

OPERATOR PLAYBOOK · GETTING STARTED · iSpeedToClose 3.0

Getting Started with iSpeedToClose.

The operating system for real estate investors — one browser tab that finds the deal, scores it, negotiates it, closes it. Now with the AI Deal Intelligence Trilogy: Acquisition, Offer, and Exit Strategy engines powered by Claude 4.5. Every module, every workflow, zero fluff.

v3.0 · UPDATED FEB 2026 · 100 FIRST CLOSER SEATS — 40% OFF FOR LIFE

You picked up the right tool.

Hey — I'm Tracy, the founder of iSpeedToClose. I built this platform because I was tired of stitching together PropStream, Carrot, REISift, DocuSign, and Mailchimp every single day just to close one deal. Five tools, five logins, five bills — and the deal still moved at the speed of the slowest one.

iSpeedToClose **3.0** collapses the entire real estate investment workflow into one operating system. Whether you wholesale, flip, BRRRR, buy rentals, or run creative finance deals, the pattern is the same: find the deal, score it, negotiate the right offer, choose the right exit, close it. Every one of those steps now has a purpose-built AI engine baked in.

This edition of the playbook covers the **AI Deal Intelligence Trilogy** — three Claude 4.5-powered engines that score every acquisition, coach every negotiation, and compare all 8 exit strategies for you in real time. If you finish this guide and put in the reps, your first closed deal is 30 days away. I've watched it happen too many times to call it luck.

HOW TO USE THIS GUIDE

Each chapter explains one module — what it does, why it matters, and the exact steps to use it. Chapters end with a green CTA link (*Open module →*) that drops you directly into the live UI. Read with the app open in another tab and click through as you go. You'll finish the guide and have a fully configured workspace at the same time.

— Tracy, Founder of iSpeedToClose

100 seats. 40% off. For life.

iSpeedToClose 3.0 is opening with 100 **First Closer** seats — operators who commit early, help shape the roadmap, and lock in the best pricing this platform will ever have. Once seat 100 is claimed, the tier is closed forever and new signups roll into the standard waitlist. If you are reading this before then, you are early.

100

Lead credits, on the house

Enough to price up, skip-trace, and score your first 100 discovered properties without spending a dollar on data.

40%

Discount for life

Every plan you ever choose — Basic, Pro, or Team — is 40% off, automatically, every month, forever. This is the only cohort that gets it.

VIP

Direct feedback line to Tracy

First Closers get a private support queue and a monthly founder call. Your feature requests jump the roadmap.



First Closer badge

Displayed on your profile, forum posts, Deal Wall listings, and public share pages. Instant social proof to sellers and buyers.

CLAIM YOUR SEAT — ispeedtoclose.com/first-closer

One page, 90 seconds. If seats are gone by the time you get there, the same URL auto-flips to the standard waitlist so you still lock in your spot for launch.

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READING TIME

Roughly 50 minutes cover-to-cover. Plan one focused sitting on a Sunday morning — the rest of the week, the app does the heavy lifting.

The 5-stage investor loop.

Every deal iSpeedToClose has ever closed — thousands of them across wholesale, flip, BRRRR, rental, whole-tail, seller-finance, and subject-to — moves through the same five stages. Memorize them. Every module in the app exists to make one of these five stages faster.



What happens at each stage

1

Discover

Find off-market or distressed listings in your buy-box. Discover module pulls live MLS + 6 distress signal types (foreclosure, tax-delinquent, absentee, vacant, probate, tired landlord).

2

Capture

Save the listing into your CRM as a Lead, enrich the owner with skip-trace, and grab a Street View photo automatically.

3

Analyze

Run the Deal Analyzer: ARV, repairs, MAO, spread. Get a GO/MAYBE/PASS verdict in under 6 seconds, with the AI Best-Exit recommendation.

4

Engage

Reach the seller via SMS, email drip, or the Power Dialer. Every call is auto-recorded, transcribed, and AI-graded so you improve every week.

5

Close

Send a branded buyer report, match the deal to a cash buyer, e-sign the assignment contract via DocuSign, collect your fee.

The toolkit you'll use this week.

Don't try to learn everything on Day 1. Use this grid as the map — we'll dive deep on each module in the chapters that follow.

● Discover

Live MLS + 6 distress filters · interactive map · one-click save.

● Lead CRM

8-stage pipeline · skip trace · AI auto-classify · tags + follow-ups.

● Deal Analyzer

ARV, repairs, MAO, spread · 7 exits · AI Best-Exit recommendation.

● Deal Heatmap

City-level scoring · find the hot pockets before everyone else.

● Cash Buyers

Discover engine surfaces cash buyers near every active lead.

● Outreach

Drip campaigns · SMS · Power Dialer · AI Call Coach scoring.

● Reports

Branded share links · photo engagement tracking · auto-nudge emails.

● Contracts

DocuSign assignment + JV contracts · audit trail · closing checklist.

● Community

Forum, Deal Wall, Power Team — the operator network behind the tool.

● Affiliate

Refer a wholesaler, earn 35% commission for 12 months on every plan.

Set up your workspace in 15 minutes.

