FLAGSHIP PLAYBOOK · COLD-START · FROM 0 TO FIRST DEAL IN 30 DAYS

The 30-Day Motivated Seller Playbook.

How to find, score, and lock up your first motivated-seller deal in 30 days — with zero paid data, zero mailers, and no prior real estate experience. Written by a full-time investor who's closed over 400 assignments the same way.

FREE · 28 PAGES · UPDATED FEB 2026 · INCLUDES 5 SELLER-CALL SCRIPTS & MAO CHEAT-SHEET

READ THIS FIRST · FROM THE FOUNDER

Your first deal is 30 days away.

You don't have a deal yet. Not because you're lazy, not because the market is 'too competitive,' and definitely not because you need to spend $500 on a mailer campaign first. You don't have a deal because nobody has ever walked you through the exact 30 moves in the exact order that lead from 'zero contacts' to 'signed contract.'

That's what this book is. Not theory. Not a survey of wholesaling. A calendar. Week 1 you build the list. Week 2 you start talking to sellers. Week 3 you run numbers and send offers. Week 4 you lock one up and flip it. Every step is inside these 28 pages — and I've included the five actual scripts my team still uses today.

You can run this whole plan without spending a dollar on data. I'll show you exactly how. If you want to move faster later, there's a free 14-day tool that scores every seller for you and coaches you through the offer — I built it, it's called iSpeedToClose, and I'll show you where it plugs in around page 22. Ignore that section if you want. The plan works either way.

> **THE PROMISE**
>
> Follow the calendar for 30 days, put in 1 hour a day, and you will have **at least one signed contract** by day 30. That's not marketing copy — it's the median outcome across the 240 operators who ran this plan in 2025.

— Tracy, Founder, iSpeedToClose

INSIDE THIS PLAYBOOK

Table of contents

READING TIME

~45 minutes cover-to-cover. Read it once tonight, then keep it open next to you for the next 30 days. Every chapter maps to a week — you'll re-read one chapter per Sunday.

Motivated sellers beat any list you can buy.

Every beginner asks the same question first: *where do I get the list?* PropStream. REISift. BatchLeads. And they end up $147/month in the hole staring at 40,000 records they'll never call. The premise is wrong. You do not have a list problem. You have a **signal** problem.

A 40,000-record absentee list is nine parts noise, one part gold. A **motivated seller** is a person who — for a reason you can name in one sentence — needs to sell this month. Death, divorce, distress, distance, debt. The five D's. If you can identify the D behind the door, you're already 80% of the way to a signed contract.

The 5 D's — the only signals that matter

1 **Death**

Probate, obituary, inherited property. The heir doesn't want the house — they want to close the estate. Public records + free obituary sites.

2 **Divorce**

Filed but not final. One spouse needs cash. Court records are public in every state.

3 **Distress**

Pre-foreclosure, tax delinquent, code violations. The bank or city is applying pressure.

4 **Distance**

Out-of-state absentee owners. The property is a burden — physical distance is emotional distance.

5 **Debt**

High-balance HELOC, judgment liens, medical bills. The equity is trapped and they need to unlock it.

> **WHY THIS MATTERS**
>
> Every free channel in Week 1 targets ONE of these five D's. You will never buy a list again. You will build one — 40 records at a time, all with a named D — and out-close operators paying $300/mo for data.

The math of one deal per month.

You do not need volume. You need **ONE** deal per month. Here's the funnel that produces it — memorize it, because the whole 30-day calendar is built to feed the top of it.

Layer	Count	Rate	Feeds
Cold leads (list you built)	40	—	20 conversations
Conversations (SMS + calls)	20	50%	8 offers
Offers sent	8	40%	3 counters
Counters & negotiations	3	38%	1 signed contract
Signed contract	1	33%	$5k-$25k assignment

That is the entire game. 40 warm leads with a named D turn into 1 signed contract. Every week you refill the top with 10 more, and by Day 30 you are having 4-5 seller conversations per week on autopilot.

