FOUNDER ESSAY · FIRST-PERSON · 18 PAGES

What I'd do if I started over.

Tracy, founder of iSpeedToClose, on the wholesale playbook he would actually run if he had to start from zero today — knowing what he knows now. The mistakes he'd skip. The two modules he'd lean on hardest. The email template that closed his first deal. And the unsexy answer to "what really moves the needle year one."

WRITTEN BY TRACY · NO COACH-SPEAK · NO HYPE

LETTER FROM THE FOUNDER

This isn't a how-to. It's a confession.

Hey. I'm Tracy. I'm the operator who built iSpeedToClose because I got tired of stitching PropStream, REISift, Carrot, Mailchimp, and DocuSign together every morning just to keep one assignment moving.

What you're about to read isn't the polished version. It's the version I'd tell a friend over coffee if they asked, *"if you had to start over tomorrow, what would you actually do?"* Some of it will contradict the guru content you've been consuming. Some of it will make you feel like you've been doing this all wrong. Both of those are good signals.

> *“The wholesale advice industry is 80% recycled hype. The other 20% is what I'm going to tell you here. None of it is glamorous.”*

I'll keep this short. Eighteen pages. One night's read with a drink. I hope it saves you a year.

— Tracy

The first 6 months I optimized the wrong things.

Looking back at my first year, I spent way too much time agonizing over things that turned out to not matter, and almost no time on the two things that actually moved the needle. Here's the honest reckoning:

1. **Choosing a niche**

   I spent 6 weeks deciding between probate, pre-foreclosure, and tired landlords. Should have spent 6 weeks pulling leads in all three and let the market decide.

2. **My business name + logo**

   I redesigned my logo four times. Sellers don't care. Buyers care less. The only place a logo matters is on the assignment contract — and there it just needs to look professional.

3. **The perfect SMS script**

   I rewrote my SMS opener 30 times before sending the first one. The one I eventually settled on was almost identical to the one I started with. Just send.

4. **Reading more books**

   By the time I'd read 8 wholesale books, I had zero deals. The 9th book wasn't the problem.

5. **Watching others' YouTube**

   Hours and hours. Almost no value. The successful operators don't share their best tactics on YouTube — they're too busy running them.

CHAPTER 02 · DAY 1

If I started tomorrow, I'd pick a buy-box, not a niche.

THEN I THOUGHT	NOW I KNOW
I needed to pick a niche before doing anything. Pre-foreclosure or probate or tax-delinquent — pick the lane, master the lane, repeat.	Niches are a luxury for operators who already have 50 closes. A beginner needs deal flow. Set a tight **geographic + price + bed/bath** buy-box and look at every distress flavor inside it. The market tells you which niche to specialize in — after you've done 5 deals.

If I rebooted tomorrow, my Day 1 would be one hour in iSpeedToClose's Discover module. Pick a city. Set a price ceiling. Min beds/baths. Min days on market. Save the search. Done. Tomorrow morning I'd wake up to 10-15 GO alerts and start saving leads. Niche selection would happen by month 3, not Day 1.

CHAPTER 03 · DAY 7

I wouldn't buy a list. I'd rip my own.

THEN I THOUGHT	NOW I KNOW
Buying a 5,000-record lead list for $200 would short-cut the first-90-days grind. Why pull leads one at a time when someone already has a list?	Bought lists are scraped from the same public sources you already have access to. They're months stale by the time they reach you, and 50 other wholesalers paid $200 for the same data. Pull your own. Fresh + unique = your only competitive advantage.

THE EXCEPTION

Skip-trace data is the one thing worth paying for. You can't scrape verified phone numbers and emails — those are real vendor relationships. iSpeedToClose's Skip Trace uses BatchData and we pay them directly. Everything else, you can do yourself.

CHAPTER 04 · DAY 14

The email template that closed my first deal.

It wasn't fancy. Six lines. No subject-line A/B testing. No follow-up sequence. Just six lines that converted a 'maybe' into a verbal yes:

> *“Hi {first_name} — I'm a local cash buyer in {city}. I noticed your property at {address} has been listed for {dom} days. I can close in 14 days, as-is, no inspection contingency. If you'd be open to a fast cash offer, I'd love to talk this week. What's the best 10-minute window for a call? — Tracy”*

That's it. No "I help homeowners in tough situations." No "I'm a local real estate professional." No flowery language. Just a specific offer to a specific situation. Reply rate was around 8%, which was 4× my previous templates. The lesson: specific beats polished every time.

CHAPTER 05 · DAY 30

The pivot that nearly killed me.

