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REAL INVESTING FOR EVERYDAY INVESTORS

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Wholesaling Real Estate

Week 3: Building a Buyers list | How to use active and passive strategies to build your buyers list.

October 27, 2020

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Agenda

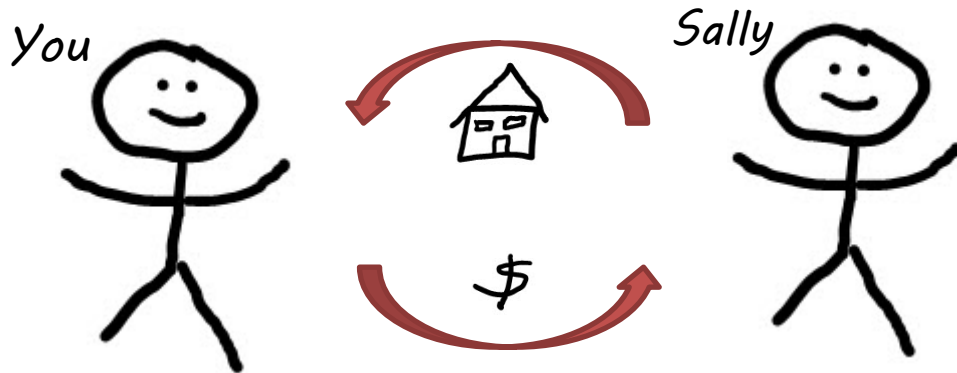
Why
What
How

DISCLAIMER

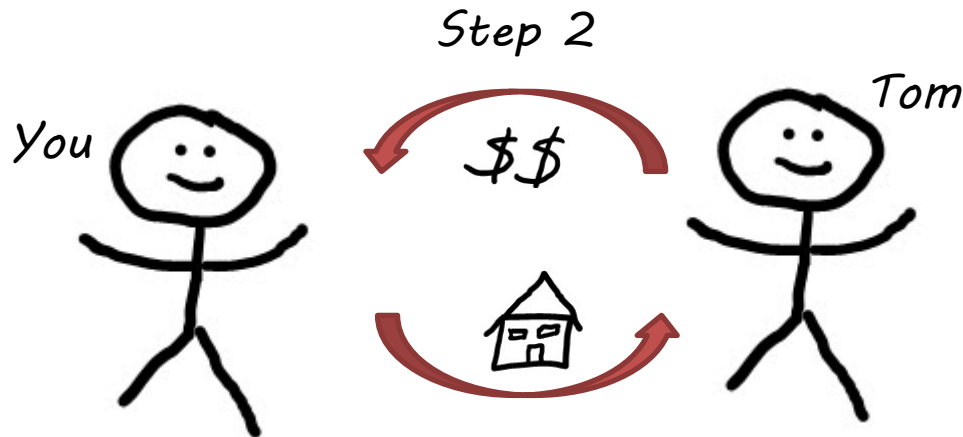
I am here for your entertainment. The information provided in this presentation is for illustrative purposes only and does not represent actual performance.

You are strongly advised to consult an attorney (several) and qualified tax professional prior to making any investments or decisions that are represented in this presentation.