> **REALITY CHECK**
>
> Nobody hits this funnel perfectly on their first month. Some will need 60 leads to get to 1 deal. That's fine. The point is the ratios are consistent — if you go 0-for-8 offers, the problem is not the funnel, it's *which sellers* you're picking. Chapter 03 fixes that.

CHAPTER 02 · WEEK 1

Build the list.
Zero dollars.

Five channels that produce motivated seller leads for free. 40 records with a named D by end of Week 1.

Five free lead channels — pick two, work them daily.

Channel	D-signal	Where to look	Volume
Probate court	Death	County clerk website — 'estate filings' this month	5–20/wk
Pre-foreclosure NOD	Distress	County recorder — 'Notice of Default' 30-day window	3–15/wk
Tax-delinquent list	Distress	County treasurer's public delinquent-tax roll (annual)	50–500/yr
Driving for dollars	Distress	Neighborhoods with vacant/rough houses (Sunday morning)	10–40/wk
Code violations	Distress	City clerk — housing violation open cases	5–15/wk

Pick two. Not five, not three — two. A beginner running two channels well beats a veteran running five channels badly. Recommended combo for month one: **Probate + Driving for Dollars.** Probate has the highest close rate (heirs are already sellers), and DFD keeps you outside, physically active, and networking. Both are 100% free.

> **WEEKEND TIP · DRIVING-FOR-DOLLARS ROUTE**
>
> Sunday 9am, 90-minute route through the oldest zip code in your county. Photograph any house with (a) tall grass, (b) broken window, (c) mail piled up, (d) tarp on the roof, or (e) peeling paint on trim. Log the address in your phone. Skip-trace later that week. You'll walk out with 12-20 addresses every single time.

WEEK 1 · THURSDAY-SATURDAY

Skip-trace & enrich · turn addresses into phone numbers.

You now have 20-40 addresses. To call them you need phone numbers — that's skip-tracing. Beginner options, ranked by cost:

Option	Cost/lead	Speed	Notes
Free county assessor lookup	$0.00	Slow	Owner name + mailing address only. No phone.
Truepeoplesearch.com	$0.00	Medium	Phone + relatives. Legal for skip-trace, respect DNC.
BeenVerified.com trial	$0.00 · 7 days	Fast	7-day free trial — 30 skip-traces on your first list.
BatchSkipTracing.com	$0.15/rec	Fast	Bulk operator-grade. Only worth it at 100+ records.
iSpeedToClose (Skip Trace)	1 credit/rec	Fast	Free 100 credits for First Closer members — this is what mos

By Sunday night of Week 1 you have **40 records**, each with an address, an owner name, at least one phone number, and a named D signal. That's it. That's the whole first week. Do not call yet. Sleep on it. Week 2 you dial.

> **TCPA IN ONE SENTENCE**
>
> Do not send automated marketing SMS to a number without prior express written consent. Person-to-person live conversation (you dialing manually) is fine. When in doubt, call — don't text — cold leads. Full compliance guide inside the app.

CHAPTER 03 · WEEK 2

Talk to them.
The right way.

The 4-line opener, the 3 objections you'll hear, and the exact words that convert a phone call into a house visit.

WEEK 2 · THE 4-LINE OPENER

If they don't hang up in the first 15 seconds, you're in.

The most important 15 seconds of the whole 30 days is what you say when the seller picks up. Get it right and you're driving to their house on Saturday. Get it wrong and you're one more 'investor' they hate.

SCRIPT · THE 4-LINE OPENER (MEMORIZE VERBATIM)

That's it. Four lines. Do not add anything. Do not pitch. Do not say 'no obligation' or 'quick close.' The single most common beginner mistake is talking through the seller's silence. Silence is **good**. It means they're thinking. Let them think.

WHY THIS WORKS

You named the D signal out loud. You told them you're an investor. You didn't hide it. Sellers respect operators who know what they saw — and hang up on operators who pretend to have found them by accident. Transparency is the fastest close.

WEEK 2 · THREE OBJECTIONS

The three responses that will happen. Handle each in one line.

SCRIPT · OBJECTION 1 · "I'M NOT INTERESTED"

SCRIPT · OBJECTION 2 · "HOW MUCH?"

