1463 - Stop Finding Land Buyers First (Do This Instead)

Hosted by: Joe McCall
Guest: Matt Bills

Joe: Welcome. This is the Real Estate Investing Mastery Podcast. What's up everybody? Joe McCall here. Welcome to the Real Estate Investing Mastery Podcast and my channel, YouTube. I don't even have a name for my YouTube channel, Matt. I think it's just Joe McCall. I love it. Welcome. Matt Bills, everybody. He's in the house. Matt and I are friends for a long, long time from church. We go to the same church together. Long time ago, Matt, probably 10, 12, 13 years ago. Yeah. Started wholesaling houses and I was a little instrumental in helping you wholesale houses and then you quickly realized it's not much fun, too much work. I remember you talking about you're tired of dealing with certain houses in certain areas. You know what I mean? There's got to be a better way. We started wholesaling houses, I mean, land together and we've done tons and tons of deals over the years. We just did a deal. We made $5,000 on it, thanks to Matt. Matt and I have been working together doing a lot of deals. Matt also does deals on his own, but we do a lot of deals together. We just thought we'd do a podcast talking about this recent deal. We bought it for $20,000, sold it for $25,000 through a simple assignment. Matt, how many buyers did you call once we got it under contract?

Matt: Yeah, so this was, I would say, a little unique because I had a buyer in mind for this property and when it works out like this, it's actually amazing because not every land deal is a walk in the park when you're trying to find a buyer for it. In this case, I think it was the first buyer that I contacted, so I got the property under contract at $20,000 and again, I always start trying to figure out my exit before I even get it under contract and I'm thinking through, like, who's my buyer profile that I'm thinking I could sell this to? So this particular property was in Okeechobee County and it was in an area called The Prairie and The Prairie, it's a rural little square in

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Okeechobee County that there's a ton of activity there, right? So with that being said, there's a lot of nuance inside of there that I'm a little bit familiar with. We've marketed to Okeechobee County a few times. This is Florida, Okeechobee County. Yeah, this is Florida. I apologize. This is Florida, Okeechobee County. And so I happened to build up a little bit of a buyer's list from some past mailings that we did. I had this buyer profile in my mind. I knew that if I'm going to assign it, because I knew what the seller wanted was a little bit high, wanted $20,000, in my mind, I'm thinking, okay, I'm probably going to have to assign this because my margins wouldn't be great if I had to pay for closing costs on a, let's say, a double close. And so with that in mind, now my buyer profile is a builder or an investor instead of an end user. It's a little bit hard sell to pitch an assignment to an end buyer. So anyway, with that in mind, I just reached out to this buyer. I knew that they would probably be interested because it was a high and dry parcel. And in this area, actually in Florida in general, there's a lot of wetlands, a lot of flood zone. And this particular area, it's really hit and miss. And so I kind of knew their buy box. I was just like, this seems like a good fit. I think it took them one day to get back to me. They physically go out and inspect all the properties before they sign contracts. It's just, I guess they've been burned enough times. So it took them a day to drive out there, call me back. We got it under contract. They originally wanted 21 days to close on it. I just kind of always push for 14 days, especially on something like a quick, like the whole reason I'm willing to sell this for $5,000, it's kind of like quick cash, right? Like, so if we can assign it to you, I'm not paying closing costs, I'm still getting you a good deal. And in fact, I know that they, they're already sold the property and have it pending for more than they bought it from me. So that's great, right? Because it works out good for everybody. And there's a reason why like that, I think I've done one or two other deals with this buyer already. And so we work together, right? Was this buyer a builder or just another wholesaler like us? They're not wholesalers. I wouldn't call them. They're actually two realtors. At least I think it's two people on their team. They either buy them and partner with the builder, I think, or they just flip the land. So in that case, they are, they are wholesaling, but

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they're realtor. So they're putting it on the market and just kind of taking the longer road to make more money.

Joe: So we bought it for 20, we sold it for 25. What are they currently listing it for right now?

Matt: They listed it for 38. I don't know. It's pending. So I don't know what it's going to close for. Some people might think, well, why didn't you just do that? Okay. So we could have done that, but in this, okay. There's a lot of nuance inside of there. This buyer, this seller wanted to close quickly. And so this area, like I told you, there's a ton of activity. That also means there's a lot of competition. And so one way that you can stand out when there's a lot of competition is to be able to close quickly because everybody wants to, wants to do 90 days for their closing on the, on the buy side. And, you know, that's just one area you've got to sharpen the saw. If you, if you want to get more offers accepted in a competitive market, I've found.

Joe: Now we could have closed on it quickly for 20 grand, but that's 20 grand. That's a lot of money to tie up. Sometimes my point is this sometimes a quick nickel's better than a slow dime, right? True. This was one phone call a couple of weeks. It's done.

Matt: Yeah. One, one phone call to get it contracted, one text message to get it sold and then 14 days to get it closed. You know? So in that scenario, it's kind of like, okay, well let's just do more of these, you know, instead of trying to squeeze every last drop out of it.

Joe: It reminds me of somebody that sometimes like rehabbers with houses, you know, like why would I wholesale this deal and make 10 grand? When I can rehab it and make 30 grand. Okay. Let's look at that a little bit, right? How much is involved with rehabbing? You got to buy it. You got to take it down. You have all of the risk now for six to 12 months of you rehabbing that property, the money, the cost of the money. Then now you're dealing with what after it's been rehabbed and who knows what's behind the walls. You've got inspectors and realtors and picky buyers

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that you've got to go through and who knows what's going to happen with interest rates and you finally sell it 10 months later and you make 30 grand. Well, you could have wholesale it and make 10 and you could have wholesale five other properties during that same time that you were working on that rehab. You would have made more money if you just wholesale. So my point in saying that is guys, think about that. Sometimes it's better just to wholesale it and get done with it and out of the way onto your next deal and make a quick three, five, 10 grand on a wholesale flip because it's called the velocity of capital. Just Google them. Ask chat GPT. What is the velocity of capital? It's you got to turn your money as fast as possible. All right. So we're going to walk into a little bit how we found this deal and Matt and I have different ways that we like to comp properties and so we're going to show you how we comp deals. I'm going to show you how I find it. I like to comp. Matt's going to show you how he likes to comp and we're going to show you a couple different ways to find buyers because you may not have a buyer like we do and we're going to show you how to do it. Now, Matt, sometimes I get questions. People say, hey, do you go find the buyers first or do you go find the deals first? What do you recommend? What do you think? Because some people are like, well, I'm going to find that buyer first. So I have the safety net or the comfort zone, comfort level.

