

The
**LAND
INVESTOR'S
GUIDE**
to Getting Started

By Seth Williams

My decision to become a land investor has had a **major** impact on my life. This business has allowed me the freedom to work from home, live life on my terms, and bring in some massive pay checks each month.

I still remember back when I got started, the biggest thing that attracted me to the idea of buying and selling land was the fact that it was *much simpler* than any other type of real estate investing business I'd seen before.

Finally, I had found something that:

- DIDN'T require me to go into debt.
- DIDN'T force me to take huge financial risks.
- WOULDN'T force me to spend a fortune before I could do my first deal.
- WOULDN'T give me the stress of dealing with incompetent contractors and irresponsible tenants.
- Allowed enough extra margin in my life to enjoy the things that really mattered.

The beauty of the land business is, if you're doing it right, you don't technically *ever* have to get up from your computer.

While you're certainly *allowed* to go visit your properties and talk to buyers, sellers and other folks in-person, *there's no rule that requires you to do this*.

If you've got the right tools and resources available to you and you know how to use them, you'll have the world at your fingertips.

That's what I'm going to show you in this short guide.

There's nothing particularly difficult about flipping land for a living, but before you begin your search for your first great deal, it will be invaluable for you have some basic pieces of business infrastructure in place. Things like:

- A functioning computer
- A cloud-based phone system
- A dedicated business mailbox
- A basic website
- A business entity

Before you begin your search for your first great deal, it will be invaluable for you have some basic pieces of business infrastructure in place.

Now, before we go one step further, it's important for me to clarify that aside from a functioning computer (which is simply a must), most of these options are technically optional.

Yes, it is possible to find deals and make money without all of these things in place. You don't NEED to have a dedicated mailbox, phone system, website or business entity... but if you're serious about going all-in and treating this like a business for years to come, each one of these things will play a major role in your day-to-day operations.

It's also important to recognize that the subject of "Getting Started" comprises more than just the technicalities and logistics of setting up your systems. It's also important to think through some important questions and make sure your loved ones are onboard with what you're trying to accomplish. In doing this, you can ensure that the foundation of your business is solid as a rock, and won't collapse at the first sign of difficulty (and I can guarantee you, the challenges will come).

Years from now, you'll have fond memories of these early days. These are the first few steps on a journey that will change your life forever. I'm can't wait for you to see what this business has in store for you!

Let's get started!

Seth Williams

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Why Do You Want This?

Before you spend one more second of your time learning about the land business (or any business, for that matter) — there's something we need to talk about.

In my years of teaching people how to build wealth through real estate, I've found that A LOT of folks jump into this profession with motivations and expectations that are *completely misguided*.

You'll encounter a lot of incredible things in this niche of real estate, but before you get too far down this road, I would urge you to take a few minutes (or hours, if necessary) and carefully consider your "why".

What Exactly Do You Want?

- Do you want to get rich? Is it all about the money?
- Are you trying to develop your business acumen?

- Perhaps you're curious to learn a new real estate investing strategy?
- Is it your goal to quit your day job and retire as soon as possible?
- Are you looking for new ways to find deals and connect with other powerhouse investors online?
- Maybe you're looking to create some new sources of passive income?
- Perhaps you have no idea what you're looking for — but you're hoping the answers will come as you learn more?

Whatever your answer is — **it's okay**.

There are no right or wrong answers at this point.

A lot of people get into real estate investing for the **money** (I'll be honest — that's why I got into it).

Some people love the problem-solving aspect of this business. Others like to pursue the relational aspect of it (because if you want to, you can build an incredible network of people in this business).

I've found there are a lot of fun things in the land business... but the important thing is, I want YOU to understand your true motivation. And whatever the answer is — ask yourself (and answer honestly),

“Will that be enough to keep me going when things get tough?”

When you have a clear understanding of what you're hoping to accomplish (that *bottom line* that really matters in the end), I think you'll find that a lot of things will get easier.

Why? Because when you inevitably encounter those plateaus, obstacles or frustrating experiences, you won't have to wonder whether you have what it takes to keep going. You won't have to question why you jumped into this business with both feet. You can refer back to your “why” and use this as your guiding light.

Most of the difficulties you'll face in any business endeavor are a lot easier to deal with when you've identified the real reason behind what you're doing. (because if it's really that important, it's bound to keep you moving forward).

If you haven't already figured out your “why”, *take some time to nail this down now.*

“If you really want to do something, you'll find a way. If you don't, you'll find an excuse.”

— JIM ROHN

Setting Up Your Business Infrastructure

You and I are lucky. We live in a time and place where it's fairly simple to set up a business entity.

