

Jack Bosch

LAND MANIFESTO

No More Tenants, Toilets or Termites



www.LandProfitGenerator.com

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Land Manifesto - No More Tenants, Toilets or Termites

The Manifesto in favour of the most underappreciated
Real Estate Investment Subject, RAW LAND!

Hi, my name is Jack Bosch and I want to thank you for
reading my Land Manifesto.

I have been thinking about writing this type of Manifesto for
a long time. I came to the conclusion that the time is right
now.



Over the course of these pages, I will do my best to show you why I love land. I will
explain why I think that land is the best hidden secret in the Real Estate Investing
Industry.

I will share with you some of the secret Land Investment Strategies you probably have
never heard. In fact, you are about to learn the three secret weapons the most
successful Land Investors use to Find and Flip Land for Fast Cash and Cash Flow Profits.

What I will share with you in this Land Manifesto is the following:

- How to buy Free and Clear Land Properties from long-time owners, for Pennies
on the dollar (often at 5% to 25% of market Value). (and by the way, a majority
of these properties are free and clear, with no mortgages and no back taxes).
Some properties (quality properties) can be bought for as little as \$100 to \$500,
and some come even for free (I am not kidding).
- How to do the above with virtually no competition.

- Discover why land is one of the most overlooked, yet easiest to do investment strategies.
- How to sell these properties for top profits in a matter of days, using advanced, but super simple strategies while creating:
 - Repeat buyers;
 - Buyers lists; and
 - And an automated cash flow that can go into the tens of thousands of dollars per month.

I have personally used the above strategies to buy over 2,800 properties and sell over 2,700 of them, within days. That's a total of 5,564 transactions since the end of 2002. And I continue to use these exact techniques everyday to sell, on average 30-40 properties per month, right now in this market!

But before we go there let's back up a little bit.

Right now is a GREAT time to start investing in land (and in any real estate for that matter).

No matter what real estate industry you are following, participating or dominating, right now is the best time to get started.

Why is now the perfect time to invest?



Well, it's very simple. Real estate prices have gone down for three years – since 2006, basically. At the end of 2006, real estate prices peaked, and since then, real estate prices have gone down.



In about mid-2009, real estate prices for most of the market, especially for the lower priced market, reached the bottom. (and for commercial and multi-family in many markets that low is still yet to come).

We're also experiencing a severe overcorrection of the market.

Everyone you talk to says it is absolutely ridiculous where prices are going right now.

People are currently buying properties, land and houses in many areas of the country, sight unseen for prices that were unthinkable just a few years ago.

But we all know that this overcorrection cannot last forever. As a result – we're seeing it already – there is a dramatic increase in competition going on in some market segments -particularly the lower priced properties (houses and land).

But what does this mean for us?

This means that right now, we are in the perfect position for buying, because prices are at the lowest point they have been in decades.

At the current price levels in the housing area it is only a matter of time until (a few months) most of the excess capacity in affordable homes is absorbed (meaning sold). That means that builders will HAVE to come back and start building affordable houses again. And when that happens, (we are very, very close in many markets) then land prices will jump up again.

Wouldn't it be nice to be able to go in and buy land properties right now for pennies on the dollar and be able to sell it for many times what we bought them for just a little later?

At the same time, the media has just started to switch gears. The media just announced that we're at the end of the recession. More and more positive signs are showing up. Ford Motor Company just announced their first operative profit since 2005. This gives people confidence that they can again invest in something that is good for them for the future.

Therefore, I can't imagine that there will be any better time to get into Real Estate investing than right now, because all the stars are aligned for you to succeed.

Investing Requirements:

Contrary to what many people think, it is not necessary to have any preconceived knowledge of real estate when starting out as an investor - at least not in land investing.

As a matter of fact, I am an Immigrant from Germany and I didn't even know the word Deed when I started.

I thought it had something to do with the Bible, because when I go to church the priest always talked about "good deeds" and "bad deeds" and that we shall strive for good deeds to help those around us.

Little did I know that deeds also refer to a piece of paper used to transfer ownership from one party to the other (and with party I mean person usually, not a cocktail party - I had to learn that distinction too).

Yet since the end of 2002, when I found, developed and optimized my Land Investment System, that I call LandProfitGenerator, I have purchased over 2,800 properties and sold over 2,700 properties, for a total of 5,564 transactions.

And now I am about to share with you how and why this happened.

Jack's Story:

Before I started, life wasn't always like that. I was a German immigrant and I still am a German immigrant. I came to this country and landed in Chicago O'Hare



Airport with nothing but two suitcases and a bunch of student debt – that's it.

I had an open-ended airplane ticket back to Germany in my suitcase and a train ticket in my pocket to travel from Chicago to the middle of the cornfields in Illinois. I was going to attend a college there for a one-year exchange program to finish up my degree. I was planning to be in the United States just one year and then return home to get a "good job" and work until retirement, as my parents had taught me.

Well things changed afterwards, because of two things.

I fell in love with this country and I met my wife. And since we both love this country, the USA, we decided to stay here and get jobs. She's actually from another country too - Honduras, Central America.

But that wasn't exactly easy either. I ended up joining a company that went from 500 employees to 7,000 in two years and then back to 4,000 people in another year. I'm telling you it was scary, particularly if you don't have permanent residency in this country. If I would have lost my job I would have had to leave the country. That was a scary thought, having just married my lovely wife and having just bought a little starter home in the suburbs of Phoenix, Arizona.

I don't know if you can relate to that, but I think you can. We're just at the end of a recession, the biggest recession since the Great Depression, and I'm sure you know people who have lost their jobs. They might not have had to leave the country, but losing a job is something horrible. Even the fear of losing a job is something I don't wish upon anybody.

Well, I was in the same position. I was afraid of losing my job and I realized that there is no such thing as job security. When push comes to shove, companies will drop you like a fly, because ultimately the survival of the company is more important to them than your survival. I know it sounds harsh and you might have never thought about it that way, but that *IS* the way it is.

Once a company is in financial trouble, they will do whatever it takes to survive. You won't stand a chance, not even if you have been with them your entire lifetime, and contrary to what they all say in their nice HR brochures.



