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Forward

The fact that you’re right here, right now you’ve made it this far in committing your business and life to freedom. You are a champion.

Right now the world is very depressed in case you didn’t notice. There is no more job security. People are getting laid off left and right. Unemployment rates are high and it’s not getting better. There is a saying “Live your own dream, or you will help build someone else’s.”

The New Rich Wholesaling Guide is to help you not only build your real estate business but show you how to leverage your time by creating a system, and outsourcing 80% of your daily tasks to a Virtual Assistant or employee.

Now let me let you know now this is one of those get rich quick schemes. To be quite honest with you there is a lot of people involved in Real Estate that never ever, ever get rich. There’s tons of reason for this. But one of them quite frankly is because they don’t have a system in place. Number two they’re doing every task in their business, and are afraid to hire employees because they don’t want to cut anyone in on their profits.

Over the next couple of Chapters were going to break down how to get started in Wholesaling. Steps to set up a proven tracking system for closing deals each and every month. Also you will learn how to hire your first couple of employees, and start to outsource tedious tasks.
Introduction

Man I hated working a job. I would go from job to job looking for a new experience and a better way to make more money. I get very bored easy so after a few months of working somewhere I would quit and find a new job. But one job I could not stand at all was being behind a cubicle answering phones. But it was the only job I could qualify for that paid decent.

I had barely passed high school, never finished college, so I would just deal with it day after day, after day. Yeah the money was ok; I would have times where I would get tons of overtime. But the more money I made, the more bills accumulated. I was still left broke, miserable, and unfulfilled.

So one day after being late on my car note payment for the 3rd time. I had a defining moment. I said for this day on forward I’m going to find a way to make money and be able to quit my job aka just over broke.

So I began to search online, and I came across

WHOLESALING REAL ESTATE …

Now I didn’t know much about real estate. I only knew the traditional way of buying a home fixing it up, and then re-selling it to a financed buyer. However after the BOOM of real estate crashed, I wasn’t sure that real estate was a profitable business
anymore because there were so many foreclosures, and the banks weren’t lending out money as easy to people anymore.

So me being skeptical, I decided to move on to other ventures and put real estate on the backburner. I tried all type of different businesses Network Marketing, which I completely sucked at. I then later started my 1st business called Luxury Escapes. It was a traveling company, which was, suppose to service people on booking their vacations.

Well unfortunately that business never took off, and I had lost a few thousand bucks that I had invested into it. I fell for a few of those get rich quick scams on making money online. Fool me once, shame on you, fool me twice shame on me.

I was tired of being sick and tired….

I was fed up with failing at every business I tried, so I decided to jump in Real Estate Wholesaling. I said, “What the heck, I’ve failed at everything else, mine as well give this a try.” So after searching for education online about real estate wholesaling I came across a guy named Preston Ely. He was a seasoned Real Estate Guru, and the funny thing he was flipping houses right in my neck of the woods, in Tampa, FL. What a coincidence, right?

He had a course on how to flip bank own properties called REO rock star. I didn’t have the cash to purchase the course so I begged my girlfriend at the time to put it on her credit card. She went ahead and bought it and I was excited to take on this new journey.
One thing I told myself is that this has to work… No excuses. I’m going to go hard on this no matter how long it takes me to be successful. I was very determined and super motivated after going through the course.

I began to take tons of action connecting with real estate agents, putting in offers with the banks, looking at houses, etc. After what seemed to be the longest 3 and half months I landed my 1st real estate deal for $5,000. I had made an offer on a property for $30,000 and later found a buyer that wanted to pay me $36,500 on the deal. So after everything was said and done with the transactional funding costs, closing costs, I had a check in my hand for $5,000

Yes! Finally all the hard work had paid off. I was successful and I began to do this over and over and over again. Now there’s a few things I’m going to show you that has helped me over the past 3 years be successful. And trust me this is not just real estate training. It’s more than that my friend.

You see I failed all those previous businesses before and I even failed several times in Real Estate. But one thing is I didn’t give up, and I grew my mindset to be able to handle every objection or problem that came my way.

I’m going to reveal not only the steps on how to get started in Real Estate, how to hire, manage a team of employees, but also how to grow your mindset. The more you grow the more your business will grow. I’m a firm believer of that statement.
Chapter 1:
Your Mindset Is Your Most Important Asset.

Have you ever read Rich Dad Poor Dad? Well if you haven’t put this e-book down and go to Amazon and order the whole series right now. These books changed my life. The moment I read my first Rich dad Poor dad book I knew than that I no longer belonged behind a desk working for someone else. And later on that year that’s exactly what I did. I quit my 3-year-old job and went from employment to enjoyment. Wooohoo I was finally free.

Go read those books. Kiyosaki gives you the information that you’re going to need to survive in this World. This is stuff that they don’t teach in high school or college.

Do you understand that the world is not made out for you to win? If you aren’t wake up… I’m going to be honest with you right now. The world doesn’t give a damn if you fail or succeed. Now I’m not talking about everyone because there are a few people in your life that do care about your well being. Your job doesn’t care, because you can be easily replaced. The government sure as heck doesn’t care, your just one person in a world of a billion people.

Unemployment rates are steadily increasing. 401k’s ha… Don’t make me laugh. Those are as good as putting all your money on the field line at a craps table. Majority of the people that tried to survive off there 401k in the past 5 years are back working greeting folks at Wal-Mart.
It’s all up to you my friend to secure your financial freedom for yourself and our family. There is no more security.

“You can see the world as one of scarcity or one of abundance. You can play the blame game or the solutions game. It’s your choice.” –Robert Kiyosaki

You must first open your mind and start to educate yourself. While you’re reading Rich Dad Poor Dad, also pick up the Secrets of the Millionaire Mind by T Harv Eker. I read that book in 48 hours.

Do you have any idea why you’re not rich yet? Or why you haven’t been able to manage your money issues that you been having for the past few years. Well that book will help you with just that.

It’s all about your mindset. The things that come into your mind unconsciously are what are hurting you to getting to the next level of success. This is why I stress educating and re-programming your mindset. Did you know most of what we were taught all while we were growing up was totally wrong?

We were punished if we failed and did something wrong. When actually it’s important that we fail. Because if we never failed, we wouldn’t know what success would feel like.

Remember when you were a kid. You would always here your parent’s say NO. No don’t do that, you know better. No that’s not the way you’re supposed to do that. No stop making stupid mistakes. While hearing all of the; No this No that, it put a lot of
fear in our minds. We’re afraid to hear the word NO so in retrospect we don’t take any action.

We don’t go out and attempt to call that seller and make an offer on the property. We don’t have faith you can make enough money that will let you be able to quit your job. We don’t jump at a great opportunity when it comes our way because we are freaking scared. That’s right I used to be the same way. And the only way I overcame this was by reading books and reprogramming my biggest asset, which is my Mind.

