

How To Build A Wholesale Business

10 Steps To 10 Houses SOLD Every Month!



**Memphis Invest
Chris Clothier, Partner**

Table of Contents

Step One: Analyze Your Market. Make a grid and find the areas you want to buy and sell in.

Step Two: Meet with your Realtors. Know who is doing business, especially in REOs.

Step Three: Meet with the general contractor.

Step Four: Set up your marketing plan, your lead generation plan to find motivated sellers.

Step Five: Set up your marketing plan for attracting investor buyers to you.

Step Six: Invest in a lead management system.

Step Seven: Join Your Local REIA.

Step Eight: Prepare to make hundreds of offers each and every week.

Step Nine: Market to your investor buyers.

Step Ten: Set up an appointment with your closing attorney or title agent.

Bonus Step! Take Your Significant Other Out To Dinner & Celebrate Your Success!

MemphisInvest.com's Learning Resources



Memphis Invest knows that sharing knowledge and experience is one of the best ways to help other real estate investors.

We have put together multiple resources in one location. The [MemphisInvest.com Learning Resource Center](#) is where investors can download FREE E-books, videos, Webinars and other educational material all designed to help investors shorten the learning curve.

You can find more information on the other great learning resources on page 69 of this e-book!

Would you like to access a free copy of “How To Purchase Out-Of-Area Real Estate Investments”?

[Access Your Free eBook NOW!](#)

Is This Book Right For Me?

Not sure where you stand as a real estate investor? Below is a description of the level of the content involved to help you decide!

► **Beginner**

Beginner content is geared toward investors who are learning about a market, a process, a company or just getting started in real estate.

► **Experienced** - *This ebook!*

Geared toward investors who are very familiar with concepts and the content generally will deal with approaches and tactics for successful investing.

► **Business Builder**

This content is geared toward real estate business builders looking to grow from a personal real estate investor into a business builder.

Share this ebook!



How To Build A Wholesale Business:

10 Steps To 10 Houses SOLD Every Month!

by Chris Clothier



My name is Chris Clothier and on behalf of my family, I want to thank you for downloading our book, “[How To Build A Wholesale Business](#)”. As one of the owners of MemphisInvest.com, I am always personally grateful for the many friendships we have developed with investors from around the country through the years. Often times, our relationships with investors have started with a simple download like this. As an investment company working with over 650 real estate investors from around the world, we have a little experience in helping investors find success!

If there is ever any thing we can do to help you find success as an investor, especially as a passive investor, please do not hesitate to ask!

We hope you enjoy the book.



STEP ONE:

Analyze Your Market

In our particular markets, as is the case with any city, there are areas of town that where there is high investor demand. There are also areas where investor demand is low. There are areas of town where we know that we do not want to drive through. We don't want our renovation crews to drive through. And, we don't want our rental agents to drive through.

Our companies, both MemphisInvest.com and DallasInvest.com were built by following a simple formula for an investor. We try to find good areas with good properties that are going to be in demand. When we are successful, an investor will not just buy one property, but they will buy multiple properties. Usually, a happy investor who has a good relationship with the person he is purchasing from, will not only buy more properties for himself, but often will want to brag about their success to other investors and give them the opportunity to get involved as well.

So, a business that is set up properly, focusing on the parts of a city where investors are demanding more properties and where the properties themselves are in high demand, that is a business that is going to have a great deal of success. A business set up to deliver exactly what an investor asks for is a business that will be around for a while.

And make no mistake. Before we go any further. You must act like a business.

Business

If you hope to have any chance of wholesaling 120 homes in a year, you cannot treat this like a hobby. Even if it is a part time business, you have to pour your heart into it and pay very close attention to details. If you do, you can have a great wholesaling business.

So how are you supposed to go about laying out the grid? That may be the simplest part of the whole process. Where are the investors buying houses today? The best place to start is where investors are already purchasing and then starting to analyze that particular part or those parts of your city.

I think that City Data and Zillow are going to be good online resources for where properties are selling and then where properties are renting. I also really like Rentometer. It is really quick and will analyze rental data for you on the fly. These sites are going to be important because you are looking for the value you bring as a wholesale business. The more data you are able to provide prospective buyers, the more valuable you are going to be.

One more great tool, although it has been around for a long time now, is craigslist. I like it because I can enter in a zip code and see everything for sale and everything for rent that is listed on the site. A ton of investors use this site to advertise their listings and it is a great way to see not only what streets have multiple properties, but also the pricing and how many properties in an area. Again, you will struggle as a wholesaler if you decide on your own that you can identify great

I really like these sites for getting good neighborhood data:

1. City Data

2. Zillow

3. Rentometer

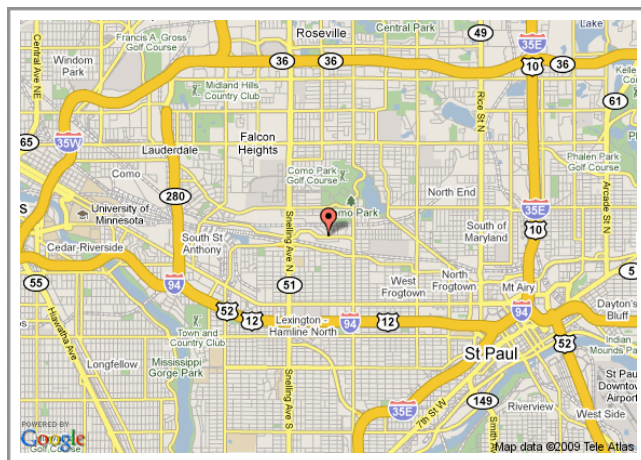
4. Craigslist

rental neighborhoods. You need to follow the data. Where there is activity, there is opportunity!

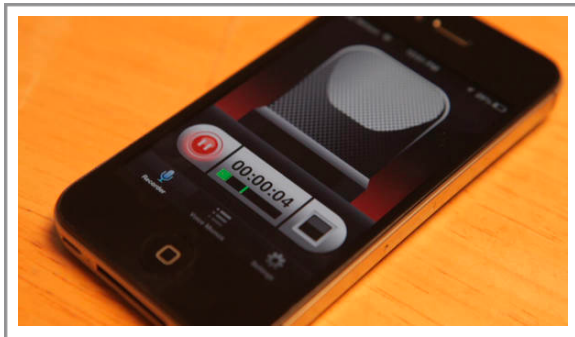
Once you have identified the area or areas you are going to start with, get a good map book. I have always used Rand McNally because there books are sturdy and I have found them easy to use. They also really hold up to the wear and tear of getting tossed around in a car!

