

THE LAND FLIPPING REALITY CHECK

What Actually Works.

What Really Doesn't.

And What Nobody Tells You Up Front.



FLIPPING DIRT
WITH MIKE AND LIGIA DEATON

FLIPPINGDIRT.US

LIFE IS TOO SHORT TO PUT YOUR DREAMS ON HOLD

If you're here, chances are you've seen the promises from “guru's”:

- “Passive income.”
- “Flip land from your laptop.”
- “Replace your W-2 in months.”



And if you're skeptical... good.

When we started out in land a decade ago,
we were too.



We put together this guide to give you the
truth we wish someone had given us before
we mailed our first letter.



LET'S DIG IN.

WHY WE CREATED THIS GUIDE

In 2016, Ligia and I both got laid off.

Same week.

Same gut punch.

We didn't jump into land flipping with certainty.

We jumped in with questions.

...and a healthy dose of skepticism.

Was it possible?

Too good to be true?

What was the catch?



WHY WE CREATED THIS GUIDE

This *Reality Check* isn't hype or a scare tactic.

It's transparency...guardrails...a reality check.



If land flipping is right for you, this will confirm it.

If it's not, this will save you time, money, and frustration.

WHAT LAND FLIPPING ...IS NOT

- ✗ It is NOT instant money
- ✗ It is NOT passive income
(at least not in the beginning)
- ✗ It is NOT a “set it and forget it” side hustle
- ✗ It is NOT flipping Instagram-worthy properties
- ✗ It is NOT buying random land
and hoping it appreciates and sells

If you're looking for effortless returns with zero learning curve, this isn't it.



WHAT LAND FLIPPING ...*ACTUALLY* IS

Land flipping is simple.

But simple doesn't mean easy or effortless.

Among many things, land flipping is:

- ✓ A buy-low, sell-high business with defined margins
- ✓ A system-driven model you can run in 5-10 hours/week (or less!)
- ✓ A way to define your profit *before you buy*

WHAT LAND FLIPPING ...*ACTUALLY* IS

- ✓ A real estate business with
no tenants, toilets, or rehabs
- ✓ Flexible enough to work
on just about any budget
- ✓ A business you can run from a laptop
and anywhere in the world
- ✓ A business model that
can fundamentally change your life
and lifestyle for the better
(like it has for us)!

There's a popular saying in real estate:

"You make your money on the buy."

And like most guru sound bites...
it's mostly b#llsh!t

You DON'T make your money on the buy.

You DO set up the profit margin on the buy.

Money only comes after the sale.

That's our mindset --

- Focus on the fundamentals.
- Execute the plan
- Reap the rewards and repeat

THE REAL TIMELINE (NO SUGARCOATING)

