FLIP LAND LIKE A PRO IN 2025

10-YEAR ANNIVERSARY WORKSHOP

LAND ACADEMY

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WELCOME!

We are thrilled to have you join us for this transformative 3-day journey. This workshop is designed with one primary goal in mind: to equip you with the knowledge, skills, and confidence to achieve 6-figures from land in 90 days.

Why are we doing this? We believe in the power of land investing and its potential to create financial freedom and flexibility in your life. Whether you are looking to supplement your income, replace your current job, or simply gain more control over your financial future, this workshop is your roadmap to success.

This workbook is your essential learning tool throughout the workshop. It is designed to keep you on track, provide you with valuable resources, and give you space to capture your insights, ideas, and action plans. Use it to follow along with each day's topics, take notes, and complete exercises that will reinforce your learning and set you up for success.

We are committed to your success and are here to support you every step of the way. Let's get started on this exciting journey together!

YOU ARE NOT ALONE IN YOUR REAL ESTATE AMBITION

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JACK & JILL

JACK BUTALA

Co-Founder

Jack began his career in commercial real estate in Detroit in 1992. Over the years, he transitioned from managing nursing home acquisitions to mastering the art of land investing. His innovative approach led him to develop a computer program that automated blind offer campaigns, revolutionizing the way properties are acquired.

By leveraging his expertise in direct mail and data analysis, Jack generated millions in equity through strategic land purchases. His journey is marked by continuous learning, adaptation, and a passion for teaching others. Today, as the co-founder of Land Academy, Jack shares his extensive knowledge, helping others achieve success in land investing.

JILL DEWIT

Co-Founder

Jill began her journey in land investing in 2009 when she successfully sold 20 "useless" land lots on eBay, generating $18,000 after a crash course from Jack Butala. Her knack for sales and customer relationships quickly became evident, leading her to play a pivotal role in their growing land business. In 2011, Jill's determination and business acumen led to the acquisition of 1,100 properties at a tax auction, resulting in a $500,000 profit.

As co-founder of Land Academy, Jill combines her expertise in sales with her passion for teaching, guiding members through the intricacies of land investing. Her hands-on approach and dedication to helping others succeed have made her a beloved figure in the land investing community.

For over a decade, Land Academy has empowered thousands of members to successfully buy and sell land at significant profits. With a focus on practical, real-world application, Land Academy provides tools, resources, and personal mentorship to ensure members achieve their financial and business goals. The community-driven approach fosters collaboration and support, making Land Academy not just an educational resource, but a thriving network of land investors committed to mutual success.

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HOUSEKEEPING

- This Week's Schedule
  - Tuesday, July 22nd through Thursday, July 24th

- Daily Recordings
  - Available online at landacademy.com/live/replay

- Prizes!
  - Attend every day: Attend all three workshop days live to receive a FREE invite to a Strategy Call with our Director of Operations and Lead Transaction Coordinator. With a combined 15+ years with Land Academy and 40+ years in real estate, they are excited to help you set your business up to scale!

  - Grand Prize Drawing: During the 7/24 member call, we'll hold a drawing, and ONE attendee who joined all three live sessions will win a FREE property! Use this property as your very first investment to kickstart your land investing journey. (must attend all days)

  - Attend EACH day: Each day we will pick a winner to win a FREE 30-minute quick-start consultation with our team for attending that day. (must attend at least one day to win)

  - Most Facebook Group interaction: Land Academy throwback swag bag. Join Facebook group here: Real Estate Investing (Land Academy)

  - Most Discord interaction: Land Academy throwback swag bag. Join Discord here: https://landacademy.com/discord/

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DAY 1

THE BLUEPRINT FOR PROFITABLE LAND INVESTING

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GOALS

DAY 1

What are your short-term goals for 2025? Assign a dollar amount!

What are your big-picture/long-term goals?

Which part of the 10-step process do you think is most important?

What does “trolling” mean and what is it used for?

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DAY 1

It's all about the data!

1 What are 3 triggers that indicate you've found a good place to send mail to?

2 Write down 5 counties you think would be good to research more and potentially invest in.

3 Reflect: Where do you think you're going to need help most when going from the RYG test to getting mail out the door?

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HOMEWORK

Practice trolling and picking counties/zips that YOU think you would run in your own RYG Test.

1 List county or zip code A and why you chose it.

2 List county or zip code B and why you chose it.

3 List county or zip code C and why you chose it.

4 Great! Now go post your answers in the Facebook group and Discord server so we can take a look and help decide if they're good areas!

Post in Discord here: https://landacademy.com/discord/

Post in Facebook here: https://www.facebook.com/groups/landinvestingacademy

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DAY 2

FINDING & BUYING UNDERVALUED LAND

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DAY 2

Due Diligence Time!

1 Where do we get data from?

2 What is one important part of pricing?

3 What are a few reasons someone might choose to sell to you?

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HOMEWORK DAY 2

Reverse Engineer a Land Deal

- Find a recent land listing online that was successfully sold.
- Try to estimate the buy price vs. sale price (use county records if possible).
- Ask yourself: Would you have bought this property at that price? Why or why not?

Are there any parts to doing a land deal that you're worried about? Is there anyone you need to talk with before starting?

Don't forget to post your homework on Discord and Facebook! Stay accountable!

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DAY 3

BUYING & SELLING LAND QUICKLY & GETTING PAID

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DAY 3

Closing the Deal and Getting Paid

1 Do you have funds set aside to invest in land?
If the answer is no - where do you plan on getting funds?

2 What is one pro to selling your property yourself?

3 What is one con to selling your property yourself?

4 What is one pro to listing with an agent?

5 What is one con to listing with an agent?

6 How do YOU plan to sell your properties?

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DAY 3

Homework

What is your homework for today?

Thank you so much for attending!

We have had an amazing time with you, and we hope you found this experience as rewarding as we did. We hope to see you again soon!

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CONTACT US

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https://landacademy.com/call

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