Once I realized this fundamental truth, and was faced with the prospect of losing my job, I realized that I needed a different plan. I realized I needed a Plan B, that over time would become my Plan A.

So while I still had a job, I decided to start a business and expand it into a business that could sustain me and my family until I got my Permanent Residence Card (Green Card).

Little did I know, that I would encounter what was and still is the biggest and best hidden secret in the Real Estate Investment World.

Since I had a job that required me to travel frequently, I was in no position to create a brick and mortar business. It had to instead be something that I could do remotely and where I could outsource most of the work.

So I came across real estate investing and identified this as the key to getting out of the rat race and out of my very much threatened J-O-B.

Real estate investing is one of the most powerful ways that you can invest and get rich. Look at Donald Trump. He's a real estate investor. Robert Kiyosaki, even though he teaches a lot, is also a real estate investor. He made his first money with real estate investing. Donald Trump has now expanded into all kinds of ventures, but initially he was a real estate investor.



If you look at virtually any wealthy family in the world, most have invested a lot in real estate or their money was made in real estate initially. So I came to the conclusion that real estate is it.

But I did not want to do traditional real estate investing. I was traveling a lot and I couldn't focus on properties where I would have to be there to supervise the crew. I had a job, like many of you probably do, so I couldn't just buy a house and rehab it. Plus, I couldn't bring myself to do it, because I didn't have the financial resources, the credit history, the confidence or the knowledge to do anything like that. I had no idea what it took to repair or fix up a house. Therefore, I didn't go down that path.

Instead I found land as my premier investment vehicle.

So why land?

Let's talk about land.

I pretty much already said it in the title of this Land Manifesto. I love land, because in land you're not dealing with:

- Tenants;
- Toilets; or
- Termites



Plus, as I already said, there's virtually **no competition**, for several reasons. Number one, most people think land is expensive. If you bought a house for a few hundred thousand dollars or something like that you'd probably think the piece of land underneath that house is worth \$50,000 or more.

Or you have read in the newspaper about Wal-Mart's paying \$20 million for a piece of land to put their next superstore on. Well, while this is true and there are lots of million dollar pieces of land, there are also hundreds of thousands, even millions of low dollar properties available for purchase. These are quality pieces of land just outside of larger cities and into the more rural areas, or just on the outskirts of the metropolitan areas. Once you look in these areas, you will find more land than you can ever imagine.

The truth is that those premier million dollar pieces of land make up only 10% or 20% of available land. That leaves approx. 80% to 90% of the land you NEVER hear about.

That is where the money is located. People don't typically consider these when thinking of investing. These pieces of land are not expensive and you don't have to be rich to buy them. Yet at the same time, there is a rich and active market for these properties if you just know how to sell them.

The other reason there's no competition is that most investors go after houses. It's not that investors think that houses are much better, but they don't even think of land at all. And the ones who looked at land investments think that land isn't cash flowing. Now if you stick with me for a little while, later in this Land Manifesto, I will tell you how you can make land cash flow. I've made land cash flow several thousand times. I do it every day of the week.

So as I said, most investors just don't understand land and put it aside. They think it costs too much in property taxes and they just don't know what to do with it. That pretty much means that if you do focus on land (and you soon will want to) you will in many cases have the field all to yourself.

On the contrary, it is very common that in the house investment arena and particularly in the foreclosure, REO (Bank Owned) and short sale fields, dozens, and even hundreds of investors fight over one deal.

People are willing to face huge competitions to get the o.k. from one homeowner to do the short sale. They are willing to attend super competitive foreclosure auctions where they have to come up with hundreds of thousands of dollars within, sometimes 24-hours to secure a house they haven't even seen. In these areas there is huge competition, lots of knocking on doors, lots of rejection. You have to deal with all these things just to get one deal done, and you have to be fast. However, in the land business, there is virtually no competition.

Am I getting you to open your eyes a little bit to this opportunity? Great then read on.

But before I continue, I can already hear one question in your mind. Whenever I explain my land system, it is at this point when people ask, "Jack, how come you share these secrets? If land is such a great investment and no one else does what you do, why would you let this secret out and create your own competition?"

The reason why I am sharing this Land Manifesto and the techniques divulged within and the reason why I believe you too should invest in land and why I think it would be a good thing for you are very simple.



Since 2002, I bought over 2,800 properties and sold over 2,700 properties for a total of 5,564 transactions. I have since realized that, even though I have done a multitude of these deals and my investment operations have grown from just me and my wife working on this part-time, nights

and weekends and running on all cylinders - to having one, two, five and then ten and even more employees working with us and *for* us - I have come to the realization that we can't even come close to reaching the full potential of this business.

I have not been able to touch even a percent, of a percent, of a percent of the people and properties that are available for purchase and resale with this system.

There are millions and millions of properties available in the US, and at any given time if even only 1% of them is available to buy using our techniques, we are still talking about hundreds of thousands of properties.

Just to illustrate my point - one of the things people do when they really don't want their properties anymore is stop paying property taxes. At any given point in time there are between 12 and 15 Million Tax Delinquent Properties in the USA.

And just to take this one step further - the majority of all of my deals, as well as my student's deals, did NOT have any outstanding back taxes.

In addition, I'm one of perhaps a couple of hundred people in around 4,000 counties in the US using this system and I probably taught most of them. Before I started teaching this, (and I have only been teaching it for a little over a year) there were perhaps only a dozen or so people doing this in the whole country. Even though there are more now, there has been no measurable affect on competition whatsoever. Using my system, you will typically be the only person in town using this investment strategy.

In summary, these are the main reasons for adopting my approach other than the - No Tenants, Toilets and Termites advantages:

- There's no competition;
- People don't understand land investment;
- Most people think land is expensive; and
- Land does Cash Flow if you just know how to do it (and you will learn that here)

However, there are even more advantages to land.

With land, there are no hassles and barely any maintenance.

You can own 1, 5, 10, 100, even 1000 properties and the time and effort needed to maintain them is absolutely zero. There's no one calling to get the refrigerator cleaned or the roof fixed.



When you sell these parcels using the methods in this Land Manifesto, you do not have to deal with any of the typical hassles of property ownership. If they want to build something on the land, they take care of it. If they want to do a percolation test they take care of that, and if they want to fence the property, they do that too.