Before you can capture a single lead, your workspace needs four small things: a market, a buy-box, a phone number, and a buyer list. Knock them out in order — every minute spent here saves you ten minutes later.

1

Pick your primary market

Open **Discover** → **City** and pick the ZIP, city, or county you actually intend to wholesale in. Don't try to cover 12 states. Pick one market, dominate it.

2

Save your buy-box

Set price ceiling, min beds, max DOM, and the distress filters you care about. Click **Save**. The MLS poller now scans every 1-2 hours and emails you the moment a GO hits.

3

Connect a phone number

Open **Settings** → **Phone** and provision a Twilio number (\$1/mo + per-minute). This is your compliant outbound caller-ID for SMS + the Power Dialer.

4

Import your buyer list

Got a CSV? Open **Buyers** → **Import**. No list yet? Hit the **Cash Buyer Discovery** button — we'll surface buyers in your ZIP automatically.

PRO TIP — START WITH A SMALL BUY-BOX

First-time operators tend to set their criteria too wide. **Max price \$350k, min 3/2, max DOM 90 days, distress filter ON.** That's it. You can always widen later, but a tight buy-box means the GO alerts you get are actual deals — not noise.

Two more 90-second tweaks.

Email sender identity

Open **Settings** → **Email**. Add your branded sender name and reply-to address. Buyer reports, drip campaigns, and seller follow-ups will go out under your brand — not iSpeedToClose's. Buyers reply directly to you.

DocuSign connect (only takes 60 seconds)

Open **Settings** → **Integrations** → **DocuSign**. Click **Connect**. You'll be redirected to DocuSign's OAuth screen, approve, and you're back. From here forward every contract you send through iSpeedToClose lives in your DocuSign account, with full audit trail.

HEADS UP — THE 14-DAY PRO TRIAL

Every new account gets a free 14-day Pro trial automatically — no credit card required. That unlocks distress filters, AI Best-Exit, unlimited Discover searches, Power Dialer, branded reports, and DocuSign signing. Day 1 you have the same toolkit as a paying operator. Use it well.

Discover: the live deal-finding cockpit.

Discover is where you start every session. It pulls live for-sale listings from MLS + 6 layers of distress data and plots them on an interactive map. Every pin is a potential deal you can save into your pipeline with one click.

The 6 distress filters

Stack these on top of your normal price/bed filters to find the deals other wholesalers can't see. (Distress filters are a Hustler-tier feature — included free during your 14-day Pro trial.)

1

Pre-Foreclosure

Owners with NOD filings, lis pendens, or upcoming auction dates. Highest motivation.

2

Tax-Delinquent

Owners who haven't paid property tax in 12+ months. Often own free-and-clear and need out.

3

Absentee Owner

Mailing address ≠ property address. Out-of-state landlords are gold.

4

Vacant

USPS confirmed vacancy + utility-off signals. Often inherited or tired-of-managing.

5

Probate

Estate sales, deceased grantor on title. Motivated heirs, fast-close opportunity.

6

Tired Landlord

Long-hold absentee owners with 2+ recent permits or code violations. Burnt out.

READ THE MAP IN ONE SECOND

Pin colors = deal score.

Every pin is auto-scored against the listing's price-per-square-foot vs. the market median. The color tells you whether to click:

GO	Green pin • < \$150 / sqft Below-market price-per-square-foot. Click first.
MAYBE	Amber pin • \$150–250 / sqft Average pricing. Worth analyzing if distress signals are present.
PASS	Red pin • > \$250 / sqft Above market. Skip unless the seller is unusually motivated.

The detail drawer

Click any pin to open the detail drawer on the right. You'll see a live **Street View photo** of the actual house, list price, days on market, beds/baths/sqft, the AVM-driven ARV, the Deal Signal (GO/MAYBE/PASS), comps, and the owner name. Two clicks more and the property is in your Pipeline.

THE HOT WHOLESALER MARKETS SHORTCUT

On the right side of Discover you'll see **Hot Wholesaler Markets** — a one-tap shortcut to 10 cities curated for cash-buyer depth and wholesale-friendly comp data: Phoenix, Atlanta, Dallas, Houston, Memphis, Indianapolis, Tampa, Miami, Philadelphia, Cleveland. Tap any city to pre-fill the search instantly.

SAVED SEARCHES = DEAL ALERTS

Turn Discover into a 24/7 deal scout.

Searching manually works once. The real magic is the **Save** button. Saved searches become live alerts: every 1-2 hours, the MLS poller scans the same criteria you saved, and the moment a new GO listing appears, you get an email + in-app notification. Most operators respond to alerts within 10 minutes — that's the first-call edge that wins assignment deals.

STACK 3-5 SAVED SEARCHES

Don't save one wide buy-box. Save 3-5 narrow ones, each tuned to a different distress angle: *Probate in 33602, Tax-Delinquent absentee in Memphis, Tired Landlord in Houston*. The narrower the alert, the higher its hit rate.

→ **Open module:** ispeedtoclose.com/app/discover

Lead CRM: every lead, every stage.

The Lead CRM is your wholesale operating room. Every property you save from Discover lands here as a card with photo, address, ARV, stage chip, and a 'last contacted' badge. It is the single source of truth for your active deal flow.

