

THE 90 DAY CHALLENGE:

How to Buy Your First (or Next) Real Estate Deal by the End of 2017

A Free Webinar from **BiggerPockets.com**



Hosted by Brandon Turner, co-host of the BiggerPockets Podcast!

Twitter: @**BrandonAtBP** Instagram: @**BeardyBrandon**

WELCOME!



YOU ARE IN THE RIGHT PLACE IF...

You are new to real estate, you know the power of real estate, but you haven't taken any action yet.

You've been struggling to get your first deal - working at it – but not seeing any results.

You've purchased some real estate in the past, but the market has made it tough to get your next deal

You have other goals that you want to get done by end of 2017... and need a kick in the ***.

IN THE NEXT 60 MINUTES...

We're going to cover a LOT

- Door Prizes - free gifts just for being here!
- 4 powerful reasons why Q4 is the best time to buy real estate... but only if you do this one thing
- Create a goal for the end of 2017 ... and we'll build a week-by-week, day-by-day plan to get there
- Learn how to build a real estate funnel that delivers leads on autopilot
- Discover how BiggerPockets can propel you to greater success, faster.
- Question & Answer

HAVE YOU EVER FELT THIS WAY BEFORE?

- "I know that real estate investing can help give me **financial freedom** - the ability to quit my job, travel, spend more time with my family, etc – but I can't seem to make any progress getting there. I see other people doing it – but I'm still at the same spot I was when I started this journey. It's super frustrating."

HAVE YOU EVER FELT THIS WAY BEFORE?

- “I have a full-time job, and family life when I’m not working. I have no time to go out and invest in real estate, even though I want it. It’s like the chicken and the egg problem: I need more time to buy real estate, but I won’t get that free time until I buy more real estate.”

HAVE YOU EVER FELT THIS WAY BEFORE?

- “The market is just too saturated, all the best deals are gone. No matter what I do, I can’t seem to find anything worth buying. Maybe real estate investing doesn’t work anymore.”

HAVE YOU EVER FELT THIS WAY BEFORE?

- “I have no idea what I’m doing. What’s the first step when I don’t know what I don’t know? All these ‘GURUS’ are telling me to do one thing or another- but how can I trust their advice? I just feel stuck and I haven’t even got started.”

TODAY'S GOAL IS SIMPLE:

To help you build a step-by-step plan to buy your first (or next) property **by the end of the year.**

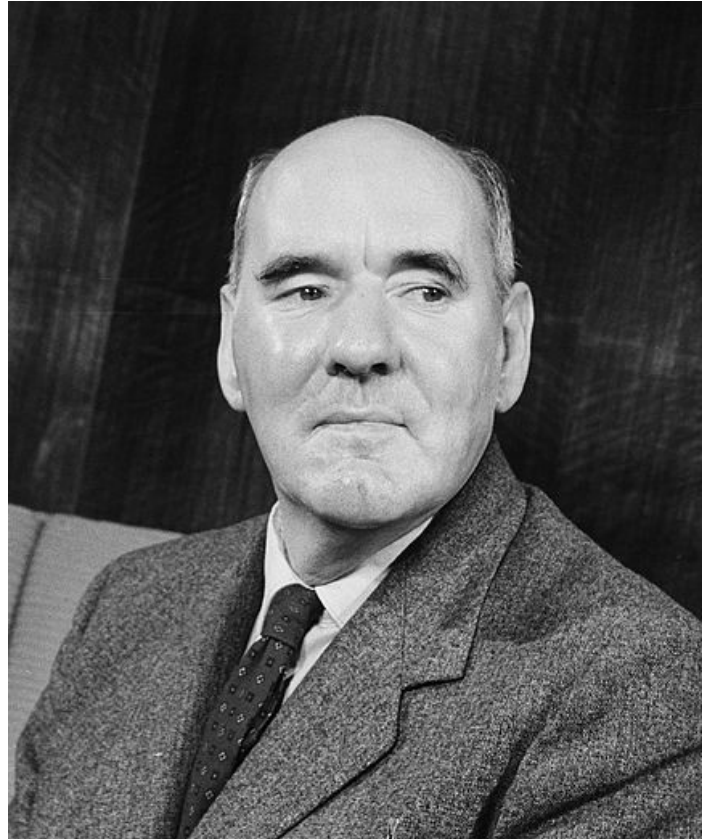
No matter how much **experience, time, or, money** you currently have.

THE 90 DAY CHALLENGE

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Why 90 Days?

LET ME INTRODUCE YOU TO MY FRIEND...



Cyril Northcote Parkinson (1909 – 1993)
“British naval historian and author”



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Parkinson's law

From Wikipedia, the free encyclopedia

Not to be confused with [Parkinson's law of triviality](#).

Parkinson's law is the adage that "work expands so as to fill the time available for its completion". It is also sometimes applied to the growth of the bureaucratic apparatus in an organization.

Contents [\[hide\]](#)

- [History](#)
- [Corollaries](#)

HOW LONG DOES IT
REALLY TAKE TO **FIND** AND
BUY A REAL ESTATE DEAL?

**LET'S DO IT IN
90 DAYS**

SOME QUICK HOUSE KEEPING RULES FROM GRANDMA

- Turn off all the distractions



SOME QUICK HOUSE KEEPING RULES FROM GRANDMA



- Turn off all the distractions
- **Invest in this hour**

SOME QUICK HOUSE KEEPING RULES FROM GRANDMA



- Turn off all the distractions
- Invest in this hour
- **Join the conversation (#BP90DAYS)**

SOME QUICK HOUSE KEEPING RULES FROM GRANDMA



- Turn off all the distractions
- Invest in this hour
- Join the conversation (#BP90DAYS)
- **Download today's worksheet**

FREE WORKSHEET

Trust me... you'll want this.

www.BiggerPockets.com/1004worksheet

Name: _____

Using Duplexes, Triplexes, and Fourplexes to Find Financial Freedom

A Free Webinar from BiggerPockets.com

Free Gift #1: www.BiggerPockets.com/ _____
Free Gift #2: www.BiggerPockets.com/ _____
Free Gift #3: www.BiggerPockets.com/ _____