Now it is time to hit the streets. Before you leave though, here are few tips to make sure you have in your car. For many of us, our smart phone handles several of these duties, but just in case, make sure you have the list. Always carry a phone, a pad, a pen, a recorder, a camera, a map book, a flashlight, a set of tools like screwdriver, hammer, tape measure, etc.. You never know when you may need one of these.

I would block off a minimum of one hour to drive through a 10 block square area of my city. Nothing says, I can't drive elsewhere, just make sure you



mark in your map book where you are going and afterwards, where you have been. I suggest using a recording app on your smart phone and as you drive through the streets I



would call out the addresses of every property on every street. First say the street name and then

call out the addresses as you drive down looking at one side. Then drive back calling out the opposite side. This will come in really handy later.

Now drive the street again observing for sale signs, rental signs, how the houses look, how the cars in the driveway look. Talk notes into your recording app. You have to learn the neighborhood. This is where you are going to be farming for good deals to sell.

You may have laughed earlier at my one hour for 10 square blocks, but you have to be detailed and drive through the neighborhood several times. You will read this from me over and over again, but details matter and you need to know these streets and houses like the back of your hand and most likely you will have

several areas you are focusing on. So plan on spending some time really getting to know the areas you plan on buying and selling in your wholesale business.

If you get stopped by a resident asking why you are driving through the neighborhood back and forth, tell them. You are an investor and you are looking for a good property to buy. You never know what you will be told, but you are also trying to let the person know that you are here to learn about the neighborhood so that you do a good job with fixing the property up!

Details Make The Difference!

Just be observant. Always be looking and observing what you see. Make notes in your recorder. If you stop on the street, make notes on your pad - - -just make sure you are giving yourself details for later on. If you come across a distressed property, get out and walk around. See what the property looks like. You can bet that other wholesalers are doing the same thing.

I would also take pictures either with my camera or my smart phone and write notes on the pad about each picture. It is important. These could very well come in handy later down

the line when your phone rings and someone wants to discuss their house right then. If you remember where it was located or what was across the street because of the pictures you took, you can at least talk from a standpoint of knowing the neighborhood. I am simply a big believer in being prepared!

You can accomplish a lot on a Saturday or

Tip: You will notice yourself starting to develop habits at this time that will stick with you forever as a wholesaler. Habits like how fast you drive, how observant you are in the neighborhood and how you treat the neighbors. Start developing good habits early!

Sunday or any day of the week when you can devote several hours. Get out and drive around and just observe. All of this will pay you back in the end. You may not be making money yet, but this is when you plant the seeds for growth.

When you return home or to your office, download your recording onto your computer. Take the recording and send it to Speechpad. This is a great website and they will transcribe what you say into a document. Let them know that you want a list of all the addresses in an excel file and They will list the street name and then the addresses just as you

called them out into your recorder (there is a reason for every detail).

This will allow you to put together a letter, postcard, flyer, yellow letter, whatever you want to send in a very quick and efficient way and get it to every address in your farm areas. Then take your notes on any particular houses you want to go after immediately and look them up in your local county or city register. Most have this data online today. These are deals you want to reach out to the owner immediately and see if the property would be for sale.

Is that jumping ahead a little bit? Are you scared that the owner might actually answer? How will you know what to offer?



You should not be scared. The worst that you can ever be told is no - or some nasty variation of no...but, if that is the worst that can happen then you are golden.

If you did your research properly, then you know what investors are paying for properties in your area. You know what investors are selling or renting properties for in your area. Your

biggest challenge is squeezing yourself into the middle and getting a seller to come down just enough and a buyer to come up just enough for you to make the spread for doing all the hard work.

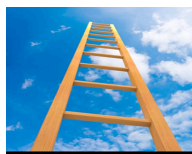
If an owner answers a phone or talks to you on day 1, you will be able to handle it. You have the data, just give the price you would need to purchase the property. Is there more to it? Yes, but let's get moving and we will get to the other steps.

It is pretty easy for me to say start analyzing your market, but I also think part of what we're going to get into as we talk about some of the other steps is really working with other people. All of these people can contribute to you gaining the knowledge and understanding of your market, and where you need to ultimately be trying to buy properties. The idea here is that investors want to purchase property in certain zip codes, certain areas, and they purchase those properties for a number of different reasons, but the bottom line is, those are the zip codes that they are going after.

So if you can position yourself as somebody who can acquire properties in those zip codes, and

basically get in between that deal, there is an opportunity to make money there. Most investors from around the country will gladly allow somebody to come in and get in between that deal if they are the kind of person that can really bring value to them. Having the ability to show your market and neighborhood expertise as well as deliver real opportunities to investors is what will set you apart as you start your wholesaling business.

So people are willing to pay for the opportunity to gain access to properties and neighborhood knowledge. Understanding your market and understanding where investors want to buy, is the very first step.



STEP TWO:

Meeting Local Realtors

When we first began wholesaling property, it was not a well oiled machine and we certainly were not anywhere near the level we are today. But, that does not mean that we didn't act like a well oiled machine. In any organization and as you build any business, it is important to understand that you have to start somewhere. Part of your team, somebody who can play a very vital role if you are not a Realtor, is a good experienced Realtor. And from my perspective, I think the Realtor absolutely has to understand real estate investing.



Now, a lot of Realtors will tell you that they do, but the reality is when you talk to them about being a wholesaler, very few of them have any idea what you are even talking about. If they don't, again, that's not the right person for you. You have to have somebody who understands fundamentally how the real estate investment game works, and can be a strong resource for you. Somebody you can

count on to help you find property. Somebody you can count on to help you run comps, somebody who potentially is working with banks on REOs and can bring you deals, somebody who can make offers on your behalf, and someone who is willing to do all of these things for you. In return , you are bringing them volume.

There is no better relationship for a good Realtor than a buyer who is consistent and one who always closes their deals. If you can show a realtor that you know your market and

Tip: A good Realtor will know that working with an investor, especially a wholesaler who can move a lot of property means less work for them and more transactions!

understand exactly what you are looking for, they will listen. It is when you put something under contract that you really begin to build that relationship because they are watching to see if you will close. A buyer who closes consistently is a great relationship for a Realtor. You want to be that buyer.

There is also an opportunity for a Realtor to earn commissions by listing the properties on the back end of it. That's not something I would

go out and tell you to necessarily advertise upfront, but I will tell you that the up side for a Realtor is always the commission. So if you are somebody who is coming to the table and saying that "I am going to buy 10 houses a month here, and I want to make 200 offers through you every single month, in hopes that I will actually close 10 deals," well, do the math. If you are a Realtor, would you rather work with? One client who's going to potentially buy 100 plus houses a year, or would you rather work with 100 clients who are all going to buy one house every five years? Of course, the answer is that they want to work with you.

