

# How To Make A Killing As A Bird-Dog



Global Connection Resources LLC

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# How To Make A Killing As A Bird-Dog

## Introduction

Thank you for taking the time to begin your career in the real estate investing business as a Bird Dog. My mission is to help you succeed in the real estate business. One of the newest opportunities that are available to beginning real estate investors is an opportunity called "Bird Dogging". This eBook was written because many people ask me how to get started in real estate. I describe to them about becoming a bird dog, and they say "WHAT?"

I specifically created this business for people without tons of cash or the contacts to get started. What I am going to share with you is one of the hottest opportunities for beginning real estate investors to get involved in real estate investing, with no cash, no credit and no experience whatsoever!

Your goal in becoming a Bird Dog is to learn the business of real estate investing. You'll first start off by looking around the market and meeting the players. Eventually you should learn how to wholesale deals and eventually buy, sell, & rent out houses yourself, if you wish. If not, then becoming a Bird Dog is a great way to get started if you don't have access to the cash to purchase deals yourself.

Bird Dogging can be quite lucrative and you can earn quite a bit of income on a monthly basis. There are a couple of "Bird Dogs" that I personally know that are making over sixty thousand dollars a month in referral fees just by finding investment properties for seasoned real estate investors.

This is an opportunity that you could very well and easily take advantage of, even if you only need an extra five or ten thousand dollars per month to be able to run your household. With this opportunity, you would be able to bring in that type of income.

I often get asked, "*What the heck is a real estate bird-dog?*" There are many names associated with this title in some circles that refer to the same thing such as a deal scout or real estate jobber, but let's keep it simple to avoid confusion and stay with bird-dog!. A Bird-Dog is someone who gets paid a referral fee (based on a joint venture agreement with a real estate investor) to locate distressed property deals and prospects. Pure and simple!

As a real estate bird dog, you get paid to share motivated seller leads or distressed property leads for which active real estate investors are willing to pay. I know from personal experience that it's one of the most practical ways to pick up the distressed property investing education you'll need if you plan to get into flipping houses as a business at a later time. And it is especially appropriate and attractive to the newbie when you have very little money to work with and very little market knowledge or confidence with which to get money.

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To begin with, let's ask ourselves this question: *"Why start out as a real estate bird dog in the first place?"* From my personal experience, let you tell you why.

- You can earn money while you get a real world property investment education
- You can build a list of active income property investor buyers
- You can learn how to create marketing funnels for discounted properties
- You can make money in house flipping transactions with absolutely minimal financial, legal and business risk
- You can have the opportunity to decide realistically if flipping houses is for you before you go spending lots of money
- It is a practical way to get into the house flipping business on a part-time basis should you go that route

Of course there is a flip side to all of these possibilities. Could there be any disadvantages to trying your hand out at making money being an investment property bird-dog? Well, unless you are ignorant to all of these possibilities, you are going to do as much learning, as much prospecting, and as much networking as if you were wholesaling real estate, But you are going to get paid a smaller fraction of what you could make if you assigned or re-sold the deal yourself to an investor. So you may be asking yourself, "What's the difference?"

As a real estate bird dog, you don't have to sign your name to a contract. All you have to do is find someone who needs to sell their house fast, or has difficulty selling, and clue a wholesaler or an investor in (you may have the seller contact your wholesaler or investor).

If they're a wholesaler, they'll contact the property seller in question, screen them for motivation, negotiate contract terms and have those sign a real estate purchase and sale agreement. They have a little more at stake because they get into an agreement with the seller, you don't.

The fact that bird dogging is less lucrative than wholesaling properties, also means that when you do hit a pay day, you may not have as much money to start your wholesaling business with a bang. But if you decide that you would feel more comfortable being just that - a Bird-Dog, and keeping it real simple, there is still a lot of money on the table to be made, if you do it right. And this is what this eBook is all about - to show you how to do it right and make money - lots of money!



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## What is a Bird Dog?

A Bird Dog is a source of leads on houses for investors to buy. Bird Dogs go and search for houses that investors (People with the cash) can buy. A successful Bird Dog will make first contact with a Seller and collect some basic information to bring to their investor.

