NATIONWIDE OPERATOR PLAYBOOK · 36 PAGES

The Virtual Wholesaler.

How to run profitable wholesale deals in markets you've never physically set foot in — the exact playbook I use to run T&P; Acquisitions nationwide from a home office in Pennsylvania.

Published August 2026 · By Tracy Perrin · iSpeedToClose

A LETTER TO MY SON

You don't need to live where you close.

Kid — everyone's first wholesale deal is local. That's how you learn. You drive by the property, you shake the seller's hand, you meet the buyer at the closing table. It's tangible. It works. And then you hit a ceiling — because your local market only has so many motivated sellers per year, only so many cash buyers, only so many good deals.

The wholesalers doing 100+ deals a year figured out the same thing: you can run this business anywhere in the country from anywhere in the country. Not because they're geniuses. Because the tools finally caught up. Comps online. Photos instantly. Local contractors on demand. Cash buyers by ZIP code. AI-powered lead calls. iSpeedToClose. This book is the playbook for going virtual — the mistakes I made, the systems that work, the exact way I run 3 markets from a desk in Bala Cynwyd.

Do this right and your business stops being about where you live. It becomes about which markets are underserved. That's a completely different game — and it's the game the top 1% of wholesalers are playing.

— Dad

WHAT'S INSIDE

14 chapters. 36 pages. Nationwide from anywhere.

CHAPTER 01

Why virtual is easier now than local was 5 years ago.

Five years ago, virtual wholesaling was for lunatics. You couldn't get comps without a Realtor. You couldn't see a property without hiring a photographer for $300. You couldn't reach a cash buyer in Cleveland unless you knew someone who knew someone. The friction killed most virtual attempts.

What changed

Five things stacked in your favor between 2019 and now:

• **RentCast + PropStream** made instant comps available in every ZIP.

• **Google Street View + Cyclomedia** means you can 'walk' a block from your couch.

• **Facebook Groups + BiggerPockets** — every market has 5-20 active cash buyers you can find in an hour.

• **Task Rabbit + local realtors** — for $100-$200 you can send someone to walk any property, same day.

• **iSpeedToClose + Apex 2.0** means your CRM, follow-up, and AI calls work identically regardless of where the lead is.

The infrastructure caught up. What used to be a friction-filled niche play is now a mainstream strategy. Most local wholesalers just haven't looked up yet.

Why local is now the HARDER game

Ironically, local wholesaling in 2026 has gotten harder, not easier. Your local market has 50-200 other wholesalers all fighting the same seller list, the same PPC keywords, the same REIA meetups. Virtual opens up 8,000 counties in the US. Most of them have 0-5 active wholesalers. The math is not close.

CHAPTER 02

Picking your first virtual market.

The temptation is to pick the sexy market — Austin, Nashville, Phoenix. Don't. Those are commodity markets everyone else already runs. Pick boring markets with strong fundamentals and 0-5 active wholesalers.

The 5-metric filter

Population growth	5-year growth of at least +2%. Below that, exit velocity drops.
Days on market	Average DOM under 60 days = active market. Over 90 = you'll sit on deals.
Cash buyer density	At least 15% of sales cash in last 12 months. Under 10% = weak dispo.
Absentee owner %	Above 20% is ideal — motivated sellers with distance.
Wholesaler saturation	Fewer than 10 wholesalers actively marketing (check Google, PPC, BiggerPockets). This is your edge.

Where I look first

Secondary and tertiary metros in the Southeast and Midwest. Cities like Toledo, Wichita, Little Rock, Chattanooga, Mobile, Fayetteville. Population 100K-500K. Growing 2-5% a year. Local investor community small but real. This is virgin territory for a disciplined operator.

Do NOT pick a market solely because you like the vibe or you have a friend there. Pick on the numbers. Emotions get expensive.

CHAPTER 03

The comps problem.

The scariest part of virtual is underwriting a house you've never walked. Here's how you get it 90% right from your desk.

The 3-tool stack

iSpeedToClose Analyzer	AI-powered ARV estimate from address alone. Fast triage.
RentCast + PropStream	Verified comps within 0.5 miles, sold in last 90 days, same bed/bath range. Adjust for square footage.
Google Street View + Nearmap	'Walk' the block. Look for boarded-up neighbors, junk yards, vacant lots — the stuff comps don't tell you.

The 90/10 rule

Get comfortable being 90% confident on ARV. The last 10% comes from the walkthrough photos and video (chapter 4). If your ARV is right within 5%, you'll never lose money on the deal regardless of geography.

