



REI FREEDOM CLUB

HOW TO START YOUR REAL ESTATE INVESTING BUSINESS

STEP BY STEP CHECKLIST

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Hi All!

Brad here!

Very excited to begin this amazing real estate journey with you. I'm honored to be a part of your story and I look forward to hearing all about your success. In the coming pages, I will be sharing my real estate investing checklist for beginners along with some tips and resources to jumpstart your journey.

If you'd like to join the Cashflow, Flips and Freedom Community to get access to monthly coaching, more trainings and ongoing support, [go here](#).

See you all at the top!

- Brad



STAGE ONE: GETTING YOUR BUSINESS SET UP

- Create an LLC [here](#)
- Create an EIN [here](#)
- Retrieve D & B [here](#) (please do this after your LLC is approved)
- Secure website domain [here](#)
- Create business email [here](#)
- Create business phone number [here](#)
- Create business address [here](#)
- Create business website [here](#)

STAGE TWO: QUALIFY FOR AND OBTAIN FUNDING

- Go to Experian, create an account and pull all 3 credit reports [here](#). Save as PDF.



- Schedule call with us to discuss the funding process. Go [here](#) to set up the call

STAGE THREE: CHOOSE A REAL ESTATE MARKET + CREATE & NURTURE RELATIONSHIPS + FAMILY MEETING

- ☐ Choose the real estate market you plan to invest in
- ☐ Decide whether you want to start with wholesaling or if you'd like to buy your first investment property to fix and sell/rent. Get my wholesaling course [here](#). Get my Guide To Renovating Houses course [here](#).
- ☐ Go to local real estate meetups and search on Facebook for real estate investment clubs near you and create relationships with 5 wholesalers in your market – **ask to be added to their email list so they can begin to send you deals.**
- ☐ At the meetups and/ or online, create relationships with 5 cash buyers – **take them out for coffee or lunch – ask Questions about where they are buying and if they are looking for real estate deals**
- ☐ Find cash buyers for real estate deals nationwide online – [here](#) and [here](#)
- ☐ Create relationships with 2 realtors - **ask to be added to their email list**
- ☐ Find 2 auctioneers in your area - attend at least 2 live auctions and talk to investors
- ☐ Start thinking about raising capital and finding money partners for your real estate deals. Who do you know that may have capital to lend on deals? **Start having conversations. Let them know your plans and that you will give them a return on their investment.**
- ☐ **The Family Meeting:** Hold a family meeting and find out who has a high credit score. Those with a high credit score will be able to help you get funding from banks and other lending institutions. They will also be able to qualify for high income credit cards through our program. Form partnerships. Find out who needs their credit repaired. If they are 18 or over, get their credit score to at least a 680, then have them start an LLC so that they can get funding.
The goal is to create a scenario where you and your family can pool resources and credit scores to get access to the maximum amount of capital (personal funds or available business credit). This way you will be able to fund real estate deals and begin building family wealth.



STAGE FOUR: GENERATING PROPERTY LEADS

- ☐ **Tell your social media followers that you are investing in real estate** and the types of properties you are looking for. Post weekly about your progress / real estate journey. Mention that you are paying finders fees to anyone who brings you an investment opportunity. The goal is to get leads and potential opportunities through word of mouth.
- ☐ **Buying properties yourself and have at least \$100K ready to invest?** Go to local auctions. Google real estate auctions near you and start finding deals. Also, tell your realtor to send you any off market deals they have as well as foreclosures and short sale investment opportunities.
- ☐ **Talk to other Investors and Wholesalers** - Find 10+ deals through other wholesalers monthly using Facebook groups and networking events – analyze. **If you want to wholesale these deals,** send to the cash buyers you met via email or text – do not add any price markup on these deals – Wholesale and split the assignment fee with the other party.
- ☐ Find a minimum of 15 deals monthly using the driving for dollars strategy and call those leads weekly – (Get the deal machine app [here](#) for push button skip tracing and direct mail)
- ☐ Find owners information STATEWIDE via public record search using NETRONLINE [here](#)
- ☐ Find owners information for MARYLAND property owners via SDAT Real Property Search [here](#)
- ☐ Create Propstream account using this link [here](#) and download a **minimum of 5,000 records.**
You will want to focus on these types of leads:
 - Vacants
 - Absentee High Equity
 - Senior Owner
 - Absentee Out Of State Owners
 - Failed Listings
- ☐ **Skip Tracing aka Getting Seller Phone Numbers and Addresses:** Create account [here](#) and [here](#) for skip tracing services aka finding phone numbers for property owners **(Use Versium to skip trace larger lists)**
- ☐ Choose 2 - 3 lead gen marketing channels from the choices below:
 - Cold Call (Autodialer - [calltools.com](#) or [mojo dialer](#))
 - Texting ([Launch Control](#))
 - Direct Mail ([yellowletterhq.com](#), [3dmailresults.com](#))
 - Pay Per Click / PPC ([Bateman Collective](#))
 - Pay Per Lead / PPL ([www.leadzolo.com](#), [www.speedtolead.com](#) and [needtosellmyhousefast.com](#))
- ☐ Boot Strap Marketing – Small Budget
 - Drive For Dollars (Get dealmachine here for quick skip tracing and direct [mail here](#))
 - Referral Marketing – Offer \$1000 fee to people who bring you deals that you can close on. Use social media to promote your business.
- ☐ Create [CRM](#) here to manage your leads and contacts
- ☐ Create and send your first marketing campaign