When you create a business entity like a corporation or limited liability company (LLC), *it is legally considered to be a separate "person" from yourself.* It's one way to help protect yourself from liability, and in some cases, it can even save you money on taxes.

Do I recommend setting up a business entity? **Absolutely.**

Is this an *absolute necessity* that needs to be done before you can start doing deals and making money? Absolutely NOT.

For some people, setting up a business entity can be a BIG stumbling block, because it feels foreign and

confusing. With all the other things a new business owner has to think about, figuring out how to choose the right entity AND get the right paperwork filed (which is actually much easier than it sounds... as I'll explain shortly), it can feel pretty overwhelming.

You'll do yourself a huge favor by getting your business set up the right way as early as possible, but don't focus ALL of your energy on this at the cost of getting started.

For the sake of your long-term tax planning and legal protection, you'll do yourself a huge favor by getting your business set up the right way as early as possible. *However, don't focus ALL of your energy on this at the cost of getting started.* If you find yourself feeling "stuck" in this process, it's okay to move past this step. Just be sure to bookmark this section so you can come back to

complete it after you've done your first deal or two. **Do whatever it takes to keep moving.**

How to Form Your Business Entity

Most of the real estate investors I know (including myself) own their properties in the name of an LLC (Limited Liability Company) and there are a few reasons why:

- a. An LLC can **protect your personal assets** from business-related lawsuits.
- b. An LLC has **tax advantages** that allow for “pass-through taxation” (whereas some other types of corporations are *double-taxed*).
- c. An LLC offers **instant credibility** with many of your customers.

When I was first trying to familiarize myself with the different types of business entities and what each of them were designed to do, I was able to get a VERY good overview of it from [this book](#). If you need an education in this area, this was a great resource that helped me put the pieces together (just be sure to have plenty of caffeine on hand before you get started, it requires a bit of left-brain thinking).

Disclaimer: *The purpose of this chapter is NOT to advise you on what type of legal entity you should form for your business. I'm not an attorney or an accountant (and even if I was — I have no idea what your specific goals and business objectives are). I'm not saying you should copy what I'm doing in the instructions below, I'm just showing you one of the many ways it can be done. There are several considerations that need to be evaluated prior to choosing one type of entity over another. C-corps, S-corps, LLCs and partnerships all have specific legal and tax nuances that need to be explored — so to talk to your attorney before you take this step.*

How to Incorporate

Forming your own entity may sound like a complicated legal process, but it's actually quite simple and you can do it in a matter of minutes.

With an online service like [Rocket Lawyer](#), you can avoid the mind-numbing minutiae of trying to find the right forms for your state, fill them out correctly and send them to the right place. You can also do it for A LOT less money than an attorney would charge for the exact same service.

Of course, an attorney can technically give you the best advice and make sure everything is being fine-tuned to fit your situation, but if you're on a shoestring budget (like I was in the beginning), a service like Rocket Lawyer is probably your next best option.



When it comes to incorporating your business, *there is more than one way to skin a cat*. I'm not saying you **need** to use a service like [Rocket Lawyer](#), it just makes the process *much easier and less expensive*.

If this tutorial looks like something you can do — then feel free to give it a shot!

What's the Right Entity for You?

If you're not well-versed in the world of corporate law, you might be feeling a bit lost in all the legal jargon of incorporating your business.

That's okay — I felt the same way in the beginning. It's a bit intimidating when you aren't sure what kind of legal entity to form, how to do it and what the pros and cons are of each option. Since I'm not an attorney, I'm in no position to tell you what to do, *but I can tell you what I did and why I did it*.



When I started my real estate investing business, I filed for an LLC (Limited Liability Company) and there were a number of reasons why, but it mostly boiled down to this:

I was the sole owner of the company.

With no other owners involved, several aspects of my business have been simple-by-design since day one. With only one owner, it's easier to sign documents, control the company, keep records, do my accounting, etc. It also allows me to avoid preparing a separate tax return for the business each year. I just include a "Schedule C" with my personal tax return and call it good.

An LLC allows for "pass-through taxation".

With an LLC, I only pay taxes *once* at the personal level, and it only applies to the net profit that flows through to me personally. I've found it to be a much simpler approach, and the fewer times I have to take a hit for taxes, the better.

There are other considerations too. [Check out this video](#) from [MyCorporation](#) (another service that can help you incorporate), which does a decent job of summing up a few of the biggest issues that are worth thinking about.

Where Should You Incorporate?

Another question you might have is, "*What state should I register my Corporation or LLC in?*"

It's a valid question, because while most states function with many similarities, some states have different tax laws, filing fees and other factors that can come into play.

It's also worth thinking about which state you'll actually be doing business in, because in many cases, it will make the most sense to have your business entity registered where most of your revenue is being generated.

