

Buy Lots Like a Rich Man

An approach to buying all the lots you need without going broke

You can't build homes if you don't own land! And, land is expensive to purchase and hold. For any builder to successfully grow their business, they will need to develop a strategy toward land acquisition that doesn't rob them of all of their cash.

To complicate matters, banks don't necessarily love to lend on land. While financing for homes comes fairly easy, financing for lots comes with limited line of credit limits and increased cash equity requirements from the banks.

Wouldn't it be fantastic if there were some magic way to purchase all of the lots you need, WITHOUT using your own cash to do it!

Combine the power of a strong sales funnel and this financing approach and you will find yourself buying all of the lots you need, while conserving the cash in your own accounts.

Financing Options



Cash

100% Cash Equity Req'd



Lot Loans

25-30% Cash Equity Req'd



Spec Homes

10% Cash Equity Req'd



Presolds

0% Cash Equity Req'd



PRESOLD STRATEGY

OK, this is the sweet spot for buying lots like a rich man!!

Any time you are able to acquire lots using other people's money, go make it happen!!
Develop a strategy to purchase as many lots as you can this way.

Follow these three steps below to increase your lot purchasing power, while conserving more of your cash.

3 Steps to Buy Lots With Zero Cash



Negotiate Lead Time

Work to identify lot opportunities up to 12 months in advance. Then, work to option lots 4-6 months prior to lot delivery, buying yourself time to build a lot payoff strategy.



Negotiate Lot Takedown Schedule

Work with developers to negotiate a payoff schedule. Rather than payoff all lots at once, develop a schedule to payoff lots over a period of several months.



Unleash the Power of the Sales Funnel

Identify lot opportunities and option lots early (4-6 months)
Send lot opportunities (plat and pricing) to email marketing list
Schedule sales appointments off of email responses
Sign lot reservations and collect lot deposits from buyers
Sign contracts and acquire buyer financing/deposits
Use BUYER FUNDS as cash equity requirement for loans



An Approach to Buying Lots

A few questions to consider:

This amazing ZERO-CASH approach to paying off lots only functions with a strong sales funnel and email list. Have you started this process of building a sales funnel yet? What steps can you take today toward this?

How many do you currently have on your email marketing list? How often do you send emails to the list? What is your 12 month goal for this list?

How many lots per year do you need for your company? What lot opportunities can you identify (through realtors, developers, builders, title companies) that are still 6-12 months out. Build this list and reach out now to express interest.



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- NOTES -

