

# THE ULTIMATE GET STARTED IN REAL ESTATE INVESTING TRAINING GUIDE

SUPPLEMENTAL GUIDE, TOOLS, CONTRACTS,  
CHECKLISTS AND OTHER AWESOME TOOLS



FLIPNERD.COM

PUBLISHED BY:

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[FlipNerd.com](https://FlipNerd.com)

LESSON

#1

GETTING STARTED



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LESSON

#2

# LEAD GENERATION

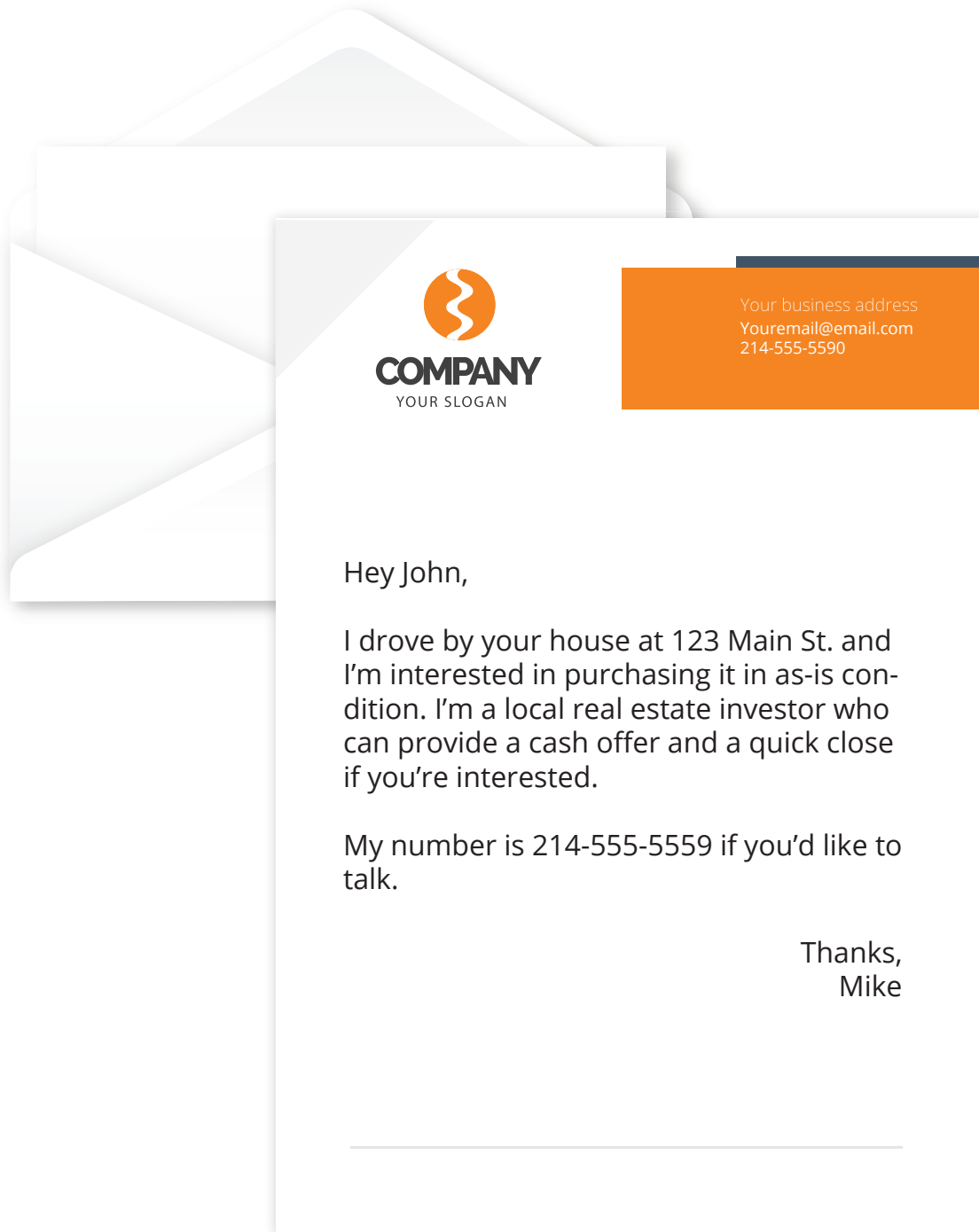
"WITHOUT LEADS - YOU'RE DEAD"

DIRECT MAIL GUIDE



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# Most Common Strategies for Direct Mail Marketing



Want to talk to someone one-on-one about the possibility of having a mentor to help you get started?  
Visit [Flipnerd.com/coaching](https://flipnerd.com/coaching) to learn more!

