



# THE LANDLADDER™

A Personalized **Scaling Guide** for Land Investors.

**A ROADMAP FROM**

**Beginner** → **Hustler** → **Operator** →  
**Architect** → **Developer**

---



LANDMAN

# THE LANDLADDER™

A Personalized **Scaling Guide** for Land Investors.

## STAGE 3: OPERATOR



A PERSONALIZED GUIDE **FROM**



# YOU ARE **HERE**

## **STAGE 3:** OPERATOR



01. **BEGINNER**

02. **HUSTLER**

03. **OPERATOR**

04. **ARCHITECT**

05. **DEVELOPER**

# STAGE 3: OPERATOR

Metric	Target
Headcount	4–9
Your Role	CEO / Integrator / Architect
Leadership Structure	Functional Leads (Ops & Revenue)
Annual Revenue Range	\$500K – \$1.5M
Owner Profit	\$150K – \$750K
Core Bottleneck	CEO dependence & weak middle management
Primary Constraint	You are still the bottleneck — systems exist but depend on your energy and oversight.
Time Allocation	40% Leadership · 30% Strategy · 15% Individual Contribution · 15% Review
Graduation Trigger	90% of Ops Delegated + ≥ \$40–50K Net Profit 3 Months Straight
Advance By	Delegating 90% of operations and achieving consistent 3-month profitability.

”

*“You’ve proven consistency — now build a business that works without you touching every piece.”*

**STAGE 3:** OPERATOR



**THIS VIDEO PROVIDES AN IN-DEPTH LOOK AT THE CONSTRAINTS & SOLUTIONS AT STAGE 3.**



**YOUR ROLE**

Manager/Builder



**HEADCOUNT**

4 - 9



**BOTTOM LINE**

Systems are in place but rely on your supervision.



**ADVANCE BY**

Delegate 90% of ops and maintain profitability for 3 months.

# WHEN YOU HIT **STAGE 3: OPERATOR**

You've moved from hustling to managing. Deals are consistent, but everything still needs you to check, fix, or decide. You're running a small team — but you're also the system.

## **BIG CHALLENGE:**

You've built processes, but they only work when you push them. You need leadership, rhythm, and accountability so your team produces results without constant input.



### Systems & Data

Create dashboards for KPIs — automate reporting and decision-making.

### Delegation & Leadership

Hire department leads and establish accountability.

### Marketing & Sales

Scale across dual channels (Text + Mail + Cold Calling) with ROAS  $\geq 3\times$ .

### Finance & Profit

Implement Profit First + 13-week cashflow rhythm.

### People & HR

Create scorecards, meeting cadences, and team reviews.

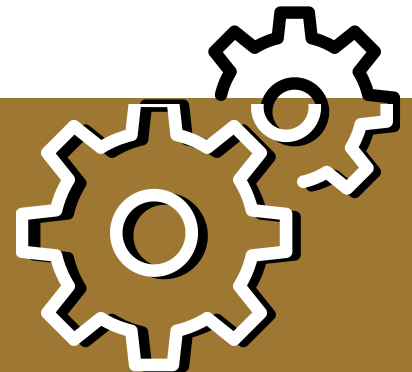
# Goal:

Scale **from 2–3 deals/month to 3–8 deals/month** through delegation, departmental KPIs, and process control — build a machine that runs without you.

# Primary Constraint:

You're still the bottleneck; systems exist but rely on your energy and oversight.

# Systems to install:



1. Departmental ownership (Marketing, Sales, TC, Dispo)
2. Hire your first Acquisition Manager
3. Implement Project Management System (LandOS + Notion)
4. Weekly department reviews + CEO IC time  $\leq 15$  hrs/week
5. Install Profit First Finance System + 13-Week Cashflow Sheet
6. Build dashboard rhythms (lead flow  $\rightarrow$  offers  $\rightarrow$  contracts  $\rightarrow$  cash)