Again, since I'm not an attorney or an accountant, I'm in no position to advise you on what to do *but just speaking for myself*, I chose to register my LLC in the state where I lived, which also happened to be the state where I was doing the bulk of my business.

Keep in mind, if you choose to form an entity and do business in multiple states, you may eventually have to register for a "foreign qualification" in any state where your business isn't incorporated. This is a whole other topic (so try not to get bogged down with it at this early stage), but if you need more details on what's involved with this, be sure to check out this blog post:

[**RELATED: Doing Business Out of State? Know When to Register Your Business as a "Foreign Corporation"**](#)

Tax ID Number & Corporate Documents

Once your new business entity has been registered in the state of your choice, the next step is to get your Tax Identification Number (aka — Employer Identification Number or EIN). You can do it *for free* through [this application form](#) on the IRS website.

If your business is a single-member LLC (like mine is), you can also use your social security number as your Tax Identification Number but in an effort to keep this business entity *thoroughly separated from your personal finances*, it's not a bad idea to register for a separate EIN anyway.

For most companies, it's also not a bad idea to have a few official corporate documents on hand. A corporation will need to have "Articles of Incorporation" (this is created when you initially register your corporation) in addition to "[Bylaws](#)".

The Bylaws are a legal document that explains in writing, who has the power to control the company and how the company will function. If a corporation is owned and controlled by one person, then this document is going to be relatively simple.

An LLC will need to have "Articles of Organization" (again, this is created when you register your LLC with the state) as well as an "[Operating Agreement](#)".

An Operating Agreement is similar in many respects to the Bylaws of a corporation. The purpose of the document is to govern the internal operations of the business in a way that suits the specific needs of the business owners.

If at any point you need to create an Operating Agreement for your LLC (note: this will probably be required the first time you close a deal with a title company or apply for any kind of loan), this video explains one easy way to do it...



If you want to create your own Operating Agreement through the method I explain above, [you can click here to get started](#).

Putting it All Together

As I mentioned earlier, creating a corporate entity *isn't* a requirement to getting started.

However, if you want to set up a serious business that will last for years and protect you from personal liability along the way, I think it's important to set it up with a corporation or LLC. When you buy and sell properties under your

personal name, you're essentially putting *all of your personal assets at risk* in the event of a lawsuit, and that's definitely NOT a position you want to *voluntarily put yourself in*.

Given how easy it is to check this box, there's no reason to be intimidated. If you need help going through these motions, companies like [Rocket Lawyer](#) will make it very easy for you.

“A prepared person
will always have
his opportunity.”

— JACK HYLES



Setting Up Your Phone System

When you're running any kind of real estate business, *the phone is going to be an important part of your life.*

Even if you hate talking on the phone and you choose to route your callers through a [special voicemail message](#), your phone system will STILL be one of the primary communication tools you use to find new opportunities, follow-up with leads, close deals, and **make money**.

If you're going to be effective in the business world, you must have a reliable, efficient, cost-effective and easy-to-use phone system that allows you to accomplish those essential, daily tasks every business owner needs to do. There's just no way around it.

Even if your goal is to spend less and less time on the phone (as mine has always been), **you still need the right infrastructure in place**. If you haven't already taken these steps, you're probably working a lot harder than you need

to, or you're not doing the best job of managing your verbal communication with clients and customers.

We're going to fix that right now.

Why Is This So Important?

A lot of new entrepreneurs fail to see the importance of a solid phone system (especially in the beginning, when they're boot-strapping, pinching pennies and scraping by with as little money as possible).

I totally understand the [need for frugality](#) — *this is not inherently a bad thing*. There's no shame in hobbling along and using the free tools at your disposal before the money starts coming in (this was exactly what I did when I got started).

A lot of new entrepreneurs fail to see the importance of a solid phone system.

In this day and age, there are ALL KINDS of free services and solutions that are more-than-sufficient to accomplish the various tasks we need to get done, and most of them can work just fine.

However, even though you can get a ton of stuff for free these days — a cloud-based, feature-packed phone system is one of the few items you might actually want to consider paying for right off the bat.

The bottom line is, *a good phone system is not something to cheap out on* (or ignore altogether). When you're willing to pay the price for good communication, you're going to get some **extremely valuable** benefits.

The phone system I've been using since day one is called [RingCentral](#) and there are SEVERAL other service providers out there who offer similar packages at a similar price (e.g. — [Phone.com](#), [FreedomVoice](#)). All of

them probably do a fine job. RingCentral just happens to be the one that I chose from the outset and I have the most experience with it.

RingCentral isn't perfect, but the service does offer all the features I've found to be VITAL for my business.

