

5-DAY DISPO

THE JOE WAY

A STEP-BY-STEP PLAN TO MOVE OFF-MARKET DEALS IN FIVE DAYS

Includes many of the scripts, templates, and marketing strategies our top-performing franchisees use to lock in real cash buyers fast.





A NOTE FROM MARK & CODY

When we started Joe Homebuyer, we didn't build dispo systems because they sounded cool — we built them because we had to.

Like most investors, we were losing momentum between the contract and the close. Leads were going stale. Walkthroughs were inconsistent. And good deals were falling apart simply because our follow-up wasn't tight enough. We knew there had to be a better way to dispo and scale without the chaos.

That's where this checklist comes from.

What you're holding isn't theory. It's the practical, real-world dispo framework our top-performing franchisees use to consistently move deals — fast, confidently, and without needing to reinvent the wheel each time.

This 5-Day Dispo Checklist is just one slice of a larger system. At Joe Homebuyer, we equip franchise owners with a complete playbook: from marketing and acquisitions to leadership, operations, and yes — dispo that works.

Whether you're just getting started, doing a few deals a month, or running a full acquisition team, we hope this guide gives you a real edge — and a taste of what's possible when you plug into proven systems.

To better deals — and better businesses.

— Mark & Cody

Co-Founders, Joe Homebuyer



REAL SYSTEMS
REAL SUPPORT
REAL RESULTS

joehomebuyerfranchising.com



MARKETING/
LEAD GEN



ACQUISITIONS



DISPO



BUSINESS
OPERATIONS



LEADERSHIP
DEVELOPMENT

This **5-Day Dispo Checklist** is a tactical slice of the larger Joe Homebuyer dispo playbook — a focused look at how top operators consistently lock in buyers and close in under a week.

But this is just one piece.

As a Joe Homebuyer franchisee, you get the full dispo system — from buyer list building to negotiation frameworks, walkthrough scripts, contract templates, and beyond. It's all part of a franchise platform built to help you scale every part of your business — acquisitions, dispo, marketing, leadership, and operations.

This isn't theory. This is what's working right now in over 50 markets.



5-DAY DISPO CHECKLIST



5-DAY DISPO CHECKLIST

How to Build a Deal Package Buyers Actually Want

- ☐ DAY 1: PACKAGE IT LIKE A PRO
- ☐ DAY 2: DEAL OMNIPRESENCE
- ☐ DAY 3: HEAT CHECK & CONTINUED OUTREACH
- ☐ DAY 4: RESPOND TO THE SIGNAL
- ☐ DAY 5: LOCK THE BUYER OR RELAUNCH

WHO THIS IS FOR

A no-fluff playbook for investors who need to move fast and close strong. This checklist is built for you if:

- You've got a signed deal in hand — and the clock is ticking
- You're tired of slow buyers, weak offers, and wasted walkthroughs
- You want a clean, repeatable process that turns deals into dollars — fast
- You're running acquisitions like a pro, but your dispo feels reactive or inconsistent



WHAT YOU'LL WALK AWAY WITH

A repeatable dispo process used by top-performing real estate operators — built to help you close clean, fast, and consistently.

- A five-day, front-loaded system to launch every deal with speed and precision
- Scripts, checklists, and outreach templates proven to drive engagement and offers
- The confidence to own the dispo process — instead of chasing buyers or waiting on luck

Whether you're running lean or scaling fast, this guide is designed to help you close with clarity, consistency, and control.



DAY 1:

PACKAGE IT LIKE A PRO

TODAY'S OBJECTIVE:

Build and send a polished deal package that tells your buyers exactly what they need to know — and nothing they don't. Sloppy deals get ignored. Polished deals get picked up.



THE JHB WAY:

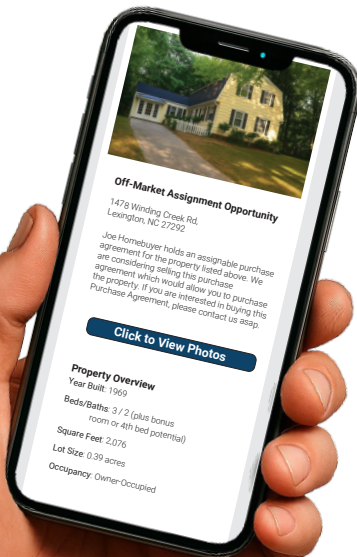
Most investors focus 90% on acquisitions. Top performers know dispo is where margins are made or lost.

