

**Wholesaling for Success**  
**By Jamel Gibbs**

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## Forward

I've created this eBook as a compliment to my best selling eBook [How to Flip for Profits](#). The reason I wanted you to have this book in your possession is because it's an easy way to make money in real estate with no credit, no money, no taking possession of properties, no dealing with contractors, no dealing with hard money lenders and the list goes on. I'm sure there's more but I think you get the picture.

If you're just getting started with your real estate ventures, wholesaling properties to build up cash is the way to go. If you're already buying real estate, I think if you were to implement wholesaling properties into your business you will see a major increase in cashflow.

If you are a seasoned investor then you should know the value of wholesaling properties. If you are not wholesaling properties, then you are probably making a big mistake. Whether you are a new investor or you've been investing for years, implementing wholesaling into your business will

have a great affect on your success in this business.

In this book I will get into finding wholesale deals, negotiating the right price for a wholesale deal, and selling your deal within days to make thousands of dollars. This information will be right to the point.

Enjoy!

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## **Finding the Right Deals**

In order to find the right deals you must focus on people that are looking to get rid of their property. It's not hard to find people that NEED to sell their houses. Notice how I stressed the word "need". The whole objective is to find property owners that must get out of their situation.

You can find deals every where. When I used to work on Wall Street I was taught to "Always Be Closing" or ABC for short. But my theory in real estate is to "Always Be Advertising" or ABA for short. ☺ In the real estate wholesaling business you are not just a real estate investor. You should also consider yourself to be a lead generator.

If you are a lead generator and you always have leads to sell, then guess what?... you will always have deals. Think about this for a second, if you get 100 leads a month but you only buy 5 percent of those leads then you will buy 5 homes a month. Now if you were to sell each lead for \$5000 a piece (this number can vary depending on how much you paid for the

property) then you will make \$25,000 per month in profit. It's really that simple!

So how do you find these leads. In my eBook [How to Flip for Profits](#) I provide 8 different ways to find motivated sellers some of which you wouldn't even think of. But the following 2 examples are inexpensive ways to advertise for leads.

## **Newspapers Ads**

Running newspaper ads can be very cost effective and you can get a ton of leads from it. Just about everyone who is looking to sell their property will look in the newspaper first for house buyers. I get at least 2 to 3 calls per day from my newspaper ads. I think that you should run your newspaper ads everyday because you may never know when someone will call to sell their property. Basically, you will increase your chances of getting a call from a property owner.

Here's what I want you to do, call your local newspaper company and place

an ad that says the following:

WE Buy Houses... Cash!  
Call xxx-xxx-xxxx

If you have a website then you can put the site in the ad as well. Notice how short the ad is. Keep the ad as simple as possible. The reason for this is, it takes 10 seconds to grab someone's attention. If you don't grab their attention rapidly, then you can forget about them calling you. Therefore, keep the ad nice and short and it can be an attention grabber.

Try to run the ad everyday. If you can't afford to run the ad on a daily basis then shoot for the busiest day. Usually, that busy day will be Sunday but check with your local newspaper. Even if you feel that there are too many real estate investor ads running, I want you to run your ad. Ask yourself this question, if you don't have an ad in the paper how many calls will you get.... None! So run your ad and consider it to be a cost of doing business.

## **Flyers and Door Hangers**

Flyers and door hangers are a great way to reach your local market. This type of advertising requires a lot of foot work. You can pay a flyer distribution company to deliver flyers and door hangers for you though. This form of advertising depends highly on the amount of flyers and door hangers you have distributed. Sort of like post cards!

Honestly, I think that sending out post cards is a much more effective way to reach property owners than flyers and door hangers. But, flyers and door hangers can be easier on your pockets. If your interested in creating a flyer or a door hanger then use the following flyer:



# **We Buy Houses Fast**

Any Condition, Any Location, Any Situation

Are you:

In need of cash now? Getting a divorce? Inheriting a property that you don't want? Have some bills that you must pay so your looking to sell your property? Facing foreclosure? Filing bankruptcy? Looking to get rid of your property?

**Then Call us! We will make you an offer  
Today!!!**

**Call xxx-xxx-xxxx**

**For your offer Today!**

You can use this flyer for your door hangers and post cards as well. Put this flyer to use and watch the phone ring.

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## **Negotiating the right price**

This section will not be long at all, and the reason is that I drilled this information in my eBook. There is not much to negotiating. It is simple. All you have to do is buy properties at 50 cents on the dollar or less and you will have yourself a deal. Let's dig a little deeper into the subject.

Now that you have a ton of leads what do you do with them? Duh, you buy them! Now your not going to buy every house you see. But if you apply the simple 2 step marketing plan above, then you will have so many leads coming in that you can literally cherry pick the best ones.