Four Reasons to Buy Duplexes, Triplexes, and Fourplexes:

a.) Cash _____
b.) _____ Financing
c.) Less _____
d.) _____

How much money do you need monthly to give you financial freedom? _____

Four Methods for Finding Small Multifamily Properties:

a.) _____ / _____
b.) _____ for _____
c.) _____
d.) _____

The Best Methods for Financing Duplexes, Triplexes, and Fourplexes:

a.) _____
b.) _____
c.) _____
d.) _____
e.) _____

URL for the BiggerPockets Rental Property Software: www.BiggerPockets.com/analysis

"A Year from Now You May Wish You Had Started Today" -Karen Lamb

SOME QUICK HOUSE KEEPING RULES FROM GRANDMA



- Turn off all the distractions
- Invest in this hour
- Join the conversation (#BP90DAYS)
- Download today's worksheet
- **Get the free door prizes**

FREE GIFTS!



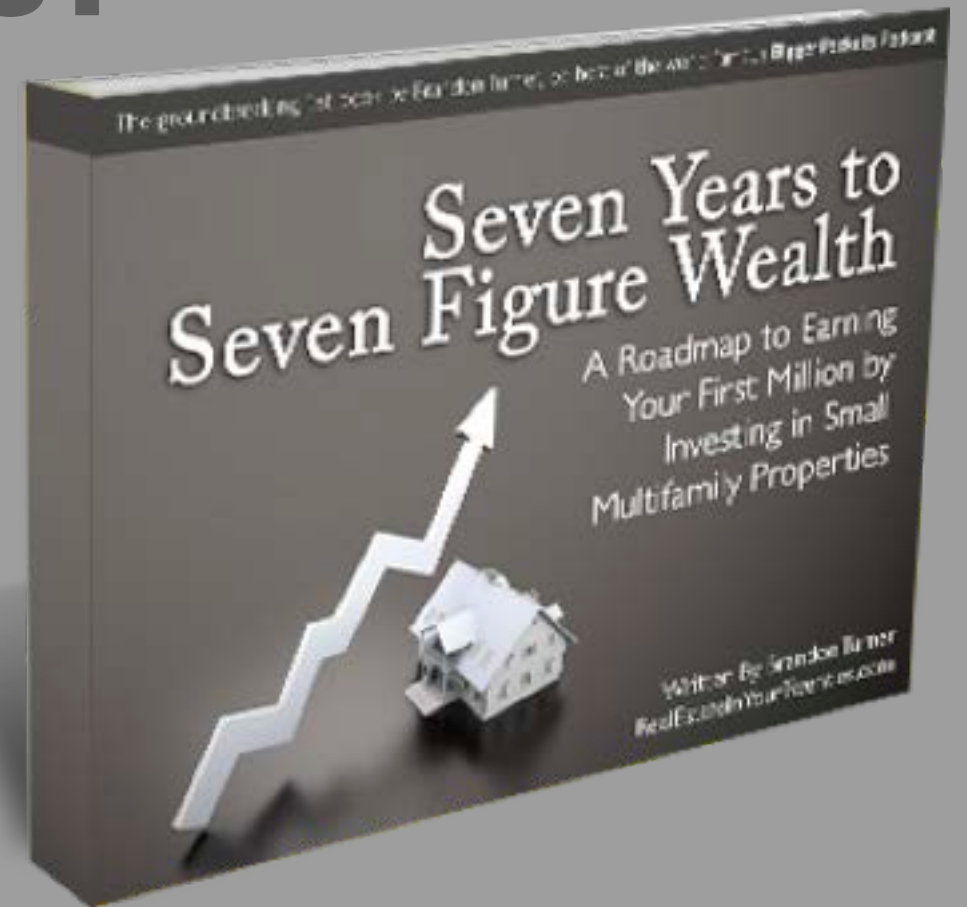
www.BiggerPockets.com/books

BUT FIRST- FREE GIFTS!



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ABOUT US

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BIGGERPOCKETS

The real estate investing
social network, marketplace,
and information hub.

Blogs, forums, podcasts, webinars, webinar replays, analysis tools, networking, books, videos, and more [all designed to help you use real estate investing to achieve your goals.](#)

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BRANDON TURNER

Real Estate Investor

Grays Harbor County, WA

- Landlord & Flipper
- Co-host of the BiggerPockets Podcast
- Married to Heather, new dad of Rosie
- Author of... several books!
- Travel-addict



I SHOULD NOT HAVE SUCCEEDED...

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- Lower-middle-class family

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I SHOULD NOT HAVE SUCCEEDED...

- Lower-middle-class family
- Had no money and no experience
- Everyone told me I shouldn't get into real estate
- I made a LOT of mistakes, floundered around for years
- But then I discovered what I was doing wrong: I was approaching my real estate the same way most of us approach fitness.





4-plex

A photograph of a row of modern townhouses. The house in the foreground is blue with white trim and a small porch. A person is standing on the porch. To the left, there are other townhouses in red and yellow. The image has a blue tint and a semi-transparent white text overlay.

\$1,000 / month

4-plex



4/5 plex

A photograph of a two-story house with a gabled roof and a front porch. The house has light-colored siding and white trim around the windows and doors. The porch has white columns and a decorative railing. There are two chairs on the porch. The house is surrounded by a lawn and other houses are visible in the background. The entire image is overlaid with a blue tint.

\$1,100 / month

4/5 plex





\$800+ / month

A photograph of a modern, rustic-style living room. The room features light-colored wood paneling on the walls and ceiling. Large floor-to-ceiling windows offer a view of a lush, green garden and a dense forest. In the foreground, a light-colored sofa with patterned cushions is visible. A wooden coffee table holds two white candles. A large vase with dried branches sits on a side table. The overall atmosphere is warm and inviting.

**IT DOESN'T TAKE TOO MANY
PROPERTIES TO ACHIEVE FINANCIAL
FREEDOM.**

IT JUST TAKES THE RIGHT ONES.