Around day 30 of year one, I made a bad bet. I'd had 2 verbal yes-es but no signed contracts, and I convinced myself the problem was that I was wholesaling distressed properties — surely if I switched to *turnkey single-family* the deals would flow.

I burned the next 30 days rebuilding everything for turnkey: new buyer list, new search criteria, new SMS templates, new analyzer settings. Net result: zero deals, two months wasted, and a confidence hit that took longer than the wasted time to recover from.

> *“The thing slowing me down wasn't the strategy. It was that I'd only executed the strategy for 30 days. Pivots punish patience.”*

If I rebooted tomorrow, I'd commit to my original playbook for 90 days before considering a single pivot. No exceptions. Most of the operators I've onboarded who failed in year one failed because they pivoted at day 30, day 60, and day 90 — never giving any one approach the time to compound.

CHAPTER 06 · DAY 90

When I knew it would work.

The moment I knew this would be a career, not a hobby, wasn't the first wire. It was around day 90 when I had three signed contracts in different stages — one closing, one in inspection, one freshly signed. Pipeline replaced "hope." Once that happened, the psychology completely flipped.

BEFORE DAY 90	AFTER DAY 90
Each call felt like a make-or-break moment. If the seller hung up, I'd second-guess my approach for the rest of the day. One bad call could ruin a week.	Each call became a data point. If the seller hung up, I moved on to the next dial in 30 seconds. Pipeline depth makes you emotionally bulletproof.

THE METRIC THAT SIGNALS "IT'S WORKING"

It's not deals closed. It's not pipeline size. It's **consecutive weeks with at least one signed contract.** When you hit 4 weeks in a row, the business has compounded into something durable. Until then, it's a project. Pipeline depth = psychological durability.

CHAPTER 07 · DAY 365

I'd start with Discover, not Outreach.

If you could only use 2 modules in iSpeedToClose, which 2 would actually move the needle? Year-one Tracy would have said Power Dialer and SMS — the outbound stuff. Year-five Tracy says it's **Discover** and **Deal Analyzer**.

THEN I THOUGHT	NOW I KNOW
More dials = more deals. Outreach intensity was the lever I needed to crank. I bought a Twilio number on day 1 and started dialing on day 3, before I had any inventory worth dialing on.	The wholesalers who win the most aren't the ones who dial the most — they're the ones who dial the **right** sellers. Discover + Analyzer is what tells you who the right sellers are. Get that combo working first, then layer outreach on top.

Discover surfaces the 5-15 GO listings per week. Analyzer tells you which of those have a real spread after rehab. By the time you pick up the phone, you're calling a seller with a real offer in mind — not a generic "I noticed your property" pitch.

The compressed version of everything I got wrong.

1

Sending mailers before SMS

Mailers are slow, expensive, and untrackable for a beginner. SMS gives 100× faster feedback for 1/20th the cost. Start there.

2

Building a website

I spent a week on a Carrot site. Sellers and buyers don't visit it. The only digital asset that mattered was my branded buyer report — and iSpeedToClose generates those automatically.

3

Ignoring the buyer side until month 3

I treated buyers as the output of the funnel. They're the input. Read the Cash Buyer Black Book — that's the volume I'd give my year-one self.

4

Counting dials, not conversations

I obsessed over total dials per day. Doesn't matter. Conversations matter. Re-orient your KPI on day 1.

5

Hoarding deal info

I thought sharing my approach in the Community would give competitors an edge. The opposite — operators who share more get JV deals coming back at them. Generosity compounds.

CHAPTER 09 · THREE THINGS I'D DOUBLE DOWN ON

The compounding bets.

1

The buyer relationships

If I could re-allocate year-one hours, I'd cut my dialing time by 30% and reinvest in interviewing buyers. Even 1 extra A-tier buyer is worth more than 50 incremental dials.

2

Skip Trace + photo + Street View on every saved lead

Spend the $0.20 + the 5 seconds every time. Three months from now you'll be calling sellers without going back to enrich the lead — and your dial-to-conversation rate doubles.

3

The Friday Coach Digest

Read it. Every Friday. The 5 minutes you spend reviewing what worked and what didn't is the highest-leverage 5 minutes of your week. Most operators ignore it and stay flat for years.

> *“If I could compress my first year into a single piece of advice: spend twice as much time on buyers and half as much time on yourself.”*

Where I'd actually spend the hours.

Year-one Tracy would have said: "open every module, master every module." Wrong. The wholesalers who close the most live in just three:

1 **Discover + Saved Searches**

Every morning, 10 minutes. Review the overnight GO alerts. Save the keepers. Move on. Don't manually search.