The 8-stage pipeline



Every lead advances left to right. Drag a card between stages or let the AI Auto-Classify suggest stage moves based on call outcomes and SMS replies. **Closed** + **Dead** are the only terminal stages — everything else loops back to follow-up.

AUTO-CLASSIFY SAVES YOU THE CLICK

When you finish a Power Dialer call, Claude reads the transcript, detects buy-signals or objections, and proposes a stage move (*Contacted* → *Hot*, *Buyer Interested*) with one click to accept. Most operators advance 3-4 leads per session this way without ever touching the pipeline manually.

■ Hot Today & Pro Lock badges

On the Dashboard sidebar you'll see a ■ **Hot Today** widget — the three leads with the highest AI Lead Scores that haven't been touched in 24 hours. Tap any row to jump straight to that lead's report. It's your morning call list, auto-built every day. Inside the Pipeline itself, Pro/Team users see the score chip (■ 87 · *HOT*) on every scored card. Free/Basic users see a ■ *Pro · AI Lead Score* placeholder — one tap opens the upgrade modal.

Skip Trace: the lead enricher.

A property address alone doesn't make money. You need the owner's phone number. Skip Trace runs the address against BatchData, returns verified phones + emails, and writes them straight into the lead card — single click or bulk select 25 at a time.

1

Single skip trace

From the lead detail panel, click **Skip Trace**. Costs 1 credit (~\$0.20). Phones, emails, and confidence score land in the card within 5 seconds.

2

Bulk skip trace

Select up to 25 leads, click **Bulk Skip Trace**. Same enrichment, parallelized. Great for end-of-day list hygiene.

3

Out of credits?

The sidebar shows your remaining quota. When you hit zero, the **Top Up** modal pops one-tap Stripe checkout for +50, +250, or +1000 credit packs.

DON'T SKIP-TRACE UNTIL YOU ANALYZE

Discover → Pipeline first, *then* run the analyzer, *then* skip trace the GOs. Wasting credits on properties that turn out to be PASS deals is the #1 mistake new operators make.

Deal Analyzer + AI Co-Pilot.

Click any lead and hit **Analyze**. In under six seconds the Analyzer pulls live AVM data, runs the 70% Rule, calculates 7 different exit strategies, and produces a single verdict at the top of the screen:

GO	Spread > 0 • Discount > 25% Spread > 0 and discount > 25% — call the seller today.
MAYBE	Tight spread • partial data Tight margin or partial data — verify ARV before offering.
PASS	Negative spread or shallow discount Negative spread or insufficient discount — skip and move on.

The math, in plain English

ARV (After-Repair Value) — what the property is worth fully rehabbed. We pull this from RentCast's AVM and 3-mile comp set.

Repairs — auto-estimated by age and square footage (Light \$15 / Medium \$25 / Heavy \$40 per sqft) or AI-scored from your uploaded phone photos.

MAO (Max Allowable Offer) = $(ARV \times 0.70) - \text{Repairs} - \$10,000$ wholesale fee.

Spread = MAO – Asking. Positive = your offer fits. Negative = the deal is upside-down at list.

AI Best-Exit picks the path that pays.

Wholesale is one exit. The Analyzer also models: Cash-on-Cash Rental, BRRRR, Flip, Section 8, Hybrid Flip+Rent, and Owner Finance. Each exit has its own ROI, cash-needed, monthly cashflow, and 5-year IRR. The **AI Best-Exit** banner at the top reads all seven calculations + your market signals and recommends the path with the highest risk-adjusted return.

DON'T JUST TRUST THE VERDICT — READ THE WHY

Below the GO/MAYBE/PASS verdict, the Analyzer shows a one-sentence *reason*: 'PASS — list price 8% above AVM after heavy rehab', or 'GO — 31% below ARV with positive spread after medium rehab.' That reason is the line you'll quote on the seller call.

→ **Open module:** ispeedtoclose.com/app/analyzer

Claude scores your deals 0-100.

On top of the Analyzer's hard math, the **AI Co-Pilot** reads every signal on the lead — owner motivation, listing notes, time on market, distress flags, your call transcripts — and produces two things no formula can: a soft *conviction score* 0–100 and a *plain-English MAO* with the reasoning written out for you.

AI Lead Score · 4-pillar 0-100

Click **Run AI Score** on any lead. In ~3 seconds Claude returns a composite score 0–100 plus four sub-scores (each /25): **Motivation** · **Urgency** · **Equity** · **Reachable**. Above 80 = ■ HOT, 50–79 = ■ WARM, below 50 = ❄️ COLD. The score rides along with the lead everywhere — the Pipeline Kanban chip, the ■ Hot Today dashboard widget, the printed Property Analysis Report, and the public buyer share link.

WHAT THE SCORE IS ACTUALLY MEASURING

Motivation — distress language in notes, owner type (probate/landlord/divorce), time on market.

Urgency — recent price drops, expired listings, foreclosure clock. **Equity** — estimated loan-to-value, free-and-clear signals. **Reachable** — phone verified, email valid, SMS deliverable. All four roll up into the composite. Claude also writes a single *Next action* sentence so you know exactly what to do next.