WHY Q4 IS THE BEST TIME OF THE YEAR TO INVEST IN REAL ESTATE

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- Most “casual investors” have already “checked-out” for the holiday season

WHY Q4 IS THE BEST TIME OF THE YEAR TO INVEST IN REAL ESTATE

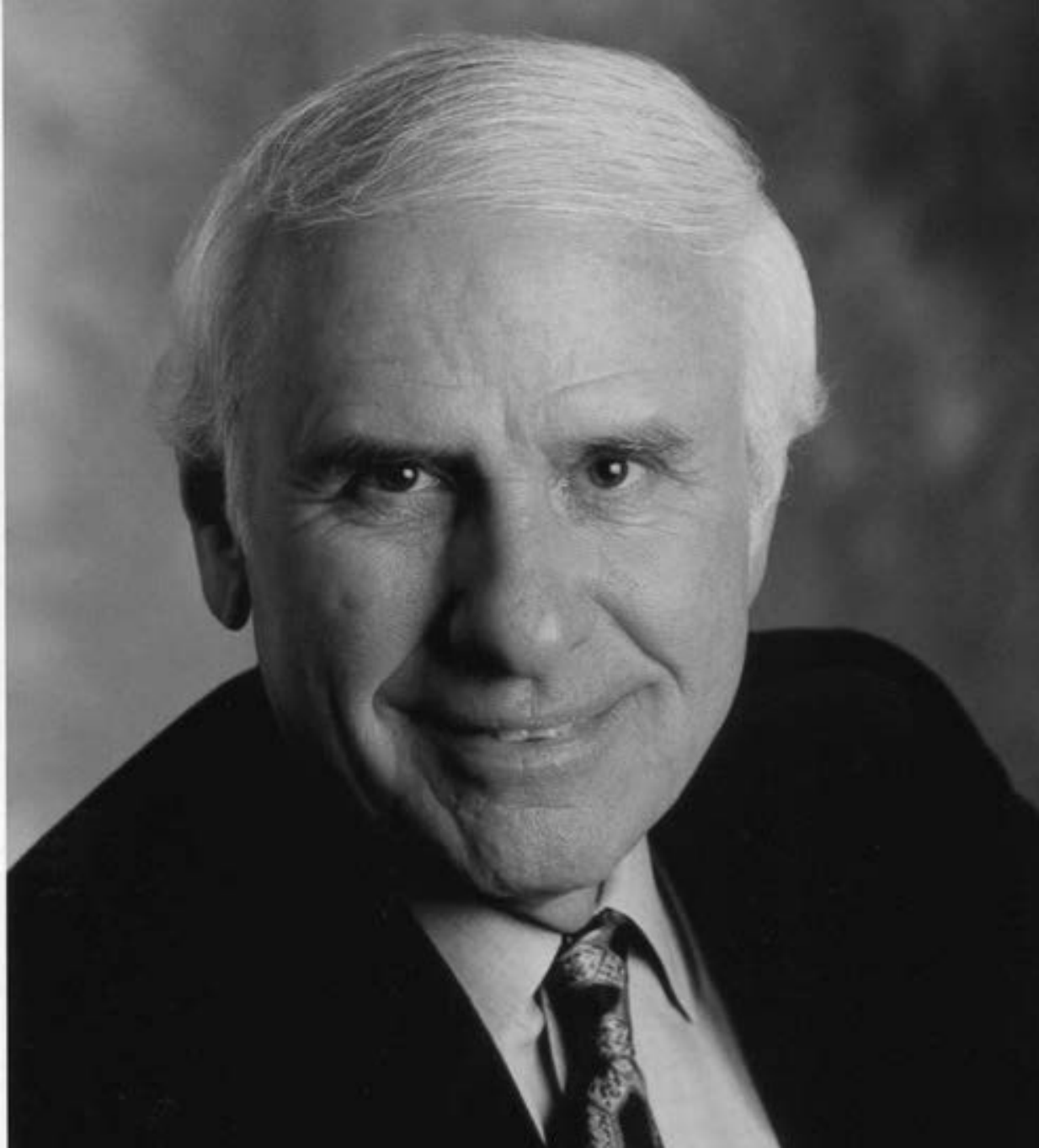
- Banks and other lenders are looking to unload their holdings by the end of the year
- Most “casual investors” have already “checked-out” for the holiday season
- Most retail buyers have stopped shopping for their home – the market tends to cool with the weather!

WHY Q4 IS THE BEST TIME OF THE YEAR TO INVEST IN REAL ESTATE

- Banks and other lenders are looking to unload their holdings by the end of the year
- Most “casual investors” have already “checked-out” for the holiday season
- Most retail buyers have stopped shopping for their home – the market tends to cool with the weather!
- Parkinson’s Law!

**BUT IT ONLY IS A GOOD TIME TO
INVEST IF YOU DO THIS ONE
THING:**

TAKE ACTION



**"LIFE DOESN'T
GET BETTER BY
CHANGE. IT
GETS BETTER BY
CHANGE."**

-Jim Rohn

WHAT IS YOUR **GOAL**
TO ACCOMPLISH BY
THE END OF 2017?

Shout it out!