- We recommend that you make contact with no less than 500 prospects each month through your different marketing channels and campaigns. (Most companies spend thousands of dollars monthly to market their business so get in the habit of spending money to advertise your services)

Use this site to help you determine your offer to sellers – [70% Offer](#) or [Lets Go Offer](#)



STAGE FIVE: Track KPI'S – KEY PERFORMANCE INDICATORS

☐ Important KPI's to track in your business

- Cost per lead
- Cost per contract
- Cost per closing
- Average assignment fee

STAGE SIX: MAKING OFFERS

- ☐ Make a minimum of 5 offers on properties every week. Make an offer on every opportunity that presents itself. You never know who will accept your offer.
 - Cash Offer
 - Owner Financed Offer (If property is free and clear)
 - Subto/Take Over Payments (If seller has mortgage and is behind)

STAGE SEVEN: TEAM BUILDING / OUTSOURCING

To start seeing consistency in your business and closing on deals regularly, we highly recommend building out a team.

- ☐ Find virtual assistant for campaign management and cold calling [here](#)
- ☐ Find acquisition reps and disposition reps to find and sell deals for you. You will need to add a job description and hold interviews. Click [here](#).
- ☐ Begin looking for licensed contractor, Plumber, Electrician, and HVAC. **Make sure to ask other investors who they use. Referrals are usually going to be the most qualified to get the job done.** You can use sites like [Thumbtack](#) to find contractors as well.

STAGE EIGHT: BUYING YOUR FIRST PROPERTY

- ☐ We highly recommend buying fix and flips in areas where you would live yourself so you can manage the renovation.
- ☐ We recommend buying rentals anywhere where the numbers make sense. Avoid places surrounded by boarded up properties when you are first starting off. If your goal is the BRRR strategy, remember that banks will need to see that the area is promising has comparable sales that support what you feel the property is worth.
- ☐ You can use a website like Plastiq to liquidate your credit cards and buy investment properties. [Sign up here](#).
- ☐ You can raise money privately (See my private lender presentation)
- ☐ Go to hard money lenders in your local area to get financing to purchase your fix and flip or rental property.
- ☐ Buy Tax Liens and Tax Deeds
 - Realauction.com
 - Bid4assets.com
 - Parcelfair.com
- ☐ Go to your local county courthouse. Find out if your state is a tax lien or tax deed state. Ask if there is a redemption process and how long that process is. Lastly, ask for the recent tax lien or tax deed list. This is a way to buy properties for pennies on the dollar.

FREQUENTLY ASKED QUESTIONS

WHOLESALEING QUESTIONS

- ❑ **Is wholesaling legal?** Wholesaling is legal, but you will need to be strategic in your verbiage on your contracts. Remember, this is not legal advice so you should consult legal counsel yourself. It should be noted on your contract the buyer's name as ABC Wholesalers and/or Assignee. Also, feel free to have an open discussion about this verbiage with your seller. Keep in mind, you want to do everything in the highest level of integrity. At no point do you want to hide anything from them. Your goal after having a fully executed (signed) contract is to then market your agreement to potential buyers.
- ❑ **How do I find motivated sellers?** Consistency with marketing is key. So many people stop doing deals because they simply do not consistently market to find deals. Also, you should be telling everyone about what you do now. You can get some great opportunities through word of mouth. We actually compensate people who bring us deals and pay them a flat fee anywhere from \$1000 to \$1500 for their help.
- ❑ **How much do I offer for a property?** Most investors use the rubric $ARV \times .70 - \text{Repairs} - \text{Wholesale Fee} = \text{Max Offer}$. This is a great starting point, but again, each market is different and some markets are more aggressive, so you can push the envelope a little. Please use that as a starting point.
- ❑ **Should I get a license?** My answer to this question used to be no. Although, in most states, you do not need to be licensed to wholesale real estate, there is no harm in getting the license. There are laws (that have not yet been passed) that were intentionally made to make it harder for unlicensed real estate professionals to conduct business. If a law like that were to be passed, real estate investors who carried a real estate license would be safe to conduct business.
- ❑ **How do I negotiate with sellers?** You always want to look for ways to build rapport with sellers. Finding something in common is normally a good way to do that. On calls, the seller should be doing most of the talking and should be answering questions that you are asking. As we ask questions, our job is to bring out and identify their pain points and help them to see us as the solution to the pain points. When it comes to pricing, I always try to get the seller to tell me their price first. After this, I provide the sellers with a low anchor price to get a response or reaction from them. If they immediately say no the low anchor price, they may not be ready to sell. If they do not react to the low price, normally this means that they are willing to actually negotiate.
- ❑ **Can I hire a VA?** Yes, you can. You should use the VA to perform tasks such as cold calling, texting, follow up, data entry, website maintenance, answering calls.

