



The wholesale starter guide and deal analyzer

How wholesaling works, plus a simple way to run the numbers

Wholesaling means putting a property under contract with a seller and assigning that contract to a cash buyer for a fee, usually without buying it yourself. It's a people business: honest conversations, real numbers, and a strong buyer's list. Laws on wholesaling and assignments vary by state and keep changing, and some states require a license or disclosures. Verify locally and use a closing attorney or title company.

How a deal flows

- ☐ Find a motivated seller (inherited, vacant, tired landlord, behind on payments).
- ☐ Learn their situation and what they need, not just the price.
- ☐ Estimate the after-repair value (ARV) and repairs.
- ☐ Make an offer that works for the seller and leaves room for a buyer.
- ☐ Sign a clear, legal contract that discloses your intent to assign, and open escrow with a title company or attorney.
- ☐ Market the contract to your buyer's list and close.

The deal analyzer

Line	How	Your numbers
A. After-repair value (ARV)	Recent sold comps, similar size and area	
B. Buyer's target %	Ask your buyers what they pay (it varies by market)	
C. Buyer's max all-in	$A \times B$	
D. Estimated repairs	Walkthrough or contractor estimate	
E. Buyer's closing and holding costs	Estimate	
F. Max price buyer will pay you	$C - D - E$	
G. Your assignment fee	Your target	
H. Max offer to seller	$F - G$	

If H doesn't work for the seller, it isn't a deal, and that's okay. Be honest and move on.

Build your buyer's list

- ☐ Ask local investors, property managers, and contractors what they buy.

- ☐ Check recent cash sales in public records.
- ☐ Track each buyer's areas, price range, and property type.

Do it the right way

Be upfront with sellers about what you do. Don't market a property you don't have under contract. Don't give legal or tax advice. Check your state's wholesaling and licensing rules first.

Your next step

Get the Investor Vault (\$47), with the full Wholesale Starter Kit, at stan.store/Theprettygirlinvestor.

Want a second set of eyes on a deal? Book a call. <https://calendly.com/tierranoird/real-estate-consultation>

Ready to buy, sell, build or invest? Let's make it happen. — Tierra

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