**North Star:** 3-8 Consistent Profitable Deals/Month  
**Time Horizon:** 12-36 months after first deal

# CONSTRAINT → TO ADVANCE

Function	Constraint (What's Broken)	To Advance (What Must Be True)
<b>Marketing / Lead Gen</b>	No predictable metrics; lagging KPIs.	Dual channel (Text/Cold Calling + Mail) running weekly. ROAS ≥ 3x, CPL stable.
<b>Sales / Acquisitions</b>	CEO still closing and comping.	Acq Manager owns pipeline; ≥ 20 offers / week, 1 – 2 contracts.
<b>Dispositions / Funding</b>	Poor transactions management; Reactive listing; slow cash conversion.	You have one primary Funder on all deals. Proactive listing management/transactions management/dropping of deals.
<b>Finance</b>	No cashflow visibility or discipline.	Profit First accounts set; 13-week forecast reviewed weekly.
<b>Org / Structure</b>	No managers or ownership lines.	Ops Manager/Chief of Staff own KPIs and execution.
<b>Systems / Data / IT</b>	Data scattered; no project control.	LandOS project tracker + KPI dashboards updated weekly.
<b>People / HR</b>	Unclear roles and no accountability.	Scorecards and reviews quarterly; test-task hiring live.

# WHAT SUCCESS LOOKS LIKE AT **STAGE 3**

A stylized illustration of a person climbing a ladder. The person is shown in profile, facing right, with their hands on the rungs and feet on the steps. The ladder is a simple vertical line with horizontal rungs. The person and ladder are rendered in a solid brown color with a white outline.

## Build a Self-Sustaining **Machine**

- Each department runs with clear owners, SOPs, and metrics.
- Weekly KPI dashboards show live performance.
- Marketing → Sales → Funding flows predictably.

## Lead Through **Systems**

- Weekly L10s and huddles are on schedule.
- Every role has a scorecard and deliverables.
- You manage outcomes, not activities.

## Strengthen **Financial Control**

- Profit First allocations in place.
- 13-week cashflow sheet live and reviewed weekly.
- Owner draw rules enforced.



## PROFIT PHYSICS

Input	Conversion	Output	ROI / Profit
10K–25K Mailers	2–5 Deals	Avg GP \$10K–\$25K	3-5× ROI
100K Texts	3–5 Deals	Avg GP \$10K–\$25K	3-5× ROI
2–5 Cold Callers	2–4 Deals	Avg GP \$10K–\$25K	3-5× ROI

## ORG SNAPSHOT

Role	Description	Primary KPI	Weekly Focus
<b>CEO</b>	Vision, Capital, Hiring, Larger Deals	IC ≤ 15 hrs	Managing, Hiring, Strategic Deals(Subdivides)
<b>Acquisition Manager</b>	Runs offers & contracts	≥ 20 offers/wk	Sales Calls + Follow-up
<b>Lead Manager</b>	Speed-to-lead & qualification	< 5 min response, Qualifications per week, Talk Time	Pipeline + CRM updates
<b>Dispo Manager / TC</b>	Title & listing pipeline	Avg days-to-close ≤ 35	Getting deals done faster, File flow + buyers
<b>General Dispo Admin</b>	Listing parcels/ TC work	On time listing	Getting deals on the market and sold / Helping with TC/Dispo Tasks if needed.
<b>Marketing Manager</b>	Campaigns & list management	ROAS ≥ 3×	Channel Performance
<b>Underwriting / Project Mgr</b>	Comps, subdivides, deal reviews	100 % file accuracy	Due diligence + project status
<b>Executive Asst / Chief of Staff</b>	Calendar, ops coordination, Owns data, KPIs, systems, process builds	100 % follow-through	Admin + team support/ Project Mgmt + Reporting
<b>General VA / Admin</b>	Back-office tasks	Output speed	Support ops + CRM cleanup

## TOOL STACK

Category	Tool	Purpose
CRM	Stride	Lead & Deal Mgmt
Automation	Zapier / Make	Sync Campaigns & Files
Project / Transaction Mgmt	LandOS	Deal tracker + task accountability
Finance	QuickBooks + 13-Week Sheet	Cashflow + Profit First allocations
Docs	Google Drive	Contracts + SOP storage
Hiring / HR	LandOS HR Hub + Test Tasks	Recruiting + Scorecards



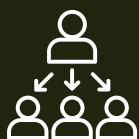
# ADVANCE SIGNALS

- **90% of daily operations run smoothly without your direct involvement.**
- Department leads own their KPIs and lead weekly huddles or L10 meetings.
- **You're generating a consistent \$40K-\$60K net profit for three consecutive months.**
- You have clean dashboards and financial forecasts (13-week cashflow + Profit First).
- You spend less than 15 hours per week in execution and focus mainly on strategy and leadership.

