



Buy Undervalued Land
And Sell It for More
Business Overview...
2023-2024 eBook
Version 4.0

You are Not Alone in Your Real Estate Ambition

How we create millions in equity every year.

Steven (Jack) Butala & Jill DeWit

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Chapter 1 My Story

I hate cold calling.

I began my real estate career at a failing, full-commission, commercial real estate office in Detroit at the tail end of one of the worst recessions on record in 1989. On the first day, my boss stood over me, slapped the phone book down on my desk and said, “Your first deal is in here somewhere, there’s the phone,” pointing at an off-white cigarette-stained Citrix-based phone from the early 1970s.

The ten guys before me failed on that phone. And I failed because cold calling does not work. I knew there was a better way...

I had yet to specialize in niche in commercial real estate. Office space leasing, apartment building sales, medical office, heavy industrial, and many more options were available.

This is 1989/1990 before the internet and at a time when the personal computer was just made available on an affordable scale.

Now entrenched in my “life-long quest to never cold call again,” I went to the public library and researched what commercial real estate niche had the most available information (data) associated with it; owner’s name and phone number, building square feet, land size, building age, etc... medical properties continued to rise to the top due to data collected by government reimbursement and insurance; specifically, nursing homes and hospitals. In fact, the amount of information available on this product type was amazing for that time. The dataset for each property contained the name of the administrator and their fax number and a ton of other property specific information like the number of beds and building square feet. There were about 17,000 property profiles in a four-volume book set at the medial library at Henry Ford Hospital and the librarian allowed me to check them out. I manually input each entry into Lotus 123 (Excel did not yet exist). A path to the perfect finite dataset in usable format.

Why? To avoid ever cold calling again.

Two weeks later I completed the scrubbed dataset and imported it to a CRM called ACT! I connected ACT! with a software program called WinFaxPro through a simple execution file and began to fax offers to each building owner overnight from the back end of that same stained Citrix phone in my office, in part out of spite for that phone, my boss and the way the real estate industry was built on the “old boys network” rather than open source data and technology.

By 1992 I was successfully completing the acquisition and sale of long-term care facilities, buying from mom & pop owners, and selling to publicly traded health care systems. Job offers came from those publicly traded companies and my career as a national nursing home acquisitions expert took form.

Faxing blind offers to owners was my secret weapon and it worked. When I described it to others, they drew a blank look and dismissed this concept as a “fad.” This “blank look and misunderstanding” theme has been consistent throughout my career up to and including selling real estate via NFTs in current times.

I did a ton of deals under several different hats: vice president, consultant, owner, broker, and other now meaningless titles. These deals took months to years to complete.

Any real estate professional knows “Time Kills Deals.” The longer it takes to complete a deal, the more chance there is for buyers/sellers to change their mind or find something wrong with the deal.

The good news is that I amassed a small fortune in commissions and fees associated with long-term care deals.

Still, I longed for a simple transaction where I played **all** the roles; sole decision maker, lender, due diligence coordinator, escrow agent, assessor, and real estate agent (on both sides of the deal) – every role except “seller.” I knew the answer lied in data-driven technology.

I researched for months. I then bought a parcel of land in Arizona from Pennsylvania with my credit card on eBay, repackaged it online with better maps

and pictures and resold it on eBay for twice what I paid: Buy for \$8,000 and sell for \$16,000. The cash in to cash out period was less than 45 days; I was hooked.

My small fortune and I moved back to Arizona where I got a job buying and selling nursing homes at an investment bank. And started a land business on the side.

Months later, I walked into the Arizona Department of Real Estate office. In their lobby was a book that contained the contact information of all the licensed real estate agents and brokers in the state, *including their fax numbers*.

I sent a fax to all of them offering \$250 cash per parcel to rural vacant landowners. Much like today, multiple recipients responded with their opinion of my pricing; most angry and one or two with serious interest. I bought 284 adjacent 1.25-acre properties in Northern Arizona a few miles from the Grand Canyon for \$78,000 or \$275 each. After six months on eBay they were all sold for an average price of \$2,200 each. All sold in 6 packs to comply with “Bulk Sales” laws of the time.

After fees, my checking account passed the \$500,000 mark.

With proof of concept complete, I quit my job and made my life’s work traveling and buying cheap land from faxed real estate agents and in-person tax-deed sales all over the Midwest.