# Post Cards

## Pros:

- Cheapest Mailing Option Available
- Can customize with doodles and handwritten printed fonts
- Works well if on a budget

Hey John,

I drove by your house at 123 Main St. and I'm interested in purchasing it in as-is condition. I'm a local real estate investor who can provide a cash offer and a quick close if you're interested.

My number is 214-555-5559

- No need to repair
- Cash offer

Hi John,

My name Mike and  
I want to buy your house at



123 First St  
Carrollton, TX 75007

Presorted  
First Class Mail  
US Postage  
Paid

St

no matter what the  
the home.  
Fair Cash Offer!



Flip over for something very important!

55-5590

We can pay cash  
for your home,  
so please contact  
us ASAP if you'd  
like to sell!

Mike Smith  
123 First St  
Carrollton, TX 75007

No Appraisals,  
Hassles!  
it away!



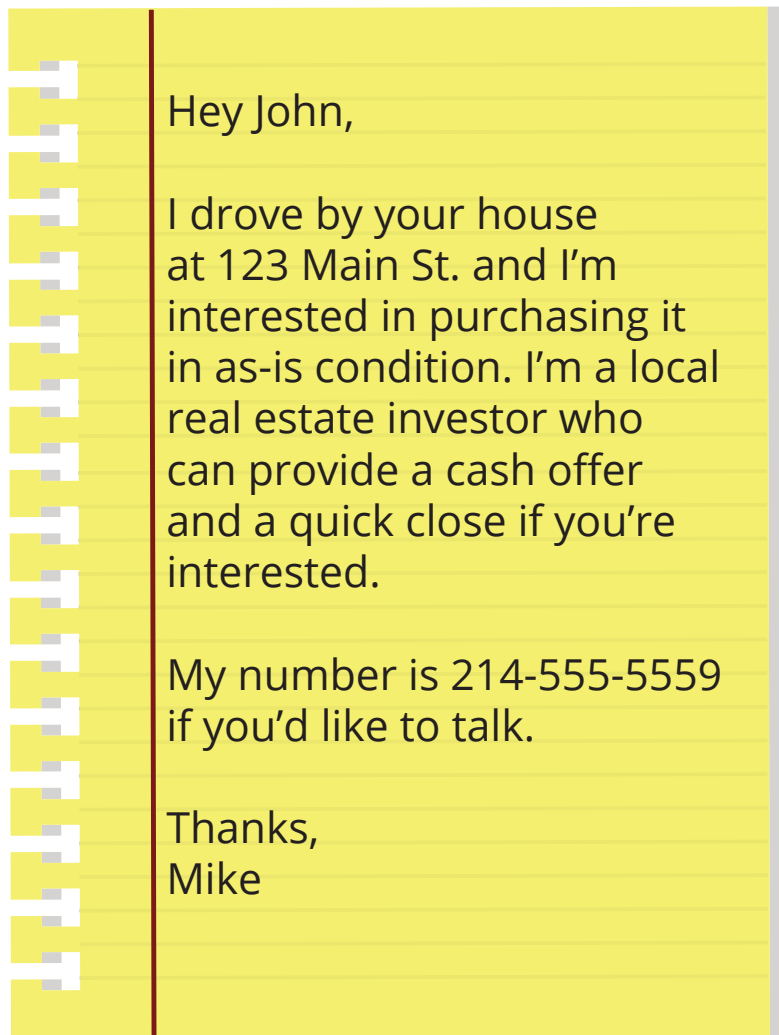
Want to talk to someone one-on-one about the possibility of having a mentor to help you get started?  
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# Yellow Letters

