

# Career Path 010

SESSION 2

November 4, 2024

## TODAY'S AGENDA

"Choosing An Area to Send Mail"

-Picking a Zip Code(s)

-RYG Test Demo

-Seasonal Testing & Investing  
(buy in Winter & Sell in Summer)



# Session Outline:

**1 – Introduction and Member Assessment Part 1**

**2 – Picking an Area to Send Mail & Composing a Mailer from Raw Assessor Data (Jack) Member Assessment Part 2 (RHETI Results)**

**3 – Pricing the Mailer and Getting It In the Mail (Jack)**

**4 – Managing the Flow of Accepted Offers / Building a team & Systems / Meet Jan (Jill)**

**5 – Land Due Diligence (8 As), Buying the Land & Closing the Deal on Both Sides (Jill)**

**6 – Marketing & Sales, Assessing Real Estate Agents, What Makes a Good Posting (Jill)**

**7 – Mobile Homes & House Academy (Jack)**

**8 – Equity Planner / Real RE Advice / Success & Failure / Land Academy Pro / Your Balance Sheet (Jack)**



# Tools & Excel

**EXCEL IS AN INTEGRAL PART OF SUCCESS AT LAND  
ACADEMY...**

**PLEASE SEEK HELP AS YOU DEEM APPROPRIATE FOR  
YOUR PERSONAL LEVEL.**

**EXCEL TRAINING : [WALLSTREETPREP.COM](http://WALLSTREETPREP.COM)**



# Your Internet Presence

A critical step in getting mailer responses...

- **YOUR WEBSITE**
- **SOCIAL MEDIA PRESENCE**
- **PHONE NUMBER & MAILBOX SET UP.**
- **PAT LIVE OR ANSWER YOUR OWN PHONE?**

**SHOULD BE DONE OR ON ITS WAY TO BEING DONE BY NEXT WEEK...**



# Enneagram RHETI Test

**1 (REFORMER)**

**2 (HELPER)**

**3 (ACHIEVER)**

**4 (INDIVIDUALIST)**

**5 (INVESTIGATOR)**

**6 (LOYALIST)**

**7 (ENTHUSIAST)**

**8 (CHALLENGER)**

**9 (PEACEMAKER)**



# RHETI Test Results

**GENE 1**

**TARA 1**

**ROMAN 8/1 TIE**

**DENNIS 4**

**GRADY 9/1 TIE**

**TERI 1**

**CHRIS 9**

Fun fact: Chris was a 6/9/3 tie  
when he took the test in 2022!

**SAMANTHA 9**

**KARL 8**

**MICHELLE 3**

**STEPHEN B. 3**

**LUISA 9**

**JACK 8**

**JILL 7/3/8 TIE**

**BROOKLYN 6**





Picking an area to send mail.



# Three Steps to Identify & Test Property Acquisition Markets Land / Houses / Mobiles

- 1) ESTABLISH YOUR ACQUISITION CRITERIA WITH EQUITY PLANNER (EP REVIEW).**
- 2) TROLL TO FIND LIKE-KIND PROPERTIES THAT FIT YOUR ACQUISITION CRITERIA.**
- 3) RED GREEN YELLOW TEST THE AREAS YOU FOUND FOR MAIL-ABILITY.**





# 1) ESTABLISH ACQUISITION CRITERIA BY STARTING WITH A DESIRED "END RESULT"

**HOW MANY DEALS DO YOU WANT TO COMPLETE, HOW OFTEN AND FOR HOW MUCH NET PROFIT?**

- a) Equity Planner Review to back into desired results.
  - Examples & Demo (Land / Houses / Mobiles)
- b) Compose the economics of your ideal transaction.
  - Examples & Demo (Land / Houses / Mobiles)



## 2) TROLL TO FIND PROPERTY THAT FITS YOUR ACQUISITION CRITERIA

- Examples & Demo - (Land / Houses / Mobiles)
- Use Zillow.com or Realtor.com to find properties that match your criteria (all the while keeping an open mind for new markets).



### 3) THE **RED GREEN YELLOW** (RGY) TEST

**THE DATA TELLS US WHERE TO SEND MAIL. GONE IS THE DART BOARD.**

- a) Retrieve template in Equity Planner for the RGY test
  - Examples & Demo
- b) Pull data from an area that passes the trolling test (zip codes / county) from Redfin or Realtor data download sections.
  - Examples & Demo
  - <https://www.realtor.com/research/data/>
  - <https://www.realtor.com/research/tag/housing-inventory/>
  - <https://www.redfin.com/news/data-center/>
- c) Pit the counties or zip codes against each other to see which real estate markets perform the best relative to each other.
  - Examples & Demo - <https://zipmap.net/>



# Test RGY Results for Reason by County or Zip Code

1) DataTree Test for counts and size etc...

- Examples & Demo

2) Zillow.com Test for reason "for sale" to "sold" parcels of land.

- Examples & Demo

3) Realtor.com Test for Reason.

- Examples & Demo

4) Review real estate market data for chosen markets (Redfin Data is a good place to do this at the time of this recording).

- Examples & Demo





# Seasonal Testing & Investing (buy in Winter & Sell in Summer)

- Visualize Seasonality Locally
- <https://www.realtor.com/research/reports/market-trends/>
- Pull the entire national zip code data set here:  
<https://www.realtor.com/research/data/>
- Sort by Column “B” / heading “postal\_code”
- Test desired zip codes for historical trending performance by season.
  - Demo including the template for the RYG Seasonality Test.



# Session Review & Recommendations

- **INTERNET PRESENCE**
- **COMPLETE A TEST FOR LEAST 5 RGY ZIP CODES OR COUNTIES (COVERED IN LAND ACADEMY 3.0 CHAPTER TWO).**

Brooklyn will be reaching out to you to schedule your first 1-on-1 with Jack or Jill (CP 10 not LAPRO)



# Wealth Discussion



# Wealth Discussion

- Assessing Your Own Wealth...
  - 6 Stages of wealth
    - Find out where you are now
    - Make a plan
    - Implement





# Next Steps:

## SESSION 3

**MONDAY, NOVEMBER 11TH, 2024**

**DOWNLOADING DATA INTO MAILER FORMAT**

**PRICING**

**GETTING IT IN THE MAIL**

**OFFICE HOURS: 11AM PT**

**GUIDED MODULE: 1 PM PT**