Then, tragedy struck; unsolicited faxing became illegal (like spam email and texting these days). I settled an insignificant lawsuit for \$5,000 for “unsolicited faxing” and I was forced to find another way to buy cheap property directly from owners.

I believed in my heart, that **my land career had come to an end**.

After a month of finding my way to the bottom of several scotch bottles in a nearby dive bar packed daily with real estate agents and contractors more desperate than me, I had an idea; get the county assessor property ownership database, manipulate it and send the property owners a letter in the mail to see if they want to sell their land. There was something clunky, time consuming, expensive and 1950’s about mailing offers directly to owners, but it was worth a try.

I ordered the Maricopa County tax roll on CD, spent two weeks in a dark room organizing the data into usable format. Then sent all the vacant landowners, blind offers using the MSWORD mail merge function.

I mailed 1,000 offers and purchased about 50 properties. That was 2001.

Twenty plus years later and countless millions of blind offers sent, we have completed about 16,000 land acquisitions and sales generating tens of millions of dollars in equity without incurring debt or equity financing (any leverage at all). And we successfully continue this operation weekly with several real estate product types.

Why? **Because it really works.** And not just for us.

In 2015 my life and financial partner, Jill DeWit and I started Land Academy. After much internal debate, we decided to share this concept with the land buying world. Today members regularly send **900,000 plus offers each month** buying and selling hundreds or thousands of properties for immediate resale. We created a tool called **Offers2Owners.com** to help them complete this efficiently (the same tool and people we use each month).

Why? Because we realized that by creating and participating in a group of like-minded land professionals where we all can complete more transactions and create more equity efficiently is better for all of us. We all have something holding us back from creating more equity in real estate for ourselves; it may be education, acquisition funding, **confidence**, mentorship or simply “where do I start.”

It worked. Jill and I complete many more transactions than we could have on our own without Land Academy. We provide equity partnerships for Land Academy members who don't have the capital to kick off their real estate careers on a weekly basis. We provide weekly webinars and a 24/7 real time community in Discord so we can help each other succeed.

If you are reading this, it's probably because you already know that fortunes can be made in real estate and that most people are busy buying and selling houses

the wrong way and making a mess. **You are smarter than that and that's why you are here.**

Chapter 2 Start with Nothing

It is very feasible to get started in this business with little money or knowledge. If you have experience from another group or real estate career, even better. New Land Academy members join every month with remarkably diverse backgrounds.

At this writing Jill and I have aired more than 2,000 episodes of the Land Academy Podcast where we discuss overcoming every obstacle including the opinion that “you can’t be successful because you have no money.”

You will succeed if you want to succeed. I did. Start with listening to our podcast episodes or watching on the Land Academy YouTube channel and see if this business clicks with you. And review our online community hosted on Discord at LandInvestors.com. It’s free.

There is substantially more money out there than good real estate deals.

We created LandFunding.com where we (and many other long term Land Academy members) provide all the investment capital you would need to complete great land flips. We invest 100% of the acquisition cost of the transaction and split the profits with you if the deal is good enough.

Your job (your only job) is to learn how to source undervalued land for sale directly from the landowners. How? By sending well priced offers to land-owners by the thousands. The sellers who want to sell their land will contact you to complete the transaction.

	A	B	C	D	E	F	G	H	I
1	NewCo, LLC								
2	Budget								
3	2023-2024								
4									
5	Months	Properties	Buy	Sell	Profit	Mailer cost	Cumulative	ROI	
6	1	2	\$ 80,000	\$ 180,000	\$ 100,000	\$ 6,000	\$ 94,000		
7	2	2	80,000	180,000	100,000	\$ 6,000	188,000		
8	3	2	80,000	180,000	100,000	\$ 6,000	282,000		
9	4	2	80,000	180,000	100,000	\$ 6,000	376,000		
10	5	2	80,000	180,000	100,000	\$ 6,000	470,000		
11	6	2	80,000	180,000	100,000	\$ 6,000	564,000		
12	7	2	80,000	180,000	100,000	\$ 6,000	658,000		
13	8	2	80,000	180,000	100,000	\$ 6,000	752,000		
14	9	2	80,000	180,000	100,000	\$ 6,000	846,000		
15	10	2	80,000	180,000	100,000	\$ 6,000	940,000		
16	11	2	80,000	180,000	100,000	\$ 6,000	1,034,000		
17	12	2	80,000	180,000	100,000	\$ 6,000	\$ 1,134,000	1575.0%	
18						72,000			
19		Mailer's per Acquisition	5,000						
20		Cost per mailer	\$ 0.60						
21									

The chart illustrates how to double your money over-and-over again using Land Academy Funding and generate a quarter of million dollars in just 12 or so transactions with funding. After you have established a healthy bank balance, you won't need external funding. Many members fund other members transactions at this point in addition to completing their own deals. You can see where this can be financially taken.