## Pros:

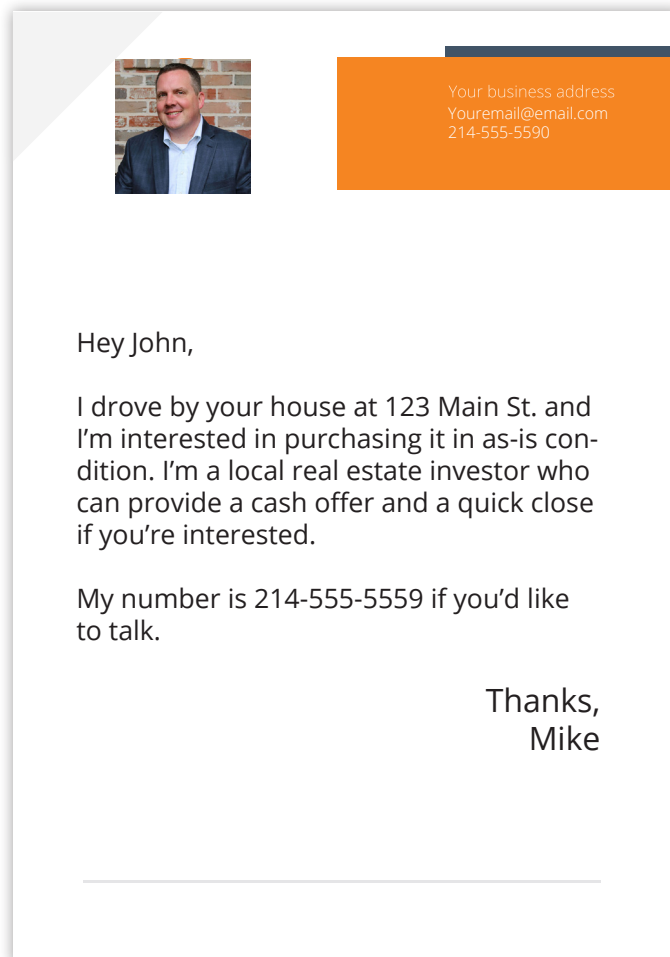
- Can create by hand as you're driving for dollars, customize to that property, and mail out
- Can also have mass printed
- Great for just starting out



# Letters with Personal Photos

## Pros:

- Works well if you're mailing to smaller, highly targeted audiences
- Provides an opportunity for seller to get to know you, your family, and your business model
- More expensive option but can have great results



[YellowLetterHQ.com](http://YellowLetterHQ.com)  
[Seller Snipers REI Call Center](http://Seller Snipers REI Call Center)



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Visit [Flipnerd.com/coaching](http://Flipnerd.com/coaching) to learn more!

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LESSON

#3

# BUSINESS OPERATIONS PART 1

LEAD INTAKE AND APPOINTMENT SETTING

SELLER LEAD SCRIPT



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**- BUY CALL SCRIPT**

**Date Call Taken:** \_\_\_\_\_ **Time Call Taken:** \_\_\_\_\_ **Personnel:** \_\_\_\_\_

**WHAT IS THE SOURCE OF THE LEAD? (circle one)**

- |          |                  |                |         |                  |
|----------|------------------|----------------|---------|------------------|
| PPC      | Organic (online) | Postcard       | Letter  | Probate          |
| HVA Lead | Referral         | Other Investor | Realtor | Fast Home Offers |

**Phone Number Called:** \_\_\_\_\_  
Other \_\_\_\_\_

**Who am I speaking with?** \_\_\_\_\_

**In case we get disconnected, what is the best number to reach you at?** \_\_\_\_\_

**Is there a backup, or secondary phone number to reach you at?** \_\_\_\_\_

**Let me also give you our direct line:**

**How did you find our phone number today?** \_\_\_\_\_

**What is the address of the property you want to sell?** **Street Address** \_\_\_\_\_  
**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**What made you call \_\_\_\_\_ today? Why are you selling? (LISTEN!)**

**Are you familiar with \_\_\_\_\_? (LISTEN!)**

We are America's most trusted wholesale home buyer. That means that we are not retail buyers. Unlike the traditional way of selling your home, which involves putting it on the market, showing the property to multiple people, making repairs to get the property ready to sell and waiting an average 2-3 months to close the sale, WE offer a different solution.

