



HOW TO BUILD A *Deal Pipeline!*



With Brandon Turner

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**BECAUSE
CONSISTENT LEADS =
CONSISTENT DEALS**

“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





\$800+ / month

Total Investment: \$0





\$475 / month

Total Investment: \$0



A row of colorful houses with a person on a porch. The houses are in shades of red, blue, and yellow. A person is standing on the porch of the blue house, holding a child. The scene is set against a blue sky with light clouds. A white fence is visible in the foreground.

\$1,000 / month

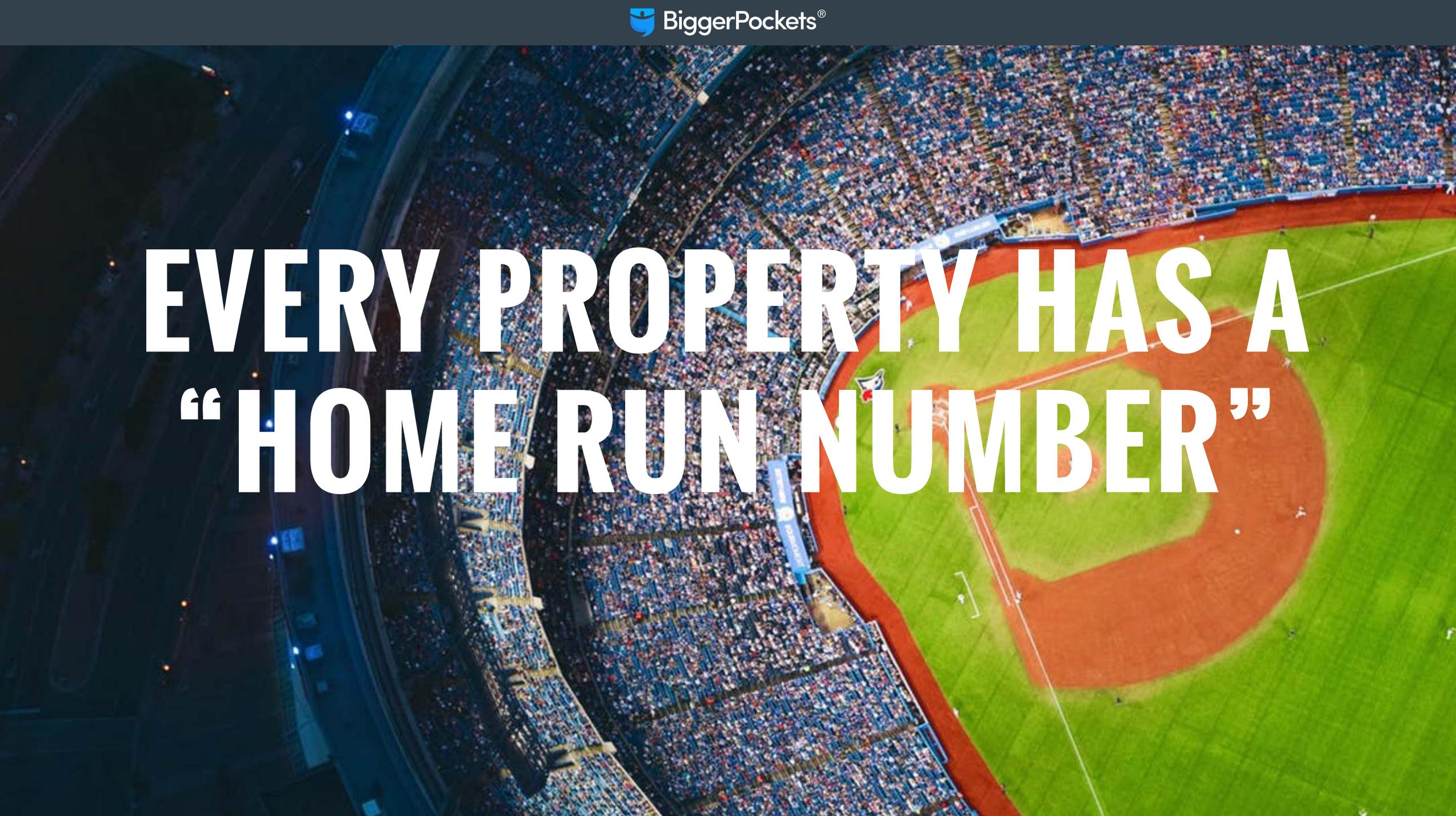


**FINDING GOOD DEALS HAS NOTHING
TO DO WITH THE MARKET.**

**IT HAS EVERYTHING TO DO WITH THE
MARKETING.**

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



[Redacted]

[Redacted]

[Redacted]

[Redacted]

A photograph of a row of colorful houses. The house in the foreground is teal with white trim and a small porch. A man is standing on the porch holding a young child. To the left, a red house is visible. The sky is blue with some clouds. In the foreground, there is a white picket fence.

