REILINK

2026 EDITION

THE FORCED TRAFFIC & CONVERSION STRATEGY

Fast Track To REI

A proven and battle tested step-by-step recipe to start, grow and scale your real estate investing business, eliminating luck from the process.

Jerryll Noorden

Founder, REILink · Ex NASA Robotics Scientist

Greetings all,

My name is Jerryll Noorden.

I am a house flipper, wholesaler, a Buy & Hold Investor, an Ex NASA Robotics Scientist, a tad nuts, pretty good at SEO and Marketing if I may say so myself, and these days, the founder of REILink.

So often do I see people give others advice, and often that advice doesn't make much sense at all. In fact, it often so happens that those people eagerly giving advice are struggling themselves.

Success is not some mysterious magical journey of actions performed based on faith in someone else's words and implied expertise. Success comes from a logical, clear, chronological order of milestone accomplishments that carves a path to accomplishing a goal, based on cause and effect.

This manuscript is one of such paths to success and is what my clients and I use to get going fast making money investing in real estate. I first wrote it years ago. The logic hasn't changed one bit. The tools have: everything I used to stitch together from five different companies now runs on one platform we built, so this edition shows you how to do it with today's tools.

I sincerely hope this will provide you with the clarity, motivation and drive to not just get going but also to thrive doing it!

For more Golden nuggets like these, join my Facebook group listed here below!

Jerryll

Jerryll Noorden

Founder, REILink · SEO For Real Estate Investors LLC

https://www.facebook.com/groups/themightyinvestor/

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PART 1

The Forced Traffic & Conversion Strategy

A Proven And Battle Tested Step-By-Step Recipe How To Start, Grow & Scale Your Real Estate Investing Business, Eliminating Luck From The Process.

1. Introduction

I am about to tell you how to make money in a reliable way using a proven and battle tested system, even if you know nothing about marketing or wholesaling (you will learn this as you go).

I will explain in excruciating detail how to get your offers and contracts accepted reliably without you having to cross your fingers.

I have developed The Forced Traffic & Conversion strategy to speed up “making money through Real Estate Investing”, big time. This strategy works great for seasoned investors and beginners alike, but especially beginners will appreciate this, as this strategy will get you up and running scaling your business within months, not years.

Before we dive into this, you need to know a bit about the role of SEO and credibility when it comes to deal making. Yes, this is of utmost importance, so pay attention!

Yes, it is lead generation that will make you successful. Any system, promise, product that promises you success without taking lead generation seriously is a scam, PERIOD!

But first, let me explain the true meaning of life!

Are you little minions ready? Are yeh? Well okiedokie then, here goes. Get your pens ready, the meaning of life and the meaning of “to be” finally revealed. Here goes, are you ready? Seriously ready? REALLLY rrrrrrreaaallllly ready?

OK fine, calm down. Here is the meaning of life. So here goes.

Deals = **Traffic** + **Conversion**

Well, there you have it, folks. Whooaaaahhhhh shhhhhhhhuuuaaaahhhhh, the crowd goes wild, whhaaahhhhhhssshhshhhhsh whoaaahhhh. Where is my stinking Nobel Prize?! Heck, I deserve 3.

This is a very true and valid equation, yet very generic, right? I mean, “traffic” could be anything: DMM, cold calling, heck, tie a note with your phone number to a brick and throw that brick through someone’s window, making sure that window explodes into 3 gaziliobiliotrillion little pieces all over the place. Trust me, your response rate will go through the roof! (Yeah, don’t do that.)

So let’s get a bit more specific:

Deals = **SEO** gives us Traffic + **Credibility** gives us Conversions

Oh snap, I am a genius! This is more like it.

Before you roll your eyes and are about to whine: “Ohh come on, is this just an SEO training?”... NO darn it. It is not. Just calm down! Do you want to make your first wholesale fee within a month or not?! Do you want to drastically improve the system you have going now, or not? OK then, hush and keep reading!

OK. Everyone following thus far? Yes? Good! OK... so now...

I hate to do this to you all, but in order for you to understand my process to become successful, you DO need to understand a few concepts. I will try to make this as pleasant as possible and fun to read. So here we go...

Credibility: “Credibility Is The Catalyst To Conversion”

Most (if not all) people underestimate Credibility.

People everywhere simply think: **“All you have to do, to be credible, is show your reviews, put your phone number on your site, take a picture of yourself and show it on your page and… you are set.”** Well… if done right, yes, maybe… but believe me, even YOU, yes you, are doing it wrong.

Let me tell you what credibility truly means. Credibility is the Catalyst to Conversion. A lot of investors have a website that is either stock, with absolutely no credibility, or they try too hard to be credible.

Do you know what happens when you try too hard for someone to believe you? They will believe you less! Credibility is both an art and a science. It needs to be done and applied correctly or it will backfire and have the opposite effect.

Credibility is not a set of tasks to be completed, like putting up a picture of yourself or putting a ton of customer reviews on your reviews page. **Credibility is the desired RESULT of completing a certain set of tasks** (not the ACTION of applying, doing, finishing these tasks).

Credibility pursues a desired result or outcome, by applying a certain set of tasks, which increases the likelihood of someone who lands on your website to fill in the form despite the inherent lack of trust established.

Are you understanding this? Performing task 1, 2 and 3 does not automatically make your website credible. **Credibility bridges the gap due to the lack of trust between you and your traffic.**

We all know that SEO takes a while to take effect, but credibility is instant. You can be done with this in 2 weeks, 3 weeks, a month if you go all out, but you have full control over it.

SEO: The Lifeline Of Efficient Deal Making

We have one part of the equation covered (credibility). Now we need traffic. How can we get instant traffic, so that we can satisfy the second part of the equation?

Well, easy: PPC, Facebook Ads, DMM, pick one, heck, pick two! Just remember: that's traffic. What turns traffic into motivated seller leads is credibility.

Now that you have mastered how to make your website credible, we have a very credible website, and we have plenty of traffic heading to your site. You make deals, immediately. Now you know enough to understand the FT&C strategy!

PART 2

The Basics: Making Money Through REI (Reliably).

Tell me... Does this sound familiar?

> *"Well, everyone tells me to do DMM and I (only) have $2,000 in my account, so I will spend $1,000 on DMM and try to get a deal."*

Yes? Well, guess what. That is a sure way to fail! People often don't do any research, no analysis, no nothing before diving in. They jump in headfirst and just hope they dive into waters deep enough not to hit their head on the bottom.

Stop winging it!

Use your head, be smart and remove randomness, chaos and probability from your path to success. No worries, I will explain in full detail how to reach success without luck, hoping, and randomness. **So Pay Attention!**

1. Cost Per Lead

Ever heard of cost per lead? No? Dude, what is the matter with you!! Kidding, kidding...

Well, what this means is how much it costs to get a lead (how much one single lead costs). So let's say you spend $10,000 on DMM and you get 200 leads. Well, the cost per lead = $10,000 ÷ 200 = $50.