This is a reality for many of our members. If you go to our online member community (LandInvestors.com - it's free), and ask them some candid questions like "is this a pile of malarkey or are these guys for real?", our members will tell you the truth. They were in your shoes just months ago and most of them are now doing great deals.

Chapter 3 What's Really Financially Possible

Here are a few regular comments we receive about financial performance:

“I just want to make enough to pay my mortgage each month.”

“I would like to put \$10M in the bank within the next three years.”

“I think netting \$1M per month is possible.”

“Not sure how much I would like to make, I just don't want to work a W2 job for the rest of my life (this was my original comment).”

No matter what your financial goal is via buying and reselling land, it all starts with working the Land Academy system backwards.

Let's work it backwards:

In general, for every 5,000 offers correctly sent out, a property should be purchased and ready for resale according to your acquisition parameters. Bear in mind that 5,000 is a good average. That number should go down with mailer experience and may vary depending on how far you veer from the Land Academy program.

Let's say you would like to complete one transaction per month where you net \$20K on each transaction (buy for \$20K and sell for \$40K). This is a quite common path among new Land Academy members. It's the same example in the previous chapter.

Example 1:

5,000 offers yield 1 transaction of \$20K net.

\$3,000 mailer cost yields \$20K net or 575% Return on Investment after mail cost.

	A	B	C	D	E	F	G	H	I
1	NewCo, LLC								
2	Budget								
3	2023-2024								
4									
5	Months	Properties	Buy	Sell	Profit	Mailer cost	Cumulative	ROI	
6	1	1	\$ 20,000	\$ 40,000	\$ 20,000	\$ 3,000	\$ 17,000		
7	2	1	20,000	40,000	20,000	\$ 3,000	34,000		
8	3	1	20,000	40,000	20,000	\$ 3,000	51,000		
9	4	1	20,000	40,000	20,000	\$ 3,000	68,000		
10	5	1	20,000	40,000	20,000	\$ 3,000	85,000		
11	6	1	20,000	40,000	20,000	\$ 3,000	102,000		
12	7	1	20,000	40,000	20,000	\$ 3,000	119,000		
13	8	1	20,000	40,000	20,000	\$ 3,000	136,000		
14	9	1	20,000	40,000	20,000	\$ 3,000	153,000		
15	10	1	20,000	40,000	20,000	\$ 3,000	170,000		
16	11	1	20,000	40,000	20,000	\$ 3,000	187,000		
17	12	1	20,000	40,000	20,000	\$ 3,000	\$ 207,000	575.0%	
18						36,000			
19		Mailer's per Acquisition	5,000						
20		Cost per mailer	\$ 0.60						

Example 2 (let's double it):

10,000 offers yield two transactions for \$40K net.

\$6,000 mailer yields \$40K to yields 575% Return on Investment after mail cost.

	A	B	C	D	E	F	G	H	I
1	NewCo, LLC								
2	Budget								
3	2023-2024								
4									
5	Months	Properties	Buy	Sell	Profit	Mailer cost	Cumulative	ROI	
6	1	2	\$ 40,000	\$ 80,000	\$ 40,000	\$ 6,000	\$ 34,000		
7	2	2	40,000	80,000	40,000	\$ 6,000	68,000		
8	3	2	40,000	80,000	40,000	\$ 6,000	102,000		
9	4	2	40,000	80,000	40,000	\$ 6,000	136,000		
10	5	2	40,000	80,000	40,000	\$ 6,000	170,000		
11	6	2	40,000	80,000	40,000	\$ 6,000	204,000		
12	7	2	40,000	80,000	40,000	\$ 6,000	238,000		
13	8	2	40,000	80,000	40,000	\$ 6,000	272,000		
14	9	2	40,000	80,000	40,000	\$ 6,000	306,000		
15	10	2	40,000	80,000	40,000	\$ 6,000	340,000		
16	11	2	40,000	80,000	40,000	\$ 6,000	374,000		
17	12	2	40,000	80,000	40,000	\$ 6,000	\$ 414,000	575.0%	
18						72,000			
19		Mailer's per Acquisition	5,000						
20		Cost per mailer	\$ 0.60						

Example 3 (let's shoot a little higher):

In this example we want to buy property for \$40K and sell it for \$90K (many members as well as Jill and I do this type of transaction as often as possible).

