups in that local area and just once a week post something in one of them, in each of them that says, Hey, my, I like to do this from my wife. My husband and I are looking to buy some land in the area in the next couple of weeks. If you're getting ready to list your land, send me a message or you could phrase it as a question. Anybody have some land that they're looking to sell real soon here? My husband and I are looking to buy some land in the next few weeks. And then you get DMs and comments and you just message them and start asking them questions about the property. You're going to get some people that send you vacant land listings, but you're going to get a lot of them that don't send you any land that's already listed. This is land that they're getting ready to sell or they want to sell. That's three different ways to do prospecting. You could also, there's four, find other investors that have old leads and just start calling their old leads. So let's look at this. If you're doing 50% of your pros, your leads come from direct mail, 50% come from prospecting. So you need about 3.3 leads per week from direct mail. If you're averaging 3% response rate, which my client is getting 5.7% response rate right now in her market. You just play with the numbers. Let's do 3%. You need to send about a hundred postcards a week or maybe 20 letters a day. That's it. Now let's say you need 3.3 leads a week now from prospecting and on average you're going to get about one to three leads for every hour of calling or prospecting that you do. And a lead when you're prospecting is anybody that raises their hands and says, yeah, I'll sell my property. Go ahead and make an offer. That means you need to do 2.2 hours a week or about half an hour a day of prospecting. Do you see how

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

easily attainable this stuff is? Let's say you want to make 10 grand a month. Okay, fine. Let's work the numbers here. You need to send about 200 postcards a week and you need to do about one hour of prospecting a day. Now the next thing I want you to do is start putting this on a scorecard. I want you to write this in a scorecard. Every day you're going to send what? 100 postcards a week, 50 letters a day, 10 letters a day, and start tracking your numbers. You're going to call five realtors a day, you're going to call FizzBos, you're going to post Facebook group messages or whatnot. Whatever your marketing goal is, write that in here and then start tracking. How many people did you talk to? How many sellers did you talk to? How many offers that you made? This is how you do deals, guys. It's working backwards. I need to send 20 postcards a day, I need to cold call a prospect one hour a day or half an hour a day or whatever. That's your marketing plan, that's what you need to start working on.

Okay, cool. Now, how do you find these deals? I'm going to talk about that here in a minute, but I talked about price returns a little bit. I can pay your price on my terms. If they want interest, the price drops. You got to know your minimum when you're negotiating with owner financing. I'm going to talk about where to get more information on all of this strategy, but you can adjust when you're offering owner financing, you can adjust the different levers. Just make sure you're making like at least 400 a month in cashflow or something. And I like to send a two option letter of intent, and I'm going to leave the terms off of the letter. I'm not going to tell them I'll pay you 100 grand with zero down, zero percent interest for 10 years. But I'm just going to say I'll pay you cash for 50 or I'll pay you 100 grand with owner financing. And then I want to get them on the phone to walk through how the numbers will actually work. All right, so one deal a month, the math changes everything. Kind of already talked about this, right? In 10 to 14 months, you could be living debt free. The only thing that matters, it's the number one rule in real estate. Make offers, make offers, make offers, okay? The most important question anybody could ask you, and I'm going to ask you as a coach, how many offers have you made in the last week? Because your speed to income is directly proportional to the number of offers that you make. That's the most important number in this

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

business is how many offers have you made in the last week. If you're making one to three offers a day, that's great. If you don't have a budget, there's a lot of different ways that you can do this. So instead of thinking about, right, all right, all right, I just want to do my first deal. But what if you started thinking about, I want to learn how to build a business that does deals. Not just does deals, but build a business that does deals without, you know, you don't want to be quitting your 40 hour a week job just so you can start working 60 hours a week for yourself. That doesn't make any sense, right? So there's three principles here I want to talk about, marketing, automation, delegation. If you want to get to that place where you're living debt free, you need to have all three things humming along for you, right? We are not in the real estate investing business, we're in the marketing business. So you need to understand marketing are the lifeblood of your business. You need to keep this coming. You need to keep the leads coming in. So you need to get your marketing done for you in spite of you. Write that down. Get it done for you in spite of you so you can just forget about it. We just mailed about 5,000 postcards.