That is the way you need to position yourself, from an absolute position of strength. You need



to portray confidence to anyone you are adding to your team, that this is going to happen. I am the person who's going to make this happen, and you, as my Realtor, are going to be the beneficiary of that. If they see it

any other way, then again, go find another Realtor. Right now, I promise you, there are hungry Realtors begging for a client who is going to close everything they put under contract. You need to be that buyer!

When we first started out, we would go out and have lunch with different Realtors. When I found out who had all the bank listings or who the predominant Realtor was in a certain zip code, I made sure I went to lunch with that person. We have built long relationships this way. By being very personable and up front with whomever we are working with. Regardless of what anyone says, this is still a relationship business.

Over time, as you continue to close properties, you will find that there will be more Realtors who want to bring you their listings. You will find more Realtors who want to get your opinion and offer on a property they have had listed for a while. You will find that your office and inbox for email will begin to fill up with opportunities because you have earned the reputation as a serious buyer who closes his contracts.

Realtors are just one of the ways to buy properties, but they are vital to your success. A solid Relationship with a Realtor is a very

important piece of your business building. After you have built up relationships with people in your community, you are going to get an unbelievable amount of people who are going to call you with properties and leases and different types of deals for you. Not only residential, but you'll get offers on commercial stuff, and your name will get out there.

But the biggest thing, again, about having relationships with Realtors is that they are looking to get paid. They are commission-driven. There are so many small

wholesalers today that dabble in this stuff, they buy a house, and they can't get financed, their buyer backed out or whatever, and the deal doesn't go through. You want to become a machine that does what you say you are going to do, and the Realtors who deal with you know they are going to get paid. They know you are going to close.

A tip for finding the right Realtor or Realtors, is to call the local Realtor's association and ask for a list of the top performing agents. Then ask for

Top Agents In Your City:

1. Not this listing Agent
2. Not this listing Agent
3. Not this listing Agent
- 4. This Is Your Agent!**

a list of the top REO agents in the area. You can even ask for a list of the top agents by zip code so you can zero in on your areas.

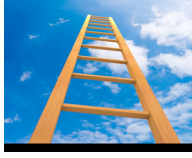
We rarely if ever contacted the top agents in each area. They are the top agent for a reason. They probably have a handful of great buyers whom they work with and may not be willing to make offers for you. We would always look for a hungrier agent. One that knows what they are doing, but may not be eating as well as the top agent. That is a great person to meet with because they are looking for a serious buyer who will close what they put under contract. They will be looking to do whatever they can to move up the list.

Remember, they may not care about being number one on the list as much as they care about consistently closing deals. Do not lose sight of why you are looking for a great Realtor. You need their help, their access and their drive. You need the Realtor relationship to take some of the burden off of you.

So again, Step Two is meet with Realtors. You're going to see that several of these steps are all about networking, and that's not necessarily something that a lot of people are very

comfortable doing. If you expect to be successful in real estate, then you need to get comfortable with it very quickly. You have to get out there and start meeting people, shaking hands, building your network, building a team.

You are never going to get anywhere in real estate if you don't begin the process of building this team. This is stuff that, quite honestly, as quick as you get done reading this, you can pick up the phone and start making phone calls. This is easy stuff to do. You just start setting appointments and going to lunches or going to dinners or meeting for coffee or doing what you need to do to get in front of people, to figure out very quickly who can help you and who can't, and you absolutely, positively have to be willing to take that step.



STEP THREE:

Meeting with a General Contractor

This may sound a little out there for some of our clients, but I will tell you we feel it's important when you are starting off to meet with a general contractor and have a good understanding of what things cost when it comes to rehabbing a property.

You are going to begin presenting offers to other investors out there, and in most cases the houses that you present are going to need some type of work. It's important to know what that work is going to cost so that you can ultimately let your investor know that. But, it is also important to know that nobody is getting ripped off. You want to make sure that if somebody tells you that it's going to cost \$3,500 to put a new roof on, is that estimate high, low, is it right, is it correct? Is that something that seems reasonable? The only way you are going to know that is to get familiar with that process.

Now, as you go through the process of meeting with a General Contractor, you will develop a checklist of rehab items, and what they generally cost in your own market. That's

definitely going to be a local situation, and you are going to want to check with your local contractors and local subcontractors on what they would charge for the same type of work. You want to have a good idea, when you are going into any property or looking at any property, of what it should cost to get various types of rehab work done.

When we first started, we knew how important the contractors were, and we went through a lot of contractors. This is an area that scares a lot of investors -- people are scared about the roof



and they are scared about the foundation and they are scared about the HVAC, and so on. But really it's the easiest part. Once you understand rehabbing a property and what it takes to do that, it becomes very, very simple.

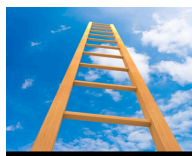
Often times, we inflate the cost of things that we are not familiar with. We are able to imagine a much higher cost to get certain work done and that drives us to think we may need to make much lower offers. When we think we need to make a lower offer, we suddenly start thinking that we will not get the house...

This is a self fulfilling prophecy. Do not allow yourself to go down the road of self doubt. You have to gain the knowledge about renovations because knowledge is power. I have one relationship with a wholesaler who knows everything there is to know about home renovations.

He is a General Contractor himself! So when we buy houses from him, he is able to tell us exactly what is needed with a spot on calculation of costs. He really makes it easy for us to purchase from him.

That is the scenario you want to create. This relationship will be different than the one with a Realtor and you will have to be upfront that you are not 100% sure when the payoff will be for the GC. In my opinion, a good GC will appreciate the honesty. But you will have a great contact to refer to your buyers to get the

work done and you will also have a relationship to use in the future if you decide to advance your real estate business beyond simply wholesaling.



STEP FOUR:

Marketing Plan for Lead Generation

As a real estate wholesaler, you are looking for motivated sellers. Now, we discussed earlier how Realtors can feed you properties, and that is certainly a big part of this, but there's also a huge need in the market, in almost every market, where distressed sellers need to sell their houses right now. They need somebody who can come in and offer them real solutions, and in most cases they are in a situation where they are more than willing to sell their house at a discount.

I would never tell somebody that you are going to get hundreds and hundreds of those calls of people who can sell their house at fifty cents on the dollar every month. But the point is you have to have your presence out there so that you get the calls at all.

Now, I want to be transparent here and tell you that I am a bit biased here because my older brother owns 1-800-SELL-NOW, which is a lead generation system, but I think you need to invest in marketing programs that you can take advantage of in your local market. That could be

online, it could be offline, it could be direct mail. The point is there are a lot of good programs out there in the market right now that can help connect you with motivated sellers, and that is critically important.



You need to have an identity in the marketplace. and I really like the 1-800-SELL-NOW vanity number for helping me build an easy to remember number. Either way, you need to have title agents, bankruptcy attorneys, trustees, local mortgage brokers, you need to have anybody that's touching the real estate business identify with you as somebody that they can push motivated sellers to, somebody that will absolutely help motivated sellers get their homes sold.

