



Virtual Profits **WORKSHOP**

Wholesaling & Lease Options

Hosted by Joe McCall & Gavin Timms

WORKBOOK



JOE MCCALL & GAVIN TIMMS

DAY 1 Topic: Finding Your Big Why

- What is your WHY? Why are you here right now?
- Why is this urgent NOW?
- What impact will this have on your and your future?
- What is your CURRENT monthly income, from doing deals?
- What is your TARGET monthly income, from doing deals?

- What is holding you back from reaching your target income?
- How many deals do you need to do per month to live the lifestyle of your dreams?
- What are some of the “highest revenue-generating activities” in this business?
- What is the #1 Rule of Real Estate?
- What are the “3 Keys to Success”?
- Write out this sentence: “I hereby commit to doing _____ deals in the next 12 months, with each deal making a minimum profit of \$_____, for a total profit of \$_____ for the year.”

- **Key Takeaways:**

- **3 Main Action Items:**

DAY 2 Topic: “Finding Your Next Wholesaling / Lease Options Deal”

- The big goal is be a deal _____ not a deal _____
- You can ONLY do deals with _____ sellers
- Is it a good idea to target small towns?
- What are your 2-3 main markets?

MARKETING PLAN

Monthly Income Goal:	<u>1st Marketing Type:</u>
Average Profit / Deal:	% Of Marketing:
Number of Deals / Month:	# Leads Needed:
Number of Leads / Deal:	Ave Response Rate:
Number of Leads / Month:	# Pieces Sent / Week / Day:
Number of Leads / Week:	
Number of Leads / Day (at least 5):	<u>2nd Marketing Type:</u>
	% Of Marketing:
	# Leads Needed:
	Ave Response Rate:
	# Pieces Sent / Week / Day:

- Why is it important to offer multiple offers to sellers?
- What are two different offers you could give to sellers?
- What type of deals would you make a cash offer on?
- What type of deals would you make a lease option offer on?
- What are the criteria for typical wholesale deals?
- What are the criteria for typical lease option deals?

- **Key Takeaways:**

- **3 Main Action Items:**

DAY 3 Topic: “Finding Buyers With Cash That Can Close”

- Do you have a limiting belief that it's going to be too hard to find buyers for your deals?
- What are the 2 main reasons why you can't sell a deal?
- Why is it important to find buyers first?
- What are the various ways to find cash buyers?
- What are the various ways to find tenant buyers?

- **Key Takeaways:**

- **3 Main Action Items:**

DAY 4 Topic: “Making Offers and Getting Deals Under Contract”

- Did you watch the role playing videos with Joe & Gavin?
- Practice your own role playing with a friend...
- How long should it take you to determine the ARV (After Repair Value) and Repairs?
- What is a quick way to determine the ARV?
- What is a simple formula for determining the Repairs?
- What are the three methods for determining a Cash Offer?

- Which method do you prefer?
- What is a Lease Option?
- The key to success in real estate is to “Own _____, _____ Everything”
- How do you determine a Sandwich Lease Option offer?
- How do you determine a Wholesaling Lease Option offer?
- What are the 5 different things you can negotiate with sellers on a Lease Option?

- **Key Takeaways:**

- **3 Main Action Items:**

DAY 5 Topic: “Scaling with Automation & Systems”

- Sometimes the best Automation is a good _____.
- Stop asking _____, ask _____.
- Don't try to fix your weaknesses, _____ them.
- Make sure you're only focusing on your _____
_____ _____ _____.
- Explain what “Simple, System, Scale” means.

- What are some of the “must have” Systems that you are going to need in your investing business?

- Where are some of the places you can find good VA's?

- What are the only 3 things your VA should be doing?

● **Key Takeaways:**

● **3 Main Action Items:**