AI MAO with the math written out.

On a separate tap, the **AI Valuation** panel pulls live comps from BatchData, runs them through Claude with the property characteristics, and returns a confidence-ranked valuation that looks like this on every report:

ARV MID \$268,000 \$245K – \$285K	REPAIRS \$42,000 medium scope	MAO \$133,600 your max offer
--	--	---

And the formula is shown right under it so you (and the buyer reading your report) can sanity-check:

MAO = (ARV \$268K × 0.70) – Repairs \$42K – Fee \$12K = **\$133,600**

AI SECTIONS RENDER IN THE SHARED REPORT & PDF

Both the AI Score and AI Valuation blocks now appear automatically in the Property Analysis Report — on-screen, the public share link your buyers see, the downloadable PDF, and frozen snapshots. Your JV partners get a fully analyzed deal package with Claude's reasoning in plain English, not just a spreadsheet.

PRO TIER REQUIRED. AI Lead Score, AI Valuation, and AI Call Coach are all included in the \$197/mo Pro tier (also bundled into Team). Basic (\$97) and Free users see a ■ placeholder badge with a one-tap upgrade.

Outreach: SMS, drips, and the Power Dialer.

A GO deal in the pipeline is worthless until the seller picks up. iSpeedToClose gives you three coordinated touch points, in order of increasing intensity:

1

Email Drip Campaigns

Multi-step automated sequences (Day 0 / 2 / 5 / 9 / 14) sent through your branded sender. Use for cold lists — let the drip do the warm-up.

2

SMS via Twilio

Compliant outbound texting with A2P 10DLC registration baked in. Quiet-hours and DNC filtering enforced automatically. Two-way replies land in the in-app Inbox.

3

Power Dialer + Call Coach

Click-to-call from any lead card. Every call is auto-recorded, transcribed by Whisper, and scored by Claude on Rapport / Discovery / Objection / Close in 60 seconds.

COMPLIANCE IS BUILT-IN — BUT YOU STILL OWN IT

We block calls + texts to numbers on the federal DNC list, enforce quiet hours (8am–9pm local), and respect STOP replies. But you are still the legal sender. Get familiar with TCPA basics — the free **TCPA Survival Guide** ebook covers everything in 14 pages.

Every call you place gets graded.

The Call Coach is the secret weapon. Within 60 seconds of hanging up, you get a composite score (0-100) across four pillars, the seller's true objection, a 'next best line' for the follow-up call, and a fully searchable transcript with every motivation tell tagged. Your scores roll up into a weekly digest so you can see exactly where you're improving and where you're stuck.

Want the deep dive? Pick up our companion 25-page ebook, *The 60-Second Seller Call*, which breaks down the full rubric with two annotated transcripts and a 30-day self-coaching plan.

FRIDAY COACH DIGEST

Every Friday morning, you get an email summarizing all your calls for the week: total calls, average score, top objection theme, and the single sentence you said that scored highest. Most operators lift their composite by 8-12 points in the first 30 days just by reading the digest.

New for v3 — Manual Run AI Summary. Long calls (10+ min) are not auto-summarized to conserve quota. Inside any call recording you'll see a **Run AI Summary** button — one click, ~10 seconds, you get the full Coach scorecard on demand. Burn it on the calls that actually matter.

The AI that answers every call.

Apex 2.0 is what happens when a seller calls you at 9:47 PM while you're at dinner — and the deal doesn't die on your voicemail. It's a Claude-powered voice agent that picks up on the first ring, runs a full qualification conversation, books an appointment on your Google Calendar, advances the lead in your pipeline, and texts you the summary. All while you're eating pasta.

1

Answer

Apex picks up your Twilio number 24/7. No IVR, no 'press 1 for sales' — a natural voice greets the seller by property address if they're calling back.

2

Qualify

Runs a structured discovery script: motivation, timeline, price, condition. Every answer is captured into the lead's qualifier slots, live.

3

Book

Offers three open Google Calendar slots and confirms one. Sends a text + calendar invite in under two minutes.

4

Auto-stage

Claude scores the transcript and moves the lead from 'New Lead' → 'Hot — Buyer Interested' the moment qualification is confirmed. No manual drag-and-drop.

5

Re-engage

For any lead that goes dormant (default 7 days, configurable), Apex auto-dials to check in. Backoff retries (1d → 3d → 7d), max 3 attempts, then quietly closes the loop.

HOW TRACY USES IT (A REAL EXAMPLE)

9:47 PM Tuesday, Tracy is at dinner. Sarah — an inherited-property seller — calls the direct-mail number. Apex answers, qualifies her in 3 minutes ('motivation: probate · timeline: 8 weeks · price: \$180K · condition: needs cosmetic'), offers Tue 10 AM, Sarah accepts. By the time Tracy wakes up Wednesday, the lead is in the 'Hot' column with a full transcript, booked appointment on the calendar, and a text saying 'Sarah's on for 10 AM.' Tracy walks in prepared. Zero missed deals.

You stay in control of every setting.