Matt: Yeah. I mean, I think that wherever you can get traction first, just start working there because I think I've gotten excited hearing people talk about go find your like, especially if you're selling or flipping or wholesaling infill lots in particular where you can go find builders, you know, their buy boxes. Now you go market and try to bring them properties. The problem that I think I run into is that it doesn't always work out that way. So like I find out their buy boxes, I spend quite a bit of time talking to them. And yes, you're building relationships for the future. But then you go to marketing and actually you don't get anything under contract because you don't do a good job. It's a very competitive market. Like everybody's trying to get those lots under contract in that area and you really got to be sharp and you really got to know what you're doing. And so you can get tripped up that way. So I guess maybe even as I'm talking out loud, I might recommend just do your marketing, try to get things under contract and you're going to learn through experience and

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you're going to build a buyer's list just by doing it. And then now what happened with this one is, you know, so that's what we did to find this buyer. I didn't find this buyer first, the very first time I worked with them, but now I have an established relationship. Everything's worked out really well for us. The first few times we worked together, this made this very easy for me to go back to them again and be like, yeah, no problem. Let's do it again.

Joe: There's another great story. Remember we did a deal once we did an assignment in Florida and I think the assignment fee was 35 grand or something like that. You remember this? And you found the realtor and the realtor bought a buyer. And then correct me if I'm wrong here, but the realtor is like, yeah, that's great. And then we said, okay, we want to do an assignment. Okay, great. Well, the assignment fee is going to be this. And they thought, whoa, whoa, whoa, whoa, wait a second. And then he said, well, okay, we can double close on it, but then we can't sell it at this price. We're going to have to sell it at this higher price. And the realtor's like, okay, we'll find a way to make it work. Somehow after closing it all finished, right? We got like a $35,000 assignment fee, which is a big assignment fee. And I think the property, we sold it for like 75 or 85 grand or something like that. Significant. But do you remember that buyer contacted us a few months later and sent us an email and said, hey, do you have any more land in this area? I don't care what the assignment fee is. Yes. Do you remember that?

Matt: Yeah. And that's really true because these investors or buyers, they're very math based on their purchases. So as long as it works out on their spreadsheets to where they're in their buy zones, it really doesn't matter. In most cases, I'll say in most cases, some people do wig out on this, but in most cases, they're just happy to do the deal because the numbers work, their numbers are where they need them to be. So it doesn't matter. Like they'll pay you for it. Right. You've done, you've done work for them to bring it to them. Not a big deal. I'd say that's probably most of my experience is that way, you know, but I do read the situation if I'm speaking to a buyer and I feel like it would be a big deal to them to see our spread. If I can, I'll go the double close route in that, in that case. Yeah.

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Joe: Well, what's interesting too is I've tried calling buyers first and it's an awkward conversation because they're like, yeah, I'm looking for deals. What do you got? Well, I don't have anything. Nothing. I got nothing. Well, what do you want though? And they say, well, just send me whatever you got and I'll look at it. You know what I'm saying? It's like, ah. So it's, I find it's always better to actually find the deal first and call as many buyers as you can and learn what they're looking for that way because now you're not wasting their time, right? You're calling them saying, Hey, I got this deal. I'm selling it for this. Would you be interested? And they might say yes, no. And then you find out why you dig into like, well, what price would you be interested in this for? Right. Cause maybe you got the price wrong and they might say, no, it's on the wrong side of the street. It doesn't, it has to, you know, that area is too much wetlands or, and you'll learn when you actually bring a deal to them.

Matt: Yeah. I'll, I'll add to that. You know, number one, there's a lot of nuance with these builders. Like for instance, in certain neighborhoods they might only buy public water properties that have public water. Like they're fine putting in septics, but it's gotta have public water. Okay. So there, that'd be one thing. And then they'll even get as nuanced as we only buy properties that are vacant lots that have the power pole on the same side of the street as a lot. Like they're not even willing to like bring it across the street. And so these are all things like you could never know this exactly. And like, what are you going to go market, like create a marketing list for properties with a power pole on that side. Like, like it's like, you can't even get that nuanced in your, in your marketing anyway. The other thing is there's a lot of people teaching, go find your buyers first. And so everyone's doing that. And these people are kind of tired of answering this. I'm tired of giving people my buy box because they never even do anything with it anyway. It's much more powerful to say, Hey, I've got this property. It's at this price. Here's all that. And I always, I always like make, it's super easy. I create like a little snapshot shot of all the important data for my buyers. And I'll just like text it to them. The way I see it is they're very busy. They get a ton of these texts. I don't want to make them do any work. So every piece of pertinent info, it's like right there. And then here's my next really important thing that I've learned through experience. I try to take every

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buyer and to a no, like, so I don't let them not answer me. I, and I'll, I mean, sometimes they won't answer me, but I try to just keep like touching with them until I get them to tell me no. And if they tell me no, I'm always collecting data. So I'll say, Hey, I get it that this doesn't work for you. I'm curious. Can I ask you what was the main reason you said no? Was it the price? Okay. And so then this opens a whole conversation. It's not actually the price. It's that it's just that neighborhood. I'm not interested. It's a low income neighborhood. I'm not interested. Oh, okay. So what do you mainly look for? Okay, boom. So now I'm having this conversation with them. Right. And a lot of, so either I'm collecting data for the future or I can actually convince them. Hey, it's actually the price. I get it. Hey, you know, 20,000 is kind of probably pushing it there. I agree with you. You know, I will tell you like if it'll move the needle, like we'd be willing to sell it for 15 with a quick close, like a 14 day close. So now I'm like, now we're back in it in a conversation. I've opened up a price negotiation with them with some terms thrown in. It's like, we'd be willing to go here with a quick close. We'll probably assign it to you if that's okay. Blah, blah, blah, blah, blah.

Joe: And this is so good too because when you learn this stuff from these buyers, it gives you things like if you don't have a good deal on a contract, you can go back to the seller and say, you know what, I'm sorry, the numbers aren't going to work. It's on this side of the road. We need to have power on this side of the road. And or for whatever reason, you're going to learn why it's not a good deal, which gives you now something you can go back to the seller with and renegotiate or cancel if you have to.

