

JANUARY

12-16



# LAND PROFIT MASTERCLASS PLAYBOOK

2026: NEW LAND FLIPPING ERA



9AM PACIFIC DAILY | LIVE ON ZOOM



# WELCOME TO **LAND PROFIT MASTERCLASS**

**2026: NEW LAND FLIPPING ERA**

Welcome to the all-new and completely redesigned Land Profit\$ Masterclass.

Over the next 5 days, we will show you in detail how you can build a successful land-flipping business.

Imagine your life working 8-10 hours a week from home, getting land deals under contract for pennies on the dollar, and selling them in many ways (which we will show you) for consistent 4-, 5-, and occasionally even 6-7 figure profits.

## We have perfected simple ways to:

- Identify landowners of quality land parcels (valued between \$30K and \$1M) who simply do not want their land anymore!
- Get these properties under contract at steep discounts using a proven and highly scalable process.
- Sell these properties within sometimes just a few days/weeks, for ROIs of 100% (and sometimes even 1,000%) and profits of \$5,000 to sometimes \$100K+.
- Do this 100% from the comfort of your own home or from anywhere in the world... 100% location independent and working on your schedule!

## Let's dive into how this actually works.

<b>SESSION 1:</b>	<b>Mapping Your Freedom Game Plan with Land</b>	1
<b>SESSION 2:</b>	<b>Scaling Acquisitions and Dealflow like a Pro</b>	9
<b>SESSION 3:</b>	<b>Mastering the Dispo Game in the Current Market</b>	15
<b>SESSION 4:</b>	<b>Creating Big Money Plays with Land</b>	20
<b>SESSION 5:</b>	<b>The Science of Tracking What Matters: Aligning Your Time with More Profits</b>	26

# SESSION 1: MAPPING YOUR FREEDOM GAME PLAN WITH LAND

**Welcome to the Land Profit\$ Master Class. Let's jump right in!**

First, we want to talk about how to select highly profitable areas to do deals in.

The entire US is fair game because the Land Profit\$ method works 100% virtually in all 50 states of the USA, and from anywhere in the world. That means it does not matter where you live, you just need to pick an area in the USA that will be most profitable for you.

However, there are a few things to bear in mind...

**There are BAD areas that you should avoid!**

**These are Areas where:**

- There is no selling activity (means you might get lots of deals, but if nobody is buying there, you won't be able to sell them - stay away from those - in our session 1 we will show you how to identify them)
- There are hyperactivity and hyper growth in a county/area, meaning there are thousands of properties for sale and thousands have sold in the last 12 months within a small geographic area. In such pockets, the vast majority of sellers know the value of their properties, and will likely want full market value (so it is difficult to pick up discounted deals)
- Where prices are so high, or the type of properties are so desirable that very few deals are available. An example is "Sonoma County, CA" or "Napa County, CA" which are very expensive wine producing counties.

So, while it is certainly possible to get a good deal in these areas, this is not the kind of area where an ongoing scalable business model is possible, so we simply exclude them.

**But first, let us summarize how Land Flipping works.**

**PART 1:**

# THE LAND PROFIT BUSINESS FLOW DIAGRAM



## PART 2:

# 3 TYPES OF LAND CASH INJECTIONS

### 1. Wholesaling for Quick Cash

The concept here is very simple. You buy super low, and then you sell low.

You can use our AI tools to find the best deals available.

For example, you get a \$100K property under contract for \$45K and sell it for \$70K. After closing costs, your profit should be around \$23,000.

And you can do this without even buying the property! Simply apply the basic principles of wholesaling and ASSIGN the contract to the buyer in exchange for a \$23,000 assignment fee.

Isn't that amazing?

Or the other option to do this without using any of your own funds is to do a "Double Close" where you BUY the property and SELL the property both on the same day using the buyer's money to fund the entire transaction.

I will explain the exact details of how this works in the actual LIVE Session. Make sure you attend it on January 12 starting at 9 am pacific. The zoom link is here: <https://www.landprofitgenerator.com/mczoom>

### 2. Seller Financing for \$10K Monthly Cash flow

Seller financing is one of our favorite ways to do land deals.

This works best with deals you get super cheap. Like for example a \$50,000 property (Market Value) which you get for \$10,000.

You could simply sell this property for \$35K for quick cash and make a \$23K profit after closing costs.

