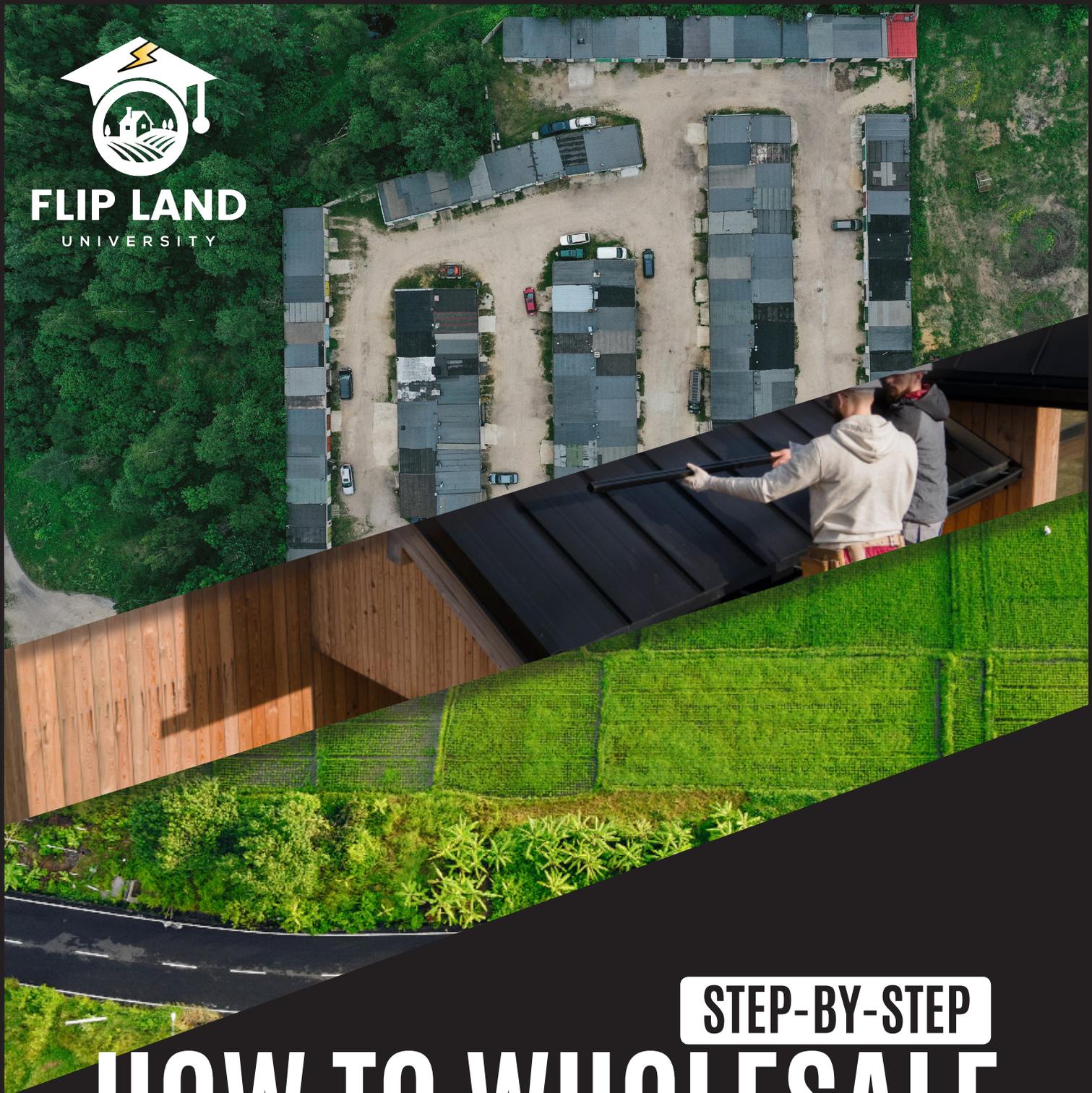




FLIP LAND
UNIVERSITY



STEP-BY-STEP

HOW TO WHOLESAL VACANT LAND

THE BEGINNER'S GUIDE TO WHOLESALING VACANT LAND

GABE MOTON

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INTRODUCTION

They say the best things happen when you least expect it—and that’s exactly how my entrepreneur journey began.

My junior year of college, I stumbled across a roadside assistance company with an affiliate program. For every person I signed up, I earned \$80. As a college basketball player, I treated it like a competition. I started signing up 10+ people a week and suddenly I was making \$800–\$1,000 weekly on my own schedule. That was the first time it really clicked: I could create income through effort, not permission. In that moment, I promised myself I wouldn’t spend my life trapped in a job I didn’t love.