As much as my mind has grown my bank account did as well. I paid a lot of dues but it was well worth it. My first full year as a Real Estate investor after quitting my job, I made $120,000. I went from barely making $25,000 a year to six figures in 12 months. And I could of never have done it without GOD and without reprogramming my mind. I don’t worry about money. I’m blessed beyond I can imagine. But more importantly I’m free.

I don’t have to wake up to drag myself into work- I work from wherever I want (usually a Starbucks)- No more silly dress codes- No more vacation time. (I travel all year around)- No more traffic- All the free time I want. I work when I want and how I want –

Now I’m not saying this to brag or anything just to show you what you can accomplish when you set out a goal and won’t take NO for an answer.

Real Freedom. The way life was intended.
Do you want it?

How bad do you want it?

One of my favorite quotes by Robert Kiyosaki is,

“The single most powerful asset we all have is our mind. If it is trained well, it can create enormous wealth.”

Let’s continue…
Now another way to re-program your mindset is by saying Affirmations. Here goes mine below that I’ve been saying for the past 3 years.
Chris Bruce Affirmations

1. I get out what I put in.
2. If you can believe, all things are possible to him who believes.
3. With GOD All Things Are Possible.
4. I walk by Faith, and Not by Sight.
5. Faith is the substance of things hoped for, the evidence of things not seen.
6. I am a warrior.
7. I am a fighter.
8. I will conquer whatever comes my way good or bad.
9. I can’t wait to see what amazing things God has in store for me today.
10. I will crush it and own this day today.
11. Nothing can stop me, Nothing can get me down.
12. I’m not tired. I’m energized! I’m energized! I’m energized! (With enthusiasm)
13. I feel like a billion bucks.
15. I feel positive and optimistic.
16. I have what it takes to make it in this world.
17. I am a world-beater.
18. I am an over comer.
19. I am a FINISHER.
20. I always finish what I start.
21. I am a Success.
22. If I can believe it, I can achieve it.
23. I am forgiven.
24. I am loved.
25. Every day in every way I am getting better and better, stronger and stronger, wiser and wiser, freer and freer.
26. The path of life winds upward for the wise, keeping away from hell below.
27. I see the light at the end of the tunnel.
28. I Am & Will become an EXTREMELY Successful Real Estate Investor with God’s help. Key people are coming into my network, which is increasing my net worth. Also helping me to become a multi-millionaire in Real Estate so I can have a greater impact on the human race. Everyday my dreams are becoming my Reality, and I am becoming freer.
29. Multi Million dollar checks are showing up in my mailbox. Multi Million dollar wires are showing in my bank account.
30. I am a child of GOD.
This is apart of my morning routine I say before I start my day. After saying those I’m ready to take on whatever comes my way. Feel free to use them, or even create your own. If you say these affirmations for 30 days every morning and you still feel the same when you first started. I’ll give you 50 bucks.

Stop listening to your radio in your car. Listen only to motivational and “success oriented” CDs or tapes. Doesn’t sound fun? Well how fun is your life right now? You got to pay to play my friend. Play now, Pay later. Pay now, Play later.

Take a moment and think about what you want in life. How bad do you want out your job? Most people don’t take the time to do this. Are you satisfied with where you are?

If your not, then you need to get real busy. Set some goals, and write them down. It’s not enough to just have these goals in your head. Get out a sheet of paper and write each one down. Also
create a vision board. This is what I did when I first got started. I put up all the pictures of things I wanted in life.

So let’s recap the things you need to be doing that will lead you to what I like to call “the land of milk and cookies.”

1. Read the whole Series of Rich Dad Poor Dad by Robert Kiyosaki. Reading this book alone will open your eyes to what’s really going on in the World today. It’s kind of like Neo in the Matrix. Remember when Morpheus gave Neo the choice to choose the Red pill or Blue pill? Well this friend is the Red Pill.

2. Speaking of the Red Pill. My mentor Preston Ely created a product named the Red pill, which was later, renamed Wake Up Wealthy. Its 18 video modules of lifestyle design of freedom in all aspects of your life. I’ve literally gone through this program at least 5 times.

3. Read the Secrets Of The Millionaire Mind by T Harv Eker. I read this book in 48 hours. I found out the exact reason why I was having money problems.

4. Write down your goals for the year. Also setup daily actions that will help you achieve those goals. It’s not enough to write them down. You also must take action daily to make those dreams become reality.

5. Start to listen to motivational and success oriented audio in your car. Forget about the radio. Turn your car into a University on wheels. This alone will help build up your conscious as well as unconscious mind.
6. Look at the 5 people you hang around the most. Are those people positive? Are they broke? Do they have a poor mindset? Stop hanging around them so much. Now I know some of these people are your best friends, and maybe even family. But the irony is that you will never be successful if you’re spending too much time with people that are downing your dreams, and ambitions. I’m not saying stop being friends with them all together. But start to limit your time with them. And network and hang around A+ players.

7. Say your Affirmations in the morning when you wake up.

Start seeing yourself in a new light. Try to catch the vision that God has for your life. He loves you and wants to lead you into your destiny. He wants to show you why you were put here on earth in the first place. You have a mission to fulfill and it is important!

Ok so by now I know majority of you understand the basics when it comes to wholesaling. So I don’t have to spend a long time explaining exactly what it is.

But for those that don’t know what wholesaling is. It’s basically when you find a motivated seller that desperately needs to sell their property. You then make an offer to buy their property and put it under contract. From there you find someone that is willing to pay you a higher amount then what you have the property under contract for. You then assign the rights to your contract with the seller to that buyer and you make the spread.

Ex: Seller calls you and says, “I just evicted my tenant and I’m having a hard time keeping up with the property. I want to sell it for 50k cash, you want to buy?” You say, “Mr. Seller I would like to buy it for 40k cash.” And you both agree on that price. You would then go find a cash buyer (which there are ton of them out there) that wants to pay you $50k cash for the house. You sell it for 50k, seller gets $40k and you walk away with a $10,000 check.

Now every scenario won’t happen the same way. But you get my draft on this. Think of yourself as the Wal-Mart of Real Estate. They buy from a manufacturer and sell you the same products at a discounted price. You’re the middleman or middle woman matching up a motivated seller, which has a property with a motivated buyer who has cash. I do this each and every month, and its simple.
I remember when I bought my first house back in 2006. I had no idea what I was doing. I had made a few thousand dollars, took out a loan I couldn’t afford thinking I was going to be making some cash flow as a landlord. Man was I wrong. I incurred so many costs with plumbing issues, when it was vacant I had people in and out of the property stealing copper. It was hard keeping up with the mortgage payments every month.

Now all along I was taught that if you buy all these houses and be a landlord you would become wealthy. Yes that is true. But no one warned me of how much headaches and stress I would go through trying to manage a property. Especially since I didn’t have much money. I had seen all these people flipping houses making all this money. Here I was stuck wishing I had never bought this house.

After a year, year and half the market crashed. I lost my house pretty much like everyone else did in the housing crash. My girlfriend at the time was barely holding on to her property. Things were pretty bad.