However, there is a different way that can 4X your profits - this is to sell the property with Seller Financing as an Installment sale.

With seller financing, we can sell the property at market value or very close to it, and what makes this an attractive offer is that instead of asking for the full price to be paid upfront, you are allowing the buyers to just pay you a downpayment plus the difference between the down payment and the sale price is being paid (also of course by the buyer) in beautiful regular monthly payments over a number of years.

On top of that, because you are still owed a large portion of the sale price, you can charge interest (10% to 15%) on that balance that's still owed to you.

The key here is the following:

You often can get a down payment that is equal to or larger than what you have the property under contract for with the seller, so you can do the deal without using any of your own money.

Please make sure you attend the live session (or watch the replay) because in the live session (Session 1), I will do an actual numbers example that will illustrate this... and it will blow your mind!

### **3. Entitlements and Subdividing for 6-7-Figure Checks**

We will cover this in Session 4 on Thursday, but the main point I want you to know here is that LAND is the PERFECT Gateway Investment Strategy!

Not only can you create MASSIVE Cash and Cash Flow via wholesale and seller financing deals, but also, once you learn and master the basic "flip", you can advance to more complex deals that will blow your mind!

Like, for example, taking a larger "in-fill" lot in the city and working with the city on "entitling" the property to put houses on it.

Land Entitlement is the legal process in which a real estate developer (which will be your new title once you do this) or landowner obtains approval from the local governing body for development plans.

In session 4, we will present a guest to you who made \$1M in such deal.

Subdividing is when you take a larger parcel of Land and split it into 2 or more smaller parcels. The theory behind this is that smaller parcels sell for more money per acre (or square foot) than larger parcels.

In our live sessions, I will do an actual demonstration of how this works.

## PART 3:

# 5 POINT CRITERIA FOR SELECTING A COUNTY OR AREA

**Please JOIN US LIVE to get the Selecting a County Template and Demo.**

Let's dive into the exact criteria for selecting your area:

### **1. Price Point: \$30,000 to \$1M**

The land market has changed over the last few years. A few years ago, you could simply buy \$10,000 pieces of Land for \$1,000 and sell for \$7,000, making a \$6,000 profit (after taking into consideration a \$1,000 closing cost).

Today's market is different, as we will discuss in this session, and you want to focus on higher-priced properties and not the \$10K, \$20K properties.

### **2. Size: Depending on what properties you go after**

We focus on THREE kinds of properties:

- a. In-fill lots (in the city), which are mostly smaller (like 5,000 to 10,000 sq ft), but sometimes also up to 1 or 2 AC.
- b. Properties in the path of growth, just outside of larger metro areas. These lots are usually between 1 Acres and 10 Acres in size.
- c. Large Acreage in more rural areas. These are usually 1-3 hours driving distance from larger cities, and the sizes usually are 10 Acres to 100 Acres (but with no upper limit)
- d. if you want to get into Land Development, select larger buildable lots in commercial, or industrial areas, or larger 5+ AC lots right outside of the city limits and take them through the entitlement process (we talk about that on Thursday)

### **3. Zoning: Mostly Residential – with some commercial (mostly if rezoning or entitling)**

### **4. Area Growth Rate**

As mentioned above, we want "gently" growing areas that are not stagnant but also not in hypergrowth. We'll show you Monday and Tuesday how to do that.

## **5. Activity level in the area:**

Aligned with the Growth rate comes the activity level. We are looking for areas where the number of properties listed and sold is somewhat of a balance, and at the same time there is enough sales volume for us to know we can do multiple deals there in the long term.

### **Conclusion:**

**I will show you in the live session an exact demonstration of how we pick these markets!**

We recommend 5-8 counties for testing as the ideal number of counties to get started with.

## **PART 4:**

### **AI tools to help you with this.**

**Our Investment Dominator Software has integrated a host of AI tools helping you**

- Find the areas with the highest profit properties
- Find the most motivated sellers (via an AI Score you run your target marketing list through)
- Find the properties on the map within 1 second
- Value the properties (we will show that on Wednesday)
- Market to the owners of the properties

**Over the course of the 5 days, we will show you exactly how to use all our AI systems to automate and turbocharge your land business.**

## **PART 5:**

### **And what is the big WHY BEHIND IT?**

To reach your goals, you need to have clear goals and an urgent reason to make it happen.