Apex is turned OFF by default. Enable it from **Settings** → **Apex** with a single toggle once you're comfortable. From that same panel you can:

A

Answer

Toggle inbound answering on/off per phone number. Off = calls go to your normal voicemail.

B

Book

Connect your Google Calendar (OAuth) and pick which working hours Apex can offer. Nights and weekends respected.

C

Auto-advance

Set the confidence threshold (default 0.80) — anything below stays in 'New Lead' for your manual review.

D

Re-engage

Configure dormancy window (3–30 days) and max outbound retries (1–3). Set retries to 0 to disable the sweeper.

E

Kill switch

One master toggle at the top of the Apex card. Flip it off and every future call, sweep, and auto-move stops immediately.

WHAT APEX WILL NEVER DO

Apex will not make offers, quote prices, promise closing dates, or negotiate. Its only job is to qualify + book the appointment. The moment a seller asks 'so what will you pay me?' Apex says: *'That's exactly what our acquisitions team will cover on Tuesday — I want to make sure they see the property first.'* You stay the closer. Apex is the setter.

Pricing note: Apex 2.0 (inbound answering + auto-stage moves) is included on the **Pro** tier and above. The outbound dormancy dialer is available on **Team** and higher — see Chapter 11.

CHAPTER 08

The AI Deal Intelligence Trilogy.

Three Claude 4.5-powered engines: Acquisition Intel scores every seller, Offer Intel drafts five offer strategies with a negotiation coach, and Exit Strategy Intel compares all 8 exits side-by-side.

Score every seller. Prioritize the callable ones.

You cannot dial 800 leads a week. You *can* dial the 30 that are most likely to sell this week — if something ranks them for you. That is what **Acquisition Intelligence (BP-027)** does. It ingests every signal we have on a property — equity, absentee status, distress flags, timeline activity, prior contact history, market comps — and returns a 0-100 **Acquisition Score** with a written Claude briefing.

1

Seller Motivation Score

0-100 signal per lead built from equity %, days on market, distress type, and owner absentee status.

2

Lead Ranking

Every open lead in your workspace, ranked top → bottom by callable urgency. Refreshed nightly, on-demand from the property page.

3

Contact Recommendations

For each ranked lead: best channel (SMS · call · door-knock), best time-of-day, and a suggested opening line pulled from calls that closed.

4

AI Acquisitions Briefing

A 3-paragraph Claude briefing per property explaining *why* the score is what it is + the top-3 talking points the seller is likely to respond to.

5

Heat Map View

Zoom-in map of your city colored by acquisition score — the darkest patches are your next door-knocking route.

WHERE TO FIND IT

Property drawer → **Acquisition Intel** tab. Or the dashboard **Lead Rankings** widget for a global top-25 view.

Five offers. One coach. One click.

The wrong offer kills a deal before the seller finishes reading it. **Offer Intelligence (BP-028)** writes five different offer structures for the same property — cash, seller-finance, subject-to, hybrid, and lease-option — with expected acceptance probability for each, then *coaches* you through the negotiation live.

1

5-Strategy Offer Matrix

Cash · Seller Finance · Subject-To · Hybrid Cash + Note · Lease-Option — each with price, terms, closing timeline, and estimated seller acceptance %.

2

AI Negotiation Coach

Paste in the seller's last text or transcript. Coach returns the objection type, an emotional read, and a suggested response in your voice.

3

Objection Playbook

12 pre-mapped seller objections (too low · need more time · going with cash buyer · etc.) with copy-paste responses that closed prior deals.

4

Counter Calculator

Enter the seller's counter, see updated deal math + refreshed acceptance probability across all 5 strategies instantly.

5

Signed-Offer Handoff

When the seller says yes, Offer Intel pre-fills the DocuSign contract with the exact strategy you converged on — no re-typing.

REAL MATH, NOT GUESSWORK

Every offer variant respects the deterministic 70%-rule and MAO math you already trust. Offer Intel doesn't invent numbers — it adds a Claude layer on top of the calculators, showing you which of your *own* offer strategies is likely to land.

All 8 exits, ranked side-by-side.

One property. Eight possible exits. Which one makes you the most money — and lets you sleep at night? **Exit Strategy Intelligence (BP-029)** runs all 8 in parallel and hands you the ranking.

Exit	Best when	Speed	Effort
Wholesale	Cash on hand is thin · need a quick assignment fee	Fast	Low
Fix & Flip	ARV spread > 25% and you have a rehab crew	Medium	High
BRRRR	Rent covers PITI + 30% margin after refi	Slow	High
Rental (buy&hold)	Neutral-cash-flow area with strong appreciation	Slow	Medium
Wholesale	Light rehab, motivated buyer pool nearby	Fast	Low
Seller Finance	Seller owns free-and-clear + wants monthly income	Slow	Low
Subject-To	Existing loan < 5%, seller motivated	Medium	Low
Lease Option	Seller wants payments · buyer needs credit repair	Medium	Medium

Every strategy runs its own deterministic engine (BP-002 through BP-014) with a Claude explainability layer. Exit Intel then aggregates the winners into a **Portfolio Impact** readout — how each exit changes your cash-on-hand, monthly cash flow, and long-term equity position across your entire portfolio.