Matt: And to Joe's point, like I call this like a power renegotiation because let's say this buyer agrees to my purchase price of 15,000, but they told me everything Joe just mentioned. Like they said, the reason we need to be there is because the power is on the other side of the street. There's a needs to be clear. It's going to cost $5,000 to clear it. Blah, blah, blah. Okay. That's all amazing data. So, okay. If, if we can get you the, if we could sell it to you for 15 and it could be closed on it in 14 days. Yeah. We could do that. Great. Let's say you already have the property under contract for

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12,000. Let's just say that for this example. And we just agreed to sell it for 15. So then I get that contract and now I go back to the seller and I say, Hey, here, here's the deal. Like, and I just list off everything I just learned about why, like, you know, here, here's what's going on with the property after doing our due diligence. Now here's the cool thing. We really still want to buy this. We just can't buy it for 12. If you're open to selling it to us for 8,000, then we can close in two weeks. We can get you the cash in two weeks and we can get this thing wrapped up really quickly.

Joe: It reminds me of another deal that we did get, Matt, and you were so good at this. This was a landlocked property. I think we thought there was a road to it, but it was a driveway. And there was only one neighbor that owned all the land around it. You remember this? I don't know if I remember the exact numbers, but like we got it under contract for the best price we can. We called the neighbor and I think the neighbor knew we had it under contract because he offered the same price that we had it under contract. Let's just use simple numbers. We had it under contract for 65 grand, let's say. And this was a couple, three acres. And so we had it under contract for 65. We thought we could sell it for 85. So we called the neighbor. He said, I'll buy it from you for 65. And we're like, oh shoot, can't do that. So then we called the seller and we said, hey, I'm sorry, we can't, this is landlocked. We can't buy it for 65. Can you go any lower? I think the seller said, okay, I can take 50 for it. And then we went back to the buyer and said, we can't sell it to you for 65. Can you sell it? Can you buy it for any more? And I think he said, okay, I'll give you 74. But we had the seller drop their price and the buyer raised their price a little bit. Do you remember that?

Matt: Yeah. If I remember the numbers on that, like they're a little bit unclear, but I do remember it was sort of like, it felt like a needle in a haystack thing where everything worked out when clearly if that buyer didn't buy it, like we couldn't sell it, you know? But the thing was, is this buyer was, this other person owning this property was a problem for him. He's a farmer and he had to like, it was 20 acres that blocked his. So he'd have to drive his tractor 20 acres around this property to do his farming. And so that was a scenario. And the other thing was the owners of

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the property, we had to walk them through probate. I think you've might, maybe you'd forgot about that. So like I had to do so much work on this one, but it ended up being worth it. I think we made 35,000, something like that on it, profit. But those two factors, like it was solved a problem for the buyer. We solved a problem for the seller as well. Like nobody else is willing to walk them through like a six month probate process, but that was like a bunch of moving levers that all worked out, you know, thankfully.

Joe: Hey, do you guys, do all of y'all see why I like working with Matt? Yeah, he's a go getter. I love it. Now I'm going to share with you guys right now how we found this particular deal. Remember it was in Okeechobee County, Florida. This was just a few weeks ago. Bought it for 20, sold it as an assignment for 25. So we made a quick $5,000 assignment on it, one and a half acres. We got this. Well, let me just walk you through this. I'm going to actually open up my screen here and show you a little bit about where we got the list and what did we actually send. Okay. All right. So here is the postcard we actually sent. Third notice of attention seller's name. And this isn't the actual lot of postcard, but it's very, very similar. And it's just drives them to a voicemail. Hey, I'm hoping this card catches you in time. I've recorded a brief voicemail about your property. All you have to do is call me, call 24 hours a day, seven days a week. Listen to my message. No one will answer. Reference ID. Okay. We originally sent this postcard guys in January, January of 26. She didn't call us until August of 26. She called us six or eight months later and we dug even deeper. We sent her a letter back in July of 25. So we sent a letter in July of 25. Then we sent a postcard six months later, a third response. No response. Right. Then she finally called us eight months after that and said, Hey, we're ready to sell. Yeah. It was a very simple, easy conversation. We'll talk about the conversation he had with the seller in a second. I just wanted to show you how I got the list. So I went into FreedomSoft. I went to seller leads land. Let's just go to Florida. And this was Okeechobee, Florida. And I knew in this area properties are selling. I mean, you want one plus acres pretty much, right? So I did absentee owners, removed duplicate owners. I went out of zip code owners. This is just people that don't live in the same zip code. I might have said individual only and

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exclude LLCs. I'm not sure. And I usually do. They had to have owned it for at least five years, right? So I might say they had to have purchased it before 2021. And then I usually do something like one, a half acre to 10 acres and I'll uncheck unknown. So just like that, I can get a list of people who own vacant land. They don't live next to it. They're in no LLCs. They've owned it for at least five years and it's kind of meets the size criteria I'm looking for. I click search. This is why I love FreedomSoft so much because it's just like that. A few clicks. I get lists of sellers. I get lists of all my buyers and I can do my direct mail. I get my phone numbers and everything is done inside of FreedomSoft. And so this is growing and growing here. Okay. So there's 3000 property owners and I just click all pages, click add to lead list, and then I choose the phone number I want to use that FreedomSoft gives me. And then I choose the postcard I want to send and I just send it out. So like literally five minutes I can have, get my list and send all that mail. Now, one more thing I didn't say is I probably actually went to ZipFinder. Now ZipFinder, you can see, all right, what are the most active zip codes in that county? So if I go in the last year in that county, Okeechobee, instead of doing what I call spray and pray marketing, now there's only two zip codes here and this is actually the zip code it's in. Most counties, this is a small dinky little county. Most counties will have like 20 zip codes in it. You can just target the top zip codes in there. Before I talk about how we comp properties, let's talk about the conversation with the seller. Okay. When you called her, I believe it was right. How'd that conversation go? What'd she say?