**We offer you TIME and CONVENIENCE for a DISCOUNTED sale. We pay cash, can close quickly, and we don't require you to make any repairs!** We also cover most of the normal costs associated with closing and do not require you to pay any commissions, which can save you some money. **You are basically able to just walk away from the property!**

**ARE YOU INTERESTED IN A DISCOUNTED OFFER ON YOUR PROPERTY? (circle one)**

YES NO

**Tell me about your house:**

**# of Bedrooms** \_\_\_\_\_ **# of Bathrooms** \_\_\_\_\_ **Garage #** \_\_\_\_\_ **Year Built** \_\_\_\_\_ **Sq.Ft** \_\_\_\_\_

**Type of House: (circle one)** Single Family Duplex Condo/Townhome Mobile Home

**Do you own the property? (circle one)** Yes No

**Do you currently live there in the property? (circle one)** Yes No

**If you do not live at the property, can I get your mailing address?** **Street Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**When do you want to sell?** \_\_\_\_\_

**How long have you lived in the property?** \_\_\_\_\_

**Are the payments current on the mortgage? (circle one)** Yes No **If no, how far behind?** \_\_\_\_\_

Where are you in the process of selling? Have you considered contacting a Realtor? \_\_\_\_\_

What kind of repairs does the house need? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you the only decision maker, or is there someone else that will be part of the process? \_\_\_\_\_

Our appointments generally last one hour, sometimes a little more. Is that ok? Which works better for you - morning or afternoon? Let me check our calendar.

Appointment Date \_\_\_\_\_ Appointment Time \_\_\_\_\_

Buyer Name \_\_\_\_\_

Please know that our Buyer usually spends 2-3 hours researching and preparing to meet with you, as well as time traveling to meet with you. If anything changes at your end, can you please give us as much advanced notice as possible so we make sure that we can adjust as necessary? Our direct number again is \_\_\_\_\_  
Also, can I get your email address to send you an email confirmation of the appointment?

email address: \_\_\_\_\_

Thank you for calling \_\_\_\_\_ and we look forward to the opportunity to assist you

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# #4

# BUSINESS OPERATIONS PART 2

ATTENDING APPOINTMENTS  
AND MAKING OFFERS

SELLER APPOINTMENT PREPARATION



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# Seller Appointment Preparation Checklist

## Setting the Appointment

- Qualified Lead - We understand why they are selling
- Appointment Schedules for next 24-48 hours
- Added Appointment to Acquisitions calendar
- Got "Up front" Contract from Seller

## Preparing for Appointment

- Have MLS Comps
- Have Tax Data
- Have detailed notes from prior seller interaction
- Have other important data (previous listings, sales history, etc. )

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LESSON

#5

HOW TO  
EVALUATE VALUES

(ARV)



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LESSON

#6

# EVALUATING PROPERTY REPAIRS

HOW TO DETERMINE YOUR REHAB COST  
IN 10 MINUTES OR LESS

REPAIR ANALYSIS SHEET



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# FlipNerd.com - Repair Analysis Worksheet

Date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Seller: \_\_\_\_\_ Phone: \_\_\_\_\_

Year Built: \_\_\_\_\_ Beds: \_\_\_\_\_ Baths: \_\_\_\_\_ Gar: \_\_\_\_\_ Add-On SF: \_\_\_\_\_ Garage SF: \_\_\_\_\_

Comp #1 Address \_\_\_\_\_ SQFT \_\_\_\_\_ \$/SQFT \_\_\_\_\_ Distance \_\_\_\_\_

Comp #2 Address \_\_\_\_\_ SQFT \_\_\_\_\_ \$/SQFT \_\_\_\_\_ Distance \_\_\_\_\_

Comp #3 Address \_\_\_\_\_ SQFT \_\_\_\_\_ \$/SQFT \_\_\_\_\_ Distance \_\_\_\_\_

