



RON LEGRAND'S · RECLOSERS CLUB
QUICK START REAL ESTATE SCHOOL

101

Things AI Can Do for a Real Estate Investor

The 101 AI Playbook for finding sellers, funding deals, selling to buyers, and getting your time back.

One page each: what it does, what it looks like when it works, why it pays, and how to set it up.

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RonLeGrand.com/CC

Before You Read

Important Notice

This book is for education and general information only. It is not legal, tax, accounting, investment, or financial advice, and it does not create any professional relationship. Real estate laws, licensing rules, contracts, and communication rules vary by state and city and change often. Always consult your own attorney, accountant, and other qualified professionals before you act.

AI tools can make mistakes. They can miss details, misread documents, and state wrong things with confidence. Check every number, every contract term, and every claim yourself before you rely on it or share it with anyone.

Do not paste confidential information into any AI tool unless you understand how that tool stores and uses your data. Respect the privacy of sellers, buyers, tenants, and lenders.

Examples in this book are illustrations. Results depend on your effort, your market, your skills, and many other factors. Nothing here is a promise or guarantee of income or profit.

This book promotes Closers Club and Closers Club Pro memberships and the DREAMS Solutions Pro platform, which are offered by the publisher. Membership prices, features, and offers may change. Confirm current details at the links in this book.

Tool names and features change quickly. Use whatever capable AI assistant you prefer.

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Start Here

You are holding 101 ways to put AI to work in your real estate business. Each one is built to do the same thing: save you time on the work that does not make money so you can spend more of your day on the work that does.

Do not try to do all 101

The fastest way to get nothing from this book is to try everything at once. Read it through one time. Then pick three tips that hit your biggest bottleneck right now, build them all the way, and use them for a month before you add anything new.

How each page works

- **What AI does.** The job, in plain words.
- **Picture this.** What it looks like when the system is working.
- **Why it pays.** How it connects to deals, time, or money.
- **Set it up in 5 steps.** A simple build you can finish in one sitting.
- **Closer's Move.** One action or one warning to take with you.
- **Closers Club boxes.** Where the membership tools and training help with that tip.

Pick an AI assistant

This book says "your AI assistant" on purpose. We suggest Claude or ChatGPT (see the next page), and either one works. The tools will change. The workflow will not: what triggers it, what goes in, what comes out, and who checks it.

You are still the closer

AI can draft, sort, summarize, calculate, and remind. It cannot build trust with a seller, sit at a kitchen table, or make the final call on a deal. That part is yours, and it is where the money is made.

Your AI Toolkit

You only need one AI assistant to use this book. We suggest starting with these two:

Claude

From Anthropic, at claude.ai. Very good with long documents like contracts and mortgages, and with writing in your own voice.

ChatGPT

From OpenAI, at chatgpt.com. Widely used, easy to start with, and good for brainstorming scripts and ads.

Gemini and Copilot also work. Whichever you pick, the steps in this book work the same way.

Use two for important numbers

Run a deal analysis in one assistant and check it in the other. If they disagree, check the math by hand.

AI plus DREAMS Solutions Pro

AI does the thinking, writing, and number crunching. DREAMS Solutions Pro has AI tools built in and is where you run your business and keep the results. Look for the shaded "Closers Club" and "Closers Club Pro" boxes on the tip pages.

- **AI drafts it.** Scripts, letters, numbers, summaries.
- **You check it.** Every number and every claim.
- **You save it.** Keep the results in your Built-In CRM, not in a chat window.
- **You follow up.** The money is in the follow-up.

Choose Your Closers Club Level

Everything in this book works with any AI assistant. If you want the tools, training, and community built in, here are the two ways to join.

CLOSERS CLUB Training + Community + CMA

\$59/month

- FREE Ron LeGrand Masterclass with enrollment (\$497 value)
- FREE Prime Consultation Call (\$2,000 value)
- Private members-only community
- Live monthly training calls with Ron LeGrand
- Resource Vault filled with investor tools and training
- Proven seller scripts
- Contracts and agreement templates
- Replays of monthly training sessions
- Exclusive DREAMS CMA Tool to pull comps
- Real estate investing articles and case studies
- Access to valuable member resources
- And much more!

Join at [**RonLeGrand.com/CC**](https://RonLeGrand.com/CC)

Go Pro: Closers Club Pro

MOST POPULAR

Everything in Closers Club + DREAMS Solutions Pro AI

\$297/month

Find motivated sellers, evaluate deals, automate follow-up, and manage your real estate business, all in one platform.

Everything in Closers Club, plus:

- DREAMS Solutions Pro AI Platform
- AI-Powered DREAMS Deal Finder Premium with 17 lead types
- 5 AI Zip Codes to target your preferred markets
- Automated Daily Deal Alerts
- Automated Seller Outreach & Follow-Up Sequences
- Unlimited Skip Tracing & Contact Data Tools
- DREAMS Comping Tool to help evaluate property values
- Direct Mail Marketing for postcards and letters
- Driving for Dollars App (Leadflow)
- Deal Analyzer, Repair Estimator & Rehab Planner
- Built-In CRM to organize contacts, leads, and follow-up
- Email Broadcast Tool
- Your Own Customizable Website + One-Click Listing Sites (available)
- Available Integrations for rental management and the SmrtPhone dialer
- Pro Training Library

Prefer a website built for you? Our team can create a personalized DREAMS website for an additional one-time \$500 fee.

Go Pro at reclosersclub.com/offers/k247Ls5f

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Terms Used in This Book

Motivated seller An owner with a reason to sell soon, such as a move, an inherited house, repairs, debt, or a tired rental.

Bandit signs Simple roadside signs that ask owners to call if they want to sell a house fast. Check local sign rules first.

Bird dog A person who sends you leads and is rewarded when a deal closes.

Comps Comparable sales of similar nearby properties, used to estimate value.

ARV After-repair value. What the property should be worth when fixed up.

MAO Maximum allowable offer. The most you can pay and still hit your profit target.

Buyers list Your list of investors who are ready to buy, with what each one wants.

Wholesale / assignment Putting a property under contract and selling your contract rights to another buyer for a fee.

Double close Two back-to-back closings where you buy and then sell. Rules vary by state.

Seller financing The seller acts as the bank and is paid over time instead of all at once.

Subject-To Buying a property while the seller's existing mortgage stays in place. It carries real risks and should be done with legal guidance.

Due-on-sale clause A loan term that lets the lender demand full payment when the property is transferred.

Lease option A lease with the right, but not the obligation, to buy the property later at an agreed price.

Private money Funds lent to you by individuals instead of banks.

Hard money Short-term loans from lenders who focus on the property, usually with higher costs.

Balloon A larger final payment due at the end of a loan term.

Punch list The final list of small items to fix before a property is finished.

SECTION 01

Finding Motivated Sellers

Tips 1 to 10

Every deal starts with a seller who needs to sell. These tips help you find them faster and aim your effort where it pays.

HOW CLOSERS CLUB HELPS

Closers Club Pro helps you find sellers: AI-Powered DREAMS Deal Finder Premium with 17 lead types, 5 AI Zip Codes, Automated Daily Deal Alerts, Unlimited Skip Tracing, and the Driving for Dollars App (Leadflow).

TIP 1 · SECTION 01: FINDING MOTIVATED SELLERS

1

Define Your Ideal Motivated Seller

WHAT AI DOES

AI turns the vague idea of "a motivated seller" into five or six clear seller profiles for your market, each with the situation, the likely pain, and the words that person actually uses.

PICTURE THIS

You open a one-page cheat sheet that says: probate heirs living out of state, tired landlords with one bad tenant, owners behind on payments, vacant inherited houses. Every sign, letter, and call script you write after this is aimed at a specific person.

WHY IT PAYS

Generic marketing gets generic results. When you know exactly who you are talking to, your message sounds like it was written for them.

SET IT UP IN 5 STEPS

1. **Describe your market.** Tell AI your city, your typical price range, and the kinds of deals you want.
2. **Ask for seller profiles.** Request six profiles with the situation, the emotion behind it, and the first question each would ask you.
3. **Add what you already know.** Paste in notes from real seller calls and ask AI to correct its guesses.
4. **Rank them.** Ask which two profiles are easiest to find in public records.
5. **Save the result.** Put the final sheet where your whole team can find it.

CLOSER'S MOVE

Pick your top two seller types and market only to them for the next 30 days.

CLOSERS CLUB: Bring your seller profile to a live monthly training call with Ron LeGrand and get feedback.

Build time: 45 minutes · No code required

TIP 2 · SECTION 01: FINDING MOTIVATED SELLERS

2

Build a Target List From Public Records

WHAT AI DOES

AI cleans, combines, and filters raw county data into a list of owners worth contacting, such as absentee owners, owners with high equity, or owners behind on taxes.

PICTURE THIS

You export a messy spreadsheet from the county, hand it to AI, and get back one clean list with duplicates removed, names fixed, and columns labeled the way your mail house or dialer expects.

WHY IT PAYS

Most investors never start because the data looks like a mess. Once cleanup takes ten minutes instead of a weekend, you can mail every month.

SET IT UP IN 5 STEPS

1. **Pull the raw data.** Download the records you are allowed to use from your county or a list provider.
2. **Describe the target.** Tell AI which owners you want, such as absentee, long-time owners, or tax delinquent.
3. **Ask for cleanup.** Have it remove duplicates, standardize addresses, and flag missing fields.
4. **Filter and sort.** Ask for the best 500 names and the reason each one made the cut.
5. **Save the recipe.** Keep the instructions so you can repeat them next month.

CLOSER'S MOVE

Run a fresh list every month so you are never mailing stale names.

CLOSERS CLUB PRO: Use DREAMS Deal Finder Premium to find motivated sellers across 17 lead types, then let AI help you prioritize.

Build time: 1 to 2 hours · No code required

TIP 3 · SECTION 01: FINDING MOTIVATED SELLERS

3

Score Your Leads by Motivation

WHAT AI DOES

AI reads your lead list and scores each lead from hot to cold based on the signals you give it, like years owned, vacancy, delinquency, and what the owner said on the phone.

PICTURE THIS

Your Monday list is sorted. The top twenty leads show a score and a one-line reason, so you start calling the people most likely to say yes.

WHY IT PAYS

Your time is your most limited resource. Calling the right fifty people beats calling the wrong five hundred.

SET IT UP IN 5 STEPS

1. **List your signals.** Write down the five facts that, in your experience, predict a motivated seller.
2. **Assign weights.** Ask AI to turn those into a simple point system.
3. **Test it on old leads.** Check whether your past deals would have scored high.
4. **Adjust the weights.** Fix whatever the test got wrong.
5. **Apply to every new list.** Sort by score before anyone picks up a phone.

CLOSER'S MOVE

Spend your first calling hour only on leads scoring in the top 20 percent.

CLOSERS CLUB PRO: Keep every lead and follow-up in the Built-In CRM so you always know who to call first.

Build time: 2 hours · No code required

TIP 4 · SECTION 01: FINDING MOTIVATED SELLERS

4

Spot Motivation in Online Listings

WHAT AI DOES

AI reads listing descriptions from For Sale By Owner posts, classifieds, and online marketplaces and flags language that hints at a seller in a hurry.

PICTURE THIS

You paste twenty listings into one chat. AI sends back the six that mention a move, an estate, a repair problem, or a price drop, and ranks them by how urgent they sound.

WHY IT PAYS

The words in a listing often tell you more than the price does. AI does not get tired of reading them.

SET IT UP IN 5 STEPS

1. **Gather listings.** Copy the text of listings from your market into one document.
2. **Define the red flags.** Give AI a list of phrases like "must sell," "as-is," "estate," and "relocating."
3. **Ask for a ranked list.** Request the strongest candidates with the exact phrase that triggered each one.
4. **Draft a first message.** Have AI write a short, friendly note for each top candidate.
5. **Follow up.** Contact your top three the same day.

CLOSER'S MOVE

Keep a running list of the phrases that produced real conversations.

CLOSERS CLUB PRO: Automated Daily Deal Alerts bring new opportunities to you. Review them with your AI each morning.

Build time: 1 hour · No code required

TIP 5 · SECTION 01: FINDING MOTIVATED SELLERS

5

Watch Probate and Pre-Foreclosure Notices

WHAT AI DOES

AI summarizes the legal notices you collect each week and sorts them into who is likely to need a fast, simple sale.

PICTURE THIS

Every Friday you paste the week's notices into AI and get a short list: property, situation, timeline, and the next action for each.

WHY IT PAYS

These sellers face real deadlines and real stress. The investor who reaches them first with a respectful, clear offer usually wins.

SET IT UP IN 5 STEPS

1. **Collect the notices.** Gather public notices from your county or from your local legal paper.
2. **Paste them in.** Ask AI to pull out names, addresses, dates, and stage of the process.
3. **Sort by urgency.** Ask it to rank by how soon the owner is up against a deadline.
4. **Draft sensitive outreach.** Have AI write a short, respectful letter that leads with help, not a lowball.
5. **Track results.** Log every letter and reply.

CLOSER'S MOVE

Lead with empathy and options. These are people having a hard year.

CLOSERS CLUB PRO: Use the 17 lead types in Deal Finder Premium to find more motivated sellers alongside the notices you collect.

Build time: 2 hours · No code required

TIP 6 · SECTION 01: FINDING MOTIVATED SELLERS

6

Find Tired Landlords

WHAT AI DOES

AI helps you spot small landlords who own a few rentals and may be ready to sell, then writes outreach that speaks to their frustrations.

PICTURE THIS

Your list shows owners with three to ten properties, long ownership, and out-of-town addresses. Each one comes with a short note on how to start the conversation.

WHY IT PAYS

Tired landlords often sell for a fair price, accept terms, and may have more than one property to sell. One good conversation can turn into several deals.