You don't have to reinvent the wheel. There is a lot of stuff out there on how to do this, and we certainly have a lot of expertise, and have probably cut our teeth on most techniques out

there in the market today on what works and what doesn't work. In the last five years we have probably have done every single type of advertising you can do; from direct mail, including post cards, yellow letters, tube mailings or lumpy mail and just regular letters, to bandit signs that we used to do very early on, too. We have done radio, we have done TV, we've had billboards. We use 1-800-SELL-NOW, of course. If there is a way to drive motivated sellers, we have tried it!

Tip: Lumpy Mail is one of my favorite tools to get someone to open a piece of mail. Lumpy mail is any piece of material in an envelope that the receiver can either feel or hear. It can be putting a pen in an envelope or tube. You can put a piece of candy, a lapel pin, a magnet, etc... Anything that makes your piece of mail feel and look different.

Once your business starts ramping up, you won't need to be using all of these avenues because as word gets out that you buy a lot of properties, you close a lot of properties, and you can make deals happen, sellers will start coming to you automatically.

This is really the most crucial part of your plan. It is often said that a true real estate deal always finds the right buyer. What that means

is that, if you need money, if you need an end buyer, if you need assistance in any way and you have a true deal...the solution will always present itself. So it is important to be focusing on creating the right deals. The crux of this business is making your phone ring, and when you get started on some of these programs, just a couple of them will do that for you.

One of the first steps you can take is to use the list of addresses that you put together in each neighborhood. This is a great list to begin to "farm". When you hear this term, it refers to the practice of slowly and patiently introducing an area to you, your brand and your marketing. You want to reap the benefit of having a great name and presence in a community.

Tip: Try using different techniques to get mail opened. I have shipped letters in red colored envelopes, blue envelopes and even used white envelopes with the word "Important" rubber stamped on the outside.

I think a great strategy is to drop a mail piece into a neighborhood at a minimum of once a month and to vary the mail pieces. I have even dropped two pieces in one month - one postcard and one letter. I try to

keep color schemes, logos, signatures, tag-lines, and general message consistent from piece to

piece. I will say that having an easy to remember vanity number is important. It means that a potential seller does not go looking through old mail or searching for your number when they may want to talk. They have it right on top of mind because you have an easy to remember vanity number.



If you are starting from scratch, you definitely have to create an identity in the marketplace that ultimately will lead you to the point of where this law of attraction kicks in.



Other offline strategy ideas include possibly bandit signs if they are allowed and legal in your area. Make sure that they also match what you are mailing to the homes. I think car magnets, door hangers, business cards are all great pieces to use as well. There are a lot of people who do guerrilla marketing, where they



will just go into a particular neighborhood or even a parking lot at a supermarket and put their business cards on cars in the area.

Many of these techniques are designed to make your name, your logo and your number “stick” in the minds of the people seeing them. None of this has anything to do with the meeting you had with a Realtor or a GC. Those are separate strategies.

This is all about guerrilla marketing and getting your brand in front of the people who will call you directly. There are literally



hundreds of things you can do. You can pay a high schooler \$100 for a Saturday to stand on a busy street corner waving a big sign with your logo and phone number with a BIG call to action to call you to sell a home fast. I know of a wholesaler who pays a 7-11 corner market \$200 a month to hang a banner on the side of the building away from the front door advertising that he buys houses. Just about every wholesaler I know places bandit signs in the yards of houses they are buying to let the rest of the neighborhood know that they too can sell their property.

The point is pick one, pick two, pick three or as many as you want and use them. The key is to be disciplined, consistent and actually do it.



Online it's the exact same way. You have to create some type of online presence. It's just too easy at this point to go out and create a squeeze page and create a pay per click campaign and/or a keyword campaign on your site that drives traffic back to your website, collecting motivated sellers. There's no excuse not to have that in place.

Something as simple as, here in Memphis, "Do you need to sell your Memphis house?" "Are you facing foreclosure?" "Are you going through a divorce?" "Have you recently lost your job?" Whatever the case may be, you have to have an online and offline strategy to get that message out there and make those calls come back to you.

Now, with that being said, even without having an online presence or an online strategy, we need to take advantage of the online classifieds that are out there. Websites like craigslist.com, Kijiji.com, and backpage.com just to name three.

Craigslist

is one the BEST ways to start building an online presence. Whatever you do use Craigslist!

These are all very valuable sites. Simply take five minutes and put an ad out there, for free by the way, and load it with phrases that make sense. Put yourself in the position of a truly motivated seller: if you have just lost your job, what would be the key phrase that you would type into Google or Yahoo saying who can help me? It might be, "Who can buy my Memphis house?" or "Who can buy my whatever?" Make sure that you place an ad on these online classified sites using keywords that your target sellers might type in.

It's the same thing when you are dealing with your one of your agents. You want to be the go-to person that they will always bring their deals to, where you don't have to deal with your

competition. That's the point of this, from a marketing standpoint, don't you agree?

As you read this today, I hope you don't get the impression that we are some kind of big college intellectuals. No, we are just ordinary people here who started a business that's getting extraordinary results. We know that we are a much bigger outfit today than most companies in our particular niche. When it all boils down, we are still simply wholesalers who offer a little more in our products than a traditional wholesaler.

But, we are still buying a property at discount and selling it to a end buyer. We just do it to the tune of 35-40 properties a month and in two markets! We have been told by a lot of people in our industry, a lot of our peers, that our system is unique. They get very excited when they hear about what we do.

So, that's really what we are doing, but it all starts with finding that motivated seller. We have given you a lot of information just in the last few pages on how to do that. People ask, "Well, are there that many sellers out there?" Well, of course, and the continuing foreclosure crisis makes it even easier today.

But we were doing this long before this bubble burst. So, there are always going to be people out there who need to sell a house, there are always going to be people who are in distress, people who are in bankruptcy, people who lost their jobs, divorce, a death in the family, it goes on and on, about why somebody needs to sell a house. So, the motivated seller is very, very important and there are literally hundreds of different ways to do find motivated sellers.

Why are Sellers Motivated?

- Divorce
- Job Loss
- Bankruptcy
- Cut Wages
- Illness
- Job Transfer
- Growing Family

Beginning investors who we have spoken with have a tendency to get a little freaked out when it comes to finding motivated sellers. They are a little apprehensive about getting a ton of calls all at once and are worried about what to do and how to handle volume. It all starts with one thing.

At the end of the day, your job, your mission in life is to make hundreds of offers on homes every single month and not one of those offers needs to be over fifty cents on the dollar. The

first thing people do when they hear us say that is throw the red flag up. "Fifty cents on the dollar! My market is different." If we had a dollar for every time we have ever heard that, we would have millions of dollars in front of us right now because literally everybody thinks their market is different.