CHAPTER 04

Photos & video.

Before you write ANY offer virtually, you need visual proof. Here's the exact ask I send every seller after they agree to a rough number:

The photo pack (via text, seller's phone)

- Front of house (from street)
- Back of house / yard
- Every room (7-10 photos)
- Kitchen — including under the sink
- Bathrooms — including under the sink and in the tub/shower
- Electrical panel (open door)
- HVAC unit (label / age plate)
- Roof (from ground, both sides)
- Any visible damage anywhere

The 60-second video

Ask them to walk through the house holding their phone horizontally, narrating what they see. This 60-second clip catches things photos miss — sagging floors, weird smells (they'll mention them), room layout, condition realism.

If a seller won't send photos, they're either not motivated enough or have something to hide. Both are exit signals. Move on.

CHAPTER 05

The remote inspection stack.

For deals over $150K ARV or repairs over $30K, photos aren't enough. You need real boots on the ground. Here's the stack, in ascending cost order.

$0 — Zoom walkthrough with seller	Have them walk you through the house on Zoom. You can direct: 'point the camera up at the ceiling in that corner.' Free, but relies on seller cooperation.
$50-$100 — Local wholesaler friend	Every market has wholesalers happy to walk a house for $50-$100. Find via BiggerPockets or FB groups.
$100-$200 — TaskRabbit / handyman	Real contractor walks the property with a checklist you provide. Better for repair estimates. 24-hour turnaround.
$200-$400 — Local realtor	Best photos + market context. Not always willing (some are protective of listing potential). Worth building 1-2 relationships.
$400-$600 — Professional inspector	Full 40-page report. Only for deals where you're worried about foundation, roof, or systems. Overkill for most wholesale deals.

The tier I use most

$100 TaskRabbit handyman with a 15-point checklist. It's the sweet spot of cost and reliability. I use them for every deal over $100K ARV. My close rate on inspected deals is 3x my close rate on photo-only deals — worth every dollar.

CHAPTER 06

Building your out-of-state buyer list.

The single hardest part of virtual is dispo. Local, you already know 10 buyers. Virtual, you're starting from zero. But it's not that hard if you know where to look.

The 4 sources ranked

Absentee cash sales (public records)	Pull last 12 months of cash sales in your target ZIP. Every buyer is a real cash buyer with a paper trail. Cold-mail them. 5-10% response rate.
Facebook wholesaler groups	Every market has 2-5 groups. Join, lurk, then post a specific deal. Buyers surface fast.
BiggerPockets member search	Filter by city, investor type, activity level. DM the top 20 with a specific opportunity.
iSpeedToClose Community Deal Wall	Post your deal to the network — cash buyers already active on the platform surface within hours.

Rule: never send your first deal to a new buyer without a phone call. Cold-list dispo email = ignore. Cold call with 'I found your name in [county] cash sales' = 40% response rate.

CHAPTER 07

The local partner playbook.

You can't do this entirely alone. You need 2-3 humans in each market who can physically show up when you can't. Here's who they are and how to find them.

The 3 partners you need in each market

Boots-on-ground pro	Walks properties for you. TaskRabbit or a hired birddog. $50-$150 per walkthrough.
Co-wholesaler (optional)	Local wholesaler who splits fees 50/50 in exchange for handling seller meetings if needed. Best for edge cases.
Title company	The single most important partner. Investor-friendly title company that does back-to-back closes without drama. Vet them before you have a deal on the table.

How to find them (fastest path)

1. Post in the local BiggerPockets forum: 'I'm expanding into [MARKET], looking to build relationships with investor-friendly title companies and one boots-on-ground partner. Happy to pay for real value.' You'll get 5-15 responses within 48 hours.

2. Attend one local REIA meetup virtually (most are on Zoom now). Introduce yourself, offer to co-wholesale deals. 30 minutes of your time = 3 real relationships.

3. Cold-DM 10 active wholesalers on Instagram in that market. 'Hey, I'm expanding into [MARKET] virtually. Would love to grab your title company recommendation.' Warm doors open fast.

CHAPTER 08

Title & escrow at a distance.

This is where virtual deals actually die. Wrong title company = surprise fees, delayed closings, or worse, deals falling apart at the last minute because they've never seen an assignment before.

The 5 questions to ask every title company

1. Do you close assignments? (Not just double-closes.)
2. What's your average time from contract to close on cash deals?
3. Do you handle EMD wiring / holding?
4. Can I fund a double-close with the end buyer's money? (Some states restrict.)
5. Have you closed deals for out-of-state wholesalers before? (Deal killer if no.)