Another advantage is that there are no construction issues to deal with. You can subdivide land, which might involve a little paperwork (only a little if you do it right) but typically, you cannot subdivide a house (unless it is multi-family). You could perhaps rezone it, but if it's a single-family house in a single-family neighbourhood, that can be close to impossible. There are very specific rules about when you can rezone. You might be able to rezone a residential house that's on a major main street into commercial, but that's about it.

Land can easily be rezoned, from residential to agricultural - to industrial to multi-family to single family – to all these different things. You can also split land and sell part of it. These options can be very, very profitable and they don't take much effort.

Plus, and I won't get into it much in this Manifesto, land is a great way to hold your self-directed IRA.

Once I realized all of this, I started focusing more and more on land. Once I had my system ready and I had my focus on land, I was able to create a million dollars in profit in only 18 months, while still holding a job. More about that later.

How Investors Typically Fail:

Before I continue in my quest to show why land is the best kept secret in the Real Estate Industry, I would like to ask you a question.

How and why is it that so many Real Estate Investors Fail?

Let me step back a little bit and talk to you about another thing. So how can investors fail? The word is that while many investors fail, many businesses fail.

We all know the statistics that show that 90% of all businesses fail within the first five years. Of the remaining 10%, another 90% fail in five years beyond that.

That means that, on average, only one out of 100 businesses survive for 10 years.

However, at the same time 80% to 90% of businesses started by professionals, by people like venture capitalists and so on, succeed and pass these first five years.

Why is that?

The answer is that they know how to run a business and how to treat their business as a business (and not as a glorified job).

I believe I know why. My business has been in existence now for more than seven years and it has grown and changed over the year, but it has consistently been profitable (very much so).

So, why do particular Real Estate Investors fail? Although there are many reasons, my opinion is that the number one reason is fear: the fear of losing money. The fear is not only about losing money, but also about losing social status, which may be an even bigger fear.

So let's say you're afraid of losing money. That is a powerful, powerful inhibitor of action. And it's understandable, because typically when you think about real estate investing, you think about a house.

You think of a house that you might be able to get for \$70,000 and its worth perhaps \$100,000 and you rehab it for \$10,000. Now you have \$80,000 in the house and then you try to sell it for \$100,000. While you market it for



weeks (expensive with signs, newspaper ads, etc.) you carry a mortgage with a monthly payment which eats on your profits.

If you don't sell it right away, you might have to lower the price and then, all of a sudden, you're not making a profit at all. You may even be losing money. That's when most people get out of the business. This happens to a lot of people, particularly beginners, or at least it's what they think will happen. If that's what people expect to happen to them, chances are they will never get into the business because they're not willing to pull the trigger. And the ones who did try it without ever having learned anything about real estate investing first might actually lose money and then also get out.

Why do I know this? Because this is exactly what happened to me! When I started out in real estate investing I started out doing different things and actually getting into the rehab business – or so I thought.

I put a property under contract and then I was not able to pull the trigger. I was not able to buy it because it was just too much money and I wasn't willing to put it on the line. I had exactly these thoughts described a second ago going through my mind, "Oh my gosh, what's going to happen if no one wants to buy the property? What if I can't sell it? What if the rehab is going to cost more?" My fear of losing the little bit of money I had saved took over and did not allow me to move forward. Does this sound familiar?

We are often driven more by the need to not lose what we have, than by the drive to make more. That is only human.

But here's my point. As soon as I found and developed my Land

LANDPROFITGENERATOR

Investing Method, which I call my "LandProfitGenerator System" the world changed. When investing in land, the way my LandProfitGenerator System teaches it, all of these thoughts or risks virtually disappear. Once I followed my own self-developed steps and bought properties for 5% to 25% of market value, it didn't matter what the market did.

Once you realize you can buy properties worth thousands and tens of thousands of dollars, for the equivalent of what it would cost to take your family to dinner, you'll find that investing is easy and as you follow these steps your profits are virtually guaranteed.

In addition, you'll be able to do it part-time, because you don't have to spend your time chasing contractors, getting repair estimates and doing property showings.

That is when I, as well as my students, realized that land investing and particularly lower dollar land investing is more than what it appears to be on the surface. It is a way to free you of your J-O-B and make **profits similar** to what can be made in the housing industry:

- Without risking your life savings;
- Without putting your credit on the line;
- Without taking on a mortgage; and
- Without having the repair headaches



It is the key to the American Dream.

No other country in the world is as easy to deal with and the laws around Real Estate, such low transaction costs (cost of buying and selling) and no other country, that I am aware of, has such a “can do” business climate. IT is truly the land of opportunity.

I came to this country with nothing and it took me three years to figure out this system – but 18 months after I figured out my system, I was a millionaire.

The cool thing is that once you have figured out a system to become successful, what comes with it is a new way of thinking. And with that knowledge, you will be able to build second, third, and fourth businesses. As a result of it, I have now built a successful education business, a successful training business, and a successful commercial real estate business.

This is the benefit of learning one thing. Getting your feet wet in one system and then learning from it frees you to diversify into other areas. The secret of making money and

making it big in real estate investing is getting deals without spending a fortune. This is what really sets land apart from any other investment method. You'll have the ability to make money in real estate (land) without taking on much risk, no debt and without spending your life savings. This is what I teach in my system called "The Land Profit Generator."

Through this beginning-to-end, step-by-step system, you are able to very rapidly buy properties for pennies on the dollar.

The basic principle of the system.

At any given time in the United States there are millions of people (I'll explain in a second why I say millions) who have decided that, for one reason or another, they do not want their property anymore.

As mentioned before, every moment, in the United States, there are many millions of people who have given up on their property. They do not want it any more. So typically what is it that they do? They consider stopping the payment of their property taxes.

So, just as an example, at any given time right now in the United States there are between 12 and 15 million properties whose owners are not paying their property taxes.

Just look at one of the several web pages giving you access to these lists of Tax Delinquent properties like www.TaxSaleLists.com



The screenshot shows the website header for TaxSaleLists.com. A yellow callout box with a red arrow points to the 'Parcels' statistic in the user dashboard. The dashboard displays the date November 4, 2009, and the following statistics: 50,078 Sales Listed, 49,638 Lists Posted, and 15,072,347 Parcels. The cart shows 0 items. The navigation menu includes Home, About Us, Resources, Publications, Tools, Definitions, Contact Us, and Blog. A Sign In button is located in the bottom right corner of the header.