After college, I played professional basketball overseas. With a lot of downtime during the season, I kept chasing business ideas—Amazon, inventions, marketing, you name it. Like a lot of new entrepreneurs, I got distracted by “shiny objects,” and because I kept switching lanes, I never became great at one thing. The results were up and down... and so was my bank account.

There were months I felt unstoppable, and other months I was eating ramen just trying to stay afloat. But even when I was financially broke, I refused to become mentally broke. I kept learning, staying hopeful, and believing my breakthrough was coming.

In 2017, life made the decision real. I had twins on the way, and I couldn’t afford instability anymore. Even though I swore I’d never work a 9–5 again, I took a job selling windows door-to-door in the Florida heat. It was humbling. It was hard. But it turned out to be one of the best things that ever happened to me—because it taught me how to sell, how to handle rejection, and how to keep going when it would’ve been easier to quit.

After six months, the grind started to wear me down. I saved about three months of expenses and took a leap of faith. About a week



later, I went to a dinner with my girlfriend at the time, and I ended up sitting next to a guy who casually mentioned he wholesales real estate. That one conversation changed everything.

I bought a course that night, studied it, and took action immediately. I didn't do it perfectly—but I did it consistently. Within my first month, I closed my first deal and made \$20,000 without spending my own money. That's when I knew real estate was my way out.

Since then, through mistakes, learning, and repetition, I've built a profitable wholesaling business and helped others do the same. And here's the part I want you to really hear: I'm not sharing this because I'm "special." I'm sharing it because I used to be the person trying to figure it out, feeling uncertain, and wondering if I could really make it work.

You can.

I eventually realized wholesaling vacant land was even simpler than houses—and in many ways, easier to start. So I focused on mastering the land game and building a step-by-step process that a beginner can follow.

That's why this eBook exists. Inside, I'll show you where to start, what to say, and how to get to the finish line and get paid—so you can build momentum, confidence, and a real business of your own.



WHOLESALING 101

First, let's make sure the basics of wholesaling are clear.

Wholesaling is like finding a great deal and getting paid for connecting the seller to the buyer.

As the wholesaler, you typically **never buy or own the property**. Your profit comes from the **sale of your contract rights**, not from selling the property itself. That's why many wholesalers can get started **without a real estate license or prior experience**—because you're not acting as an agent, you're acting as an investor who controls a deal with a contract.

Here's how it works:

- You find a property (like a piece of land) where the owner is willing to sell.
- **You make a deal on paper** with the owner. This paper is called a **purchase contract**. It basically says, "I have the right to buy this property for this price."
- **You find a builder that wants to buy the land. You have them sign a assignment agreement. This basically says "You can take my place in the purchase agreement I have with the owner"**
- **You get paid an assignment fee** for passing the deal to them.

Example:

Let's say you find a owner who wants to sell their vacant lot.

- You and the owner sign a purchase agreement for \$20,000.
- You find a builder that wants to buy the lot, so yall sign a assignment agreement for \$30,000.
- At the closing table, the builder buys the lot for \$30,000. The seller gets their \$20,000. And you profit \$10,000 for your assignment fee.

If this concept is clicking but you want to see it laid out on a live walkthrough, my free class breaks it down step-by-step with real examples.



STEP 01

Choose the Right Market

The first step in building a land wholesaling business is picking the right market. Your goal is simple: choose an area where vacant lots are selling regularly. When land is moving, it's a sign that buyers—especially builders—are active.

Most strong markets have:

- new construction happening
- builders consistently buying lots
- steady population and growth

It doesn't have to be a major city, but it should have enough activity and demand that deals can actually happen. And the best part is—you don't have to live there. Land wholesaling can be done virtually, so you can choose the market that gives you the best chance to succeed, even if it's in another state.

Here's the rule to remember:

More builders looking for lots = more demand = more opportunities for you.



STEP 02

Your next step is to find builders in your target market and start building relationships with them. The goal isn't to "pitch" them—it's to **learn what they buy** so you can bring them deals that fit.

Think of builders as your buyers. The better you understand what they want, the easier it becomes to spot the right lots and move deals quickly.

Questions to ask every builder

1. Which areas or neighborhoods are you buying in?
2. What price range do you want to be in for the lot?
3. What does your ideal lot look like? (size, location, cleared vs. not, utilities, etc.)
4. What are your deal-breakers? (flood zone, wetlands, HOA rules, slope, access, etc.)
5. How many lots or builds are you taking on each month?
6. How fast can you close when the deal is right?