If they hesitate on any of these — walk. There are 5+ investor-friendly title companies in every US metro. You don't have to fight this fight.

The wire instructions gotcha

Virtual = 100% wire fraud risk. Every wire instruction email is a target. Rule: **never wire without a voice-verified phone call to the title company's main number** (not the number in the email — the one from their website). This one habit has saved investors from $50K+ wire fraud losses. Do it every single time.

CHAPTER 09

Seller scripts when you're not local.

Sellers will hear it in the first 20 seconds. Your accent, your area code, the way you say 'y'all' or don't. Trying to fake local is worse than being honest. Here's the frame that works.

The one line that changes everything

'Hi [SELLER], this is [YOUR NAME] with T&P; Acquisitions. I work with cash buyers in [THEIR MARKET] — including a couple of local guys who close every month. I'm not local to you but I can move fast because I don't need to physically walk the house before we agree on a price. That usually saves 5-7 days versus a local buyer. Interested in a quick conversation?'

That's it. You've told them: (a) you're not local, (b) you have local backup, (c) not being local is actually a speed advantage. Sellers who care will thank you for the honesty. Sellers who bail because you're not local — they were price shopping anyway.

The 3 objections to prepare for

'How can you buy without seeing it?'	'I'll have a local partner walk it before we close, but I don't need that BEFORE we agree on a price — which means we can move fast if we align.'
'I'd rather work with a local company'	'That's fair. Just a heads up — most local companies work with the same 10-15 cash buyers I do. I'll happily connect you to a local wholesaler if you want, but the offer might come from the same pool of buyers either way.'
'How do I know you're not a scammer?'	'Great question. My real estate license number is [X], we're a Pennsylvania LLC, and I'll email you my ID and business registration before we ever ask for any paperwork from you.'

CHAPTER 10

Multi-state TCPA nuance.

The TCPA is federal so most rules apply everywhere. But 12 states have their own additional consumer protection laws that stack on top. This is where multi-state wholesalers get bitten.

The 4 states with stricter-than-federal rules

Florida	The Florida Telephone Solicitation Act (2021) requires prior express written consent for AUTOMATED texts. Manual, one-off texts are still fine. Auto-drips need explicit checkbox consent.
Washington	Registered agent required for solicitation. Fine is $500/violation vs federal $500-1500.
Oklahoma	Similar to Florida — new 2022 law with stacked penalties.
California	CCPA + TCPA + do-not-solicit registry. Cross-reference every lead against 3 lists.

Rule: never text-blast into a new state until you've spent 20 minutes googling '[STATE] telemarketing law wholesaler.' 20 minutes vs $500,000 class action. Easy math.

The safe default

For any state you're new to, start with EMAIL-only outreach for 30 days while you research the local TCPA overlay. Emails carry way less litigation risk than texts. Once you've validated the state's specific rules, you can layer in SMS.

CHAPTER 11

Legal & entity structure.

Wholesaling across state lines gets tricky legally. Every state has different rules about assignment contracts, licensing requirements, and what counts as 'brokering.' Here's the honest breakdown.

The states that require a license

Illinois, Oklahoma, Pennsylvania (for certain transaction types), and a handful of others technically require a real estate license to wholesale. This changes yearly — check the latest before entering a new market. When in doubt, do double-closes instead of assignments (assignment = licensing gray area, double-close = universally allowed).

The entity structure that scales

Option A — one LLC per state	Cleanest legally. Most expensive ($200-800/year each). Best when you're doing 20+ deals/year in a state.
Option B — one holding LLC + foreign registrations	Register your PA LLC as a 'foreign entity' in each state you operate in. Cheaper. Slightly messier at tax time. Best for 3-10 deals/state/year.
Option C — one LLC, wholesale everywhere from it	Legally gray in some states. Only viable if you exclusively do assignments and can prove you're not 'brokering.' Talk to a lawyer.

My setup: One holding LLC (Perrin Properties LLC, PA), registered as a foreign entity in 3 active states. Costs me ~$450/year in filing fees. Bulletproof and cheap.

CHAPTER 12

Expanding from 1 to 3 markets.

Once market #1 is producing 2+ deals a month reliably, you're ready to add market #2. Here's the exact sequence that keeps you sane.