See the number of Tax Parcels listed it is over \$15 Million	
My Cart	November 4, 2009
0 Items	50,078 Sales Listed
View	49,638 Lists Posted
	15,072,347 Parcels

Home About Us Resources Publications Tools Definitions Contact Us Blog Sign In

This illustrates how many people there could be out there who don't want their property anymore. To be sure, not all of them want to sell. Some decide that they don't

want to pay the property taxes at that time, but do pay it later on, and some don't have the money right now, but plan to get the money within a certain time frame.

But would you agree that of those up to 15 million properties at least some, let's say 10-20%, are unwanted properties? That's my estimate. But in fact, the numbers are even larger. When I looked through all the thousands of properties that I have bought and sold since 2002, I realized that over 60% of them did not have any kind of back taxes at the time I found them. And my students are also confirming that same information.

This shows that if there are 1.5 to 3 million properties in the country right now (per our assumption of 10-20% of delinquent properties) where the owners don't want their properties anymore and don't pay the taxes anymore, there are over 2 to 5 Million ADDITIONAL properties in the country where the owners diligently pay their taxes but still are willing to sell their properties with huge 75% to 95% discounts. They might be just grudgingly paying the property taxes each year hoping that someone like you or me comes along and takes the properties off their hands.

So the key here is to find these people and find them before they stop paying the property taxes or just after they stop paying them and WAY before such properties EVER enter the circle of Tax Liens and Tax Deeds Investors.



Because once a property goes into that Tax Lien and/or Tax Deed process and shows up at an auction the competition is almost unbearable again. The other day I heard of a TAX DEED Auction in Houston, TX where 300 properties came on the block and over 1,100 bidders showed up. That is the perfect recipe to NOT get good deals.

Therefore, when I sat down and started to develop this system, between the 2000 and 2002, I thought about how I could find these people. And eventually I figured it out.

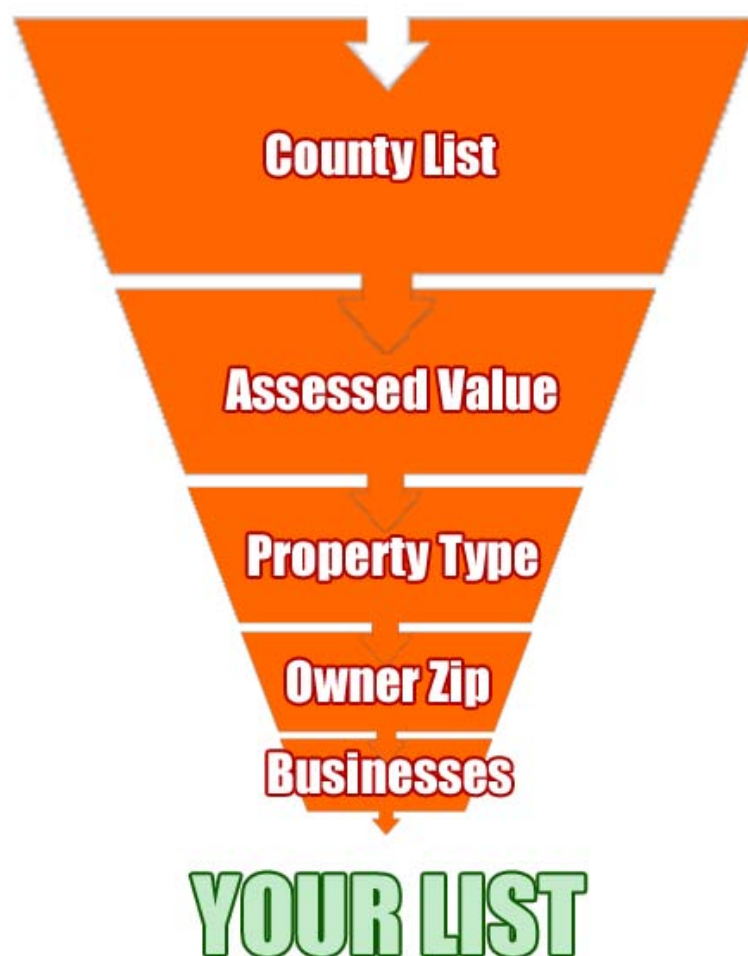
How it works:

Step one is to get a database of properties.

You can focus on the people that owe property taxes. You can focus on the people that don't owe property taxes. Or you can focus on all of them.

Depending on what you focus on, you can get such a list from a list broker, from the county offices, from the above mentioned "Taxsalelists.com" or in many cases also from title companies.

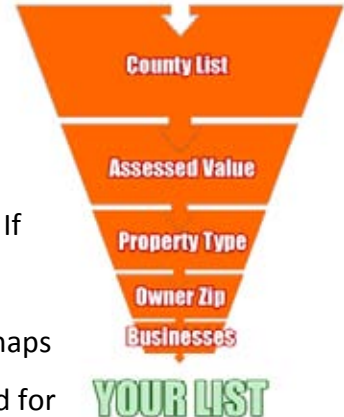
The key to making sense of the list, regardless of what kind of list it is, is to use filtering criteria. You take a list of properties and you filter them down using a bunch of criteria that I have developed. Criteria like: size of parcel; location of the property owners; zoning; value; and a few more. Here is an illustration of how this looks:



Start with a large selection of properties and once you filter them by these criterion you end up with a smaller but highly targeted set of properties to go after.

We send them through that funnel and the process is very simple.

What comes out at the end is a list of people who no longer want their properties.



Then you contact them. And here's the thinking behind the scenes. If they don't want their property anymore, and they have just been grudgingly paying their property taxes for years and years, and perhaps not paying property taxes anymore, then the best thing in the world for them is somebody like you coming along and offering to buy their properties. Wouldn't they be willing to accept virtually any offer that you're willing to make? That is exactly what we are talking about here?

Next, go to them, send them a letter or contact them in any way, shape or form: a postcard, a letter, a phone call (I recommend postcards and letters). If you make an offer of only \$100, \$200 or \$500, wouldn't you expect them to accept that offer? That's exactly what I've been doing since the end of 2002 - thousands of times. And when you have tracked down these properties, you can buy them very cheap.

