

# Real Estate Wholesaling Checklist

This checklist outlines the major steps you should take when wholesaling a property to other investors. Run through it to make sure you've covered all of the important things.

## Select a Market

- While most wholesalers operate in their local area, some have built successful wholesaling operations out-of-state
- Familiarizing yourself with your target market will help you understand the general price trends, types of available properties and investor preferences
- Review current MLS listings and recent sales to understand the current price trends and types of properties being sold
- Spend some time researching and figuring out which local neighborhoods and areas will be more attractive to investors

## Build Your Buyers List

- Before looking for properties to wholesale, you need a list of active real estate investors who are looking for deals in your market
- It is a good idea to utilize a CRM (or similar software) to organize, manage and communicate with your buyers list
- Create a lead generation campaign through online and offline networking, social media marketing, email outreach, direct mail or "bandit" signs to start building your buyers list
- Collect the contact information and investment criteria from each investor to be able to send them relevant deals later

## **Start Marketing to Motivated Sellers**

- Once you have a buyers list, the next step is to build a property lead flow system to attract potential property sellers
  - Focusing on tax delinquent owners, foreclosures and out-of-state owners can often help you find motivated sellers
- Create a lead generation campaign through direct mail, social media marketing, email outreach, or local “bandit” signs to start building your property lead pipeline
  - Set up a toll-free phone number or a dedicated email inbox to qualify and screen incoming property leads. You may need to hire 1-2 assistants to help you manage this
  - Create a follow-up campaign (via email or direct mail) to reach back out to property owners who are not ready to sell right now

## **Put a Property Under Contract**

- Once you’ve found a property seller and reached an informal agreement with them about the price, it’s time to put the property under contract
  - It is important to explain to the seller that you do not plan to purchase the property yourself, but instead will find an end buyer for it within a certain timeframe. Make sure the property seller is comfortable with this arrangement
  - If you are not comfortable writing the Purchase Agreement yourself, find a local real estate agent to do it for you
- Put the property under contract by signing a Purchase Agreement with the seller. Include any necessary contingencies in case you are not able to find an end buyer for the property
  - Send the Purchase Agreement, along with any required “earnest money” deposit to the escrow company or closing attorney

## **Find a Buyer for the Property**

- Depending on the condition and location of the property, it may be more attractive to flippers or to buy & hold investors looking for passive cash flow

- Prepare an investment report with the property description, photos, recent comps and projected returns to send to your buyers list. [DealCheck.io](https://DealCheck.io) can help you with this
- Send the property report to all investors on your buyers list who may be interested in this property
- You can also reach out to other wholesalers in the area to see if they can market the property to their buyers as well

## **Assign the Property Contract**

- The most common wholesaling strategy is to assign your purchase contract to the end buyer – in other words, transfer all of your interest in the property to the end buyer for a fixed “assignment” fee
  - Some wholesalers instead perform a double-close, where you close on the property with the seller, and have a separate closing to sell the property to the end buyer for a higher amount
- If doing a contract assignment, agree on your assignment fee with the end buyer and sign an Assignment Contract with them
  - Send this contract to the escrow company, who will then continue the closing process between the property seller and the end buyer
  - Collect the assignment fee deposit from the end buyer, which is typically a small percentage of the total assignment fee

## **Wait for the Buyer to Close**

- After assigning your purchase contract to the end buyer, the escrow company will complete the closing process between them and the property seller
- Check in periodically with the escrow company and the end buyer to make sure the closing process finishes smoothly
  - Once the property seller and the end buyer complete their closing process, you should receive the remainder of your assignment fee from the escrow company

DealCheck makes it easy to analyze any investment property and find the best real estate deals in seconds.

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