BUILD YOUR EMAIL BLAST

(in Mailchimp, HubSpot, or Constant Contact):

Your email should include:

- **Catchy subject line - #1 open-rate driver!**
(e.g., "Mesa Off-Market 3/2 – \$245K – 10-Day Close")
- **Property address**
(Add "DO NOT DISTURB OWNER" if needed)
- **Suggested price / assignment price**
- **ARV and rehab estimate**
(Round numbers, range okay: "\$20K light cosmetic")
- **Close date + terms**
(e.g., "10-day close, buyer pays all closing costs")
- **6–10 high-quality photos**
(Upload to Google Drive or Dropbox link)
- **Summary line**
(Example: "Off-market 3/2 – \$245K – \$20K rehab – ARV \$345K – assignable")



SEND TO YOUR BUYERS LIST

Use your full buyer list or export from CRM.

Before sending:

- Proof the subject line on mobile
- Check formatting and image load time
- Make sure your Drive link is view-only, accessible, and well-named



THE JHB PRO TIP:

Think like a buyer. If they can't make a decision from your email in under 30 seconds, it's not tight enough.

DEAL EMAIL TEMPLATE

Subject Line: Assignment Opportunity: 3/2 – 2,076 SF in Lexington– \$234,900

Off-Market Assignment Opportunity

1478 Winding Creek Rd,
Lexington, NC 27292

Joe Homebuyer holds an assignable purchase agreement for the property listed above. We are considering selling this purchase agreement which would allow you to purchase the property. If you are interested in buying this Purchase Agreement, reply directly to this email or text us with any questions.



[Click to View Photos](#)

Price and Terms

Suggested Assignment Price: \$229,000

Earnest Money Deposit: \$5,000

Settlement Deadline: May 15, 2025

Possession Date: June 1, 2025

Taking Offers Through: April 5, 2025 by Noon

Other Terms:

- Only Available to Cash Buyers who can close quickly
- Buyers pay both (buyers and sellers) sides of closing costs.
- Agents add your commission on top of an offer submitted.
- All figures provided as a courtesy, buyer to verify all information.

Property Overview

Year Built: 1969

Beds/Baths: 3 / 2 (plus bonus
room or 4th bed potential)

Square Feet: 2,076

Lot Size: 0.39 acres

Occupancy: Owner-Occupied

Questions

For question, please text or call:

[Contact Info]

[Phone]

[Email]

Walkthrough With RSVP Only!

Walkthrough confirmed for **This Week**, please reply to this email or text
[contact info].

Do not show up at property or drive by without appointment!

P.S. If you have a property you would like to partner on, either to buy, sell, or rehab, give us a call. We would love to chat about the possibilities!

[Company name] is exploring all options with this agreement. As part of our due diligence we are considering selling our assignable contract for this property. We may not currently own this home and are not acting as licensed agents.. We do not represent the seller. The information is provided as a courtesy and not meant for the purposes of marketing this home.



DAY 2:

DEAL OMNIPRESENCE

TODAY'S OBJECTIVE:

Make sure your deal is visible across multiple channels to attract fresh interest, create perceived demand, and generate walkthrough requests.

If Day 1 is about packaging, Day 2 is about distribution. Most buyers won't respond the first time they see a deal — so follow-up and cross-channel visibility are key.



PLACES TO POST AND PROMOTE

Your email should include:

1. Investor Communities

- Local Facebook groups for real estate investors
- REIA (Real Estate Investor Association) email lists
- BiggerPockets forums or threads (local market focus)

2. Paid Platforms

- InvestorLift, InvestorBase, Propwire, Flipster (if available in your market)

3. Personal Outreach

- Call or text your most active buyers
- Send direct text to 15–20 past buyers or prospects
- Cold call cash buyers

4. Email Reblast or Follow-Up

- Resend Day 1's email to unopened contacts



METRIC TO WATCH:

Email Open Rate > 25%

If your open rate is low, change the subject line, test time of day, or clean your list.



THE JHB PRO TIP:

Make every post sound like a private opportunity — not a public listing. Use phrases like “off-market,” “investor direct,” or “not on MLS” to attract attention without sounding desperate.

CASH BUYER CALL SCRIPT - SELLING A DEAL UNDER CONTRACT

OPENING

"Hey [First Name], this is [Your Name], a local investor/wholesaler in [City/Area]. I think we may have connected before. I just locked up a property that might match your buy box — got two minutes to chat?"

IF THEY SAY "NO"

Not Investing Anymore: "No problem at all — just wanted to check in. Are you still buying in today's market?"

If they're out of the game: "Totally get it. Thanks for your time — I'll take you off my list."