This is a metric that will tell you how much you would spend to acquire one lead. You'd think this is a useful metric to know before you randomly and blindly spend money on marketing without any idea what to expect, right?

Well... almost.

Cost per lead means CRAP! A lead means nothing really if you think about it. You can target the wrong audience (non-motivated sellers), and all these people that reach out to you want market value for their house. Those leads will not make you any deals. So, knowing your cost per lead is kind of useless, really.

2. Cost Per Deal

NOW we are talking. I bet now you know what this means, yes? Exactly, this is how much your projected spend would be before you make a deal. Yes, how much money you would need to spend before you MAKE MONEY!

This metric matters, not cost per lead.

Now each lead generation method, in each market, will have its own numbers. For DMM in Houston the cost per deal could be $3,429.23. And for Augusta, GA, the cost per deal for DMM could be $1,200.

How do you find the cost per deal?

Go to your REI meetings and ask the successful players how much they spend, and how many deals they make. Ask as many people as possible, writing down their markets, their strategies, their spend and their opinion on their strategy, because it is not only about how much money they spend per deal, but also how much work and effort it takes. We all know DMM takes a LOT of work, and obviously is not worth doing in my opinion... but that's just me.

> **2026 update:** once you're running, you don't have to ask around anymore. Apex Vivus tracks every lead back to the source that brought it in, so your own cost per deal, by channel, is right there in your numbers.

Do you understand the power of this knowledge? Well, I shall tell you, pumpkin! Check this out.

Remember when I started this section, I asked you if it was familiar to you spending on marketing only what you can afford? Well...

If the cost per deal for DMM is $4,000 and you only have $2,000 available to spend on marketing, for PETE's sake people, DO NOT just spend $2,000 on marketing. No matter how often you will spend that $2,000, you will (likely) NEVER get a deal and you are simply throwing away your money, LITERALLY!!

If you want to do DMM and you do not have the cost per deal amount, what you need to do is STOP, and get that money first. Only when you have that money times a factor of safety will you start your marketing campaign. I will explain the factor of safety next, no worries, Bubbles!

Example: finding out the cost per deal

Let's say you asked 3 LOCAL investors how much they spend a month on PPC, and how many deals they have made through their PPC efforts, and the following table represents the data you have collected:

	PAY PER CLICK MARKETING	PPC AD SPEND	DEALS
1	Investor A	$4,500	4
2	Investor B	$2,350	2
3	Investor C	$10,660	12
	Totals	**$17,510**	**18**

As you can see from the table above, once you have the numbers you can easily calculate the average cost per deal for PPC in your specific market.

So, a total amount of $17,510 was spent, and 18 deals were generated. Well, then, if $17,510 gets me 18 deals, how much money do I need to make just one deal? With a bit of simple math, that is easily determined.

Cost per deal = $972.78 = **$17,510** ÷ **18 deals**

This means we need to spend $972.78 on PPC ads to make a deal. Now we are getting somewhere! Now you know exactly what the cost per deal is for PPC, in your market. So, if you just have $500 in your account, it doesn't matter how often you spend that $500 a month, you will simply not make a deal (unless you are incredibly lucky, of course).

The lesson here is: "knowledge is power"! Now you can save money till you have enough to make that deal and get paid, so that you don't have to gamble with your success. Just apply the system and crush it!

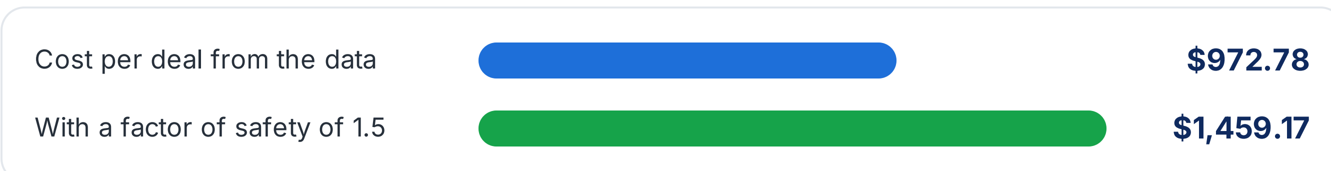
3. Factor Of Safety: Ensuring Success!

Remember we spoke of a Factor Of Safety (FOS)? In the world of engineering, this number is used to get conservative results despite fluctuations in your data, environment and other factors you cannot control.

To ensure you will be successful, we will apply this factor of safety to our method as well, just to make absolutely sure you stay on the conservative side. Here is how we do this:

We know that we would have to spend about $972.78 in our example to get a deal. But who knows, maybe one of the investors is pretty and gets more attention from sellers. Maybe one of these investors just got really lucky with a deal, you never know, right? So, to solidify your numbers and be on the conservative side, we apply a Factor Of Safety of anywhere between 1.3 and 1.7.

The higher this factor of safety, the more likely you will get a deal, but the more money you would have to invest to get started. Let’s pick a Factor Of Safety of 1.5. Now your cost per deal becomes $972.78 × 1.5 = $1,459.17.



See what you did there? If $972.78 in theory would get you a deal, upping your budget to $1,459.17 should definitely get you a deal, right? Exactly! That is the purpose of the factor of safety: how safe do you want to be that your goal (of making a deal) is met! That is how you should interpret this.

Now you know how much to invest in order to get a deal. But you still have no idea how to make that deal happen. You still need to wholesale and/or close on that lead, right?

So tell me, my little minions, would you like Uncle Jerryll to tell you exactly how to eliminate luck and probability from getting contracts signed and wholesaling that contract, like a friggin BOSS?

Bet your ass you do! FINE, here goes! Are you all focusing? Wine ready? OK, let’s doot this!

PART 3

Application: The Forced Traffic & Conversion Strategy.

Finally, now you know all the background needed to dive in and start making money right NOW!

The Forced Traffic & Conversion strategy is a very powerful strategy that will have beginners hit the ground running, and experts scale their business, almost overnight!

How would you feel if I told you that I have developed a model where you immediately start scaling your business into a money generating machine the moment you start? This sounds like a guru pitch, huh? Well, don't believe me then! See if I care, loveyoubuhbye!

Yup, most businesses will struggle to start, then they work hard to make any money (if this ever even happens), then they have to make enough money and profits to grow, and after they finally manage to grow enough, only then will they start thinking about scaling, hiring people and automating methods into systems.

Often this takes years and years. WHY wait? You can immediately start with the scaling process! Interested? Of course you are! I will tell you how this is done! Isn't that nice of me!

Let's say you are a beginner, you don't even have a website, or your site is new, or your site is old but neglected on page 768 on Google. What do you do?

Well, if you were like me, you go to BiggerPockets, and you read all these depressing, sad, poor attempts at wholesaling and making money, and everyone telling you the same crap: "do driving for dollars, do bandit signs, ohh no no duh, you buy lists"... and what not. ...bla bla bla, ALL WRONG!!