Matt: Yeah, actually it was, it was the husband I talked to, but it was owned husband, wife trust that owned the property. And I mean, honestly it was very straightforward. I mean, like I mentioned, most, you know, maybe 5% of, of land deals that I've experienced have been very, so easy like this, where they're like, Hey, I would like to sell. And Hey, my sale, my sale price is exactly that would work out for you, you know? So there wasn't like, I think originally they might've wanted 23 for it. And I, and I, we talked about, you know, here we'd need to be at 20 and I think that's where I came out with a, we'd be at 20 and they were like, I don't know, we're getting other interests and then I think I was like, okay, what if we did 20 with a 30 day close? And so that was what ended up kind of packaging it up. So

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you're constantly on the fly, like calculating, like what, what's the motivation for them? And you're seeing, okay, there's a lot of competition, they're getting a lot of offers. How could I stand out? Like, cause honestly, like if you don't talk to them or if you don't close the deal with them quickly, like they're going to get distracted and they're going to go talk to somebody else. I mean, especially in a hot market where there's a lot of activity, some of these people are getting three, four offers a week on their property, you know, it's kind of wild.

Joe: You know what? None of them are doing that. We do. We talked to them on the phone. Yeah. You wouldn't believe how many sellers we talked to. They're like, I can't believe like how many offers I get, but you're the only ones who answer their phones. You're the only ones who call me back. Yeah. No, you're probably right about that.

Matt: And so then from there it just became about, um, you know, I think, I think it was the same day that we got the, I got the contract signed from the initial conversation, if not the next day. And then, yeah, I just quickly, you know, like I mentioned, I reached out to my, to the buyer I had in mind. They in fact were interested. I think I might've messaged several buyers while that one was, cause you never know, like they might drive out there and say they don't like it. The thing about that area in the Prairie is, you know, and they've learned from experience, the buyer, you can't quite tell like what the neighbors have done or what the neighbors are doing from the, from the satellite imagery. So because it's rural and there aren't a lot of restrictions out there, which is great, but people might also be doing some crazy stuff. So they wanted to go put eyes on it. It might be a junkyard next to it or something.

Joe: Exactly. So I want to, I want to share with you guys real quick here, um, what it looks like on Zillow. Now we've got this deal we're looking at. How do we comp the deal? I'm going to show a little bit about how I do it. And then Matt's going to show a little bit about how he comps it. And we're also going to show you, how do we find buyers? How do we like to find buyers for this? So I'm going to share my screen

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again here. First thing is the property. We're not going to show you the exact location of this property, but it's in this little window right here. And where is this window? This is Okeechobee County. I zoom way out. There it is. Okay. And if you zoom in, it's this little, what's this called there? This area again, the villagers. It's called the Prairie. The Prairie. All right. All right. So these are all of the properties in the Prairie that are currently for sale right now that are between one acre and five acres. Now ours is a 1.5 acres, less than half acre to five acres, 304. So pretty much everything is over an acre. Yeah. There's one property. If you saw this number here, it went down. So everything is over an acre, 303 active listings. You might think, oh my gosh, how can I compete against that? Now let's look at how many solds. Remember that number 303 solds 1,600, but okay. Let's look at solds in the last 12 months, 556 solds in the last year. What if we did the last six months? Okay. 278. That tells me the demand is really good. There are a lot of actives, but there's also a lot of solds. This is good. But it's also telling me there's a lot of competition here, right? How do you stand out above the competition in a market like this? You do the simple things really well over and over again. Simple things, right? Marketing, always be marketing, right? When a seller calls, you answer the phones. You call them back. You talk to them. You build a little rapport with them, right? You send an offer to every seller you talk to and you follow up. I call that being brilliant at the basics. Brilliant at the basics. The reason why Matt does so many deals, he's not afraid to pick up the phone and talk to people. We're not afraid to follow up relentlessly because that's what everybody else is not doing. Yeah. Right. So how do you comp the property like this? Let's just say if I were to zoom in here on Zillow, right? In this window, there's 31 comps here. Now I have a tool that I use to scrape all of those properties on Zillow and you guys can get that for free. It's a Chrome extension. Chrome extension is one of these things up here. And so I actually scraped all of this before we hit recording and I scraped all of the solds, all of the actives into this little pop-up. If you want this, you can go to jomacall.com slash Zillow and get it for free, jomacall.com slash Zillow and you'll get it. There is a little catch. You have to opt in to get it. I'm going to invite you into a free challenge that I do every week on how to flip dirt. Okay. But go check it out. Jomacall.com

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slash Zillow. It's free. Now you can go through and you see all these properties here. If you click on my extension, it'll scrape all of them and give you all of these average prices, the median prices, average acres, median acres, average median price per acres. So what I did is I zoomed out and I took all 600 and something properties that were actives and solds and I scraped them all. And now I know the median price of all. Now there's two things here. There's actives. And if I scroll down, then they're sold. Yeah.

Matt: I'm not, I'm not seeing your, I'm not seeing it show up when you click.

Joe: Oh, the pop-up. Yeah. I'm sorry. Okay. So you'll have to trust me. Here's the recording that I'm doing here. I'm sorry. It does not show the pop-up. Okay. You see that little dirt flippers, Chrome extension. I won't go too much in the details. I'm sorry about that. But this pop-up comes up and it scrapes everything and it tells you the average price per acre. And then just, I'll just explain it verbally. I could say, give me the lowest 10 or the lowest 50%, but I can see from actives. This is the important number I want you guys to think about. In that window of all of those properties that have sold or are actively listed right now, the median price for the actives is 29,950. That's actives. Let me scroll down here to solds. The median of the solds is 20,400. The median price of the lowest 50%. I don't want to get too technical here because it might sound confusing, but Matt, talk about the bell curve and how you price your deals to sell.

Matt: Yeah. Yeah, for sure.

Matt: Yeah, let me go ahead and share my screen really quickly and okay. So if you can see what I'm looking at right here, just to kind of show you, you know, the bell curve that we're all used to seeing from school. Okay. So the idea when you're pricing your properties is in our game, at least is to sell them. We always say like 30 to 60 days, right? Like as fast as we can while still making a good profit. In order to do that, you really need to be the next logical sale on the market. And in that market, you saw what were there like a hundred and something actives at the