Subject Property SQFT \_\_\_\_\_ \$/SQF \_\_\_\_\_

**FOUNDATION:**

\_\_\_\_ CP&B(\$7.00/sq) or \_\_\_\_ x Piers(\$250x-6ft) \_\_\_\_ Post Pier &Beam(\$2.00/Sq) \_\_\_\_ Slab (\$7.00/sq) or \_\_\_\_ x Piers (\$250-8ft)  
\_\_\_\_ with Basement \_\_\_\_ Thru-fl Post \*w/4-12" Crawl Space (\$4/sq) **TOTAL:** \_\_\_\_\_

**ROOFING (ADD SQFT FROM GARAGE):**

\_\_\_\_ Dimensional (\$3.00/sq) \_\_\_\_ Re-Deck (add \$1.20/sq) \_\_\_\_ Tear-Offs (add .30/ layer)  
\_\_\_\_ High Pitch (add .50/sq) \_\_\_\_ Hot Tar (\$2.75/sq) **TOTAL:** \_\_\_\_\_

**PAINT:**

\_\_\_\_ Inside (\$1.25/sq) \_\_\_\_ Int. Door (.25/sq) \_\_\_\_ Retex Ceiling (.70/sq) \_\_\_\_ Retex Walls (.70/sq) Drywall: \_\_\_\_ x Room (\$600)  
\_\_\_\_ Drywall House (\$4.00/sq) \_\_\_\_ x Cabinet (\$20/LF) \_\_\_\_ Exterior (\$1.25/sq) **TOTAL:** \_\_\_\_\_

**FLOORING:**

\_\_\_\_ Replace (\$2.50/sq) \_\_\_\_ Estimate: \_\_\_\_\_ Ceramic Tile Replacement: \_\_\_\_\_ (Add \$1.50/sq)

NOTES: \_\_\_\_\_ **TOTAL:** \_\_\_\_\_

**PLUMBING:**

\_\_\_\_ Replace all Pipes (\$2.00/sq) \_\_\_\_ Hot Water (\$650) \_\_\_\_ Kit Sink (\$200) Toilet \_\_\_\_ x \$150 Vanity \_\_\_\_ x \$225  
\_\_\_\_ Small Tile (\$800) \_\_\_\_ Large Tile (\$1000) Tile Pan (\$750) Tile Stall \_\_\_\_ (\$1100) \_\_\_\_ Tub (\$600)

NOTES: \_\_\_\_\_ **TOTAL:** \_\_\_\_\_

**Electrical:**

\_\_\_\_ Rewire(\$3.00/sq) \_\_\_\_ Panel and Weatherhead (\$1500) \_\_\_\_ x Light Fixtures(\$50) \_\_\_\_ x Ceiling Fans(\$120)  
\_\_\_\_ Outlets/switches (\$2.50 each)

NOTES: \_\_\_\_\_ **TOTAL:** \_\_\_\_\_

**Kitchen Appliances:**

\_\_\_\_ Micro(\$400) \_\_\_\_ Range(\$650) \_\_\_\_ Stovetop(\$600) \_\_\_\_ Dishwasher(\$600) \_\_\_\_ Hood(\$250) **TOTAL:** \_\_\_\_\_

**HEATING / AC:**

\_\_\_\_ Small HVAC (<1000sq) \$4000 \_\_\_\_ Med HVAC (1000-1800sq) \$5000 \_\_\_\_ Large (1800-3000sq) \$6000

\_\_\_\_ Replace Ductwork (\$800-1200) \_\_\_\_ Replace Vents/Thermostat (\$500-800) \_\_\_\_ Clean & Service(\$500) **TOTAL:** \_\_\_\_\_

**DOORS:**

House: \_\_\_\_ x Int. Door (\$120) \_\_\_\_ x Ext. Door (\$300) \_\_\_\_ x Door Hardware (\$15) \_\_\_\_ x Patio Door(\$700)

Garage: \_\_\_\_ Single(\$450) \_\_\_\_ Double(\$850) \_\_\_\_ Per Opener (\$300) **TOTAL:** \_\_\_\_\_