Studies have found that there is ONE factor that separates those who succeed in life financially (and otherwise too) from those who don't, and that is that they

- **HAVE CLEAR and URGENT GOALS!!!**

**And clear goals come with:**

- **CLEAR TIMELINES**
- **CLEAR REASONS WHY THESE GOALS ARE "NON-NEGOTIABLE" which make these goals URGENT**

As a result, this is now the time where we need you to stop for a moment and identify CRYSTAL CLEAR what goals you want to achieve and your exact deadline.

And most importantly you need to know why these goals are important.

Therefore, after explaining the basics of this program, let's stop for just 5-10 minutes and focus on what you want, why, and by when.

**What goals do you have: (Income level and # of Deals per month)**

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**Deadline (date) to accomplish this:**

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**Why is this crucially important for you, your life, and your loved ones?**

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### Lifetime - Exercise:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

**Summary:** In Tuesday's session I will demonstrate how you can have all the leads you ever need at your fingertips at any time, and get them, download them, and use them in a matter of just 2-3 minutes.

Make sure you attend Tuesday's session!



### KEY TAKEAWAY

#### YOUR NEXT MOVE:

Comment on **HOMEWORK POST** in the Facebook Group for prizes! 🎉

If you have any questions, reach out to a Land Expert

**JENNIFER, DAVID, SARA & JAMES**



# SESSION 2: SCALING ACQUISITIONS AND DEAL FLOW LIKE A PRO

## PART 1:

### 3 METHODS TO GET A LIST OF SELLERS OF VACANT LAND

#### a) List Brokers

Multiple Nationwide Title companies have created separate entities that allow you to pay a monthly or annual subscription fee to download a certain number of records. The quality of these lists varies, but many provide very good list qualities.

#### b) Directly from the counties

This is the hardest to get, but it's the original list from which all other lists come.

We recommend you only get this list once you are active in an area and have identified this area as a place where you will do deals long-term. Only then does it make sense to get the full list, format and edit it, and then import it... it's more work, but it's a great list.

#### c) The Easy button

Ideally, with our proprietary software you are able to use one of the best data services and have it integrated into a system that allows you to

- Select the BEST and most profitable Areas in the Country
- Select the highest profit Leads based on a host of real time data
- Run your leads by an AI database to identify the most motivated of all sellers.
- Manage all your leads
- Send out your direct mail or marketing to sellers
- Make offers and run comps.
- Create listings,
- Manage buyer leads
- And have a buying and selling website attached...

BE THERE LIVE to see it in person. We start daily at 9 am Pacific time = 12:00 pm EST. The zoom link is here: <https://www.landprofitgenerator.com/mczoom>

## All integrated in one solution?

I have good news; we found the best of the data services for you and integrated it into our CRM software which does all of the above.

### PART 2:

## GETTING A LIST OF VACANT LANDOWNERS TO JUMPSTART LEAD GENERATION (DEMO)

Please JOIN US LIVE for the demo of the template on how to download and filter a list of Vacant Landowners –The Easy Way.

In this demonstration we also will show TWO brand new AI systems that allow you to

- ✓ Pinpoint the Geographical areas where you can make your biggest profits, and how to get those property/owner lists.
- ✓ How to run that list by an AI tool to identify the most motivated of all the sellers, just waiting for an offer to get rid of the “burden of property ownership”

### PART 3:

## 6 MARKETING CHANNELS FOR LEAD GENERATION

This is another area of the business which has changed lately. It used to be that Direct Mail was the one and only strategy we recommended.

Let me be clear. Direct mail is still the best strategy we work with, our coaches work with, and most of our most successful students use it on a daily, weekly, and on a monthly basis.

But now, thanks to new technologies and services, multiple additional options are available, which also work GREAT, particularly if you (over time, as you master this) and use them in parallel.

# HERE ARE THE TOP 6 MARKETING CHANNELS WE & OUR CUSTOMER BASE USE TO GET HUGE DEALFLOW!

## **1. Direct Mail – Neutral Letter**

The classic method, which still gets you 1-3% response rates in the right markets

## **2. Cold Calling**

(I never want you to make a single cold call yourself, but now there are multiple services out there which will call for you, in your name, generate the leads for you, and pass the leads on to you.)

## **3. Blind Offers**

With blind offers, you also send mail, but in this case, contrary to the above #1 "Direct Mail" channel, you include an actual offer with the very first contact you make with the seller.