But one day around May 2009, I came across this guy driving a black 745 on rims. He looked like some rock star or something. Come to find out he had just flipped a house right across the street from my girlfriend’s home she was about to lose. Here I am struggling to make ends meet, and he had just flipped a house and made an $8700 profit.

The same guy later became my mentor. But lets rewind a little bit. Now there was something that was different about this guy. I mean beside his crazy hair, and rock star appeal. He would just sit at
Starbucks all day. Only working a couple hours a day flipping houses from his laptop and cell phone.

Right then and there I wanted his life. I was always told that if you wanted to get rich than you had to work hard. But that’s not always the truth.

You have to work smarter not harder. I was ready to put in the groundwork and pay my dues. I thought to myself if I can work from Starbucks flipping homes and all I need is a laptop and cell phone, where do I signup?

Now I’m going to share with you over the next few pages on how to exactly start flipping houses with just using your laptop and cell phone, how to outsource your work to an assistant for the crumbs in you pocket. Also why the old ways of wholesaling isn’t enough for you to profit and make the 6-7 figures in real estate.

Hope your ready,

Chris Bruce
Chapter 3

Finding The Motivated Sellers

There are tons of motivated sellers out there. Go out there in your neighborhood, and chances are there probably about 5-8 motivated sellers just in the same block.

Now if you live on a farm or ranch. This might not be true… Consider yourself lucky…

But for the most of you there are motivated sellers all around you. There’s

1. Vacant Homes
2. Probates
3. Evictions (Tired Landlords)
4. Code Violations
5. Foreclosures
6. Pre-Foreclosures
7. Divorce
8. Fire Damage

9. Short Sales

10. Hud Homes

The list goes on… All you have to do is find them.

“Seek … and ye shall fine…” -Jesus

This really is the easy part. Basically you just get out there and market and the leads will start to call you. No need for cold calling. Well unless you don’t mind getting cursed at and hung up a few times. You have to have a strong tolerance not to want to go through the phone and punch the other person on the end of the line.

Yeah not my type of thing…

I’m going to share with you a few different strategies you can start to implement right now to bring in leads. You just go over which ones best fit you and get started.

Networking

This is the core of any business really. You have to get out there and meet new people. Now there’s one problem people freak you out. I mean some people are so evil and will go off on you just for
trying to say hi. Plus growing up your mom and dad taught you to not talk to strangers.

Well I felt the same way. But I quickly learned if you want to be a millionaire, you have got to grow your network. You ever heard the saying, “Your network = Your net worth? “ So you have to ask yourself do I want to stay in my comfort zone? Or get rich and become successful in real estate?

Make a goal to meet 3 new people a day at least. Let them know that you’re an investor and you buy properties, and if they know anyone that is in desperate need to sell there property that you will give them $500 bucks just for referring them to you. Now you’re not going to actually pay them $500 bucks up front. You will pay them the money at closing out of your profits.

See how valuable this is? Just think if you talked to 3 new people a day that’s 21 people a week, and 84 people a month. Do you think out of 84 people someone will know someone that needs to sell their property? Of course… One of my students did just that and bought a property for $35k and later sold it for $45k 30 days later. $10,000 profit just for opening up there mouth.

You could also print up business cards and start to leave them in different coffee shops, restaurants, gas stations, bathroom stalls, all type of public places. Now the only thing with business cards is that a lot of other people are doing the same idea. You don’t want your cards thrown in the same pile as everyone else’s, or better yet thrown in the trash. And you also want yours to stand out.
So you can start to use these fold over money cards. I actually did a video demonstration on how I used these as a new form of marketing called Drop Down Marketing.

You can go on YouTube and type in my name and drop down marketing to view the video. Here’s a look at the card.
You can get these Fold Over Money Cards at foldovermoneycards.com Notice that at the bottom of the card I put: Know someone that needs to sell their property? We pay $500 cash just for calling and telling us about it!!!
What this will do is create a team of people that are referred to as Bird dogs to go out there and find motivated leads for you.

One of my students takes an hour jog every morning. So now guess what he does on his jog? He sticks flyers in mailboxes. Don’t do this. It’s illegal. Put them on doorknobs or something. Anyways, he gets 2-3 leads a day from this. Amazing. Here is a copy of the flyer he uses:
I’ll Buy Your House Today!!!


Here Is Your Quick and Easy Solution:
-Fast Closing
-Even Within 48 Hours
-Instant Debt Relief!
-Cash!!!
-Freedom From Maintenance Hassles!
Mailers

Now if you’re like me, you want to be able to make your business as virtual as possible. And what I mean by that is that your pretty much work from just a laptop and cell phone.

Now when it comes to marketing. The best form of marketing that works and you can do 90% of it virtually 100% if you have a small budget is Direct mail.

Direct mail by far is the fastest way to bring in leads of motivated sellers calling you wanting to sell their property. And the good thing is that you don’t have to write up the all the letters by hand. You can quickly outsource it someone. Or you can do what I like to do which is to use postcards to mail to prospects.
Click2mail.com is by far one of the best resources for this, because it’s inexpensive. You can target Absentee Owners who own the property Free & Clear. This works well for small and large budgets. On the average you will get between an 8-10% response rates.

Now to get these leads you can use Listsource.com or MelissaData.com. One of my students just bought a list for a 1000 prospects and only spent a little over $100. And when he mailed to this list he got 85 calls that came in. Imagine you spending $100 and the small cost on mailing it out through click 2 mail and making a $9,000 check. Sound good? Ready to make some money?

Now you also have another lead source that is called Probates. These types of leads are goldmines. One probate check can change your life. When I was first getting started in real estate, I remember when my mentor showed me a check from his last probate deal. $80,000 profit on a flip that he didn’t use a dime of his money to get.

I don’t know about you… But I wasn’t even making that in a year. So seeing that $80,000 I didn’t waste anytime on getting started in marketing for these leads.

Now in a nutshell, a probate is when someone dies and leaves a property to an heir(s). The thing is that it might have been a mix up with the will, so it goes through probate (court) to determine who will obtain ownership of the property. There are so many investors
that never market to these leads. There to busy fighting over the foreclosed homes from the bank.

To obtain these leads you have to go down to the courthouse. Make sure to take a pen and pad with you because there some key things you need to write down. I used this Probate System when I first got started to guide me through the process. Then eventually I outsourced to an elderly lady to go pull the information from the files for me every week.

You need to be mailing to probates…

This house here in Port Richey, FL was a probate deal I picked up on my first mailer. I mailed 5 letters and got 3 responses and 1 deal under contract.
We got it under contract for 30k and later flipped it for $5,000. I spent $1.50 cents on the marketing to send a letter out and made $5,000. Are you ready to market to probates? Yes or Yes?

Now the next form of leads were going to talk about won’t costs you a dime to get. I actually started off making offers on these when I first got into real estate back in 2009.

It’s a little competitive, but very profitable at the same time. It’s all about building relationships, and also creating a win-win solution for yourself, and the real estate agent. You’re probably going to need access to MLS. So get ready to befriend a realtor, and start to build a strong relationship with one.