# THE BOTTOM LINE

## STAGE 3 IS ABOUT BUILDING A MACHINE THAT RUNS WITHOUT YOU.

You're no longer hustling — you're optimizing, managing, and measuring. The goal now is consistency through leadership and systems, not effort.



### DELEGATE OPERATIONS

Focus on one-two marketing method and run it weekly.



### RUN THE NUMBERS

Know your CPL, CPD, and GP/Deal by heart.



### LEAD YOUR TEAM

Offload data, title, and follow-ups to your team.



### PROTECT CASHFLOW

Stay lean — keep 3x ROI and cash in reserve.

**You're now managing systems, not chaos.  
Every machine needs maintenance — meetings, numbers, and trust.**

## WHY IT'S CHALLENGING:

- Letting go of control feels risky.
- People make mistakes you used to catch.
- Systems take time to refine.
- Leadership replaces speed — patience becomes power.

## BUT IT'S WORTH IT BECAUSE:

- You gain time and clarity.
- Your business becomes reliable and scalable.
- You stop "running the company" and start building leaders.
- You unlock the leverage to grow into Stage 4 — The Architect.



**"When your team runs the playbook and you focus on strategy —  
you've become The Operator."**

# Operator Resource Stack

Purpose: Equip the Operator with the systems, tools, and automation required to manage multiple departments, delegate 90% of operations, and scale to 3–8+ deals/month.

## 1. CRM / Lead & Deal Management

- **Stride** – Click this link for access to our exclusive pre-built templates (\$2997 value) and get over \$500 off yearly.

## 2. Data & Market Intel

- **LandPortal** – Lists, comps, counties, owner data Use code “landman” for 1000+ free records.

## 3. Outreach & Marketing

- **SmarterContact** – High-volume SMS (3–5K/day). Use code “Clay.” for \$200 off all \$1200+ monthly programs
- **RocketPrint** – Direct mail campaigns

## 2. Automation / Integrations

- **Zapier** — Automate lead routing, notifications, file handling
- **Make** — Advanced automations for marketing + ops

## 3. Project / Transaction Management

- **LandOS** — Deal tracker, ops dashboard, task accountability. Our Internal Land Operating System

## 4. Finance / Accounting

- **QuickBooks Online** — Accounting + reconciliations
- 13-Week Cashflow Sheet — Cashflow visibility + Profit First allocations

## 5. Team Building

- **GTD x Landman** - TalentOS. Submit an inquiry to get top global talent [here](#).



# DO YOU WANT TO SCALE TO THE NEXT STEP OF YOUR LANDFLIPPING BUSINESS?



**What people see:** You look like you've built a real company. You have team members, meetings, dashboards, and a pipeline that moves. Everyone around you assumes you're scaling effortlessly.

**What you see:** You're still the bottleneck for every department. Marketing depends on you. Comping depends on you. Transactions slip unless you jump in. Your team is talented — but you're holding the entire machine together with sheer willpower.

[BOOK A STRATEGY CALL](#)



LANDMAN

# THIS IS THE STAGE YOU JUST GRADUATED FROM...



## STAGE 2 – THE HUSTLER

---

# YOU ARE **HERE**

## **STAGE 2:** HUSTLER

A blurred screenshot of a career ladder table. The table has six columns and several rows. The columns are labeled with career stages: 'Beginner', 'Hustler', 'Operator', 'Architect', 'Developer', and 'Executive'. The 'Hustler' column is highlighted in a light brown color, indicating the current stage. The rows represent different job titles or roles within each stage.