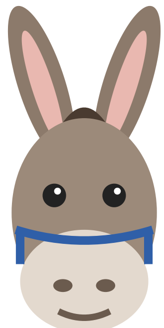
1. Just START: Get A Real Estate Investing Website!

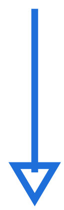
An Apex Vivus seller site: the SmartForm on the left, the situation picker, and the three-field offer form.

That is what we need to focus on from the start. That is what I did, and look at me now! FORGET lists, forget D4D, CC, bandit signs! Stop winging it.

Try a method that works, *actually* WORKS. And yeah, I will show you the way to freedom. So...

your





and

!

You start with getting a website. Not just any website: you get an **Apex Vivus** website.

See, your website has your name, your face, your business address, your phone number, (and eventually) your reviews, testimonials, pictures of houses you bought, pictures of the houses you are flipping… CREDIBILITY. A website is not only useful after you rank #1. No no, your website is your calling card, your online hub, that shows off you are real, legit, and awesome! Period!

And here's what's different from the websites I used to recommend: an Apex Vivus site isn't a website bolted onto five other tools. It's one system. The seller taps their situation in the SmartForm and leaves just an address, a phone number and an email, and that lead lands in your CRM already carrying the property, the comps, the repairs, your offer, your buyers and your follow-up, all on one rail. Nothing gets retyped, nothing gets lost.

Apex Vivus apex.reilink.com

The website, the SmartForm, the CRM and the follow-up, as one system. Start free.

2. Deals = SEO + Credibility

Do SEO yourself, hire it out, I do not care! The SEO (& Credibility) efforts need to start IMMEDIATELY though.

To make sure the SEO efforts are going to be done, let's assume you hire someone (who friggin KNOWS what they are doing). I am already sad for you, because I am 100% sure whomever you will hire will do SEO wrong. EVERYONE is doing it wrong, I promise you this!

You Need Money To Make Money

Marketing is the lifeline of your business. If you are afraid to spend money, you shouldn't be an investor. PERIOD. So, to all you people that are going to "wait till I have some money to start marketing", DUDE... NO... BAD! BAD! NO! NO!

Look, every month you do not make money, you lost money. Rent, utilities, dog food, wife food, husband food, mortgage, insurance... you name it. And every month you lost money means you have less money left over the next month for marketing. If you do not market, you are drowning! This is why it is CRUCIAL to your success to make money ASAP.

It is so important to do marketing the right way. Marketing is expensive, so you have to make sure that you will get a return on your marketing. If not, you are done. But no worries. That is why we are here. To help you do it right.

Don't go door knocking or driving for dollars "because that's free". You are wasting your time. You are winging it. Work with a proven system! So if you simply do not have the money to market, you will become successful a LOT faster if you took a two-month job at McD's, saved up $3,000 (or whatever your cost per deal number is) and started investing the right way.

Sure, you may get lucky getting a deal doing Driving for Dollars, and then again, you may not! If you want the highest probability of success, and to crush it, without relying on luck or chance (this is called having a system), you get a job and get that marketing budget going.

Listen, I told you before... if you want a magic formula that will magically make you money overnight without any work, without you having to front a dollar, dude, go back to sleep! BUT if you want a very systematic, realistic and battle tested way to become successful, worship me and keep reading, damnit (but definitely, worship me).

Where was I, where was I... Ohh yeah... "You need money to make money".

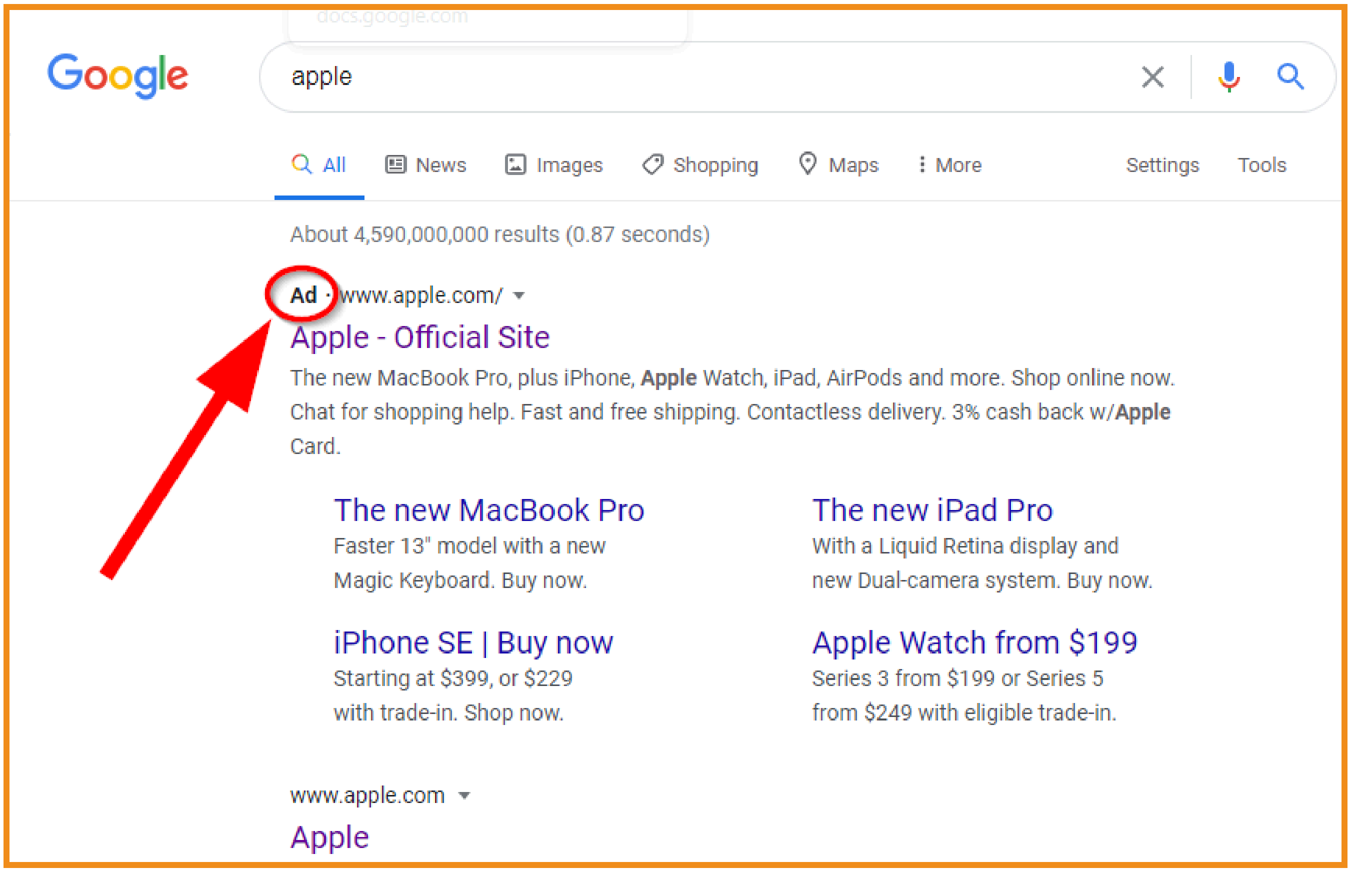
3. Traffic: Ads Now, Signals Always

You now have a website, and it is credible. Good for you! All we need to do now is drive traffic to your site. But not so fast, buster. Easy, Seabiscuit, hold on. Focus!