I’m talking about foreclosure homes aka REO’s.
Chapter 4:

How To Flip Bank REO’s

Alright now one way to decrease your costs of marketing, or even have a stream of new leads delivered straight to your inbox every day is bank foreclosed homes. Now you might of heard from agents and other people saying you can’t flip REO’s, its illegal. Well let me tell you that that is not true at all. Many of my friends and myself flip REO’s each and every month.

Now you can’t specifically assign the contract to your buyer like you can on for sale by owners. But there are a few different ways
on how you can flip these properties, which we will go over. The main ways you can wholesale REO properties are through a double or simultaneous closing, Land trust, or selling a LLC. Let’s talk about these different ways on how you can wholesale bank owned properties.

Each state has different laws or requirements when structuring simultaneous or double closings. In my state is totally fine, but some states don’t allow you to. It really comes down to the title company your using. So make sure you are dealing with an investor friendly title company.

The best way to find this out is go out and network with other investors. Ask them what title company they are using? Also ask to see if they sell REO properties. You can also go to REIA (real estate investing association) meetings to find out as well.

A double closing is the simultaneous purchase and sale of a real estate property involving three parties: The original seller (typically the bank), Investor/Wholesaler (Middleman), and the end-buyer. When dealing with the banks you have to use a standard State contract. On these contracts it states that the contract cannot be assigned.

Typically in a double closing, the end-buyer would fund both closings, meaning there will be two HUD-1 statements involved and two closing costs. Your end-buyer will have to wait while you as the wholesaler or buyer will use his/her funds to close on the property with the “original seller” (in this case the bank). To keep your seller and end-buyer separate, both closings must be conducted at different times in the same day (maybe different days
The only downfall about doing these types of closings is that it can be a little costly for your end buyer. See the thing is that you’re going to be structuring all of your deals as NET to seller. What I mean by that is if you have a property for $40k and you’re selling it to your end buyer for $50k net, you will end up pocketing $10k. The net lets the end buyer know that they will be responsible for the closing costs. When doing a double or simultaneous closing this causes 2 separate closing costs.

There also comes a time when you need money for the first transaction to close, and then the buyer comes in and closes the same day or the next day. Now I know what your thinking. “Chris, I don’t have any money to fund the first A-B closing, so what am I to do?” Well you can either find a private money lender to put up the money, or you can use a transactional funding company. There a few out their, just Google transactional funding in real estate.

Now landtrust is the alternative way to wholesaling bank owned properties. Within the Landtrust, there are two parties involved, the beneficiary and the trustee. A Landtrust is just a vehicle to hold title to a property, where as the beneficiary owns the beneficial interest of that Landtrust and the trustee holds ownership of the property for the benefit of the beneficiary.

The trustee can act only when it receives instructions from the beneficiary, who maintains complete control at all times. When you are putting an offer on REO properties, the Landtrust will be
the “buyer” of that property. Just use the address of the property then landtrust after it on the contracts when submitting to the bank.

Ex: 123 Freedom blvd Landtrust

Now the bank will see on the contract 123 Freedom blvd Landtrust as the buyer for the property. With this, the beneficiary has total privacy, whereas the trustee is signing all documents for that Landtrust, and the beneficiary of that Landtrust is “private” to the eye. With the standard REO state contracts being non-assignable, using this strategy, you can assign the beneficial interest of the Landtrust over to your end-buyer.

So let’s say that you found an end buyer for the property at 123 Freedom blvd for $6,000 higher than what you have it under contract for. What you will do is sell him/her that 123 Freedom Blvd Landtrust for $6k. Your end-buyer will now be the new beneficiary of 123 Freedom Blvd Landtrust at closing whereas your brother as trustee will still sign the closing documents at closing.

When your end-buyer becomes the new beneficiary of that Landtrust, he/she then owns that Landtrust and can appoint his own trustee. This is called a successor trustee. Your LLC is no longer the beneficiary, your brother is no longer trustee, and you just received a $6,000 check for selling a Landtrust. BOOM…

Now these are two killer strategies you can use to start flipping bank owned properties. Just implement whichever one works the best for you.
Chapter 5: What to do with the Leads?

Ok so you have done all your marketing for prospects. You have the calls coming in from your marketing. Now what do I say to the callers? Easy what you want to do is have these seller answer a lead sheet. Make sure you ask them every question on the lead sheet.

Now there are a few questions that sellers will refuse to answer. Like how much they owe on their loan balance? What’s the reason they’re selling for? What is the least amount they will take for the property?
But you have to present the upmost confidence when talking with them, and make sure they provide the info.

The Lead Sheet is as follows:

LEAD SHEET

Contact:

Address:
Bedrooms and Baths:
Square footage:
Construction type (block or frame):

Repairs needed:
Reason for selling:
(Be specific. “Moving out of state” is not specific. “Moving out of state because Mom is DYING and seller is going BANKRUPT” is specific)
Loan balance:
Will you take what you owe?
Are payments and taxes current?
If not, how much is owed?
Asking price:
THE MAGICAL QUESTION!

If we pay cash, close quickly, and take the property in its as-is condition,
What is the LEAST you will take?
(Ask it JUST like this and with CONFIDENCE!)

TAV (tax assessed value – you can find this on county tax website):
ARV (After Repair Value - use realquest.com):

Now after you have all of the questions filled out on the lead sheet. You will tell the seller that you will begin to look up comps in the area to see what houses are selling for cash, and you will get back to them. It’s that simple.

Like I said before some sellers will be reluctant to give you the answers you need on the lead sheet. But you must ask with confidence and expect for them to give you the answers. You need the lead sheet filled out completely so that you can make an intelligent offer on the property.

Always remember Motivated Sellers need you, not the other way around! Yes we are getting paid for this, but look at it that we are providing a service to them. The benefits of working with us is the following:
• Were buying the property AS-IS.
• Were playing all of the closings costs.
• Sellers don’t have to worry about paying us a commission
• We close on the property quick. (30 days or less)

Take control of every conversation and be the boss. Refuse to deal with anyone who will not cooperate. Those are not the people you are looking for anyways. Develop a fierce, bold, determined, and powerful attitude and presence

Here is one tip if someone will not give you an asking price and just demands an offer. Remember the first rule of negotiation – He who mentions the first number loses. Get a number out of them.

Say “Ok sir, no problem. Just at least give me a general range then of where I need to be so that I don’t insult you.” Notice I did not “ask” him to do this. I told him to. As a matter of fact, now that I think about it ... I rarely ask anyone anything. I tell people things very matter-of-factly.

Be bold and confident, and you will get what you ask for.

Don’t get too excited because one lead came in. You need about 20 more of those in order to put one under contract. Remember it’s a numbers game. Not everyone is going to want to sell his or her house below market value. But there will be a few that will.

First question you must ask yourself, “Is this seller motivated? What is their reason for selling?” If the seller says that they need to
sell the house because their grandma passed away, and they don’t want to be a landlord. BINGO… you have a motivated seller.