SCRIPT · OBJECTION 3 · "I ALREADY HAVE A BUYER"

WEEK 2 · SATURDAY VISIT

15 minutes at the property. Here's the whole visit.

1

First 60 seconds

Rapport. Compliment something you can see — 'the trees are amazing, how long have you owned it?' Get them talking about the house's history.

2

Minute 2-8

Tour. Ask to see the whole property. Take mental notes on repair scope — roof, HVAC, kitchen, bathrooms, foundation. Say 'wow this has good bones' at least once (if true).

3

Minute 9-11

The story. Ask 'what's got you thinking about selling now?' Then listen. This is the ONE question that determines your offer.

4

Minute 12-13

Set the frame. 'Here's what I do: I buy houses as-is, close in 2 weeks, no realtor fees, no inspection contingencies. In exchange the number is going to be lower than retail. Does that framework work for you?'

5

Minute 14-15

The soft close. 'Let me run the numbers tonight and send you a written offer tomorrow morning by 10am. Sound fair?' NEVER commit to a number in person. Buy 24 hours.

THE REASON FOR 24 HOURS

You need it to run the deal analyzer, pull comps, calculate MAO, and (if you're using iSpeedToClose) let Offer Intel show you which of the 5 strategies has the highest acceptance probability. That's Week 3.

CHAPTER 04 · WEEK 3

Analyze & structure the offer.

Pull comps, calculate MAO, choose the offer strategy that matches this specific seller's D signal. Send the offer.

WEEK 3 · MAO CHEAT-SHEET

The 70% rule in one page.

MAO (Maximum Allowable Offer) is the highest you can pay for the property and still make the deal work. The industry standard formula:

> MAO = (ARV × 70%) – REPAIRS – YOUR ASSIGNMENT FEE
>
> **ARV** = After Repair Value (what the fixed-up house sells for). Pull 3 comps within 0.5 mi, sold in last 6 months, similar size & beds/baths. Average them.
>
> **Repairs** = your best estimate. Rule of thumb: $25/sqft for cosmetic, $45/sqft for gut, $65/sqft for structural.
>
> **Assignment fee** = what you pocket. Start at $10k for your first deal. You can raise it later.

Worked example

ARV (from 3 comps averaged)	$220,000
70% rule	$154,000
Estimated repairs (1,400 sqft × $35)	-$49,000
Your assignment fee	-$10,000
Maximum Allowable Offer (MAO)	**$95,000**

In this example your MAO is $95,000. That's the number you start with. Offer $85k. Have $95k as your ceiling. If they counter above $95k — walk. There's another deal next week.

One property, five offers. Match the strategy to the D.

MAO is the number. But the *structure* of the offer is what actually gets accepted. Beginners always default to cash. Cash is the lowest-acceptance strategy for most D signals. Here's the matrix:

Strategy	Best for D signal	Beginner difficulty
All Cash	Distress · Death	Easy
Seller Finance	Distance · Debt (equity high, no rush)	Medium
Subject-To	Distress (behind on mortgage, low rate)	Hard
Hybrid (Cash + Note)	Divorce (needs some cash + income)	Medium
Lease Option	Distance (won't sell at your number)	Easy

THE 30-SECOND OFFER DECISION TREE

Distress + close to foreclosure? → Subject-To or Cash (fast).
Death / probate with heirs who don't want the house? → Cash.
Distance + high equity + no urgency? → Seller Finance (you get a lower price with terms).
Divorce? → Hybrid — some cash for the split, income for the parent staying.
Anyone refusing your MAO? → Lease Option (you tie it up long enough to find a tenant-buyer).

Paper trumps text.

Do NOT send an offer by text. Do NOT verbally offer over the phone. Every accepted deal in this book was **emailed as a PDF** with a written cover note. Reason: the seller shows the paper to their spouse, their kid, their pastor. Paper wins hearts. Texts lose deals.

SCRIPT · COVER EMAIL · ATTACH THE PDF

FREE PURCHASE AGREEMENT TEMPLATE

State-neutral, wholesale-friendly, one-page assignment agreement bundled with your download of this book (link in your welcome email). If you're using iSpeedToClose the Contracts module auto-fills it from the property record.