**WINDOWS:**

Metal: \_\_\_\_ x Sm (\$200) \_\_\_\_ x Med (\$250) \_\_\_\_ x Lg (\$300); Med Glass Pane \_\_\_\_ x Double (\$75) \_\_\_\_ Single (\$30)

Notes: \_\_\_\_\_ **TOTAL:** \_\_\_\_\_

**Misc & Other:**

**Carpentry:** \_\_\_\_ x Trim (\$1.50/LF) \_\_\_\_ x Soffit (\$20/LF) Gutter (incl. downspout): \_\_\_\_ x (\$4.50/LF)

**Clean-up:** Debris Removal Labor: \_\_\_\_\_ Dumpster (\$400) X \_\_\_\_\_

**Kitch Cabinets:** \_\_\_\_ x (\$125/LF) \_\_\_\_ Countertop (\$40/LF or \$70/LF Granite) \_\_\_\_ Replace Vinyl Siding (\$4.50/sf living area)

Landscaping: \$ \_\_\_\_\_ Pest Control: \$ \_\_\_\_\_ Permits: \$ \_\_\_\_\_ Mold: \$ \_\_\_\_\_ Asbestos: \$ \_\_\_\_\_ **TOTAL:** \_\_\_\_\_

Notes:

**GRAND TOTAL:** \$ \_\_\_\_\_

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LESSON

#7

# WHOLESALING FUNDAMENTALS

GET IN - GET OUT - GET PAID!

ASSIGNMENT CONTRACT



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**ASSIGNMENT OF CONTRACT OF SALE**

In consideration of the sum of \$ \_\_\_\_\_ and other good and valuable consideration, and the mutual benefits to be derived by all parties to this assignment, the undersigned, \_\_\_\_\_, Inc. does hereby assign unto \_\_\_\_\_ all rights, interest, suits, claims and titles in and to a contract of sale, including any and all related amendments, (the "Contract") dated \_\_\_\_\_ by and between \_\_\_\_\_, Inc. and/or Assigns as purchaser, and \_\_\_\_\_ as seller, concerning such property known as \_\_\_\_\_ and further described as Lot \_\_\_\_\_, Block \_\_\_\_\_, \_\_\_\_\_ Addition to the City of \_\_\_\_\_, County of \_\_\_\_\_, Texas.

*This assignment does not transfer any earnest monies that the assignor may have on deposit. Assignee understands and agrees closing must be on or before the closing date identified in Contract or assignment of contract is null and void.*

Assignee further agrees not to contact, negotiate, or conspire with the seller. Assignor will continue to manage interaction with the seller and title company. Availability of funds must be confirmed by the title company at least 48 hours prior to close. Assignee understands that assignee is only being assigned the right to purchase the subject property under the original terms of the attached contract. This assignment is not valid until deposit is received.

Executed this \_\_\_\_\_ (day) of \_\_\_\_\_ (month), 20\_\_\_\_

\_\_\_\_\_, Inc.

This Assignment of Contract of Sale accepted this \_\_\_\_\_ (day) of \_\_\_\_\_ (month), 20\_\_\_\_.

\_\_\_\_\_  
(Buyer Signature)

\_\_\_\_\_  
(Phone number)

## DEPOSIT AGREEMENT

In exchange for the right to pursue an assignment of contract on the property located at

\_\_\_\_\_, \_\_\_\_\_,  
(Buyer) agrees to pay a non-refundable deposit fee of \$ \_\_\_\_\_ to \_\_\_\_\_,  
Inc. If an assignment of contract of sale is successfully executed, the deposit will be applied  
toward the final assignment price. Deposit will be refunded if title issues prevent the sale from  
being completed.

\_\_\_\_\_  
(Buyer Signature)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- 1) Buyer (assignee) pays all closing costs in accordance with the attached contract.
- 2) Title has been opened at \_\_\_\_\_, located at \_\_\_\_\_  
\_\_\_\_\_. Please contact \_\_\_\_\_ @ \_\_\_\_\_ or Call  
\_\_\_\_\_ with any title or closing questions.
- 3) Please endorse and deliver deposit to \_\_\_\_\_, located at \_\_\_\_\_  
\_\_\_\_\_.