5,000 offers yield 1 transaction of \$50K net.

\$3,000 mailer cost to yield \$50K net or 1660% Return on Investment.

One per month nets \$600K per year (approximately 5,000 mailers needed a month).

	A	B	C	D	E	F	G	H	I
1	NewCo, LLC								
2	Budget								
3	2023-2024								
4									
5	Months	Properties	Buy	Sell	Profit	Mailer cost	Cumulative	ROI	
6	1	1	\$ 40,000	\$ 90,000	\$ 50,000	\$ 3,000	\$ 47,000		
7	2	1	40,000	90,000	50,000	\$ 3,000	94,000		
8	3	1	40,000	90,000	50,000	\$ 3,000	141,000		
9	4	1	40,000	90,000	50,000	\$ 3,000	188,000		
10	5	1	40,000	90,000	50,000	\$ 3,000	235,000		
11	6	1	40,000	90,000	50,000	\$ 3,000	282,000		
12	7	1	40,000	90,000	50,000	\$ 3,000	329,000		
13	8	1	40,000	90,000	50,000	\$ 3,000	376,000		
14	9	1	40,000	90,000	50,000	\$ 3,000	423,000		
15	10	1	40,000	90,000	50,000	\$ 3,000	470,000		
16	11	1	40,000	90,000	50,000	\$ 3,000	517,000		
17	12	1	40,000	90,000	50,000	\$ 3,000	\$ 567,000	1575.0%	
18						36,000			
19	Mailer's per Acquisition		5,000						
20	Cost per mailer	\$	0.60						

Example 4 (How to make a \$1M a year):

After you have established mailer proficiency and land transaction confidence this example is very possible:

5,000 offers yield one transaction of \$50K net.

\$3,000 mailer cost to yield \$50K net or 1575% Return on Investment.

Two per month nets \$1.2M per year (approximately 10,000 mailers needed a month). Here's the after-mailer results:

	A	B	C	D	E	F	G	H	I
1	NewCo, LLC								
2	Budget								
3	2023-2024								
4									
5	Months	Properties	Buy	Sell	Profit	Mailer cost	Cumulative	ROI	
6	1	2	\$ 80,000	\$ 180,000	\$ 100,000	\$ 6,000	\$ 94,000		
7	2	2	80,000	180,000	100,000	\$ 6,000	188,000		
8	3	2	80,000	180,000	100,000	\$ 6,000	282,000		
9	4	2	80,000	180,000	100,000	\$ 6,000	376,000		
10	5	2	80,000	180,000	100,000	\$ 6,000	470,000		
11	6	2	80,000	180,000	100,000	\$ 6,000	564,000		
12	7	2	80,000	180,000	100,000	\$ 6,000	658,000		
13	8	2	80,000	180,000	100,000	\$ 6,000	752,000		
14	9	2	80,000	180,000	100,000	\$ 6,000	846,000		
15	10	2	80,000	180,000	100,000	\$ 6,000	940,000		
16	11	2	80,000	180,000	100,000	\$ 6,000	1,034,000		
17	12	2	80,000	180,000	100,000	\$ 6,000	\$ 1,134,000	1575.0%	
18						72,000			
19	Mailer's per Acquisition		5,000						
20	Cost per mailer		\$ 0.60						
21									

Here's the take-away. You have control over how much equity you create for yourself by how many offers you correctly send to owners.

Very few businesses have this much control over how much money they make. Think about a convenience store owner, a home flipper, a stockbroker, manufacturing representative or owner, real estate agent, accountant, attorney, medical doctor and any other business owner.

The more mail you correctly send, the more money you will generate.

Let's take a look at how to do these land transactions...

Chapter 4 Anatomy of a Land Deal

Six Steps to from Acquisition to Sale

The **Land Academy Membership Education programs** provide hours of detailed “How to” video instruction on these land transaction steps.” **Land Academy Career Path** is an advanced course on Zoom.us held a few times per year and instructed by Jill and I and our guests and employees or contractors.