NIGHTLY REFRESH

The scheduler re-runs Acquisition + Offer + Exit intelligence for every open property overnight. By 7am your rankings, briefings, and exit comparisons are current — no manual refresh required.

Branded reports buyers actually open.

Once a deal is in the pipeline and you've signed the assignment agreement, you need to flip it to a cash buyer fast. The Reports module turns any lead into a buyer-ready, branded share link in two clicks. Photo gallery, comps, ARV, MAO, repair scope, deal verdict, your brand at the top — no separate Canva session needed. The Intelligence Trilogy scores are embedded in every PDF so buyers see the full story on page one.

Photo engagement tracking

When a buyer opens your share link, we track which photos they scrolled through and for how long. If they viewed 8+ photos but didn't reply, the system auto-sends a 48-hour follow-up nudge under your brand (you can pause it any time). Buyers who get nudged convert at 2.3× the rate of cold buyers.

PUBLIC SHARE TOKEN = NO LOGIN REQUIRED

Buyers don't need an iSpeedToClose account to view your report. Just paste the share link in a text or email and they're in. Toggle **Public share** off any time to revoke access — handy after the assignment is signed.

Pro upgrade — AI Score & AI MAO show up inside the report. If you ran AI Score or AI Valuation back in Chapter 05, both blocks now render automatically inside the share link and the PDF a buyer downloads. Your packages arrive at the buyer's inbox with Claude's reasoning already written in — closes 2× faster than a naked ARV/MAO table.

Find buyers in your ZIP automatically.

No buyer list yet? The Cash Buyer Discovery engine scans recent all-cash purchases in your market, flags repeat investors, surfaces their mailing addresses, and writes them straight into the Buyers module. Every new lead you analyze automatically pulls a list of the top 5 buyers most likely to want it based on past purchases.

Deal Heatmap — the macro view

Open **Deal Heatmap** to see your market scored by ZIP. We rank every ZIP on a composite of cash-buyer density, distress signal volume, and median spread. The hottest ZIPs glow green; the dead zones go gray. Use it to decide where to drop your next direct-mail campaign or to spot a neighboring ZIP you haven't worked yet.

Contracts: e-sign without leaving the app.

Once the seller says yes, speed matters. Every minute you spend shuffling DocuSign templates is a minute the seller can change their mind. iSpeedToClose ships pre-built, state-aware contract templates and signs them through your connected DocuSign account with one click.

1

Assignment Agreement

Standard wholesale assignment with assignor/assignee/property/fee fields pre-filled from the lead card.

2

JV Agreement

When you co-wholesale with another operator — sets split, deliverables, dispute resolution.

3

Purchase & Sale Contract

State-aware Realtors-association forms (TX, FL, AZ, GA + 12 more).

4

Inspection Addendum

Standard inspection / due-diligence / right-to-cure language.

AUDIT TRAIL = PEACE OF MIND

DocuSign logs every signature, IP, geolocation, and timestamp. If a seller ever claims they didn't sign, the audit trail settles it in minutes. The same trail is admissible in court and meets ESIGN Act requirements in all 50 states.

From signed contract to cashed check.

1

Open Title

Send the executed assignment to your title company (template email is in the Contracts module).

2

Order Earnest Money

Wire EMD from the cash buyer directly to the title company. Document the wire confirmation in the lead notes.

3

Coordinate Inspection

Buyer's window — keep the seller informed daily. Use the SMS template '*Inspection scheduled for {date}*'.

4

Title Search & Clear

Address any clouds (probate, liens, unrecorded mortgages) before closing date.

5

Schedule Closing

Confirm time/place with seller + buyer + title. Drop into your calendar.

6

Sign + Disburse

At closing, the title company executes the deed, disburses to seller, and pays your assignment fee out of buyer proceeds.

7

Mark Deal Closed

In iSpeedToClose, advance the lead to **Closed**. The dashboard adds it to your revenue + the Power Team leaderboard pings the community.

CHAPTER 11

Dispo Studio. Auction, don't assign.

Deal Rooms, live auctions, buyer match notifications, and an 8-stage closing pipeline — the differentiator no acquisitions-only tool has.

Turn every deal into a public auction.

Most wholesalers dispo the same way: text the deal to 3 favorite buyers, hope one bites, drop the price if none do. That leaves money on the table on every single deal. **Dispo Studio** flips the model: every accepted contract becomes a shareable **Deal Room** with a public offer inbox, a live leaderboard, and a countdown. Buyers see each other bidding. Prices trend up, not down.

What's inside

1

Deal Rooms

One shareable public URL per deal (branded, mobile-first). Photos, ARV, MAO, repair scope, spread, closing timeline — buyers see everything without needing an account.

2

Public Offer Inbox

Buyers submit offers straight into your Deal Room. Every offer includes buyer name, phone, offer price, EMD amount, and desired close date. You see them all in one stacked feed.

3

Buyer List + Match Notifications

Import your buyers or let anyone opt in from a Deal Room. Set buy-box filters per buyer. New deals auto-notify matching buyers via email + SMS the moment they hit your workspace.