SET IT UP IN 5 STEPS

1. **Identify the pattern.** Ask AI which fields in your data suggest a small, tired landlord.
2. **Build the list.** Filter for owners with multiple properties and aging ownership.
3. **Write the hook.** Draft a letter about getting out from tenants, repairs, and late rent.
4. **Offer choices.** Mention that you can pay cash or work with terms.
5. **Call after the letter.** Use the script AI drafts for you.

CLOSER'S MOVE

Ask every landlord, "If you could sell one property tomorrow, which would it be?"

CLOSERS CLUB PRO: Pair Deal Finder Premium with Unlimited Skip Tracing to find the owner, then reach out with Direct Mail Marketing.

Build time: 2 hours · No code required

TIP 7 · SECTION 01: FINDING MOTIVATED SELLERS

7

Turn Driving-for-Dollars Notes Into Leads

WHAT AI DOES

AI takes voice memos, photos, and scribbled notes from your drives and turns them into clean lead records with an address, a condition summary, and a next step.

PICTURE THIS

You spend an hour driving, talk into your phone, and by lunch every property is in your spreadsheet with a priority rating.

WHY IT PAYS

A lead you wrote on a napkin is a lead you never call. A lead in your system gets worked.

SET IT UP IN 5 STEPS

1. **Create a simple routine.** Say the address, what you see, and anything unusual out loud.
2. **Transcribe it.** Use a voice-to-text tool to get the words on a page.
3. **Have AI structure it.** Ask for rows with address, condition, vacancy signs, and priority.
4. **Look up the owner.** Add owner details from public records.
5. **Schedule outreach.** Send the best ones straight to your mail or call list.

CLOSER'S MOVE

Drive with a goal of ten new leads in your system by the end of the week.

CLOSERS CLUB PRO: The Driving for Dollars App (Leadflow) is built for this. Capture leads on the road, then organize them in your Built-In CRM.

Build time: 1 hour · No code required

TIP 8 · SECTION 01: FINDING MOTIVATED SELLERS

8

Triage Properties From Street Photos

WHAT AI DOES

AI looks at the photos you take or find and lists visible signs of distress, like overgrown yards, boarded windows, roof damage, or stacked mail.

PICTURE THIS

You upload thirty photos from a neighborhood and get a table sorting them into "likely vacant," "needs work," and "looks occupied and maintained."

WHY IT PAYS

It helps you decide which doors deserve a letter, a knock, or nothing at all.

SET IT UP IN 5 STEPS

1. **Take consistent photos.** Shoot the front of each house from the street.
2. **Upload in batches.** Send ten to thirty at a time.
3. **Ask for observations only.** Have AI describe what it sees, not guess about the owner.
4. **Rank by visible distress.** Sort the list from most to least.
5. **Verify.** Confirm vacancy and ownership before reaching out.

CLOSER'S MOVE

AI describes what is visible. You decide what is true.

CLOSERS CLUB: Bring your drive-by photos to the members-only community and compare notes with other investors.

Build time: 1 hour · No code required

TIP 9 · SECTION 01: FINDING MOTIVATED SELLERS

9

Write a Neighborhood Opportunity Brief

WHAT AI DOES

AI pulls together what you know about an area, such as typical prices, how fast homes sell, and rental demand, into a one-page summary that tells you whether it is worth your marketing dollars.

PICTURE THIS

Before you spend a dollar on mail in a new zip code, you read a short brief with sale prices, days on market, who the buyers are, and what the risks are.

WHY IT PAYS

Good deals in bad areas are bad deals. A quick brief keeps you from working harder in the wrong place.

SET IT UP IN 5 STEPS

1. **Pick the area.** Choose a zip code or neighborhood.
2. **Gather the facts.** Collect recent sales, rent prices, and days on market from the sources you trust.
3. **Ask for a brief.** Request strengths, weaknesses, and who your likely end buyer is.
4. **Ask what could go wrong.** Request three risks to check before you commit.
5. **Decide.** Choose to mail, hold off, or drop the area.

CLOSER'S MOVE

Re-run the brief every quarter for each area you mail.

CLOSERS CLUB PRO: Use your 5 AI Zip Codes to target your preferred markets and focus your marketing where it pays.

Build time: 1 hour · No code required

TIP 10 · SECTION 01: FINDING MOTIVATED SELLERS

10

Prepare Before You Call an Owner

WHAT AI DOES

AI builds a short pre-call brief from the public information you have, like how long they have owned, what they paid, and what is going on with the property, so your first conversation is informed.

PICTURE THIS

You dial with a half-page in front of you: the facts, three smart questions, and one sentence about how you can help.

WHY IT PAYS

Sellers can tell when you did your homework. Preparation builds trust in the first thirty seconds.

SET IT UP IN 5 STEPS

1. **Collect the basics.** Gather owner name, purchase date, tax status, and any notes.
2. **Feed it to AI.** Paste everything into one chat.
3. **Ask for a brief.** Request a summary, three questions, and likely concerns.
4. **Print or pin it.** Keep it next to you on the call.
5. **Update after the call.** Add what you learned to the lead record.

CLOSER'S MOVE

Use only public and lawfully gathered information, and never pretend to know more than you do.

CLOSERS CLUB PRO: Unlimited Skip Tracing & Contact Data Tools help you find the right owner and number before you call.

Build time: 10 minutes per lead · No code required

SECTION 02

Marketing That Rings the Phone

Tips 11 to 20

Marketing is how you get in front of sellers. These tips help you write it, test it, and measure it.

HOW CLOSERS CLUB HELPS

Closers Club Pro helps you market: Direct Mail Marketing for postcards and letters, the Email Broadcast Tool, Automated Seller Outreach & Follow-Up Sequences, and your own customizable website.

TIP 11 · SECTION 02: MARKETING THAT RINGS THE PHONE

11

Write Bandit Sign Copy That Gets Calls

WHAT AI DOES

AI writes short, clear sign messages that are readable at a glance, and gives you several versions to test against each other.

PICTURE THIS

You have ten sign messages, each with a different angle. Two weeks later you know which one produced the most calls per sign.

WHY IT PAYS

Signs are cheap, but a weak message wastes the placement. Small changes in wording can change the call volume.

SET IT UP IN 5 STEPS

1. **Know the rules.** Check your city and county sign regulations first.
2. **Brief AI.** Give it your target seller, your phone number format, and what you want them to do.
3. **Ask for variations.** Request ten messages under eight words each.
4. **Test two at a time.** Track calls by sign version using separate numbers or a code word.
5. **Keep the winner.** Retire the weakest and test a new one.

CLOSER'S MOVE

If you cannot read it from a moving car, it is too long.

CLOSERS CLUB: Browse the Resource Vault for investor tools and training to spark your next marketing idea.

Build time: 45 minutes · No code required

TIP 12 · SECTION 02: MARKETING THAT RINGS THE PHONE

12

Write Direct Mail Letters in Your Voice

WHAT AI DOES

AI drafts handwritten-style and typed letters for different seller types, using your tone and the words your sellers use.

PICTURE THIS

You paste in two letters that worked, and AI writes three new versions for probate, absentee owners, and tired landlords that sound like you.

WHY IT PAYS

Mail still works because it reaches people at home, at their kitchen table. The right letter feels like it came from a neighbor.

SET IT UP IN 5 STEPS

1. **Collect samples.** Gather one or two letters you like and any replies you received.
2. **Describe the reader.** Tell AI who gets this letter and what is on their mind.
3. **Request drafts.** Ask for short, plain letters with one clear next step.
4. **Edit for your voice.** Remove anything that does not sound like you.
5. **Send a small test.** Mail a few hundred before you mail thousands.

CLOSER'S MOVE

Read every letter out loud. If you would not say it, change it.

CLOSERS CLUB PRO: Send your letters and postcards with the Direct Mail Marketing tool.

Build time: 1 hour · No code required

TIP 13 · SECTION 02: MARKETING THAT RINGS THE PHONE

13

Plan a Follow-Up Mail Schedule

WHAT AI DOES

AI builds a repeating mail calendar that touches each list several times, with a different message each time.

PICTURE THIS

You have a twelve-week calendar showing which list gets which piece on which date, including the cost and expected call volume.

WHY IT PAYS

Most sellers respond after the third or fourth touch, not the first. A schedule makes consistency automatic.

SET IT UP IN 5 STEPS

1. **Set your budget.** Decide how much you will spend per month on mail.
2. **Pick your pieces.** Choose letters, postcards, and notes you will rotate.
3. **Ask AI for a calendar.** Request dates, pieces, and quantities for each list.
4. **Add a tracking code.** Put a different code or phone number on each piece.
5. **Review monthly.** Compare costs and calls, then adjust.

CLOSER'S MOVE

Pick a schedule you can keep for six months. Consistency beats intensity.

CLOSERS CLUB PRO: Combine Direct Mail Marketing with Automated Seller Outreach & Follow-Up Sequences to stay in front of sellers.

Build time: 1 hour · No code required

TIP 14 · SECTION 02: MARKETING THAT RINGS THE PHONE

14

Write Online Ads for "We Buy Houses"

WHAT AI DOES

AI writes headlines, descriptions, and calls to action for social and search ads, then rewrites them to match each platform's rules and character limits.

PICTURE THIS

You launch two ad sets with five headlines each. A week later you can see which wording produces the cheapest leads.

WHY IT PAYS

Ad copy is a numbers game. Fast, cheap variations let you find a winner before you burn your budget.

SET IT UP IN 5 STEPS

1. **Review the platform rules.** Check what each ad platform allows for housing and investing ads.
2. **Brief AI.** Give it your seller type, your market, and your offer.
3. **Generate variations.** Request headlines and descriptions in different tones.
4. **Launch small.** Test with a small daily budget.
5. **Kill the losers.** Pause the bottom half after a week and write new ones.

CLOSER'S MOVE

Never claim anything you cannot back up. Keep ads honest and clear.

CLOSERS CLUB PRO: Pair your ads with the Email Broadcast Tool to keep in touch with the leads you already have.

Build time: 1 hour · No code required

TIP 15 · SECTION 02: MARKETING THAT RINGS THE PHONE

15

Build a Simple "Sell Your House" Landing Page

WHAT AI DOES

AI writes the page copy, the headline, the form questions, and the thank-you message for a simple one-page site that captures seller leads.

PICTURE THIS

A seller from your mail piece types your web address, answers four questions, and you get a text with their information in two minutes.

WHY IT PAYS

Many sellers will not call first. A private form gives them a way to reach you at midnight without feeling pressured.

SET IT UP IN 5 STEPS

1. **Choose a page builder.** Use a simple tool you can edit yourself.
2. **Write the copy.** Ask AI for a headline, three short benefits, and a clear button.
3. **Keep the form short.** Name, phone, address, and one question about their situation.
4. **Add trust.** Include your photo, a short story, and how you work.
5. **Connect alerts.** Have new leads text or email you instantly.

CLOSER'S MOVE

Answer every web lead within five minutes, even if it is only a text.

CLOSERS CLUB PRO: Closers Club Pro includes a customizable website. A personalized DREAMS website built for you is a one-time \$500 add-on.

Build time: 2 to 3 hours · No code required

TIP 16 · SECTION 02: MARKETING THAT RINGS THE PHONE

16

Manage Reviews and Your Online Reputation

WHAT AI DOES

AI drafts replies to reviews, asks past sellers for feedback, and writes short story-style testimonials from the notes you give it.

PICTURE THIS

After every closing, a short, friendly request goes to the seller. Reviews appear on your profile, and each one gets a warm reply.

WHY IT PAYS

Before a seller calls you, they look you up. A few real reviews can be the difference between a call and a pass.

SET IT UP IN 5 STEPS

1. **Create your profile.** Set up your business listing and keep it accurate.
2. **Write a request template.** Ask AI for a short, sincere message you can send after each deal.
3. **Send it within a week of closing.** Make it easy with a direct link.
4. **Reply to every review.** Have AI draft the reply, then add your own touch.
5. **Handle bad reviews calmly.** Respond with facts and an offer to talk.

CLOSER'S MOVE

Never write or buy fake reviews. Real ones take a little longer and last a lot longer.

CLOSERS CLUB: Ask the private members-only community how other investors earn and request reviews.

Build time: 1 hour · No code required

TIP 17 · SECTION 02: MARKETING THAT RINGS THE PHONE

17

Create Weekly Content That Attracts Sellers

WHAT AI DOES

AI turns your real deals and experiences into short posts, video scripts, and emails that show sellers who you are and how you help.

PICTURE THIS

Every Monday you have five posts ready, each built from a real story, like "how we helped a family sell an inherited house in nine days."

WHY IT PAYS

People call investors they feel they know. Content makes you familiar before the first conversation.

SET IT UP IN 5 STEPS

1. **Collect stories.** Write rough notes about deals and lessons from the last month.
2. **Remove private details.** Change names and addresses unless you have permission.
3. **Ask for five posts.** Request different lengths and styles for each one.
4. **Edit for truth.** Fix anything that is not exactly what happened.
5. **Schedule them.** Queue the week's posts in one sitting.

CLOSER'S MOVE

Always protect seller privacy. Ask before you share a real story.

CLOSERS CLUB: Use the real estate investing articles and case studies in Closers Club as raw material for your content.

Build time: 1 hour per week · No code required

TIP 18 · SECTION 02: MARKETING THAT RINGS THE PHONE

18

Find Out Which Marketing Pays

WHAT AI DOES

AI reads your marketing and deal spreadsheet and tells you your cost per lead, cost per appointment, and cost per closed deal for each source.

PICTURE THIS

You paste a month of numbers and get a clear summary: signs cost the least per lead, mail produced the best deals, and ads produced a lot of calls but no contracts.

WHY IT PAYS

What you measure improves. Most investors guess, and guessing is expensive.

SET IT UP IN 5 STEPS

1. **Track every lead's source.** Add a "where did you hear about us" field to every record.
2. **Track spend.** List what you spent on each channel each month.
3. **Paste the data into AI.** Ask for cost per lead, appointment, contract, and closing.
4. **Ask for recommendations.** Request where to spend more and where to cut.
5. **Act on it.** Move budget from the weakest source to the strongest.