## **4. Old Listings**

With this Marketing channel, we don't send marketing to anyone, but we focus on properties on the market (MLS, ZILLOW, or other platforms), select the oldest listings in HOT areas, and make direct offers to the realtors. We will cover this more in Session 4, so make sure you attend live (or watch the replay)

## **5. Paid online traffic**

Welcome to the newest kid on the block. Getting Land Sellers to respond by putting ads online on Facebook and Google was a hard nut to crack, but finally, we found a company that is successful at it and provides quality land seller leads nationwide.

## **6. Texting**

Texting is like Cold Calling. You got to know the laws and restrictions around it, so I don't want you to ever text or cold call yourself. But just like with Cold Calling, there are now companies out there who do this for you, and they do it safely, and your time involvement is ZERO.

## **7. And don't forget Follow-up.**

A good and solid Follow-up process and 2X to 4X the number of deals you get from your land business. Tune in live to hear one of our top 1% Land Investors talk about how they double their businesses with Follow-up processes.

## PART 4:

# VALUING YOUR PROPERTY TO MAKE OFFERS

Please JOIN US LIVE for a demo on how to comp properties.

### 5 Types of Valuation Methods for "Comping" Land

1. Sold Comps (automated using our AI systems)

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2. Listed Comps (automated via our AI systems)

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3. Price per Acre

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4. % of Market Value

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5. Assessed Value (automated via our AI systems)

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## PART 5:

# 2 MOST IMPORTANT KPI METRICS FOR THE ACQUISITION SIDE OF YOUR LAND BIZ

### 1. Response Rates

Needless to say, the response rates for land deals are 10 times higher than for houses!

High Volume House Wholesalers or Fix/Flippers tell me that their response rates have dropped to 0.2% to 0.3% (so when they mail out 1,000 mailers or cold call 1000 people, they if they are lucky, get 2-3 people respond.

Compare that to Land, where the different techniques yield results of up to 3%, meaning you contact 1000 leads; you can get up to 30 people to respond and want to sell their Land to you.

### 2. Acceptance Rates

At the end of the day, Response rates, while important, mean nothing if nobody accepts your offers. As a result, in today's market, it is CRUCIAL to build a proper follow-up system, make multiple rounds of offers, and connect with sellers through multiple channels.

**Please JOIN LIVE to get our Template: Getting More Offers Accepted Template.**

## PART 6:

# MAKING OFFERS

**It's DEMO time again! So make sure you attend this session LIVE.**

In the demo I will show you how simple it is to use our pre-built systems to calculate offers and to send those offers out in the mail, without ever even using your printer or leaving your home.

1. How to calculate an offer using our Offer Calculator
2. How to Send Offers



## KEY TAKEAWAY

### YOUR NEXT MOVE:

Comment on **HOMEWORK POST** in the Facebook Group for prizes

If you have any questions, reach out to a Land Expert  
**JENNIFER, DAVID, SARA & JAMES**



# SESSION 3: MASTERING THE DISPO GAME IN THE CURRENT MARKET

It's Land Selling time!!! And we can't wait to introduce you to all the selling concepts, our proven AIDA Method to create listings which make properties fly off the shelves, and all the automation, and outsourcing opportunities which make Selling one of the most fun parts of this business.

## PART 1:

### SEVEN WAYS TO MARKET YOUR PROPERTIES:

When selling properties, you have many options, and here are our 7 favorite ones (plus 1 bonus method!)

#### a) **Zillow.com**

Just like you use Zillow to find areas and get property values, you can also use it to sell properties. It's free, and EVERYONE goes to Zillow when they are looking for real estate.

#### b) **Facebook Marketplace**

This is another great service that is free and is used by millions of people. Sometimes you get little traction and sometimes you literally get 1000s of inquiries on a property. It's worth using but be careful! There are tricks to being able to list on FB marketplace without shutting down your account. Make sure you attend this session live to learn them!

#### c) **Facebook Groups**

This is the little hidden method to sell Land. There are 100s of FB groups related to Real Estate in each corner of the USA. Plus, there are Groups where Homesteaders, Doomsday-Preppers, Land Investors, Regional investors hang out, and MORE! And they are all looking for discounted land!