Here is an overview:

1. **Identify Target Market(s)** suitable for sending mail. Using the “trolling” method to find counties or zip codes that will help you meet your pre-defined Equity Goals. Then **evaluate those markets** using the “Red Yellow Green Test (RYG)” to confirm that active and historical buying and selling activity in those markets support your equity goals.
2. **Complete an “Offers to Owners” direct mail campaign.** Using the assessor data aggregator, DataTree (provided with your Land Academy membership) pull the land ownership contact information in the county or zip codes that passed the RYG test in the previous step. Create the mailer, include the calculated price of each property, and perform a Mail-Merge to generate the .pdf to be inserted in envelopes and sent in the mail to each landowner. To make this process simple, Jill and I have created <https://Offers2Owners.com> They will complete this process on your behalf so you can concentrate on doing deals.
3. **Manage the Flow of Inbound Seller Responses.** A predictable and consistent number of sellers will respond to your offers. Many will request to be removed from your list as they are not interested in selling at this time or for this price. Some do this in very colorful ways (we jokingly call this “the Haight” in our membership group). Fewer will respond with an interest in selling but at a different price and fewer still, will sign your offer and send it back requesting what the next steps are to completing the transaction. Jill is an expert in managing potential sellers and teaches this

concept with decades of professional corporate sales experience behind her.

4. **Acquire the properties that fit your acquisition criteria.** There are about 150M properties in the USA available for acquisition and sale. Most do not have a mailing address as they are not yet developed raw land. Using a software tool we created called ParcelFact.com look up the acquisition candidates as they come back from the mailer and apply the “6 As.” This is Phase I Due Diligence. Check for:

1. **Access** - can you drive to the property
2. **Attributes** (is the property something you would like to buy and consequently someone would buy from you because it’s cool)
3. **Affordable** or can you buy it inexpensively enough so you can resell it quickly to turn a budgeted profit.
4. **Adjacent** – what is immediately adjacent to the target property? Completed houses, buildings, roads, or simply more vacant land.
5. **Acreage** – in general (but not always) bigger is better with land.
6. **Alive** – is the person who legally owns the property alive and well to sign the acquisition documents.

If the property passes most or all of Phase I due diligence, move on to the final phase which is **Phase II due diligence** which answers this question: **Can the property be used the way the new buyer or end user intends it to be used?** If the target has houses adjacent, can the property be effectively built on? If its out in the woods, will current local regulations allow for a farm or cabin?

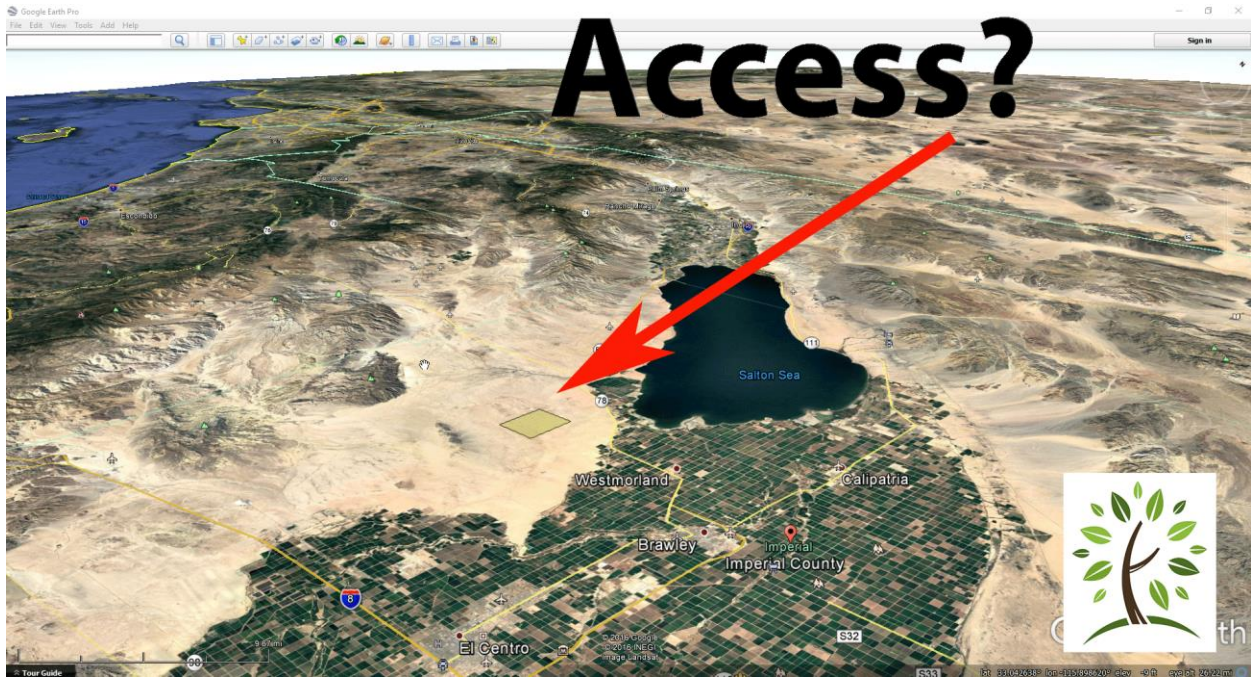
5. **List the Property with a Local Specialized Real Estate Agent.** After reviewing who has local land listings and who has completed a lot of land transactions in the area, conduct an interview to see who is best suited to list and sell your land quickly and for a price that fits within current market conditions.
6. **Manage the Sale of the Property to Completion.** After the property is listed with a capable local agent, manage that agent as well as the offers received, the sell-side title / escrow agent and how the money get’s deposited in your bank account. Again, Jill is an expert in managing