---

## EARNEST MONEY DEPOSIT RECEIPT

Receipt of \$ \_\_\_\_\_ earnest money deposit in the form of \_\_\_\_\_  
is acknowledged by:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (Name)  
\_\_\_\_\_ (Company)  
\_\_\_\_\_ (Date)  
\_\_\_\_\_ (Phone)

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LESSON

# #8

## REHABBING AND WHOLETAILING

BIG PAYDAYS, OR BIG HEADACHES?

REHAB PRICE LIST



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# FlipNerd Rehab Price List

## Roofing (Add Sq. Ft from Garage)

Dimensional: \$3 / Sq Ft  
Re-Deck: (add \$1 / Sq Ft)  
Tear-Offs: (add .30 / layer)  
High Pitch: (add .50 / Sq Ft)  
Hot Tar: \$2.75 / Sq Ft  
**Total:**

## Paint

Inside: \$1.25 Sq Ft  
Int. Door: \$.25 / Sq Ft  
Retexture Ceiling: \$1 / Sq Ft  
Retexture Walls: \$.70 / Sq Ft  
Drywall: \$600/Room  
Drywall House: \$4 / Sq Ft  
Exterior: \$1.75-2.00 / Sq Ft  
**Total:**



## Flooring

Replace: \$2.50 / Sq Ft

Ceramic Tile Replacement: (add \$1.50 / Sq Ft)

Tile: \$4.50 / Sq Ft

Carpet: \$1.70 / Sq Ft

Vinyl: \$2.50 / Sq Ft

**Total:**

## Plumbing

Replace all Pipes: \$2 / Sq Ft

Hot Water: \$850

Kit Sink: \$200

Toilet: \$150

Vanity: \$225

Small Tile: \$800

Large Tile: \$1000

Tile Pan: \$750

Tile Stall: \$1100

Tub: \$600

**Total:**

## Electrical

Rewire: \$ 3 / Sq Ft

Panel and Weatherhead: \$1,900

Light Fixtures: \$50 / each

Ceiling Fans: \$120 / each

Outlet/Switches: \$2.50 / each

**Total:**



## Windows

### Metal:

Small: \$250 / window

Med: \$300 / window

Lg: \$350 / window

### Med Glass Pane:

Double: \$75 / window

Single: \$30 / window

### Total:

## Misc & Other

Carpentry:

\_\_\_ x Trim (\$1.50 / LF)

\_\_\_ x Soffit (\$20 / LF)

Gutter (Incl. downspout) : x 4.50 / LF

Clean-up: Debris Removal Labor

    Dumpster \$400 / each

Kitchen Cabinets: x (125 / LF)

Countertop: \$40 /LF or \$70 / LF Granite

Replace Vinyl Sliding: \$4.50 / Sq Ft. living area

Landscaping: \$

Pest Control: \$

Permits: \$

Mold: \$

Asbestos:\$

### Total:



## Foundation

Concrete Pier and Beam: \$7 / Sq Ft

Piers: \$250 x 6 ft

Post Pier and Beam: \$2 / Sq Ft

Slab: \$7 / Sq Ft

Piers: \$250 x 8 Ft

**Total:**

**Grand Total: \$**

\*Pricing in every market is different and can change at any time. The price list is not meant to be used as an exact price list for a rehab project and is meant to provide a general idea of pricing.



Want to talk to someone one-on-one about the possibility of having a local mentor in the DFW Area?  
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LESSON

#9

# BUILD WEALTH WITH RENTALS

BUILD UP ASSETS SO SOMEDAY YOU WON'T  
HAVE TO WORK SO HARD!



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LESSON

# #10

## BUILD YOUR TEAM

HOW TO PUT THE RIGHT PEOPLE  
IN PLACE FOR YOUR TEAM

ADS FOR BOOKKEEPER, ACQUISITIONS  
MANAGER, AND ADMIN



**FLIPNERD**.COM

## **Office Coordinator Needed for Busy Real Estate Investment Office**

Do you watch Flip This House and aspire to work for a real estate investor? Do you love talking to people (not afraid of the phone), and are the most organized person you know?