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moment. So in that little area, there's a ton of active properties and you have to stay in. And here's the thing, there's not a lot of attribute difference in all of them. So they're all very similar. So the only way you could stand out other than not being in a flood zone or wetland or not having it being fenced or some amazing attribute would be the price. And so you really need to be sharp on your price. Now some of that is going to be set by your contract price. So in our case, like I wanted to be lower than $20,000, but I couldn't get our seller lower than $20,000. So that part is locked in, right? And so then I was telling Joe, like if you just use comping tools to find like the average sold price, you're going to end up somewhere on the top of this bell curve. And at the top of the bell curve is like if this bell curve represented sold price in the market, it's going to be the most competition. Now if your property has all those amazing attributes, like maybe it already has a septic system, it's already fenced, it's completely cleared, build ready, whatever, then it's maybe justified to be on this side of the bell curve price-wise. You could probably still sell it relatively quickly if it had those amazing attributes. But if it doesn't, in our case, we didn't, we didn't have any of that. So I always like trying to price my properties on this leading edge of the bell curve so that I am the next logical sale on the market if possible, right? And so in this case, like I said, our buy price was kind of set for me. I couldn't really get lower than that. So I knew that I would at least like to make, the way that I kind of approached it was like I really want to at least make $5,000 even if we're doing a quick flip on it. Can we make that work? So then I go to work trying to like prove that hypothesis. You know, do I see other people buying other, the other thing I was telling Joe before we jumped on here is I'm always looking at, before I get it under contract even to purchase it, I'm looking at the buyer profile that I might need to sell it to. Are they an end user, someone that's just going to bug out or use it to build their dream home or whatever, use it as a campsite? Is it an investor or a builder or someone like that? In that case, they need to be, it needs to be in their buy box. It has to be, the margins have to work for them. So usually that means getting a below market value for them, for investors and builders. Otherwise they'll just go buy it off the market. You know, why would they buy yours? So you kind of factor all that in. And like I mentioned, I needed to sell it

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quickly in this case. So I told the seller 30 day close. So in that case, I'm thinking to myself, buyer profile is probably an investor or a builder. So I knew that I couldn't hit the top part of the bell curve anyway. I knew my bottom price was locked in. So I kind of already had the number 25 in my mind. So then I just kind of went in and I started saying, okay, can we verify that this number would work? Like I mentioned in here is all this blue is either wetlands or flood zone. So when you find a property in here that's high and dry, it's, you know, already worth more than the ones that are not. And one thing, one cool feature that Land Insights has, they have tons of cool features inside of here.

Joe: This is not the property here. This is a neighbor.

Matt: Yeah, this is not the property. I just chose a random property that kind of had similar attributes. So one thing that you can do inside of here on the map view, I can choose the last purchase price and the last three years. So you see these numbers popped up right here. So this is like those of you that are very visual driven and you don't love tables and things like that. I can quickly see it right around my property because sometimes even a block away might be a different pricing structure. I could see here's one that's sold for 25. Here's one that's sold for 22. Remember, I'm trying to get 20, 25 for mine. Here's 22. Here's 31. And then also I can start reverse engineering this to trying to find builders. So if I click on it, I can kind of see not only who it is, but I can see how many properties they own. I could click on that and it'll highlight every single property they own, which is a super useful thing to quickly look around. But right away, I'm being validated that, you know, here's one that's sold for 29 one year ago. You know, like it's definitely possible. So that's one thing I quickly do to look at it. The other thing I do is they have a comping tool. So I select the property, I hit comp, and it'll give me like a quick AI comp of it. And again, all the AI comps out there, I mean, they can only do so much. So I use it, I told Joe, as a point of data, and I'll often use a bunch of them against each other. And I'm trying to find congruency against where do the data points come together? You know what I'm saying? So like, I'm going to come up with that hypothesis. And then I'm also going to take that hypothesis and I'm going

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to go look at what's on the market. And I'm going to see like, how many properties are priced below that price? How many are priced above it, but you know, you can get really granular because they might be lower price, but they might have flood zone, they might have wetlands. And so you got to keep all of those nuances in your head while you're comping these properties. So this one is suggesting that it might, we might be able to sell it for 18,000. Again, that wouldn't work for us because I'm getting it for 20. So I'm zooming out and I'm looking at the way that Land Insights works is there's the green pills are sold and these blue pills are active. And so they use a PPA in a infill lot neighborhood like this, PPAs aren't as useful because price per acre. Yeah. The price per acre. You know, one, one of your calls, Joe, I kept saying price, price per acre. And somebody commented, what is a price breaker? I guess I was saying it so fast, he thought I was saying price breaker, but anyway, price per acre. And so you could see this one sold for 26,000 again, that would, that's, that's evidence. I'm building my case. This one sold for 22, that one sold for 23. That's, that's pretty close. This one sold for 40. So that's close. So, you know, I'm just quickly trying to get a visual of would this work, right? Can I support that, that I could sell it for that? And of course, in a lot of rural properties, you don't have this many comps to look at. Like there's a ton of comps here that are all kind of uniform, which makes it a lot easier. Sometimes I can only get the data source that I need by reaching out to a few buyers. And then they give me some real market feedback of whether my price is crazy or whether it isn't. Of course you could reach out. Sometimes I would reach out to realtors and get like BPO's from realtors. That's kind of a hard game. Most, most of them, it's, it's hard to get them to even do it for you. They're also going to come in all across the board. Somebody's going to tell you the property is worthless. I wouldn't even list the property. Somebody else will tell you, oh yeah, we can get 30 for it. So again, those are data points. Like you can't hold any of them as a gold standard. That's what makes comping hard for people and it's frustrating. Like there's no like exact science. It's like, it's like art and science mixed together. So again, like that's what I'm doing like really quickly to try to get an idea of whether the property is something that I feel like I could sell or whatever price hypothesis I have for it.

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Joe: I know you have more to share, but related along the same lines, I took screenshots of my scraper thing here. All right. So let me share this. I remember in Zillow, I have that pop up. You can see here, I have actives and pendings and sold listings. Okay. So it went and scraped everything. You notice I'm now looking at the actives and the median price of all 150. I'm doing lowest 50% of the actives, 151. The median price is $29,950. So Matt's thinking, I got to be below that. Right. Exactly. We also did the same with the solds and we're now looking at all 272 solds that my scraper went and found. The median price of all those solds is $26,000. So Matt's thinking again, all right, well if I can get on the other side of that bell curve going up, if I can sell mine for 25. So even if you're like getting frustrated with diving deep into all this analysis and the numbers, right. Just look at all of them and get the median price and just know, okay, I got to be less than the median price. And that's going to get you like 90% of the way there, 95% of the way there. Right.

Matt: Because you know, Joe, all you really have to do is like get in the ballpark of a buyer to get them to respond in most cases. Like you don't have to be perfect on it actually. So that's another thing to keep in mind.

Joe: Let's talk about finding buyers. We found our buyers on InvestorBase originally for this. Originally.

Matt: Yes. I think that's how I found them originally.