I'm testing four different postcard designs right now. I'm going to show you kind of what I did in a minute. Now automation is the systems, marketing, automation, delegation. You want freedom, not another job, right? So what if there was a software that did 90% of all of this for you? And then the delegation, you delegate whatever you can't automate. Now I'm delegating all the time things to my virtual assistant and things to my realtors. So we use VAs to do some of the data entry stuff and then we send, we use realtors. I also have an acquisitions manager that I use to sell my deals. So the goal here is not just doing deals, but owning a system, building a business that does deals. This is the great exciting part here, right? So one of the things I'm going to show you is how are we doing this right now using my custom signature edition of Freedomsoft. If you're a Dirtflipper student, you get access to our custom signature edition of Freedomsoft and I've customized it for land specifically. We've got this set up now where we have AI answering the phones and calling sellers to follow up and we have the new little QR code we put on some of our postcards, not all of them, where the person can now, without talking to anybody, can give you all their information. I'm going to show this to you

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

in a minute. So I love this because motivated sellers now are finding us. You're never going to miss a call. You're never going to miss a call because you could hire a live answering service. You could have calls, go to voicemail, but guess what? A lot of people hang up. If it's a voicemail, they hang up. They don't leave their information. What if instead you had an AI agent that was always in a good mood, that followed the script exactly, always had a good connection, never got riled up if their seller was angry, who could work 150,000 hours a week if it wanted to, who could take 20 calls all at once that could talk to these sellers for you and ask them questions. So don't give them time to hang up. At least get a like, hey, take me off your list. Okay. Yeah, great. Fine. But at least say, Hey, you just got our postcard. You know, you're interested in selling it. We'd like to make you an offer. Can you tell me a little bit about the property? I'll play the voice in this here in a minute. This is so cool. I can't wait to show you. So, you know, the AI agents can answer the call live. This is the way I did over $153,000 in profits with my boys. Now we didn't have AI agents at the time, but this is what we did. We sent out postcards. The calls came into a voicemail. My boys listened to the voicemails, got the reference ID from the postcard, put in the numbers into a spreadsheet from Zillow and Redfin and sent the seller an offer at about 30 or 40 cents on the dollar. We averaged one out of every 30 offers and got accepted. One out of every 30 offers got accepted. And then I would only get involved and talk to the seller after they got the offer. Now the important part of this that most people forget is you have to follow up every 30 days with these sellers. You have to follow up every 30. We forget that. Okay. Like 85, 90% of your deals are going to come from the follow-up. So it's really critical and important that you do that. Again, what if you could get somebody or some system to do all of that for you in spite of you? Wouldn't that be wonderful? So I think so.

Hold on here. Okay. So I'm going to do my best to show you what we've got going on here. There's so many moving parts here, but it's so, once you set it up, it's like literally set it and forget it. So right here, this postcard, all right, I just sent a bunch of these to some people who own vacant land in a certain, several different counties. Personally for me right now, we're looking to buy more bigger lots that