When you're willing to pay the price for good communication, you're going to get some extremely valuable benefits.

Faxing Capabilities (Incoming & Outgoing)

When I first set up my business number with RingCentral, I didn't realize how important its faxing capabilities would end up being, but **it's huge**. Let me explain...

The fax machine isn't something most of us gravitate towards these days. Email and other digital messaging options have made it much easier for people to send and receive documents, images and other types of media.

The problem is, **it's not just about your or my preferences**. When you're dealing with *every kind of buyer and seller under the sun*, you'll learn pretty quickly that there are MANY different levels of sophistication out there, and just because you or I don't prefer using a fax machine doesn't mean there aren't *tons of other people out there who do* (perhaps out of necessity).

If you're working with a property owner who has a property worth \$100,000, and they're willing to sell it to you for 10% of market value — trust me — *you want to make it as easy as possible for them to work with you*.

If a fax machine is the only way they can send you their signed acceptance today — you DON'T want to create barriers and make them work harder to give you what you want (all because you're not willing to pay a few extra bucks each month for the ability to accept faxes).

Answering Rules & Extensions

If you choose a paid service like RingCentral, **be sure to record a nice greeting**, create some extensions (if you need them) and set up some basic answering rules.

For example:

- Are there certain hours of the day when you're not available to talk? *Tell the system when you're "open for business" and willing to accept calls.*
- Do you want calls forwarded to another number during certain times and days (or after a certain number of rings), *tell the system where to send calls at the appropriate time.*
- If your business receives calls from different types of people (e.g. — buyers, sellers, vendors, business associates, etc.), *set up a few extensions for each type of caller.* Give these people a better experience by providing them with a dedicated toll-free number and automatically routing them to the right person/department/voicemail box. This will save everyone time, **especially you.**

If you aren't sure how to do this — I'll give you a quick tour of the RingCentral Admin Portal...



The ability to set up these kinds of rules is a HUGE luxury. It will take some time to lay this groundwork in the beginning — *but you only have to do it once* and believe me, **it's worth the effort on the front end.**

Toll-Free Numbers

Toll-free numbers are one of the many perks that come with a paid phone system. In my opinion, a toll-free number is probably the *least critical* item on the list (just being totally honest), but it's nice to have one when the situation calls for it.

Working with one local number for everything is **totally doable**, but I've also found that toll-free numbers can be a great asset to have at your disposal (especially when you're dealing with clients outside of your immediate area code).

The additional cost of using a toll-free number is nominal, and it helps your business look like a serious operation. It also helps eliminate some of the minor reservations that some folks may have about calling you.

For years now, I've used two toll-free "888" numbers in my business — one for the **buying arm** and one for the **selling arm** of my business. My goal is to make these two arms appear and function like *two separate businesses*.

- With two separate phone numbers
- With two separate company names (a simple dba filing with my state)
- With two separate websites

Luckily, RingCentral has made it VERY easy for me to organize my phone numbers in a way that aligns with this overall design.

[RELATED: Never Rely On One Business Name. Here's Why...](#)

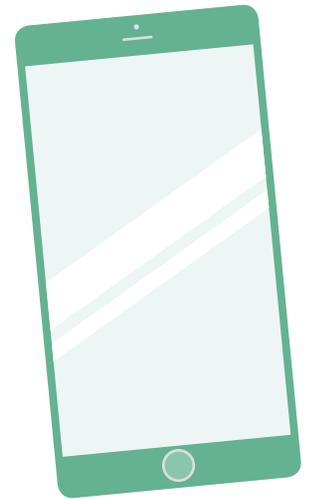
Smart Phone App

When I first signed up for RingCentral years ago, their mobile app was a relatively new thing (and they had some bugs to work out of it), but this app has come a LONG way over the years.

The RingCentral app is an amazing little tool that comes with their service. At no additional charge, you can have full control over your office phone system, *all from the convenience of your smartphone*.

It doesn't just route calls directly to your mobile device, it also allows you to make calls on your cell phone *from your business phone number* (so you won't have to give out your personal phone number to every person you call for business purposes).

This has really enhanced my experience with the service and has given me a lot of freedom I otherwise wouldn't have.



The Cost of a “Free” Phone System

I’ve talked to several folks who have tried to rely entirely on a free phone service like [Google Voice](#).

I’m not saying this can’t work, but in my business, a free service like this just isn’t a viable, long-term option. With the level of control I have with a paid service (with things like toll-free numbers, answering rules, forwarding rules, voicemail options and faxing capabilities, just to name a few), *the benefits far outweigh the cost*.