potential the people side of our business and teaches this concept with decades of professional corporate sales experience behind her.

Chapter 5 Three Reasons Why Property Does Not Sell Quickly

There are three simple reasons why property does not sell quickly. (It all sells eventually but we want to turn it quick.)

- 1) **It's not priced properly.** All the people who complain about property not selling are asking too much. Typically, that is because they paid too much. You have control over how much you pay for land.
- 2) **It does not have one or many of the six "A's" (Access, Attribute, Acreage, Affordable, Adjacent, Alive).** Said another way; it was a bad acquisition decision.
 - a) *Access.* It is lacking legal or physical road access.
 - b) It does not have an outstanding *Attribute* like "tall pine trees, close to the Grand Canyon, or a river view".
 - c) It's tiny. Buyer's love large *Acreage* parcels.
 - d) It's not *Affordable* or it's priced too high.
 - e) *Adjacent.* Nothing is near it.
 - f) *Alive.* Sell is not available to sign. Legal work required.
- 3) **It's not *reaching* the correct group of buyers.** The "right" buyers' group is not aware the property is for sale. This may be addressed by simply putting a sign in the ground. It's that simple.



Chapter 6 The Concept of “Reach”

Every morning most real estate professionals get up and make this mistake: They go out looking for business. They canvas areas looking for a house to “flip,” or if they are an agent, they are looking for a property to “list.” This is backwards.

It’s the single biggest waste of time in their career.

They need to get sellers (and buyers) to contact them.

How? By *REACHING* them first. For every 5,000 offers correctly sent to rural vacant landowners, between 1-5 properties can be purchased. The data and the mail will do the work. Offers find the motivated sellers and those sellers will find a way to sell you their property for about any price because of the circumstance they are in. **You are looking for a circumstance, not necessarily a specific type of property.**

Eventually a seller who owns thousands of properties will contact you from an offer with a plan to sell it all. You will clear several hundred thousand dollars. This has been our experience annually since 1999.

Reaching the right buyers used to involve building and maintaining a huge list. These days it simply involves hiring and managing the right real estate agent.

Selling is easy when you purchase property for 40% or less of its value.

You make your money when you buy a property, not sell it.

Chapter 7 How to Pick the Best Target Market

Would you send a letter to all of the land owners in Manhattan, New York asking them to sell their land for \$100 an acre? Probably not. It's a waste of time and money, you would potentially insult a lot of property owners, and maybe start a riot. However, upstate New York is a great place to buy super cheap property.

So how do you know which markets are conducive to buying and selling land and for how much and how fast? Data is the answer. In fact we use data in some form in every decision we make.

Manhattan may be a great place to buy a world class A office building but certainly not the best to buy rural vacant land.

All counties and zip codes have reported data associated with sales and for-sale property. For example how long it takes to sell properties (Days on Market or DOM), how many properties have been sold and for how much in the past 6 or 12 months and many many other data aspects that allow us to gauge if the area is suitable to send mail so we can accomplish our equity goals.