Joe: Now go to GetInvestorBase.com. I would, you know, it's not cheap. I think it's 150, 200 bucks a month, but it's well worth it. If you're already wholesaling one or two deals a month or one deal every two or three months, you need to get InvestorBase. Really good tool for dispositions, for selling your deals for houses and or land. I use it for land. But if you go to GetInvestorBase.com, check it out, there's a free trial I think you can do there. I do get an affiliate commission from that, but I want to show you why I love it so much. This thing is absolutely amazing. I'm going to go back to my window here. So what we're looking at here, Matt, is greens, which are landlord, right? And then the thing that looks like a wrench and a

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screwdriver, those are flippers. That's either going to be a home builder, somebody who rehabbed it or somebody who bought it and immediately turned around and sold it. The greens again are somebody who's just buying and holding it. Now, the crazy thing is in this three mile radius with InvestorBase, it's going to give me 51 different buyers in a three mile radius who have bought land in the last year in that area, 51 different buyers. And when you go through this, these are buyers that are actively buying land right now. And you can see the address, the name, the phone number, and the email. This guy bought it for 23 grand. This one, look, they bought it for 20,500 and sold it for $470,000. That must be a home builder, right? You can see they've done 19 deals. This guy here bought it for 24 grand, sold it for 290 grand. 11 months later, that's a home builder. There's his name and phone number. Call him up. Say, hey, I see you bought this lot for 24 grand. You built a house on it. Congrats. Are you looking to buy some more land? We have a property under contract down the street right now. And you can see he's done 752 deals this guy has. So now what you have here is an incredible list of buyers, wholesalers, fix and flippers, and you can call them all. And you just get this list, you download it, and you just get on the phone and you call these guys. This is one of the ways that you've originally found your buyers, isn't it?

Matt: Yeah, that's exactly how I found it. And I actually have had a lot of success, like those of you that don't love calling people, because here's what I found. The profile of a buyer, of these buyers, at least how I think about them, is they're very busy. They get a ton of people contacting them. Some of them actually don't want to be on the phone. Like I said, they're busy. So I actually have really good success texting them. And like I told you earlier in the episode, I text them like a, usually I use like a one sentence like, you know, hey, I've got a 1.5 acre property in Okeechobee, Florida, near a property that you own. And sometimes I'll put in there some very pertinent information that might excite them, like cul-de-sac, public water. I've experimented putting the price, not putting the price. So I don't just dump a bunch of blind info on them. I'll try to like, just get them to respond to me. And then if they do, then I'll say, great. They'll say, yeah, what's the PIN? What's the address? What's whatever. I like to look at it. Then I send them that little snapshot of all the

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pertinent data. And I find that the ones that actually want to talk on the phone, they call me anyway. Like some of them will just pick up the phone and call me. But a lot of them just want to, they're totally fine texting. It's very transactional. When I'm talking to a lot of buyers sometimes, I'd say like maybe 90% of them. It's very like, hey, do you want to buy for this price? Yes, I do. Great. Here we go. Like, let's get, they're not interested in like a bunch of smooth talk, whatever. So it's very different than talking to sellers actually on the acquisition side.

Joe: Yeah. It's many ways easier. Right. I want to show you another thing here. This letter is, one person listening to this, Matt, is going to take this letter and make a million dollars with it. Okay. It's my famous crumpled up yellow letter for cash buyers. This thing is obnoxious, but it works. Just had a client a month and two months ago, sent out 25 of these. I got about five or six calls, sold it to the first one that called in. It's basically a letter that you handwrite and you pretend that you're this desperate motivated seller and you want them to call you. You handwrite it and then you crumple it up. So it just basically says, urgent notice, don't throw me away. I desperately need to sell my one and a half acre lot near Strait County, whatever. I've had it on the market for some time now and I can't wait any longer. Call me and I'll tell you all about it. Or you can say, take a look at the attached map if you want to attach map. The title is clear. Taxes are paid. It's in great shape and I need it sold today. Help. I'm desperate. Call me. Please make me a cash offer right now. All right. Yellow legal pad of paper, red Sharpie. Write that down. Go make 50 copies of it. And then this is a trick here. This is the important thing. Crumple it up. Crumple it up into a ball, open it back up, fold it into fourths and put it in an invitation envelope. Hand address the envelope with stamps. I like to put a one cent stamp on it and I make it a little crooked. This will light up your phone. I can't tell you how many deals I've sold with this. Also, how many buyers will call me and just to say, Hey, I loved your letter. It was great. You got me. I'm calling you. Can I, I'm going to borrow it and I'm going to steal it myself. I learned this when I first started wholesaling from a guy in Florida. And every time they, they did a ton of houses, every time they got a deal, they would just send this letter to all of the buyers around there and they'd get calls. And guess what? You don't have to do

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this for every deal because these buyers are going to call you. Now you know exactly buyer's list and you're going to talk to him. You're going to find out what they're looking for next time. And you now you can sell all your deals just calling and texting these guys.

Matt: Yeah. And the beautiful thing is Joe, that a lot of these buyers don't just buy in one County. So like if they might buy in several adjacent counties in Florida that they're also interested in. So not only are you building the list, like you do the work once for that County for future mailings, but a lot of times they're, they're not, they don't just work in one County. So your work is multiplied.

Joe: You talk to them now and you say, well, okay, what else are you looking for? Sometimes you can find private lenders through this as well. Matt. Okay. One of the other favorite ways that we've found buyers is with realtors and we've done videos about this before. What are some of your favorite ways to find realtors who have sold land nearby your area? Do you just go to Zillow or what do you do?

Matt: Yeah. So like usually what I, what I used to do primarily all the time was I'd use homes.com. I was just going to demo that in a minute, but you're still, yeah. So that's exactly what I would do. I would go to homes. I'd, I'd put in like, I think the zip code of my property or even just the, the city or the, you know, get relatively close to my property. And I would look for solds and I'd look for within the past, whatever, one year, six months, depending on how many I can pull up. And there's a lot of kind of grunt work in it, but I would just go through and call every one of them.