Even though a free phone solution won’t drain your bank account, it will cost you in its overall lack of convenience. While it may not consume your money, it will consume more of your time and mental energy. It might even result

in lost business (the costliest part of all). Is it worth that cost to work with a system that is more cumbersome for you and your customers?

I’m not saying you need to start shelling out money for this right now. If you’re on a shoestring budget, it’s okay to skip this and come back to it later. However, I do think your phone communication is something that needs to work seamlessly, without causing you constant headaches and getting in the way of doing business.

If your phone system isn’t easy to work with (and be honest about this), this is something that should probably be near the top of your priority list. If you need a better system than what you already have in place, do it sooner rather than later.

“The entire goal of my company is to replace myself.”

— KEN MCELROY

Setting Up Your Business Mailing Address

One of the most important fundamental things you can set up for your real estate business is a dedicated business mailing address that is *separate from your home address*.

For the same reasons you don't want strangers calling you at all hours of the day (and night), you also don't want strangers showing up at the front door of your house *for any reason — EVER*.

If you're planning to send out a direct mail campaign to thousands of people, ask customers to send you monthly payments in the mail or make a contractual offer to anyone (all of which require you to provide your physical mailing address), you'll have some even stronger reasons to take this step.

Luckily, it's not difficult to set up a different physical location (separate from your primary residence) at

which you can receive your mail. You can do this by renting a mailbox at any local shipping and receiving storefront like [Pak Mail](#), [the UPS Store](#) or even your local [Post Office](#).

I'd suggest you find the most convenient location that you're likely to drive by on a weekly basis and simply **rent one of their mailboxes**. You'll have to pay a monthly or annual fee for this (I currently pay \$144 per year for mine) — but the cost will be *100% worth the value you get from it*.

If you want to take this kind of remote mailbox to the next level, you could even go with a "virtual mailbox" service like [Earth Class Mail](#), [iPostal1](#) or [Traveling Mailbox](#). With services like these, you can get everything scanned to you electronically without ever leaving your computer.

Cool Trick: If you choose one of the storefront options like [Pak Mail](#) or [the UPS Store](#), you can refer to your mailbox as a “Suite”, “Unit” or “Apt”, as long as you include the number of your mailbox (this will make you look WAY more legit).

For example, if I rent box #604 at my local UPS Store, my address could look like this:

**1234 Manhattan Drive, Suite 604
New York, NY 10458**

Little do my contacts know — if they ever come looking for my “Suite”, this is what they’re going to find:



Believe it or not — I’ve had more than one occasion where various individuals have shown up, *in person, at my business mailing address* (i.e. — my local Pak Mail store) **looking for me.**

Luckily, this whole system is designed to give business owners like myself privacy (because the good folks at Pak Mail aren’t allowed to give out my real location). Of course, these kinds of visitors are rare — but as you can imagine, this kind of “veil of protection” is still a huge benefit!

Another side benefit of these storefront mailboxes is that if anyone ever needs to deliver a package or envelope to me that requires a “sign off” as proof of receipt — *the store employees can do this on my behalf.* It’s almost like having a free secretary to act as the gatekeeper for anyone trying to reach me or deliver something to my business mailing address, and this can be a **major** value-added service that is absolutely worth paying for.

Conclusion

Similar to the previous chapters, I think a business mailing address is a great thing to pay for as you’re getting started, but again — *you don’t NEED this in order to start making money* (in fact, I’d be willing to bet most new businesses get started without this).

My privacy is important to me, so this kind of thing was a no-brainer when I got started... but if it keeps you from

taking action, *then don't let it hold you back from getting started.*

The point is NOT to give you a list of obstacles to overcome before your first deal. The point is to give

you a clear idea of what the basic infrastructure for most work-at-home businesses should look like (especially if you're serious about growing and making money).

“A man is rich in proportion to the number of things he can afford to let alone.”

— HENRY DAVID THOREAU

Setting Up Your Buying Website

Creating a buying website was one of the smartest things I ever did for my business (and when I finally got around to doing it, *I wanted to kick myself for not doing it sooner*).

If you've ever done a direct mail campaign or scoured the internet for new deals, you probably know how time-consuming it can be to find new prospects and talk with them on the phone all day.

It chews up a lot of time.

Don't get me wrong — it's important to handle your phone communication effectively, and you ought to give your customers the option of calling you if that's how they'd prefer to communicate... but if you only rely on ONE mode of communication (i.e. — a phone number, and not a website) in your business, you're going to have some problems.



In my first 2 years as an investor, I spent **hundreds of hours** talking with **hundreds of prospects**...

- Getting basic details about each property.
- Trying to assess each person's level of motivation.
- Learning about each property's history.
- Figuring out whether each property was a viable deal.
- Listening to each person tell me their life's story.
- Deciding whether or not I should send them an offer.