Bird Dogs are paid a fee only when the house they find goes to settlement. Settlement is where the money changes hands and the deed to the property goes from the Seller to the Buyer. Settlement is usually 2-4 weeks after the Buyer (Your Investor) and Seller agrees on a number and signs an agreement.

A Bird Dog will usually choose one investor to work with. Not every investor who is buying real estate is willing to work with a Bird Dog. Not every investor even has the skills to train and work with Bird Dogs. If you ask them, most investors will say that they work with Bird Dogs, but many don't have the time & willingness to work with Bird Dogs. A Bird Dog & investor relationship is like a student and teacher. The investor is the Master and you are the Grasshopper!

The best way to learn any business is to start working in that business. For example, let's say you want to learn how to repair cars. You will learn more about the auto mechanics business. You will learn more by going to work at an auto mechanic shop or learning from an auto mechanic than you would doing research about this filed on the internet. Hands on experience in the business gives you a much better understanding about the way the business operates.

When you start in real estate as a Bird Dog, you will quickly gain that same experience. Once you start talking about real deals with the people already investing in real estate, you will begin (Quickly) to understand the way the real estate investment business actually works.

## Why Would I Become a Bird Dog?

Becoming a bird dog is a stepping stone to further success in the business. When you first start off as a bird dog, you will meet many people in the business and learn how to spot deals and talk to sellers. Many of the people I met in the early days became the foundation of my business success I have today.

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After you become known as a source of deals you will gain credibility within the real estate community. One of my first contacts in the business, I found in a classified ad. He was selling a house in the “by owner” section and ended up becoming my first private lender.

He opened the door for me to go from finding deals for other investors to becoming a fix & flip investor myself. As a matter of fact, he and I still complete several deals together every month. I initially called him from a Newspaper Ad!! This happened because I became a valuable contact to this investor.

When I asked myself the question, “How can I become a valuable contact to Investors?”, I decided that I would become the source of good deals. I figured that by bringing a deal to an investor I had something that he wanted. Once you learn how to spot these opportunities in your market, you will become that valuable contact to the investors that buy houses in your market.

I receive many calls from newbie's that are just starting out in the business. They are learning to be Bird Dogs and they say, “Hey, I’m new in the real estate investing business and I am out searching for deals. If I find something are you interested in buying?” Of course I am interested and would acknowledge “Yes.” And then they take down my contact information, I wish them luck and hang up the phone. Rarely do I ever receive a call back with any deals. And why is this so? Those new Bird never found any deals to bring back to me. They make a few phone calls and when checks didn’t magically come from that minimal effort, they gave up and went about life as they always had. Things went back to normal.

And because you are reading this right now, most likely, I can tell that your story is different than those people. You are going to do whatever it takes to become successful in this business. You’ll be persistent until you achieve the success you are looking for. What will you have to do to become successful in the real estate investing business?

You make a decision, right now, to learn how to be a valuable resource- the kind of person that finds opportunities, builds relationships, and gets deals done. You commit to learning the skills you need to learn in order to become successful. You commit to getting the books, attending the seminars, and surrounding yourself with people who are doing what you want to do. As for me, the number one key to becoming a valuable contact in the real estate investment market in my town is becoming a good source of deals.

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## Bird Dogs vs Wholesalers - What's The Difference?

Bird Dogs and Wholesalers are similar in that they are both a source of deals for other investors who will be the actual Buyer of the deal. There are 3 main differences between the way Wholesalers and Bird Dogs operate:

- A Bird Dog NEVER negotiates with the Seller. A Wholesaler negotiates with the Seller and signs an agreement of sale, promising to buy.
- A Bird Dog is gathering information ONLY. You are gathering information to bring back to your investor.
- Bird Dog fees are usually a flat \$500, while wholesale fees can range from \$1,000 to several thousand dollars & up.

While some wholesalers do have the money to close the deal with the seller after they negotiate, most bring the money to settlement by bringing an investor in to purchase the deal (and pay their fee).

## House For Sale vs. A Deal - What's The Difference?

To be successful, you must understand the difference between a “House for Sale” and a “DEAL”. You have probably noticed that the word “DEAL” appears bold and capitalized. There is a big difference between any “House for Sale” and a “DEAL.” When you are just getting started, you must first figure out what I mean when I say DEAL. A DEAL is a REAL OPPORTUNITY. A DEAL is when a property is in poor condition, or is vacant, or has an owner who needs to sell now - like right now.