CLOSER'S MOVE

Judge marketing by closed deals, not by the number of calls.

CLOSERS CLUB PRO: Keep every lead source in the Built-In CRM so your numbers are easy to review.

Build time: 1 hour per month · No code required

TIP 19 · SECTION 02: MARKETING THAT RINGS THE PHONE

19

Write Calling and Texting Scripts the Safe Way

WHAT AI DOES

AI writes short call and text scripts, and flags wording or practices that could create legal trouble.

PICTURE THIS

You have an opening line, a short list of questions, and a polite way to end the conversation if the person is not interested or asks not to be contacted.

WHY IT PAYS

Calling and texting rules are real, and fines are serious. A good script keeps you friendly, short, and compliant.

SET IT UP IN 5 STEPS

- 1. Learn the rules.** Check federal and state rules on calls, texts, and do-not-contact lists.
- 2. Draft scripts.** Ask AI for a calm opener and three discovery questions.
- 3. Add an opt-out line.** Make it easy to stop receiving messages.
- 4. Have your attorney review.** Get a professional opinion on what you can send and to whom.
- 5. Keep a do-not-contact list.** Honor every request immediately.

CLOSER'S MOVE

AI is not your attorney. Have a lawyer confirm your outreach rules.

CLOSERS CLUB: Closers Club includes proven seller scripts to start from. Check your calling and texting rules with your attorney.

Build time: 1 hour · No code required

TIP 20 · SECTION 02: MARKETING THAT RINGS THE PHONE

20

Run a Bird Dog Referral Program

WHAT AI DOES

AI writes the pitch, the simple rules, the payout structure, and the tracking sheet for a program that pays people for sending you leads.

PICTURE THIS

Mail carriers, handymen, landscapers, and neighbors know exactly what you pay and how to send you a lead, and you thank every one of them quickly.

WHY IT PAYS

The best leads often come from people who see distressed properties every day. A small, fast reward can create a team that works for you.

SET IT UP IN 5 STEPS

1. **Decide your reward.** Choose a flat fee for each lead that becomes a closed deal.
2. **Write a one-page explanation.** Ask AI for plain language that anyone can follow.
3. **Make a business card or text template.** Give people an easy way to send an address.
4. **Recruit ten people.** Talk to people who drive or walk neighborhoods for work.
5. **Pay fast and say thanks.** Reliability is how word spreads.

CLOSER'S MOVE

Check your state rules about paying referral fees before you promise anything.

CLOSERS CLUB: Ask the members-only community how other investors recruit and reward bird dogs.

Build time: 2 hours · No code required

SECTION 03

Seller Conversations and Follow-Up

Tips 21 to 30

The money is made in the conversation and in the follow-up. These tips help you talk better and never drop a lead.

HOW CLOSERS CLUB HELPS

Closers Club gives you proven seller scripts and live monthly training calls with Ron LeGrand. Pro adds a Built-In CRM and Automated Seller Outreach & Follow-Up Sequences, with an available SmrtPhone dialer integration.

TIP 21 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

21

Practice Seller Calls With an AI Role-Player

WHAT AI DOES

AI plays a nervous, skeptical, or angry seller so you can practice your script and your answers before the real call.

PICTURE THIS

You spend fifteen minutes in a practice call, get feedback on where you rushed or talked too much, and then dial with more confidence.

WHY IT PAYS

Confidence comes from reps. AI gives you unlimited practice with no risk to a real lead.

SET IT UP IN 5 STEPS

1. **Set the scene.** Tell AI the seller's situation, mood, and what they want.
2. **Ask it to stay in character.** Have it respond like a real person, not a helpful assistant.
3. **Run the call.** Speak or type your side as if it were live.
4. **Ask for feedback.** Request what you did well and where you lost control.
5. **Repeat with a harder seller.** Raise the difficulty each round.

CLOSER'S MOVE

Practice the three conversations you fear most until they feel boring.

CLOSERS CLUB: Start from the proven seller scripts in Closers Club, then practice them with your AI role-player.

Build time: 15 minutes per session · No code required

TIP 22 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

22

Create a Seller Question Sheet

WHAT AI DOES

AI builds a one-page list of the questions that tell you what you need to know: why they are selling, how soon, what they owe, the condition, and what they would take.

PICTURE THIS

You never forget to ask about the mortgage or the timeline, and every call ends with the same complete set of facts in the same order.

WHY IT PAYS

A consistent set of questions makes every lead comparable and every deal easier to analyze.

SET IT UP IN 5 STEPS

1. **List what you need.** Write down every fact you use to make an offer.
2. **Ask AI to order the questions.** Start with rapport, then situation, then numbers.
3. **Soften the wording.** Rewrite each question so it sounds natural.
4. **Make it a form.** Turn it into a fill-in sheet or a CRM template.
5. **Use it on every call.** No exceptions for the first thirty days.

CLOSER'S MOVE

Ask why they are selling before you ask how much they want.

CLOSERS CLUB: Compare your question sheet with the proven seller scripts in Closers Club.

Build time: 45 minutes · No code required

TIP 23 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

23

Turn Call Recordings Into Summaries

WHAT AI DOES

AI turns recorded conversations into a transcript, a short summary, the seller's stated motivation, and the next step.

PICTURE THIS

After a call, you have a clean summary in your system within minutes, and you did not have to take notes.

WHY IT PAYS

You listen better when you are not writing. And your notes are more accurate when a machine does the writing.

SET IT UP IN 5 STEPS

1. **Get consent.** Check your state's rules on recording and tell the other person.
2. **Record the call.** Use a phone or dialer with recording turned on.
3. **Transcribe it.** Use a transcription tool.
4. **Ask AI for a summary.** Request motivation, numbers, timeline, objections, and next step.
5. **Save to the lead record.** Paste the summary where you keep your leads.

CLOSER'S MOVE

Always tell people they are being recorded where the law requires it.

CLOSERS CLUB PRO: Keep your call summaries in the Built-In CRM next to each contact.

Build time: 1 to 2 hours to set up · No code required

TIP 24 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

24

Keep Lead Notes Updated Automatically

WHAT AI DOES

AI takes your rough notes after a call and turns them into a consistent, complete record every time.

PICTURE THIS

You jot a few lines, and AI turns them into a standard note with all the fields filled in and any missing items flagged for next time.

WHY IT PAYS

Messy notes mean missed deals. A standard format makes every lead easy to pick up again.

SET IT UP IN 5 STEPS

1. **Design your note format.** List the ten facts you want on every lead.
2. **Give AI the format.** Paste the template and ask it to always follow it.
3. **Dictate after each call.** Speak your notes or type them quickly.
4. **Review and save.** Check for errors and paste into your system.
5. **Flag gaps.** Ask AI what you forgot to ask.

CLOSER'S MOVE

Finish your notes before you dial the next number.

CLOSERS CLUB PRO: The Built-In CRM organizes contacts, leads, and follow-up, so every note lives with the lead.

Build time: 1 hour to set up · No code required

TIP 25 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

25

Write a Long-Term Follow-Up Sequence

WHAT AI DOES

AI writes a series of friendly messages, spaced over months, that keep you in front of sellers who said "not yet."

PICTURE THIS

A seller who said no in March hears from you in April, June, and September with something useful each time, and calls you when their situation changes.

WHY IT PAYS

Many deals come from leads you spoke to months ago. The investor who stays in touch gets the call.

SET IT UP IN 5 STEPS

1. **Choose your channels.** Decide on text, email, mail, and phone touches.
2. **Set the schedule.** Plan a message every two to four weeks at first, then monthly.
3. **Ask AI for twelve messages.** Request short, helpful, non-pushy notes.
4. **Load them into your system.** Schedule them once and let them run.
5. **Reply fast.** Any response gets a personal answer the same day.

CLOSER'S MOVE

Keep every message kind and useful. Never guilt a seller.

CLOSERS CLUB PRO: Automated Seller Outreach & Follow-Up Sequences run your follow-up using the messages AI helps you write.

Build time: 2 hours · No code required

TIP 26 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

26

Reply to New Leads Instantly

WHAT AI DOES

AI drafts an immediate, friendly reply to every new web or text lead and flags the hot ones for you to call.

PICTURE THIS

A lead arrives at 9pm. They get a warm reply in seconds, and you wake up to a summary and a note to call first thing.

WHY IT PAYS

The first investor to respond often wins. Speed shows the seller you are serious.

SET IT UP IN 5 STEPS

1. **Write your standard reply.** Ask AI for a short message that thanks them and asks one question.
2. **Set up an alert.** Connect your form to your phone or email.
3. **Automate the first reply.** Use your lead tool or an automation service.
4. **Review each morning.** Sort the overnight leads by urgency.
5. **Call within an hour.** Follow the quick reply with a human voice.

CLOSER'S MOVE

Make the first reply sound like a person, not a robot.

CLOSERS CLUB PRO: Use Automated Seller Outreach & Follow-Up Sequences so new leads hear from you quickly.

Build time: 2 hours · No code required

TIP 27 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

27

Prepare for Common Seller Objections

WHAT AI DOES

AI collects the objections you hear most, such as "I need more," "I want to list it," and "I need to think," and writes calm responses in your style.

PICTURE THIS

When a seller says "your offer is too low," you have three honest answers ready, and you know which one fits this person.

WHY IT PAYS

Objections are normal. Having an answer ready keeps you from freezing or arguing.

SET IT UP IN 5 STEPS

1. **List your top ten objections.** Use real ones from your calls.
2. **Ask AI for responses.** Request a short, respectful answer for each.
3. **Add questions.** Turn each answer into a question that helps the seller explain more.
4. **Practice out loud.** Say each one until it sounds natural.
5. **Update monthly.** Add new objections as they appear.

CLOSER'S MOVE

Never argue. Ask a better question.

CLOSERS CLUB: Practice objections with the proven seller scripts and bring the tough ones to a live monthly training call.

Build time: 1 hour · No code required

TIP 28 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

28

Write Voicemail and Text Templates for Every Stage

WHAT AI DOES

AI writes a library of short voicemails and texts for every stage, from first contact to after the offer to a request for a referral.

PICTURE THIS

You have a folder of ready-to-send messages. A seller who went quiet gets a gentle check-in in under a minute.

WHY IT PAYS

Most follow-up fails because writing the message feels like work. Templates remove the friction.

SET IT UP IN 5 STEPS

1. **List the stages.** Write down every point where you reach out.
2. **Ask for two options each.** Request one short and one a little warmer.
3. **Remove anything pushy.** Edit for tone.
4. **Save in your phone or CRM.** Use shortcuts for quick sending.
5. **Personalize one line.** Always add the seller's name and one detail.

CLOSER'S MOVE

Keep voicemails under thirty seconds.

CLOSERS CLUB PRO: Load your messages into Automated Seller Outreach & Follow-Up Sequences and let them go out on schedule.

Build time: 1 hour · No code required

TIP 29 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

29

Set Appointments and Reduce No-Shows

WHAT AI DOES

AI drafts confirmation messages and reminders, and suggests ways to reschedule so fewer appointments fall through.

PICTURE THIS

The seller gets a confirmation, a reminder the day before, and a short message an hour before. Your no-show rate drops.

WHY IT PAYS

A property visit you did not get to is a deal you did not get to consider.

SET IT UP IN 5 STEPS

1. **Write the confirmation.** Include the time, address, and what you will cover.
2. **Add reminders.** Schedule messages the day before and an hour before.
3. **Ask a confirming question.** "Will anyone else be joining us?"
4. **Write a reschedule message.** Make it simple to pick a new time.
5. **Track show rates.** Notice which sources produce more no-shows.

CLOSER'S MOVE

Confirm every appointment twice.

Build time: 1 hour · No code required

TIP 30 · SECTION 03: SELLER CONVERSATIONS AND FOLLOW-UP

30

Make a Daily "Who Do I Call Today" List

WHAT AI DOES

AI reviews your leads and builds a short call list each morning with the best people to call and why.

PICTURE THIS

Every morning you open one page: five new leads, five follow-ups due, five old hot leads. You start dialing in ten minutes.

WHY IT PAYS

The hardest part of calling is deciding who to call. Take that decision away.

SET IT UP IN 5 STEPS

1. **Export your leads.** Pull the current list with dates and notes.
2. **Give AI the rules.** Newest first, then follow-ups due, then hot leads gone quiet.
3. **Ask for a list of fifteen.** Include phone number, last contact, and a reminder of what was said.
4. **Call in a block.** Set a timer and finish the list.
5. **Update every lead.** Record the result before the day ends.

CLOSER'S MOVE

Make your calls before you check your email.

CLOSERS CLUB PRO: Build your call list from the Built-In CRM and pair it with the available SmrtPhone dialer integration.

Build time: 1 hour to set up, then 5 minutes daily · No code required

SECTION 04

Running the Numbers

Tips 31 to 40

You make money when you buy right. These tips help you analyze a deal quickly and honestly.

HOW CLOSERS CLUB HELPS

Closers Club includes the exclusive DREAMS CMA Tool to pull comps. Pro adds the DREAMS Comping Tool and the Deal Analyzer, Repair Estimator & Rehab Planner.

TIP 31 · SECTION 04: RUNNING THE NUMBERS

31

Build an Instant Deal Analyzer

WHAT AI DOES

You give AI the address, the after-repair value, the estimated repairs, and your costs. It returns your maximum offer, your profit, and a go or no-go.

PICTURE THIS

You finish a call and, in two minutes, you know whether to make an offer and what the number should be.

WHY IT PAYS

Fast, consistent analysis lets you respond to sellers while they are still interested.

SET IT UP IN 5 STEPS

1. **Write your formula.** Spell out your rules for maximum offer, such as a percent of value minus repairs and your fee.
2. **Give it to AI.** Ask it to apply your formula every time.
3. **Use a standard input sheet.** Address, value, repairs, and costs in the same order.
4. **Ask for a summary.** Request the max offer, expected profit, and what could change it.
5. **Check it by hand.** Run five old deals through it and compare.