#### d) **Realtors (HUGE lately)**

FINALLY: Realtors realize that there is money to be made by becoming EXPERTS in land listings and that there are pros to selling land. As a result, once you find the "Michael Jordan of Realtors" (thank you, Coach Aaron, for coining that term), you simply get a deal under contract, pass it to your Michael Jordan of realtors, and he/she does all the rest. Working with a TOP realtor literally takes 99% of the work to sell the property off your hands.

In Session 3, I will cover how to find the top Land Realtor in your area. Make sure you are there live or watch the replay.

#### **e) Neighbor Letters**

We will explain this in more detail on Friday when we spotlight our coaching panel, some of whom sell 40% of all their lots to neighbors in the area. In short, though, the people who live in the neighborhood do so for a reason, and that reason is that they LOVE the area. And we've figured out how to get hold of them and make them jump at the opportunity to buy these properties from you.

What's the advantage to you? By just offering the lot FIRST to the 50-200 people around the property, you save all the listing and marketing work and can sell 20% to 40% of all lots in a matter of days at top prices. Simple!

#### **f) Builders**

Your number 1 buyer for Infill lots. Builders are great at building but suck at marketing. As a result, you can become the preferred supplier of in-fill lots to builders in your area of choice. They are desperate for more lots, and you know how to get them using our Land Profit\$ system. It's a win/win for everyone!

#### **g) Your own website and your own buyers list**

While at the beginning nobody will know your website, if you use our SEO optimized websites you will, over time get more and more buyer inquiries from your website. Plus having a professional-looking website will allow you to also cross-sell interested people from one lot to another, build a buyers list of interested parties, and overall look much more professional. In today's market you can't afford to look like an amateur.

#### **h) Bonus method: For Sale Signs on the property**

Yes, Actual FOR SALES SIGNS still work, and you can have others put them up for you on the property.

### **PART 2:**

## **CLOSING TIME: GETTING YOUR PROPERTIES LISTED AND SOLD**

Anyone can sell a property, but the goal of this Masterclass is to not show you just how you buy or Sell ONE property but rather how you build a scalable and profitable system that you can use to build a REAL business with 6-7 figure profits per year.

And for that you want to (over time of course) implement as many of these 6 proven keys to selling properties fast. It will allow you to truly maximize your profits!

## **6 PROVEN KEYS TO SELLING PROPERTIES FAST IN THIS MARKET AND MAXIMIZE PROFITS**

### **1. AI tools to sell your properties FAST**

AI is now playing a role in everything we do. At Land Profit\$ we have mastered the AI game and put it at your fingertips. Our AI tools can help you

- Create Pre-Marketing Plans
- Identify the closest 100-200 neighbors
- Identify the closest 100 CASH BUYERS (who recently bought similar land)
- Build entire Marketing campaigns for you

### **2. Finding the BEST Realtors to list your properties**

Why do all the selling work yourself if you can hire the TOP realtors. You don't want to just hire any realtor. Many realtors don't know the first thing about how to sell a piece of land. But increasingly realtors are focusing on land, as more and more people want land. In this part of today's session (Wednesday) we are showing you how to find the Best of the Best who can in many cases sell your land in days for profits without you even doing anything on the selling side. Be there live.

### **3. Quality of power Listings (AIDA)**

We follow a detailed AIDA model to create EPIC Listings. AIDA stands for

**A** \_\_\_\_\_

**I** \_\_\_\_\_

**D** \_\_\_\_\_

**A** \_\_\_\_\_

**Please JOIN ME LIVE for a demo on creating power listings and for the Master Power Listing Template.**

### **4. Terms = Seller Financing**

Are you selling Cash or Seller financing?

## 5. Advanced Creative Financial Structures

There are many other ways to sell properties other than just demanding FULL PAY or offering Simple Seller Financing.

- Triple Close
- Funding Partner
- Wrap

Particularly with higher-end properties, these different ways of structuring deals will MASSIVELY accelerate sales. **More about this in the live session, as well as in session 4, where we go into a way to really turbocharge your profits.**

## 6. Building a Buyers List

One of the most important things you want to do from the get-go is to build a buyers list of people interested in Land in the areas you are selling in. Once that list is built up to just even a few hundred people, you can expect to sell 30-40% of all your deals in a matter of a few days to that buyers' list, without even using any of the other sales channels. Talk about a power list to build? This is it!!

### **PART 3:**

**Your Biz Game Plan: How do you outsource, automate, and design your business around your life so you can run it from anywhere at any time (and on your terms):**

■ **Name Your Land Biz**

Your business needs to have a name.