You want people that need to sell there house FAST. And understand that they will not be getting market value for their property. That’s why I like probates, and landlords. They usually know the deal and have no issue.

Now you need to find out what the house is worth. You can find this out for free by going to http://www.Zillow.com. You want to compare houses that are similar in beds, baths, and sq ft that sold in the past 3-6 months, no more than a mile and half radius. Don’t compare a house that is 1200 sq ft and only has 2 bedrooms to a house that has 4 bedrooms and 2500 sq ft.

It’s not rocket science on how to run comps on houses, it’s an art. Pay attention to the lowest numbers you’re seeing in the houses recently sold that are close to your subject property. The highest prices of houses recently sold are generally financed prices. Meaning houses that were bought with a mortgage and not cash.

You want to find the houses that were recently sold cash.

Another great resource to run comps, which is a paid service, is Realquest.com. I’ve used them in the past, and they seem to be the most accurate. I believe the costs for the service is around $150 bucks a month per county. But I could be wrong so you want to check with Realquest.com.
Also you want to make sure you build relationships with real estate agents. Why? Because you can either get access to MLS yourself to pull recent comps, or have them send you the report to your inbox.

You can’t get any more accurate then MLS comps. This is what I use to find out what houses are selling for cash comparable to the subject property.

Let’s say a motivated seller calls and says, “Hey, I would like to sell my house that I can’t find a renter for, for $30k cash.” Well what you will do is run comps to see what the houses are selling for in that area. If you see the lowest selling house in that area comparable to that property was $40,000. You have a good lead, in which you can offer $30k or negotiate for a lower price.

If there is room for negotiation go right ahead. But don’t be greedy. I can’t tell you how many times I’ve seen other wholesalers where there about to make $15,000 on a deal, that will try to negotiate and make a spread of $30,000. Then the deal falls apart and there upset.

Look your not trying to get rich on these deals. My theory is do a few small deals, focus on volume, and build up your cash first. Then you can be picky as to how much you want to make on a deal.

I’ve done deals for as low as $2,000, heck even $1,000. I didn’t spend any money and I only had an hour worth of work. I don’t know about you but I’ll take a 1k an hour any day. Sure as heck
beats that deadbeat job that only pays you a lousy 10 bucks an hour right?

Ok so after you figured out what exactly you should offer, its time for you to make the offer. Now sometimes I like to make a verbal offer over the phone, and other times I schedule a time to meet with the seller and make an offer after viewing the property. Here’s how you know when to do what.

Making Offers

If the seller is extremely motivated and, just looking to get rid of the property, I will make the offer over the phone. Or just fax or email them the contract. These are the leads we love, because it won’t take much work to get them under contract.

Now if the seller is requesting a higher substantial amount then what I’m looking to offer on the property. But there is some motivation behind them. I will schedule an appointment to go see the property and make the offer in front of them. Especially if the say the house needs repairs, but their unsure exactly what exactly needs repaired. This usually means they have no idea what the
costs will be to fix the repairs. Because the people that do, usually will name off every item that needs to be repaired.

There are a few things you should take with you when meeting the seller at the property. Make sure to take a property examination sheet to mark off things that look like they need to be repaired or updated. Even if you don’t know doodley squat about repairs on a house, that’s ok. Just start to look for the things on this list that I’ve provided below.

<table>
<thead>
<tr>
<th>Property Repair Estimate Sheet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address:___________________</td>
</tr>
<tr>
<td>By:_____________________________</td>
</tr>
<tr>
<td>City:___________________________</td>
</tr>
<tr>
<td>Unit 1: Bed_____ Bath_____ Sq. Ft_______ Rent_____</td>
</tr>
<tr>
<td>Unit 3: Bed_____ Bath_____ Sq. Ft_______ Rent_____</td>
</tr>
<tr>
<td>Unit 5: Bed_____ Bath_____ Sq. Ft_______ Rent_____</td>
</tr>
<tr>
<td>6: Bed_____ Bath_____ Sq. Ft_______ Rent_____</td>
</tr>
<tr>
<td>Inspection Checklist</td>
</tr>
<tr>
<td>1. Need a roof?</td>
</tr>
<tr>
<td>2. Exterior Paint / Siding?</td>
</tr>
<tr>
<td>3. Need Windows?</td>
</tr>
</tbody>
</table>

- **Repair Cost Calculations**
  - 1. Need a roof?
    - (Single): $6,000 Full Roof (Multi):$9,000
    - 1 Layer of Shingles Added: $2,500-$3000
  - Exterior Paint / Siding?
    - Paint: Sing. Fam 1500 sq ft: $3,000 Multi 3000 sq ft: $6000-7000
  - Siding (Single 1500 sqft): $7,000 3000sqft Multi: $11,000
  - # of Window x $150
4. Garage Need Repair?
5. Yard cleaned or landscaped?
6. Heating or furnaces need replacing?
7. Plumbing need repair?
8. Electrical Need Repair?
9. Foundation need repair?
10. Basement need repair?
11. Need interior paint?
12. House need carpet?
13. House need tile / vinyl?
14. Floors need to be sanded?
15. Unit 1 kitchen need repair?
16. Unit 2 kitchen need repair?
17. Unit 3 kitchen need repair?
18. Kitchens need appliances?
19. Unit 1 bath need repair?
20. Unit 2 bath need repair?
21. Unit 3 bath need repair?
22. Sheetrock damaged or need replacing?
23. Dumpsters?
24. Decks?
25. Other:
26. Miscellaneous
27. Comments:

Now, as to filling these contracts out, most of it is total common sense. The only thing that will ever vary on my contracts is the closing date, the inspection period (how long I have to inspect the property and back out), and the manner in which I am paying (cash or finance). Other than that it is always a $1,000 deposit (payable to my title company. I actually only sometimes put $10 as a deposit.

Majority of the sellers never even ask for it, and if they do I tell them that I leave the deposits in escrow at my title company.

Don’t worry about putting in the legal description. I just leave that blank or write in SEE LEGAL. Make sure that the contract states...
that “Buyer may assign contract and be released from all liability.” If you have a seller that argues about this don’t deal with him. Simple as that.

ONE TIP: I always put that my inspection period ends the day of closing.

This gives me enough time to find a buyer for the property. If not, I can simply back out of the contract due to it not passing my inspection.

When dealing with banks the contracts will be a little different. You will have to use a state contract and also you will not be able to assign those contracts.

I’ve included a standard Legal As-IS Contract that you can use for buying a property. Now it’s time to find a buyer.

Chapter 6: Finding The Cash Buyers

Your main objective is to build up your buyer’s list. Right now I have 1500 local cash buyers on my list. This is the easy part. And it’s not about how big your buyer’s list is in real estate. It’s about the quality of the list.

Because truth be told out of 1500 buyers, only 20 of them repeatedly buy at least 1-3 houses a year from me. A few of them buy even more.
Now how did I grow my buyers list to 1500 in just a little over a year? Easy….