The 90-day expansion cycle

Days 1-30	Pick market via the 5-metric filter (chapter 2). Find 2 title companies, 1 boots-on-ground pro, 1 co-wholesaler. Zero marketing yet.
Days 31-60	Test outbound. Small direct mail run (500 pieces) OR one PPC campaign with $500 budget. Goal: 30 leads. Not deals — leads.
Days 61-90	Convert first deal. If none, diagnose (market issue vs execution issue). If deal closes, ramp marketing 3x.

When to hire per-market

By the time you're at 3+ markets, one Acquisitions VA per market is the org structure that works. They own that market's leads, know the local title company personally, and become subject-matter experts. This is when your business becomes an actual company instead of a sole-proprietor grinding.

CHAPTER 13

A real virtual deal.

Let me walk you through one of my actual T&P; Acquisitions deals so you see how the pieces fit. Names and address changed for privacy.

The setup

Location: Toledo, OH (market #2 for me at the time). **Property:** 3-bed ranch, 1,240 sq ft, absentee owner in California. **Source:** Direct mail piece to absentee owners with 20+ year tax records. Cost me $0.78 per piece to send, 4,000 pieces total.

The timeline

Day 0	Seller calls back from mail piece. My VA takes the call, gets rough details, sets appointment for me.
Day 1	I call the seller from PA. 40-minute call. She's motivated (aging mom in property, needs to sell). We agree on $85K. She sends photos same day.
Day 2	I underwrite with iSpeedToClose Analyzer: ARV $145K, repairs ~$25K. Deal math works at $85K. I email contract via DocuSign.
Day 3	Contract signed. I hire local TaskRabbit ($120) to walk it. Their report matches photos. Everything checks.
Day 4-8	Dispo to my 12-buyer Toledo cash buyer list. 4 responses. Highest offer: $105K. $20K assignment fee.
Day 12	Cash buyer completes their own inspection. Fine.
Day 22	Close at the title company I'd vetted 6 months earlier. Wire hits my account 3pm Friday.

The math

Total money in the deal: $0 (no EMD required from me — buyer's EMD covered it). Total time invested: ~6 hours across 22 days. Net profit: $19,750 after title fees. Distance: 460 miles.

That's the whole game. You'll do it wrong the first time. The second time it'll take half as long. By the fifth, you'll wonder why you ever thought you had to live where you closed.

CHAPTER 14

Your 90-day plan.

The final chapter is the actual game plan. Print this. Tape it to your monitor. Do it week by week.

Week 1-2 — Pick your market

Run the 5-metric filter on 5 candidate markets. Pick one. Commit for 90 days.

Week 3-4 — Build the infrastructure

Find 2 title companies (call, ask the 5 questions). Find 1 boots-on-ground pro. Join local BP + Facebook groups.

Week 5-6 — Launch outbound

Direct mail 1,000 pieces OR $500 PPC budget. Any lead source. Just start.

Week 7-8 — First seller conversation

Expect 20-40 leads. Convert 3-5 to real conversations. Practice the 'not local but fast' script.

Week 9-10 — First contract

Should have 1 deal under contract by now. If not, review scripts, price offering, and market fit.

Week 11-12 — First close

Deal closes. First virtual assignment fee hits your bank. Wire clears. This is it — you're a virtual wholesaler.

Week 13+ — Ramp

Double the marketing budget. Hire a per-market VA. Start the whole cycle again for market #2.

Every wholesaler who's done $1M+ a year runs this exact 90-day cycle across multiple markets in parallel. It's not magic. It's a repeatable machine. Now go build yours.

A FINAL WORD

Your geography isn't your ceiling.

Kid, when I started this business I thought I was limited to the counties I could drive to in an hour. That belief cost me two years. The moment I ran my first Toledo deal from my kitchen table, everything changed. Not because Toledo was special. Because I realized the whole US was one addressable market and I'd been voluntarily working in 1% of it.

Virtual wholesaling isn't a niche or a hack. It's just wholesaling done with better tools and a broader map. Every technology you already use — iSpeedToClose, Apex, RentCast, DocuSign, Zoom — works identically in Toledo, Nashville, Wichita, or Tulsa. The only thing that scales you geographically is your willingness to trust the system and hire local eyes.

Start with one virtual market. Get one deal. Then two more markets. Then five. In two years you'll be running a nationwide operation from a laptop and wondering why you ever thought you needed to be in the room to close the deal.

— Dad

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

The Hands-Off Wholesaler

Hire, train, and trust your first VA — taught like I would to my son.

36 pages · Read at **https://ispeedtoclose.com/hands-off-wholesaler**

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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