■ **Set up your Virtual Phone number.**

Nobody uses landlines anymore, but you also don't need a second phone for your business. Instead, you just get yourself a virtual phone system which runs on your regular cell phone through an APP.

■ **Set up your Virtual Mailbox**

This is not an audio mailbox but an actual physical mailbox which you can access from anywhere in the world. Of course, you can get a UPS box but that means you will have to physically go there and check the mail a few times a week. With a VIRTUAL Mailbox you have the same thing, but you can check it online and see what came in via mail. It's like a UPS box on steroids and even cheaper.

■ **Set up your CRM/Deal Management Software with Data Access**

You want to treat this as a REAL business, right? Then you also need a software which allows you to keep all your records organized, has

integrations with County/Property Data, has offer-making automation, comps facilitation, and even includes AI functionalities to create listings fast, as well as buying and selling websites. We have that tool already done for you.

#### ■ **Set up your Mailing House Account**

Don't mail letters yourself. Have it done for you instead by a professional mailing house. Our software already integrates with two of them, and you want to set up that account at this point. Direct mail will always be a large part of what we do, simply because it WORKS.

#### ■ **Set up a Call Center (or Voice mailbox)**

Once you send out letters, cold call people, or send blind offers... people call you back either to discuss the possibility of a sale, to renegotiate, or simply to let you know they accept your offer. They do that at all odd hours of the day. If you want to have a voice mailbox set up, or better (if you have the budget), engage an actual call center for this. We recommend [www.LandCalls.com](http://www.LandCalls.com), which we have used for many years and many of our students have use too. They will answer in your name, and they will talk to sellers while you enjoy your life or while you are tending to your job or family.

## **PART 4:**

# **4 STAGES OF GROWTH OF A LAND BIZ**

### **Startup**

The first 90 days are typically the time you need to set up all your systems and use them to get to your first few deals under contract (and ideally, your first deal(s) sold).

### **Build up**

Typically, months 4-6. After you gain momentum, our goal is to get you to be overwhelmed by deals. Like Brandon G. who had 48 deals under contract within 4-5 months, or Felicia who has 22 deals under contract in a few months (and is selling them steadily). If implemented right, by this point you could already have full ROI on your investment and you are in the profit zone.

### **Build out**

Months 7-12. Now that you have systems and deals, it's time to build your Mastery systems so that you can have a REAL business that you can manage in just a few hours a week (Like Master Coach Aaron, who does +/- 50 deals a year and manages them on 5-8 hours a week). At this stage, you should be doing 2-3 deals

a month, making \$30K to \$50K or more a month. Many people also quit their 9-5 at this stage or at least refocus their life away from a corporate America job and towards making this their main income source. But that is up to you!

### **Mastery**

12 months and beyond. That is the ultimate Goal. Now, you have a truly scalable and highly profitable land business. Doing 5 deals or 10 deals a month is possible now because the systems you built are scalable. And since each deal makes you \$20K or \$50K or sometimes even 6-figures, you are entering the world of the 1% top earners in this country (and the world). Welcome to Mastery. You're in the big leagues now!

## **HOW TO PLAN 6-FIGURES IN PASSIVE INCOME**

(this is no income guarantee, just a projection and plan which if implemented perfectly can lead to such results):

Let's bring Seller Financing back into the picture now.

Cash deals are great and important, but Cash Flow will become equally important over time.

So, let's lay out how you can get to 6-figures in Cash flow the simple way through seller financing.

**Getting \$10k per month from land notes looks like this:**

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How to get that done in a year

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



### **KEY TAKEAWAY**

#### **YOUR NEXT MOVE:**

Comment on **HOMEWORK POST** in the Facebook Group for prizes!

If you have any questions, reach out to a Land Expert

**JENNIFER, DAVID, SARA & JAMES**



# SESSION 4: CREATING BIG MONEY PLAYS WITH LAND

## PART 1:

### ADVANCED STRATEGIES TO 10X YOUR PROFITS

Back in Session 1, we mentioned that Land is the perfect gateway investment strategy. It's simple: it has much fewer moving pieces than houses, it has less competition, and the profits are equal to higher than that of the house investors. **PERFECT!**

But that is not the end. Land is really its own industry and has **MUCH LARGER POTENTIAL** than just house flipping. You can't do much more than wholesale, fix and flip a house, rent it, sell it with owner finance or do lease option agreements.