**“A GOAL
WITHOUT A
PLAN IS JUST A
WISH.”**

-Antoine de Saint-Exupéry

The LAPS System





**EVERY PROPERTY HAS A
“HOME RUN NUMBER”**

The LAPS System



The LAPS System

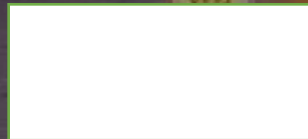
LEADS



The LAPS System

LEADS

ANALYSIS

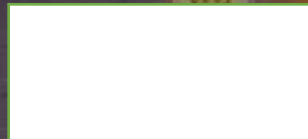


The LAPS System

LEADS

ANALYSIS

PROPOSE



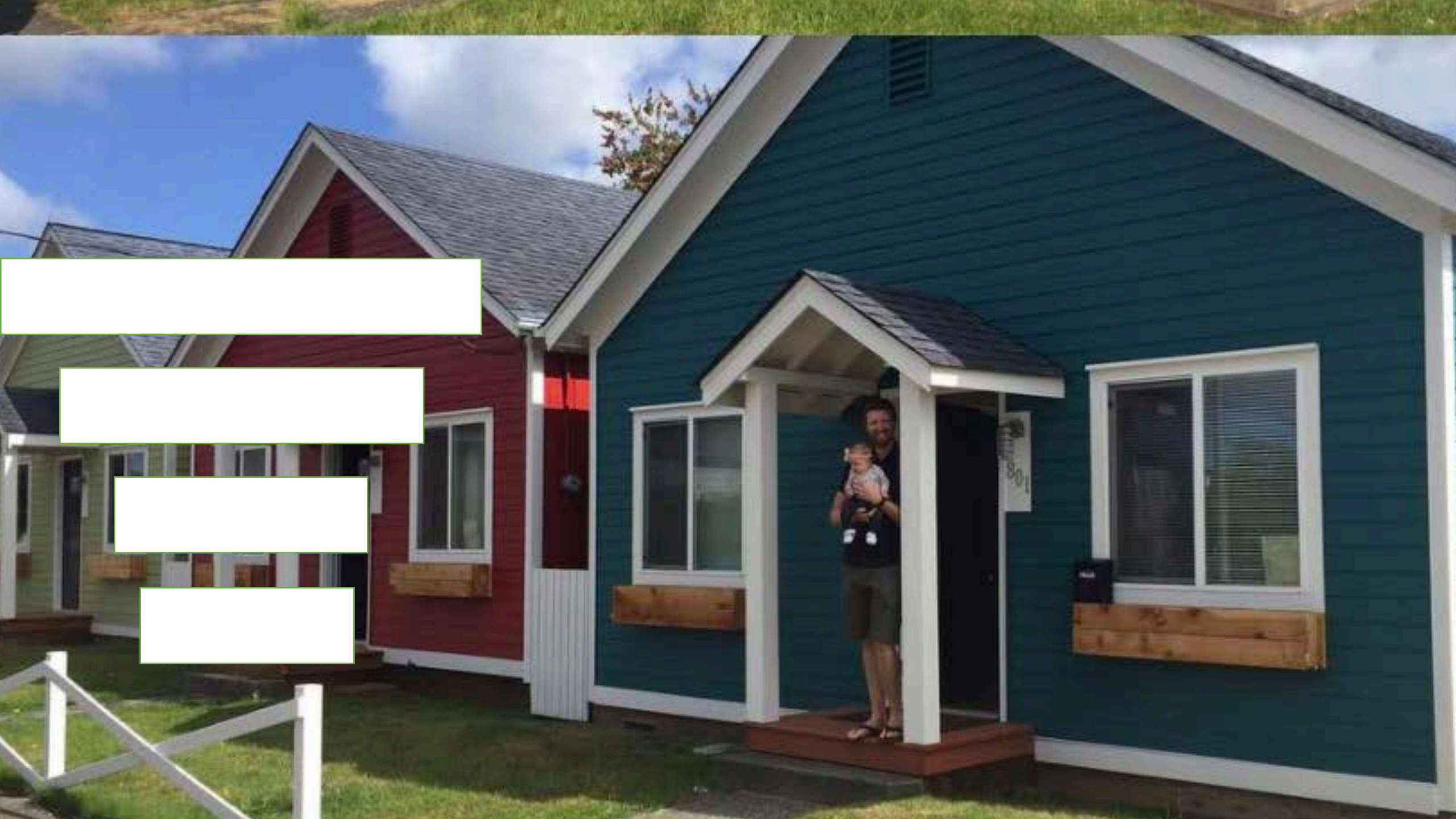
The LAPS System

LEADS

ANALYSIS

PROPOSE

SUCCESS



A photograph of a row of colorful houses. In the foreground, a man is standing on the porch of a blue house, holding a small child. The house has white trim and wooden window boxes. To the left, a red house is visible, and further back, a yellow house. A white picket fence is in the lower left corner. The sky is blue with some clouds.

LEADS (300)

ANALYSIS (40)

PROPOSE (12)

SUCCESS (1)



Lance Wakefield

BiggerPockets Podcast Episode 236

“Tragedy to Broke to \$400,000 a Month”

I thought I would write you today to tell you about the impact that bigger pockets has had on my life and my families life. 1 year ago today I closed my first deal and since that time my life has completely changed today I own or have contracted 26 units or sites to build. I have completed 8 flips I have wholesold 41 deals and have participated in completing 34 retail transactions. 1 year ago today i was broke. I had just turned 29 and we couldn't even afford a birthday present for me. Now we have hundreds of thousands of dollars in the bank and more coming in equity in our home thousands coming in every month from rental income.

“Every result that you desire is preceded by a process that is required to produce the result. When you define YOUR process and commit to it for an extended period of time, the results take care of themselves.”

- Hal Elrod

WHAT'S YOUR PROCESS?

HOW WILL YOU GENERATE LEADS?

WHAT IS YOUR NEXT ACTIONABLE STEP TO DO THIS?

HOW WILL YOU GENERATE LEADS?

WHAT IS YOUR NEXT ACTIONABLE STEP TO DO THIS?

HOW MANY DEALS WILL YOU ANALYZE ?

PER MONTH? PER WEEK? PER DAY?

HOW WILL YOU GENERATE LEADS?

WHAT IS YOUR NEXT ACTIONABLE STEP TO DO THIS?

HOW MANY DEALS WILL YOU ANALYZE ?

PER MONTH? PER WEEK? PER DAY?

HOW MANY OFFERS WILL YOU MAKE?

PER MONTH? PER WEEK? PER DAY?



90 DAY CHALLENGE

PLAN**PREPARE**PURCHASE

**WORK ON YOUR REAL
ESTATE PROCESS FOR 15
MINUTES PER DAY, 5 DAYS
PER WEEK, FOR 90 DAYS**

**“BUT... HOW DO I GET
THE LEADS TO ANALYZE?”**

“BUT... HOW DO I GET THE LEADS TO ANALYZE?”