The great news is that most data sources are relative to each other meaning we can look at the DOM for example, for 5 adjacent zip codes and one will be the lowest and one will be the highest. This enables us to make an extremely well informed decision about where to send mail. This is the basis for the Red Yellow Green Test and we use it for every mailer.

We removed the dart board from our offices regarding where to send mail a long time ago.

And the availability and accuracy of data continues to improve with time.

Chapter 8 Buying Only “Back Tax Property” Assures Eminent Failure

Property with associated back taxes is trouble. It’s a sign that something is wrong. The first few real estate deals you do need to be slam dunks. Too many potential new investors **get stung on the first deal and never go back.**

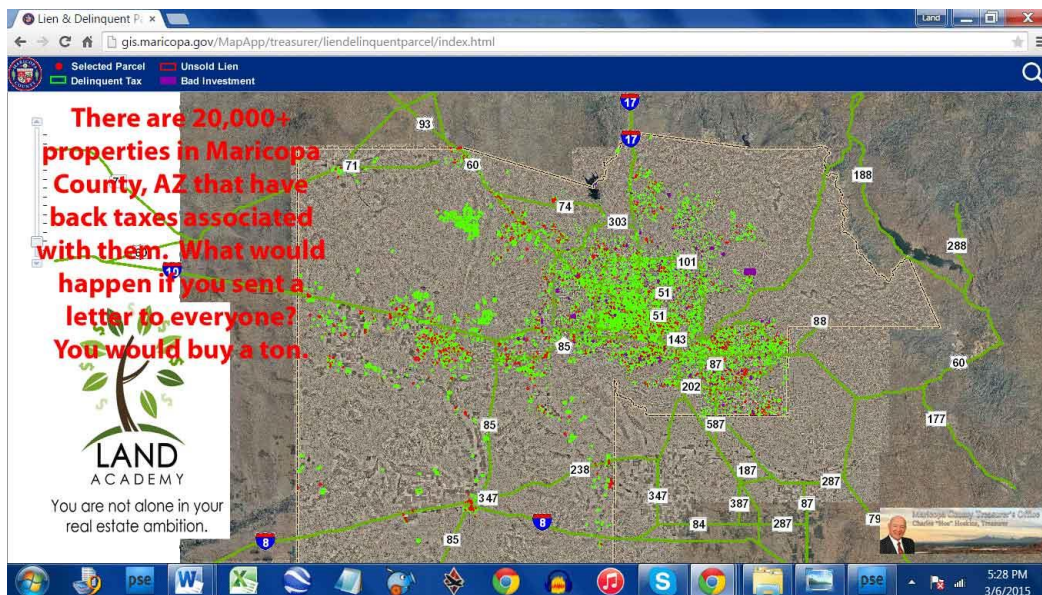
Please memorize this concept: **“You are looking for a seller circumstance, not a specific type of property.”**

Back tax property too often indicates some type of problem, such as; the property is tied up in probate, there may be other liens associated with the land, etc....

If you are a seasoned real estate investor with a great track record, specializations like these can be very profitable. Again, learning from my mistakes is worth the price of admission.

Take-a-look at the thousands of properties in Maricopa County, Arizona that have associated back taxes. This map contains nearly all “land” parcels.

Don’t leave out all the rest of the normal properties in your offer campaigns.



Chapter 9 What Triggers a Motivated Seller?

There are several “triggers” that cause people to sell their property fast and cheap (the way we like it).

My three favorite are:

1. They just experience a “life event”
2. They just inherited a property
3. They just received a tax bill and they are tired of paying the annual taxes

If you reach these people with direct mail offers and you will buy some really undervalued property.


Here is my favorite situation for example:

A father passes away without telling his kids he had two 40 acre properties. The kids find my letter in dad’s file. They contact us to see if we are still interested in buying the property. We research, make a revised offer over or under the one on the mailer, and the kids accept. I send the kids money, they sell me the property. It’s a pretty easy sell. For those kids it’s like finding \$1,000 in your jeans that you wore a month ago.

The same applies with property taxes. Instead of writing a check, the seller gets one from me.

DF-RPC A-5


COUNTY OF HAWAII
2006-2007 REAL PROPERTY TAX BILL
 FISCAL YEAR JULY 1, 2006 TO JUNE 30, 2007



COUNTY OF HAWAII
 REAL PROPERTY TAX DIVISION
 AUPUNI CENTER
 101 PALAHI STREET SUITE 4
 HILO, HI 96720-4224
 TELEPHONE: (808) 961-8282

KEEP THE
 County's wallet
IMPORTANT!
 PLEASE!