Joe: Let me show you how to do that guys. Yeah. Now you could go to Zillow, but Zillow doesn't give you the contact information of the, not as easily. Right. Homes.com does a better job of this. So I just did the zip code here, 34972 is where our property was. And I'm going to go right here to the filter button. I'm going to go to sold and I'm going to go to land only sold in the last six months, 192. So our property is in this area. Just kind of zoom there. All right. And I'm going to sort this

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by recent sales. So these are all sorted now by the most recent. And guess what you find here. You're going to see the listing agent and many times you're going to see the buyer's agent. So let's just click on one of these here. You're going to scroll down. All right. Look at this. Boom. Here we go. Carl is the listing agent. And the buyer's agent was Daniel. You think it might be a good idea to call them both? Yes. Now here is the broker phone number to Carl. So sometimes it gives you the broker's number. Sometimes it doesn't give you any number like this. So, but if I click on Daniel's profile here, all right, he looks like a guy who's really nice to talk to, but look at, there we go. There's a phone number. All right. So like call Daniel up.

Matt: I'll like copy and paste that info, right. His name and right below it. And then I'll just open a new tab and Google it. I'm always trying to get their cell numbers if I can.

Joe: So I like that as well. So what I like to do is when I'm looking at the listing agent and the buyer's agent here, I'll just take this and I'll Google it. And many times you find a phone number right here on the right-hand side, but you find his address. You might see his own personal website, a Zillow profile, realtor.com profile. Sometimes you see a Facebook or a LinkedIn and oh, look, this guy has a land.com profile. What does that tell you? He does a lot of, puts a lot of properties on land.com. So there's a phone number from this website. This is a more contact information from Zillow. You don't usually get phone numbers from Zillow sometimes. Okay. There you go. Right. Just Google it. Land.com profile here. You can click show phone. It shows you his phone, I think, or you can message him in here, but it's just a little grunt work. Okay. But the thing I love about homes.com, like you were saying, Matt, just going through all of these, you can find the listing agent and sometimes the, here he goes. I'm two for two. Right. The listing agent and the buyer's agent.

Matt: Yeah. And one other thing that is really cool, like in an area that has a ton of data like that, sometimes I'll even filter by days on market because then I'm looking at only realtors that sold land quickly because it doesn't really take much skill to let something sit there for 230 days or 300 days or 500 days. It's like, you didn't really

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do much. You just put it there and then prayed that somebody would buy it, you know?

Joe: And Matt, let's talk about this. What is your conversation with these realtors when you do call them? Because you don't own the property yet, right? What's your conversation going?

Matt: So again, I always go for like, what can I do quickly? What's a low hanging fruit? So I, I usually text them first. If I can't get anybody to respond to me, then I'll go back and call them. And usually that's, I kind of just do like a quick little text, uh, Hey, I've got this 1.5 acre property in Okeechobee and the Prairie. I like a lot of times, well, sometimes if I'm getting a BPO, that'll open the door and conversation of, Hey, I've got this property. What do you think I could sell it for to move it in 30 to 60 days? Okay. Are you the owner? Like, what's your situation? Uh, no, I'm not the owner. We're land investors. We have the property under contract direct to seller. So no agent involved. And we are looking to find a buyer. It's in our contract that we can market the property before we close on it. So we're just simply trying to find a buyer. Do you happen to know any buyers? Cause we, we would actually be interested in paying your commission if you, if you know any builders or buyers or investors. Some people, some realtors don't play that game and they're just like, no, thank you. We, I don't work with people like you, other investors or other realtors are very tapped in and they actually have connections and databases. My experiences, I only want to work with people that can give me that have networks of investors and builders because otherwise I can do whatever they can do. Right. And I don't really need them. And you know, like if, if the only way that you can help me is by listing it and that's a lot of times their rebuttal, Oh, I'd be glad to help you if, if we sign a listing agreement, if that's your only way that you can help me, I don't need you. I can go list it myself. You know what I'm saying? So I really am looking for someone that's willing to work with an investor that has a, a network of people that they could send it to. And really quickly you'll find whether they want to play ball or not. I have experimented with dangling out large commission numbers with them. But honestly now I don't really even do that. I usually just ask

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them, by the way, what is your commission for land? Oh, you know, it's a 3%, you know, would you be willing to pay, you know, 3%? And I'm like, you know, a lot of times if my, if my, like in this one, it's actually kind of a small margin, 20 to 25,000, right? Buy for 20, sell for 25. I would literally tell them in that scenario, I would say either I'd add, I'd try to sell for 26 or I would say, yes, I could pay the 3% as long as your buyer pays me asking price or it gives me a very strong offer.

Joe: This is so important. And I coach a lot of clients. I do coaching calls every morning with our apprentices. And we're talking about this all the time because they're not finding buyers first. They're going after, they're making a lot of offers and they get sellers that say yes. And now they're like, oh my gosh, it works. And they're freaking out. I tell them the first thing to do is call realtors. That's what I like doing. Call all the realtors who sold land recently in the area. But depending on where you are, you know what's going on right now with all the wholesaling regulations, right? People, they think that wholesaling, realtors think that wholesaling is illegal, immoral and fattening. It's like you're worse than the devil if you are a wholesaler. So what my approach has been, and I've been coaching my clients to do this and it's been working really, really well, which I'm excited about. I approach every deal, especially when I'm dealing with realtors. I'm the investor, I'm not a wholesaler. I'm an investor, not a wholesaler. And I talk to them and saying, listen, I see you just recently sold some land here. I've got some questions for you. I have a property under contract and I'm scheduled to close on October 15th, all right? When I close on this deal, I don't know what I'm going to do with it yet. I might just keep it for 30 years. I might build a house on it. I might sell it with owner financing or I might just flip it. I don't know what I'm going to do with it yet. But when I close, if I do sell it, I might sell it for like $25,000. Would you have a buyer by any chance who would be looking to buy it for 25 grand after I buy it, after I close on it, right? So when I'm doing that, and by the way, I'll say something like, you know, I pay super generous commissions. I pay anywhere from five to 10% commission is usually why I say something like that. But now they know, okay, I don't own it yet. So that they don't have to ask me that anymore, or they understand I'm actually going to be closing on it and I'm not asking them to list my property. I'm asking them if they have any

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buyers and I'm approaching it where I want to give them a lot of money. I want to pay them a lot of commissions. Sometimes like if I know I'm going to sell it for 25 grand, I'll tell them I'll pay you between one or $2,000 in commissions or something like that. Or you can add whatever commissions you want on top of the price. You could even say that, right? Like I'm going to sell it for, I want to sell it for 25 grand. You can add whatever commissions you want on top of it. I don't care. And I kind of don't. Right? Right. But when you, this is going to be so helpful for you guys, right? If you want to call realtors after you've already sent that letter I just showed you, okay? And you start calling realtors, you have to be the buyer. You're closing on this deal and you're going to, at that point, you might sell it. You might keep it. You don't know yet. I think that'll be helpful for a lot of people.