**REO's, Short-Sales And
Foreclosures account for 1
out of 3 sales in the U.S.**

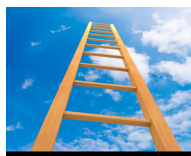
But in this market, this is not the case. Everybody's market is the same when it comes to the fact that

there are a lot of distressed sellers, and in this environment there are a lot of bank REOs, and there are a lot of short sales. So, because you are competing with banks on their own inventory of REOs, and because you are competing with short sales in a neighborhood, you cannot go into any neighborhood as an investor and pay more than fifty cents on the dollar because ultimately you have to re-sell that property. And your competition is the skewed values caused by REOs and short sales.

You have to be smart about this and understand that yeah, you may get a lot of calls, and you may get a lot of traffic that comes at you. But if at the end of the day, your mission is that every

offer you make is at the most, fifty cents on the dollar, it's not like you are going to get hundreds and hundreds of offers accepted every month. It'd be nice if you did but the reality is you are going to have to go through all these people, make hundreds of offers to get 10 accepted offers every month.

So you don't have to brace yourself for an onslaught of houses. It's not like all of a sudden you are going to get a flood of 100 people who want you to commit to buying 100 homes. That's just not going to happen. But you have to mentally prepare yourself to handle the calls and make the offers.



STEP FIVE:

Marketing Plan for Investors

You need to have a system in place to go and acquire your buyers. We have always had a lot of success with creating a situation where buyers literally are coming at us. We use 800 numbers in our own marketing and we play up this persona that we are the biggest buyer of wholesale properties in the markets that we are in.

Because we do that, naturally we get a lot of motivated sellers that come at us. But, we also get a lot of buyers that come to us, because, as we said earlier, investors are looking for easy to use solutions. They don't want to go spend the money on advertising for houses, they don't want to spend a lot of time finding deals.

Your competition isn't willing to take the steps that you've already taken right now by doing this. Understand that just by reading this manual, you are so far ahead of many other investors and want to be wholesalers as it stands. Well, those same competitors are not willing to go out and invest a few bucks in banners, signs, or direct mail, or whatever the

case may be, or in building their brand. That's why they are average wholesalers.

The point we're trying to make is you have to have a strategy for putting your company out there and showing people that you are the best option for finding great properties in the area and that they want to do business with you. And again, it goes right back to the same things we have already said before. A very easy way to do this is online. Create that persona through online classified ads. You can place ads in your local papers (not the big expensive one!) letting people know that "Hey! I am Joe's Home Buying Company, I have excess inventory, call me today, we are buying dozens of homes every month."

The point is to get those phones ringing. Once investors call you, you literally go through an interview process with them and you tell them, "I have inventory, or if I don't have inventory at this particular time I will put you on our list. Why don't you tell me what you are interested in buying, what your goals and



objectives are for investing in real estate, are you looking for cash-flow, what zip codes et cetera." Do those types of things and you will quickly begin the process of building a buyers list.



When we first started, the buyers list was one of the things that we were most apprehensive about, but again, it turns out to be one of the

easiest things. There are people out there, especially in today's economy, who realize that this is the time to buy right now, when the properties are as low as they are throughout the country. I know they are in your city, because it's no different than our city. Finding these folks to buy these properties is really very easy. And you only need a few to start with.

The first month I wholesaled properties, I closed three deals with two buyers. One buyer I found at the local REIA and I simply approached him when he was sitting by himself and began talking with him. I found out that he was from

Trinidad and you had to really listen to understand everything that he was saying. He



told me how he had been coming to the meeting and tried several times to get someone to help him. I was blown away that no one had ever worked with him in the past.

We were taught since we were young to always take an attitude of helping others. So, I will tell you our philosophy. If you help enough other people get what they want in life, you can have anything you want in life.

He had a fantastic job, was in his late 50's and had several hundred thousand dollars saved up that he wanted to build passive income with. This was not money in stocks and bonds. He had that already. This was cash sitting in savings accounts that he was ready to put to better use.

He was a very intelligent man who has already reached out, but because of his accent and the difficulty in understanding him, everyone had turned him away. I was as green as they come when it came to selling real estate, but I had been investing and was confident I could help him.

Over a period of about one year, he purchased 8 properties from me. He never questioned what I was making. He never questioned my role in our relationship. I had the ability to find him properties that he liked and he had the ability to purchase them. All it took was my willingness to listen and offer my help.

My second buyer came from a Craigslist ad and they lived 1700 miles away. They were

HINT: Are you starting to understand that Craigslist is Important?

interested in the price point that my city offered and they were not interested in doing any of the work themselves. They wanted an expert who could handle the heavy lifting. That buyer purchased two properties from me the first month and went on to purchase a total of 12 properties from me in the first year.

They also did something very important. They referred me to over half a dozen other similar investors who were looking for a passive investment. Between the other half dozen buyers, I was able to sell an additional 20 properties in that first year.

Two buyers and their close circles of influence turned into 40 sales in year one. Simply by being willing to attend a REIA meeting and talk to people and being willing to place an ad on Craigslist. I also answered my phone! I took the calls at any time of night. My out of area buyers were two time zones away and I was often on the phone at midnight my time. My local buyer had an early start at his job so I would often meet him at 6:00 AM. But I wanted to build a wholesale business and I was willing to do whatever it took to succeed.



Those two buyers helped me to grow in confidence and my success at earning an income really helped me work harder. During my first year, I never closed fewer than 6 deals

after my first month and my best month was 13 closings. I closed 107 deals that first year without even really knowing what I was doing. I learned as I went and I tried new things. I was willing to make as little as \$500 on a deal and made as much as \$10,000. All were wholesale deals where I had a buyer lined up before I closed on the property.

I attracted great buyers who were looking for exactly what I was offering. When I had a steady stream of buyers, I began to branch out and try new ways of attracting buyers and that is when I got into running TV ads and Radio Ads. In the end, I found that good ole consistency was my number one lead generator for new buyers. They simply had a way of

Be Consistent

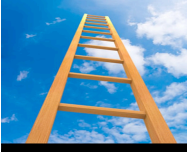
finding me because I was consistently offering good homes to my investors and I closed everything I ever put under contract.

I want you to be keenly aware of one thing here. You are marketing you! You are marketing your wholesale business. You are not marketing real estate. This is and always has been a relationship business and people tend to buy from who they like and trust. Building a brand that people trust has to be your number one priority when branding.

The dynamics of a real estate deal are very fundamental. What you have to understand is that you have to go out and market your real estate business, and almost be zealous about it, to the point that you attract an enormous amount of sellers, an enormous amount of buyers and vendors to you.