CLOSER'S MOVE

Use the same formula on every deal. Emotion is not a number.

CLOSERS CLUB PRO: The Deal Analyzer, Repair Estimator & Rehab Planner is built for this. Use AI to double-check your numbers.

Build time: 1 to 2 hours · No code required

TIP 32 · SECTION 04: RUNNING THE NUMBERS

32

Pull Comps and Explain Them

WHAT AI DOES

AI organizes the comparable sales you give it, picks the closest matches, and explains why each one does or does not fit.

PICTURE THIS

You paste in a list of nearby sales. AI picks the best five, adjusts for size and condition, and shows its reasoning so you can check it.

WHY IT PAYS

Your value estimate is the foundation of every number that follows. A clear explanation protects you from wishful thinking.

SET IT UP IN 5 STEPS

1. **Gather recent sales.** Use a source you trust, within a close radius and recent timeframe.
2. **Paste them in.** Include bed, bath, size, condition notes, and date sold.
3. **Ask for the best matches.** Request the top five and why.
4. **Ask for adjustments.** Have it explain each one in plain language.
5. **Sanity-check.** Compare to what a local agent or appraiser tells you.

CLOSER'S MOVE

When in doubt, use the lower value.

CLOSERS CLUB: The exclusive DREAMS CMA Tool in Closers Club pulls comps. Use AI to explain them.

Build time: 30 minutes · No code required

TIP 33 · SECTION 04: RUNNING THE NUMBERS

33

Estimate Repairs From Your Walkthrough Notes

WHAT AI DOES

AI takes your walkthrough notes or photos and builds a line-by-line repair budget with low, likely, and high ranges.

PICTURE THIS

You walk the house, talk into your phone, and get a budget by room with a contingency and a list of items you should have a contractor check.

WHY IT PAYS

Underestimating repairs is the fastest way to turn a profit into a loss.

SET IT UP IN 5 STEPS

1. **Record your walkthrough.** Say what you see in each room and system.
2. **Add local costs.** Give AI your contractors' prices or typical ranges.
3. **Ask for a budget.** Request a low, likely, and high number for each item.
4. **Add a contingency.** Ask AI to recommend a percentage and explain why.
5. **Confirm with a contractor.** Treat the AI number as a starting point.

CLOSER'S MOVE

Use the high number until a contractor gives you a real bid.

CLOSERS CLUB PRO: The Repair Estimator gives you a second set of numbers to compare with your AI estimate.

Build time: 1 hour · No code required

TIP 34 · SECTION 04: RUNNING THE NUMBERS

34

Analyze Rental Cash Flow

WHAT AI DOES

AI builds a simple cash flow picture for a rental, with rent, expenses, vacancy, repairs, and payment, and shows what is left each month.

PICTURE THIS

Before you keep a house, you can see exactly what you would put in your pocket, and what happens if the rent drops or the roof fails.

WHY IT PAYS

Cash flow is the reason to keep a property. If it does not work on paper, it will not work in real life.

SET IT UP IN 5 STEPS

1. **Gather your numbers.** Rent, taxes, insurance, repairs, management, and payment.
2. **Include vacancy and repairs.** Ask AI to suggest realistic reserves.
3. **Calculate monthly and yearly cash flow.** Request a clear table.
4. **Run a bad month.** Ask what happens if the property is empty for sixty days.
5. **Decide.** Keep, sell, or restructure.

CLOSER'S MOVE

Count reserves as a real expense, not an extra.

CLOSERS CLUB PRO: Run the same property through the Deal Analyzer and compare it with your AI cash flow numbers.

Build time: 30 minutes · No code required

TIP 35 · SECTION 04: RUNNING THE NUMBERS

35

Compare Your Exit Strategies

WHAT AI DOES

AI lines up the options for a single deal, such as wholesale, rehab and sell, lease option, or seller financing, and compares profit, time, risk, and cash needed.

PICTURE THIS

You see four options side by side and choose the one that fits your goals this month: fast cash, monthly income, or a bigger payday later.

WHY IT PAYS

The same house can make very different money depending on how you exit.

SET IT UP IN 5 STEPS

1. **Describe the deal.** Give price, value, repairs, and condition.
2. **List the exits.** Choose the strategies you are able to use.
3. **Ask for a comparison.** Request profit, timeline, cash required, and key risks.
4. **Add your priorities.** Tell AI whether you need cash now or income later.
5. **Pick one.** Write down why you chose it.

CLOSER'S MOVE

Decide your exit before you make the offer.

CLOSERS CLUB: Bring your exit-strategy question to a live monthly training call with Ron LeGrand.

Build time: 30 minutes · No code required

TIP 36 · SECTION 04: RUNNING THE NUMBERS

36

Calculate Seller Financing Terms

WHAT AI DOES

AI builds payment tables for different prices, down payments, interest rates, and balloon dates so you can see what works for you and the seller.

PICTURE THIS

You show a seller three options on one page, and the monthly payment, the balance at year five, and the total they will receive are clear.

WHY IT PAYS

When the numbers are clear, sellers say yes faster.

SET IT UP IN 5 STEPS

1. **Collect the variables.** Price, down payment, interest rate, term, and balloon.
2. **Ask for three scenarios.** Request payment and balance for each one.
3. **Add taxes and insurance.** Include them if they are part of the payment.
4. **Check the math.** Verify with a loan calculator.
5. **Format for the seller.** Put the options on one clean page.

CLOSER'S MOVE

Never trust a payment table you have not checked yourself.

CLOSERS CLUB: Closers Club includes contract and agreement templates as a starting point. Have your attorney review your terms.

Build time: 45 minutes · No code required

TIP 37 · SECTION 04: RUNNING THE NUMBERS

37

Stress-Test a Deal

WHAT AI DOES

AI asks "what if" on your numbers: what if the value is ten percent lower, repairs run over, or it takes twice as long to sell.

PICTURE THIS

You see how much cushion a deal really has before you commit, and which one assumption could break it.

WHY IT PAYS

A deal that only works when everything goes right is not a deal.

SET IT UP IN 5 STEPS

1. **Enter your base case.** Price, repairs, timeline, and exit.
2. **Define the bad cases.** Lower value, higher repairs, longer hold.
3. **Ask AI to run them.** Request profit under each scenario.
4. **Find the breaking point.** Ask which single change makes you lose money.
5. **Adjust your offer.** Lower it if the cushion is thin.

CLOSER'S MOVE

Look for the number that scares you, and make your offer based on it.

CLOSERS CLUB PRO: Run your bad-case numbers through the Deal Analyzer as a second opinion.

Build time: 20 minutes · No code required

TIP 38 · SECTION 04: RUNNING THE NUMBERS

38

Build a Deal Scorecard

WHAT AI DOES

AI helps you create a simple score that rates each deal on profit, risk, location, speed, and effort so you can compare them fairly.

PICTURE THIS

Three deals are on your desk. The scores show which one to do first and which one to pass.

WHY IT PAYS

When you are busy, the loudest deal gets your attention. A scorecard shows you the best one.

SET IT UP IN 5 STEPS

1. **Choose your criteria.** Pick five to seven things that matter to you.
2. **Set a scale.** Score each from one to five.
3. **Weight them.** Give more points to what matters most.
4. **Score your last five deals.** See if the results match what happened.
5. **Use it every time.** Decide using the score, then use judgment.

CLOSER'S MOVE

Set a minimum score. Anything below it is a pass.

Build time: 1 hour · No code required

TIP 39 · SECTION 04: RUNNING THE NUMBERS

39

Check Market Rents

WHAT AI DOES

AI compares rental listings you provide and gives you a likely rent range for a property and how confident it is.

PICTURE THIS

You paste in ten nearby rentals and get a range, the best three comps, and a note about what would let you charge more.

WHY IT PAYS

Rent is the biggest number in a rental or lease option deal. Getting it wrong ruins the math.

SET IT UP IN 5 STEPS

1. **Collect listings.** Gather current rentals nearby.
2. **Include details.** Bed, bath, size, condition, and amenities.
3. **Ask for a range.** Request low, likely, and high rents.
4. **Ask what moves the number.** Request which upgrades or features matter.
5. **Confirm locally.** Check with a property manager if you can.

CLOSER'S MOVE

Use the middle of the range, not the top.

Build time: 30 minutes · No code required

TIP 40 · SECTION 04: RUNNING THE NUMBERS

40

Track Holding Costs and Real Profit

WHAT AI DOES

AI keeps a running total of what each deal is costing you per month while you own it and what your real profit will be if it takes longer than planned.

PICTURE THIS

Every property shows a daily cost, a projected profit, and a warning when delays are eating your margin.

WHY IT PAYS

Time is a cost. Every extra month of interest, insurance, and utilities comes out of your pocket.

SET IT UP IN 5 STEPS

1. **List your monthly costs.** Interest, taxes, insurance, utilities, and anything else.
2. **Add the dates.** Purchase, start of work, and listing date.
3. **Ask AI to calculate.** Request holding cost to date and projected profit.
4. **Set alerts.** Flag any property held longer than your plan.
5. **Review weekly.** Decide on a price cut or a new exit if needed.

CLOSER'S MOVE

Put a deadline on every property.

CLOSERS CLUB PRO: Use the Rehab Planner to keep the work and the timeline in view.

Build time: 1 hour to set up · No code required

SECTION 05

Making Offers and Negotiating

Tips 41 to 50

A good offer solves the seller's problem and protects your profit. These tips help you prepare, present, and learn.

HOW CLOSERS CLUB HELPS

Closers Club gives you proven seller scripts, live monthly calls with Ron LeGrand, and replays of the monthly training sessions. Pro keeps your offers and follow-up organized in the Built-In CRM.

TIP 41 · SECTION 05: MAKING OFFERS AND NEGOTIATING

41

Write Offers That Match the Seller's Situation

WHAT AI DOES

AI drafts an offer letter or script that speaks to what this seller cares about, whether that is speed, simplicity, certainty, or avoiding repairs.

PICTURE THIS

A seller with an inherited house hears "we handle everything, you do not have to clean it out," not a generic price sheet.

WHY IT PAYS

Sellers choose the offer that feels easiest and most trustworthy, which is not always the highest.

SET IT UP IN 5 STEPS

1. **Review your notes.** Identify what the seller said matters most.
2. **Give AI the facts.** Include the situation, your offer, and your terms.
3. **Ask for a letter and a script.** One to send, one to say.
4. **Make it plain.** Remove jargon and long paragraphs.
5. **Deliver it personally.** Follow up by phone, not just email.

CLOSER'S MOVE

Repeat the seller's own words back to them in your offer.

CLOSERS CLUB: Start from the proven seller scripts in Closers Club and let AI tailor them to each seller.

Build time: 30 minutes · No code required

TIP 42 · SECTION 05: MAKING OFFERS AND NEGOTIATING

42

Offer Options, Not Just a Price

WHAT AI DOES

AI builds a two- or three-choice menu, such as a cash price on a quick close or a higher price with terms, so the seller can choose.

PICTURE THIS

You sit down and say, "Here are two ways I can help," and the seller picks one instead of saying no.

WHY IT PAYS

People like to choose. Options turn a yes-or-no into a which-one.

SET IT UP IN 5 STEPS

1. **Know your limits.** Decide the lowest cash price and best terms you will accept.
2. **Build the menu.** Ask AI to format two or three options on one page.
3. **Show the benefits.** List what each option gives the seller.
4. **Let them react.** Ask which feels closer to what they need.
5. **Adjust once.** Make one reasonable change, then finalize.

CLOSER'S MOVE

Always know your walk-away number before the meeting.

CLOSERS CLUB: Use the replays of the monthly training sessions to study offers and negotiation again and again.

Build time: 30 minutes · No code required

TIP 43 · SECTION 05: MAKING OFFERS AND NEGOTIATING

43

Prepare a Negotiation Brief

WHAT AI DOES

AI organizes what you know about the seller, the property, and the market into one page that shows your leverage, their leverage, and what you can give up.

PICTURE THIS

Before a big conversation, you know your opening, your target, your limit, and three things you can trade besides price.

WHY IT PAYS

Negotiating well is mostly preparation. Walking in with a plan lowers stress and raises results.

SET IT UP IN 5 STEPS

1. **Collect everything.** Seller notes, comps, repairs, and timeline.
2. **Ask for leverage points.** Request what each side wants and fears.
3. **List trades.** Closing date, move-out time, or who pays certain costs.
4. **Set three numbers.** Opening, target, and limit.
5. **Review before the call.** Read it once, then put it away.

CLOSER'S MOVE

Write your limit down before you start and stick to it.

CLOSERS CLUB: Bring a tough negotiation to a live monthly training call with Ron LeGrand.

Build time: 20 minutes · No code required

TIP 44 · SECTION 05: MAKING OFFERS AND NEGOTIATING

44

Role-Play the Seller's Counteroffer

WHAT AI DOES

AI plays the seller who pushes back on your offer so you can practice staying calm and finding a creative answer.

PICTURE THIS

You run through three tough counters in a practice chat and find the answer that keeps the conversation going instead of ending it.

WHY IT PAYS

The first few seconds after a counter are where deals are saved or lost.

SET IT UP IN 5 STEPS

1. **Describe the seller.** Share their personality and what they said so far.
2. **Ask AI to counter hard.** Request a realistic, firm response.
3. **Respond in writing or out loud.** Try different approaches.
4. **Ask for a critique.** Request what worked and what to avoid.
5. **Replay the best version.** Use it on the real call.

CLOSER'S MOVE

When surprised, ask a question before you answer.

Build time: 15 minutes · No code required

TIP 45 · SECTION 05: MAKING OFFERS AND NEGOTIATING

45

Follow Up After the Offer

WHAT AI DOES

AI writes a series of kind, confident follow-ups for sellers who said "let me think about it," each with a reason to respond.