As mentioned in my eBook, the key to buying properties is to work with people that **MUST** sell their property. You are looking to create a win-win situation for you and the seller. As long as everyone in the deal is winning, then you will have a good transaction. Making sure the seller is winning doesn't mean that the seller has to make money. Remember, you are

helping them get out of their situation, and that is a win for them within itself.

When you are negotiating with the seller you will try to find out why they are selling. Make them go into detail. Once you know their why then you can structure your deal accordingly. When you are ready to make an offer stick to buying the properties 50 cents on the dollar or less as explained above. If you can get the property with that type of discount then you have yourself a deal.

Also, during your negotiations with the seller try to be sincere and keep in mind that they are having problems. This is a great negotiating tool. If the seller knows that you are truly interested in helping them get out of their situation, then they will be more receptive with you. The more receptive the sellers are, the more deals you will get.

Proper negotiation is something that will come in due time. In the beginning you may be a little nervous. But like I said, try to remember that the seller needs you. You don't need them. You are the buyer. If they don't except your offer then fine. Move on to the next one. There will always be other

deals out there. If a seller is going to give you a hard time, then move on.

Keep in mind that you are not desperate to buy these properties. If you show a sign of desperation then you have lost the battle. Therefore, stick to the plan and you will make money.

The best types of deals out there are the deals where the seller has no Mortgage also called free and clear properties. There is so much flexibility in those deals. Now when the seller has no mortgage and he needs to sell for personal reasons, this is where your major pay days come in. Try your best to find these types of deals. You can literally do 5 of these a year and make six figures if you can average \$20,000 per house. Wouldn't that be nice? These types of deals don't come around all the time, but when they do you can rake in some serious cashola.

Always remember that you cannot get attached to these properties. If you can't get the house for the price you want in order for the deal to make sense, then walk away from the deal. You are not in this business to lose your shirt.

Simply put, find the deals that will have enough equity in them to give you

some breathing room. Once you have the deals then you will sell them.

Let's find out how you can sell these properties in days for huge profits.

## **Selling Your Deals**

Now its time to sell that property! It's easier than you think. In my eBook [How to Flip for Profits](#) I explained how to sell properties to end users (regular buyers) as well as other investors. I also explained how to create a monthly cash flow for yourself through rent to own properties. In this section I will explain why it is easier to sell your properties to other investors.

Selling properties to other investors is the way to go in the wholesale business. The trick is to offer them a really good deal. Other investors will buy properties at 60 cents on the dollar depending on how much work the property needs. Obviously, the cheaper you get the property the better the deal for the buyer/investor.

I have sold a number of properties to other investors within days and have

made a nice living doing so. On the average wholesale deal that I do, I average between \$7,000 and \$10,000 per deal. Then I will get a big one some where along the lines of those deals.

So how do I sell these properties so fast? Here is what you do. Let's say you find a property and you pay 50 cents on the dollar. The property doesn't need a ton of work, but it does need some repairs. What you should do is put an ad in the newspaper as well as online. You can use sites like Craigslist.org to advertise leads for free. Anyway, your ad should read:

Cheap house for sale  
Needs TLC, Will not last!  
(Price) OBO

Sometimes I like to mark up the price 10 percent then put the property on the market. This technique works well for me. Other times I like to under price the property with the intention of getting investors to have a bidding war over the property. In situations like this you will get over bids most of the time.

When the investors call on your newspaper ads or your other forms of advertisement, make sure you take their name, phone number as well as their

email address. The email address is vital in this situation. The reason you want them to give you their email address is because you can send them every property you get without ever speaking with them.

Now if you have a list of 1000 people, you can send one lead to 1000 people with the click of a button. How easy is that? You can literally sit back and wait for the phone to ring. It will not cost you a dime to send that email out. After a while, when you build the list up you won't have to advertise the properties you find anymore. You can simply send them to your investors. Trust me, if the deal is a great deal, then you will sell these properties in days. Sometimes they will sell in hours, or even minutes.

So the trick is to get the email address. Focus on building a mailing list of serious buyers. Also, focus on finding deals that you can sell to your list and sell them fast. Again, the way to do that is to buy houses 50 cents on the dollar or less.

If you were to apply the information you've read in this book, you can literally make thousands of dollars within 30 to 60 days from now. All you have to do is put this information into action. If you let this information go

to waste then you have no one to blame but yourself.

Now think for a minute... if I've provided this much information to you for FR\*EE just IMAGINE how much info is in my best selling eBook [How to Flip for Profits](#). It's a No-Brainer to pick my eBook up for the very, Very low cost of \$47. There's people out there charging hundreds and even THOUSANDS of dollars for the same information that is in [How to Flip for Profits](#). It really is a good eBook! That's why I get a testimonial just about everyday. Don't take my word for it, check it out now!

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“Education in Abundance with Action equals Wealth”

-Jamel Gibbs

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