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.

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WHAT'S YOUR PROCESS?



The Deal Funnel

LEADS

ANALYSIS

OFFER

DEAL

HOW TO FIND INCREDIBLE REAL ESTATE DEALS

HOW TO FIND INCREDIBLE REAL ESTATE DEALS

1.) The MLS... Differently

HOW TO FIND INCREDIBLE REAL ESTATE DEALS

- 1.) The MLS... Differently
- 2.) Craigslist

HOW TO FIND INCREDIBLE REAL ESTATE DEALS

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- 3.) Direct Mail Marketing**

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- 1.) The MLS... Differently**
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- 3.) Direct Mail Marketing**
- 4.) Driving for Dollars**

HOW TO FIND INCREDIBLE REAL ESTATE DEALS

- 1.) The MLS... Differently**
- 2.) Craigslist**
- 3.) Direct Mail Marketing**
- 4.) Driving for Dollars**
- 5.) Networking Groups**

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- 6.) Train Your Own Wholesalers**

HOW TO FIND INCREDIBLE REAL ESTATE DEALS

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- 7.) IP Address Marketing**

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- 8.) Facebook / Google Ads**

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- 9.) Commercial Brokers**

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- 8.) Facebook / Google Ads**
- 9.) Commercial Brokers**
- 10.) Loopnet / Other Online Marketplaces**

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- 7.) IP Address Marketing**
- 8.) Facebook / Google Ads**
- 9.) Commercial Brokers**
- 10.) Loopnet / Other Online Marketplaces**
- 11.) Relationships**

The Deal Funnel

LEADS

ANALYSIS

OFFER

DEAL

HOW TO ANALYZE FOR HOME RUN DEALS



HOW TO ANALYZE FOR HOME RUN DEALS



HOW TO ANALYZE FOR HOME RUN DEALS

Hand vs. Software



The Four Square Method for Analyzing Rental Properties

<div style="background-color: #333; color: white; padding: 2px; text-align: center; font-weight: bold;">1</div> <h4 style="text-align: center; margin-top: 0;">Income</h4> <p>Rental Income _____</p> <p>Laundry Income + _____</p> <p>Storage Income + _____</p> <p>Misc Income + _____</p> <p> </p> <p>Total Monthly Income: _____</p>	<div style="background-color: #333; color: white; padding: 2px; text-align: center; font-weight: bold;">3</div> <h4 style="text-align: center; margin-top: 0;">Cash Flow</h4> <p>Total Monthly Income _____</p> <p>-Total Monthly Expenses _____</p> <p> </p> <p>Total Monthly Cashflow: _____</p> <p style="text-align: right;">x12</p> <p>Total Annual Cash Flow: _____</p>
<div style="background-color: #333; color: white; padding: 2px; text-align: center; font-weight: bold;">2</div> <h4 style="text-align: center; margin-top: 0;">Expenses</h4> <p>Taxes _____</p> <p>Insurance + _____</p> <p>Water/Sewer + _____</p> <p>Garbage + _____</p> <p>Electric + _____</p> <p>Gas + _____</p> <p>HOA Fees + _____</p> <p>Lawn/Snow + _____</p> <p>Vacancy + _____</p> <p>Repairs + _____</p> <p>CapEx + _____</p> <p>Prop. Management + _____</p> <p>Mortgage + _____</p> <p> </p> <p>Total Monthly Expenses: _____</p>	<div style="background-color: #333; color: white; padding: 2px; text-align: center; font-weight: bold;">4</div> <h4 style="text-align: center; margin-top: 0;">Cash on Cash Return</h4> <p>Down Payment + _____</p> <p>Closing Costs + _____</p> <p>Rehab Budget + _____</p> <p>Misc Other + _____</p> <p> </p> <p>Total Investment: _____</p> <p> </p> <p><u>Annual Cash Flow</u> = _____</p> <p>Total Investment _____</p> <p style="text-align: right;">x100</p> <p> </p> <p>Cash on Cash Return: _____%</p>

www.BiggerPockets.com/4Square

1

Income

Rental Income _____
Laundry Income + _____
Storage Income + _____
Misc Income + _____

Total Monthly Income: _____

2

Expenses

Taxes	_____
Insurance	+ _____
Water/Sewer	+ _____
Garbage	+ _____
Electric	+ _____
Gas	+ _____
HOA Fees	+ _____
Lawn/Snow	+ _____
Vacancy	+ _____
Repairs	+ _____
CapEx	+ _____
Prop. Management	+ _____
Mortgage	+ _____