PICTURE THIS

Three days later, the seller gets a short note offering to answer questions. A week later, a second one adds something helpful. They call you back.

WHY IT PAYS

Many sellers say yes on the second or third conversation. Silence after an offer loses deals.

SET IT UP IN 5 STEPS

1. **Set a schedule.** Plan follow-ups for day two, day five, and day ten.
2. **Ask AI for three messages.** Each should add something new, not repeat.
3. **Offer help, not pressure.** Offer to explain the numbers or talk to a family member.
4. **Schedule them.** Put reminders in your calendar or CRM.
5. **Update the lead.** Record each reply.

CLOSER'S MOVE

Give the seller a reason to call you, not a deadline to fear.

CLOSERS CLUB PRO: Automated Seller Outreach & Follow-Up Sequences keep your post-offer messages going.

Build time: 30 minutes · No code required

TIP 46 · SECTION 05: MAKING OFFERS AND NEGOTIATING

46

Revive Dead Leads

WHAT AI DOES

AI reads old notes on cold leads and writes a fresh, honest message to each one that references the original conversation.

PICTURE THIS

A seller you talked to eight months ago gets a note: "I remember you were waiting until the school year ended. Is that still the plan?" Some call back.

WHY IT PAYS

A lead who talked to you once knows your name. That is worth more than a cold name.

SET IT UP IN 5 STEPS

1. **Pull old leads.** Export those with notes who did not sell.
2. **Have AI read the notes.** Ask it to find what stopped the deal.
3. **Write personal messages.** Reference their situation and timing.
4. **Send in small batches.** Ten to twenty at a time.
5. **Track replies.** Move responders back to your active list.

CLOSER'S MOVE

Revive a small batch every month.

CLOSERS CLUB PRO: Automated follow-up sequences make it easy to re-engage old leads with fresh messages.

Build time: 2 hours · No code required

TIP 47 · SECTION 05: MAKING OFFERS AND NEGOTIATING

47

Explain Your Offer to a Listing Agent

WHAT AI DOES

AI helps you write a professional, short explanation of your offer for an agent, covering your proof of funds, your speed, and why you are a low-hassle buyer.

PICTURE THIS

The agent reads a clear one-page summary and sees you as a reliable buyer, not a lowballer who wastes time.

WHY IT PAYS

Many deals come through agents. Being easy to work with gets your offers taken seriously.

SET IT UP IN 5 STEPS

1. **Gather your credentials.** Proof of funds, closing history, and references.
2. **Write your pitch.** Ask AI for a brief introduction and a clear summary of your terms.
3. **Make the offer simple.** Show price, closing time, and what is included.
4. **Be respectful of their commission.** Do not ask them to work for free.
5. **Follow up politely.** One reminder, then move on.

CLOSER'S MOVE

Treat every agent as a future source of deals.

Build time: 45 minutes · No code required

TIP 48 · SECTION 05: MAKING OFFERS AND NEGOTIATING

48

Explain the Deal to Family Members

WHAT AI DOES

AI turns your offer into a short, plain-language explanation that a seller can share with a spouse, adult child, or advisor who was not on the call.

PICTURE THIS

The seller's daughter reads a friendly one-pager and has fewer worries. She calls with a few questions instead of saying no.

WHY IT PAYS

Many decisions involve other people. If they cannot understand your offer, they may block it.

SET IT UP IN 5 STEPS

1. **Write the key terms.** Price, timing, and what you will do.
2. **Ask AI for a one-page summary.** Request plain words and short sentences.
3. **Answer likely concerns.** Include a short FAQ.
4. **Offer to talk.** Include your phone number and an invitation to call.
5. **Leave it with the seller.** Hand it over or email it right away.

CLOSER'S MOVE

Include an honest line about who you are and how long you have been doing this.

Build time: 30 minutes · No code required

TIP 49 · SECTION 05: MAKING OFFERS AND NEGOTIATING

49

Debrief Every Call and Meeting

WHAT AI DOES

AI reviews your notes or transcript after a seller conversation and tells you what went well, what you missed, and what to do differently next time.

PICTURE THIS

At the end of the week, you see patterns: you rush the questions, you drop your price too quickly, or you always forget to ask about the timeline.

WHY IT PAYS

Experience only teaches you if you review it. A debrief makes each call a lesson.

SET IT UP IN 5 STEPS

1. **Save a transcript or notes.** Include the outcome.
2. **Ask for a review.** Request three strengths and three improvements.
3. **Look for repeats.** Ask what patterns appear across calls.
4. **Pick one habit.** Work on only one change at a time.
5. **Check again next week.** See if the habit improved.

CLOSER'S MOVE

Fix one thing at a time.

CLOSERS CLUB: Share what you learn in the private members-only community.

Build time: 10 minutes per call · No code required

TIP 50 · SECTION 05: MAKING OFFERS AND NEGOTIATING

50

Keep a Negotiation Log

WHAT AI DOES

AI turns your notes into a log of every offer and counter, with the date, numbers, and reason, so you can see what is working.

PICTURE THIS

After fifty offers, you know your average accepted discount, how often terms beat cash, and which seller types say yes.

WHY IT PAYS

Your own history is your best training data. Few investors keep it.

SET IT UP IN 5 STEPS

1. **Record every offer.** Date, price, terms, and seller type.
2. **Record the response.** Accept, counter, or decline, and why.
3. **Paste the log into AI.** Ask for patterns once a month.
4. **Look for the sweet spot.** Find the range where deals actually happen.
5. **Adjust your opening offers.** Use real numbers, not guesses.

CLOSER'S MOVE

Review your log on the first of every month.

CLOSERS CLUB PRO: Keep your offer log with each lead in the Built-In CRM.

Build time: 1 hour to set up · No code required

SECTION 06

Creative Finance

Tips 51 to 60

Seller financing, Subject-To, and lease options can solve problems that cash cannot. These tips help you understand, structure, and double-check them. Always involve your attorney and title company.

HOW CLOSERS CLUB HELPS

Closers Club includes contract and agreement templates, live monthly training with Ron LeGrand, and a private members-only community to ask questions.

TIP 51 · SECTION 06: CREATIVE FINANCE

51

Explain Subject-To in Plain Language

WHAT AI DOES

AI writes a simple, honest explanation of buying a house Subject-To the existing mortgage, including what it means for the seller, what the risks are, and what you will do to protect everyone.

PICTURE THIS

A seller understands the concept in five minutes, asks good questions, and trusts you more because you were upfront about the risks.

WHY IT PAYS

Creative deals work when everyone understands them. Confusion kills them, and hiding risks can hurt people.

SET IT UP IN 5 STEPS

1. **Learn the structure first.** Make sure you understand it before you explain it.
2. **Ask AI for a plain-language script.** Request a short explanation, an example, and common questions.
3. **Include the risks.** State clearly what a due-on-sale clause is and how you plan to handle it.
4. **Have your attorney review.** Get the wording and process approved.
5. **Test it on someone.** Practice on a friend who knows nothing about real estate.

CLOSER'S MOVE

If you cannot explain the risks, you are not ready to do the deal.

CLOSERS CLUB: Bring your Subject-To questions to a live monthly training call with Ron LeGrand.

Build time: 1 hour · No code required

TIP 52 · SECTION 06: CREATIVE FINANCE

52

Build a Lease Option Structure

WHAT AI DOES

AI helps you lay out the terms of a lease option, such as price, option fee, monthly rent, rent credit, and term, and compares scenarios.

PICTURE THIS

You see three versions of a deal on one page and pick the one that leaves enough monthly cash flow and a fair path for the tenant-buyer.

WHY IT PAYS

A good structure protects you and gives the buyer a real chance to succeed.

SET IT UP IN 5 STEPS

1. **Gather the numbers.** Value, market rent, and your costs.
2. **Set the term.** Decide how long the option will last.
3. **Ask AI for three versions.** Vary the option fee, rent, and credit.
4. **Check the cash flow.** Make sure each version works for you month to month.
5. **Send to your attorney.** Have the final structure reviewed.

CLOSER'S MOVE

Choose terms that you would be proud to explain to a judge.

CLOSERS CLUB: Closers Club includes contract and agreement templates to start from. Your attorney has the final say.

Build time: 1 hour · No code required

TIP 53 · SECTION 06: CREATIVE FINANCE

53

Build a Seller Financing Offer

WHAT AI DOES

AI turns your numbers into a clean, clear seller financing proposal with payment, interest, balloon, and security explained in plain words.

PICTURE THIS

A seller who wanted all cash sees a monthly check, a steady income, and a larger total than a quick sale, and says yes.

WHY IT PAYS

Some sellers care more about income and taxes than a lump sum. Terms can win the deal.

SET IT UP IN 5 STEPS

1. **Ask the seller what they need.** Income, taxes, and timing.
2. **Build the terms.** Use your numbers from the calculator you built.
3. **Ask AI for a one-page proposal.** Include a payment table.
4. **List protections.** Describe how the seller is secured.
5. **Present and review with attorneys.** Make sure both sides understand.

CLOSER'S MOVE

Offer terms only on deals that work even if you have to hold them.

Build time: 1 hour · No code required

TIP 54 · SECTION 06: CREATIVE FINANCE

54

Run a Creative Deal Due-Diligence Checklist

WHAT AI DOES

AI builds a checklist for every creative deal covering title, liens, mortgage payoff, insurance, taxes, and approvals, and tracks what is done.

PICTURE THIS

Before you sign, every box is checked, and you know what is still open and who is responsible.

WHY IT PAYS

Creative deals have more moving parts. Missing one can cost you the whole deal.

SET IT UP IN 5 STEPS

1. **List the items.** Ask AI for a due-diligence checklist for your deal type.
2. **Assign owners.** Mark who handles each item.
3. **Set deadlines.** Tie them to your contract dates.
4. **Update daily.** Mark items as complete.
5. **Do not close with open items.** Pause until they are resolved.

CLOSER'S MOVE

A checklist is only useful if you actually stop when something is open.

CLOSERS CLUB: Use the contract templates and the Resource Vault of investor tools to organize your due diligence.

Build time: 45 minutes · No code required

TIP 55 · SECTION 06: CREATIVE FINANCE

55

Summarize a Mortgage or Note

WHAT AI DOES

AI reads a mortgage, deed of trust, or promissory note and lists the key terms in plain language, such as balance, rate, payment, due-on-sale language, and late fees.

PICTURE THIS

You get a one-page summary in minutes, and a list of questions to bring to your attorney.

WHY IT PAYS

These documents are long and hard to read. A summary helps you ask better questions.

SET IT UP IN 5 STEPS

- 1. Get the document.** Ask the seller or title company for a copy.
- 2. Upload it to AI.** Ask for key terms in a table.
- 3. Ask for a list of unusual clauses.** Request anything that looks different from standard.
- 4. Write your questions.** Prepare them for your attorney.
- 5. Never rely on the summary alone.** Have a professional confirm.

CLOSER'S MOVE

AI summarizes. Your attorney advises.

Build time: 20 minutes · No code required

TIP 56 · SECTION 06: CREATIVE FINANCE

56

Analyze a Sandwich Lease Option

WHAT AI DOES

AI calculates your spread between what you pay the owner and what the tenant-buyer pays you, including option fees, cash flow, and risk if the tenant leaves.

PICTURE THIS

You see the monthly profit, the upfront cash, and what happens if the tenant walks away on month six.

WHY IT PAYS

A deal can look good until you account for vacancies and the cost of starting over.

SET IT UP IN 5 STEPS

1. **Enter both sides.** Your lease with the owner and your lease with the tenant-buyer.
2. **Calculate the spread.** Monthly rent difference and option fee difference.
3. **Add costs.** Utilities, repairs, and marketing.
4. **Run a failure case.** Ask what happens if the tenant leaves early.
5. **Decide.** Proceed only if the downside is manageable.

CLOSER'S MOVE

Plan for your tenant to fail, then see if the deal still works.

Build time: 30 minutes · No code required

TIP 57 · SECTION 06: CREATIVE FINANCE

57

Screen Tenant-Buyers

WHAT AI DOES

AI creates a pre-qualification questionnaire and helps you evaluate answers on income, stability, and readiness to buy, within fair housing rules.

PICTURE THIS

You know within a few minutes whether a tenant-buyer is serious and capable, and you treat every applicant by the same standard.

WHY IT PAYS

A strong tenant-buyer makes the deal work. A weak one costs you time and money.

SET IT UP IN 5 STEPS

1. **Learn the rules.** Review fair housing laws and any local screening requirements.
2. **Write consistent criteria.** Use the same standards for everyone.
3. **Ask AI for a questionnaire.** Include income, work history, and goals.
4. **Review answers the same way.** Use your written criteria.
5. **Document decisions.** Keep records of why you accepted or declined.

CLOSER'S MOVE

Treat every applicant the same, every time.

CLOSERS CLUB PRO: Available rental management integrations can help you run the property after the deal.

Build time: 1 hour · No code required

TIP 58 · SECTION 06: CREATIVE FINANCE

58

Track Payments on Notes You Hold

WHAT AI DOES

AI builds a simple tracker and reminder system for payments you receive and make on seller-financed or Subject-To deals.

PICTURE THIS

You know the day each payment is due, who paid, who is late, and which loans need attention, all on one screen.

WHY IT PAYS

A missed underlying payment on a creative deal is a serious problem. Systems keep you safe.

SET IT UP IN 5 STEPS

1. **List every note.** Payment, due date, and who pays whom.
2. **Build a tracker.** Use a spreadsheet or a servicing tool.
3. **Set reminders.** Alert yourself several days before each due date.
4. **Ask AI to draft notices.** Friendly reminders and formal late notices.
5. **Review weekly.** Confirm every payment cleared.

CLOSER'S MOVE

Consider a professional servicing company for every note you hold.

Build time: 2 hours · No code required

TIP 59 · SECTION 06: CREATIVE FINANCE

59

Compare Two Deal Structures Side by Side

WHAT AI DOES

AI lays out two different structures for the same property and shows what each one pays you, what it costs you, and what could go wrong.