Investors don't care about a “house for sale.” There are houses “for sale” all over the place. Almost every “house for sale” is overpriced or is at a retail price. When people buy houses to live in they pay a retail price and they usually get a bank mortgage to pay for them.

Investors are looking for DEALS. Investors are looking for wholesale priced houses that need work. Those wholesale priced houses usually need a lot of repairs. The houses investors are looking to buy are not in “retail price” condition and no retail buyer would want to live there or pay a retail price. The wholesale priced houses purchased by investors are paid for with all cash because banks will not give a mortgage due to the distressed condition.

### Spotting That Deal!

There are five (5) potential goldmines to concentrate your efforts on when spotting deals:

- **Vacant Houses:** You can spot a vacant house by mail bulging out of the mailbox, tall grass, and un-shoveled snow in the winter, pizza delivery menus & newspapers piled on the front step. One of my recent rehab deals was found by a bird dog driving for Dollars. He told me he could barely see the house because the grass and bushes were so overgrown.
- **Houses in Disrepair:** One way to spot a DEAL are its poor condition. Old windows, damaged garage doors, visibly old and damaged roofs are a good sign that the house is a good opportunity. Most houses I have purchased were vacant and in poor condition. They were in such bad shape that the sellers have told me that Realtors would not even list it!! Usually the house is in such bad shape that the owner is embarrassed because of its condition. A DEAL is usually that type of house.
- **Estate Sales:** Another DEAL that often comes up is Inherited Houses, or Estate Sales. Many of the houses I buy were left to the heirs, usually by their parents, in poor condition. When you're talking to someone who inherited a house, they usually grew up in that house. They prepared their meals in that kitchen and left for their first day of school out that front door. Many of these Estate houses have not been updated since that first day of school, and the heirs realize that their best option is to find a cash buyer, an investor to purchase to property. It gives them a quick and easy solution for selling the Estate house without the embarrassment of hearing the comments and feedback from Realtors and their clients.

Remember, when you do come across an Estate Sale house, that the heirs usually have many memories associated with growing up in that house-BE SENSITIVE-watch your words.

- **FSBO:** FSBO's or For Sale by Owner houses may provide good opportunities for your investor. However, do NOT just write the address down. Pull the car over and call the Seller immediately (You can use the call script as a guide to gather info). Most FSBO's are overpriced and too nice for me to buy as an investor, but occasionally you will find one that needs a renovation.

If you see a faded for sale by owner sign, you found gold!! When the numbers are so faded that you have to get out of the car and look HARD to make out the numbers, you are usually looking at a good opportunity. Remember, the house needs to be in disrepair.

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- **Neighbors:** If you are in the neighborhood and the neighbors are outside, go up and have a conversation with them. Let them know you work with an investor and you are looking to buy a house in the neighborhood. It helps your credibility if you have business cards you can hand out, even if they are your investor's card. You can tell them your partner handles the construction and you are looking for the next project to keep the crews working. Ask them, "Do you know anybody in the neighborhood that wants to sell?"

As a Bird Dog you are going to get paid when you find Deals for Investors to buy.

### How YOU Can Become a Source of DEALS:

You can become a source of Deals by learning to find Off-Market Opportunities. You must master the art of finding Sellers of houses that are:

- **Off Market -** Off Market houses are houses that are NOT listed with Realtors already. Listen, if a house is listed with a Realtor, most investors have already found that opportunity. Investors don't need a Bird Dog to bring them the same information that Realtors have already sent them. Investors will pay you for access to off market deals.
- **Distressed Condition -** Houses that are in "Distressed Condition" are what most investors are looking for. Investors want to buy a house that needs repairs, complete those repairs and still turn a profit.

When someone owns a house that is ready to show and needs no repair, they deserve full retail value. Investors don't pay full retail value-only home owners who will live in the house will pay retail.

You must master the art of finding houses that need repair and are NOT listed with the Realtor. These houses are all over town, you just have to open your eyes to them. There is a good chance that you have been going right by one of these houses everyday on your way to work. It is similar to when you buy a new car and suddenly it seems like everyone else on the road is driving that same car you just bought. Those same cars were driving around before you bought yours-now your awareness is opened up and you start seeing them. It is the same way with DEALS - once you shift your awareness and remember to look for them, you'll start noticing them everywhere you go.