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**LAND
 ACADEMY**

092005

1-1-1-111-111-1111-1111

SMITH, JOHN
 123 MAIN ST
 KONA, HI 11111-1111

Would you rather pay \$2,200 or get a check for \$1,000 today?

TAX MAP KEY/PARCEL ID	PAYMENT DUE DATE	PRIOR YEAR(S)	CURRENT YEAR	AMOUNT DUE NOW	TOTAL DUE
11-1-1-111-111-1111-1111	08/21/2006	\$ 1,165.88	\$ 1,064.63	\$ 1,698.20	2,230.51

BREAKDOWN OF TOTAL DUE:

PERIOD	TAX DUE DATE	TAX AMOUNT	PENALTY	INTEREST	OTHER	TOTAL
2006-1	08/21/2006	532.32	0.00	0.00	0.00	532.32
2006-2	02/20/2007	532.31	0.00	0.00	0.00	532.31
2005-1	08/22/2005	388.09	38.81	51.23	0.00	478.13
2005-2	02/21/2006	388.09	38.81	25.61	0.00	452.51
2004-2	02/22/2005	181.24	18.12	35.88	0.00	235.24

(This example is in Hawaii. And yes, I have purchased property in Hawaii for next to nothing.)

There are many other reasons people sell quickly and they usually revolve around needing money.

Chapter 10 What Could Go Wrong?

You can gather all this advice and become a member and never login to the site or watch the education program.

You can watch sports every weekend instead of building your revenue stream for you and your family.

But if you follow my lead, reach out to my team and other Academy members when you have questions, you can enjoy a prosperous career in property investment like Jill and me.

I often wish this education package was available for me in 1999 when I started. It would have saved me a ton of time, money, frustration, and periodic failures.

Take this as far as you wish. We have members who do a single deal a month part time and members who average several deals a day (and everything in-between).

Jill and I often conduct exit interviews with the few members who choose to leave the group and the number one reason they leave is that they are experiencing a “life event” and can’t devote the time necessary to complete a successful mailer. Many return.

Chapter 11 A Note from Jill

I officially joined the team in 2009 but I am not new to the land business. I started back in the early nineties working for land developers in Southern California.

What I contribute to our “Land Academy 3.0 (Catching Up with Land Academy)” education package (and all the other versions) is my expertise in the areas of acquisitions, sales, customer service, and operations. You can expect great detail about how and when to make offers and just what questions to ask when speaking with prospective sellers.

I share my scripts, due diligence protocol, and buying checklists. I teach my sales strategies along with techniques to build confidence and create a base of customers for life. I now oversee the operations of all our companies and share how to run your business, complete the most difficult transactions, and important decision-making tips. It has taken years to hone my skills and I hope to share them to get our members to the next level as quickly as possible.

I am happy to be part of Land Academy and promote your venture. Like Jack, my virtual door is always open, and I encourage you to reach out to me.

Chapter 12 Start Here - Membership

I started this all in the 1990s.

Land Academy is my way of giving back. We have helped thousands of people change their lives with our podcast and niche resources.

Some have started multi-million-dollar real estate companies. Some have simply purchased their dream vacation property for half price.

Each member brings something special to their effort.

But they all have one thing in common: They started down the “offers” path right here to buy undervalued property for substantial profit.

You are not alone in your ambition.

Chapter 13 Resources (A few of our most popular...)

LandAcademy.com Resources starting with education to build your land investment career.

LandInvestors.com Free Online support community.

[Land Academy Podcast](https://LandAcademyPodcast.com) Two thousand episodes and counting.

ParcelFact.com (Phase I due diligence in seconds)

Offers2Owners.com If you are already sending mail to real estate owners (for any reason), this is better, faster and cheaper.

[Concierge Data Mailer Plus](https://ConciergeDataMailerPlus.com) We complete your mailer for you and get in the mail fast and correctly.

LandFunding.com Use our money to fund your deals. We all split the profit.

[Member Weekly Webinar](https://MemberWeeklyWebinar.com) Every Thursday we host a 2-hour webinar to review members transactions and answer questions. 320+ sessions and 575+ hours and counting.

[Career Path](https://CareerPath.com) A few times a year Jill and I host a 10 week online super course for anyone who wants to dive into or enhance their land investment career.