PICTURE THIS

You see in one table that structure B earns less up front but more over three years with less risk, and you choose with confidence.

WHY IT PAYS

Comparing in writing exposes assumptions you did not know you were making.

SET IT UP IN 5 STEPS

1. **Write both structures.** Include price, terms, and timeline.
2. **Ask for a comparison table.** Request profit, cash flow, and risk.
3. **Add what-ifs.** Late payments, early payoff, or a sale.
4. **Rank by your priorities.** Pick what matters this year.
5. **Choose and document why.** You will thank yourself later.

CLOSER'S MOVE

Pick the structure that lets you sleep at night.

Build time: 30 minutes · No code required

TIP 60 · SECTION 06: CREATIVE FINANCE

60

Prepare Questions for Your Attorney

WHAT AI DOES

AI turns your deal summary into a focused list of questions for your attorney, so you get more value from every billable hour.

PICTURE THIS

You walk into the meeting with a one-page summary and ten specific questions. The meeting is short, clear, and useful.

WHY IT PAYS

Good legal advice is worth it. Wasting time on basics is not.

SET IT UP IN 5 STEPS

1. **Write a deal summary.** Parties, property, price, terms, and timeline.
2. **Ask AI for questions.** Request what a careful buyer should confirm.
3. **Sort by importance.** Put deal-breakers first.
4. **Send the summary ahead.** Give your attorney time to read.
5. **Record the answers.** Update your deal file.

CLOSER'S MOVE

Build a relationship with a real estate attorney before you need one.

Build time: 30 minutes · No code required

SECTION 07

Private Money and Funding

Tips 61 to 70

Deals need money, and other people have it. These tips help you find lenders, present deals clearly, and keep them happy.

HOW CLOSERS CLUB HELPS

Closers Club gives you a private members-only community and a Resource Vault filled with investor tools and training. Pro adds the Built-In CRM and the Email Broadcast Tool.

TIP 61 · SECTION 07: PRIVATE MONEY AND FUNDING

61

Profile Your Ideal Private Lender

WHAT AI DOES

AI helps you describe who is likely to lend you money, such as retirees with IRAs, business owners, and past sellers, and where to meet them.

PICTURE THIS

You have a short list of five types of lenders, a reason each one might say yes, and a first sentence to start the conversation.

WHY IT PAYS

Private money starts with people who already know and trust you. Knowing who to ask saves time.

SET IT UP IN 5 STEPS

1. **Describe your needs.** Typical deal size and how long you need the money.
2. **Ask AI for lender profiles.** Request who has money, who wants steady returns, and why.
3. **List where they gather.** Clubs, meetings, and networks.
4. **Make a short list of names.** Start with people you already know.
5. **Set a goal.** Plan one lender conversation each week.

CLOSER'S MOVE

Ask for advice and introductions before you ask for money.

CLOSERS CLUB: Ask the members-only community how other investors find and keep private lenders.

Build time: 45 minutes · No code required

TIP 62 · SECTION 07: PRIVATE MONEY AND FUNDING

62

Create a One-Page Deal Summary for Lenders

WHAT AI DOES

AI turns your deal numbers into a clear, honest one-page summary with the property, value, repairs, loan amount, return, and how the lender is secured.

PICTURE THIS

A lender reads one page and understands exactly what they are lending on, what they earn, and how they get paid back.

WHY IT PAYS

Lenders say yes to clear, safe-looking deals. Clarity is a sign of professionalism.

SET IT UP IN 5 STEPS

1. **Collect the facts.** Price, value, repairs, and your exit.
2. **Ask AI to draft the page.** Include a photo, numbers, and a simple summary.
3. **Show the security.** Explain the lien or note and the equity cushion.
4. **Be honest about risks.** Name them, and show how you handle them.
5. **Review before sending.** Check every number twice.

CLOSER'S MOVE

Never exaggerate a deal to a lender. Your reputation is your capital.

Build time: 45 minutes · No code required

TIP 63 · SECTION 07: PRIVATE MONEY AND FUNDING

63

Write Lender Outreach Scripts

WHAT AI DOES

AI writes friendly emails and phone scripts that introduce you, explain what you do, and invite a conversation without sounding like a pitch.

PICTURE THIS

You send ten warm messages and get four replies, because you asked for a conversation rather than a check.

WHY IT PAYS

People lend to people they like and trust. The first message sets the tone.

SET IT UP IN 5 STEPS

1. **Write your story.** Two or three sentences on who you are and what you do.
2. **Ask AI for variations.** Request a short email, a longer email, and a phone script.
3. **Be specific about the ask.** "Can I show you how I work in twenty minutes?"
4. **Follow up.** Send a second note a week later.
5. **Track every contact.** Record notes and next steps.

CLOSER'S MOVE

Be clear about securities and lending rules in your state before you raise money.

Build time: 1 hour · No code required

TIP 64 · SECTION 07: PRIVATE MONEY AND FUNDING

64

Build a Full Deal Package

WHAT AI DOES

AI organizes the documents a lender wants to see, such as purchase contract, scope of work, comps, budget, and exit plan, into one clean package.

PICTURE THIS

You send one file that answers a lender's first twenty questions before they ask them.

WHY IT PAYS

A complete package speeds up funding and builds confidence.

SET IT UP IN 5 STEPS

1. **Make a checklist.** List what each lender wants.
2. **Gather the documents.** Contract, photos, comps, and budget.
3. **Ask AI for a cover summary.** Request a short overview with links to each section.
4. **Check for errors.** Look for numbers that do not match.
5. **Send and follow up.** Offer a call to walk through it.

CLOSER'S MOVE

Use the same package format every time so lenders know where to look.

Build time: 1 hour · No code required

TIP 65 · SECTION 07: PRIVATE MONEY AND FUNDING

65

Send Lender Updates

WHAT AI DOES

AI turns your project notes into a short, friendly update for each lender on progress, spending, and timeline.

PICTURE THIS

Every month, each lender gets a clear note with photos and a progress summary. They never wonder what is happening with their money.

WHY IT PAYS

Lenders who hear from you regularly lend again and refer others.

SET IT UP IN 5 STEPS

1. **Keep project notes.** Record progress weekly.
2. **Collect photos.** Add a few before and after shots.
3. **Ask AI for an update.** Request a short, honest summary.
4. **Include any delays.** Explain them and what you are doing.
5. **Send on schedule.** Same day every month.

CLOSER'S MOVE

Bad news delivered early is a favor. Late, it is a betrayal.

CLOSERS CLUB PRO: Use the Email Broadcast Tool to send lender updates.

Build time: 20 minutes per update · No code required

TIP 66 · SECTION 07: PRIVATE MONEY AND FUNDING

66

Summarize Loan Terms for Review

WHAT AI DOES

AI turns your loan terms into a clear summary of amount, rate, payments, term, collateral, and default provisions, which you can take to your attorney for documents.

PICTURE THIS

Both you and the lender read the same one-page summary and agree on what the deal is before anyone pays for legal work.

WHY IT PAYS

Many misunderstandings come from loose talk. Writing it down first prevents them.

SET IT UP IN 5 STEPS

1. **Write your terms in plain words.** Amount, rate, term, and payments.
2. **Ask AI to organize them.** Request a clear summary page.
3. **Share with the lender.** Confirm that it matches their understanding.
4. **Send to your attorney.** Have them prepare the real documents.
5. **Do not skip the lawyer.** This is a summary, not a contract.

CLOSER'S MOVE

Use proper legal documents for every dollar you borrow.

Build time: 30 minutes · No code required

TIP 67 · SECTION 07: PRIVATE MONEY AND FUNDING

67

Track Your Lender Relationships

WHAT AI DOES

AI helps you keep a simple record of every lender, how much they have lent, what they like, and when to talk to them next.

PICTURE THIS

You know who has funds available, who is waiting for a deal, and who has not heard from you in sixty days.

WHY IT PAYS

Relationships are your capital. A good record keeps them warm.

SET IT UP IN 5 STEPS

1. **List every lender.** Contact details, amount, and history.
2. **Add preferences.** Types of deals, timelines, and communication style.
3. **Ask AI for a follow-up plan.** Request who to contact this week.
4. **Send personal notes.** Birthdays, holidays, and updates.
5. **Review monthly.** Update the record after each contact.

CLOSER'S MOVE

Say thank you more often than you ask for money.

CLOSERS CLUB PRO: Keep every lender's contact and history in the Built-In CRM.

Build time: 1 hour · No code required

TIP 68 · SECTION 07: PRIVATE MONEY AND FUNDING

68

Compare Hard Money Options

WHAT AI DOES

AI compares the costs of several lenders on a specific deal, including points, interest, fees, and speed, and shows the real total cost.

PICTURE THIS

You see that the lender with the lower rate costs more once fees and a longer closing are counted.

WHY IT PAYS

Headlines are easy to compare. Total cost is what matters.

SET IT UP IN 5 STEPS

1. **Collect quotes.** Get written terms from at least three lenders.
2. **Enter them into AI.** Include all fees and the expected hold time.
3. **Ask for the total cost.** Request cost by month and overall.
4. **Add speed and reliability.** Note their track record.
5. **Choose and keep a backup.** Always have a second option.

CLOSER'S MOVE

Ask every lender what could slow down their closing.

Build time: 30 minutes · No code required

TIP 69 · SECTION 07: PRIVATE MONEY AND FUNDING

69

Prepare for Lender Due Diligence

WHAT AI DOES

AI plays a careful lender and asks the tough questions you will hear, so you can prepare honest, clear answers.

PICTURE THIS

When a lender asks about your experience, your exit, and what happens if the market slows, you are not caught off guard.

WHY IT PAYS

Preparation looks like competence. Competence gets funded.

SET IT UP IN 5 STEPS

1. **Share your deal with AI.** Include the numbers and your plan.
2. **Ask it to question you.** Request the hardest ten questions.
3. **Write your answers.** Be honest and specific.
4. **Practice out loud.** Rehearse until you are comfortable.
5. **Update your package.** Add anything you realized you were missing.

CLOSER'S MOVE

If you do not know an answer, say so and promise to find out.

Build time: 45 minutes · No code required

TIP 70 · SECTION 07: PRIVATE MONEY AND FUNDING

70

Keep a Capital Calendar

WHAT AI DOES

AI builds a calendar of every loan due date, interest payment, and payoff so you never get surprised by a deadline.

PICTURE THIS

You see all of your debts on one timeline and know where cash will be tight months in advance.

WHY IT PAYS

Running out of runway is one of the main reasons good investors fail.

SET IT UP IN 5 STEPS

1. **List every loan.** Amount, rate, due date, and payment schedule.
2. **Ask AI for a timeline.** Request a month-by-month view.
3. **Add expected sales.** Show when you expect payoffs.
4. **Look for gaps.** Find months where money is short.
5. **Plan early.** Extend, refinance, or sell before a problem hits.

CLOSER'S MOVE

Review your capital calendar on the first of every month.

Build time: 1 hour · No code required

SECTION 08

Your Buyers List and Selling Deals

Tips 71 to 80

A deal is not done until it is sold. These tips help you build a list of ready buyers and move deals fast.

HOW CLOSERS CLUB HELPS

Closers Club Pro helps you sell deals: the Built-In CRM for your buyers, the Email Broadcast Tool for deal blasts, and your DREAMS website with One-Click Listing Sites (available).

TIP 71 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

71

Build Your Buyers List From Sales Data

WHAT AI DOES

AI helps you study recent cash sales in your market to find who is buying, what they buy, and how to reach them.

PICTURE THIS

You have a list of fifty active buyers with their typical price range, areas, and recent purchases.

WHY IT PAYS

A strong buyers list is how you sell deals in days instead of months.

SET IT UP IN 5 STEPS

1. **Pull recent sales.** Collect cash purchases from public records.
2. **Ask AI to group buyers.** Look for repeat names and entities.
3. **Identify patterns.** Price ranges, areas, and property types.
4. **Find contact information.** Use lawful, public sources.
5. **Reach out.** Introduce yourself and ask what they want to buy.

CLOSER'S MOVE

Call your top ten buyers and ask what they are looking for.

CLOSERS CLUB PRO: Keep your buyers list organized in the Built-In CRM.

Build time: 2 hours · No code required

TIP 72 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

72

Create a Buyer Profile Form

WHAT AI DOES

AI builds a short form that captures each buyer's wants, such as areas, prices, conditions, and how fast they close, so you can match them to deals.

PICTURE THIS

Every buyer on your list has a simple profile and you know exactly who to call when a deal comes in.

WHY IT PAYS

A buyer who tells you what they want is a buyer who is ready to buy.

SET IT UP IN 5 STEPS

1. **List the questions.** Areas, price, repairs, and funding.
2. **Ask AI to shorten it.** Aim for under ten questions.
3. **Put it online.** Use a free form tool.
4. **Send it to your list.** Offer first access to deals.
5. **Review monthly.** Update and remove inactive buyers.

CLOSER'S MOVE

Ask every buyer, "What was the last deal you passed on, and why?"

CLOSERS CLUB PRO: Store each buyer's profile in the Built-In CRM so you can match deals fast.

Build time: 1 hour · No code required

TIP 73 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

73

Write Deal Blasts That Get Replies

WHAT AI DOES

AI writes short email and text messages that describe a deal clearly, include the key numbers, and make it easy to reply.

PICTURE THIS

You send one message and have three buyers asking for a showing within the hour.

WHY IT PAYS

Clear, quick deal messages save time and create competition.

SET IT UP IN 5 STEPS

1. **Gather the facts.** Location, price, value, repairs, and showing dates.
2. **Ask AI for a message.** Request a short subject line and a clear body.
3. **Include one call to action.** Reply, call, or schedule a showing.
4. **Send to matching buyers.** Do not blast everyone.
5. **Track replies.** Record who responded and how fast.