01. **BEGINNER**

02. **HUSTLER**

03. **OPERATOR**

04. **ARCHITECT**

05. **DEVELOPER**

# STAGE 2: HUSTLER

Metric	Target
Headcount	1-3
Your Role	Founder / Player-Coach
Leadership Structure	Flat; early leverage via VA + TC
Annual Revenue Range	\$100K-\$400K
Owner Profit	\$50K-\$300K
Core Bottleneck	Inconsistent lead flow & sales motion & unclear metrics
Primary Constraint	Inconsistent inputs and invisible metrics — relying on energy instead of systems
Time Allocation	70% doing, 10% managing, 20% documenting
Graduation Trigger	3 consecutive months $\geq$ 2-3 deals/month + clear KPIs & documented funnel
Advance By	3 consecutive months of $\geq$ 2 deals per month with clear KPIs and documented funnel

”

*“You’ve proven the model once — now you must make it predictable. **Discipline and data replace luck.**”*

**STAGE 2: HUSTLER**



**THIS VIDEO PROVIDES AN IN-DEPTH LOOK AT THE CONSTRAINTS & SOLUTIONS AT STAGE 2.**



**YOUR ROLE**

Founder / Player-Coach



**HEADCOUNT**

1 - 3



**BOTTOM LINE**

You're stuck in "bursty" execution — periods of grind followed by silence. No predictable lead flow or cash rhythm.



**ADVANCE BY**

Systematize one marketing channel + run consistent cadence for 90 days.

# WHEN YOU HIT **STAGE 2: HUSTLER**

You've closed a few deals — enough to know it works — but your results swing wildly from month to month. You're wearing every hat, and the business moves only when you do.

## **BIG CHALLENGE:**

You don't yet have predictability. Your marketing is sporadic, metrics are invisible, and admin tasks keep you stuck in the weeds.



### Marketing & Lead Gen

Master one channel (mail / SMS / cold calls) with a weekly launch cadence.

### Sales & Follow-Up

Make 10 + offers per week and track follow-ups daily.

### Finance & Profit

Install a weekly P&L and KPI rhythm so you know your CPL and ROI.

### People & Leverage

Hire your first/second VA and Transaction Coordinator to remove admin bottlenecks.

### Systems & Data

Keep your CRM and SOPs clean — every lead logged, every process documented.

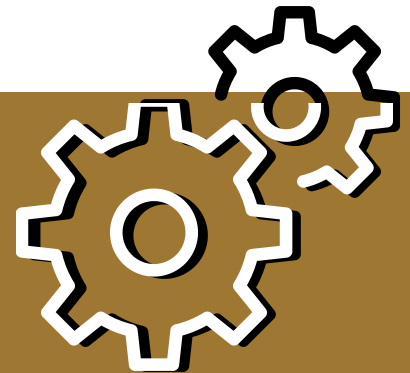
# Goal:

**Close 2–3 profitable deals per month** consistently from a single mastered channel, and build visibility across every part of the funnel (marketing → acquisition → dispo).

# Primary Constraint:

Inconsistent inputs and invisible metrics — relying on energy, not systems.

# Systems to install:



1. Master one channel (mail, SMS, or cold calls).
2. Create weekly marketing rhythm (launch → track → follow-up).
3. Install KPI dashboard (CPL, CPD, GP/Deal).
4. Document SOPs for Marketing, Acquisitions, Underwriting, TC, and Dispo.
5. Hire first VA and TC to remove admin bottlenecks.
6. Maintain a 90-day P&L review rhythm

**North Star:** 1–3 Consistent Profitable Deals/Month  
**Time Horizon:** 3–12 months after first deal

# CONSTRAINT → TO ADVANCE

Function	Constraint (What's Broken)	To Advance (What Must Be True)
<b>Marketing / Lead Gen</b>	Scattershot campaigns; inconsistent launches. Better vetting of leads.	One mastered channel with weekly cadence. CPL Texting < \$20. DM < \$150, ROAS ≥ 3x.
<b>Sales / Acquisitions</b>	Random offer structure; poor follow-up. Comping problems.	≥6-10 verbal offers qualified leads/week, CRM logged, follow-up ladder live. GP/Deal ≥ \$15K. APCP formula followed.
<b>Dispositions / Funding</b>	No way of consistently finding good brokers; reactive listing.	Broker "finding" method clear. Avg days-to-close < 45. 1 recurring funder relationship.
<b>Finance</b>	No cash visibility; overspending.	P&L and KPI sheet updated weekly. Cash runway/OPEX in Bank ≥ 90 days.
<b>Org / Structure</b>	CEO doing admin & title.	VA handles data + TC handles escrow. CEO focused on offers/sales.
<b>Systems / Data / IT</b>	Disorganized files; no CRM hygiene.	CRM + KPI dashboard clean weekly. All leads tagged.
<b>People / HR</b>	Hires without metrics; reactive onboarding.	2 hires onboarded w/ scorecards, SOPs, and output tracking.