**Marketing…**

Remember as wholesalers, we have to get really good at marketing. Marketing for buyers is heck lot easier than for sellers. There are buyers everywhere. But more importantly we are looking for cash buyers. Why? Because they can close quickly and usually are not to picky when it comes to a house that might need work.

One way of marketing is to put up Bandit signs around busy intersections. Get some 18 X 24 corrugated bandit signs from either a local place that sells the signs or you can go to cheapbanditsigns.com.

You are going to put about five signs out around the general vicinity of the house that you put under contract. Don’t put it right in the front yard. The seller may still be living there.

We don’t necessarily want to advertise to him that we were never planning on personally closing on his property. Put them at the nearest major intersection, maybe a local stop sign, or something like that.

They should look like this:

Landlord’s Dream!
Must Sell Now
Now it doesn’t have to say this exactly, but you need to make sure it displays a message that you have a property for sale. Also it needs to say that you need to sell fast, and include call now, and your phone number. DO NOT put the address on the sign.

Now when the people call you want to quickly screen them. Make sure you get their name, phone number, and email address. And of course try to sell them the house you have for sale.

If they ask who you are? Just let them know you’re an investor who has the property under contract and you’re wholesaling it.

Bandit signs are what I’ve used day in day out to sell properties. My students use them as well. The only thing is that it can become a timely thing putting out 20-40 at night on weekends. So you will quickly want to outsource this task. Which I’ll talk about how to do that exactly in the next chapter.

You should also look into getting your own website. You can get one that will look similar to mine that will already be put together, and optimized on the search engines to bring you leads everyday for about $47 a month. Don’t worry if you don’t have any technical skills. I barely knew how to send an email and I was able to use this. Jokes…. I’m kidding. But really everything is put together for you. Click Here for more details.
You can have a buyer’s list sign up box put right on the front of it and direct traffic to your site thereby automating the whole thing (the website does it all for you).

So now potential buyers can go straight to you website to view any pics, videos, or information about the property. You’re going to have a lot of buyers that will want to schedule a meeting to see inside of the house. But let’s say the seller is living there you don’t want tons of buyers going to the seller house just to take a look and in the long run not even be interested in the property.

So here’s what I do. I make all my buyers do a drive by, by the house.

NO… I’m not talking about the same drive by they did in the Movie New Jack City.

I’m talking about riding by the house and taking a look at it from the outside. I tell them to call me and if they are still interested we can set up a time for them to view the inside property. Many of my buyers have no problem because they can get a good feel of the property and neighborhood. This helps weed out a lot of tire kickers as well.

Now to avoid confusion with the seller and my buyer, I tell my seller that I will either be bringing my contractor in to view the property. Or I will say my funding partner needs to view it before we close. I make sure the buyer knows what the plan is. I am very direct with my buyers and tell them that if they deviate from my instructions that we will not be able to do business together in the
future.

You do not want these people going around you, directly to the seller with the deal and cutting you out. It’s been done; believe me. We then set up appointments with the seller and our buyers (“inspectors” or “funding partners”) to view the property. The seller after all is expecting some inspections, hence our “inspection period.”

Once you get a buyer then you will sign contract with the buyer for the amount you agreed on. Make sure they are a cash buyer, or if they are using hard money to provide you with proof of funds. You can deal with a financed buyer with a conventional loan, but its much more pain in the butt.

Now also you will need to sign an assignment of contract (included in the book), which is the difference (your profit) from the amount you agreed to with the buyer minus the amount you promised the seller. Collect a $2,000 non-refundable check from your buyer that you will have held in escrow. This is to make sure that the buyer is serious. No deposit, No contract signed. Period!

If you are having a hard time finding a buyer drop your price down that you are marketing it for. There have been plenty of times I have gone from making $12,000 down to $2,000. The objective is not to get rich on every deal. It is to quickly sell it, and move onto the net one. Got it?

And I don’t want to hear you complaining if the deal falls through either! It happens, that’s apart of the business. Every wholesaler
even well experienced season investors have deals that fall through. Just don’t bi*** about it, and move on to the next.

As a wholesaler you want to focus more on volume. The $2,000 and $5,000 flips pay your bills. Don’t get discouraged. You will eventually get a home run deal of $20,000 or more but you have to be patient my friend.

Once you have a contract with the buyer it is time to fax everything over to your title company. Simply say, “Here is a new deal. Please begin the title search and advise ASAP.” Give them the contact information for both your seller and your buyer.

A good title company should handle all the details of the closing without much involvement on your part. You want your title processor to call the individual parties directly and handle what needs to be handled without bothering you with it.

Now you’re pretty much done. You just sit back and wait till the title company calls you back to let you know when the closing is scheduled.

You can attend the closing if you want. Me personally, I don’t attend them. I just wait for the title company to call me to pick up my check. But it’s totally up to you. Now see how simple that is? A third grader can grasp what we’re doing here.

You will continue to do this over and over again. The next chapters
we will talk about how to outsource majority of this process, to free up your time.

Agreement to Assign Contract for Sale and Purchase

Subject Property:
Legal Description:

This agreement is made between Your Name, (ASSIGNOR) and Buyers Name and Remodeling (ASSIGNEE) regarding purchase of above referenced SUBJECT PROPERTY.

Whereas Your Name (BUYER) has entered into a Purchase and Sales Agreement with Seller’s Name (SELLER) for the purchase of SUBJECT PROPERTY, and whereas BUYER wishes to assign its rights, interests and obligations in the Purchase and Sales Agreement, it is hereby agreed between ASSIGNOR and ASSIGNEE as follows:
1. ASSIGNEE shall pay ASSIGNOR a NON-REFUNDABLE assignment fee of $ Your Fee (payable $2,000 with signing of contract and balance at close).
2. Assignee’s inspection period shall expire upon execution of this Assignment. ASSIGNEE accepts all terms and conditions of the contract for Sale and Purchase between BUYER and SELLER in its entirety.
3. ASSIGNEE acknowledges receipt of legible copies of the original Contract for Sale and Purchase in its entirety including all Addendums associated with this transaction.
4. Additional terms and conditions of this Assignment are as follows: -This assignment contract is non-assignable without the express written consent of the ASSIGNOR.
5. Disclosures and Acknowledgement:
   a) ASSIGNEE and affiliated associates make no warranty, expressed or implied, regarding inspection reports or other reports provided to ASSIGNEE by ASSIGNOR or third parties concerning this property.
   b) ASSIGNEE acknowledges they are conducting a transaction dealing directly with ASSIGNOR for the purchase of SUBJECT PROPERTY. ASSIGNEE is not relying upon or being represented by a REAL ESTATE BROKERAGE in this transaction.

AGREED AND ACCEPTED ASSIGNOR (Your Name)
Signature: ___________________________  Dated: ________________
Print Name: __________________________

ASSIGNEE(____________________)
Signature: ___________________________  Dated: ________________
Print Name: __________________________

Chapter 7: Delegating, & Outsourcing Your Business

Let’s be clear about what were doing here. The goal of this chapter, outsourcing, and wholesaling in general is create a business, and lifestyle to give you freedom. Financial Freedom of course, freedom to live a mobile lifestyle, but most importantly freedom to do anything you wish with your time, the most precious asset you have in life.
What you need to do is create a road map first. This way you will know what exactly your destination of personal freedom looks like.

