

Chapter 1 Introduction to Your Land Career

I'm Steve Butala and welcome to LandAcademy.

You've made the first step toward financial independence through the purchase and sale of unwanted rural land. Is there anything better than buying undervalued real estate? We have created this environment to help real estate investors like you achieve their goals through buying and selling unwanted raw land.

We're the best in the business.

Our core effort between students and mentors has yielded thousands of completed transactions; which tells me it is working. We provide serious advice based on over 15,000 acquisitions and sales that I have completed since the late 90s.

Follow me through this program, make it your own, make a commitment to succeed, and it's possible to become financially independent in a relatively short amount of time.

You are not in this alone. We have left no stone unturned in our effort to help you succeed.

This education program is divided into chapters to help you learn. Included are instructional videos where you join me in my computer, stories where I share experienced based advice, and real phone calls from buyers and sellers. We are buying unwanted rural land right now alongside you.

I'm so glad you're here and I glad you've made the choice to join all of us at Land Academy.

1.1 Let's get you in the Real Estate Business (in Less than 5 Minutes & for Free)

Drop everything and let's get you into the real estate business. Whether you are completely new to this or a seasoned professional in some other niche in real estate, this is a quick and simple way to get your feet wet and generate some business.

In our free eBook we asked you to take this first step in getting into the rural land business. In case you haven't completed that task, let's briefly go through it again to lay the foundation for your land career.

Follow along with the DVD as I walk you through creating a quick Craigslist add to get potential sellers calling you today!

1.2 My Story (I bet I'm a lot like You)

You probably know by now that I've been buying and selling vacant land on the internet since 1999. I've completed the purchase and sale of more than 15,000 of my own properties. Since then I've generated more than 20 million dollars without borrowing any money or sharing in the equity or profit.

I founded this educational environment, LandAcademy.org, to share this experience with you and to show you the ropes, down to the last detail, about how you can begin buying and selling unwanted rural land part time from your living room for a substantial profit.

I'm sharing my story because I hope it motivates you. I started exactly where you are right now: You want to take control of your own time and make a good living doing something you enjoy.

Follow along with the DVD as I share my story. I want to share my experience, successes, and even failures to help you.

If I can do it, you can do it. One property at a time, you can get your company as big as you would like it to be.

1.3 Overview of the Program (What to Expect)

We have combined 30+ years of real estate experience, research, and data mining to bring you the most comprehensive educational program associated with buying and selling raw land on the market today.

We have also taken into consideration "the most common styles of learning." They are visual (seeing), auditory (hearing), kinesthetic (moving); and reading (written guides).

More instructional videos and tutorials are available on our web site. We update them as questions come in from other students or if any segments of our educational programs aren't quite detailed enough for certain students. We keep up with this months (even years) after we release the initial content of our educational programs. We keep our data up to date with the current real estate market.

As always, if you need extra help please email us at service@LandAcademy.org.

1.4 Anatomy of a Real Estate Deal (Six Step Process)

There are six basic steps to the types of real estate deals we complete every day:

Step one. Identify a market.

Step two. Identify the property owners in that market. (Specifically the owners who are motivated to sell)

Step three. Contact those owners via direct mail with a cash offer.

Step four. Manage the flow of the inbound, accepted offers.

Step five. Buy the property that fits your criteria.

Step six. Sell the properties you own on the Internet.

Now this may seem like an oversimplified concept, but this is the place to start. The faster you get into this program and really understand the concepts and execute them, the faster you achieve your goal of creating a healthy income stream.

1.5 Ed the Framer (What Your Company Can Look Like Very Soon)

The story of Ed the framer (don't quit your job just yet).

Follow along with the DVD as I share Ed's experience including a sample budget illustrating how you can make your income grow.

Points to take away from section:

- Think about what your company will look like. Focus in terms of a budget, money, where your office will be. Visualize your success.
- Don't worry if you don't know MS Excel.
- Who, what, and when concept of spreadsheets. Who is this document for? It's for Ed's Little Company. What is it? It's a Budget. For what Period? Every month.
- The idea of this program is to place about 1 property per month and collect the monthly payment for a very long time.
Take this model as far as you would like to go.

1.6 Two Most Frequently Asked Questions You Will Answer

- 1) Why would anyone want that type of rural property?
- 2) If you are buying/selling the property so inexpensively, isn't there something wrong with it?

Follow along with the DVD as I answer these questions and share more of my experiences.