But with Land, you can do things that house investors could not even dream of.

Things like

#### a) Subdividing

Subdividing means that you take a larger parcel and split it into multiple smaller parcels. You do this because the price per acre (or price per square foot) for smaller properties is significantly higher for smaller properties than for larger properties, and this particularly works well for parcels outside of town. In many recreational/rural areas, this process can be as simple as filing a form and paying a processing fee of a few hundred dollars, and in 4-6 weeks, you have split in parcel into 5-10 lots and can sell those for 5X to 10X profits.

#### b) Entitlement

Entitlement is a process different from subdividing because it does NOT include the actual subdividing of the properties; instead, it is the step before splitting the lots. In the entitlement process, you work with the local governing body (city/county) ... to get approval to use the property for something. The entitlement process is usually more involved, but the profits can be staggering and go into the multi-million dollars on **ONE DEAL!**

**Make sure you attend the LIVE session where we have one of our Mastermind Members share how he just made ONE MILLION DOLLARS with an entitlement project.**

### **c) Triple Closing**

This is a seller financing strategy which adds one party to the sale of a property. Instead of it just being the seller, you and the buyer; in this strategy you add a note buyer to the picture.

It is the solution to the situation when you want to sell with seller financing, but the down payment is lower than what you must pay the seller. Let's say you buy a \$100K property for \$45K and want to sell it for \$90K with Seller financing, but the buyer only brings \$20K to the table. You are \$25K short and normally you would have to bring that money to the closing table yourself. With Triple Closing, we solve this by bringing a note buyer to the closing table who buys the note the day it was created, and the resulting cash influx allows you to walk away with a massive check from the closing table. **It's magic, and in our live session, we will explain exactly how this works.**

### **d) Getting Funding for Deals**

In your land business, you will come across situations where a seller is willing to sell but needs to close quickly to be willing to agree to a significant discount on market value. That is fine if you are sitting on \$1M in cash in your bank, but most people don't have that kind of money liquid available. But we have relationships with companies that will fund 100% of the purchase price of your Land, and then when you sell it, they "only" want 30% of the profits? Yes, you give up a part of the profits, but you need to bring literally NO MONEY to the table, and they fund it all. Talking about risk-free real estate investing. We will make it possible for you.

## PART 2:

# ADVANCED STRATEGIES TO GENERATE MORE LEADS FASTER

### ■ **Low Zillow offers on Old Listings in HOT markets**

This is a beautiful strategy to get deals without even sending mailers. While not a scalable option, it is a great option we recommend to our coaching students early on, to get deals while they are still setting up their systems.

### ■ **Cold Calling**

Another strategy that works well and gets results fast. Instead of sending mail, which takes a bit of lead time, you simply call sellers directly. Of course, we don't recommend you do that yourself, but instead, you use a cold calling service that does it for you.

### ■ **Texting**

Like Cold Calling, this is also an instant response message. You send 1000 text messages to property owners, and the responses come in within minutes. Again, just like in the case of cold calling, we don't want or expect you to do this yourself (although we can show you the systems you can use if you WANT to do it yourself), but instead, you hire a service provider which specializes on getting leads from both texting and cold calling, and they just pass you the leads.

As mentioned before, texting comes with a host of regulations and if you do it wrong you can be subject to HUGE fines, so it's important you do this properly and ideally outsource to a reliable and professional service provider.