What kind of properties are they and who are the people buying these properties?

What kind of properties are these?

You may be wondering, "There must be something wrong with these properties?"

The answer is that there's usually absolutely nothing wrong with those properties.

Sometimes there are properties that are junk properties, but most of the time, there's nothing wrong with these properties at all. For example, the owners might have just passed away and now you're dealing with the heirs. And heirs often don't care about what the parents left them. They're just looking for the money. They're just looking to cash in even if it is only a fraction of the value they could get. Perhaps they're far away

and don't care what the property's worth. Often, if you just offer them something to take it off their hands, they'll accept it. I've had that happen many, many times.

Another scenario is where people bought properties 40 years ago, when they were perhaps 18-years-old, and now they're approaching retirement and they just don't want to deal with it. They want to reduce their cost. They have never done anything with it and they don't want to pay property taxes anymore. They just want to reduce their cost. They say, "In 40 years nothing has happened with the property, so perhaps it's not worth anything." That is really only in their mind and has nothing to do with reality.



The property could be a beautiful property in a gated community, with all utilities, but they perhaps live somewhere else. Or, even if they only live an hour or two away, they decide, "I've owned it for many, many years, yet nothing has happened there. The development has not bloomed so therefore, the property is worthless. I'm going to just give it away to somebody." And so the owner sells the property.

One of my students, Jill Robbins, received \$68,000 worth of properties for free. Another of my students, Donna Carmon, from Colorado, received 27 properties in a gated community with water, electricity and all the utilities for \$50 a piece and turned around and sold them for over \$20,000 (actually she could have sold them for much more, but needed money urgently, so she decided to just wholesale them for cheap, and still made almost \$19,000 in profits)

Who are the people buying these properties?

Buyers typically fall into one of three groups.



Investor Buyers:

Investor Buyers typically buy either wholesale in order to flip the land themselves and are looking to get great deals, or they hold the land for future appreciation. Often they have the patience to hold out for the highest bid (sell retail) and maximize their profit on each property. The typical LandProfitGenerator investor develops a bunch of these and sells properties to these Investor Buyers, again and again and again (just like in houses).

End Buyers:

End buyers are people who are looking for a place where down the road they can build something (a cabin, a house to retire on, etc.) or just keep it to pass on to the kids. These guys often are our retail buyers and often buy with seller financing (we hold the paper). They pay off the note over time and by the time they are ready to build, they own the place free and clear and do whatever they want with it.

Hybrid Buyers:

Hybrid Buyers are basically a hybrid between both one investor and two End Buyers. They often buy with an investment purpose, but also want to enjoy the land and go there to camp or build something on the land to use and then later on sell again.

Since many have all utilities, road access, electric, water and sewer and many don't, it is important to stress that in my LandProfitGenerator program, that investors disclose the truth and follow the law. I have sold hundreds of properties without any utilities and even without road access (and disclosed that fact) and they have been bought up mainly by my investor buyers who hold them if they think these parcels might get road access and utilities in the future. End buyers typically don't buy these and when properly disclosed, as I always do, and as I make sure I stress in all my teachings, they won't have to and won't even by mistake.

We Are Not The Market:

Lastly the key here is, and I had to learn this too, that WE ARE NOT THE MARKET. Many of the properties I bought and sold are beautiful, gorgeous, and I would not mind at all building a house on them to live in myself. And some I would never want to buy myself. But guess what, as we say in German “every pot has its lid” meaning every piece of land if properly marketed (which is the second part of my system) will find someone who falls in love with it. And there are as many different tastes in LAND as there are in houses. WE all agree that there are many houses you and I would not like to live in, right? But they still find a buyer who loves them. The same is true in land.

In summary, all we who do this Land Investment Technique do is to find people who don't want their land anymore, take the properties of their hand for a price both they and us are happy about and then we turn it over, market it and sell it to someone who's dream has been to own just a piece of Land like that.

Selling your Properties

Let's talk about selling the Properties.

Once you have bought one or many properties it's time to sell them. Selling is crucial because here is where the money comes in.

How to get to one million dollars in 18 months?

Here's how you do it. The fastest way to get from \$0 to \$1 Million Dollars is by using the process of "wholesaling."

Now you have heard of wholesaling before. But this is land wholesaling and in addition low dollar, affordable land wholesaling. And that is a little different ballgame than the typical house wholesale deal.

First let me explain the concept of wholesaling.



Wholesaling is where you take a property that you got at a discount and you pass it on at a slight mark-up, and then still sell it at a discount and leave most of the profits in the deal for the person you sell it to.

Let's say for example, you buy a property that is worth \$10,000. You buy that property for \$500. This is something that happens every day of the week. I probably have many hundreds of my deals that fall into that category. Once you own the property you turn around and you sell it for, perhaps, \$3,500. Using the right marketing tools I show, describe and demonstrate in my new Program www.LandProfitGenerator.com you can sell deals like that typically in a matter of a few days and often even faster.

Why would we do this?

Because you can make MUCH more money in much less time by selling a LOT of properties with a little mark-up (=at wholesale prices) than by selling a few properties with a large mark-up (=a retail prices).

To illustrate this let's continue down the path of the example I just gave.



So in the above example after selling the property for \$3,500 you would have a fast \$3,000 profit plus your \$500 back, which allows you to take the full \$3,500 and roll it back over into new deals. So instead of buying one property, you can buy seven properties each for \$500. You then turn around and sell these 7 properties for \$3,500 apiece, and now your total profit is seven times \$3,500, or \$24,500. From that, we have to subtract the \$500 that came out of your pocket – but you will have made \$24,000 on the eight properties that you sold.

But why do I say that this is fast profit? You've sold these properties for \$3,500 each, but you could have perhaps sold them for \$10,000 each. You've left an additional \$6,500 profit on the table or \$52,000 on the table for the next investor.

But here's the way of thinking. You could have said, "No, I don't want to do that." "I don't want to leave any profit on the table." If you'd aimed to sell that property for \$10,000 instead of \$3,500, it might have taken you three, four, six months to sell it at full market price for cash. Therefore, if you took that first property you would have made \$9,500 in profit over six months, because it took you that long to sell that property.