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

we can buy with money or owner financing and sell with owner financing because I want the cashflow. Okay. I've got my own number I'm working towards. If I can do two or three of these a month, I can get to my number in about 10 months doing this, right? So I'm doing what I'm teaching and I'm teaching what I'm doing here. This postcard has worked really, really well for us in the past. Okay. And there is a number on there. I'm not going to give it to you because I'm afraid too many of you would call it, but I'm going to, let's say my name is Billy Bob and I get this call and I'm going to call this number right now and I'm going to use my Google voice number. All right. So let me dial the number. Check this out. Thanks for calling Dream Big Land. I'm Alex on Recorded Line. How can I help you today? Yeah. Hey Alex, I got this postcard. Thanks for letting me know. Just so I have your name right, what's your first name? Billy. Thanks Billy. So my role is to make this as easy as possible and ask a few questions about the property Is now a good time to talk? Yeah. Yeah. I just got a minute here. What's this all about? Absolutely, Billy. I'll keep it quick for you. Do you happen to have a reference ID from the postcard in front of you? It's usually a mix of letters and numbers. Yeah. It's SUW2076A. Thank you for that. Just to make sure I have it right, that's SUW2076A. What prompted you to reach out today? Was it the postcard, an online ad or something else? I got your postcard and I just wanted to see what it was about. What do you guys do? A lot of people reach out that way and I'm glad you did so we can take a look at your options. When it comes time to decide on selling, is that decision just yours or would anyone else need to be involved? No. What do you guys do? We buy land directly from owners like yourself to make the selling process simple and straightforward. You don't have to list it or deal with agents. We just ask a few questions, review the property and then a specialist will reach out with your options. When it comes to deciding on selling, is that decision just yours or would anyone else need to be involved? Yeah. It's just mine. What would you offer? Okay. Good to know. One of our land buying specialists will review your property details and reach out to you with an offer and next steps. Thank you for your time, Billy. Okay. Now, it wasn't perfect. There was a little pause on there, but you know what? That pause, you might think it's long because you know it's AI, but it is just

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

normal. It made a few little mistakes here and there, but very, very rarely will you get somebody that gets upset that it's AI or will even find out. If you were to ask it, hey, are you AI? It would say, yes, we are an AI voice agent and I'm Alex. I'm working with this company name or whatever like that. So you could spend a thousand bucks a month for a live answering service of real people and they're still not going to be as good as that. You're going to get somebody with broken English, there's static, there's a bunch of people noise in the background. I've called those people before and I hear chickens in the background. Okay.

So this guy, same script all the time. Now I was being a little snippy and short, you know, that's normally he goes through and asks you a bunch of questions. I've done calls where it was about seven or eight minutes long with this guy, Alex, my voice AI agent, because he was asking me about like, what do you want for the property? Is there a paved road access? You know, are there utilities there? What's the least you would take if we can close in 30 days? If we can get you more, would you consider terms? Maybe payments for your property and all that. So it goes into a lot of deep questions depending on, you know, you could tell that I was getting a little irritated. So check this out. I'm going to go now into my custom signature edition of Freedom Soft and I got a new lead. Check this out. I go to my leads inbox here. Oh, it was an AI lead. I got a message here that to call it and here it gives a summary of the call. Billy called after receiving a postcard. I'll try to zoom in a little bit. He provided his first name and the reference ID. So he said S U W 2 0 6 or 7 6 A. Now sometimes it like spells it out the best way it can, but you can go and click right here in communications and listen to the voicemail and just listen to it for yourself. So I can listen to the recorded call right here and I can send text messages back and forth to the seller. So if I didn't get the reference ID, I could just call them back. I could text them from right here and talk to them. So now back to here. He wants an offer. I didn't have to talk to him. Now I could call him back if I wanted to. I just click on that number and I can dial the number and talk to him right here inside of Freedom Soft. By the way, Freedom Soft gives you all the phone numbers and it does all your direct mail and all of it. I got my lists, my postcards, my phone numbers, everything from right inside of Freedom Soft and the AI agents. I don't