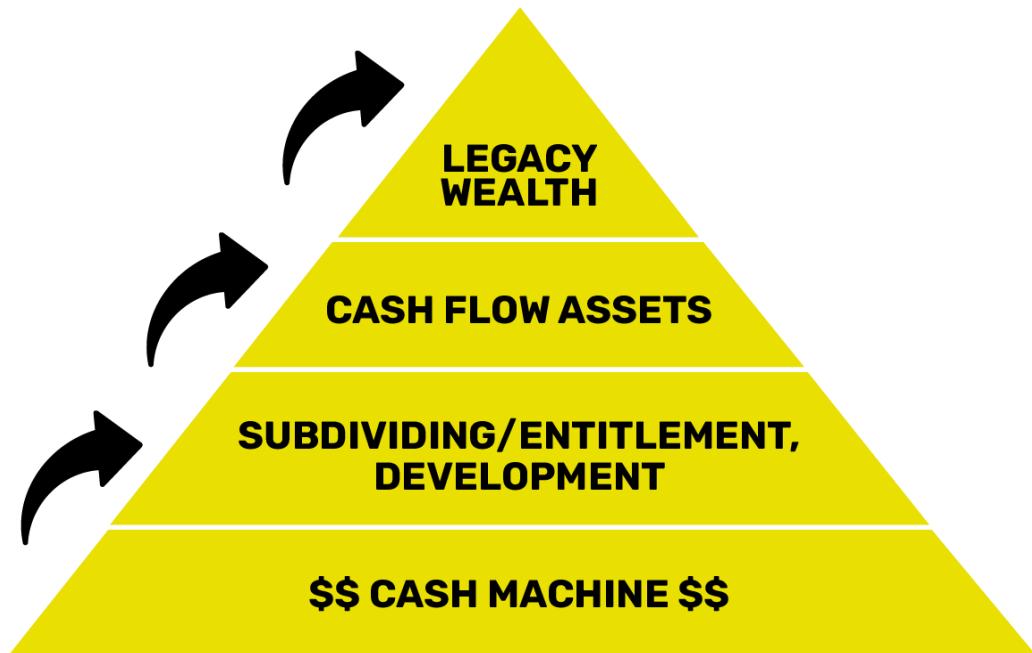
## YOUR WEALTH EVOLUTION

Now it's time to really put this entire business into perspective of a 3 to 5-year growth horizon. As mentioned above, Land Flipping is the BEST Gateway Investment Strategy into Real Estate. You generate profits with very little to no risk, you create cash flow, and once you apply the more advanced strategies you can even make \$7- figure profits in one deal.

But what do you do when you do that?

We believe that there is a clear science and path from making high income to creating abundant and generational wealth.

And here is how you do it. We call it our **WEALTH PYRAMID**.



**Cash Machine:**

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**Advanced Land Strategies (Subdividing/Entitlement):**

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**Cash Flow Assets: NOW you take all those profits**

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**LEGACY WEALTH**

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In 5-10 years, owning 300-500 apartment units (or any other Asset Class) is 100% possible for anyone here! **That equals \$500K to \$1M a year in annual Income FOR LIFE!!!**



## KEY TAKEAWAY

### YOUR NEXT MOVE:

Comment on **HOMEWORK POST** in the Facebook Group for prizes

If you have any questions, reach out to a Land Expert  
**JENNIFER, DAVID, SARA & JAMES**



# SESSION 5: THE SCIENCE OF TRACKING WHAT MATTERS: ALIGNING YOUR TIME WITH MORE PROFITS

In today's session we will go into detail on scaling, automation and running your business as a real Master!

For that, we have invited a few of our amazing ninja Master Coaches.

All our Master Coaches have gone through our Coaching Program and have subsequently quit their jobs or closed their businesses and have gone full-time into land flipping. They realized that the profits here are much better than any other income method they have ever seen, and they have built beautiful multiple - 6 and even 7-figure businesses using our proprietary Land Profit\$ method.

Now they contribute some of their time, part-time as Master Coaches to help the next generation reach the same level of freedom they have been able to reach.

## PART 1:

### TRACKING WHAT MATTERS

**What are the 4 most important things to track in your Land-flipping business?** The obvious answer is "Response Rates" and ultimately, of course, "Profits."

But there are 2 other answers without which you might get lost in the weeds and focus on the wrong things... we will reveal them in our Friday Land Profit Masterclass Live session.

**Make sure you attend it in person LIVE.**

Answers:

- Response Rates

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- Profits

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## PART 2:

# SELLING AUTOMATION:

How do you sell properties while you are asleep?

In the prior session, particularly session 3 (Wednesday), we talked about multiple CHANNELS to sell your properties.

Now let's see what our Master Coaches prefer in their own businesses.

## PART 3:

Let's talk a little more about 3 key ways, which together can, over time, sell 90% of all your lots in a matter of a few days or a couple of weeks after you have a property under contract and how you build actual systems around them.

### How to Build and Manage a Buyers List:

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### How to create and professionally implement the Neighbor Letters:

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### How to find and build amazing relationships with the TOP realtors:

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## KEY TAKEAWAY

### YOUR NEXT MOVE:

Comment on **HOMEWORK POST** in the Facebook Group for prizes!

If you have any questions, reach out to a Land Expert

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