If you do a wholesaling approach instead and sell this property for \$3,500, leaving \$6,500 to the next guy, you buy this property and you sell it fast. It might only take you two weeks to sell that property. As a matter of fact, often it takes only two days to sell a property. If the property is truly worth \$10,000 and you're selling it at \$3,500, that's a steep discount on market value. That will drive tons of buyers into wanting to buy that property, and they're going to take it off your hands fast. Even if you take your time and sell these in two weeks vs. two days, you can still take that money and turn it over again; and again and again....

Let's just say that in that two weeks you buy seven more properties. In fact, let's double the time every step takes, so it's really believable, and make it four weeks. So it takes you another four weeks to buy seven more properties and then it takes you another four weeks to sell all these seven properties. Now what you have is a situation where in ten weeks you have bought and sold eight properties, and you have made \$24,000.

And this example doesn't even take into consideration that in this extremely conservative assumption that the eight wholesale deals only sold for 35% of market value and that you didn't come across a more valuable property as part of these 8 deals with a much larger profit potential (even at wholesale).



You can figure out the math. If you continue the process, and buy another eight properties that take another four weeks or so to sell, then, even building in some buffer, in a matter of 14 to 16 weeks – four months – you have taken 16 properties and sold them for profit. Sixteen times \$3,000 is how much profit? That's \$48,000 in profit in four months.

We do this for another two months – and by now a lot of the profits would be just sitting in your pockets, right? So technically you could buy not just seven or eight properties but 10 or 12 or 15 properties, doing the same thing again and again and again. If we continue this on and on, then in a matter of six months you have bought and sold 26 properties and made \$3,000 profit on each of them. That's \$78,000 in profit.

Now let's compare what you would have made if you refused to sell wholesale, discounted for cash and instead held that first property. You had to hold this property and all the money that you had was tied up in that property for as long as it took until someone with the ability to pay you \$10,000 in cash came along. And chances are that would have taken you (according to statistics of Land Real Estate Agents) about six months. Just to sell that one parcel and to make an extra \$6,500, for a total of \$9,500 in profit.

You now can see that in one case you would have made \$9,500 and in the other one you would have made closer to \$80,000 in profits.

And the beauty of this is that this entire concept of Wholesaling is even easier when dealing with land. Just think about it. You own the property already, so you are not really in a rush to sell it, vs. in the housing industry you have to wholesale the deal and find a buyer really before you yourself buy the property so you can do a “double Escrow” (or similar transactions where you only take title for a limited time (like a day)).

And in most states by now you have to line up what is called “transactional funding” to make the deal happen if you decide you don’t just want to assign the deal.

Not so in land. You can of course also assign a purchase contract and you can also do a double escrow. But WHY? If you buy the property for just a few hundred dollars you can afford to make it your own, and then with calm and preparation go about selling it.

But it gets even better. The main reason why this is so scalable in Land is the already mentioned fact that you don’t need to do repair, rehab, or Maintain land. It just sits there. That means that you can literally buy dozens of pieces of land and hold them for as little or long as you want without incurring any more upkeep, effort or issues than without them.

It ultimately means that you can scale this business as high as you want while still running it part time, while you still work on make your Plan B into your Plan A.

That's the concept of wholesale and that is exactly how I did it. And that's also how many of my students do it right now.

Donna Carmon, from Colorado did that, for example, She bought 27 properties at \$50 a piece and, because she needed very quick money to make sure she doesn't lose all of her assets (she had even pawned some things already), she didn't maximize the amount, but sold all 27 properties for less than \$1,000 a piece. But that was still almost 20 times what she bought those properties for.

She got them for \$50 a piece and sold them for \$800, \$900 a piece. She made over \$20,000 in profit. And now what she's doing is she's buying another 30 properties. And now that she has some buffer in there she's probably selling them for a slightly higher price, because they're probably worth \$5,000, \$6,000, \$7,000 each. Now she can go and sell them on a wholesale basis for perhaps \$1,500 or for \$2,000.

Or she can use the next technique I want to tell you about, which is “seller financing.”

With seller financing you can get actually full market price for the properties but take monthly payments instead of the full amount. This is the second strategy I applied and still apply every day when I am selling on average 30-40 properties per month.

What you do with “seller financing” is basically exchange a higher asking price for the property for a higher price for the property. The reason you can charge a higher price for the property is that you're making the transaction more convenient for the buyer. For example, the buyer says, “I would love to have that \$10,000 property, but I don't have \$10,000. I don't even have \$5,000.” Then you can tell them, “I'm willing to accept seller financing. Just give me \$1,000 down right now and then give me \$150 for the next X years.” For the next seven, eight, nine, even ten years you receive a payment with a seven, eight, nine, ten, twelve, fifteen percent interest rate-whatever you want to charge.



That's the next key point. Because you are actually waiting for all the money to come to you over years, you can also ask for an interest rate. So as a result, as the money comes in over several years you will not only have received \$10,000 on that deal, but you will also have received \$12,000, \$13,000 or \$15,000, because interest comes in on top of it.

And again there are some GREAT advantages in dealing in land. One is a tax advantage. One would think that if someone buys and sells that many properties the IRS would declare them a Dealer? And in deed they do, and if we were dealing in the housing area that would have some dramatic implications on the ability to do Seller Financing. I am not an attorney and I am not giving legal advise, but it is my understanding that if the IRS declared you a DEALER, you have to pay taxes on the full amount of profits in the deal NOW no matter whether or not you receive it now or in instalments in the future.

Meaning even if you offer seller financing and the buyers pays you over 20 years, you would still have to pay taxes on the full purchase price NOW.

EXCEPT- Except if you are dealing in vacant land.

There is a loophole in the Tax Code (Code Section 1237(a) and Code Section 453(l)(2)) that my CPA told me was designed for large builders who needed to get rid of some excess land through seller financing and didn't want to be hit with the Taxes right away. And This Loophole basically says something along that lines that even though you are a dealer you are exempt from having to pay taxes immediately NOW if that property was sold in instalments and if it was unimproved land and if it was sold to an individual (vs. a company). And I think it also has something about you not adding any improvements to the land before you sell it.