When you do that, opportunities come at you from every angle, every sort of different direction because you have created this company that is all wrapped up in a very single message. Our message is we bring so much value to our customers; we do things that our competitors aren't willing to do. We pound that into the marketplace to the point that it has become who we are in the market and the reason why we attract so much business is because people know we will perform.

You can begin marketing your company and creating that persona in the market the exact same way today and keep creating it to where you attract buyers and sellers and vendors and everybody else to you. When you fully realize how important the relationship is with every piece of the equation, your business will explode!



STEP SIX:

Develop A Lead Management System

At the end of the day, the point of Step Number Seven is to leverage technology. The days of keeping a buyers list or filling out a property form by hand are over. That's old school, it's unnecessary and certainly is not the best use of your time. You need to take technology, really harness it and leverage it to the point that it can explode your business.

It will be difficult to get in a position where you can wholesale 10 houses a month if you are working on pad and paper, day in and day out, and you are not corresponding with your clients in a very effective manner.



Lead management systems, CRM systems, Customer Relation Management systems are here to stay. They are highly critical, making

any business scalable. You can go out today, and buy a number of these systems online, where they are all web based and pay \$100 a month, if not less, and literally have all your contact management in there, all your property analysis in there, all of your auto responders.

For those of you who don't know what auto responders are, auto responders are a way of communicating with your customers in a very systematized fashion. There are several different services including mail delivery systems such as MailChimp, AWeber, Getresponse, just to name three.

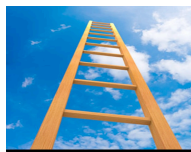


Somebody comes on to your site or they come to you, they enter in their information, or you enter their information for them and then you have a series of emails that go out to them automatically, that go through a cycle of communicating back to your customer to let them know where they are in the process.

We have always had some type of system like this in place where an investor who wants to buy properties from us is always in the loop. It is a great way to keep in touch with investors between deals and to let them know that you are on top of the market. A CRM or lead management system will also allow you to store all of your information in one place.

With tablet computers, smart phones and all the new technology, you can have an app that allows you to be in touch with and in front of your buyers no matter where you are. You can literally sell a property while standing in the front yard if you have a high-quality system. Even something as simple as ACT, Bento for Apple, Microsoft Outlook. Any of these will work for the beginning, but there are definitely some slicker systems you can look at as you grow.

You just want something you can feed the data into and keep your business straight as you grow.



STEP SEVEN:

Find Your Local REIA

Real Estate Investor Associations. This is a subject that so many investors talk about. Some love local REIA groups and others hate them. I am not a big fan, but as I touched on earlier, REIA's can be very good for networking. If there is not a local REIA in your area, then start one. We've been to REIAs around the country that are two, three, four hundred members strong, where you go into a room that's several thousand square feet, and big, big productions.

But I have also been to REIAs that were hosted at the local Denny's and it was 20 guys, like-minded investors that sat in the back of a restaurant and shared ideas, shared contacts and shared information that is really invaluable. It is critically important that you surround yourself with people who think the way you do, believe the way you believe. You will get a lot of value out of working together and that's what the REIAs are designed to do.

We started a REIA many years ago really to create a forum where people can share ideas and share concepts, strategies and techniques and really try to grow their business through that network. We cannot tell you how critical it is to get involved with these types of organizations. It's one thing to attend the meeting, it's something quite different to actually participate, get involved.

Go up, shake hands, introduce yourself, find out who the players are, find out who the bankers are, the mortgage brokers, the title agents, the Realtors, who the people or the movers and shakers are, and absolutely make a point of interacting with those people. You will get nothing out of any REIA by being a wallflower, sitting in a corner and hoping just to absorb some information.



As we said earlier, part of this business is creating a situation where you are marketing your real estate business and it doesn't matter if it's one guy sitting at a kitchen table today; the point is, the only way your business is going to



get to the next level is to start doing things differently and start getting involved in these organizations. You need to start getting your name in front of

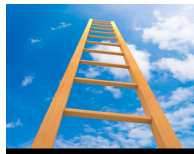
other real estate investors and real estate professionals and networking. It is great to give our cards, but you really have to get actively involved if you want to be great at networking at your REIA.

There are about 150 of these REIAs around the country. There probably will be one within an hour where you live, where you can go and meet people. Bring your business cards, come prepared to meet people and talk about what you are doing.

You can't go, stand in the corner, and think people are going to come over to you. You have to get out there, and meet and greet and become a networker this is one of the ways that you can build your business.

You will meet people there who will want to do deals with you and you may make some lifelong

friends. There will be a table where they probably have some business cards of vendors and there will be another table of flyers and houses for sale. This is how to expand your network. But the REIA is one of the most important things that you got to have on your to-do list.



STEP EIGHT:

It Is Time To Make Offers

We say that with this one caveat: Understand that less than 5% of the offers you make are going to be accepted. People ask us all the time, "How do you do 35 to 40 plus houses every single month?" Well, it starts and ends with making enough offers to fill that pipeline. If you are sitting on the sidelines and expecting that some way, somehow you are going to just magically have 10 great wholesale deals fall into your lap without having to work real hard, or without having to go out there and do some things to create those opportunities, well you are sadly mistaken, and we are probably talking to the wrong person here.

The reality is that you have to be very disciplined and you have to make a conscious effort that you will make a minimum of 50 offers every single week. Now, with that being said, there are certain things that you can do inside of those contracts especially when you are starting out to make that a pretty risk-free type situation.

That always tends to freak people out a little bit because they are thinking, "What happens if I get fifty offers accepted?"

First, you are not going to get 50 offers accepted. You do not want to get them all accepted. If you **FAIL** to get your offer

TIP: The greatest baseball players of all time **FAILED** more than 60% of the time.

accepted 90% of the time, you will **WIN** five deals a week! You need to make offers at the right price so that you **WIN** the best deals and **FAIL** at the rest. As you can see, that is ok.

Second, every offer that you make, as we said earlier, is no more than fifty cents on the dollar. We know there are some people that again are going to say, "Well, my market is different." Well, this is where you need to start.

Make offers at fifty cents on the dollar, hundreds of them a week for several weeks, and then if you find that you are getting absolutely nothing accepted, then you might try to re-evaluate your market, bump up the price a little bit, figure out exactly what investors are paying and where you fit into that equation. But the point is you definitely have to make offers at a price

that allows you to put your own assignment fee in it and ultimately sell it to another investor.

Wondering how to make 50 offers a week? Start with the Realtors you are working with. If you have done your homework properly, they will have listings of their own. That is a good place to start. Then have your Realtor go after listings that are dated. If they are a little stale and have been on the market a while. Why not offer half price? Then have your Realtor put the word out asking other listing agents if they are close to the expiration of a listing with a bank REO. Typically an agent may lose a listing after the expiration. They would probably love to get an offer on a property.