Assignments

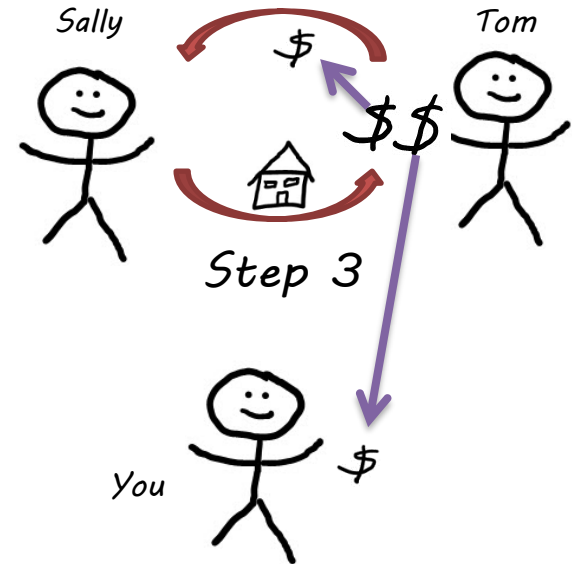


Step 1



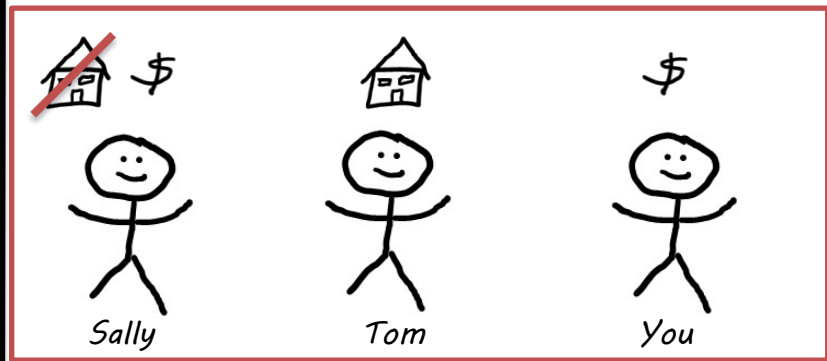
Step 2

Closing Day

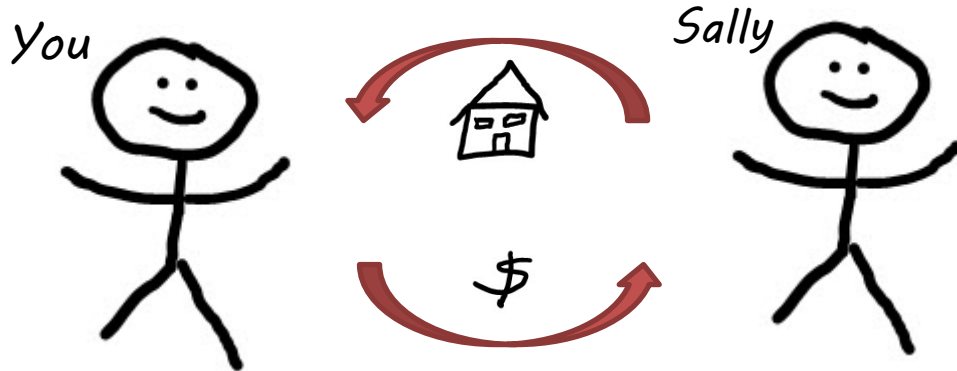


Step 3

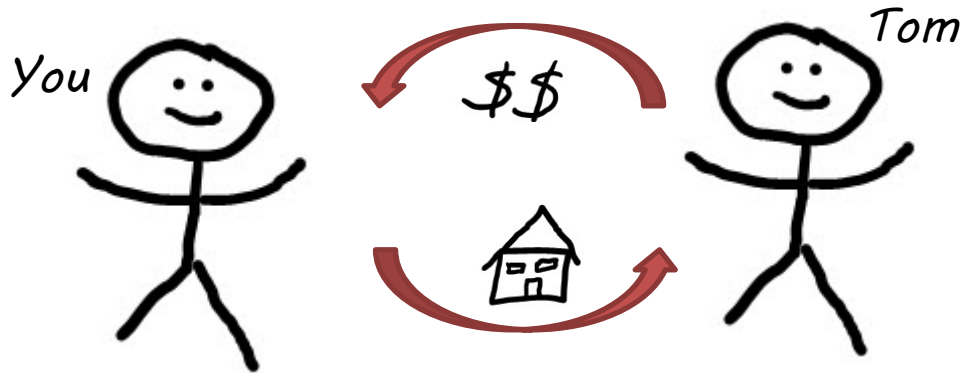
Step 4



Wholesale



Step 1

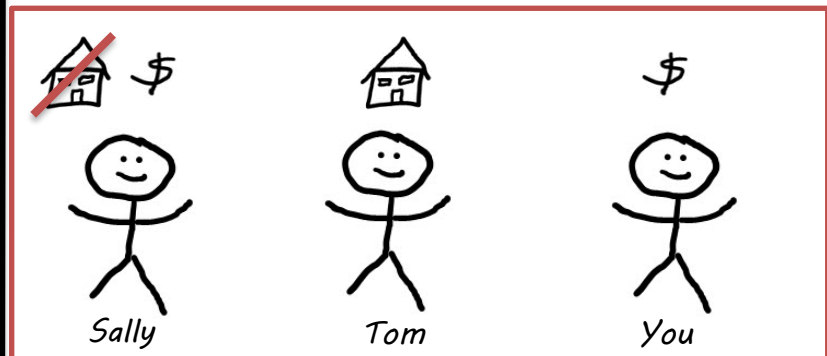
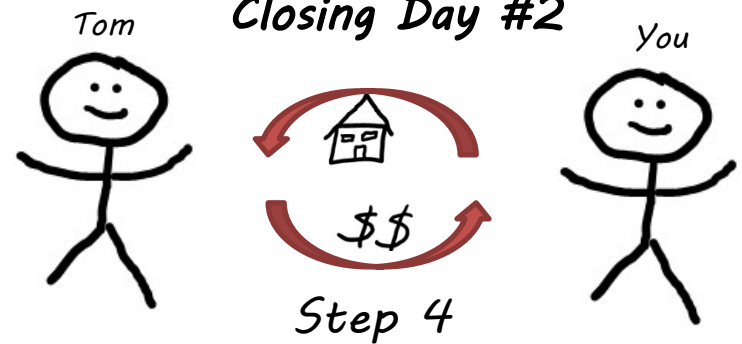


Step 3

Closing Day #1



Closing Day #2



Assignments

Pros

- You don't own the property
- Almost no risk
- No capital needed
- Quick cash
- Very few people involved

Cons

- You don't 'own' the property
- You may be leaving money on the table by not rehabbing

Wholesaling

Pros

- You Control the Property
- Faster to cash (than rehabbing)
- Appealing to sell to the 'next guy'

Cons

- You have to Own the Property
 - More Risk
 - Holding Costs
- Things can go wrong

Why Do Other Investors Buy From Us?

- They're OK paying a mark-up, as long as:
 - The numbers still work for them
 - They didn't have to spend \$ to find the lead
- We make it easy for them
- Some simply want to be the 'retailer'
- Some are putting into a rental portfolio

Packaging & Promoting

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Prepare your P-O-P

You will make it easy to assign your property to another investor if you provide a comprehensive Property Overview Package (POP).