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

have to tie in any third party rigmarole. Okay. So boom, I got to look him up, right? So I'm just going to go down right here to reference ID and I'm going to type in SUW-2076A in the reference ID. Okay. Cool. And now I'm going to go to more. Hold on one second here. Okay. I'm going to just save this and I'm going to go right here to more actions and I'm going to merge records. It's going to go find that record in the list that has all of the information. There's Billy Bob. Merge records. All right. how you can quickly send an offer and trigger 12 months of follow-up by just changing the status right here. So first thing I'm going to do is I'm going to confirm that I have their permission or I'm acknowledging that permission's not required to follow up with them because they've already called me. They called me first. All right. Oh, check this out. It gives me all the information. Billy Bob's. This is actually a lead that I just put in. This is one of my mailing addresses. There's the parcel number, 4.14 acres. Here's the GPS coordinates. All right. Let's go check the property out. I'm going to go the land portal, getlandportal.com, getlandportal.com and I'm going to type in the GPS coordinates in here and let's just get some information about the property. Okay. Let's zoom in here. This looks like a good property. It's four acres. That's a big lot. And let me do the owner's name here and let's look at floodplains and wetlands. Okay. It's a floodplain and wetland. Guess what? I'm not worried about it. You know why? Because I've done deals here before and I sell them really fast. This is a recreational property. Nobody's going to be building a house here, right? But if I sell this deal on owner financing, I've sold owner financing lots in these areas like that really, really fast because check this out. This is a Suwannee River. Knowing this area right here, this is a big river. There's an RV campground. A lot of people do go camping here in these areas so that they can just go floating down the river and go swimming with the alligators or something. I don't know. I've done several owner financing deals here. This is a good lot. It's four acres. All right. Now, one of the things I like about the land portal is boom, it gives me right here a good price value based on their AI. Okay. Victoria owns this one or whatnot. Okay. And 80% of it is buildable, tells you slope analysis, wetlands analysis. It's 100% FEMA flood zone.

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

Not a big deal. All right. So I'm just going to send this guy an offer and I'm just going to use ... I mean, the purpose of this video isn't to show you how I comp properties, but I would go to Zillow in about five minutes. I would figure the property is probably worth somewhere between $50,000 to $60,000. Let's say it's worth $55,000. I'm going to send the seller some offers. Remember this thing I did here before? We're going to buy and sell on owner financing, buying and selling on owner financing. So I'm going to say the property is worth $55,000. I'm just going to go with the land portal's number. So I'm going to send the seller an offer at 50% and maybe 80%, all right? So my offer price is going to be equals 0.8 times 55. Okay. And then this will equal that divided by ... So I just show you, I'm not making this up, 80%, okay? And I'm going to offer no money down, no interest. So I'm going to give ... I'm going to be buying it for 40 ... It's worth 55 today. I'm going to make an offer to pay cash for 27 or 44,000 and payments are going to be about 367 a month. Now when I sell it, knowing this area, I could probably sell it for easily 70 grand, okay? So let's just say I sell it for 69 grand, I get 5% down, 9.9% interest over 10 years. And even if I did 15 years, check this out. So the payment is going to be 700 a month, but I'm paying the seller 367 a month. My cash flow for the first 10 years will be 337. For the next five years, my cash flow will be 700 bucks a month. Now the total profit on that deal, by the way, $86,000, what? What if I offered the seller full price? My cash flow would be 245 or 700, 205, 245 the first 10 years, right, and $703 the next five years. And my total profit on that deal, $75,000. My first year cash on cash return, 140%. My annual cash on cash return, 90%, 99%. Come on, beat that Robert Kiyosaki, rich dad, poor dad, who taught me 20 years ago that 8% is good. You need to get 8% cash on cash return on your properties. So if you wanted to make 75 grand a year and you did one of these a month, just one of these a month, in two years, you'd be living completely debt free. What if you did two of these a month? In 13 months, you would be, and you'd make a total profit of $1.9 million on these deals. So like, yeah, look at this. What if I made the seller an offer, all right, for $27,500 or $55,000? Full price. I'm not going to give them the down payment or the interest rate or the balloon or the term or the payments. I'm just going to give them those two numbers. I'm going to copy that.