After my first couple hundred phone calls, I started realizing *at least half of the people I talked to* fell into one or more of the following camps:

- They had absolutely no interest in selling their property at a discount.
- Their property was absolutely NOT what I was looking for.
- Their property was way too expensive for me (even after a huge discount).

- For one reason or another, the math just wasn't going to work.

Each of these issues resulted in deals that were unacceptable. All the hours I had spent talking to these people was a **total waste of time**, and of the other half that remained (i.e. — the prospects I *did* send offers to), *most of them weren't going to accept my low-ball offer anyway*.

After doing the math, I realized that for every ONE solid deal I got under contract, I was spending a **ridiculous** amount of time on the phone with **a lot of people**.

At the end of the day, the numbers still worked (because it only took one solid deal to redeem all of my "wasted time"), but even so — *it was exhausting*.

I was tired of spending **all freaking day** on the phone with people who *weren't going to do business with me*.

It wasn't until I created my first "Buying Website" when everything started to change for the better.

It wasn't until I created my first "Buying Website" when everything started to change for the better.

Designing A Buying Website Is Easy!

There are many different ways you can create a website these days — but if your goal is to build a site specifically for the purpose of collecting information from prospects with a detailed submission form, there are two different routes you can take.

Option 1: WordPress

If your primary concern is to *spend the least amount of money possible* (while still maintaining the most control and flexibility over the design of your site), my first recommendation would be to use a service like [Bluehost](#).

Bluehost is a company that will help you create a basic website with WordPress, and it also handles your domain name and hosting account, all in one place.

The nice thing about using Bluehost is that *comparatively speaking*, it doesn't cost a ton of money. For less than a hundred bucks, you can get everything set up for a full year.

The downside to using Bluehost (and WordPress, for that matter) is that it's not the most user-friendly way to get your website up and running. Unless you're very familiar with how WordPress works, this option will take a bit of time and mental energy for the average person to work with.

Even after working with websites for a decade, I almost always have to hire outside help from a freelancing platform like [Fiverr](#) or [Upwork](#) to get my websites to look and function perfectly.

If you want to go this route, these short videos will show you how to get your website up and running...

The image is a composite of two promotional elements. The top portion is a YouTube video thumbnail for 'How to Make a Real Estate Website with WordPress (Part 1)'. The thumbnail features a dark blue diagonal overlay with the text 'REAL ESTATE WEBSITE with WordPress PART 1' in white, a red play button icon, and a white checkmark in a circle. The background of the thumbnail shows a laptop displaying a website, a pen, and a notebook on a desk. The bottom portion is a Bluehost advertisement with the Bluehost logo, the text 'The Best Web Hosting only \$3.95 per month', and a green 'Get Started' button. A small image of a woman is visible on the right side of the ad.

Once you've completed Part 1, you'll also want to get a quality WordPress theme. There are a lot of options out there, but you can find the one I use [right here](#).

This video will give you a basic idea for how to work with it...



As with anything — the more you put into your website, the more you'll get out of it. The video above shows the most basic layout you can achieve with my favorite WordPress theme, but there are a TON of fancy things you can do with any theme if you're willing to learn the

ins-and-outs of it OR hire a professional from a place like [Upwork](#) or [Fiverr](#) (which isn't nearly as expensive as you might think).

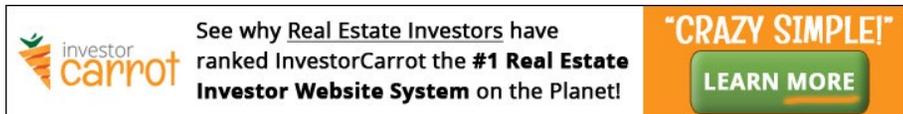
Option 2: Real Estate Website Subscription Service

Now, if WordPress seems way too complicated for you, **don't worry — there's still hope.**

If you're looking for something that is *plug-and-play easy*, there are a couple of subscription services out there built specifically for real estate professionals. One of them is called [Lead Propeller](#) and the other is called [Investor Carrot](#).

Both options will make it MUCH easier to create your website from scratch, because they remove a lot of the confusion and complexity that comes with building websites. I've used both of them and they're a lot easier to work with than a basic WordPress site. If your goal is to build a buying website, I think either service can do the job.

This video gives a quick overview of how Investor Carrot works...



And if you want a closer look at how websites are built with [Lead Propeller](#), this video gives a pretty decent overview of how to put together a selling website...



Note: If you'd like to give Lead Propeller a try, be sure to [click through this link](#) and use promotional code **RETIPSTER** when you sign up. This will give you **75% off** your first month (and RETipster.com will get a small referral fee as well).