Not just ANY traffic... no sirree. Highly motivated seller traffic! How do we get this?

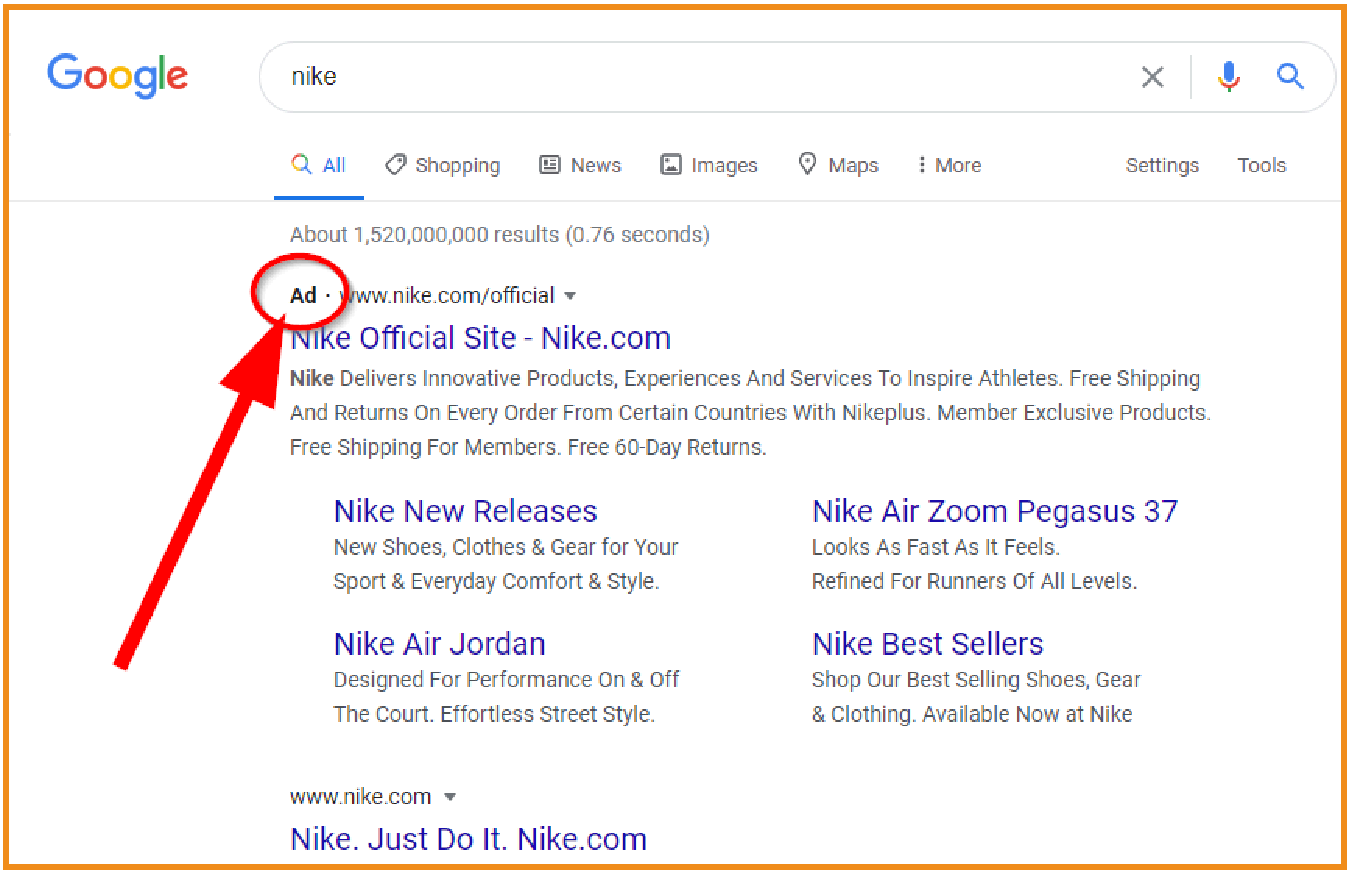
Well, definitely not from DMM, Cold Calling, Driving for Dollars, or bandit signs... that's for sure! Why? Well, ask yourself this question.

What does Apple do?



PPC / Facebook ads.

OK… well, what does Nike do?



PPC / Facebook ads.

Hmm, interesting... what do Toyota, Samsung, Levi's, Ray-Ban, McDonald's, heck, everyone that is someone, do?

They ALL Do Friggin PPC/Facebook Ads.

(Damnit)

See, Apple and the like have plenty of money, yes? Yes. If they wanted to do cold calling or DMM, they could easily pay an army of minions to do cold calling for them. Right? Right! Yet they choose PPC and FACEBOOK FRIGGIN ADS!! Why?

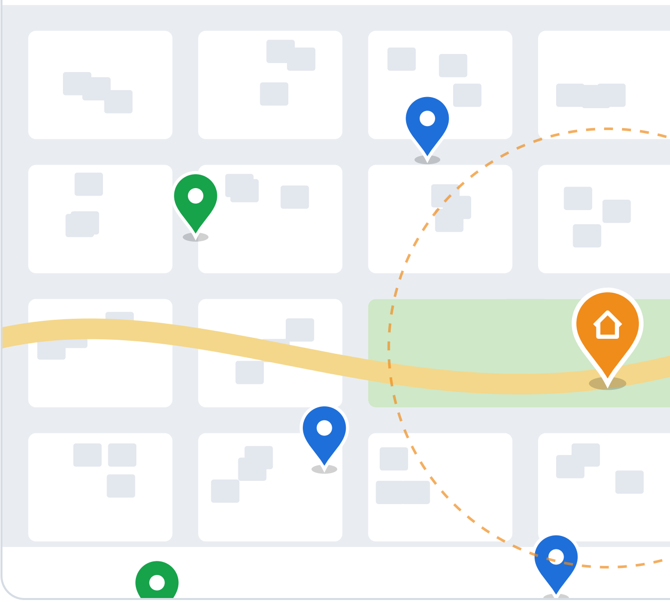
Well, because Facebook ads and PPC are GUARANTEED to work... as long as you have the following criteria in place:

1. you are targeting the right audience
2. you have enough budget dedicated to your campaign (think cost per deal here)

If you satisfy these 2 criteria, you WILL get leads, guaranteed. Isn't that some news to be joyful for?