Stay organized

As you talk to builders, keep your notes in a simple spreadsheet. Track things like:

- Builder name + contact info
- Areas they buy in
- Ideal lot type
- Budget range
- Deal-breakers
- Typical close time

This keeps you organized and makes it easy to match the right deal to the right buyer.



STEP 03

Build your Seller List

Once you know what your builders are looking for, the next step is to build a list of vacant lot owners who match that demand. There are several ways to do this, and the method you choose will depend on your budget and how hands-on you want to be.

Here are a few solid places to start:

1. County Property Records

County websites (like the **Property Appraiser/Assessor**) are a reliable way to find vacant lots and research basic ownership details. This is especially helpful if you want to focus on a specific area and keep your search local to that county.

2. Public Real Estate Websites

Sites like **ListSource, HomeFinder, Redfin, and Zillow** can also help you locate vacant lots.

One quick note: it's usually best to avoid lots that are already listed "For Sale," because those sellers typically expect full retail pricing and the deal becomes harder to negotiate.

3. List-Pulling Software

Tools like **PropStream** are popular because they allow you to search from a huge national database and filter by different criteria (location, how long someone has owned the property, corporate ownership, and more).



STEP 04

Skiptrace your List (Get Contact Info)

After you've built your list, the next step is to **skip trace** it.

Most property owner lists don't come with phone numbers, so skip tracing is how you **find the owner's contact information**. In simple terms, it's the process of turning a name and mailing address into ways to reach them—like **phone numbers and sometimes emails**—so you can start your outreach.

You have two main options:

- **Free option:** You can manually look up owners using sites like **FastPeopleSearch.com**.
- **Paid option:** There are skip tracing services and software tools that do this in bulk and save you time.

Paid skip tracing typically costs **about \$0.02 to \$0.15 per contact**, depending on the provider and the quality of data.



STEP 05

Contact your List

Once your list is skip traced, the next step is simple: start reaching out to property owners.

You can do this for free by getting a Google Voice number and calling or texting sellers one by one. That's a solid way to start. But as you grow, you'll want a process that helps you reach more people without spending your whole day manually calling and texting.

The key is consistent outreach at scale. The right tools can help you:

- send texts to multiple sellers efficiently
- dial through calls faster
- send mail when it makes sense
- track conversations and follow-ups so nothing slips through

(In my community of students, I share the exact outreach setup we use so beginners can stay organized and consistently reach sellers without getting overwhelmed.)

The 4 questions to ask sellers

When you get a seller on the phone, keep it simple. Your job is to gather the basics and see if there's a real opportunity. These four questions will give you a strong starting point:

- 1. Are utilities available or connected?**
- 2. Are there any issues with the property I should know about?**
- 3. Are there any back taxes or liens on it?**
- 4. What price are you hoping to get?**



A quick mindset shift

Don't go into the conversation pushy or demanding. People sell to those they feel comfortable with. Be respectful, ask good questions, and let the seller talk. Even small, genuine conversation—about their plans, their family, or anything they care about—can help build trust and make the deal much smoother.

If you want to see what a good first conversation sounds like, I share a live example in the free class.



STEP 06

Evaluate the Deal (Run the Numbers)

Once a seller shows real interest, end the conversation by letting them know you'll follow up with an offer. Keep it simple and professional:

"Perfect—give me a little time to review the numbers, and I'll call you back with an offer."

From there, your next job is to **analyze the deal**. In other words, you need to figure out what the land is worth to a buyer. Once you understand that number, you'll know what you can offer the seller and still leave room for profit.

How deal analysis works: run comps

To analyze a property, you'll "run comps," short for **comparables**. Comps are **similar lots** that have **recently sold** in the same area. These sales give you the clearest picture of what buyers are actually paying—not just what sellers hope to get.

When you review comps, you're looking for answers like:

- What are similar lots selling for right now?
- What price range is realistic in that neighborhood?
- Is the seller's asking price reasonable compared to real sales?

Comps are one of the most accurate tools you have for pricing a deal because they're based on **real, closed transactions**.



STEP 07

Put It Under Contract

After you've analyzed the deal, your next step is to call the seller back and present your offer. In most cases, this is where the negotiation begins—especially if your first offer leaves room to work.

When you negotiate, don't focus only on price. Focus on the seller's real situation and aim for a **win-win** outcome. The smoother you can make the process for them, the easier it is to reach an agreement.

Once you and the seller come to terms, it's time to sign the **Purchase Contract**. This contract spells out the full agreement between **you and the seller**, including the price, timeline, and any key conditions.

Make sure the contract is completed accurately and signed by both parties. Clean paperwork protects everyone involved and helps prevent delays or problems later in the process.