CHAPTER 05 · WEEK 4

Lock it up.
Flip it.

You've got a signed contract. Now you have 14 days to find a cash buyer and get to the closing table. Here's exactly how.

WEEK 4 · FIND THE BUYER

Where cash buyers actually hang out.

The single biggest myth in wholesaling is that finding buyers is hard. It is not. There are cash buyers in every city buying 5-15 houses a month. You just need to be where they already are:

1

Local REIA meeting

Every metro has a monthly Real Estate Investors' Association meeting. Show up with your contract. 3-4 buyers will hand you a card in the first 10 minutes.

2

Facebook groups

Search '[Your City] real estate investors' — join the top 3 groups. Post a redacted deal summary (no address until they DM). Expect 15-30 replies.

3

Public records — recent cash sales

Pull last 90 days of cash-only sales in your zip code from the county recorder. The buyers on those deed transfers are your list.

4

Landlord Facebook groups

Same as buyer groups, but for landlords. Half your buyers will be landlords buying rentals.

5

Just ask the last three

If you have any wholesale network at all, message the three most active operators and say 'I've got a deal in [city] at [price], want it?' Deals sell themselves.

YOU DO NOT NEED A LIST OF 500 BUYERS

You need **3**. The first deal you close in a market, you'll acquire 5-10 new buyers just from the deal itself (everyone who bid on it and lost is now on your list). The list grows on its own. Don't overthink it.

Assignment or double-close — pick one, coordinate title.

Two ways to actually collect your check:

A

Assignment (easier for beginners)

You assign the CONTRACT to the buyer. Buyer wires the purchase price + your fee to title. Title pays you your fee at closing, pays the seller their price, deed goes buyer → seller. One transaction. Fee is visible on the settlement statement — some sellers push back if it looks 'too big.'

B

Double close (more privacy)

You buy from the seller and immediately re-sell to the buyer, same day, same title company. Two transactions. Buyer never sees your acquisition price. Costs $500-$1,500 more in title fees but keeps your margin private. Use if fee > $15k.

HOW TO PICK A TITLE COMPANY

Call three title companies in your county and ask this exact question: *'Do you close wholesale assignments? Or is a double-close required?'* If they say 'we don't do that,' skip. If they say 'yes, we do them all the time,' that's your title company. Every metro has 2-3.

WEEK 4 · CLOSING DAY

You showed up. You closed. Now what?

Closing day is anticlimactic. Buyer wires funds Monday morning. Title company disburses Monday afternoon. You get an ACH notification and a settlement statement. That's it. No fanfare, no confetti, just money. Congrats — you're a wholesaler now.

The next 48 hours matter

1. **Take a screenshot of the ACH**

   You're going to need it. Post it (redacted) in your accountability groups. It's your first proof-of-concept — that screenshot is worth more than 100 hours of theory content.

2. **Set aside 30%**

   Federal + state taxes on an assignment fee are brutal. Open a second bank account, park 30% there, forget it exists until April.

3. **Thank your buyer**

   Two-line email. 'Thanks for the smooth close. I've got more coming in [city] — you're on the top of my list.' Cost: 20 seconds. Value: your entire pipeline.

4. **Refill the top of the funnel**

   Sunday morning. New DFD route. 20 new addresses. The 30-day plan resets. You're now doing this every month.

5. **Book Sunday off**

   You just did something 95% of aspiring wholesalers never do. Take the day. Then Monday, do it again.

THE 30-DAY CALENDAR

Print this. Stick it on your fridge.

Week	Mon-Wed	Thu-Fri	Sat-Sun
1	Pull probate + DFD routes (5+ hrs)	Skip-trace 40 records	Sunday DFD route + rest
2	Dial 40 leads (5 hrs)	Follow up with maybes	Visit 2 properties Saturday
3	Pull comps + calc MAO on visits	Email 3-5 written offers	Negotiate counters
4	Buyer outreach (REIA, FB, records)	Title company setup	Close · celebrate

ONE HOUR PER DAY

Every activity in this calendar assumes 1 hour on weekdays and 3-4 hours on Saturday. You can absolutely do this while holding a W-2. In fact, most of the 240 operators who ran this plan in 2025 did exactly that.

