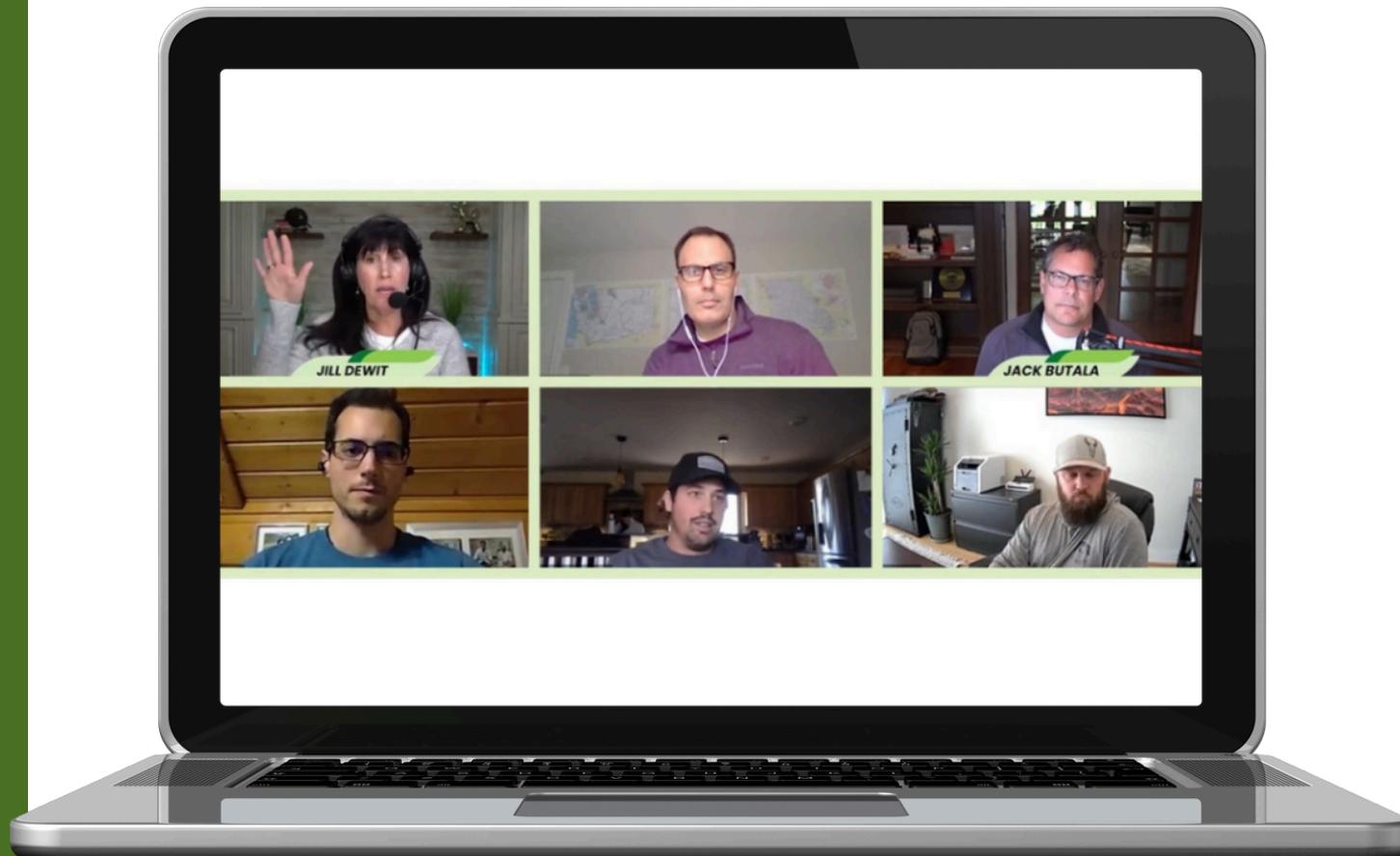


Career Path 010

SESSION 2

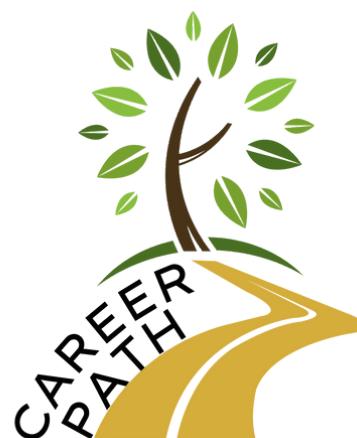
November 4, 2024

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



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)

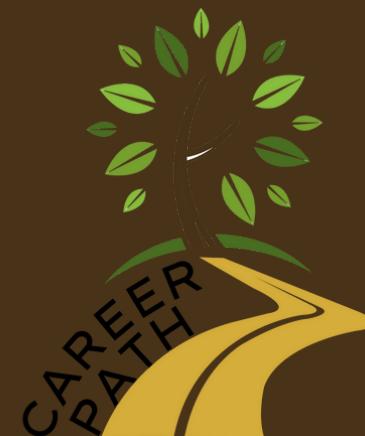
5 (INVESTIGATOR)

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