4

Auction Leaderboard

Every Deal Room ranks live offers top → bottom. Buyers see where their bid sits. When someone isn't the top offer, the system auto-emails them a nudge to counter — no manual work.

5

Direct Photo Uploads

Snap photos on your walkthrough, upload straight from your phone into the Deal Room. Stored via emergent object storage — no separate Dropbox/Drive shuffle.

THE 8-STAGE CLOSING PIPELINE

Every accepted offer, tracked to funded.

Click **Send to Closing** on any accepted offer and the deal drops into **Closing Studio** — an 8-stage Kanban board where you drag deals from *Opened* to *Title Ordered* to *Inspection* to *Appraisal* to *Clear-to-Close* to *Funded* to *Closed Won* (or *Dead* if it falls apart). Every column shows live count + pipeline dollar value. No more “where’s that deal at?” guesswork.

Closing Team rolodex

Save your Title Company, Transaction Coordinator, Attorney, Inspector, and Lender contacts once. Mark one per role as **Default**. Every new closing auto-attaches your defaults, so every future deal hands off cleanly — no re-copying names and phones from a spreadsheet.

TIMELINE PILL = AT-A-GLANCE DISPO STATUS

Every Deal Room detail page shows a colored pill above the offer inbox: **In closing · Title Ordered · 12d to close**. Operators see closing status without leaving the room — and buyers viewing the public link see a clear “this one is under contract” signal.

Wire your existing lead-gen sites in.

You've been running direct-mail, PPC, or WordPress lead-gen sites for years. iSpeedToClose doesn't ask you to throw them away — it plugs directly into them. Three new modules turn every existing marketing channel you own into a first-class lead pipeline inside the app.

● Inbound Webhooks

One universal endpoint per operator. Point any WordPress form, Carrot site, or landing page at it — every submission becomes a fully-formed lead in your CRM within 200 ms. Site-aware branding routes each source to the right Twilio number + email template.

● Site-Aware Apex 2.0

When a lead comes from Site A, Apex introduces itself as Site A. When it comes from Site B, it uses Site B's brand. One AI voice agent, multiple business identities. No cognitive friction for the seller.

● Google Places Autocomplete

Every address field in the app now uses Google Places. Type three characters, pick a verified address, and the system auto-fills city, state, and ZIP. Saves ~15 seconds per lead. Adds up fast.

● POF Funding Partners

Public /funding page featuring New Silver, Kiavi, and RCN Capital — every click is tracked so you can attribute funded loans back to referrals. Sellers on Deal Rooms see a subtle 'Need POF?' link at the offer form.

● Marketing Amplification Bundle

Playbook Social Share buttons on every ebook + a Claude-powered Content Studio that generates X threads, LinkedIn posts, and Instagram captions from any deal you closed.

● Offer Notifications

The moment a buyer submits a public offer on a Deal Room, you get a branded email + optional SMS ping. First-to-respond wins in dispo — this closes that gap in seconds.

REAL EXAMPLE

Tracy's own T&P; Acquisitions (national) and SellYourHomePA (PA-local) WordPress sites both POST to the same iSpeedToClose webhook. Each site's leads route to its own Twilio number, fire its own branded SMS + email auto-response, and queue an Apex 2.0 call in 60 seconds. Two funnels. One CRM. Zero manual work.

Community, Power Team & affiliate engine.

Tools alone don't close deals — operators do. iSpeedToClose ships three community layers so you can borrow brainpower from people who've already done it.

● Community Forum

Ask questions, share comps, debate offer strategies. Reply-of-the-week winners get featured in the weekly newsletter.

● Deal Wall

Publish your active deals (anonymized address). Other operators can comment, refer a buyer, or JV with you.

● Power Team

Curated directory of title companies, lenders, attorneys, and contractors vetted by other iSpeedToClose operators in your market.

● Affiliate Engine

Share your referral link, earn 35% commission for 12 months on every plan your referrals sign up for. Auto-paid via Stripe monthly.

USE THE FORUM ON DAY 2

The fastest way to learn iSpeedToClose isn't this ebook — it's the Forum. Search any module name and you'll find threads from operators who hit the same question you'll hit. Reply to one of them this week.

FINAL CHAPTER

Pricing + your 14-day plan.

Three simple tiers (Basic / Pro / Team), the AI features matrix, the First Closer 40%-off offer, and a day-by-day from clean install to closed deal in 14 days.

Three tiers. AI + Apex bundled in Pro. First Closers save 40% for life.

Tier	Price	Best for	AI Co-Pilot + Apex 2.0
Basic	\$97/mo	Solo wholesaler running ≤25 leads/mo	■ Locked
Pro	\$197/mo	Active wholesaler — most popular tier	■ AI Score · AI MAO · AI Coach · Apex 2.0 inbound + au
Team	\$397/mo	5 seats · multi-closer wholesaling team	■ Everything in Pro · Apex outbound dialer · shared pipe

FIRST CLOSERS SAVE 40% ON EVERY TIER — FOREVER

Applied automatically at checkout for the first 100 seats. That's \$117.60/mo on Pro instead of \$197 — for the life of your account. Once seat 100 is claimed the discount is gone. Reserve a seat at ispeedtoclose.com/first-closer.