# WHAT SUCCESS LOOKS LIKE AT **STAGE 2**

## Build Consistent **Momentum**

- Master one marketing channel (Mail, SMS, or Cold Calls).
- Launch campaigns weekly with clear KPIs (CPL, CPD, GP/Deal).
- Maintain a steady lead flow — 10–20+ new leads each week.
- Track every offer and deal in your CRM or KPI dashboard.

## Professionalize **Your Process**

- Document your entire funnel from list → campaign → offer → close.
- Build your first standard operating procedures (SOPs) for Marketing, Acquisitions, and Dispo.
- Use weekly reviews to identify bottlenecks and update your process.
- Train your first/second VA or Transaction Coordinator to handle admin and title work.

## Take **Control of the Money**

- Create a simple P&L and KPI rhythm updated every week.
- Track all costs and ensure ROI  $\geq 3\times$  on marketing spend.
- Maintain 90 days of operating cash in the bank.
- Pay yourself only after the business pays for growth



## PROFIT PHYSICS

Input	Conversion	Output	Profit / ROI
10 K–15 K Mailers	1–2 Deals	Avg GP \$12 K–\$25 K	3–5× ROI
40 K–60 K Texts	1–2 Deals	Avg GP \$10 K–\$20 K	3–5× ROI
1 Cold Caller	1 Deal / mo	Avg GP \$8 K–\$15 K	3× ROI

## ORG SNAPSHOT

Role	Description	KPI	Time / Week
<b>Founder / Player-Coach</b>	Oversees pipeline, closes deals, leads team, maintains SOPs	2–3 Deals / Month	30–40 hrs
<b>Marketing VA / Scrubber</b>	Pulls lists, skip-traces, loads campaigns	20 K records / month	40 hrs
<b>Transaction Coordinator /</b>	Handles title, follow-ups & docs	Avg Days-to-Close < 45	40 hrs
<b>Outbound VA (Texting / Calling)</b>	Sends SMS or dials daily	3 – 5 K texts / 150 – 350 calls per day	40 hrs

## TOOL STACK

Category	Tool	Purpose
<b>CRM</b>	Stride	Manage leads & offers
<b>Data</b>	LandPortal	Pull lists & comps
<b>Outreach</b>	SmarterContact / Rocket Print	Launch SMS or Mail campaigns
<b>Finance</b>	QuickBooks Online + KPI Sheet	Track cashflow & ROI
<b>Project Mgmt</b>	LandOS / Google Drive	Store SOPs & deal docs
<b>Time Tracking</b>	Hubstaff	Accountability & team productivity

# ADVANCE SIGNALS

- **You've achieved 3 consecutive months with 2-3 profitable deals per month.**
- One marketing channel runs weekly and predictably, tracked with clear KPIs.
- Every lead, offer, and deal is logged and visible in your CRM.
- You've hired and trained your first/second VA and TC to handle admin and title work.
- You maintain a minimum 3x ROI and review your KPI & P&L weekly.

# THE BOTTOM LINE

## STAGE 2 IS ABOUT TURNING PROOF INTO PREDICTABILITY.

You're building the engine that keeps running even when you're tired.

Your mission is to create momentum on purpose — through rhythm, numbers, and consistency.



### MASTER ONE CHANNEL

Focus on one marketing method and run it weekly.



### TRACK YOUR NUMBERS

Know your CPL, CPD, and GP/Deal by heart.



### DELEGATE ADMIN WORK

Offload data, title, and follow-ups to your team.



### MAINTAIN PROFIT DISCIPLINE

Stay lean — keep 3x ROI and cash in reserve.