You heard us say make hundreds of offers a week, then you heard us say make hundreds and hundreds of offers a week. That's literally what you have to do. How in the world does anybody make a hundred offers a week?

REAL ESTATE PURCHASE CONTRACT (RESIDENTIAL)

STATE OF California
COUNTY OF San Mateo

1. PARTIES: Tim Schneider (Seller) agrees to sell and convey to Laura Johnson (Purchaser), and Purchaser agrees to buy from Seller the Property described below.

2. PROPERTY: (a) Land Address: 8801 24th St., RM, San Mateo, CA, 94403 (b) Insert full address or more specifically described as: single family dwelling

3. As shown on the attached map or as described in the attached exhibit. (b) Improvements: The house, garage and all other fixtures and improvements attached to the above described real property, including without limitation, the following permanently installed and built in items, if any: all equipment and appliances, cabinets, screens, shutters, wiring, such as wall lighting, mirrors, ceiling fans, air conditioning units, and satellite dish system and equipment, heating and air conditioning units, security and fire detection equipment, wiring, plumbing and lighting fixtures, chandeliers, water softener system, kitchen equipment, garage door opener, cleaning equipment, shutters, landscaping, outdoor cooking equipment, and all other property owned by Seller and attached to the above described real property. (c) Accessories: The following described related accessories, if any: window air conditioning units, stove, fireplace screens, curtains and rods, blinds, window shades, draperies, umbrellas, controls for satellite dish system, controls for garage door opener, entry gate controls, door keys, mailbox keys, above ground pool, swimming pool equipment and maintenance accessories, and artificial fireplace logs. (d) Exclusions: The following improvements and accessories will be retained by Seller and excluded: all other contents and fixtures in living room

The land, improvements and accessories are collectively referred to as the "Property".

4. PURCHASE PRICE: The Total Price shall be \$ 500,000 payable as follows:
Cash or certified funds due at closing: \$ 500,000
Earnest money (except of which is hereby acknowledged): \$ 200,000

5. FINANCING: The portion of Sales Price not payable in cash will be paid as follows: (Check applicable items below.)
☒ (a) Third Party Financing: One or more third party mortgage loans in the total amount of \$ 300,000 if the Property does not satisfy the financing requirements for the loan(s). This contract will terminate and the earnest money will be refunded to Purchaser. (Check one item only.)
☐ (b) The contract is subject to Purchaser being approved for the financing described in the attached Third Party Financing Condition Addendum.
☐ (c) The contract is not subject to Purchaser being approved for financing and does not involve FHA or VA financing.
☐ (d) Assumption: The assumption of the unpaid principal balance of one or more promissory notes described in the attached Loan Assumption Addendum.
☐ (e) Seller Financing: A promissory note from Purchaser to Seller of \$ _____ bearing _____ % interest per annum, secured by (choose the appropriate instrument authorized within the state) _____ mortgage, or _____ deed of trust, and containing the terms and conditions described in the attached Seller Financing Addendum. If an owner policy of title insurance is furnished, Purchaser shall furnish Seller with a mortgage policy of title insurance.

6. TITLE INSURANCE: Seller agrees to furnish to Purchaser a standard form title insurance commitment, issued by a company qualified to issue title in California, (limited) in the amount of the purchase price, insuring the mortgage against loss or recovery of any defect or encumbrance in the title, unless herein excepted; otherwise, the earnest money shall be refunded. Said property is sold and to be conveyed subject to any interest and mining rights not owned by the undersigned Seller and subject to present zoning classification.

7. PROMISSORY AND HAZARD INSURANCE: The terms, as determined on the date of closing, as to be provided between Seller and Purchaser as of the date of delivery of the deed. Seller shall keep in force sufficient hazard insurance on the property to protect all interests until this sale is closed and the deed delivered. If the property is damaged or materially damaged between the date hereof and the closing and Seller is unable or unwilling to restore it to its previous condition prior to closing, Purchaser shall have the option of canceling the contract and returning back the earnest money, or accepting the property in its damaged condition, in which event the earnest money shall be retained by Seller by reason of such damage shall be applied to the balance of the purchase price or otherwise be payable to Purchaser.

Document Integrity Verified EchoSign Transaction Number: X0V943HSSJUXE

Do you fill out a hundred contracts? No. Do you have to fill out some contracts? Yes. But, depending on who you are working with, you can make hundreds of offers and not all of them have to be written. Not at first. It comes back to relationships and relationships are built by networking.

Your contracts need to have an inspection clause in them. You need to use a clause that says buying the property is subject to a certain number of days where you have a right of inspection. Sometimes, you get hours. And that is ok. Remember, if it is truly a good real estate deal, the buyer always finds it. Regardless, when starting out, try to get your inspection period as long as possible and be prepared to move quickly if the deal appears like it is going to be accepted.



If you have done your homework and worked to get your name in front of buyers and sellers as well as the trades you will need to operate, then making a good deal disappear with money in your

pocket as the wholesaler will be easy. Not once have I met a good real estate investor who worried about what the other guy was making.

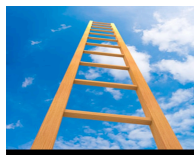
I have met many poor real estate investors who always worry about what everyone else is making. That is such a limiting view. That is such a scarcity mentality and I can not stand to be around people who exhibit it. I prefer to do business with people who present an honest, fair deal.

One last thing. I cannot tell you the number of times we have been cussed out either on the phone or had an offer faxed back over to us with the words "stop wasting my ink" scrawled across it. It makes me laugh thinking back about the number of times that happened.

So here is the kicker. On so many occasions, we have received phone calls from those same agents asking if our offer was still good. We knew the market better than they did. We knew what price it was going to take to get a local buyer like us to bite. The out of area investors were buying from wholesalers. They were not interested in dealing with agents whose priority was selling the house as high as possible to maximize commission.

We would receive a call from the Realtor or listing agent asking if our offer was still good and could they present it to the bank or owner. Sometimes the answer was yes, sometimes the answer was no. Sometimes, we still wanted the house, but it appears as if the market has shifted and I am going to have to be a little lower!

Do not be afraid to make someone mad with your offers. If you have done your homework and know your market, then make as many offers as possible! Again, the more offers you make, the more experienced you become.



STEP NINE:

Market Your Property to Your Buyers

The reality is, is that if you have gone out there and done what we said back at Step Number Six, created your buyer's list, and actually interviewed your buyers, then you should have a very good idea upon acceptance of which one of your buyers is going to buy a particular property, and is in a position to buy that property.