IF YOU FALL BEHIND

Miss a week? Add a week. This isn't a race. The calendar is a rhythm, not a deadline. Some people hit Day-30 with a signed contract, some hit Day-45. Nobody has ever run the full plan for 60 days without at least one signed contract.

BONUS · WHAT'S ALREADY INSIDE THIS BOOK

Five free tools you can use tomorrow morning.

Every operator playbook on the market ends with 'buy my course.' Not this one. You have already read the tools. Here's the index so you can flip back to them fast:

1. **The 5-Channel List Script**

   Chapter 02 — the exact D-signal channels + skip-trace ladder to build a 40-record list in one week without spending a dollar.

2. **The 4-Line Seller Opener**

   Chapter 03 — 15 seconds that determines whether they hang up or invite you over.

3. **3-Objection Comeback Pack**

   Chapter 03 — one-line responses to 'not interested,' 'how much,' and 'I already have a buyer.'

4. **MAO Cheat-Sheet**

   Chapter 04 — worked example with a real repair estimate and a real assignment fee. Copy the math, change the numbers.

5. **5-Strategy Offer Matrix**

   Chapter 04 — the D-signal → offer-structure decision tree the pros use.

PRINT-FRIENDLY BUNDLE

The 5 tools above are also packaged as a standalone one-page printable at **ispeedtoclose.com/motivated-seller/tools** — clip it to your fridge next to the calendar. Free, no email gate.

BONUS · OBJECTION LIBRARY

The 8 other objections you'll hear.

Seller says	You say
"Zillow says it's worth more."	"Zillow doesn't buy houses. Cash buyers do. My number is what a cash buyer would actually pay tomorrow."
"My realtor said I could get more."	"They can — but with commissions, repairs, 60 days of listing, and inspection surprises. Would you want to run that gauntlet?"
"I need to think about it."	"Totally fair. What's the biggest thing you're weighing? Maybe I can help you think it through."
"Come back in 3 months."	"Sure. Mind if I check back in 30 days? Situations change and I want to be ready when yours does."
"Can you pay closing costs?"	"Yes — that's already baked into my offer. My number is your net."
"I need to talk to my *[spouse/sibling/attorney]*."	"Great. Want me to jump on the call with you so I can answer their questions live? Saves everyone a round-trip."
"How do I know you're real?"	"Totally fair. Here's my title company's number — call them and confirm I close deals with them all the time."
"I'll take your offer if you go up $10k."	"I want to make this work. Let me look at the numbers tonight and see if there's any room. I'll email you by 10am tomorrow either way."

What to say the moment the seller says "OK, I'll do it."

SCRIPT · THE MOMENT THEY AGREE

THE RULE OF THE CLOSED DEAL

The moment they say yes, stop selling. Every extra sentence is a chance to un-sell them. Say thanks, promise the contract, get off the call, and send the PDF within the hour.

CHAPTER 06 · OPTIONAL

Where iSpeedToClose fits.

Read this section if you want to move 3× faster. Skip it if you'd rather run the plan by hand — the plan works either way.

Everything in this book, automated.

I'll be upfront with you: I built iSpeedToClose because I got tired of running the 30-day plan by hand. Same math, same scripts, same funnel — every single week. So I put it inside one browser tab. Here's what the platform does at each stage of the plan you just read:

1

Week 1 — Discover + Skip Trace

Pull probate, pre-foreclosure, tax-delinquent, and code-violation lists in one click for any county. Skip-trace 100 records free with your First Closer credits. Saves 4-6 hours per week.

2

Week 2 — Acquisition Intelligence

Every lead gets a 0-100 Motivation Score computed by Claude 4.5 AI. The top 20% are your Saturday call list — the rest go into an email drip. You stop calling dead leads.

3

Week 3 — Deal Analyzer + Offer Intelligence

Pull comps, calculate MAO, and generate ALL 5 offer strategies with expected acceptance rates in under 60 seconds. The Negotiation Coach walks you through counters live.

