The Essential 4 Person Wholesaling Team

YOU: Owner

- Sets up the system
- Understands the Process
- Finances Marketing and Operational Expenses
  - Hires the right people for the right roles
    - Hire based on personality
- Motivates and Rewards Performance
- Strategy
  - Tracks the KPIs
    - Leads Per Contract
    - Average Deal Size
    - Cost Per Lead (by campaign)
    - Average Contract to Close time (in days)
- Sets the Marketing budget based on KPIs

Office Manager/Transaction Coordinator

- Lead Management
  - Takes Incoming Calls
  - Manages Podio System
  - Schedules Appointments
  - Makes Written Offers
- Transaction
  - Schedules Closing with Buyer and Seller
  - Manages Title Co/Additional Info Needed
  - Communicates with Aquisitions and Sales
- Marketing
  - Manages Direct Mail with Vendor
  - Works with PPC/SEO manager
- Bookkeeping
- Keeping Acquisitions Manager on Track
- Pay
  - Base stipend of $1000-2000/month to start
  - Sliding Scale: A commission of $300 per deal will be paid if 1-2 deals close that month. The commission shall increase to $500 per deal on CLOSED deals 3-6 and the commission shall increase to $800 for all deals closed after 6 deals in that month.

Acquisitions Manager

- Getting Contracts
  - Goes on Appointments
  - Follows up with Motivated Leads
  - Deal Evaluation
- MLS Sniping
  - Writes Offers on MLS Deals
  - Networks with Realtors
- Network
  - Recruits Birddogs
  - Networks at REIAs to partner with newbies
  - Finds other wholesalers who have deals and no buyers
  - Referrals
- Pay
  - 15% Commission
  - Sliding Scale: A commission of $300 per deal will be paid if 1-2 deals close that month. The commission shall increase to $500 per deal on CLOSED deals 3-6 and the commission shall increase to $800 for all deals closed after 6 deals in that month.

Property Sales

- Selling Deals
  - Advertises Deals
  - Negotiates Deals
  - Arranges showings and meets with buyers
- Growing Buyers List
  - Cash Buyer Research
    - Skip Tracing Buyers
    - MLS Comp Research
  - Networking
  - Cash Buyer Marketing
    - "For Sale" bandit signs
    - Direct Mail
- Pay
  - 10-15% Commission

Bonus: Prospecting VA

- Researches Lists
  - Probates
  - Code Violations
  - Expired Listings
- Skip Traces Lists
- Makes Outbound Prospecting Calls
  - GoSection 8 landlords
  - Craigslist fsbos
  - Skip Trace Leads
- Pay
  - $300-400 a month