You are going to learn how to convert those opportunities into DEALS in the "Driving for Dollars" section of this eBook.

## Choosing The Right Investor To Work With!

Not all investors operate their business the same way, so you must first understand the 3 main types of investors. The first two listed here are the type of investors that everybody knows about, Buy & Hold Investors (landlords) and Fix & Flip Investors (think “Flip this House”). The third type of investor is an industry held secret that many Realtors don’t know about (or understand). The third type of investor is known as a Wholesaler.

**Buy & Hold Investors:** Buy & Hold Investors are investors who *buy and operate rental property* for the long term passive income (rents). Many of these investors have specific buying criteria - and they will be happy to tell you - ask them. What that means is some Buy & Hold investors buy in very specific neighborhoods where their contractors & other rental properties are located.

**Fix & Flip Investors:** Fix & Flip investors *buy, renovate, & resell houses* for short term (less than 12 months) income. These investors buy where the deal is located. Often these investor look far and wide to find deals and unlike many buy & hold investors they will buy houses located all over their county or even region. Some Fix & Flip investors I know will buy houses an hour or two from their house.

**Wholesalers:** Wholesalers are *DEAL makers* that match Sellers up with the right investor who closes that DEAL and pays a “Wholesale Fee.”

The best wholesalers in the business are those that actually buy property themselves also. I buy at least one house to flip every month, and this gives me a solid ability to understand the needs of the many other investors to whom I sell other wholesale deals to every month. I work a combined strategy to close many deals every month.

When choosing an investor in your area to work with, look for these 4 characteristics:

- **Track Record:** They have a track record of closing many deals. When you meet an investor you can ask them about their most recent deal, and most will tell you all about it.
- **Responsiveness:** You need to work with an investor who is available to promptly answer calls or return voicemails. If an investor is answering the phone and returning calls for you, then they will surely treat your referrals, your information

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about DEALS you find with the same prompt attention. In this and any other business; hesitation & procrastination are DEAL KILLERS.

- **Large Volume:** The right investor is completing a large volume of deals every month. The investors who are completing many deals every month have the systems in place and the follow-up skills to convert your leads, your information into SETTLED DEALS (Money in your pocket). Many investors will only buy 2-4 deals per year. While they are still good contacts to keep in your buyer list, the best investors to work with are those who complete multiple deals every month!
- **Combined Strategy:** Investors who combine wholesaling with a buying strategy are the best fit for most bird dogs. Investors who are just wholesaling do not have the same perspective and ability to get deals done as investors that actually buy houses themselves (either as rental property or retail flips).

### What Type of Investors Will Work With & Pay Bird Dog Fees?

Not all investors work with Bird Dogs, so it is important that you get a feel for the investors you are going to approach to work with. You need to see how they operate their business before you approach them to offer your DEALS. Ask them to tell you about how they find the deals they buy now.

You can ask if they have ever bought a house from a Bird Dog or referral. If so, they may be a good fit for you. If they only buy through their Realtor, they may not be creative enough to coach you along and convert your leads to deals.

Investors who do pay Bird Dog fees understand the value that a Bird Dog can bring. Investors who pay Bird Dog fees are usually looking to complete a large volume of deals. Doing large volume is much easier when there are many people sending opportunities their way. It is that investor that you should start sending your leads.

## I Want To Meet Some Investors!

If you are located in a large market, like New York, Los Angeles, Miami, Boston, or any city USA, you'll find plenty of meetings to choose from. A great website to go to is [meetup.com](http://meetup.com). Search for "real estate" or "real estate investing" and choose from the list of meetings in your area.

Your goal in going to these meetings is to meet investors who are operating in your market. Be sure to go to several meetings and get a feel for "who's who" before attempting to link up with anyone. Collect business cards and tell people that you are a source of deals and ask them where they buy. It may take several months of steady meetings, but people will begin to know who you are. Once you begin finding REAL DEALS, the players will start paying attention.

## Putting Together Your Buyer's List?

A Buyer's list is a list of contact information for all of the investors you meet. Even though you're starting as a Bird Dog, working alongside one or two investors in the beginning, you will eventually graduate to wholesaling. You should add as many people to your Buyer's list as possible. It takes time to meet people, call people, and build contacts in the real estate investing business, so get started right now.