4

Week 4 — Contracts + Dispo Studio

One-click DocuSign contracts pre-filled from the property record. When you're ready to flip, push the deal to Dispo Studio — a Deal Room that auctions to your buyer list overnight.

5

Every week — Nightly AI Refresh

Every night at 3am, every property in your workspace re-scores, re-ranks, and re-briefs. You wake up to a fresh call list. You never touch the spreadsheet.

CHAPTER 06 · A CLOSER LOOK AT THE AI

The Deal Intelligence Trilogy.

The three AI engines that separate iSpeedToClose from every generic 'CRM.' They are the reason our 30-day plan works even when you're new — the software makes the judgement calls a veteran would make:

Engine	What it does	Where it plugs into the 30-day plan
Acquisition Intel	Scores every seller 0-100 and ranks them. Also draws heat maps of your city colored by score.	Week 2 - your call list orders itself.
Offer Intel	Generates 5 offer structures with acceptance probability. You pick the strategy the seller will actually sign.	Week 3 - Live negotiation coach.
Exit Strategy Intel	Compares all 8 exit strategies side-by-side (wholesale, flip, BRRRR, rental, subto, seller finance, wholetail, [illegible]	Optional - when you decide whether to assign, keep, [illegible]

TRY IT FREE FOR 14 DAYS · NO CREDIT CARD

Every new account gets the entire AI Trilogy unlocked from day one. Score your first 40 leads, generate your first 5 offers, compare your first exit — all inside the trial. Sign up at **ispeedtoclose.com/register**.

PROOF · THREE REAL DEALS

The plan closed these in 2025.

Marcus, 34 · Atlanta, GA

W-2 accountant. Ran the plan while working full-time. Day 27 signed a $12k assignment on an inherited property from probate court. Ran two more channels the next month and closed a $19k deal at Day 44.

Priscilla, 41 · Charlotte, NC

Single mother of two. Zero real estate experience. Chose DFD + code violations as her two channels. Day 33 signed a lease-option on a distressed rental — $600/mo assignment income for 24 months.

Tomas, 27 · Phoenix, AZ

Prior wholesaler stuck at 1 deal every 3 months. Switched to this plan + iSpeedToClose. Day 21 signed a $22k assignment. His comment: 'I stopped calling the wrong sellers.'

NOT RESULTS-TYPICAL DISCLAIMER

Real names, real cities, minor details changed. Not everyone who runs the plan closes in 30 days — the median across 240 operators in 2025 was Day 34. About 12% closed inside Day 21. About 8% didn't close their first deal until Day 60+. All of them *eventually* closed. Zero of them ran the plan and failed permanently.

ONE LAST THING

The 100-seat First Closer offer.

If any of this resonated — the plan, the tools, the trilogy — here is the offer I'm running for the next 100 operators only:

FIRST CLOSER · 40% OFF FOR LIFE

The next 100 operators who claim a seat get:

• **100 free lead credits** (enough to skip-trace & score your first list)
• **40% off every plan · forever** ($117.60/mo Pro instead of $197 · locked for life)
• **The entire AI Deal Intelligence Trilogy** unlocked on day one — Acquisition · Offer · Exit
• **VIP support line to Tracy** — monthly founder call, roadmap priority on your feature requests
• **First Closer badge** on your profile, forum posts, and public share pages

Once seat 100 is claimed the same URL flips to the standard waitlist. If you're reading this now, you're early.

→ **ispeedtoclose.com/first-closer**

90-second signup. No credit card. 14-day free trial included with every seat.

Whether you claim a seat or not — **run the plan**. It works with a spreadsheet and a $0 stack. It just runs faster when the software makes the judgement calls for you.

Day 1 starts tomorrow morning.
— Tracy, Founder, iSpeedToClose

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

Getting Started with iSpeedToClose

The full platform tour — every module explained.

24 pages · Read at https://ispeedtoclose.com/start

02

The 60-Second Seller Call

The Call Coach rubric plus two annotated transcripts.

25 pages · Read at https://ispeedtoclose.com/ebook

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.

★ 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