So in good old English that means that as long as you sell your land (and land only, this exemption does not expand to houses) to individuals without changing anything on the land (no fence, well, house...) then you can pay taxes on the profits as the money comes in. Anyone who has ever been an active Real Estate Investor knows that this is HUUUUUGE!!!!

And it is yet another reason to show you why land is sooo cool.

Let me make that clear with an example, the same example we used before of the property that you bought for \$500 but that is worth \$10,000.

Only now you are selling this property for the full \$10,000 with seller financing with a \$1,000 down payments and monthly payments of let's say \$200 for 7 years.

And let's say your tax Rate would be 30% (just for example) .

The profit in this deal would be the same, right? \$9,500 (actually that is simplified because with seller financing you can ask for a nice Interest rate which will increase your return but we will ignore that for now, just to keep things simple)

Without that Loophole in “Tax Code Section 1237(a) and Code Section 453(l)(2)” you would have had to pay 30% of \$9500 = \$2,850 in Taxes.

But you only received \$1,000 as the down payment and if the sale happened at the end of the year, you might not even have received any monthly payments yet by the time you do your taxes. So you are really \$1,850 in the hole.

But thanks to the Land Sale Loophole you won't have to endure that.

Now you would just pay taxes on the amount you received So in this case you paid \$500 and you sold it for \$10,000. So 95% of the sale price is profit. So therefore 95% of every payment, down payment or monthly payment you receive is profit and you will have to pay taxes on it (unless you can show some other expenses of course). But, only as the money comes in to you. As a result you would only have to pay taxes on the \$950 of the down payment. And every year from now on you only pay taxes on the amount you received.

That does make life a lot easier, doesn't it?



I hope you see what a HUGE advantage land is over houses and other improved property.

So now that I have explained why you can do the installment sale without having to worry about the tax implications of it, we can move on again.

In summary, having access to both of these selling strategies (and many more explained in my new Program www.LandProfitGenerator.com, is a great tool and these are exactly the tools I did to go from zero to \$1 Million dollars in cash and equity within 18 months.

And that is exactly what my students are doing right now. It's the way that you can get from zero to \$1 million like I did.

I bought a property for \$400, sold it for \$4,000. Turned around, bought five more properties like that, turned around and bought them for \$300, sold them for \$3,000 or \$4,000. Then a little nicer, bigger deal came along and I bought a property for \$500, sold it for \$9,500. It was worth probably \$20,000. I did that just to get cash.

Building up that cash pile first of all was what allowed me to quit my job, and that's what I recommend you do too.

At a certain point in this structure you have more cash than you need at the moment. That's a nice feeling, by the way. At this point, what you can do is use your excess cash to continue buying properties but now you hold some properties back. Instead of selling them as wholesale, for cash, you sell them as retail with seller financing. You do owner financing. And over time you create a balance of both wholesale cash deals and monthly installment incoming payments deals that lead you to have a ton of cash in the bank and a lot of checks coming into your mailbox. Typically my students and I do a balance of about 60% cash sales and 40% wholesale, or the opposite, with 60% wholesale and 40% cash sale.

In my opinion that is an unbeatable combination.

And the nice thing is that *both* Wholesaling and Installment sales work in both up and down markets. Instalment sales work in a recession, because people are still looking to make their dream of property ownership come true but they need it to be more affordable so they go for the low payments. It works in a boom market, because people are then just going to pay you off faster and they're more willing to give you higher down payments and things like that. It works in both markets. And wholesaling works in both markets, because in a recessionary market, people are looking for bargains. In a boom market, there's more people looking and a bargain is always a good thing. A bargain is a bargain is a bargain in any market.

You have to have a system:

Now I want to discuss the importance of having a system. How do you sell a property quickly in any market? A marketing system is the key to any success in any market. We now live in the Internet era, so it would be foolish not to use the Internet to sell your properties. You still can put classified ads and signs, and all the traditional things, which still work, but I'm not even going to go into those, because the future of selling properties right now is via the Internet.

Think about it. The Internet has been around for 15 – 20 years now. Everyone is using it.

Advertising is moving away from the newspapers into the Internet. About 150 to 250 million people in the world have blogs. Webpages are being grown left and right. There are



lots of people making money on the Internet. Today, 90% of all real estate buyers start their search on the Internet. So you must be on the Internet.

The nice thing is that part of the “Land Profit Generator” that I’ve created is also a full-blown marketing system. The marketing system teaches you amongst others how to build up a database of buyers, including repeat buyers, so that you can market your properties to these buyers again and again. With this you can build up a list of hundreds, if not thousands, of buyers. Plus, over the last few years I have built up over 20,000 (actually 21,730) land buyers. Of course all the investors in my LandProfitGenerator are allowed to sell their properties directly to my land buyers too.

Just think of how it used to be. It used to be that when you had a property for sale you would just go and put some ads into the newspaper and some signs in the neighbourhood. Then some people might call, and after you gave them all the information they hung up and didn't even leave you their contact information. And the next time you have a property you do it all over again and you find you are starting from scratch each time. Doesn't that stink?

Now think of the new world. You learn how to create (or have it done for you) an Opt-in Page (also known as Squeeze Page) and people who want to see your properties have to first give you their name and email address. In



exchange, you might give them something like a special market research report or promise to add them to your newsletter list (which is really the emails you send out to market the properties). Now whenever you have a new property for sale all you have to do is send out an email to that list and chances are someone will buy it.

As a matter of fact, there is a free webpage in the LandProfitGenerator system that allows you to have your own free selling page.

Another beautiful aspect of the Internet is that not all your buyers have to be in your backyard. They don't even have to be in the U.S. for that matter. The buyers can be anywhere in the world.

I've had buyers from Iraq, American soldiers who are deployed there looking for a place to build a house when they come back here. I also have people from other countries like Israel, or Germany buying properties from me through the Internet.

The next equally beautiful thing about the Internet is that you have immediate access to your customers. You want to upload a new property and send out a message to your database about that today, right now, no problem. And you do not have to be a technology geek to do this. I couldn't operate a webpage to save my life, yet I own dozens of them for different purposes (some of them have nothing to do with Real Estate).

The system of selling properties online works in one of two ways. In order to sell your properties online, you must have a place to display your properties.