- Set up automatic email alerts with your real estate agent
- Send X amount of direct mail marketing each month
- Search Redfin.com, Realtor.com, Zillow.com, Craigslist.com, Trulia.com, Loopnet.com, etc.
- Drive for dollars in your market each day
- Something more creative?

“BUT... HOW DO I GET THE LEADS TO ANALYZE?”



www.BiggerPockets.com/ProReplay

“BUT... WHAT IF I DON'T HAVE MONEY?”

- Partner up?
- House Hacking?
- Private Lending / Hard Money Lending?
- Something else?

“BUT... WHAT IF I DON'T HAVE MONEY?”



www.BiggerPockets.com/ProReplay

ARE YOU IN?
#BP90DAYS

I'M IN!



PLAN**PREPARE**PURCHASE

**OK - LET'S PUT THIS ALL
TOGETHER BY DOING A
REAL-LIFE DEAL**

The Easiest Way to Analyze Real Estate Investment Properties

The BiggerPockets Investment Property Calculators will help you quickly and accurately estimate the potential profit of your next rental, flip, BRRRR, or wholesale deal.

[Click Here to Start Your Analysis](#)

**REAL
ESTATE
INVESTING
OFTEN
FEELS LIKE
THIS:**



**BUT THAT'S
A LIE.**

**THIS IS
WHAT REAL
ESTATE
INVESTING
IS.**

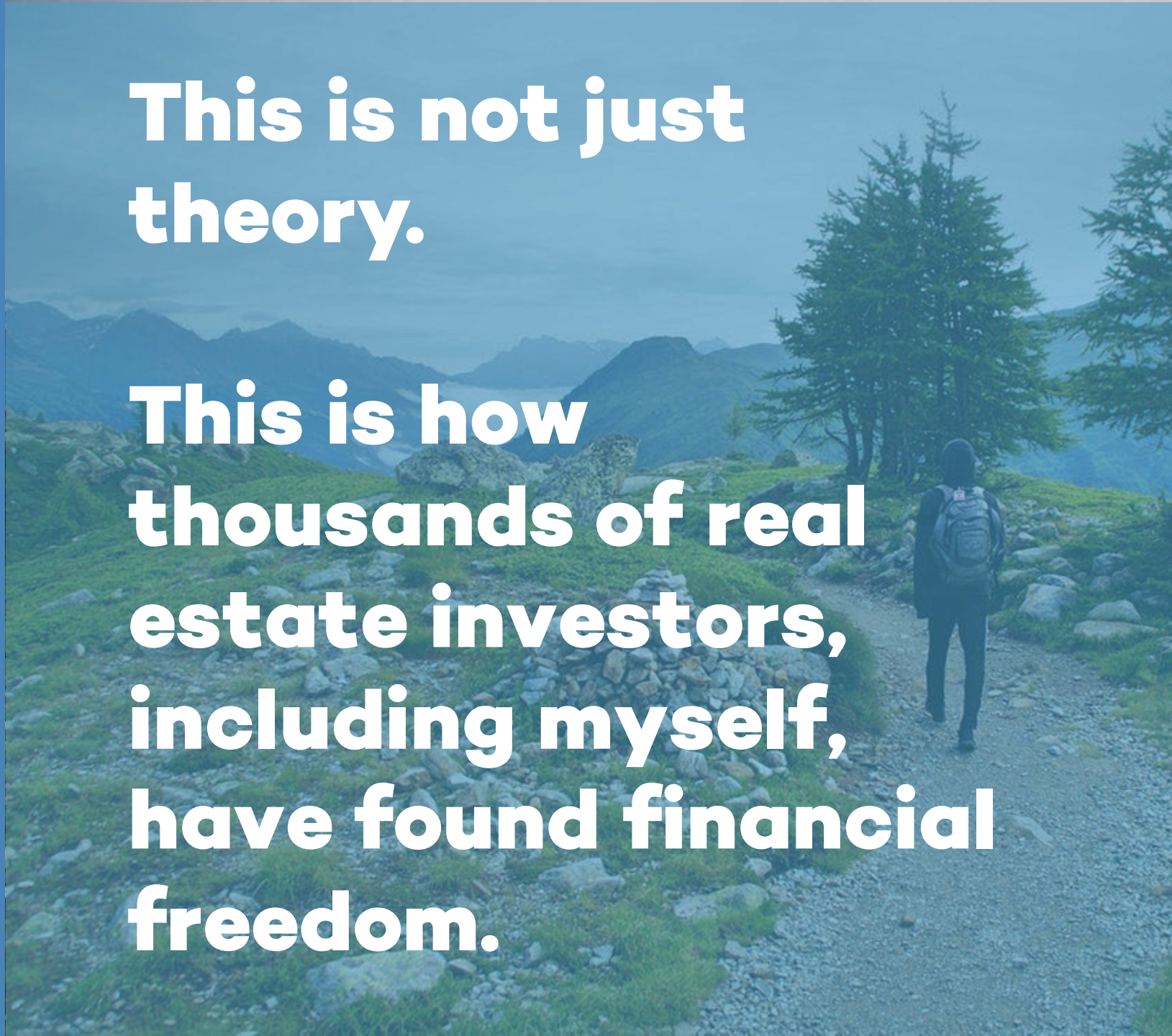


**AND AT
BIGGERPOCKRTS<
WE BUILD TOOLS
TO HELP
INVESTORS ON
THEIR JOURNEY.**



**This is not just
theory.**

**This is how
thousands of real
estate investors,
including myself,
have found financial
freedom.**



SO-

**HERE ARE
TWO
BIG
QUESTIONS:**



A person with a backpack is hiking away on a gravel path in a mountainous area. To the left of the path is a low stone wall. The background features evergreen trees and distant mountain peaks under a hazy sky. The entire image has a blue color overlay.