I show what my purchase contract look like during my free class.



STEP 08

Assign the Contract to a Buyer

Now that you have your first property under contract, it's time to offer it to your buyers. Let them know what kind of deal you have. Now that you have a property under contract, your next step is to **present it to your buyers.**

Reach out to the builders and buyers you've already spoken with and give them a clear overview of the deal—location, lot details, and the terms. When you price the deal, a common approach is to stay close to what similar lots are currently selling for in that neighborhood, while leaving enough room for your assignment fee.

Here's a simple example:

If you get a lot under contract for **\$30,000**, and similar lots nearby are selling for **\$38,000–\$40,000**, you would typically offer your deal somewhere in that range or even a little bit lower so you can sell your quick.

Once a buyer agrees, you and the buyer will sign an **Assignment Contract**. This agreement is what transfers your position in the deal to them. In other words, the buyer is stepping into your place on the original purchase contract—and you get paid your assignment fee for putting the deal together.



STEP 09

Close With a Title Company

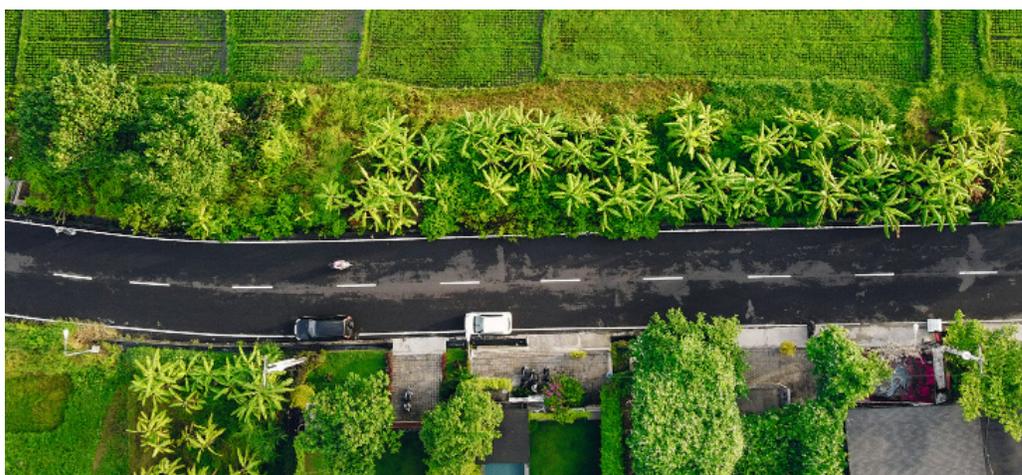
Once the contracts are signed, the next step is to **open title work** with a local title company.

It's important to choose a title company that's **investor-friendly** and familiar with wholesale transactions—especially **assignments** (and, when needed, double closings). Not every title company handles these types of deals, so it's worth calling a few to make sure they're comfortable with the process.

The title company's job is to confirm the deal can close cleanly by checking for things like:

- liens
- back taxes
- ownership issues
- any other title problems that could delay closing

They'll also handle the closing paperwork and provide your final closing documents. This matters because those documents are your proof that the deal closed and they're what you'll use for records, closing statements, and taxes.



STEP 10

Get Paid

Finally, once the title work is complete and everyone is cleared to close, you'll get paid on the closing date—usually by **wire transfer** or a **check**, depending on the title company.

Make sure you request a copy of the final closing statement (often called the **HUD** or **settlement statement**) for your records. This document shows the full breakdown of the transaction, including your assignment fee, and it's important for bookkeeping and taxes.

This is the payoff moment—when the work you put in turns into a real deposit.



CLOSING REMARKS: YOUR NEXT STEP

If you made it this far, you now understand the full land wholesaling flow:

Pick a market → find builders → build a seller list → skip trace → contact sellers → evaluate the deal → get it under contract → assign it → close → get paid.

That alone puts you ahead of most people—because most people never get past “watching videos” and “thinking about starting.”

Here’s what I want you to remember:

- You don’t need years of experience to start.
- You don’t need a real estate license to wholesale land.
- You don’t need to know everything on day one.
- You just need a simple process—and the confidence to take action.

If you’re ready to go from reading to doing, I want to invite you to my **free live class**, where I break down the process in real time and help you see how to put this into motion with clarity.

[Join the free class](#)

Follow me on
Instagram



And if you want to take it further, my student community is full of people at every stage—brand new beginners, people working on their first deal, and people who are dialing in consistency. You don’t have to figure it out alone.

Your first deal isn’t “luck.” It’s the result of doing the right steps in the right order—over and over until it clicks.

Now go take action.