CLOSER'S MOVE

Lead with the numbers. Buyers want facts first.

CLOSERS CLUB PRO: Send your deal blast with the Email Broadcast Tool.

Build time: 20 minutes · No code required

TIP 74 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

74

Make a Professional Deal Sheet

WHAT AI DOES

AI organizes your photos and numbers into a clean one-page summary of the property that buyers can read in a minute.

PICTURE THIS

Buyers receive a sheet with photos, a description, comps, and the repair scope. They can make a decision quickly.

WHY IT PAYS

A professional sheet shows you are serious and makes decisions easier.

SET IT UP IN 5 STEPS

1. **Choose a template.** Use a simple layout you can reuse.
2. **Gather photos.** Front, kitchen, bath, and problem areas.
3. **Ask AI for descriptions.** Request honest, plain wording.
4. **Add comps and repairs.** Keep numbers realistic.
5. **Export as a PDF.** Attach it to your message.

CLOSER'S MOVE

Be honest about problems. Buyers always find them anyway.

CLOSERS CLUB PRO: Show your deals on your DREAMS website, and use One-Click Listing Sites where available.

Build time: 45 minutes · No code required

TIP 75 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

75

Match Deals to Buyers Automatically

WHAT AI DOES

AI compares every new deal to your buyer profiles and tells you the five buyers most likely to want it.

PICTURE THIS

A new deal arrives and your list says, "Call these five first," with the reason for each.

WHY IT PAYS

Matching saves time and builds trust with buyers who get deals that fit.

SET IT UP IN 5 STEPS

1. **Keep your buyer profiles current.** Update them regularly.
2. **Enter the new deal details.** Area, price, and condition.
3. **Ask AI for matches.** Request a ranked list and a reason for each.
4. **Call the top matches first.** Give them a head start.
5. **Send to the rest.** Follow with a broader message if needed.

CLOSER'S MOVE

Reward fast buyers with first look at the next deal.

Build time: 15 minutes per deal · No code required

TIP 76 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

76

Prepare Answers to Buyer Questions

WHAT AI DOES

AI helps you create answers to the questions buyers ask most, such as access, repairs, title, and closing date.

PICTURE THIS

When a buyer asks, "What is the roof situation?" you have a clear answer based on your notes and your photos.

WHY IT PAYS

Quick, accurate answers build trust and speed up decisions.

SET IT UP IN 5 STEPS

1. **List common questions.** Think about the last ten buyers.
2. **Write honest answers.** Use real details from the property.
3. **Ask AI to tidy them.** Make them short and clear.
4. **Keep them in a document.** Update for each deal.
5. **Be willing to say "I do not know." Then find out.**

CLOSER'S MOVE

Never guess about condition. Say what you know and what you do not.

Build time: 30 minutes · No code required

TIP 77 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

77

Vet Buyers and Proof of Funds

WHAT AI DOES

AI creates a simple checklist and message to ask buyers for proof of funds, a track record, and references before you share a contract.

PICTURE THIS

You work only with buyers who can close, and you spend less time on people who cannot.

WHY IT PAYS

A buyer who cannot close wastes your time and your seller's time.

SET IT UP IN 5 STEPS

1. **Decide your requirements.** Proof of funds, past purchases, or references.
2. **Ask AI to write the request.** Make it polite and standard.
3. **Send it early.** Before sharing full details.
4. **Verify what they send.** Check the names and amounts.
5. **Mark your best buyers.** Give them priority.

CLOSER'S MOVE

Ask every buyer the same questions in the same order.

Build time: 30 minutes · No code required

TIP 78 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

78

Explain Your Fee With Confidence

WHAT AI DOES

AI helps you write a clear, respectful explanation of your fee and what you did to earn it, so buyers see value instead of a markup.

PICTURE THIS

When a buyer asks, "What is your fee?" you answer calmly and explain what you saved them.

WHY IT PAYS

Confidence in your value prevents awkward renegotiation.

SET IT UP IN 5 STEPS

1. **List what you did.** Finding, negotiating, and managing the contract.
2. **Ask AI to write a short statement.** Make it friendly and honest.
3. **Practice saying it.** Keep it under twenty seconds.
4. **Check your state rules.** Make sure you disclose what you are required to.
5. **Be consistent.** Use the same explanation every time.

CLOSER'S MOVE

Know and follow your state's rules on disclosure and licensing.

Build time: 20 minutes · No code required

TIP 79 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

79

Handle Buyers Who Try to Renegotiate

WHAT AI DOES

AI helps you prepare responses for buyers who try to lower the price after they have the contract, so you can protect your deal and your seller.

PICTURE THIS

A buyer says, "I found more repairs." You calmly review the facts and decide whether to hold, adjust, or move on.

WHY IT PAYS

Some renegotiation is fair, and some is a tactic. Preparation helps you tell the difference.

SET IT UP IN 5 STEPS

1. **Review the original facts.** Know what was disclosed.
2. **Ask AI to role-play.** Practice holding your position kindly.
3. **Prepare a fair response.** Decide in advance what you will change.
4. **Keep your backup buyers warm.** A backup gives you leverage.
5. **Communicate with your seller.** Tell them what is happening.

CLOSER'S MOVE

Always keep a second buyer interested.

CLOSERS CLUB: Bring buyer renegotiation stories to the members-only community.

Build time: 20 minutes · No code required

TIP 80 · SECTION 08: YOUR BUYERS LIST AND SELLING DEALS

80

Learn Why Buyers Pass

WHAT AI DOES

AI reads the feedback from buyers who said no and finds the patterns, so you can adjust your price, your photos, and your targeting.

PICTURE THIS

After ten deals you see that buyers keep passing on deals above a certain price per square foot, and you adjust.

WHY IT PAYS

A no is information. Most investors never collect it.

SET IT UP IN 5 STEPS

- 1. Ask every buyer who passes.** Why did you pass?
- 2. Record the answers.** Keep them in one place.
- 3. Paste them into AI.** Ask for patterns and insights.
- 4. Adjust your deals.** Change pricing, descriptions, and targets.
- 5. Review each quarter.** Look for changes.

CLOSER'S MOVE

Say thank you to every buyer who gives you honest feedback.

Build time: 30 minutes per month · No code required

SECTION 09

Contracts, Closing, and Rehab

Tips 81 to 90

Getting to the closing table and getting a house fixed up are both about details. These tips help you track them.

HOW CLOSERS CLUB HELPS

Closers Club includes contract and agreement templates. Pro adds the Deal Analyzer, Repair Estimator & Rehab Planner, plus available integrations for rental management.

TIP 81 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

81

Summarize a Contract in Plain English

WHAT AI DOES

AI reads a purchase agreement or assignment and lists the key terms, such as price, deadlines, contingencies, deposits, and what happens if someone backs out.

PICTURE THIS

You get a one-page summary in minutes, with every deadline and obligation highlighted, before you sign.

WHY IT PAYS

Contracts are long and the details matter. A summary helps you catch what you might otherwise miss.

SET IT UP IN 5 STEPS

1. **Upload the contract.** Use a clean copy.
2. **Ask for a summary.** Request price, dates, contingencies, and fees.
3. **Ask for unusual clauses.** Request anything that looks one-sided.
4. **List your questions.** Bring them to your attorney.
5. **Do not sign based on a summary.** Have a professional confirm.

CLOSER'S MOVE

AI helps you read faster. It does not replace legal advice.

CLOSERS CLUB: Start with the contract and agreement templates in Closers Club, then use AI to summarize them in plain English.

Build time: 20 minutes · No code required

TIP 82 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

82

Build a Closing Checklist and Timeline

WHAT AI DOES

AI turns your contract dates into a day-by-day checklist covering inspection, title, funding, insurance, and signing.

PICTURE THIS

Every deal has a calendar, and you can see on one page what is due this week and who is responsible.

WHY IT PAYS

Most failed closings come from missed dates and unanswered emails.

SET IT UP IN 5 STEPS

1. **Enter the key dates.** Contract date, inspection, financing, and closing.
2. **Ask AI for a checklist.** Request tasks by date and owner.
3. **Add reminders.** Put dates in your calendar.
4. **Review every morning.** Check which items are due.
5. **Update the checklist.** Mark each task done.

CLOSER'S MOVE

Put the closing date in big letters at the top.

CLOSERS CLUB PRO: Keep your closing checklist with the deal in the Built-In CRM.

Build time: 30 minutes per deal · No code required

TIP 83 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

83

Write Clear Emails to the Title Company

WHAT AI DOES

AI drafts short, polite, specific emails to title and escrow that ask for what you need and confirm what you agreed.

PICTURE THIS

Your title contact never has to ask what you meant. Your files move because your messages are clear.

WHY IT PAYS

Good title companies are your partners. Clear communication gets your deals closed on time.

SET IT UP IN 5 STEPS

1. **Gather the details.** Property, parties, and dates.
2. **State your request.** Ask for one thing per email.
3. **Ask AI to tighten it.** Make it short and specific.
4. **Confirm in writing.** Summarize phone calls by email.
5. **Say thank you.** Appreciation goes a long way.

CLOSER'S MOVE

Find a title company that understands investors, and stay with them.

Build time: 10 minutes per email · No code required

TIP 84 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

84

Compare Assignment and Double Close

WHAT AI DOES

AI helps you understand the difference between assigning a contract and doing a double close, including costs, disclosure, and timing, so you can discuss them with your attorney and title company.

PICTURE THIS

You see side by side what each method means for your fee, your privacy, and your risk in your state.

WHY IT PAYS

The right method depends on your state, your deal, and your buyer.

SET IT UP IN 5 STEPS

1. **Describe your deal.** Price, fee, and buyer.
2. **Ask AI for a comparison.** Request costs, steps, and risks.
3. **Note your state's rules.** Verify requirements for your location.
4. **Review with your attorney.** Confirm what is allowed.
5. **Choose and document.** Use the method that fits.

CLOSER'S MOVE

Laws on wholesaling differ by state. Confirm yours before you sign anything.

CLOSERS CLUB: Bring double-close questions to a live monthly training call, and confirm your state's rules with your attorney.

Build time: 30 minutes · No code required

TIP 85 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

85

Turn Walkthrough Notes Into a Scope of Work

WHAT AI DOES

AI turns your notes into a clear, room-by-room scope that a contractor can price, with materials and finish levels spelled out.

PICTURE THIS

Three contractors bid the same job from the same document, so you can compare the numbers fairly.

WHY IT PAYS

Vague scopes lead to vague bids and surprises later.

SET IT UP IN 5 STEPS

1. **Walk the property.** Take photos and notes.
2. **Ask AI for a scope.** Request tasks by room and trade.
3. **Specify materials.** Choose finishes and quality level.
4. **Review for gaps.** Ask what is missing.
5. **Share with contractors.** Use the same document for every bid.

CLOSER'S MOVE

A written scope is your best protection against change orders.

CLOSERS CLUB PRO: The Rehab Planner turns your scope of work into a plan.

Build time: 1 hour · No code required

TIP 86 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

86

Compare Contractor Bids Side by Side

WHAT AI DOES

AI lines up several bids by line item and shows where they differ, what is missing, and what questions to ask.

PICTURE THIS

You see that one bid is low because it left out the permits, and another is high because it includes materials the others do not.

WHY IT PAYS

The cheapest bid is not always the lowest price. A fair comparison saves money.

SET IT UP IN 5 STEPS

1. **Collect the bids.** Ask for itemized quotes.
2. **Paste them into AI.** Request a table by line item.
3. **Ask what is missing.** Look for gaps and differences.
4. **Prepare questions.** Ask each contractor to clarify.
5. **Choose based on value.** Consider reliability and references.

CLOSER'S MOVE

Be wary of any bid that is far lower than the rest.

CLOSERS CLUB PRO: Use the Repair Estimator as a benchmark when you compare contractor bids.

Build time: 30 minutes · No code required

TIP 87 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

87

Prepare Contractor Outreach and Vetting Questions

WHAT AI DOES

AI writes the messages and interview questions you use to find, qualify, and keep reliable contractors.

PICTURE THIS

You have a standard script for a first call, a list of references to check, and a simple agreement for every job.

WHY IT PAYS

Your contractor can make or break your profit. A consistent process finds the good ones.

SET IT UP IN 5 STEPS

- 1. Define what you need.** Trades, budget, and timeline.
- 2. Ask AI for questions.** License, insurance, references, and schedule.
- 3. Check credentials.** Confirm licenses and insurance with the issuer.
- 4. Start with a small job.** Test reliability before a big one.
- 5. Keep a list.** Record who did what and how it went.

CLOSER'S MOVE

Pay for progress, not promises.

Build time: 1 hour · No code required

TIP 88 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

88

Track Rehab Schedule and Updates

WHAT AI DOES

AI builds a project schedule and turns daily notes and photos into a short progress report for you and your lenders.

PICTURE THIS

You can see what is done, what is behind, and what is next, without driving to the property every day.

WHY IT PAYS

Delays cost money. Seeing them early gives you time to fix them.

SET IT UP IN 5 STEPS

1. **Set a timeline.** List the major tasks and target dates.
2. **Ask for daily updates.** Have the contractor send photos and a note.
3. **Paste them into AI.** Request a short summary and flags.
4. **Compare to the schedule.** See what is behind.
5. **Adjust or intervene.** Call the contractor if something slips.

CLOSER'S MOVE

Visit the property at least once a week.

CLOSERS CLUB PRO: Use the Rehab Planner to track the schedule and see delays early.

Build time: 1 hour to set up · No code required

TIP 89 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

89

Create a Punch List From Photos and Notes

WHAT AI DOES

AI reviews your final walkthrough photos and notes and lists items that need to be fixed before you list or hand over the property.

PICTURE THIS

The last day of the rehab is organized. Every small item is on a list, with a name and a date next to it.

WHY IT PAYS

Small details affect the sale price and the buyer's first impression.