2026 update: lists are traffic, not motivated sellers

Remember what a motivated seller is: anyone willing to accept an offer below market value, whatever the reason. Public records show circumstances (a tax bill that goes unpaid, a pre-foreclosure filing, a probate case, a vacant house), but a circumstance isn't motivation. Most people in those situations want to keep their house or want full value. The best leads still find you.



Deal Radar · Today's highest scores

1418 Bellaire Blvd Tax delinquent · vacant · code violation	92
77 Maple Ct Pre-foreclosure · absentee owner	88
2210 Ridge Rd Probate · long-term owner	81
9 Harbor Ln Expired listing · high equity	74
512 Oak St Divorce filing · tired landlord	69

Score = probability the owner sells below market value

That's why **Deal Radar** doesn't sort by circumstance. Every night it scores each property in your farm area (the neighborhoods you choose to work) on the **probability that its owner is willing to sell below market value**. The higher the score, the higher that probability. So if you do outbound, you start with the owners most likely to be motivated, and only skip trace those. A score is a probability, not a promise: point them to your website, and their response confirms it.

Deal Radar dealradar.reilink.com

Scores every property in your farm area on the probability its owner will sell below market value, every night. Records unlimited; skip trace only the highest scores.

The Recipe To Success: The Quest Begins!

1. Let’s assume you will do this the right way, and you pay someone who knows what they are doing $2,000 a month to work on SEO.
2. Then devote an extra $1,500 a month to your marketing budget. Let’s say you choose PPC ads.

So now you have spent $3,500 for the first month. Honestly, this is not at all a bad budget when it comes to marketing. DMM would cost you a lot more (~$5,000) for a similar campaign (buying a list of 2,000 to 3,000 people and paying for the cards to print and ship out, with far lower ROI).

So within the first 30 days, you are down $3,500, but you have your marketing covered!

SEO services	$2,000
PPC marketing	$1,500
Month one	**$3,500**

4. Getting Your First Lead: Wholesale Like A Boss!

Doing SEO for your real estate investing website is crucial, yes, but we all know SEO will take time for results to creep in. So, we now have a very credible website. While SEO is being worked on, we are going to start marketing through PPC (and Deal Radar) and sending that traffic over to our website.

All we are going to focus on is getting one deal. Indeed, JUST one. We do not care how we will get the next deal the following month. We don’t care about anything else but just this ONE deal right now.

Since we will spend the $1,500 the right way, by not winging it and applying the marketing correctly, you will generate leads. The goal is to wholesale one deal.

Wholesaling Is Not A Matter Of Luck

Wholesaling this deal is not going to be a matter of luck. The second you sign a contract from your marketing, you WILL wholesale it, and this is also a "guarantee". Yes, the reason the word "guarantee" is between quotes is obviously because no one can promise or guarantee you will make money, of course. This is obvious, but just go with me on this for now.

You know how I am so sure you will be able to wholesale this contract? **Because you do not sign a contract until the numbers work FOR YOU!** None of this crap where you sign a contract based on the absolute lowest number a seller is willing to sell for. NO! YOUR numbers are the only numbers that matter!

When you ONLY sign contracts that work for you (and thus your back-end buyers), you will have no issues selling that contract to a cash buyer. So, in other words, you will be able to sell every single contract you sign within hours, not days!

Why hours? Well, because everyone is short on leads, right? And here you are with a juicy fat contract that satisfies every single hungry, starving-for-leads buyer's criteria in your area. If one buyer blinks, 3 others will already be begging you to snatch it from the first buyer! And that is how you become successful at wholesaling!

DispoAid · buyers matched to your contract		
Buyer #1	Flipper · bought 4 similar houses this year	Fits
Buyer #2	Flipper · cash · closes in 10 days	Fits
Buyer #3	Landlord · buys in this ZIP	Fits
Buyer #4	Flipper · max price below yours	Too low

And today, you don't even have to go hunting for those hungry buyers. **DispoAid** matches your contract to the buyers whose buy boxes and real purchase history fit it, and REILink recruits those buyers for you, so they're there before you need them.

Like I said... you will turn on your traffic and drive it to your credible website. Then you WILL get leads, you WILL wholesale that lead, and you WILL make your fee. Done!

"Wait wait wait", you say. "Well...", you continue saying, "that is a huge leap of faith?! How do I know the seller will agree to my highest allowable offer?"

"Well...", I say, "here is how...". Let me now explain how you get your contracts signed.

Before you even go on any appointments:

1. you figure out what the After Repair Value (ARV) is
2. you figure out what your back-end buyers' profit margins and other criteria are
3. you determine from these two numbers what your highest allowable offer is.

Read that last sentence again. I called it the Highest ALLOWABLE Offer. This means you do NOT go over that! Period!

> **2026 update:** these three numbers used to take an evening with a spreadsheet. Now **EstiMate** prices the repairs from the photos, line by line, with your own contractors' rates. **OfferAid** turns ARV, repairs and your buyers' real criteria into your highest allowable offer. And **MaxFee** tells you what assignment fee the deal and its buyers actually support, from what investors near the house really paid, instead of a nice round number you made up.

Now, here is why the seller will accept your offer (if they are truly motivated, at least).

The Wrong Way To Wholesale: What Most Wholesalers Do

See, this is what most wholesalers do: they negotiate, negotiate and negotiate with the seller until the seller won't budge below a certain number. They then rush to sign that contract based on that number the seller has decided, and they will rush again to find a buyer, hoping they will buy the contract.

This is of course NOT how you do it. Sheesh, people!

The ONLY way a contract gets signed is if the seller agrees with your highest allowable offer... PERIOD. If they do not reach that number, you shake their hand, give them your card and you tell them "call me if you are ready to get a legitimate cash offer", and you walk away!

Ready For Your Appointment With The Seller

So here you are, you have all your numbers figured out and you are ready to give the seller your offer. This is what you do. You flat out tell them you are not going to buy the property yourself. Oh no, you are going to wholesale it, and the seller will be happy to accept this. Why? Well, because you will explain what wholesaling is exactly.

> *"See, mister seller" (assuming the seller is a dude), "we can either buy your house ourselves and flip it, meaning I have to bring it to the exact same condition as all the other houses being sold currently on the market, and pretty much make it brand new, having a lot of costs in the process, thereby having to give you a lower offer... or I can wholesale it to a buy and hold investor that will use the house for passive income."*

> *"We are flippers, you see, and as flippers we need to bring the house to near new condition in order to be able to sell it at market value. But there are other investors we network with that do not flip houses. They buy houses to keep and put a renter in for passive income. See, these investors are not going to refinish the floors or put granite countertops in or paint the house. The tenants will destroy it anyways. These investors have far lower repair costs and their offer is much higher."*

> *"What we can do is sign the contract for $X (enter your highest allowable offer here), and we will sign the contract for just one week. I will know if this offer is a good offer because we will get a lot of hits. If we see there is interest, then we can extend the contract to 2 to 3 weeks, because we will already know it will work and you will be able to close for that better amount."*

> *"If no one is interested, we will know within days it is not a good offer and we can tear up the contract, and you lost but 2 days. So, what will it be? We can flip the house at a lower offer, or we can put the house under contract for a few days and see if you can get a much higher offer."*

Do you really think the seller will say "No, I want the lower offer"? No, man! Come now.