In my opinion, there are only two downsides to working with these kinds of subscription services.

1. The ongoing cost is *significantly higher* than using [Bluehost](#). Rather than paying less than \$100 per year, these websites will cost that much within just a month or two, which definitely adds up over time.
2. Both services will give you a number of different templates to work with, but since their goal is to make the process EASY, it also removes a lot of flexibility from what your end product can look like. This isn't necessarily a bad thing for everyone, but if you want your website to be "one of a kind" and look totally unique, there will definitely be some limitations here.

That being said — if your primary concern is to get your website up and running FAST, *without hiring any outside help*, and without having to learn a lot of new stuff, either of these options can be a great way to go.

Suggested Form Questions

Remember, the whole idea behind a buying website is to *automate your information-gathering process*.

In order to maximize the benefit of a lead generation website, you'll need to create a form that visitors will fill out — so they can give you all the most pertinent details about their property.

Think of everything you would normally ask your prospects in a typical phone conversation and include it in your form.

If you aren't sure what questions to ask, here are some ideas to help you get started:

Contact Info:

- Name (First and Last)
- Email
- Phone
- Address
- City, State, Zip

Property Info:

- Address
- City, State, Zip
- Parcel Number
- Parcel Size & Dimensions
- Estimated Market Value
- Do you have any mortgages on this property?
- Are all the property taxes paid current?

- Is this property part of a Home Owner's Association?
- What utilities does this property have access to (water, sewer, electricity, natural gas, etc)?
- Does this property have road access (paved or dirt)?
- On a scale of 1 — 5, what is your level of motivation to sell this property?
- Is this property currently listed on the MLS?
- Is there anything else you'd like to tell us?
- Do you have any other properties you'd like to sell?

...you get the idea.

Getting the Most Out Of Your Website

In my opinion, the real benefit of having a website like this (among other things) is that **it allows you to get your time back.**

With a tool like this in place, you can re-word your direct mail pieces in a way that sends prospects directly to your website *instead of asking them to call you.* This way, instead of spending 30 minutes on the phone with each person, you can make THEM do all of the "data gathering" work for you, *without consuming one extra second of your precious time.*

If you're relying 100% on the phone, this initial fact-finding phase will be an **enormously time-consuming task**, especially when you multiply it by the dozens of people you'll be talking to each month.

Believe it or not — I've found that most people have absolutely no preference as to whether they convey this information over the phone or fill out a form online... so *why not make them do what's easiest for you??*

I cannot tell you what a luxury it is to sit at my computer each day and watching emails hit my inbox, knowing that my prospects (aka — the people who want me to buy their property) are doing **all the work.**

All I have to do is glance through the submissions that come through and decide which leads are worth my time and consideration.

Would you be surprised to hear that I say "No" to a lot of them? It's certainly no surprise to me! And the beautiful thing is, I don't have to sacrifice 30 — 60 minutes of my time just to reach this conclusion. I can do it at my convenience, in a matter of seconds (not hours).

The real benefit of having a website like this (among other things) is that it allows you to get your time back.

Do You Need A Buying Website?