Total Monthly Expenses: _____

3

Cash Flow

Total Monthly Income _____

-Total Monthly Expenses _____

Total Monthly Cashflow: _____

x12

Total Annual Cash Flow: _____

4 Cash on Cash Return

Down Payment + _____
Closing Costs + _____
Rehab Budget + _____
Misc Other + _____

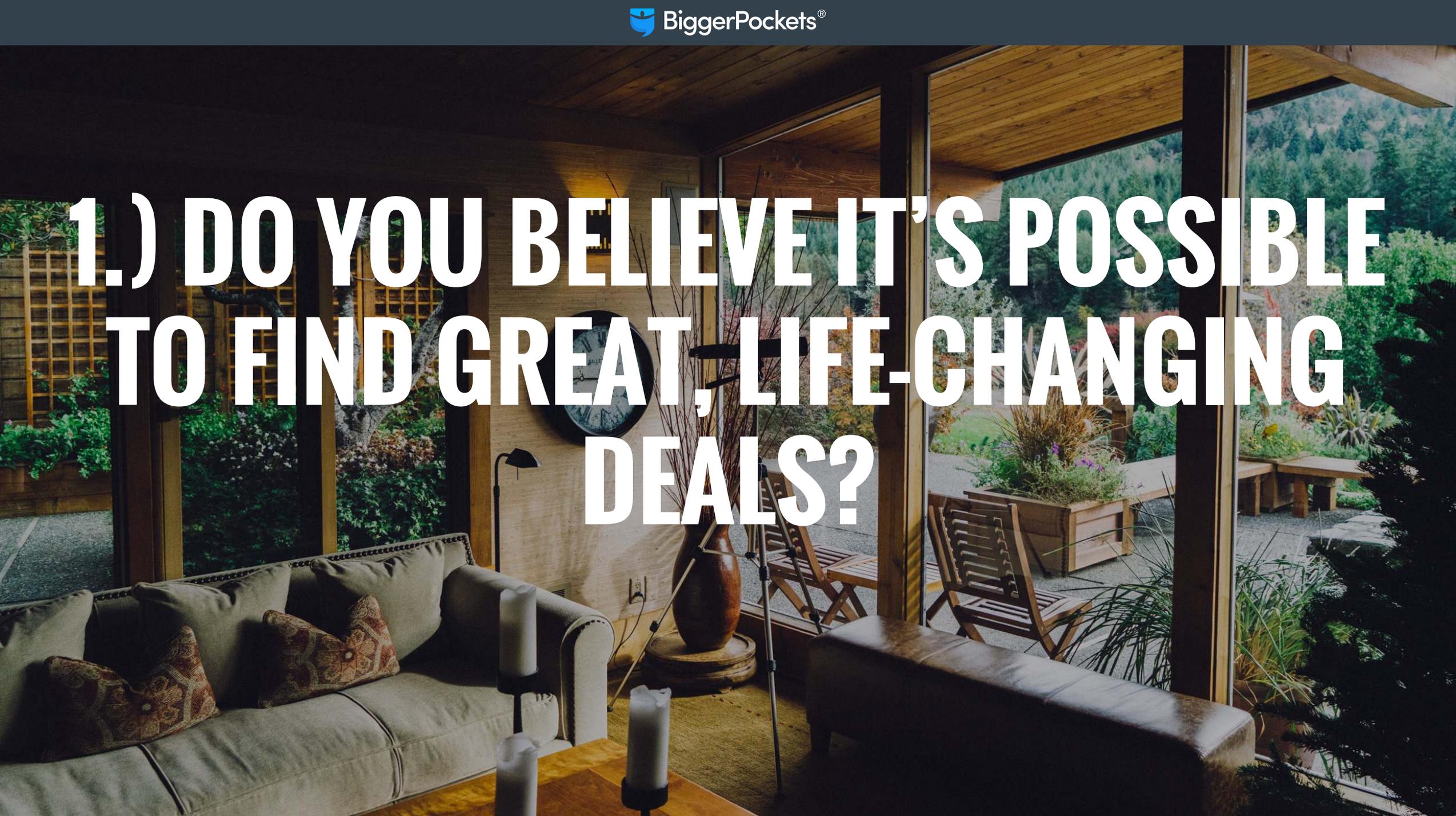
Total Investment: _____

$$\frac{\text{Annual Cash Flow}}{\text{Total Investment}} = \text{_____} \times 100$$