EVERY NEW ACCOUNT STARTS ON A FREE 14-DAY PRO TRIAL

No card required for the trial. All AI features unlocked on day one — including the AI Deal Intelligence Trilogy — so you can score your first 25 leads and decide if you keep Pro or downgrade to Basic. Most operators close their first deal inside the trial. By then Pro pays for itself.

Two weeks to your first signed contract.

1

Day 1 • Setup

Connect Twilio + DocuSign. Save your buy-box. Import (or discover) 25 cash buyers. Save your Title Co + TC as workspace defaults in Closing Studio.

2

Day 2 • First 10 leads

Run Discover in your primary market — or drop a single address into **Look up a single address** to price up any off-market lead. Save 10 GO pins to Pipeline. Skip-trace the top 5 from the Owner card.

3

Day 3 • AI Score the batch

Click **Run AI Score** on every lead. Open the **Acquisition Intel** tab and let the Trilogy rank them for you — top 3 by score = your call list, bottom-third = email drip only.

4

Day 4 • First outreach

Power Dialer the ■ HOT leads. For any lead with skip-traced phones, use **Text this seller** from the property drawer — the modal pre-fills a TCPA-safe opener.

5

Day 5 • First MAYBE → GO

Review Call Coach + AI MAO. Cross-check the **Offer Intel** 5-strategy matrix — the AI shows you which offer variant the seller is most likely to accept. Send drip campaigns to the rest. Save 10 more leads from Discover.

6

Day 6-7 • Weekend reset

Read your Friday Coach Digest. Adjust your buy-box if alerts aren't producing GOs.

7

Day 8-10 • Push hot leads

Move any 'interested' lead to **Hot — Buyer Interested**. Send branded report (AI Score + MAO baked in) + match to buyer.

8

Day 11 • First offer accepted

Seller signs Assignment via DocuSign. Publish the deal as a **Deal Room** — matching buyers get email + SMS instantly.

9

Day 12 • Auction the deal

Watch offers stack in the public inbox. The Auction Leaderboard auto-emails runner-up buyers to counter. Best price wins.

10

Day 13 · Send to closing

Click **Send to closing** on the winning offer. Deal drops into the Kanban with your default Title Co + TC pre-attached.

11

Day 14 · Repeat

Pull a fresh 25 leads from Discover. Drag your closing card across the Kanban as milestones hit. Pipeline never sleeps.

ONE MORE THING

Stop reading. Start closing.

Theory is cheap. The operators who actually close their first deal inside 30 days have one thing in common: they put the ebook down, open the app, and place their first call within 24 hours of signing up. Today is Day 1. Make it count.

CLAIM YOUR FIRST CLOSER SEAT — 40% OFF FOR LIFE

100 seats total. Every seat comes with a free 14-day Pro trial (no credit card), 100 lead credits, the entire AI Deal Intelligence Trilogy unlocked from minute one, and 40% off every plan for as long as your account exists. Once seat 100 is claimed, new signups roll into the standard waitlist.

→ ispeedtoclose.com/first-closer?utm_source=ebook&utm_campaign=getting_started

SHARE THIS GUIDE — EARN 35%

Know another wholesaler who needs this? Forward this PDF or share your affiliate link from **Settings** → **Affiliate**. Every operator who signs up via your link pays you 35% commission for 12 months. Most affiliates cover their own subscription with one referral.

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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 Wholesaling 101

From day one to your first check — the real playbook.

30 pages · Read at <https://ispeedtoclose.com/wholesaling-101>

02 Getting Started with Apex 2.0

The AI voice agent — setup, transcripts, safety rails.

24 pages · Read at <https://ispeedtoclose.com/apex-guide>

03 The Cash Buyer Black Book

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

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

All 12 books are free. Grab any of them at ispeedtoclose.com/library.

READY TO PUT THIS PLAYBOOK TO WORK?

Close more deals. Save time. Grow faster.



Speed is the Deal

**CLOSE MORE DEALS.
SAVE TIME. GROW FASTER.**



**THE ALL-IN-ONE PLATFORM FOR
REAL ESTATE WHOLESALERS AND INVESTORS!**



FIND DEALS
Discover off-market
opportunities fast.



CONNECT
Build your buyers
list & network.



NEGOTIATE
Run comps, offers &
analyze in seconds.



CLOSE
Streamline your process
and close with confidence.



SAVE TIME
Automate your workflow.



CLOSE WITH CONFIDENCE
Make smarter decisions.



GROW YOUR BUSINESS
More deals. More profit.



SPEED IS THE DEAL

★ **EVERYTHING WHOLESALERS NEED · ONE LOGIN** ★

AI Deal Analyzer

Cash-Buyer CRM

Off-Market Discover

Auto SMS + Voice

Start Your Free 14-Day Trial

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297 PAGES OF FIELD-TESTED PLAYBOOKS + TOOLS INSIDE THE APP

Built by an active wholesaler for active wholesalers · Free 14-day trial · Cancel anytime

Speed is the Deal · The all-in-one platform for wholesalers & investors

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