There are several good resources out there on the Internet to accumulate names and email addresses of investors located in real estate market. Some are free and some are paid. Mailchimp.com is a very good site and is a free service. As with most of these sites, there is a small learning curve, so you will need to spend some time understanding how to use these.

## How to Communicate With Actual Sellers?

The key to your success in real estate is talking to sellers. People who enjoy the most success in this business are those who are skilled at communicating with Sellers. As a Bird Dog, you have the opportunity to begin having conversations with Sellers. Get on the phone and make as many phone calls as you can as quickly as you can.

I created the Seller Call Script to help you gather information from Sellers. If you do not have the Seller Call Script, it is available to download. Go to section [\*"Your Seller Call Script"\*](#) in this eBook to download. The Seller Call Script is a list of questions you ask when speaking with Seller. The first few times you speak with a Seller, you might be a little nervous and stumble your words a bit.

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No problem! It will become easier with practice. I remember when I first started in the business, I sat with my wife and we took turns role playing phone calls with Sellers and going through the script of questions. The more calls you make, and the more sellers you speak with, the easier the conversation will flow. You want your conversation with the Seller to sound natural, as it will once you get some practice. You don't want to sound like you are reading from a script.

Often when a Seller calls me I say, "Can you tell me about the house?" They talk for 10 minutes and answer all the questions on the Seller Call Script without me even having to ask. The key is to get them talking and listen very closely. They often tell you everything you need to know.

Sometimes the Seller you are speaking with doesn't really want to tell you anything. They stubbornly refuse to give you any information. Don't sweat it, that one is probably not a deal. When the Seller isn't giving you any information it might be that they are not motivated to complete a deal. Remember: Motivation=DEALS!!!

A Motivated Seller is what you are looking for. The motivated Seller is motivated to do a deal. They are motivated by many reasons including condition, tax bills, vacant property, mortgage payments behind, estate sales, moved out of state, etc.

Once you talk to a ton of Sellers, you will start to recognize the difference between a Motivated Seller (DEAL) and someone who is thinking about selling. The difference between the two is making a deal and wasting your time. You can tell the difference based on the answers to your questions.

When they tell you about the property (question #4), you want to pay particular attention to their answer about "the condition of the property." As a bird dog, it is your job to understand the type of property your investor is looking for. If you are bringing me DEALS, I want you to introduce me to Motivated Sellers of houses that need a lot of work. When they tell you about the condition of the house, you will begin to understand the difference between a "House for Sale" and a "DEAL". A DEAL is a house that the owner really has no other choice but to find a cash buyer, an investor to buy it and fix it up.

I'm looking for houses that are NOT retail sale ready!! I'm looking to buy houses that need kitchen updates, bathroom updates, paint, carpet, etc.!! Many houses we buy have the pipes stolen or other damage to the property.

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Or they have been vacant so long that the radiators and pipes have frozen. Or they have tons of wall paper and old cabinets. When the houses are in poor condition, the Sellers are Motivated to Do a DEAL.

An example of a “House for Sale” (NOT a DEAL) is someone who is living in the house they are selling, and that house is in good condition, and their reason for selling is “Thinking about moving.” To become successful in this business, remember that if they’re not motivated to do a deal, don’t invest any more time speaking with them.

### Developing the Investor Mindset!

If you are going to be successful as a Bird Dog, you going to need to learn how to think the way investors think. Usually in the beginning (even for me), what I thought was a good real estate deals was garbage. There are many expenses that must be paid by investors during the course of completing a deal including closing costs, utilities, carrying costs (loan payments, usually at interest rates of 10%-18% APR), realtor fees, etc. And that is on top of the renovation costs and price to purchase the home from the Seller.

If you have never flipped a house, (by "flip a house" I mean buy, fix, & resell) you have never done the real numbers on an investment deal. The first time you hear an investor make an offer, you will probably be shocked at how low their offer is. Their “low” offer is taking into account all of those hidden costs associated with buying, renovating, & selling that house plus a profit.

The only houses that should ever be sold at such discounts are distressed houses. Distressed houses are houses that are in VERY BAD CONDITION and are not retail ready. When a house is distressed it usually needs a lot of work and is embarrassing for the owner to show it.