You should know where your buyers are located, how many properties they've purchased from you or already have in their portfolio. You should know what their long-term real estate investment goals are, what their objectives are, where they are within those goals and objectives, how many properties they want to buy within a year from you, what zip codes they want to purchase properties in, what the cash flow is they are looking for, what level of repairs they are comfortable with.

You should know the answers to these questions because you have taken the time to get to know your buyers.

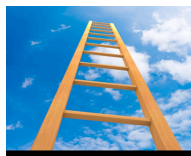
So when you get an offer accepted, you should know exactly who you are going to call with that property. If you do, you can immediately begin marketing that property to that buyer first.

Now if they are not in a position to buy, it comes back to what we were saying earlier. You are in the business of marketing your real estate business. You can immediately make calls to the buyers; you can immediately distribute your properties through a weekly, or several times a week, published list through emails.

You can post your properties at many, many different sites online. You can use a fax distribution list. You can use voice broadcasting systems where every day you can set up a system where you broadcast out to your buyers that here is our property for the day, go to this website to check it out. It's the same thing with text messaging at this point. There are so many different ways to communicate with your buyers list and create want and desire for your properties. This one aspect should not be the issue.

If you have taken the time to get to know your buyers this step is almost not necessary. You are essentially shopping for your investors

rather than trying to sell a property. You should already know each time you make offers in an area which investors would want which properties. It really is that simple. Go shopping and stop selling.



STEP TEN:

Finding a good Escrow Agent

I will start this last step by telling you that you absolutely positively have to have an escrow agent, either a title company or a closing attorney, that understands how to deal with investors. There is nothing tricky to being a real estate investor and there is nothing that is tricky to closing deals. But you want to find a company that understands and can deal with the volume. You also want an escrow agent that understands what the wholesaling environment is and understands how to handle the closing in these types of situations. Don't settle for anything less.

I think that the REIA is a great place to find an Escrow Agent whether you use a title company or a closing attorney. And I would suggest testing out and using several. This will give you a good idea of costs, services and attention to detail.

This is a key member of your team because once you have a property under contract and ready to sell, the escrow agent is the person handling the transaction. They are talking to

your buyer and they are talking to your seller. They are essentially the middle man and they have to handle the situation for you in a seamless manner.

Again, there is nothing tricky about the closing agent. You want an experienced closer who you are comfortable depositing your escrow checks with each time you purchase a property. The nice thing about step 10 is that when you reach it, hopefully, you are making money.

So let's recap real quickly!

RECAP:

It is vitally important that you understand each step involves possibly getting outside of your comfort zone. It requires you to build real relationships and be constantly pursuing each piece of the puzzle that is Wholesaling Real Estate. Often times you are pursuing each piece at the same time.

But here is the payoff. Wholesaling is a very good way to get involved in the real estate business and if you treat it like a real business, it can treat you very well back. There really is no limit to what you can make on a wholesale deal. The value is in the eye of the buyer and the better you are at presenting your expertise and knowledge to a buyer, the better you are at building value.

As you seek to build a wholesale business, you might start off doing 1-5 deals in a month. Imagine the difference it would make in your life if you could average even \$2,000 per deal. What kind of difference would that make in your day to day situation.

Now imagine that you have been carefully following all 10 steps every week for 6 months.

Do you think it would be possible to increase that average per deal up to \$3,000? Do you think it would be possible to be doing on average 5-7 deals each month? It is possible.

Now imagine after following these steps and building your team and network for 12 months. At that point, it will be possible for you to be completing 10 deals per month. At that point it will be possible to be averaging \$3,000 per deal and it will be possible to hit a real home run every now and then and possibly make \$10,000 on one deal! As a wholesaler!

I'm not into selling pipe dreams and get-rich quick ideas. But this is possible. I have a great many friends who make very good livings and have built exceptionally good wholesaling businesses. I know many more people who have tried and failed. It will take persistence. it will take a great deal of self-belief. It will take you believing in yourself and determining that you are going to build your very own Wholesaling Business!

Chris D. Clothier

Here is a recap of Steps One Through Ten

Step One: Grade your market, analyze it. Make a grid and find the areas you want to buy and sell in.

Step Two: Meet with your Realtors. Know who is doing business, especially in REOs.

Step Three: Meet with the general contractor.

Step Four: Set up your marketing plan, your lead generation plan to find motivated sellers.

Step Five: Set up your marketing plan for attracting investor buyers to you.

Step Six: Invest in a lead management system.

Step Seven: Join Your Local REIA.

Step Eight: Prepare to make hundreds of offers each and every week.

Step Nine: Market to your investor buyers.

Step Ten: Set up an appointment with your closing attorney or title agent.

MemphisInvest.com's Learning Resources

Memphis Invest brings all of the knowledge and data new investors need into one location for a powerful resource center. We would love to help you build your real estate portfolio.

Want to receive updates?
[Click here to subscribe to our blog.](#)

Take A Look At These Other Great Titles:

- Educated Investors Make Great Decisions!
- Learn How To Build Bank Credibility!
- Schedule A One-On-One Phone Chat





The Memphis Invest Branded Companies Continue to Grow!

MemphisInvest.com and DallasInvest.com are two family-owned real estate investing companies that specialize in passive investing. Both companies were developed by working with clients from around the world who want to build passive, cash flow positive portfolios of investment properties. Memphis and the Dallas/Ft. Worth area are ideal cities for investors seeking cash flow due to their economic outlooks and real estate climate. When purchasing investment property from out of state, a company like MemphisInvest.com and DallasInvest.com are essential for an investors' success.

The Clothier family has built a reputation for developing incredible customer service, excellent property management and for surrounding themselves with proven individuals and companies. The Clothiers are active investors themselves and many of their employees are active investors in each market as well. Having been entrepreneurs all of their lives, the Clothiers developed Memphis Invest and Dallas Invest to provide the top-level services that investors needed in order to feel safe and secure in their investments far from home.

Memphis Invest has grown into one of the top private, single-family home buyers and sellers in the country and the largest in West Tennessee. As the company transitions into growing their second market with Dallas Invest, our commitment to quality and delivery of the highest level of customer service will only grow.



“Becoming A Category of One” Real Estate Investment Company

The 1,700 plus properties that are managed by Premier Property Management will continue to grow through 2013 and include over 2,000 homes. Premier Property Management Group was designed from the ground up as a service extension for real estate investors. Premier has offices in both Memphis and Dallas and primarily provide property management services to real estate investors who have purchased investment properties from either Memphis Invest or Dallas Invest.

Today, those investment properties represent over \$150 million in value for our clients. Managing that portfolio is an awesome responsibility considering that 97% of our clients reside outside of the area they are investing. It is that responsibility that drives us

to continue to improve not only our services, but also the way we deliver those services to our clients every day. That commitment to excellence is part of our long-term plan to become a business with no equal - To become a company in a category of one!