Then come join our team!

We are professional investors who buy, renovate and resell residential houses in the DFW metroplex, as well as other Texas markets from our office, located in N. Carrollton, TX.

We're looking for an energetic, detail oriented, comfortable dealing with people kind of person to join our team in an administrative capacity as our "Office Coordinator".

Great phone and people skills, positive attitude and attention to detail are critical to the success in this position.

In a typical day, you may be:

1. Responding to incoming leads by phone and email
2. Following up on old leads to set up or reschedule appointments
3. Assisting with the listing and sale closing process with agents and title companies
4. Helping our sales team prepare for meetings with sellers
5. Helping the owners coordinate their busy schedules
6. Talking to vendors or prospective vendors about the benefits of working with us

As a small business, it's critical that you're comfortable 'wearing many hats', and are flexible with tackling whatever comes your way on a given day.

Candidate must be / have:

1. Excellent phone skills – telemarketing or telesales experience a plus!
2. Be smart – Able to solve problems as they arise
3. Be detail oriented, in nature
4. Be honest and trustworthy
5. Good computer skills, and very comfortable with technology
6. Have a positive attitude – must contribute to a positive workplace
7. Strong work ethic – doesn't watch the clock and does whatever needs to be done
8. Be reliable and available Monday – Friday during normal business hours
9. Be a self-starter – anticipate problems and be proactive to correct them
10. Be organized
11. Able to work in our office located in N. Carrollton, TX

This is a full time, salaried position, with compensation based on experience. Two weeks paid time off. Given that we're a small business, no other benefits are currently available).

To be considered for this position, please reply to this add and include the following:

1. A copy of your resume
2. A summary of what you believe you're the right fit for this position.
3. Your compensation requirements (candidates that do not provide a detailed answer, or respond that they are 'negotiable' will not be considered.

## Acquisitions Manager Ad

Bad economy? Our business is booming!!

This position is perfect for someone with a strong retail sales and/or customer service, or consultative sales background. Must be self driven to succeed.

Local real estate investor is hiring sales people to assist with buying homes.

We have an aggressive monthly house buying plan, so eat your Wheaties! Great income opportunity with significant potential available for the right person.

We need self-motivated sales people with a desire to learn (we provide training and lead generation), and a desire to earn unlimited compensation.

NO previous real estate experience needed! In fact, we'd prefer candidates with no real estate background. Need to be comfortable 'selling', negotiating and talking with people, and meeting prospective home sellers in their homes across DFW.

We provide all the training you'll need, and administrative support. Sales experience preferred, but not required for the right person. Ideal candidate enjoys working/talking with people, works well both independently and as part of a team, and is a hard worker always willing to go the extra mile. Position requires driving throughout DFW to evaluate deals.

MUST be HONEST and LOYAL! Must have reliable car and ability to work evenings and weekends as needed. Looking for candidates for long-term commitment.

To be considered, please complete reply to this ad and include:

1. A copy of your resume
2. A summary of why we should consider you
3. A summary of your compensation history and requirements

We're not successful unless you are. Our generous commission based compensation structure ensures we 'win' and 'lose' together. This is a Full-Time commission based position.

## Bookkeeper Ad

Busy real estate company needs experienced, honest and loyal bookkeeper with strong Quickbooks knowledge. Position is for 15-20 hours per week. There's a little flexibility, but mainly needed Tues, Wed, Thurs.

Candidate must be:

- A problem solver
- Detail Oriented
- Honest and trustworthy
- Great computer skills, including Quickbooks and Excel
- Self starter
- Smart
- Positive attitude
- A team player, but able to work independently
- Must have reliable transportation
- Must be able to work in our office, located in Farmers Branch, TX
- Must be willing to complete a personality profile test
- Must provide previous work references

To be considered for this position, please respond to this ad with the following information: If you are missing any of the following, you will not be considered.

- 1) Resume
- 2) Compensation expectations
- 3) A brief explanation of why you are interested in the position and what you offer

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