Not a Good Time Right Now: "Got it — quick question: are you currently looking to pick up anything right now?"

If Yes: "Great — I'll text over the details and follow up tomorrow. Sound good?"

If Not Looking Right Now: "All good — would you still like to be notified about future deals?"

IF THEY SAY "YES – TELL ME ABOUT THE DEAL"

Start by pitching the opportunity clearly and concisely.

"It's a 3-bed, 2-bath, 1,800 sqft home on a corner lot in [Neighborhood]. Has a 2-car garage, only needs carpet and paint — super light work. I'm asking \$280K and we're looking for a fast close. Walkthrough is this coming Monday. Is this the type of deal you'd be interested in?"

IF THEY SAY "NO – NOT A FIT"

Put on your investigator hat.

"Totally fine — just so I can send you more relevant deals, what didn't work for you on this one? Was it the price, location, rehab amount, or something else?"

Then ask, "Where would you need to be on price for something like this?" and "What's your ideal buy box?"

Take notes (Google Sheets, CRM, etc.) so future deals are better aligned.

IF THEY SAY "YES – I'M INTERESTED"

If They Can Attend: "Perfect. I'll see you Monday. Feel free to text me with any questions beforehand."

If They Can't Attend: "No worries. Would it help if I sent you a video walkthrough and photos?"

FOLLOW-UP

- Send what you promised (photos, walkthrough link, comp package, etc.)
- Confirm attendance the day before the walkthrough
- Keep notes updated for future outreach



DAY 3:

HEAT CHECK & OUTREACH

TODAY'S OBJECTIVE:

By today, you should have a read on your deal. This is the moment to classify it — and adjust your approach accordingly.

Not all deals are hot. But all deals deserve a strategy. On Day 3, you're looking for signals and separating noise from traction.



WHAT TO LOOK FOR:

1. HOT DEAL

Lots of buyer interest. Phone's buzzing.

- Get on the phone — speak directly to each lead
- Lock in walkthrough confirmations
- Resend your deal to non-openers with a "Last Call" subject line
- Watch for repeat openers (track with HubSpot or email tool)

2. SKINNY DEAL

Some interest, but not enough to close.

- Call every buyer who clicked or responded — ask what's holding them back
- Use objections to refine how you're presenting the deal
- Resend to those who have not opened the email

3. DEAD SILENCE

Crickets.

- Change the subject line and resend
- Start dialing — 1-on-1 calls > waiting for clicks
- Reach out to other wholesalers or agents for JV potential

YOUR JOB TODAY:

- Sort responses
- Talk to buyers — not just email them
- Look for patterns in feedback



THE JHB PRO TIP:

Every "no" is a data point. Ask why — you'll improve this deal or position the next one better.



DAY 4:

RESPOND TO THE SIGNAL

TODAY'S OBJECTIVE:

By Day 4, you've collected signals — clicks, calls, interest, or silence. Now it's time to act on them. Smart dispo operators don't guess; they adjust with purpose.



THE JHB WAY:

A deal's response isn't personal — it's directional. Let the data guide your next move.



DEAL RESPONSE TYPES & WHAT TO DO:

IF IT'S A HOT DEAL

(You've got strong interest and walkthroughs are happening)

- Tighten the follow-up: call every buyer who showed interest to confirm seriousness
- Prioritize decision-makers: ask directly who's funding, who's signing, who's showing up

IF IT'S A SKINNY DEAL

(Interest is soft, but you've had a few bites)

- Call every warm lead and ask: "What would you need to see for this deal to work for you?"
- Reframe terms or incentives:
 - Flexible close date
 - Lower EMD
 - Clear rehab estimate
- Consider minor price adjustment + rebroadcast with a reframe subject line like, "Updated Terms – Still Off Market"

IF IT'S DEAD SILENT

(No opens, no replies, no momentum)

- Start fresh. Rewrite the subject line.
- Check your Drive folder and email format — bad links or poor mobile formatting kill traction
- Consider reaching out for JV support or list sharing with another wholesaler



THE JHB PRO TIP:

When in doubt, downgrade the price, upgrade the clarity, and pick up the phone. Action beats assumptions every time.



DAY 5:

LOCK THE BUYER OR RELAUNCH

TODAY'S OBJECTIVE:

Today, you either secure commitment from a serious buyer or repackage the deal with momentum — not emotion. You've marketed, followed up, and collected feedback. Now it's time to move forward with control, not hesitation.



THE JHB WAY:

Dispo doesn't stall — it cycles. Close the buyer, or reset the launch. Speed wins.