**This is where you shift from energy to systems. Your goal is to replace luck with consistency. Once you hit three predictable months of profit, you're ready to lead a machine — not just run one.**

## WHY IT'S CHALLENGING:

- You're still doing and managing at the same time.
- Systems take discipline to maintain.
- You'll feel like you're slowing down while building structure.
- It's tempting to chase new shiny channels before mastering one.

## BUT IT'S WORTH IT BECAUSE:

- You gain predictability and control of cash flow.
- You can finally hire help without chaos.
- You move from hustle to management.
- You lay the foundation to scale into Stage 3 — The Operator.



The grind is where momentum is built. **Don't escape it — own it.**

# Hustler Resource Stack

Purpose: Equip the Hustler with the essential tools to run consistent weekly marketing, manage acquisitions, maintain clean KPIs, and support VA/TC operations while achieving 2–3 profitable deals per month.

## CRM / Lead Management

- **Stride** – Click this link for access to our exclusive pre-built templates (**\$2997 value**).

## Data & Market Intel

- **LandPortal** – Lists, comps, counties, owner data Use code “**landman**” for 1000+ free records.

## Outreach & Marketing

- **SmarterContact** – High-volume SMS (3–5K/day). Use code “Clay.” for \$200 off all \$1200+ monthly programs
- **RocketPrint** – Direct mail campaigns

## Finance & Accounting

- **QuickBooks Online (QBO)** – Core accounting + P&L
- **KPI Sheet** – Internal tracker (Google Sheets)

## Team Building

- **GTD x Landman** - TalentOS. Submit an inquiry **here**.

## Time Tracking

- **Hubstaff** – Time tracking + accountability



# THIS IS WHAT'S COMING NEXT...



## STAGE 3 – THE ARCHITECT

---

# STAGE 4: ARCHITECT

Metric	Target
Headcount	6–15
Your Role	CEO / Architect — Capital + Vision + Leadership Development
Leadership Structure	COO + Chief of Staff + Director of Revenue
Annual Revenue Range	\$1M – \$3M (core flips + subdivides)
Owner Profit	\$750K – \$1.5M
Core Bottleneck	Leadership leverage + development execution.
Primary Constraint	Lack of leadership depth and inconsistent execution at scale.
Time Allocation	40% leadership · 40% capital/development · 20% strategy.
Graduation Trigger	12 months at target profit + predictable subdivide pipeline.
Advance By	12 months of stable profit + 1–2 successful subdivides with a trained leadership team.

”

*“You’re no longer building the business — **you’re building the people who build the business.**”*

**STAGE 4:** ARCHITECT



**THIS VIDEO PROVIDES AN IN-DEPTH LOOK AT THE CONSTRAINTS & SOLUTIONS AT STAGE 4.**



**YOUR ROLE**

CEO / Architect



**HEADCOUNT**

6 – 15



**BOTTOM LINE**

Build a leadership layer and lead through rhythm, not reaction.



**ADVANCE BY**

Managers lead teams and you operate from vision, capital, and strategy.

# WHEN YOU HIT **STAGE 4:** ARCHITECT

You've built a real company with multiple departments and consistent deal flow.

Now, your growth is limited by how well your leaders perform — not by how much you personally can do.

## **BIG CHALLENGE:**

You can no longer manage everyone. Your job is to build managers, codify culture, and ensure leadership executes without you being in every meeting.



### Leadership Leverage

Build a management layer (COO, Chief of Staff, Director of Revenue).

### Structure & Systems

Cross-train roles and implement clear succession planning.

### Finance & Forecasting

Monthly close rhythm + forecast accuracy  $\pm 10\%$ .

### Development Execution

Add subdivides or larger projects with predictable pipelines to get to the next level.

### Funding & Partnerships

Strengthen JV and capital partner communication.

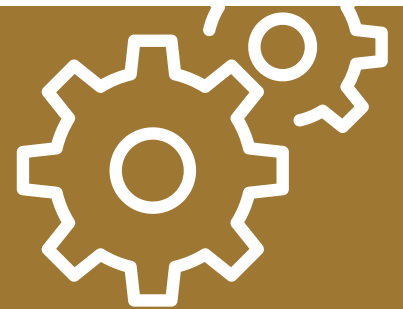
# Identity:

The builder of builders. You architect systems, leaders, and capital rhythms that convert operational chaos into scalable, predictable profit.