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

Oh my gosh. So check this out. I'm going to go right here to seller leads. I'm going to scroll down and I'm going to put the numbers right here. I'm going to offer the seller, whatever I say, $27,500, oops, okay, and I have to erase the dollar sign there. I'm assuming there's no taxes right now and my net offer to the seller will be $27,500. And my offer, owner financing, whatever I said, $55,000, okay, get rid of that dollar sign. And I'm going to do price. I have this price range postcard I like to send that says, hey, I can offer you between this and this. Call me. That's it. What I'm going to do, I'm going to show this to you in a minute. If you're not familiar with Freedom Soft, you may think, what is this guy doing? These are the numbers I put. I'm going to be sending the seller immediately an offer for their property and then I'm going to be scheduling out for the next 12 months another offer, a blind offer. I'll show you in a second. And with the range, you'll see what I'm talking about here. This is so cool. All right. Now I'm just going to go right here. I'm going to go to more actions now because I'm zoomed in so much. The text looks weird. There you go. See how the text is normal now. All right. I'm going to go right here to status and I'm going to boom right here. Initiate automated offer sequence. Check this out. Boom. Done. Move on to the next lead. I have not even talked to the seller. I've not called them. I've not done anything. And just changing that status triggers a year's worth of follow-up, text, email, direct mail, and AI voice agents following them every 30 days that AI agent calls them back. Hey, how's it going? Do you still own that property, Billy Bob? Check this out. Okay. So if you're not excited and jumping out of your pants, I don't know what is right now. Like if I go to workflow automation, this is again, the Joe McCall Signature Edition of Freedomsoft.

And if I go to Joe's main vacant land workflow automation right here, I just changed the status to initiate automated offer sequence. And then bam, all these things happen right here. Okay. Sends direct mail. Then nine days later, it sends a text and an email. And then 30 days later, text and email. Then 39 days later, from the beginning, it sends an AI outbound voice call. My AI agent, who's not Alex, it's Peter, another guy, calls him. Maybe I should try lady. I don't know. Then a text and an email and an outbound voicemail. AI agent, all of this follow-up for the next year. Do you think I leave any lead behind? I let any of my leads fall through the

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

cracks. No way Jose can say go. Now, I need to assign some information here to one of these leads. Oh, I know what I, hold on. I just got to fix this real quick. Okay. I fixed it. Check this out. So immediately it sends this one page blind offer and emerges in all the fields. And it sends a purchase price and the owner financing price right there. And it has the phone number. Now guess what? This phone number is a Freedomsoft number, but it redirects to my cell phone. Because if they get my offer, I don't want them to go to the AI agent. I want them to go to me on my cell phone. So it transfers to my cell phone and I can see that it's a Freedomsoft seller. And I answer the phone and it records the whole conversation inside of Freedomsoft. And if I don't get to the call, it goes to the Freedomsoft voicemail. And then if two weeks later it sends them this postcard, if I've not heard back from them, hey, I shot you a letter. Did you get it? Call me at my cell phone number, which redirects to my cell phone. Okay. And it's just a handwritten postcard that sends automatically. And then I send the offer again. And then I send them another handwritten postcard. Then I send them the offer again. But this time I put a QR code on there. So check out this QR code. Okay. So it looks big here, but imagine if it's on a phone, it's like it's mobile friendly, right? So then you can just click through here. Do you want to sell your land? Yes, I want to sell. Do you have a land reference number? Yes. And so they have the postcard right there. The reference number is on there and they can type it in and then it says, okay, what county and state, you know, California. I don't know. I'm just going to kind of go through this. Real cool. Now from their phone, it just asks some questions about the property. And if they don't want to talk or call somebody, they can just scan a QR code. And all of that information goes into Freedomsoft. It's so cool. So check this out. Well, I'll show you what that looked like here in a minute. But then it sends this a 30 day cover letter with a contract. Then it sends a blind offer letter with another QR code on it. Then it sends this range postcard. You can't see it because the merge fields look all messed up, but then it'll say, hey, we can offer you between this and this. It'll send another different type of blind offer. It will send a neutral letter. It will send this postcard with the QR code on it. This postcard, which I think was the first one I sent them. This one, final notice with the QR code. And that QR code, all of