A distressed house might need a roof, kitchen, bathroom(s), paint, carpet, heater, air conditioning systems, etc. The investor mindset is to search for these type of houses- distressed houses that need work. Retail Buyers (people who buy a house to live in it) do NOT want distressed houses. These distressed houses are usually shocking to walk through. That is opportunity!! Bring me those DISTRESSED HOUSES NOW!!

As an investor, my mindset is to buy a distressed house and renovate it top to bottom and resell it to someone who will call it home.

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Distressed houses are going to need a cash buyer/investor to buy them whether they list with a realtor or find an investor through a referral like you (working as a Bird Dog). You know when a house is “retail ready”-everything is perfect. When retail buyer are shopping for a house to live, they expect everything to be show room ready.

### Driving For Dollars

“Driving for Dollars” is a term used in real estate to describe farming an area for potential opportunities. In your case, as a Bird Dog, opportunities are houses that your investor can buy.

Driving for Dollars is exactly what it sounds like. You print 10 copies of the "Driving for Dollars Form", attach them to a clipboard, and go out and drive up and down every street looking for opportunities. You should map out an area before you start and make a note of where you are going so that you don't keep driving the same area next time you go out. Write down the address of every house that looks like an opportunity.

The opportunities you are looking for are those listed in the [“Spotting A Deal”](#) section of this manual. You are looking for vacant houses, houses in disrepair, & FSBO's.

When you see a FSBO, call immediately and ask the questions on the [Seller Call Script](#). When you see a vacant house or a house in disrepair, write the address of the house down on your [“Driving for Dollars”](#) Form.

Once you collect several addresses you will go onto the internet and find your local county tax record search or public records. In whatever state and county you are in, go to google.com and search “(The county name, state) public records”, or “(county name, state) recorder of deeds”. Once you find your county website, you will look for tax records, owner records, or public access. Many counties use slightly different names, but most have online access (free).

Research each address using your [“Driving for Dollars”](#) form. When you look up the property address you will find the mailing address where the tax bills are being sent. Write down the mailing address and owner's name on your form.

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Once you have the names and addresses, get a yellow legal pad and a pen and start writing:

*“Dear (Home owner’s name),*

*I recently drove by your house at (write the property address here) and I am interested in buying it “As Is”. Call me now so we can work out the details.”*

Sign your name and write down your phone number.

When you receive calls, go through the [“Seller Call Script”](#) questions and write down the answers. Once you have gathered all of the info, tell the Seller you are interested in taking a look at the house and you have to check with your partner to see when she can come by to take a look at the house.

If the Seller asks you how you will purchase the house, explain that your partner handles all the details and normally closes with all cash (it is actually a check, but the word “cash” gets the message across better).

If you do not know the answer to a Seller’s question, don’t worry about it. Just explain that your partner usually handles all of the complex and important details. Explain that you will have your partner call them soon. Your partner IS THE ONE who makes all the decisions.

Once you have gathered the information through the [“Driving for Dollars”](#) process, it is time to turn over the lead to your investor.

NOTE: Wherever you are located, you should develop some relationships with the Investors in your area before you [“Drive for Dollars”](#).

### **The Seller Call Script**

The [Seller Call Script](#) is a list of questions you can ask when speaking to the Seller. The first few times you speak with a Seller, you might be a little nervous and stumble your words a bit. I remember when I first started in the business I sat with my wife and we took turns role playing phone calls with Sellers and going through the script of questions.

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The more calls you make, and the more sellers you speak with, the easier the conversation will flow.

When you are talking with Sellers, let the conversation flow naturally. You don't want it to sound like you are reading from a script. This will annoy some Sellers. You want to sound natural. Many Sellers will talk for 5 minutes straight and tell you the answers to ALL the questions. You must listen carefully to the talkative Sellers and take note.

When they tell you about the property (question #4), you want to pay particular attention to their answer about "the condition of the property". As a bird dog, it is your job to understand the type of property your investor is looking for. If you are bringing me property, I want you to introduce me to Sellers of houses that need a lot of work.

Also learn to pay attention to the answer to question number 6, "Why are you selling?" Once you hear the answers to this question enough you will begin to notice when they (seller) MUST SELL - as opposed to just thinking about it. The answer to Question 6, "Why are you selling?" is the best indicator of a potential deal.