## Primary Outcome:

Exit day-to-day execution, install a leadership layer, and unlock the next profit horizon by targeting subdivides while maintaining 6 – 10 core flips per month.

## Systems to install:



1. Leadership Layer: COO + Chief of Staff run daily cadence and scorecards.
2. Monthly Close Ritual: 13-week cashflow + P&L by entity reviewed each month.
3. Experiment & Venture System: run small tests with kill/scale discipline.
4. Succession & Cross-Training Program: each role has a trained backup.
5. Subdivide Readiness System: checklist + pipeline tracker for 1–2 subdivides / yr.
6. Funding Integration — capital partner coordination

**North Star:** \$75 K – \$200 K Net Profit / Month  
(\$750 K – \$1.5 M Owner Profit / Year)

**Time Horizon:** 6 – 12 months after Operator stage

# CONSTRAINT → TO ADVANCE

Function	Constraint (What's Broken)	To Advance (What Must Be True)
<b>Marketing / Lead Gen</b>	Chaos at scale, lagging KPIs.	Dual channels (Mail + Text/Cold Calls) scheduled, diversified parcel targeting.
<b>Sales / Acquisitions</b>	CEO still comping large parcels.	Director of Revenue / Senior Acq Mgr trains team; ≥20+ offers/wk.
<b>Dispositions</b>	Slow time-to-market, weak buyer systems.	Broker CRM live, TOM ≤21 days, weekly Acq/Dispo (TAD) meeting.
<b>Funding / Capital</b>	Uncoordinated partner comms.	Funding dashboard + weekly JV calls; submission SLA ≤48 hours.
<b>People / HR</b>	No bench or cross-training.	Cross-train matrix active, bench of 2–3 per key role.
<b>Finance</b>	Cash surprises, no cadence.	Monthly close ritual, forecast accuracy ±10%, runway ≥24 weeks.
<b>Projects / Subdivides</b>	No pipeline tracking.	1–2 subdivides active, LandOS tracker green.

# WHAT SUCCESS LOOKS LIKE AT **STAGE 4**

A stylized illustration of a person climbing a ladder. The person is shown in profile, facing right, with their hands on the rungs and feet on the steps. The ladder is a simple vertical line with horizontal rungs. The person and ladder are rendered in a solid brown color with a white outline.

## Lead Through **Leaders**

- COO and Directors run departments.
- Weekly leadership meetings replace daily management.
- Everyone knows their metrics and owns outcomes.

## Build the Systems **for Scale**

- Subdivide pipeline and large projects run smoothly.
- Each role has backup and cross-training.
- Culture and accountability are codified.

## Expand Wealth **Through Capital**

- Funding partners engaged weekly.
- Monthly close cadence drives smart reinvestment.
- Subdivides and flips generate scalable profit.



## PROFIT PHYSICS

Input	Conversion	Output	Profit
4-10 Core Deals / Month	Avg GP \$15K-\$25K	\$1M-\$2M GP	\$750K-\$1.5M Net
3-4 Subdivides / Year	\$100K-\$500K Profit Each	+\$100K-\$2M	Scalable Add-On
<b>Total</b>			\$75K-\$200K Monthly Net