SET IT UP IN 5 STEPS

1. **Do a slow walkthrough.** Photograph each room and system.
2. **Upload the photos.** Add your notes.
3. **Ask AI for a list.** Request items by room and priority.
4. **Assign and date them.** Tell the contractor the deadline.
5. **Re-check.** Confirm that every item is done.

CLOSER'S MOVE

Do not release the final payment until the list is complete.

Build time: 30 minutes · No code required

TIP 90 · SECTION 09: CONTRACTS, CLOSING, AND REHAB

90

Write Listing Descriptions and Sale Marketing

WHAT AI DOES

AI writes honest, appealing descriptions and marketing copy for properties you rehab and sell, tailored to the likely buyer.

PICTURE THIS

Your listing reads well, highlights the real upgrades, and attracts the buyers most likely to pay full price.

WHY IT PAYS

A good description helps a house sell faster and for more.

SET IT UP IN 5 STEPS

1. **List the features.** Upgrades, location, and what is new.
2. **Describe the buyer.** First-time buyer, investor, or family.
3. **Ask AI for drafts.** Request a short and a long version.
4. **Check every claim.** Remove anything you cannot prove.
5. **Match the photos.** Make sure pictures support the words.

CLOSER'S MOVE

Follow fair housing advertising rules in every listing.

CLOSERS CLUB PRO: One-Click Listing Sites (available) help you list your finished property.

Build time: 30 minutes · No code required

SECTION 10

Systems, Team, and Time

Tips 91 to 101

A real business runs without you holding it up. These last tips help you build systems, train a team, and use AI as your own coach.

HOW CLOSERS CLUB HELPS

Closers Club Pro gives you the Pro Training Library, the Built-In CRM, and the DREAMS Solutions Pro AI Platform to bring your systems together.

TIP 91 · SECTION 10: SYSTEMS, TEAM, AND TIME

91

Write Your Operations Manual

WHAT AI DOES

AI interviews you about how you do things and turns your answers into step-by-step instructions anyone on your team can follow.

PICTURE THIS

A new assistant reads a page and knows how to enter a lead, send a follow-up, or prepare a deal sheet without asking you.

WHY IT PAYS

If it is only in your head, you are the bottleneck.

SET IT UP IN 5 STEPS

1. **Pick one process.** Start with something you repeat daily.
2. **Describe it to AI out loud.** Talk through each step.
3. **Ask for a checklist.** Request clear numbered steps.
4. **Test it.** Have someone follow it without help.
5. **Fix and file it.** Keep every process in one folder.

CLOSER'S MOVE

Write down one process every week.

CLOSERS CLUB PRO: Use the Pro Training Library to learn the system, then document your own steps.

Build time: 30 minutes per process · No code required

TIP 92 · SECTION 10: SYSTEMS, TEAM, AND TIME

92

Train and Manage a Virtual Assistant

WHAT AI DOES

AI writes job descriptions, task lists, scripts, and training guides for a virtual assistant so you can hand off the busy work.

PICTURE THIS

Your assistant enters leads, sends mail, and makes first-pass calls to a script while you spend your time on negotiations and deals.

WHY IT PAYS

Your time is best spent talking to sellers and buyers. Delegate the rest.

SET IT UP IN 5 STEPS

1. **List what you want to hand off.** Choose repeatable tasks.
2. **Ask AI for a job description.** Request duties, hours, and results.
3. **Create training guides.** Include scripts and examples.
4. **Review their work often at first.** Give clear feedback.
5. **Add tasks slowly.** Build trust and skill.

CLOSER'S MOVE

Delegate one task this week.

CLOSERS CLUB PRO: Teach your assistant the Built-In CRM and your follow-up sequences.

Build time: 2 hours · No code required

TIP 93 · SECTION 10: SYSTEMS, TEAM, AND TIME

93

See Your Business on One Weekly Dashboard

WHAT AI DOES

AI reads your numbers and gives you a short weekly report on leads, offers, contracts, closings, and spending.

PICTURE THIS

Every Monday you read one page and know whether the week ahead needs more marketing, more calls, or more buyers.

WHY IT PAYS

You cannot fix what you cannot see. A weekly snapshot keeps you honest.

SET IT UP IN 5 STEPS

1. **Pick five numbers.** Leads, appointments, offers, contracts, and closings.
2. **Record them weekly.** Use a simple sheet.
3. **Paste into AI.** Request a short summary and trends.
4. **Ask what to do.** Request three suggested actions.
5. **Act on one.** Do it before Friday.

CLOSER'S MOVE

Track activity and results. Both tell the story.

CLOSERS CLUB PRO: Pull your weekly numbers from the Built-In CRM and let AI turn them into a one-page report.

Build time: 30 minutes per week · No code required

TIP 94 · SECTION 10: SYSTEMS, TEAM, AND TIME

94

Triage Your Inbox and Draft Replies

WHAT AI DOES

AI sorts your emails by urgency, summarizes long threads, and drafts replies in your voice for you to review.

PICTURE THIS

You clear your inbox in twenty minutes instead of two hours, and nothing important gets buried.

WHY IT PAYS

Email can eat the day. Handle it quickly so you can spend time making money.

SET IT UP IN 5 STEPS

1. **Define your categories.** Sellers, buyers, lenders, and admin.
2. **Paste in messages.** Ask AI to sort and summarize.
3. **Request draft replies.** Edit them to sound like you.
4. **Send and file.** Keep important threads together.
5. **Check twice a day.** Not constantly.

CLOSER'S MOVE

Never send an AI draft you have not read.

Build time: 20 minutes per day · No code required

TIP 95 · SECTION 10: SYSTEMS, TEAM, AND TIME

95

Turn Meetings Into Action Items

WHAT AI DOES

AI takes your notes or a transcript and creates a short summary with decisions, owners, and deadlines.

PICTURE THIS

After every team call, everyone gets a clear list of who is doing what by when.

WHY IT PAYS

Meetings without follow-through are wasted time.

SET IT UP IN 5 STEPS

1. **Record or take notes.** Get permission to record.
2. **Paste into AI.** Ask for decisions and action items.
3. **Assign owners.** Add due dates.
4. **Send within an hour.** Make it a habit.
5. **Review at the next meeting.** Start by checking what was done.

CLOSER'S MOVE

Every meeting ends with names and dates.

CLOSERS CLUB: Take notes on a live monthly training call and turn them into action items with AI.

Build time: 10 minutes per meeting · No code required

TIP 96 · SECTION 10: SYSTEMS, TEAM, AND TIME

96

Plan Your Day Around Money-Making Activities

WHAT AI DOES

AI looks at your tasks and helps you plan a day that puts seller conversations, offers, and follow-up first, and busywork last.

PICTURE THIS

By ten in the morning, you have made your calls, sent your offers, and followed up, before the day gets noisy.

WHY IT PAYS

The activities that make money are rarely the urgent ones. A plan protects them.

SET IT UP IN 5 STEPS

1. **List everything on your plate.** Include small tasks.
2. **Label each one.** Money-making, supporting, or admin.
3. **Ask AI to build a schedule.** Put money-making first.
4. **Protect the first block.** Silence notifications.
5. **Review at night.** Adjust tomorrow's plan.

CLOSER'S MOVE

Do your most important task before anything else.

Build time: 10 minutes per day · No code required

TIP 97 · SECTION 10: SYSTEMS, TEAM, AND TIME

97

Study Faster From Your Own Training Notes

WHAT AI DOES

AI turns your own notes from Quick Start Real Estate School and other training into summaries, flashcards, and practice questions so what you learn sticks.

PICTURE THIS

You spend ten minutes a day quizzing yourself, and the ideas are in your head when a seller asks a hard question.

WHY IT PAYS

Training only helps when you can remember and use it. Review turns information into skill.

SET IT UP IN 5 STEPS

1. **Gather your notes.** Use what you took in class or from your own course materials.
2. **Ask AI to summarize.** Request key ideas in short points.
3. **Create practice questions.** Request a mix of easy and hard ones.
4. **Quiz yourself daily.** Answer out loud.
5. **Apply one idea per week.** Put it to work on a real lead.

CLOSER'S MOVE

Use only materials you have the right to use in this way.

CLOSERS CLUB: Use replays of the monthly training sessions, plus AI, to build quizzes and flashcards from your own notes.

Build time: 1 hour to set up, then 10 minutes daily · No code required

TIP 98 · SECTION 10: SYSTEMS, TEAM, AND TIME

98

Keep a Compliance Checklist

WHAT AI DOES

AI helps you build a list of laws and rules to check for your state and city, such as contracts, licensing, disclosures, advertising, and contact rules, and prompts you to verify each with a professional.

PICTURE THIS

You know what to confirm before you market, contract, or close, and you have written answers from your attorney.

WHY IT PAYS

One violation can cost more than a year of profit. Knowing the rules protects your business.

SET IT UP IN 5 STEPS

- 1. Ask AI for topics to check.** Request categories for investors in your state.
- 2. Build a list of questions.** Turn each topic into a clear question.
- 3. Meet with your attorney.** Get written answers.
- 4. Create a one-page cheat sheet.** Keep it where you work.
- 5. Review once a year.** Laws change.

CLOSER'S MOVE

AI helps you organize your questions. A licensed professional gives the answers.

Build time: 1 hour · No code required

TIP 99 · SECTION 10: SYSTEMS, TEAM, AND TIME

99

Organize Your Books and Tax Questions

WHAT AI DOES

AI sorts your expenses into categories, flags items that look unusual, and prepares a list of questions for your accountant.

PICTURE THIS

At tax time, your records are organized, and your accountant spends time planning instead of sorting.

WHY IT PAYS

Good records save money and stress. Better advice comes from better information.

SET IT UP IN 5 STEPS

1. **Export your transactions.** Bank and card records.
2. **Ask AI to categorize them.** Use categories your accountant recommends.
3. **Flag unusual items.** Review anything unclear.
4. **Prepare questions.** Ask about entities, deductions, and planning.
5. **Share with your accountant.** Let them make the final calls.

CLOSER'S MOVE

Keep business and personal money completely separate.

Build time: 2 hours per quarter · No code required

TIP 100 · SECTION 10: SYSTEMS, TEAM, AND TIME

100

Review Every Deal After It Closes

WHAT AI DOES

AI helps you compare what you expected with what happened on each deal and records the lessons, so your next deal is better than the last.

PICTURE THIS

After each closing, you have a one-page review: the profit, the surprises, and one thing to repeat and one thing to change.

WHY IT PAYS

The investors who grow fastest are the ones who learn from every deal, good and bad.

SET IT UP IN 5 STEPS

1. **Gather the numbers.** Planned versus actual costs and timeline.
2. **Write what happened.** Include the surprises and decisions.
3. **Ask AI for lessons.** Request patterns and recommendations.
4. **Record one change.** Choose a specific action.
5. **Review before the next deal.** Read your last three reviews.

CLOSER'S MOVE

Make the review a required step before you celebrate.

CLOSERS CLUB PRO: Save each post-deal review with the deal file in the Built-In CRM.

Build time: 20 minutes per deal · No code required

TIP 101 · SECTION 10: SYSTEMS, TEAM, AND TIME

101

Build Your Own AI Coach

WHAT AI DOES

AI becomes a personal assistant that knows your market, your scripts, your formulas, and your rules, because you teach it once and keep those instructions in one place.

PICTURE THIS

You open one chat and say, "I just talked to a seller with a free-and-clear house and a tired attitude." It answers using your questions, your offer rules, and your tone, because it already knows how you work.

WHY IT PAYS

The other hundred tips get better when your AI knows you. This is the one that ties them together.

SET IT UP IN 5 STEPS

1. **Write your playbook.** Collect your scripts, formulas, buying rules, and favorite phrases in one document.
2. **Add your terms.** Include the language you use with sellers, buyers, and lenders.
3. **Give it a job.** Tell AI it is your real estate assistant and must follow your rules.
4. **Test it on real situations.** Ask it to handle five calls you have already had.
5. **Improve it every month.** Add what you learn after every deal.

CLOSER'S MOVE

Keep your playbook private and never paste in sensitive personal data you do not need to share.

CLOSERS CLUB PRO: Pair your AI coach with the DREAMS Solutions Pro AI Platform so the tools you use every day work together.

Build time: 2 to 3 hours · No code required

Your First 30 Days

Here is a simple way to turn this book into results. It takes about one hour a week to build and gives you a system, not a pile of ideas.

Week 1: Choose three.

Read the book once. Pick three tips that fix your biggest bottleneck. Write them on one sheet of paper.

Week 2: Build the first one.

Finish it all the way. Use it on real leads or real deals. Fix what is clumsy.

Week 3: Build the second.

Same rules. Do not start the third until this one runs.

Week 4: Build the third and review.

Look at what changed: time saved, leads worked, offers made. Decide what to build next.

Where to start

If you need more leads, start with tips 2, 3, and 12. If you are slow to follow up, start with 25, 26, and 30. If numbers slow you down, start with 31, 32, and 37. If you need money for deals, start with 62, 63, and 65. If you are buried in work, start with 91, 93, and 96.

Then build tip 101. An AI coach that knows your scripts, your formulas, and your rules makes every other tip in this book work better.

Closers Club members: bring your Pick Three to the next live monthly training call with Ron LeGrand and share what you built.

RECLOSERS CLUB

Tools Help. Deals Pay.

AI can save you hours. The real money still comes from talking to sellers, making offers, and closing deals. Closers Club and DREAMS Solutions Pro give you the training, the community, and the tools to do it.

STEP 1 · CLOSERS CLUB · \$59/MONTH

Training, community, proven seller scripts, contract templates, and live monthly calls with Ron LeGrand.

RonLeGrand.com/CC

STEP 2 · GO PRO · \$297/MONTH

Everything in Closers Club, plus the DREAMS Solutions Pro AI platform: Deal Finder, automated follow-up, CRM, Deal Analyzer, and more.

reclosersclub.com/offers/k247Ls5f

Membership prices, features, and offers may change. Confirm current details at the links above.