The POP will address many of the issues that an investor will want to know. You can print it out on your computer or put it up on a website. So, what goes into a POP?

- ☐ Video of the exterior and neighborhood (upload to YouTube)
- ☐ Video of the interior make comments (upload to YouTube)
- ☐ Interior and exterior photos with descriptions
- ☐ Contract terms and conditions
- ☐ Offer type (all cash, subject to existing mortgage, etc...)
- ☐ Outstanding liens
- ☐ Mortgage balance
- ☐ Annual property taxes
- ☐ Comps / Estimated ARV (provide Active, Solds and Leased comps from the past 4-6 months)
- ☐ Monthly debts (mortgages, HOA's)
- ☐ Average estimated repair costs (\$10-\$50 psf)
- ☐ Number of bedrooms and baths
- ☐ Property description, including the overall condition of the property year built
- ☐ Use your words to express your thoughts

Video is where it's at!

Dear Investor \$74,130 Equity
Asking Price: \$72,000.00 + Closing cost
ARV: \$146,130 +
Rehab Cost: \$10K-\$25K

8710 Diceman Dr, Dallas TX 75218



Great Mix in this neighborhood! Ranging from \$120k up to \$226K. Contemporary houses can be found on this block that makes this neighborhood a unique mix.
ADOM: 25 days

If you want to see the inside contact me:
Odalis Ochoa 214.250.9929

<https://instantequity.com/>

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Email to your investors!