## ORG SNAPSHOT

Role	Primary Accountability	Key Metric
<b>CEO / Architect</b>	Capital & large development opportunities	0-2 IC hrs/wk; \$ raised; subdivide pipeline
<b>COO</b>	Cross-functional execution & KPI ownership	Buy Side Close ≤ 35 d; Fallout ≤ 12 %; Team hitting KPIs; ≥ 90%
<b>Chief of Staff / Bookkeeper</b>	Hiring projects, KPI hygiene, finance ops	100 % L10s on time; books closed by Day 10
<b>Director of Revenue / Acquisitions</b>	Sales training + development deal pursuit	≥ 20-40 offers / wk; 6-10 contracts / mo
<b>Marketing Manager</b>	Lists, campaigns, and analytics	ROAS ≥ 3x; List → Lead ≥ 1 %
<b>TC Lead</b>	File QA + closing speed	SOP compliance ≥ 90 %
<b>Acquisition Managers (1-2)</b>	Offers + follow-up	20 offers / wk each
<b>Lead Managers (1-2)</b>	Speed-to-lead + qualification	< 5 min SLA; 16 qualified leads/wk
<b>Data Manager (VA)</b>	KPI tracking + targeting	Weekly report accuracy 100 %
<b>Outbound Team Mgr (optional) + Callers/Texters</b>	Call / text ops QA	Response rate ≥ 17 % or LPCPD is 1.5+
<b>Dispo Admin</b>	Listings, buyer handoff	Files complete 100 %
<b>Disposition Manager (Potentially)</b>	Broker network + buyer CRM	Median TOM ≤ 120 days

## TOOL STACK

Category	Tool	Purpose
<b>CRM</b>	Stride	Deal + lead tracking
<b>Project Mgmt</b>	LandOS	Subdivide & project tracking
<b>Finance</b>	QuickBooks + 13-Week Sheet	Forecasting + monthly close
<b>Automation</b>	Zapier / Make	Sync marketing + TC processes
<b>Docs &amp; SOPs</b>	Google Drive	Company playbooks & contracts
<b>HR / Bench</b>	LandOS HR Hub	Cross-training & succession tracking

# ADVANCE SIGNALS

- Your leadership layer (COO + Directors) runs daily operations independently.
- You maintain \$75K–\$200K monthly profit for at least 12 consecutive months.
- 1–2 subdivide projects are live, on-time, and on-budget.
- Forecasting accuracy stays within  $\pm 10\%$  and books close monthly.
- Cross-training and succession plans are implemented across all departments.

# THE BOTTOM LINE

## STAGE 4 IS ABOUT LEVERAGING LEADERSHIP AND CAPITAL.

You've built a business that no longer needs you in the daily grind.

Now it's about compounding people, systems, and capital to build real wealth.



### BUILD LEADERS

Focus on one marketing method and run it weekly.



### SCALE SYSTEMS

Ensure every department runs predictably.



### MASTER CAPITAL

Strengthen funding relationships and JV systems.



### INSTITUTIONALIZE OPERATIONS

Create durable processes and close books monthly.

**You've built the team that builds the business.  
Focus on systems that develop leaders and protect cash.**

## WHY IT'S CHALLENGING:

- You lead through others — accountability must replace control.
- More people means more communication and culture issues.
- Managing capital adds complexity and risk.
- Growth now requires patience, not speed.

## BUT IT'S WORTH IT BECAUSE:

- Your company becomes autonomous and scalable.
- You shift from income to asset creation.
- Leadership growth compounds company growth.
- You unlock time and capacity to operate as an investor.



“Stage 4 turns your company into an asset. You no longer just run a business — **you lead an organization that creates wealth.**”

# Architect Resource Stack

Purpose: Equip the Architect with multi-department infrastructure - project management, finance, automations, and HR systems—to run subdivisions, manage managers, and scale through leadership instead of personal effort.

## 1. CRM / Lead & Deal Management

- **Stride** – Click this link for access to our exclusive pre-built templates (\$2997 value) and get over \$500 off yearly.

## Data & Market Intel

- **LandPortal** – Lists, comps, counties, owner data Use code “landman” for 1000+ free records.

## Outreach & Marketing

- **SmarterContact** – High-volume SMS (3–5K/day). Use code “Clay.” for \$200 off all \$1200+ monthly programs
- **RocketPrint** – Direct mail campaigns

## 2. Automation / Integrations

- **Zapier** — Automate lead routing, notifications, file handling
- **Make** — Advanced automations for marketing + ops

## 3. Project / Transaction Management

- **LandOS** — Deal tracker, ops dashboard, task accountability. Our Internal Land Operating System

## 4. Finance / Accounting

- **QuickBooks Online** — Accounting + reconciliations
- **13-Week Cashflow Sheet** — Cashflow visibility + Profit First allocations

## 5. Team Building

- **GTD x Landman** - TalentOS. Submit an inquiry to get top global talent [here](#).