**1. ARE YOU FIRED UP
AND TRULY
COMMITTED TO
USING REAL ESTATE
TO OBTAIN
FINANCIAL
FREEDOM?**

**2. WILL YOU TAKE
ON THE 90-DAY
CHALLENGE TO BUY
YOUR NEXT
PROPERTY BEFORE
THE END OF THE
YEAR?**



GREAT!

GREAT!

But...

A row of colorful houses with a person on a porch. The houses are painted in shades of red, blue, and green. A person is standing on the porch of the blue house, holding a child. The houses have white trim and small porches. The sky is blue with some clouds.

“

**“If more information
was the answer - we
would all be
billionaires with
perfect abs.”** *-Derek Sivers*

So... What's the key to success?



So... What's the key to success?

ACTION





Dennis [redacted]

to me ▾

11:52 AM (0 minutes ago) ☆



Hey Brandon,

Wanted to thank you and BP. After attending your webinar on how to make \$1000000 in real estate I got inspired to take action. So last week I closed on my first deal. I now have a triplex that is rented and will cash flow very well for me. I can now call myself a real estate investor. I have a plan moving forward and will make my business a success.

Thank you



**I don't know
why you came
here today.**

Tired of working your full-time job?

**Need to start preparing for your
future retirement?**

Tired of being a “*wantrepreneur*?”

**HERE'S WHAT I
KNOW...**

HERE'S WHAT I KNOW...

Our goal at BiggerPockets is to help you reach your financial goals through real estate.

HERE'S WHAT I KNOW...

Our goal at BiggerPockets is to help you reach your financial goals through real estate.

So we've created some incredible tools to help you get there faster and with less pain.



 BiggerPockets®

PRO

BiggerPockets PRO

BiggerPockets PRO

- **Unlimited access to the BP Analysis tools**

99% of the properties out there are not really deals.

You have to analyze for the best.

BiggerPockets PRO

- **Unlimited access to the BP Analysis tools**
- **Powerful networking with BiggerPockets.com/meet**

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- **Powerful networking with [BiggerPockets.com/meet](https://www.biggerpockets.com/meet)**
- **Post have/needs in the BiggerPockets Marketplace**

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- **Show your commitment with a Pro Badge**

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- **Unlimited Webinar replays**
- **Show your commitment with a Pro Badge**
- **Build trust and credibility with a Profile Video**

“



Just wanted to say thank you for the webinar. It was very informative and gave me several good ideas. I signed up for pro and used the calculator you demonstrated to evaluate and make offers on 2 deals I found. 1 was accepted (currently listed on Marketplace) the other the seller was unyielding in price even after I showed them the numbers (oh well their loss). So again I just wanted to say hello and thanks.

How much is BiggerPockets Pro?

\$100,000

\$50,000

\$20,000

\$10,000

How much is BiggerPockets Pro?

~~\$100,000~~

~~\$50,000~~

~~\$20,000~~

~~\$10,000~~

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~~\$20,000~~

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\$1,997.00

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~~\$20,000~~

~~\$10,000~~

~~\$1,997.00~~

How much is BiggerPockets Pro?

~~\$100,000~~

~~\$50,000~~

~~\$20,000~~

~~\$10,000~~

~~\$1,997.00~~

\$290.00
PER YEAR!

How much is BiggerPockets Pro?

~~\$100,000~~

~~\$50,000~~

~~\$20,000~~

~~\$10,000~~

~~\$1,997.00~~

\$290.00

PER YEAR!

BUT-

BONUS #1

Save 20% **every year** on
your Pro Annual
Membership!

Use code 1004 when
upgrading to
BiggerPockets Pro!



BONUS #2

Free with your Pro Annual Subscription!

Get the 2012 BP
Conference Audio - a **\$300
Value!**

Listen to over 25 hours of
real estate education from
the smartest investors in
the industry!

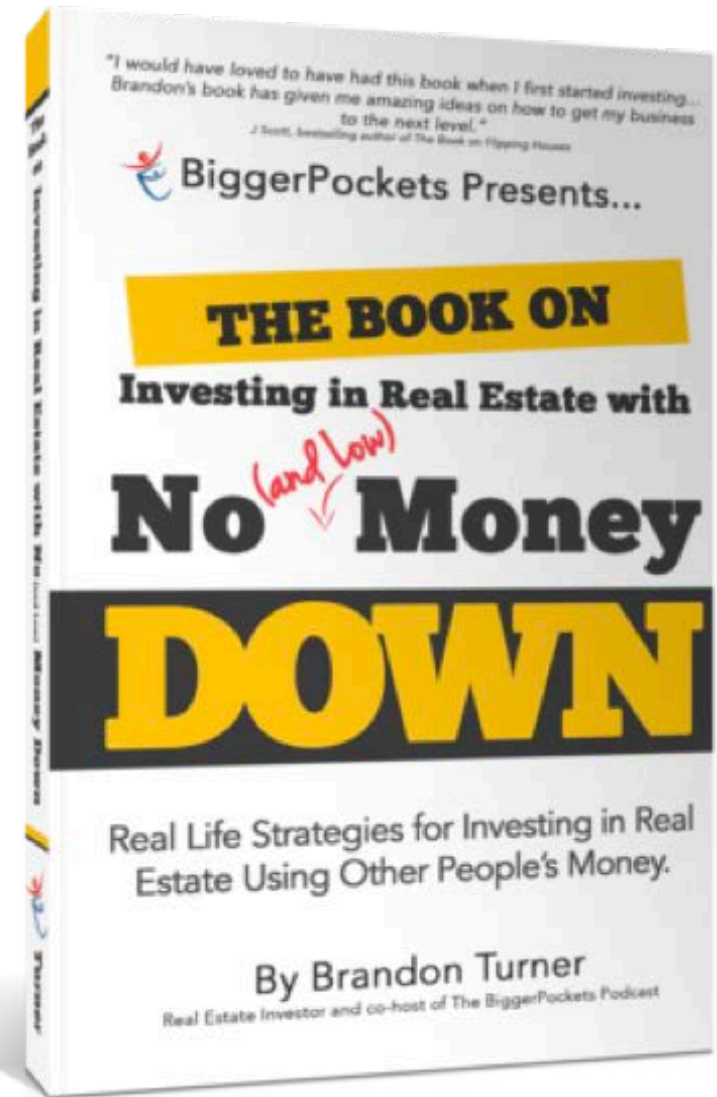


BONUS #3

Free with your Pro Annual Subscription!