I usually take notes on a blank page in a spiral notebook (my lead notebook) as I ask the questions in the script. Often they give me much more information than I can fit on the Seller Call Script, and I write everything down.

Managing your information is important. Learn to become organized and keep notes on every conversation. When you follow up with your investor on your leads, your superb notes will create great results.

Once you have the script filled out, it is time to pass the lead on to your investor. Give them a call 24 hours after you give them the lead for an update on the situation. The best investors will make contact with your seller by then and will have some feedback for you. They will let you know if that one was a good lead, or whether maybe you need to look for something different.

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## What to Do Right Now to Get Started

Here is your action plan for getting started:

1. Download the [Seller Call Script](#). Print out 10 (or More) Seller Call Scripts. Go to Craigslist.org and click on "real estate for sale". On that page click on "by owner" and start calling Sellers. Your goal with this action step is to become comfortable speaking on the phone with Sellers. Expect them to answer all your questions as you go through them naturally, working them into your conversation.
2. Download the "[Driving for Dollars](#)" form. Print out 10 (or more) "Driving for Dollars" sheets and attach them to a clipboard. Keep this clipboard with you everywhere you go. When you see a vacant house or a house that needs repair, write down the address on your form. You can go out specifically to Drive for Dollars and target certain areas, and also keep your eyes peeled throughout the course of your normal day.
3. Find a Networking Meeting Attend meetings regularly ([www.meetup.com](http://www.meetup.com) or <http://www.reiclub.com>)
4. Start a "Buyer's List" Keep every investor's contact information in one place. I use mailchimp.com, an email blast service. You will need to spend some time learning how to use it, but the best part is ITS FREE (up to a certain size list).

Once you begin finding some DEALS - motivated sellers that need to sell their house NOW, you should immediately reach out to the investor contacts you have been building and get an investor in touch with the Seller, NOW!

5. Keep Learning! Continue to find books, seminars, & mentors who you can work with to gain additional skills. Successful people are in a constant state of learning. There is always more information to learn, implement and grow your business.

No matter where you are starting out, your next step is to learn wholesaling. You don't need to wait until you have deals under your belt, you can begin learning the wholesaling strategies now.

## Biggest Bird Dog Mistake (How to Avoid it)

The biggest mistake a new bird dog might make is trying to deal with someone who is not the owner of record. Remember, you bring value to the investor you are working with by finding opportunities that no one else knows about.

The best bird dogs use letters as their #1 source of leads for their investor/partner. You wonder, *“Who are these people selling if they are not the owner?”*

- **Wholesalers** - Trying to Bird Dog deals from Wholesalers is the most common mistake new Bird Dogs make. There are MANY Wholesaler *“Wanna-Be’s”* out in the market, and investor’s don’t want to work with them.

In many markets you will find many wholesalers marketing the same deal. When 3 Bird Dogs and 4 wholesalers all try to bring the same deal, I wonder, *“Who’s deal is this anyway?”*

**How to Avoid this Mistake:** Most of the *“Wholesaler Leads”* are found by new Bird Dogs doing internet searches on Craigslist, Zillow, Trulia, For Sale by Owner site, etc. There are a very few actual DEALS that are found on those internet sites, but most of the ads you see are placed by Wholesalers trying to sell overpriced houses.

When you are going through the [Seller Call Script](#), pay attention to the answer they give to, *“Why are you Selling?”* If they mention anything that indicates that they are not the owner, the lead is junk and you need to move on. The best way to find quality leads is to send mail or knock on doors of the owner’s house.

- **Real Estate Agents** - This is a less common mistake, especially for Bird Dogs that have gone through this eBook. Some new Bird Dogs just send houses they see with a for sale sign in the yard.

The investor and the Bird Dog quickly get frustrated and the Bird Dog usually quits looking for Deals. Make sure you are looking for DEALS and bringing VALUE to your investor (value is bringing houses that no one knows about)

# How To Make A Killing As A Bird-Dog

## **Your Seller Call Script!**

To download your Seller Call Script, click link below:

[Seller Call Script](#)

## **Your Driving For Dollars Form!**

To download your Driving for Dollars Form, click link below!

[Driving For Dollars Form](#)

**Now Let's Get Busy!!**



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