Next, you will tell the seller what your offer is and you will explain the offer. You will give them a scope of work in full detail of what you will do to the house, and why (because the comps demand this, and you show them the comps in full technicolor pictures of the beautiful kitchens, bathrooms and yards of these houses) and how much each line item will cost, with supporting proof of local and current comps.

You will show the seller that the comps demand a new kitchen, new paint and whatever else, to support your offer. Keep in mind you are always honest and transparent. When you are, you always have your numbers to back you up.

If the seller dares to dispute your numbers, telling you that the repairs are too costly (and they will), you reach inside your pants as the seller's facial expression turns from wonder to sheer horror, and you whip out your huge black... phone, people, phone! Perverts!

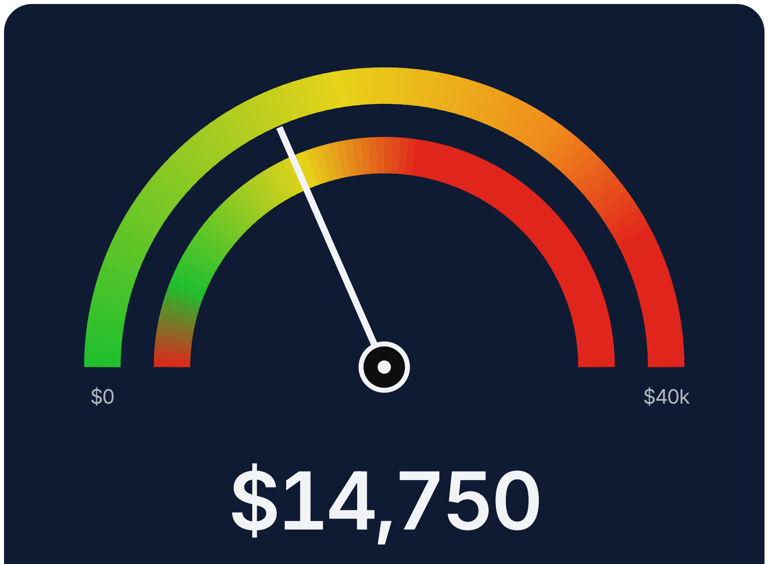
EstiMate	Scope of work · 512 Oak St
Kitchen: cabinets, counters, lighting	**$17,000**
Bathroom: vanity, tub surround, tile	**$5,000**
Appliance package	**$3,000**
Flooring: 1,300 sq ft vinyl plank	**$4,550**
Interior paint	**$3,200**
Surprises (10%)	**$3,275**
Total repairs	**$36,025**

Every line priced with your own contractors' rates, with photos attached.

You used to go to HomeDepot.com and type in "appliances". Today you open **EstiMate** and show them the scope, line by line, with photos: that a new set of appliances is $3,000, not $450; that a new bathroom costs $5,000, not $575; and that a new kitchen is not 2 grand but friggin $17,000. They will look at your numbers and... crickets. **You Can NOT Argue With The Numbers.**

See, they are not going to tell you "No" and find another buyer. Why? Because you have been honest, transparent, and legitimate. They are not going to start this entire process over again with some other investor that most likely is not going to be as awesome, honest, caring, transparent, and good looking as you, KNOWING your numbers were completely and absolutely legitimate and realistic.

They know damn well that the numbers are right, and no other investor is going to magically get a new kitchen for $6,000. So, if they are truly motivated, they have no choice BUT to accept your offer and BOOM! Done deal!



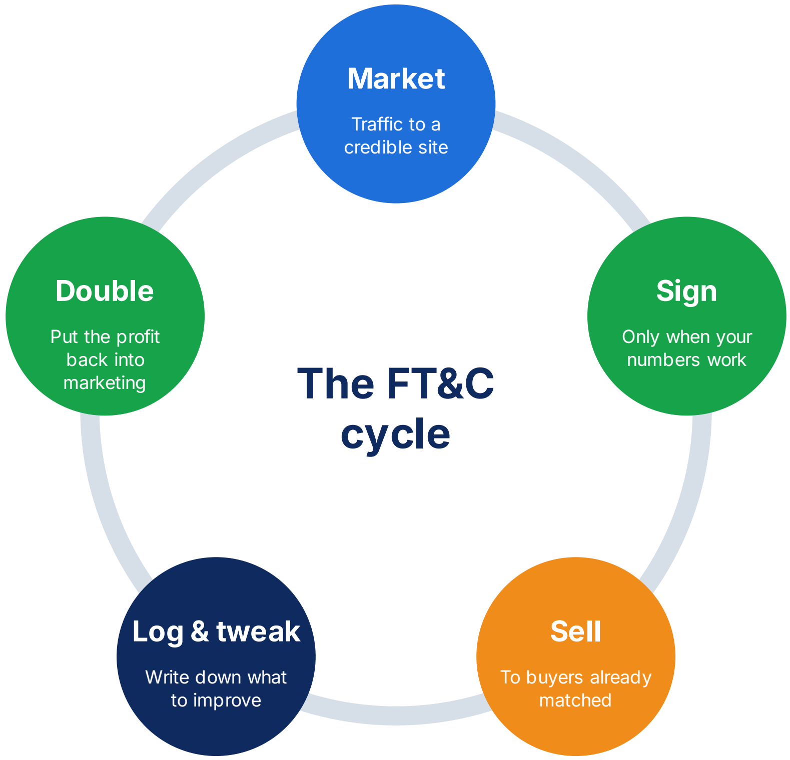
MaxFee: the fee this deal and its buyers support

So now you see clearly that you WILL get leads (because you targeted the right audience), and from these leads you WILL get a deal (because you obeyed the cost per deal rule and set in place the right budget to make a deal), and you WILL get a contract signed (because you are transparent and honest and you've shown with your numbers that wholesaling is the best option), and you WILL get the contract sold (because you have a solid deal in a flock of crazed hungry cash buyers), and thus you WILL make your wholesale fee. Not a round number you hoped for: the fee MaxFee showed you the deal and its buyers actually support. On our example deal, that's **$14,750**.

BOOM. BOOYAHW.

Go Jerryll, it's your birthday!

5. Repeat: The FT&C Method!



Now things are getting exciting! You were down $3,500 at the start of this adventure, but by the end of the first cycle, you made $14,750!! Yeah, baybee!

So, what do you do now? Wells, I'lls tells yous whats yous doos! So you've spent:

- $1,500 for your PPC campaign
- $2,000 for your SEO efforts

So, here is what you do now.