Get a digital copy of "The Book on Investing in Real Estate with No (and Low) Money Down!"

a \$19.00 Value!

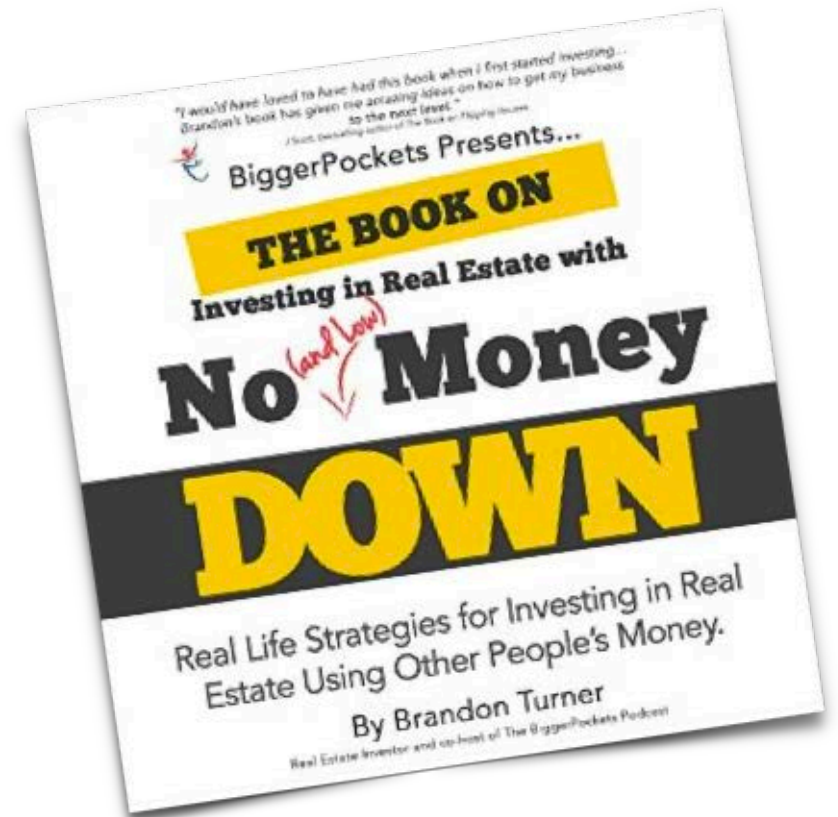


BONUS #4

Free with your Pro Annual Subscription!

Get the audiobook of "The Book on Investing in Real Estate with No (and Low) Money Down!"

a \$19.00 Value!

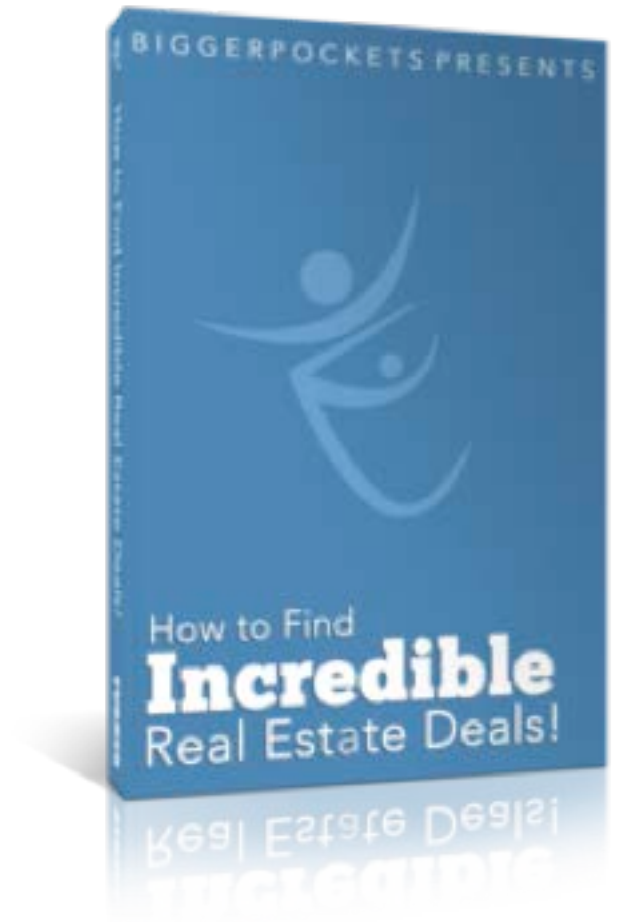


BONUS #5

Free with your Pro Annual Subscription!

Get a free download of
"How to Find Incredible
Real Estate Deals" eBook
by Brandon Turner!

a \$19.00 Value!