Take a moment and think now. Why did you decide to get into Real Estate?

Why the HECK did you choose this route instead of doing what everyone else does sticking with a 9-5, trading hours for dollars, hoping that one day they will have enough saved in there 401k to be able to retire; even though they may or may not even see that money?

So why are you a real estate investor? What is your “reason why” for doing this?

I want you right now to write down 3 short term and long term goals you want to obtain as a real estate investor?

Short Term Goals:

1.

2.
3.

Long Term Goals:

1.

2.

3.

The island of freedom is the end result of where you want to be. That’s when your time, mobility, and money goals are the reality of your life. Remember it’s not all about the money!

A lot of people get into business and focus so much on just making money, that when they make it there still left empty. Why? Because money will never make you happy. Pursuing money just for money’s sake or for the things it can buy will leave you lost. Ever wonder why some of the richest, famous people commit suicide? Because a lot of people get so caught up in chasing the almighty dollar that they end up losing themselves in the process.

Remember FREEDOM is the ultimate end goal.
Freedom to live the lifestyle that you dream about and to actually do something lasting & meaningful in this world that extends beyond your years.

Money is important, but freedom is infinitely more so.

There is a famous saying that I got from Ron Legrand, which is “The less I work, the more money I make.” Now for the longest I never understood this. How can you really work less and make more money? We have been conditioned in life that the harder you work the more money you make. That’s the big reason why people take on 2-3 jobs at a time.

So you end up trading hours for dollars, working more than 8 hours a day. Which is not good! Occasionally yes you will have to put in a little overtime or more than 8 hours a day. But it should not be that way every day nor every week. It has been known to cause failure marriages, mental breakdowns, as well as premature balding.

In business look at it as playing a sport with a team in mind. It takes a strong team effort to win the big championship. Yes you can get far in the real estate business by doing everything yourself, but this will also wear you out quick, and have you back working a 9-5. Ask me how I know?

You have to step out and look at yourself as the coach. And start to assemble a solid winning team. Your responsibility within your
business is to draft star players and architect a championship team, not to play the game yourself. Your business needs you in this role of architect of business owner. Working on your business, not in your business.

Some of the things you will learn how to delegate with systems like CRM database, auto responders, and other tools. And the other things you will be outsourcing to V.A.’s, interns and field guys.

I would recommend you getting Freedomsoft, which is what I use to handle all my seller & buyer leads, websites, and marketing. Also grab an account from Freedom Voice for your 800 number to funnel the calls from your marketing to a 24-hour answering service.

Now let’s go over the delegation part.

Chapter 8: What To Outsource & What Not Too?

Alright now before you get to outsourcing any and everything you need to ask yourself a few questions. What are the repetitive, tedious, and/or unimportant tasks that someone else should be doing while you focus on the essential? I bet if you sit back and think
about this you can come up with at least 5 things that you can outsource right now. For example:

1. Posting Ads On Craigslist & Backpage
2. The Initial Call To Sellers
3. Marketing Online
4. Direct Mail Marketing
5. Putting up Bandit Signs

These 5 tasks here are for sure something that should be outsourced today. By delegating these 5 tasks here this will free up your time to be able to focus on finding more marketing strategies, and eventually adding different components to your business.

These are the questions you should be asking yourself all day. Does what you’re doing have an immediate, measurable, positive impact on your desired results?

Is what you’re doing the highest and best use of your time? If so, proceed with the task. If not, stop and delegate it to someone else.

Like for instance putting out bandit signs. When it comes to marketing with bandit signs, this is a tedious task. I have spent countless hours at night putting out 40-50 signs. This is something I quickly outsourced to someone else. The 2-3 hours I spent driving around putting out bandit signs freed up my time to focus on the deals that were coming in.
Another tasks I outsourced were the callbacks to the sellers. With me putting out all the marketing pieces, it quickly had my phone ringing off the hook with motivated sellers wanting to sell me there home. However, I was working a full time job when I first got started so I didn’t have the time to call all of these sellers back due to my crazy work schedule.

So I needed a solution, and a solution fast. Because after so many days of not getting back to the sellers that called, they kind of forgotten about me. Some even had sold there home to another investor because I took to much time getting back to them. I was losing potential deals, all because of my stupid work schedule. But I couldn’t afford to quit at the time, because my job paid the bills.

So I heard about V.A.’s and that you can hire a virtual assistant overseas preferably in the Philippines for as low as $2 an hour. I was shocked. Who in the heck would work for $2 an hour? They had to be insane, or I thought I would probably get what I paid for which would be lousy service.

But… to my surprise this was one of the best decisions I made in my entire business. I had found the perfect employee that I only had to pay $2 an hour and I can control how many hours she works, she spoke very excellent English. I was winning like Charlie Sheen.
Famous Quote:

“If your business depends on you, you don’t have a business – you have a job. And it’s the worst job in the world because you’re working for a lunatic.” – Michael Gerber, The E-Myth

How much of a help and assistance your V.A. will be on dependent on how well you train them. One thing you will want to do is create a blueprint of exactly what a typical day of tasks will look like for your Assistant. As weeks go on you can always add more tasks. But don’t start them off with too much in the beginning.

I’ve found online video training, has been more effective then just sending them an email all the time telling them what needs to be done. Now you don’t have to record every task on video just to show them. But things like how to send out mailers through click2mail, or how you analyze your properties, you will want to definitely do a video training.

Chapter 9: Hiring The Team

Hiring the right team members will be essential for the BIG win to freedom in your business. Again look at it like sports, not everyone that gets drafted to the team will stay, some will get traded. But the good thing about having a
team in Real Estate is that you don’t need a ton of
employees, also multiple teams can win with the right
team!

As I mentioned in the last chapter, putting out bandit signs
is a very tedious task. And for some that are doing virtual
wholesaling it will be impossible for you to put up bandit
signs yourselves because you don’t live in the area. So
what to do? Outsource…

I ran an ad on Craigslist in the Real Estate job section in
my area of Tampa, FL. The ad was this simple:

**Headline: Street Team- Bandit Signs**

**Description:** Looking for someone able to post Bandit Signs up
around busy intersections close to the subject property.

Will pay a $1 for every sign posted. Min 20 signs to be posted
for every property.

Call for Details 813-XXX-XXXX

My phone instantly blew up with applicants interested in
getting started. There are tons of folks out of work, and
looking for an extra way to make some money. So to find
someone to fill this position will be easy.
Now I later ended up hiring a guy that I would pay a $1 for each bandit sign he put up. Now in order to track and make sure he is putting up my signs, I make him take a picture of each intersection with the signs put up.

We signed a little agreement basically saying that for each sign I will pay him with a check or money order for the signs he put up.

So now the long process of putting out bandit signs was outsourced. And I could move on to focusing more on the business. Remember the goal is to eventually just be working on the business, not in it!