First: take the $3,500 out of the $14,750 and shove it up your damn brown or black damp musky stinky smelly... wallet, people, wallet. You thought I was going to say ass, didn't you. You all need help! Get away from me! Weirdo! Anyways, FOCUS! You have $11,250 left over.

Second: out of that $11,250 you spend another $2,000 to cover next month's SEO expenses. You have $9,250 left over.

Third: you now double your marketing budget to $3,000. If $1,500 gets you 1 deal, $3,000 should get you 2 deals (at least), right? Remember the cost per deal numbers!!

But why did I say “at least” 2 deals? Well, because you wrote everything down on paper that didn’t go as planned, or that could have been done better, more efficiently, and mistakes you won’t make a second time. You are tweaking and improving your methods and you gained experience. The second time around should be better!

Where are we at this point? Right here:

PROFIT = REVENUE – COST	
Money made from wholesaling the lead	$14,750
Money you spent getting it (PPC)	– $1,500
SEO services, month one	– $2,000
This next month’s SEO effort	– $2,000
Your new PPC budget (double the last one)	– $3,000
PROFIT!	**$6,250**

You made money!! It WORKED!! Sure, this is your first deal. This means you were nervous, not very confident, you made mistakes, you could have done things better, you could have done things more efficiently, and by all means this deal could have been sheer dumb luck! Absolutely... and you know what? WHO CARES. You made $14,750.

You followed a plan and it actually worked. Your motivation level has gone through the roof. “Let’s do it again”, you say, and yes, I agree. Let’s see if we can do this again. Same method, but we will make a few changes. What changes, you ask? Well...

When you did this the first time, you wrote down notes. What was causing you stress, delays, what could have been done better, what did you miss, what could have been avoided to make this method better, faster, more efficient. You have a log!

You will now do this exact method again, but this time you will tweak it based on all the improvements proposed from all the mistakes you’ve made, AND you will now double your marketing budget. In addition, you fork over another $2,000 for continued SEO work on your site (remember, you hired someone for $2,000 a month to do your SEO for you).

So what do we have now?

1. You have some experience now
2. You have double your previous budget

3. You tweaked the method not to make the same mistakes again

Now you do it again. There is no reason why you wouldn't do AT LEAST equally good, if not twice as good (as you have doubled your marketing budget). You make two deals this time. Again you wholesale them, each at the fee its own numbers support (MaxFee again, never a round guess), and say they land near the first one: now you made about $29,500.

Now this is very important. Following a method once and making a deal could be pure dumb luck. Following the same method, doing it twice and making a deal twice... **that is a SYSTEM!**

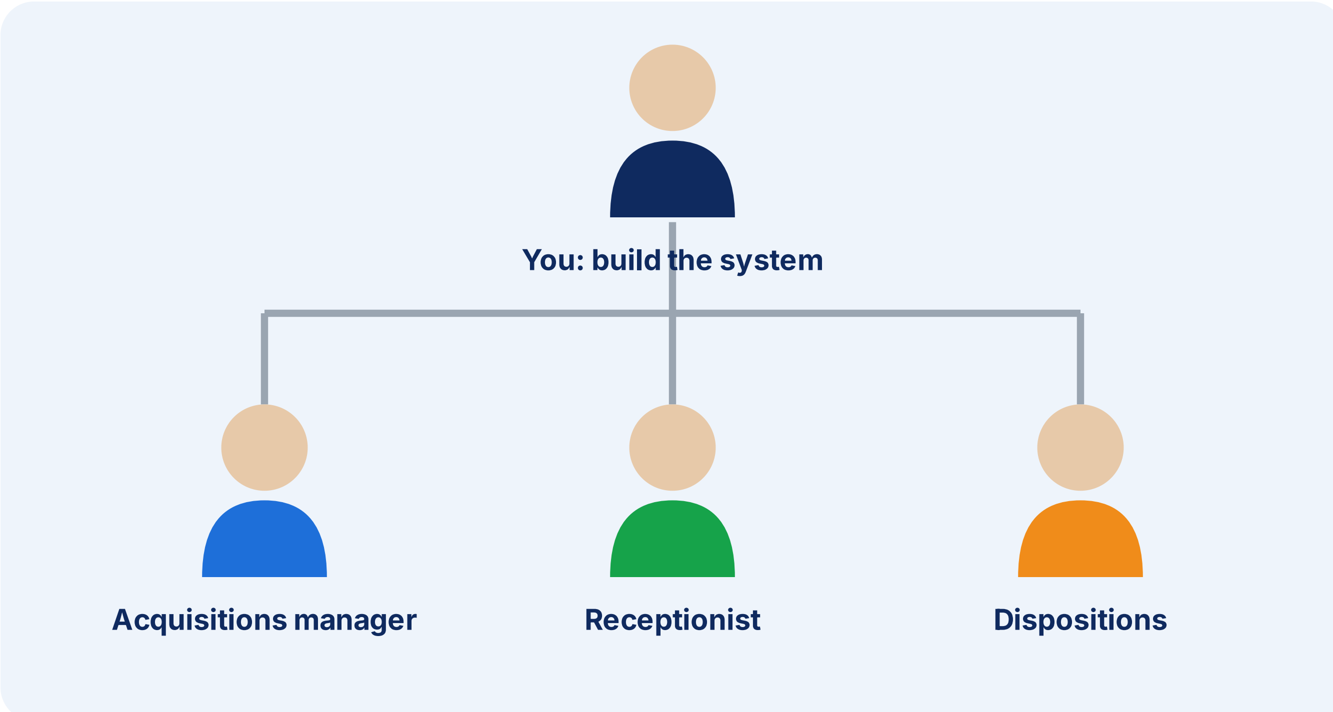
The "Money-Making-More-Money" Machine

Have you realized something amazing yet? You are not spending a single cent out of your pocket anymore. Your money is making you more money. The system is self-sustaining. It's like magic!! WHAAAAAAAA??

Out of that $29,500 you take another month of SEO payment out, and this time you put $7,000 into marketing. Now you make 5 deals or more! And you net... what... 5 × $14,750 = $73,750, less $9,000 of marketing and SEO, is **$64,750** in profits? With that you can put down an astronomical marketing budget, but you won't! Calm down, Seabiscuit!

You now look like the big dogs that put down $30,000 a month on marketing. But now you have a new problem. Your one-person team (you) cannot possibly handle the leads coming in at a $30,000 marketing budget.