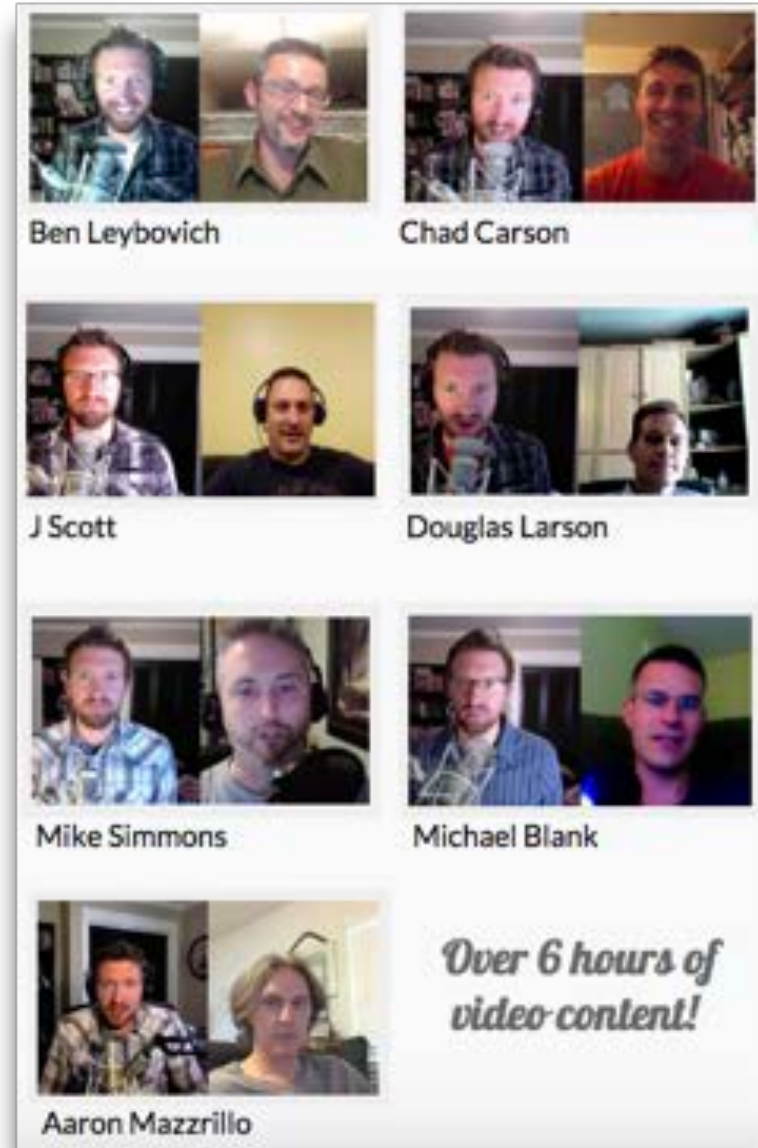
BONUS #6

Free with your Pro Annual Subscription!

"Other People's Money" Interviews:

Get exclusive access to
over 6-hours of interviews
with today's most
"creative" real estate
investors!

a \$500.00 Value!



Ben Leybovich

Chad Carson

J Scott

Douglas Larson

Mike Simmons

Michael Blank

Aaron Mazzrillo

*Over 6 hours of
video content!*

BONUS #7

Free with your Pro Annual Subscription!

Get exclusive access to a 2-hour video recording of "Investing in Real Estate with No (and Low) Money Down - Live" with Brandon Turner

a \$200.00 Value!



BiggerPockets PRO

Take Action Today! Get all these bonuses for a limited time when you upgrade to Pro Annual

- 20% off a Pro Annual Membership **\$58/year value**
- 2012 Conference Audio **\$300 value**
- No/Low Money eBook **\$19**
- No/Low Money Audio **\$19**
- How to Find Deals eBook **\$19**
- Other People's Money Interviews **\$19 value**
- No Money Live! Video Recording **\$200 value**

Over \$600 Value in Bonuses!

FAQs:

Pro Annual Vs. Monthly?

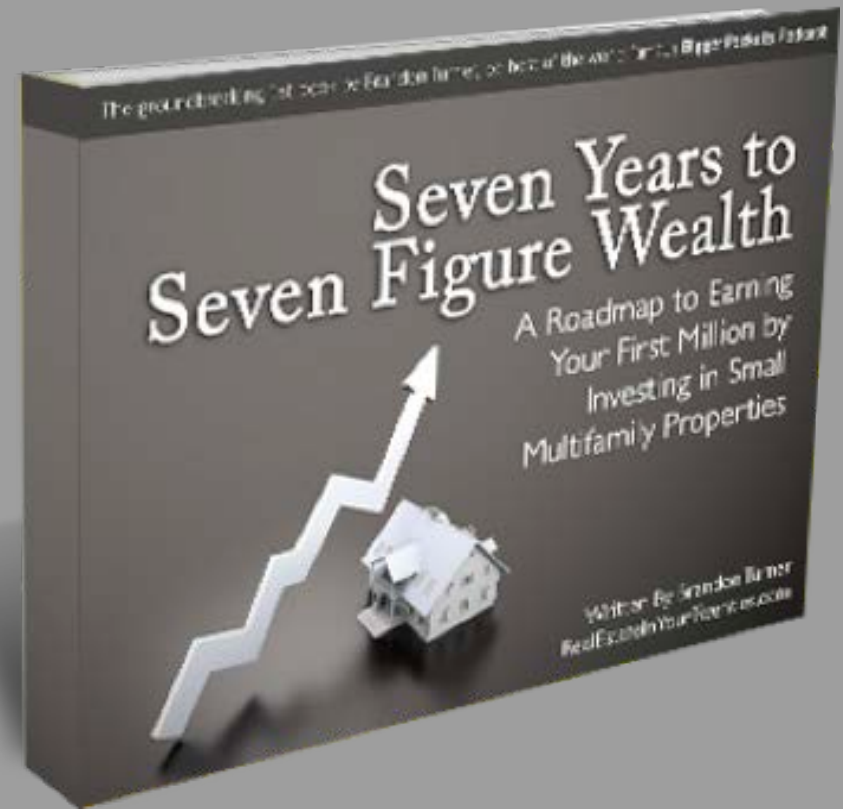
FAQs:

Already Pro?

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www.BiggerPockets.com/1004slides

www.BiggerPockets.com/7years



www.BiggerPockets.com/90days

ARE YOU IN?

#BP90DAYS

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Brandon:

Instagram: @BeardyBrandon

Twitter: @BrandonAtBP

I'M IN!



PLAN **PREPARE** PURCHASE

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“



Erich [redacted]@gmail.com>

to me ▾

Brandon,

I wanted to THANK YOU for the Bigger Pockets website. I have been battling with cancer and am on my 5th round, but looks like I may just win this battle. With the tools your provide, persistence and determination, I have been able to purchase 3 units in just this year. I just got acceptance on another duplex and am ecstatic. All properties are positive cash flow and my goal is to reach my job's salaried income. I'm on disability income now, but not letting that stop me.

Thank you tremendously,
Erich - 5th round cancer survivor (and still going)



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