PATH 1: LOCK THE BUYER

- Contact Cash Buyer - Phone Script on Next Page
 - Confirm the buyer's offer is real
 - Lock them in with a verbal yes or soft commitment
- Prepare your Assignment Agreement

PATH 2: RELAUNCH STRATEGICALLY

Do:

- Adjust price or positioning (based on feedback from Day 4)
- Create a new subject line, and resend to cold leads or new list segment
- Promote as:
 - "Price Drop"
 - "Motivated Seller"
 - "Last Call for Walkthroughs"
- Post again in REI groups with fresh language
- Reach out to new wholesalers for possible JV alignment

Don't:

- Sit and wait another week hoping someone bites
- Lower your price without a strategy
- Burn buyers with repeated spammy emails



THE JHB PRO TIP:

Your dispo system should give you two outcomes: a buyer or a signal. Either way, you stay in control.

YOU ARE MY BUYER CALL SCRIPT

OPENING

"Hey [First Name], I appreciate you getting back to me and showing interest in the deal. After reviewing all the offers, I'd like to move forward with you on this one."

(Let them react – usually they'll say something like "Awesome!" or "Great!")

"Awesome – let's just go over everything real quick to make sure we're fully aligned before I send the paperwork and loop in title."

REVIEW THE TERMS

Purchase Price: "Just to confirm, the purchase price we agreed on is \$[XXX], and that includes my wholesale fee – we're good there?"

Closing Date: "We're aiming to close on [Date] – still work for you?"

Other Contract Terms (Customize as needed):

"It's being sold as-is."

"Seller needs a quick close."

"Tenant will be out before close."

[Insert any other specific provisions]

"Anything in there you'd like to revisit or have questions on?"

FUNDING CONFIRMATION

"How are you planning to fund the purchase – cash, hard money, private lending?"

"Since this is our first time working together, I'll need a quick proof of funds if that's alright with you."

SET EXPECTATIONS – WHAT'S NEEDED TO LOCK IT IN

"Cool – here's what I'll need from you in the next 24 hours to officially lock this in and mark it as sold:"

1. Signed Assignment Agreement (I'll send it over after this call)
2. Non-refundable Earnest Money Deposit of \$[XXX] – paid to [Title Company Name]

"Once I get both, I'll loop in title, mark it as sold, and we'll be off to the races."

WRAP-UP

"I'll send everything over in the next few minutes – just shoot me a quick text once the agreement is signed and the wire is sent. Excited to get this one closed with you."



YOU'VE SEEN HOW TO MOVE A DEAL IN 5 DAYS - WHAT IF YOU COULD RUN YOUR WHOLE BUSINESS WITH THAT KIND OF CLARITY?

YOU'RE NOT JUST CLOSING DEALS — YOU'RE BUILDING A BUSINESS.

Dispo isn't just about moving a property. It's about building a repeatable process that turns signed contracts into scalable, sustainable revenue — without chaos.

And if you're tired of reinventing the wheel, you're not alone.

At Joe Homebuyer, we help serious real estate operators grow real companies — not just chase deals. As a national franchise system built by investors, for investors, we've helped hundreds of entrepreneurs step out of the hustle and into a platform that delivers structure, support, and real results.

You don't need more YouTube videos or random tools. You need systems that actually work — and a team that's walked the path ahead of you.



**MARKETING/
LEAD GEN**



ACQUISITIONS



DISPO



**BUSINESS
OPERATIONS**



**LEADERSHIP
DEVELOPMENT**

WHY JOE HOMEBUYER?

Joe Homebuyer is a national real estate investing franchise built for entrepreneurs who are ready to scale with systems, not stress.

We're not a mastermind. We're not a coaching program. We are a full-service franchise platform designed to help you:

- Launch marketing that actually converts
- Master acquisitions, dispo, and leadership
- Build out a team without losing your margins
- Grow with structure, not guesswork

SCALE AS BIG AS YOU WOULD LIKE !

Leverage our proven system and world-class support to tap into all 3 of the most lucrative real estate revenue streams, at the same time:



WHOLESALING



FLIPS



RENTALS



Whether you're already flipping houses, wholesaling, or building a rental portfolio — or you're just ready to do more with less chaos — the Joe Homebuyer system helps you scale smarter, faster, and with purpose.

Let's connect and explore how Joe Homebuyer can help you accelerate your growth, diversify your income, and build a business that works for you — not the other way around.

START THE CONVERSATION AT
joehomebuyerfranchising.com