And you can do this either:

- Through your own webpage; or
- put your properties on other people's web pages.

Here's a list of resources and places where you can put your properties for sale.

1. www.uslandadvertiser.com.
2. www.uspropertyadvertiser.com.
3. www.landflip.com.
4. www.ebay.com.
5. www.craigslist.com.
6. www.backpages.com
7. www.sunnyland.com and www.Sunnylanddeals.com

You can put your properties for sale on these sites and I have amazing success stories from students, as well as my own success stories. As a matter of fact, right now my business is selling 30 to 40 properties per month using online techniques like having blogs, posting them in all these pages, and driving traffic back to our sales pages.

Article marketing:

The goal is to get as many targeted, land searching visitors to your webpage so that your land parcels sell fast and Article marketing is something that works wonders in that area. The concept of article marketing is something that is very, very powerful, and it's free. You can write your own articles about the area your land is in, about the land in general, about land investing in general, about real estate investing, about news items that have anything to do with real estate.

Then you can submit these articles to article submission engines on the Internet. This is FREE of cost. At the bottom of them you put a link back to wherever your property listing is, whether it is on your own webpage or on one of the webpages that I mentioned. That will generate a lot of traffic.

I probably get several thousand visitors a month coming to my webpage just through article marketing. How would you like to have several thousand interested people seeing and watching your properties? They're only checking out your properties because they read something from you that enabled them to bond with you and enabled them to say, "Wow, this person really knows something about that area or about land."

If they're looking at a specific area in a country, where you focus your land investing activities in, then they will find your articles, read them and most likely click on that link on the bottom of the article, and then go your website, where they are confronted with your opt-in page. Then if they have already come that far they are very likely to give you their name and email address which then allows them into your site and they see your property. Those people become very qualified leads.

Here is a list of Article directories that are highly popular with the search engines (meaning if you post articles there they will shoot up to the top of Google in no time flat):

- www.ArticleDashboard.com
- www.GoArticles.com
- www.Buzzle.com

and the master of them all, www.ezinearticles.com.

These top four get almost 15 to 20 million visitors a month. How would you like your property to be in front of 15 million to 20 million visitors a month? That is the power of article directories. Google Index is very fast, so you can find them anywhere.

The Internet completes the circle. With it you not only have the option to buy properties (typically land) for pennies on the dollar, without competition, but also the opportunity to sell them fast, with powerful ways to get thousands of people looking at your webpage.

Plus there are many other ways to sell your properties. You can do Twitter marketing or Facebook marketing. You can have your own blog. You can do lots of different things to sell a property: pay-per-click and so forth. But I want to leave it at that right now, because otherwise this manifesto will get too long. But all of this is covered in detail in my LandProfitGenerator Program.

More on Systems

I must say a few more words on the importance of systems. Why do I keep saying there's a system, there's a system, there's a system? Because the entire definition of having a business is not that you do everything. The definition of a business is that you have different people do different things. You may want to ask, "Jack, are you saying I have to hire a lot of people here?" No, that's not what I'm saying.



What I'm saying is that you have to have systems in place. For example, when you buy the properties through title companies you have to have a title company lined up for you. That's the easy one. You just pickup the phone and the Yellow Pages and pick one of them. Most of them are reliable and good.

But you also have to have other systems, for example, when you send letters out to people. You don't necessarily want to sit there and print them all out in your printer and fold them and stamp them. It's nice to know of resources that you can do that through. For example, there's a company called www.click2mail.com, which does an awesome job. There are other companies that I'll list in my LandProfitGenerator program that do the same service.

Pretty much everything that is technical, repetitive, and doesn't add massive value should be done by an outside system. And yes in some cases that is what we call a "Virtual Assistant" (a funky name for someone who works from home on a project by project basis (or hourly) and you send them stuff to do and they send you the results back.

For example, when sellers call you back, typically you will have a set of standard questions to ask them. Well, you can pickup every phone call yourself or you can have somebody else do that for you. You can go and hire an answering service that asks all those questions for you or at least get a 1-800 number with a Voice mail. Some 1-800 numbers will only cost you \$10 a month, plus the cost of a call. Is it worth for you to not be disturbed during dinner, during lunch, during work, when you can have an answering service for \$10 a month? It works out at only a few cents for every time somebody calls and wants to sell their property to you. Is that not worth it? You can script out the questions so that the caller answer all automated questions and you only call them back when you have time and only if you need to.

Wouldn't it be nice for you to have a system that allows you to sell a property just by uploading it somewhere, with everything else taken care of for you? This is what I mean when I talk about systems. Systems and outsourcing are both part of what I call my Land Profit Generator. So stay tuned for more information on that. I will share with you some more of that.

Summary:

So, as you can tell, by now you hopefully agree that there are some hidden advantages to land that most people don't ever think of. It is probably the most well kept investing secret in the country. There's more land available than you can imagine. And, as they say, they don't make any more land. They're still building houses, but they're not building more land. So as a result land is a valuable resource that people are looking for.

And you might have noticed, his land investment strategy is the classic case of a contrarian strategy. Most people run in one direction. It's like a herd, everyone goes in one direction.

And whenever you see people going in one direction I recommend you ask what's going on in the other direction, because often people are going that way because everyone else is, without really looking at why. And that Path less travelled is often the one with the large rewards.

When everyone else invests in houses, and single-family homes, and foreclosures and these things, then this comes at a cost. I am not saying that these are bad investments. Far from it. I have many very successful friends in exactly these industries making a killing at it. But there is a cost to it, and that cost is high competition, frenzy, having to knock on doors and hurrying to get a deal to beat out others.

Yet in the other direction there is land investing that is just as profitable. It's profitable because you buy properties at 5% to 25% of market value. That virtually locks in profit for you. At the same time, there's no competition, no tenants, no toilets and no termites. You can rezone these properties. There are no hassles, there's no maintenance, no construction issues to deal with and there's no repairs. It's easy to hold in self-directed IRAs.

I hope you enjoyed this Land Manifesto. I enjoyed writing it.

If you liked it please leave me feedback at www.LandProfitGenerator.com and scroll down until you see the spot to leave the feedback.

I hope to welcome you soon to my Land Investing Family.

Thank you very much.

Jack Bosch