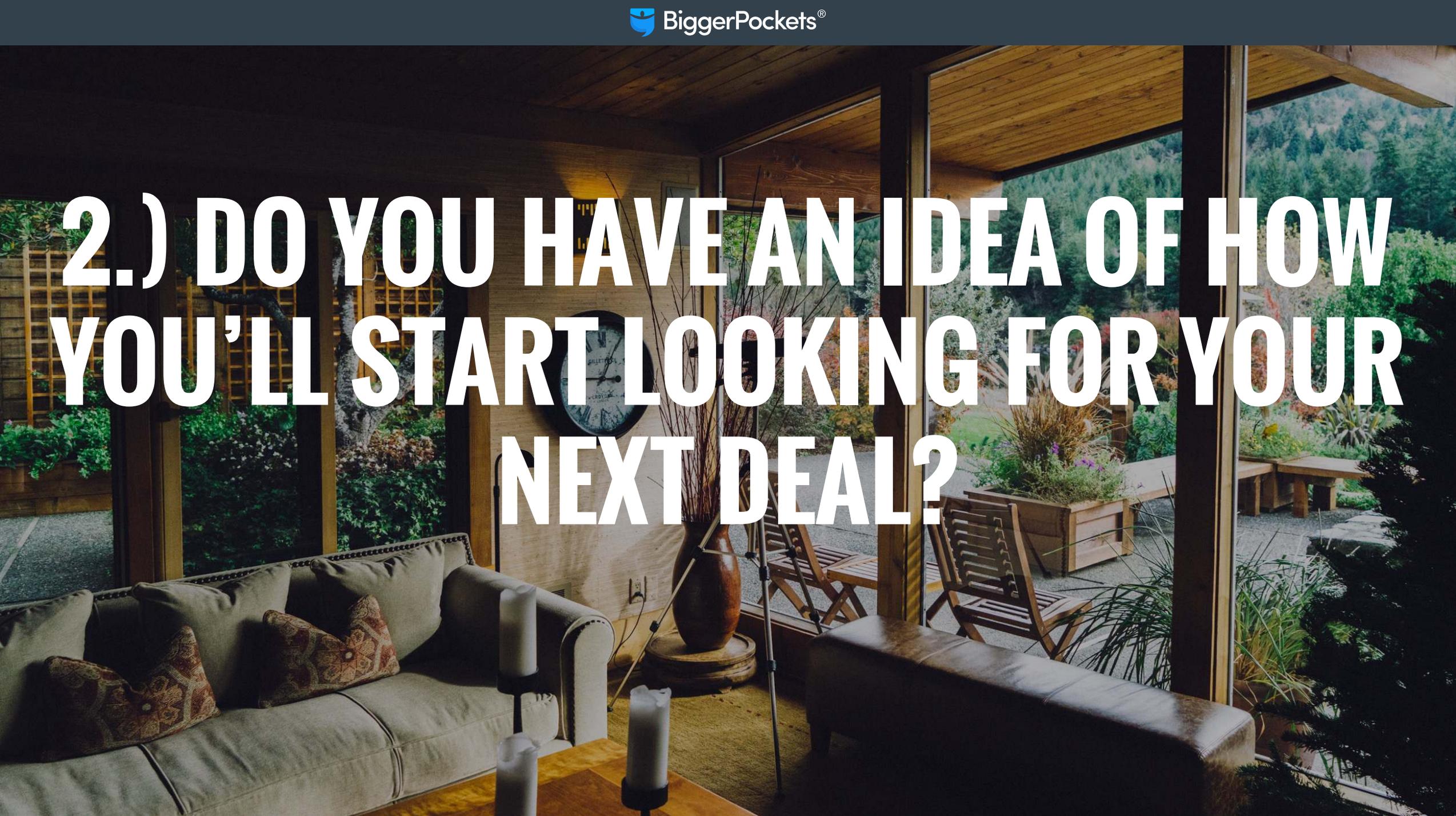
Cash on Cash Return: _____%

HOW TO ANALYZE FOR HOME RUN DEALS

Hand vs. Software



**1.) DO YOU BELIEVE IT'S POSSIBLE
TO FIND GREAT, LIFE-CHANGING
DEALS?**



2.) DO YOU HAVE AN IDEA OF HOW YOU'LL START LOOKING FOR YOUR NEXT DEAL?

GREAT!

GREAT!

But...

**“If more information was
the answer, then we’d all
be billionaires with
perfect abs.”**

Derek Sivers

ACTION



**3.) ARE YOU COMMITTED TO
PUTTING IN THE HUSTLE, TIME,
AND HARD WORK NECESSARY?**

The Deal Funnel

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Helpful Links

My actual call script for when motivated sellers call me:

www.BiggerPockets.com/PhoneScript

How I send “handwritten” direct mail – and my actual letter

www.BiggerPockets.com/DMLetter

The Four Square Method 1-Page Worksheet:

www.BiggerPockets.com/4Square

The Ultimate Guide to Direct Mail Marketing:

www.BiggerPockets.com/DirectMail