Richardson I.S.D. Near Coit and Spring Valley for \$79,000



Price: \$79,000.00 CASH.

Tax assessed over \$170K. Dallas address near Coit and Spring Valley in Richardson I.S.D.

Great rehab and resale opportunity for this 3-2.5-2 with 2288 square feet (per tax roll). House has had water damage and has mold which will need to be remediated. House needs a lot of work, but should be doable for around \$40K. We think it would retail for \$165K. Be sure to go through the pictures accessible by clicking the link below.

\$2,000 Non-Refundable deposit required, buyer pays closing costs.

Pictures... <http://www.box.net/shared/8nnb0gthx3>

- Start by getting an email provider that has templates (MailChimp)
- Start building your list:
 - Facebook
 - LinkedIn
 - Twitter
 - Instagram
 - REIA
- YouTube link
- Google Drive
- Price, Investment, Reward and comments.

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Finding your end buyer

Now we've come to the point where it is time to FIND the money. Your job is to find an investor/buyer to take your contract and pay you your assignment fee. You will get a NON-FEFUNDABLE down payment on the fee when you both sign the assignment agreement, and the balance at settlement. First, let's see how to find buyers for your contract.

- ☐ Run Online Ads
- ☐ Post on Craigslist.com
- ☐ Call on "We Buy Houses" advertisers
- ☐ Real estate investment group/clubs
- ☐ Attend a courthouse auctions
- ☐ Internet Forums – biggerpockets.com, meetup.com, social media
- ☐ InstantEquity.com



Write up the offer (control)

At this point you have negotiated and disclosed the details of the property and transaction and now it's time to sign a document that will tie this buyer to your contract.

- ☐ Always get non-refundable money from end-buyer
- ☐ Buyer closes 2-days before you have to.
- ☐ Fill out the form

ASSIGNMENT OF CONTRACT OF SALE

In consideration of the final purchase price of **\$37,500.00** and other good and valuable consideration, and the mutual benefits to be derived by all parties to this assignment, the undersigned, **YOUR NAME GOES HERE** (Assignor) does hereby assign unto **INVESTORS/BUYERS NAME GOES HERE** (Assignee) all rights, interest, suits, claims and titles in and to a contract of sale dated **DATE OF ORIGINAL CONTRACT** by and between **YOUR NAME GOES HERE** as purchaser, and **ORIGINAL SELLER** as seller, concerning such property known as **1424 Alta Vista** and further described as **Lot 16, Block 12, Northridge Estates**, an Addition to the City of **Mesquite, Dallas County, Texas**.

Assignee is to deposit a \$1,000.00 non-refundable option check, made payable to assignor. This money will be credited to the sales price at the time of closing. This money is only refundable in the event that title cannot be conveyed.

*Assignee agrees that all communication with the Seller will be made through the title company, or the assignor. This assignment does not transfer any earnest monies that the assignor may have on deposit. Assignee understands and agrees closing must be before or on **INSERT THE NEW BUYERS CLOSING DATE (IT NEEDS TO BE 8 DAYS BEFORE YOURS)** or this assignment of contract is null and void, and assignee is in default. The date will be automatically extended within the limits of the contract if title is not yet clear. Assignor is a licensed real-estate broker in the state of Texas.*

Executed this 9 day of **January, 2020**

Herriage Homes, Inc.

This Assignment of Contract of Sale accepted this _____ of _____, 2010.

Things You Need To Do

What you need to have NOW

- ☐ Email List
- ☐ Craigslist account
- ☐ Google Drive Account
- ☐ InstantEquity Account
- ☐ YouTube Channel
- ☐ Digital camera, Video Camera, Recent Smartphone
- ☐ Folders (manila)
- ☐ Buyer Squeeze Page (On Carrot)
- ☐ Business cards
- ☐ Pocket notebook
- ☐ Online Accounts
 - ☐ Facebook
 - ☐ LinkedIn
 - ☐ MeetUp
 - ☐ Twitter
- ☐ Cell phone

Questions?

Tim Herriage
214.607.1227
tim@timherriage.com