



# How I Turn Land Into Paychecks

*Step-By-Step Guide To Lock  
Up Your First Land Deal*

*By Luis Otero | Dirt2Dealz*

# **Who Am I & Why You Should Listen**

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**My name is Luis Otero — I started flipping real estate at 17 years old with no money and no experience.**

**By 18, I made \$125,000 in my first year wholesaling real estate.**

**Since then, I've scaled from \$360,000 in deals in 2024 to over \$1.4M+ in deals in 2025 — all without using my own money.**

**Today at 21 years old...**

**→ I've retired my girlfriend.**

**→ I live in my \$2 Million dream home.**

**→ And I run a land flipping business that gives me complete freedom.**

**This guide breaks down exactly how I find deals, talk to sellers, and get contracts signed — so you can do the same.**

# → How I Find Land Deals

- On Market / MLS
- Cold Calling Landowners 📞
- Mass Text Campaigns 💬
- Direct Mail (Optional) ✉️
- Networking with Realtors / Builders 🤝

~The key is finding landowners willing to sell their property at least 1k less than what it's worth~

# → What I Say To Landowners

- **Introduce Yourself**

- "Hi, my name's Luis — I buy land in [their city]."
- "I handle the acquisitions for a builder and we wanted to see if you were interested in selling?"

- **Build Trust & Rapport**

- "Where are you from?"
- "How long have you owned this property for?"
- "Why did you buy the land?"

~the key is to get in the door and keep the seller on the phone~

- **Pitch**

- Did you have a price in mind?

- **If They Say Yes/Give Price:**

- "Awesome — in a perfect world what's the best price you would consider if we could cover all closing costs and close quick?"

- **Build Anticipation**

- "Perfect let me confirm with management that this is a price we can move forward with."
  - Remember the price we pay has to be less than what the lot is worth

- **Close**

- "Alright, Great News! We would be willing to move forward with the transaction. What's the best email to send a purchase agreement too?"

# → How I Lock Up Land Deals (Acq.)

- **Step 1 — Confirm Seller Details:**
  - Name
  - Phone Number
  - Email
- **Step 2 — Pull Property Details:**
  - Use Public County Appriaser Site
    - Parcel #
    - Property Address
    - Legal Description
- **Step 3 — Send Purchase Agreement:**
  - Use DocuSign
  - Keep It Simple (Land Purchase Agreement 3 pages)
- **Step 4 — Follow Up & Get It Signed:**
  - Call After Sending:
  - "Hey just wanted to make sure you got that contract I sent over — lets review it together and make sure everything looks good on both ends!"

**TIP - Speed kills deals. Once they agree, send paperwork immediately.**

# → How I Sell My Deals (Dispo.)

- **Step 1 — Build a Cash Buyers List:**
  - Realtors (MLS / Land Agents)
  - Facebook Investor Groups
  - Networking with Builders / Developers
- **Step 2 — Send the Deal to Buyers:**
  - Email Blast
  - Text Blast
  - Direct Calls to Top Buyers
- **Step 3 — Lock In The Highest/Best Offer:**
  - **Set A Highest & Best Deadline**
    - Get an offer that is at least \$1,000.00 above what you agreed to pay the seller, the higher the offer the more you make.
    - Choose the offer with the shortest Closing Time
- **Step 4 - Assign the Deal**
  - **Send an assignment of contract**
    - (This is where the magic happens and how we get paid)
- **Example -**
  - **Underlying Price - \$40,000.00**
    - This is the price you agreed to pay the seller
  - **Assignment Price -\$45,000.00**
    - This is the price the buyer is willing to pay you.
  - **Assignment Fee/Your Profit - \$5,000.00**
    - This is what you will make on the deal.

# → How get Paid (Transactions.)

- **Step 1 — Send all info to a Title Company**
  - Find a local title company or use buyers suggestion
  - Send them your original contract + assignment contract
  - Send all of the contact info including the info for the buyer and seller
    - Phone
    - Email
    - Name
- **Step 2 — Wait for closing**
  - Wait for the closing date you set with the buyer & seller
- **Step 3 — Follow Up on Closing**
  - Check in with the title company 5 days before the closing date and confirm everything is on track and ready for closing.
- **Step 3 — Get Paid!**
  - Send the title company either wire instructions or a mailing address to receive a cashiers check for the amount your assignment fee was.

# → How I scaled my Business

**Very Simple - I leveraged AI & Softwares to rinse and repeat the way I acquired my first deal on a massive scale. Now we are consistently 20-30 Closings a month netting us 6 figures + a month. Here is a breakdown of the exact tools I use.**

- **Acquisitions:**

- PropStream (Pull Data / Comps)
- Close CRM (Lead Tracking)
- Smarter Contact (Text Blasting Off market sellers)
- Investor Machine (direct mail)
- Call Geeks (Cold Calling 24,000+ sellers a month)
- VA's- virtual assistants constantly managing and contacting all leads

- **Dispositions:**

- Smarter Contact (Text Blasting Buyers)
- Close CRM ( Managing / overseeing Buyer Relations)
- AI Agent (Building a massive buyers list/pulling all information)
- Propstream (Pulling list of all land buyers)
- VA's- virtual assistants constantly expanding our active buyers list

- **Transactions**

- DocuSign (Send Contracts)
- Close CRM (Manage Transactions)

- **Operations:**

- Google Drive (Document Storage)
- Slack (Team Communication)
- Close CRM (Overseeing all pipelines)

# → Ready To Close Your First Land Deal?

*I'm offering free 1:1 Strategy Calls to help serious people interested in getting their first deal or scaling their wholesale operation to 5-6 Figures.*

→ *Book Your Free Strategy Call Here: [\[Book a Call\]](#)*

*Luis Otero | Dirt2Dealz  
"The Land Blueprint"*

→ DM me "LAND" on Instagram  
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**THANK YOU**  
For Reading My Blueprint.

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