2 **Deal Analyzer**

Every Lead in pipeline gets analyzed before it gets dialed. 60 seconds per lead. Saves you from chasing 0-spread leads.

3 **Lead CRM with Auto-Classify**

Every call ends in iSpeedToClose. Let the AI Auto-Classify advance the stage. Don't manually drag cards.

Everything else — Reports, Contracts, Outreach drips, Power Dialer — is a workflow inside these three core surfaces. Don't think of them as separate destinations. Think of them as actions you take while you live in Discover, Analyzer, and CRM.

CHAPTER 11 · THE UNSEXY TRUTH

What actually moved my needle year one.

> *“Showing up Tuesday, Wednesday, and Thursday between 10am and 2pm. That's it. That's the whole secret.”*

I'm not joking. Wholesale, for me, was won by the people who were consistently dialing during the windows when sellers were actually available. Most rookies dial at 7pm because that's when they have energy. Sellers aren't picking up at 7pm — they're putting kids to bed. They're picking up Tuesday 11am, because they're a tired landlord stewing on a thought.

If I rebooted tomorrow, I'd block Tue/Wed/Thu 10am-2pm as my outreach windows, treat them like an immovable doctor's appointment, and do exactly nothing else with those hours. No "researching new tactics." No "reading more case studies." Just dial. Three 4-hour blocks a week. That's the entire workload to hit $10K/mo.

From hustle to operating system.

YEAR ONE TRACY	YEAR FIVE TRACY
Wholesale is a hustle. The harder you grind, the more deals you close. Energy + time = revenue. Burnout is the cost of doing business.	Wholesale is an operating system. The cleaner your pipeline, the more closes per hour. Structure + repetition = revenue. Burnout is a signal your OS is broken — not that you're not hustling hard enough.

Every senior operator I've onboarded — the ones doing 8-12 assignments a month — works fewer hours than the rookies. They've built better systems, better buyer lists, better filters. The operating-system mindset is the entire jump from $10K/mo to $50K/mo. iSpeedToClose exists to give you that operating system on Day 1 instead of Year 5.

If you're reading this on a Sunday night, here's the plan.

1. **Monday**

   Open a free 14-day Pro trial. Set up your buy-box. Save 3 searches.

2. **Tuesday 10am-2pm**

   Review overnight alerts. Save 15 leads. Skip-trace the top 3.

3. **Wednesday 10am-2pm**

   Send 25 SMS opens. Don't dial yet. Just open conversations.

4. **Thursday 10am-2pm**

   Dial back everyone who replied. Listen more than you talk.

5. **Friday**

   Review your Call Coach digest. Save 15 more leads. Repeat next week.

WHAT "SHOWING UP" LOOKS LIKE

12 focused hours a week. Three 4-hour blocks. That's the entire input. Most rookies binge on weekends and ghost on weekdays. Invert that — weekdays during sellers' available hours is where the entire game is won.

ONE LAST THING

If I could
tell you one thing.

Skip the books for a season. Skip the YouTube. Just dial Tuesday at 11am. The rest is noise.

OK, ENOUGH OF MY STORY

Run your version.

I built iSpeedToClose so that the next generation of operators wouldn't have to spend a year figuring out what I figured out the hard way. Every module, every workflow, every shortcut is in the app — gated behind a 14-day free trial, no card.

Open it. Save your buy-box. Send your first SMS on Tuesday at 11am. Email me at *tracy@ispeedtoclose.com* when you close your first deal — I read every single one of those.

START YOUR 14-DAY PRO TRIAL — FREE

No credit card. Full toolkit unlocked from minute one. Cancel any time during the trial and pay nothing. Place your first AI-graded call before the end of this week.

→ **ispeedtoclose.com/register?utm_source=ebook&utm_campaign=founder_restart**

PASS IT ON

If this saved you a year, do me a favor and forward it to one other operator who needs it. Your affiliate link (in the app under Settings → Affiliate) pays you 35% commission for 12 months on every operator who signs up — most of my early ambassadors covered their own subscription with one referral.

KEEP READING

Your **next reads**

You just finished a piece of the playbook. Here are the next three books in the Library — each one hand-picked to build on what you just learned.

01

From W-2 to $10K Months

The unromantic 90-day plan to replace your day-job income.

24 pages · Read at https://ispeedtoclose.com/quit-w2

02

The Wholesaler's Marketing Machine

Seven lead-gen channels ranked by cost, speed, and quality.

28 pages · Read at https://ispeedtoclose.com/marketing-machine

03

The Cash Buyer Black Book

Build, vet, rank, and retain 30–50 verified cash buyers.

21 pages · Read at https://ispeedtoclose.com/blackbook

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