Matt: That's definitely a good point. It's like really what there is, is like a trust gap. And so like anything you can do to like bridge that trust gap between you and the realtor, you're not a slime ball. You're not someone trying to, to like do something under the table or whatever, right? You're totally upright. You're doing things by the book. It's not illegal. So anything you can do, like, I think that's, that's probably a good way to approach it. You know, what I've found is with the commissions, like I kind of let them tell me because then it's exactly what they're expecting anyway. Now I, now I do have that lever I could pull, like if nobody's responding to me, maybe I will say, Hey, I'll pay you 10%. You know, I'll figure out how to make that work. I don't know if I can, like if, if it's a $200,000 property, that might be a little tougher depending on my purchase price or whatever, but these smaller deals, it certainly might be possible to pay you 10%. But like I use that as a lever. And again, I'm like on the fly, I'm like pulling these different levers on how to, how to make the deal work.

Joe: Okay. One more question. We'll wrap it up. We've talked about finding the market, talked about pulling a list, the direct mail we sent, talked about how do we come up with the offer. I love that kind of being at the, the left side or the right side of the bell curve, like before the peak, whatever it is. The leading edge of it. Yeah. The leading, leading edge. Yes. We talked about assignment, finding the realtors,

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finding the buyers, let's talk about title companies here. Okay. A lot of people are wondering, how do I find a good title company in these markets? I, you know, that will let me do an assignment or a double close or will help me with weird probate stuff. What, what have you found to be good on that end?

Matt: So, you know, a long time ago, like you had a list of title companies that you gave out to your people who were, who bought your course, I think. So for a long time, I used that. Now a lot of times, because sometimes some of that, those contact infos can be a little outdated or those people moved on or something. I'll just Google around it. So that, that's one thing I'll do is Google around and just start making phone calls. And I always like to do that work ahead of time. So it's kind of like my, me being proactive. I, when I'm, when I find a buyer, I already know where I want to close. I always try to direct it to where like, I'm going to close where I want to close, unless they're just totally adamant that has to be their title company or their attorney, depending on if it's an attorney state or not. And then I've even talked to several, and I can't think of his name right now, but several different money lenders or transactional funders that have like, some of them have created documentation of title companies that are investor friendly, that do, these people are amazing to work with that do assignments. These people do double closes. And so like you begin to make connections and network with people. And then like in Florida, very quickly, you're going to find a handful of title companies that handle assignments, double closes, even like double assignments. And they work in the entire state of Florida. So any deal you do in Florida, they're affordable, they're fast. I mean, for me, like what I'm always looking for, first of all, can you facilitate what I'm looking to do? The second thing is like, how much can I expect to pay for closing costs? Sometimes I'll ask them for like a sample closing costs. Okay. So then they'll kind of lay that out for me. And then as long as that's competitive. And then the only, the only way I know how fast they are usually is by experience of using them. I always, I'm looking for like speed, responsiveness, and of course, if they do a good job. Now, a lot of title companies do this very well. Attorneys are a different story. Attorney states, anyone who's used attorneys to close, sometimes they can be very, very poor with their communication.

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Joe: They don't respond to you. Just ignore those states. Just stay away from that.

Matt: Well, those of you that are in those states, I mean, you can find really good ones. You just got to, you got to search a lot harder and usually just look for referrals from people.

Joe: I take that back. North Carolina is an attorney state, isn't it? Yes, it is. So, and I do a lot of deals in North Carolina. We've done a lot of deals there.

Matt: Yeah.

Joe: You know, I've found some of my favorite title companies come from asking realtors, you know, that's true. Yeah. You have, you have a favorite title company you like to use here. I like to use local title companies because sometimes we find sellers are really nervous about us. They don't know us. And so we, we like to use local title companies. In fact, one of my offer letters, it says, we'll use a local title company in or around the X, Y, Z area. But yeah, it's just, you know, I think one of the recurring themes here, Matt, one of the things I love about you is like, you've mentioned, how many times have you guys heard Matt say, I just pick up the phone and I call people or I text them like, that's it. It's you're just doing the stuff that nobody else wants to do. Pick up the phone and press that, you know, button to call people, talk to them. We need to wrap this up, Matt. How can people get ahold of you? You partner with a lot of people inside of Dirt Flipper. Oh, by the way, real quick, I forgot talking about finding title companies, get involved with the local, all of the local or the land investing Facebook groups. You can get in the Dirt Flippers group, Facebook group right here. We have clients who've done deals in probably at least 25 different, 30 different States. Just the other day, one of our clients in there just got his Realtors license. Now he wants to, he's targeting other investors. This is in Tennessee. He's targeting investors to represent them and he can, he has a way in Tennessee to help you find buyers and do assignments, double closes, transactional funding with the title companies and everything. He's an investor. He's wholesaled a ton of properties. So like get in these Facebook groups and just

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ask around in there, find the people that are already doing deals in your markets and find out what title companies they're using. Get in there and just ask. I wanted to say, okay, so Matt, how can people get ahold of you? You partner with people in Dirt Flippers on deals. You help me with my coaching calls sometimes. How can people get ahold of you?

Matt: Yeah, I would say probably the easiest thing, if you have a deal that you want me to potentially partner with you on, just email me at matt at mattbills.com. So super easy, matt at mattbills.com. I will take a look at it. I always ask and like Joe does the same thing, like the more due diligence you've done before you bring it to me, the better. If it's our, it needs, you know, preferably it's already under contract. You already have comps. You've already done some due diligence. That way we can, we can just hit the ball, hit the ground running. Right? So I can take a look at it. We can have a conversation about it, what we think we could sell it for and I'll handle the whole dispo side of it. It's kind of become my specialty is finding buyers, especially buyers off market. So if you're, if you have a contract that you just don't feel comfortable putting on the market, usually we can, we can, if it's long as it's a good property and most importantly you have it contracted at the right price, we can move it off market pretty quickly. So yeah, so just email me and, or reach out to me in the Dirt Flippers group, message me on Facebook, whatever, whatever's easiest.

Joe: All right. Blessings to you, Matt, and your awesome, amazing wife, Carol. See you guys soon. All right. Thanks Joe. See you everybody. Take care. Bye-bye.

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