6. Hire People: Fire Yourself!



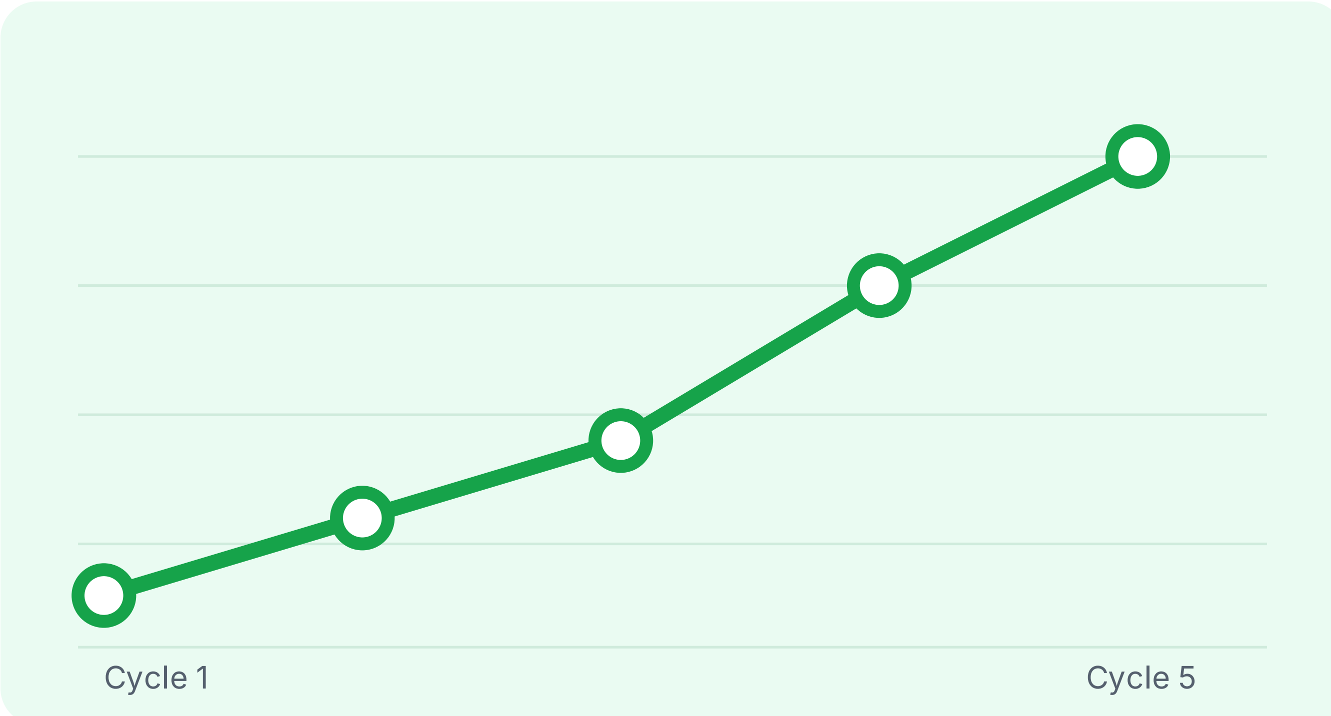
Now you stop... Step back. Look and admire what you have built, what you are building. See the bigger picture, grab that wrench, and prepare to tweak and adjust.

You hire an acquisitions manager, and you hire a receptionist. You give that a “try”. You put these people in place and you hit the “start” button.

You take notes, you observe, analyze, you tweak it and you make things more efficient by either hiring more people to cover all these extra positions that opened up as a result of hiring your first round, or you train your people to become more efficient.

Again, you note down all the bottlenecks, all the trouble areas and all the issues that hiring and working with people bring. If you think that hiring people will magically lessen your workload? No, it won’t. Your job now is to train these people to fit the system. At least this is a temp job. And because everyone works in the same Apex Vivus system, every lead, note, offer and follow-up is in one place your team can see. So, let us carry on!

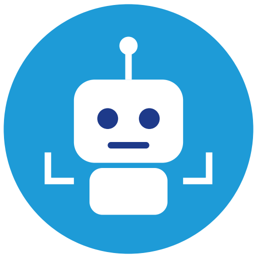
7. Scale Up & Grow!



With every new cycle of marketing, increasing your budget, and tweaking, you increase your budget even more. Keep in mind, there comes a point where scaling your budget does not linearly scale your leads. I am aware of this and so should you. However, by that time something very interesting should happen... read on, we will touch on this later.

Little did you know that you have been scaling your then-nonexistent business from the start. Isn't that cool?

8. Step Out: Automate!



As you increase your budget and you hire more people, you will see soon enough that you will be getting more leads.

You will make more offers, do more deals, all the while you do far less work, because you will eventually have a complete solid team in place that will handle every task there is to do.

And some of that team isn’t even people anymore. **Humphrey**, the assistant inside Apex Vivus, follows up with every lead and explains the numbers in plain English, day and night. Deal Radar keeps re-scoring your farm area every night while you sleep.

Then a remarkable thing will happen without you even expecting it.

9. SEO World Domination: SEO Always Wins!

As you are so busy enjoying watching your business grow and making money, you completely forgot someone was constantly working on your SEO all this time!

Now, after the 4th or 5th iteration of the tweaking process, you have your business mostly on automatic. On one heavenly day you were just counting your stinkin' money, as you do every day, when you hear this weird: "DINGGGGG".

"Well, goodness gracious, what was that?", you ask, as you lift your head and a $100 bill slips down your face with drool all over it. You look at your fancy laptop screen and you say: "Oh, an emailmajiggy".

You open it... and your eyes open wide. "Yo dawg, I GOT AN ORGANIC LEAD". Suddenly, "Dingg dingg dingg **FRIGGIN**DINGGG", your email gets bombarded like so:

Apex Vivus	**New seller lead — 77 Maple Ct (organic search)**	**Sep 3**
Apex Vivus	**New seller lead — 2210 Ridge Rd (organic search)**	**Sep 3**
Humphrey	Seller replied to your follow-up: "Can you come by Thursday?"	Sep 3
Apex Vivus	**New seller lead — 9 Harbor Ln (organic search)**	**Sep 3**
Apex Vivus	**New seller lead — 41 Elm St (organic search)**	**Sep 2**
Deal Radar	3 new high-score signals in your farm area	Sep 2
Apex Vivus	**New seller lead — 318 Pine Ave (organic search)**	**Sep 2**
Apex Vivus	New seller lead — 12 Birch Rd (organic search)	Sep 1

You now get leads for free. Wait... dudes... read this again...

YOU NOW GET FREE LEADS... JUST like your beloved Supreme Master Of the Known And Unknown Universe, Lord Jerryll The MSOOTKAUG Noorden!

The lead count may quite possibly be comparable to your $30,000 marketing budget for paid traffic, BUT your lead quality is far superior. This is why you NEED SEO in your life, no matter if you are getting plenty of leads using paid marketing. Now you can quit your marketing and your lead flow is automated!

You lived happily ever after as a huge douche that calls nice people "the help" as they massage your gnarly yellow toes as you boss their kids around!

—The End!

No one can obviously promise or guarantee success, and before you do anything you need to ask yourself if all this makes sense to you, because ultimately, you are the one responsible for what you end up doing. The dollar amounts in this manuscript are examples; your market's numbers will be different, which is exactly why you measure them.