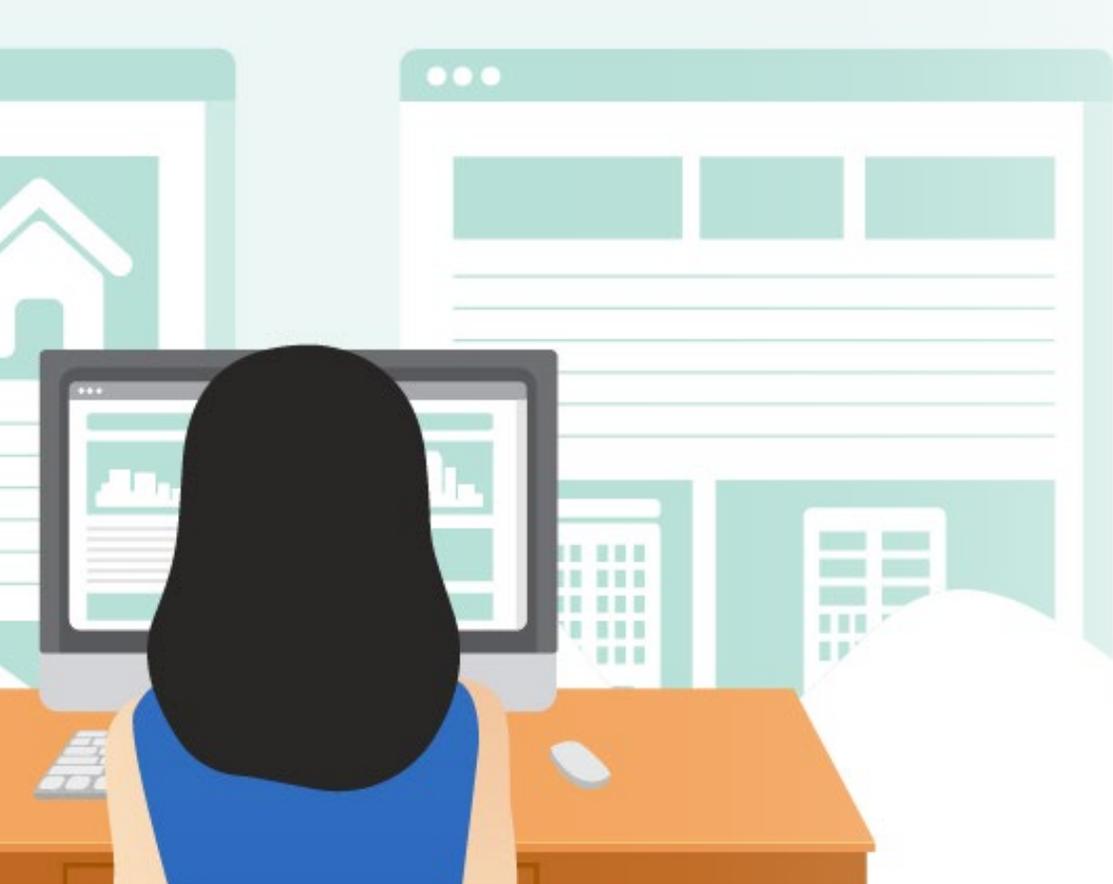
Even though I think a buying website should be an easy decision, the honest truth is this...

No. *You don't absolutely need it.*

A website won't solve all your problems BUT, if you want to automate the heck out of your lead generation process AND create a great online representation for your

company, you should probably put this kind of website to work in your business **pronto**.

It's certainly possible to survive without a website like this, but if your business functions anything like mine, *you'll be working a lot harder than you need to*. In my opinion, this is less a question of *"Can I get by without it?"* and more a question of, *"How much time (and money) will I be wasting if I skip this step?"*



“If you want something you’ve never had, you’ll have to do something you’ve never done.”

— DAVE RAMSEY

Taking the Next Steps

For a lot of people, these initial steps of setting up their business infrastructure is an exciting phase, because it signifies the beginning of a great new adventure, and it's exhilarating to see your new business as it starts to take shape.

At the same time, I know there's a bit of tedium that comes with setting up phone systems, websites and business mailing addresses. This isn't a process everyone enjoys, and it can leave some people feeling exhausted and burned out before they ever get started.

While I obviously believe the steps in this guide are important in getting started right, none of these items are "required" in order to get started. There are plenty of successful investors who chose to skip one or more of these steps, and while it did require them to work a little harder in the short term, they survived long enough to do their first deal.

It's also important to recognize that none of the things we've covered in this short guide are the activities that will actually *make you money*.

In order to create a long-term, sustainable business that *makes money* — you need to know how to find deals, close on deals and get them sold with a huge profit margin. When your business really starts to generate revenue, the infrastructure you've put in place will allow your business to function like a well-oiled machine.

The good news is, the next (and most important) step in your business — *your ability to find deals* — is A LOT easier than most people realize.

When you know how to identify the right property owners

The next (and most important) step in your business — your ability to find deals — is A LOT easier than most people realize.

and contact them efficiently and effectively, you can find an unbelievable number of opportunities that don't require huge amounts of risk, debt and heavy lifting on your part.

This is precisely what we cover in Module 2 of the **REtipster Club**.

Land Investing is a Huge Opportunity

The **REtipster Club** is a paid membership website that offers access to a full-blown, 12-module course on how my land investing business works (with all-inclusive access to the tools, calculators, document templates,

sample contracts, videos and other bonuses as part of the price of admission).

If you're looking for an in-depth, step-by-step guide on how I managed to skyrocket my income on a part-time basis and quit my job through the power of land investing, **this will show you how it's done.**

Now obviously, I wouldn't recommend pulling the trigger on anything like this unless you're ready to take it seriously and treat it like a business. If you think you've got what it takes and you're ready to dive in, I can tell you from personal experience that this is an investing strategy that works.

Come check it out — I think you'll like it!



“What we do today is more important than what we plan to do in the future.”

— JACK HYLES

And lastly, don't forget that we have a **massive** library of FREE content directly related to the land investing business.

To see all the latest and greatest guides, tutorials, reviews and resources on the land investing business, be sure to check out the [land investing category page](#) over at REtipster.com.

To your success!

Seth Williams