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

that can be done inside of Freedomsoft. The urgent notice, the third notice postcard, and then finally the blast blind offer. So it just sends this mail over and over and over again. And if you look at the workflow automation here, again, you guys understand how insane this is? Nobody else does this. Where it combines text, email, phone calls with an AI agent, and it leaves a voicemail

and direct mail follow-up. As soon as, check this out, if a lead comes in and they call me and say, yeah, I'm interested, I want to stop all that automated follow-up, right? So all I need to do is change the status to active lead, and when I change the status to active lead, it stops all future follow-up immediately by just changing the status to active lead. Or if they say, take me off your list, I already sold it, I don't want to sell it, whatever. Then I just change the status to dead DNC, and that adds them to my do not call list. It stops any future follow-up, et cetera, et cetera. This is crazy insane. I don't know any other CRM or software that does this except mine. So it's beautiful. Let me show you what that inbox here, back to this. If we got this lead right here from the deal negotiator, it gives you all the information. Now I just did some stuff here. Okay, so I had to get the other lead here, but here's all the information that we just put in there that it asks them for. So here's what I'm trying to show you. My mind is being blown away by this right now, and I've been using Freedomsoft for years, but now you can go and say, all right, I want to go after these counties, and I want to Freedomsoft to tell you the best zip code. You can go into those zip codes. You can say, give me a list of everybody who owns vacant land, two plus acres that's owned it for over 10 years or whatnot, and then send them this postcard or one of these other 20 letters and postcards, and then use this phone number, and that phone number Freedomsoft gives you, and it either goes to voicemail or an AI agent answers the phone and talks to them, asks questions, and then that information comes back to you. Then you just go look it up without ever even calling the seller. You can call them back if you want, but you don't have to. They already talked to somebody. Send them an offer with two options, cash and owner financing, and then don't worry. Just forget about it. Just change the status. It sends the mail for the next year to follow up again. 85% of our deals come from the follow-up. After three months on average of follow-up, at least seven to

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

eight touches of follow-up. We're going to give them a year of follow-up because I hate losing money. We're going to follow up and send them an offer, follow up with a handwritten postcard, send them another offer, handwritten postcard, boom, boom, boom. Then we're also going to be following up with a text and an email if you have their email address. Then you're going to be sending them, after 60 days or so, an AI voice agent will start calling them every 30 days. If they don't answer, which they most likely won't, most people don't answer calls, it leaves them a quick simple voicemail. Hey, this is Peter with Dream Big Land just following up on your property. Have you sold it yet? Is it still available? Give us a call back. When they call back that number, you could either redirect it to your cell phone or to the AI voice agent who will ask them some more questions about it. As part of the follow-up as well, you have these QR codes that you can put on the postcards, on the letters, where they can just go through and start answering a bunch of questions. It's almost nirvana, which is, I don't believe in nirvana, but it's like, what do you have to do? Now the only thing you have to do is once they get your offer, they might ask some questions like, I can't close in 90 days, I can do 30 days, or like, how does this owner financing thing work? I want that, but I also want 10% down. So then you just take it from there. That's a whole nother topic for another day. But here's the thing. I'm excited about this because if you would like to learn how to do this yourself, I want to invite you to my next five-day challenge. If you go to www.flipdirtchallenge.com, and on this challenge, I do it every single week, I'm going to teach you how to find and flip your own vacant land the easiest, fastest way possible. I really believe real estate investing is the best business to be in. And inside of real estate investing, flipping vacant land is the fastest and easiest way to make money in real estate today. So join my next challenge, www.flipdirtchallenge.com. Also, if you like, on that challenge, I'm going to teach you how to build this all yourself, but if you just want us to build it for you, go to joemacall.com slash accelerator. This is a brand new coaching program we just created. I'm super excited about it, where we're just going to set it all up for you. You don't have to worry about it. This is your shortcut. This is your shortcut, okay? And it's obviously not going to be free. It's not going to be cheap. But

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

joemacall.com slash accelerator, if you want to get more information, there's a video of me and Gavin, my coaching business partner, talking about that. We do coaching calls every single day with our group here. And so if you heard me talking about deals that we're working with our clients on right now and the coaching calls, this is where it's at, okay? Go to the accelerator. And if you just want to do it yourself, that's fine. Go to www.flipdirtchallenge.com and check out the free challenge. It's free, okay? Appreciate you guys. We'll see you on the next video. Take care. Bye bye.

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