Now I thought to myself, if I could just hire someone to answer these phones while I’m at work. I didn’t have enough money to hire a customer service company to take the calls like Patlive. Plus they would probably sound too scripted anyways, which would hurt me in the long run for rapport with the seller.

I ended running into my mentor at Starbucks one day, and he asked me if I was using V.A.’s yet? I said, “No, I can’t even afford one I don’t think, and where do I go to hire one anyways?” My mentor said, “of course you can afford one,
they only charge 2 bucks an hour, have them work 10 hours a week, 20 bucks. You can cough up 20 bucks a week!”

Now initially I was thinking to myself how could I hire a Virtual Assistant, I don’t even know how to interview these people. And then a light bulb went off in my head. I’ll interview them via Skype.

There are a few good sites that you can find and post an ad that you are looking for a Virtual assistant. Here is a list of a few I recommend.

**Recommended Sites for Hiring Virtual Assistants**

[www.myvanow.com](http://www.myvanow.com)

Our friend Antonio Edward’s Filipino virtual assistant job board. All of his assistants are trained and have some real estate experience. Most of his Virtual Assistants are $300/month for 40-hour/week work (a little less than $2/hour), and they’ll work for you during American business hours.
www.elance.com

I’ve never used the site personally. But heard some good feedback about them. Search “virtual assistants,” “personal assistants,” and “executive assistants.” Use the client feedback reviews to help you find the vest VAs. Costs will range from $4 an hour for international VAs to $25 an hour for American VAs.

www.odesk.com

My favorite website to use to find employees to outsource my work to. I’ve used this site several times, and this is where I hired my current virtual assistant. I highly recommend you use their service. I originally started my assistant off at $2 an hour. And I bumped her up to $4 an hour.

www.protmc.com

Great service that provides dedicated closing coordinators to manage your transactions from contract through closing. An incredible time & energy saver.

How To Hire a Virtual Assistant

You want to keep the hiring process as simple as possible. Remember the day when you first got interviewed at the job, and you were a nervous wreck. You kept getting asked stupid questions, in hopes that your brain would move fast enough to think of the right answer to answer back. Well do the total opposite folks!
If you plan on using odesk, you are going to have to post an ad up, and it should look something like this.

**Virtual Assistant With Real Estate Experience**

**Job Description**
I'm looking for a full/part-time VA to help with my real estate business.

**Responsibilities Include**
Screening buyer and seller leads daily
Running Comparable sales and determining value.
Understanding my buying criteria & recommending a course of action
Receiving inbound calls and making outbound calls (I'll provide the call script)
Coordinating paperwork and closings

**Skills Required:**
Sales, Marketing, Phone Skills, People Skills

Now after putting out this ad, you will start to get applicants applying left and right. But one way to weed the bad ones from the good ones is by doing a response test.

What you want to do is test the applicants on how fast they respond back to your message. So you can quickly send them a message that says this, “Thanks for responding about our VA opening! We’re going through a ton of applications & we’ll be making a decision this weekend. When can you start, and what rate do you bill at?”
Their billing rate is important, but I don’t really care how they answer my questions at this point. We can negotiate the rate later. What I’m watching for here is simply responsiveness. I want a VA who gets back to me within 20 minutes.

Anyone who responds after 18-24 hours is immediately eliminated from consideration. This little exercise will cut your applicant pool from 50 to 15. You’ll be shocked. And you’ll save hours that you would have spent sifting through 35 extra applications from people who are slow to communicate.

Now that you have narrowed the applicants down to 15, you’re going to want to cut it to 2-3 quick. Basically looking over their credentials, past work experience, and the feedback they have received from other employers.

Once you have done that, setup a time to interview the last candidates via Skype. Most of the applicants overseas use Skype to communicate with people over in the U.S. because it’s easy and free. If you don’t have Skype yet, just head on over to www.skype.com and download it to your laptop or computer.

Here are a few questions that you can ask during the interview process.

1. Tell me a little about what you are currently doing for work?
2. What are your goals for the next 6 months?
3. Do you have any experience in the real estate field? If yes elaborate.
4. Tell me how do you think you will be able to help me out in my business?
5. Tell me about your last difficult task, and how were you able to overcome it?

After interviewing them pay attention to their level of excitement over the phone, how good there English speaking is. And go with your gut feeling when picking the person to hire. Don’t just pick someone because they only want to be paid $2 an hour.

Don’t worry if the person you hire isn’t working out for you in your business. You can always re-hire someone. There always tons of people over in the Philippines looking to get hired.

If you find yourself repeatedly miss hiring, I recommend reading “Top grading” by Brad Smart. It’s an awesome book that will streamline your hiring process, help you separate the wheat from the chaff, and – bottom line – nearly eliminate miss hiring from your business.

Now that you have a team in place. It’s time to execute your plan!

Chapter 10: Closing Thoughts
You have reached the end of this book, but the beginning of your journey. Understand that real estate wholesaling is the quickest way out of the rat race. And outsourcing and hiring a team is the fastest way to more freedom. This is not rocket science. You can become the next big wholesaler in your area.

Many of self made millionaires were where you’re at right now. If you ever read any of Robert Kiyosaki Rich Dad Poor Dad books he talks about buying a good deal in real estate, and finding someone that wants to pay you more for that good deal, and put the two together. Fortune favors the bold. Get out there and make it happen.

Don’t just stop at wholesaling real estate. You can get involved in much more strategies in real estate. Heck you can start to coach and create info products to help educate the world like I do. Think BIG. Brand yourself, become the top person in your area in real estate investing.

You were put on this earth for a reason. Make sure you find out that reason and start living to it the fullest. Money isn’t everything. I sure thought it was, until a bunch came in and I was still left empty. Be real with yourself, and always keep your integrity. Do things as ethical as possible, and always strive to become a better person everyday.

Many of you know my story, and for the ones that don’t you can go to my blog www.c-bruce.com to read more about me. I was
stuck working a job, and broke just like you were. But with a clear vision, and solid plan, I made this business work for me. You can do the same.

My own personal testimonial is that GOD is the head of my life. Once I truly gave my life to him, and asked him for forgiveness of my sins, and to lead me down the right path. That’s when I really felt like I’ve begun to live.

Everybody Dies but not everybody lives.

Be Blessed. Fortune Favors The Bold.
Chri$ Bruce
Internet Landlord LLC

Recommended Reading
The Four Hour Work Week- Tim Ferris (the 2nd best book I’ve ever read)

The Secrets Of The Millionaire Mind- T Harv Eker (read this book in 48 hours)

The Charge- Brendon Burchard

Rich Dad Poor Dad- Robert Kiyosaki (best book in the world)

Get Off Your Butt- Sean Stephenson

The E-Myth – Michael Gerber

How To Be A Quick Turn Real Estate Millionaire- Ron Legrand

The Bible- by GOD (best selling book to mankind)

Keys to Success- By Napoleon Hill

Super Rich- Russell Simmons

The 80/20 Principle – Richard Koch