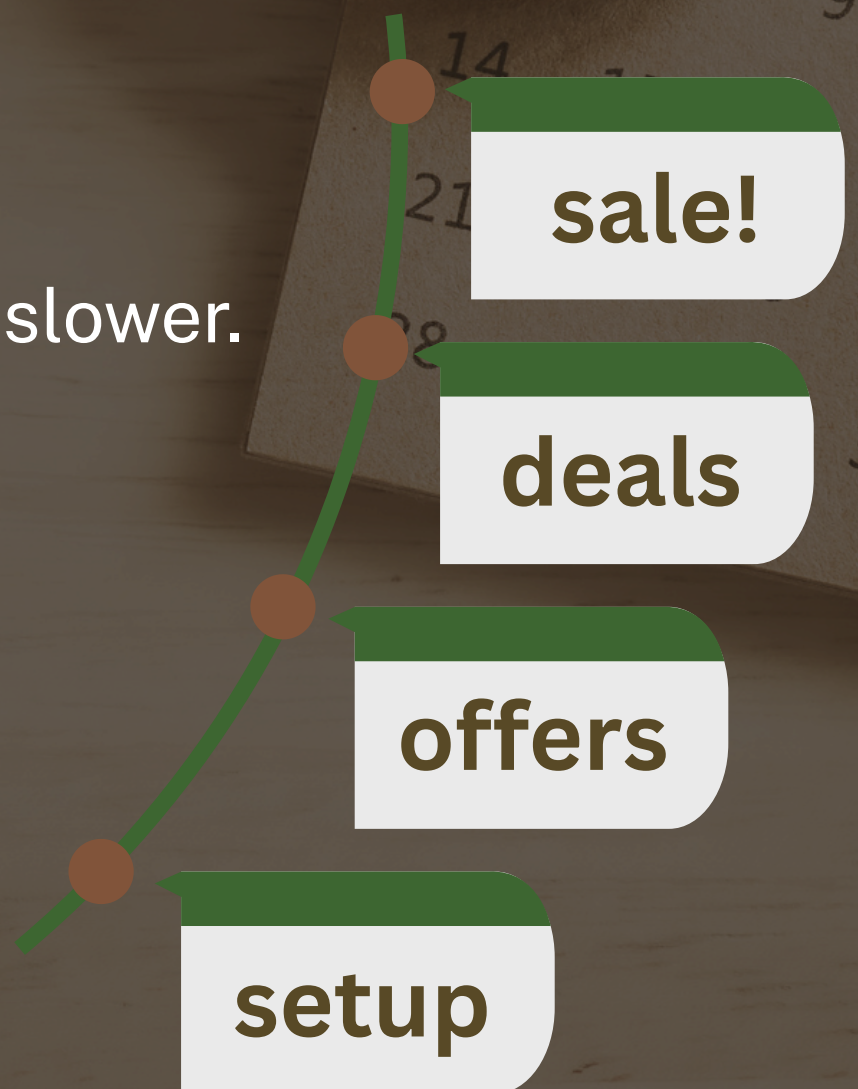
We see these stats across clients:

- Month 1: Learning + setup
- Month 1-2: Offers out, doubt creeps in
- Month 2-3: First accepted deal
- Month 3-4: First sale

We have clients go faster.

And we have clients that go slower.

Those that are committed
and take action
stay ahead of
the curve.



THE REAL TIMELINE (NO SUGARCOATING)

Our first deal didn't happen overnight.
We scored accepted offers quickly.

But it took a few months of steady
marketing before our first sale.

That stretch?

That's where most people quit.

Not because it doesn't work.

But because results lag effort.

MISTAKE #1

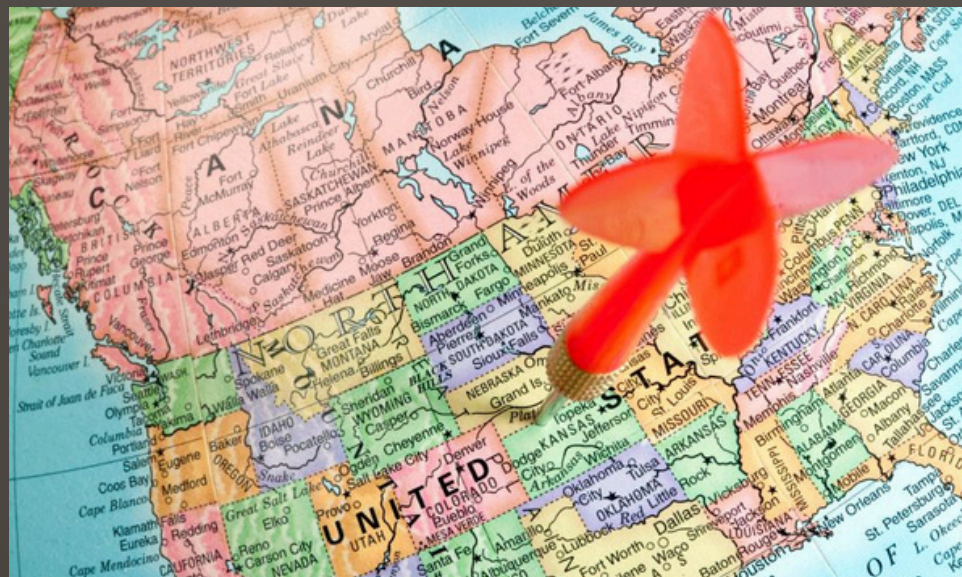
STARTING WITHOUT A BUY BOX

Random markets
create random results!

You have to define:

- your strategy
- target price point

and let that lead you to the right
market for you and your situation.



MISTAKE #2

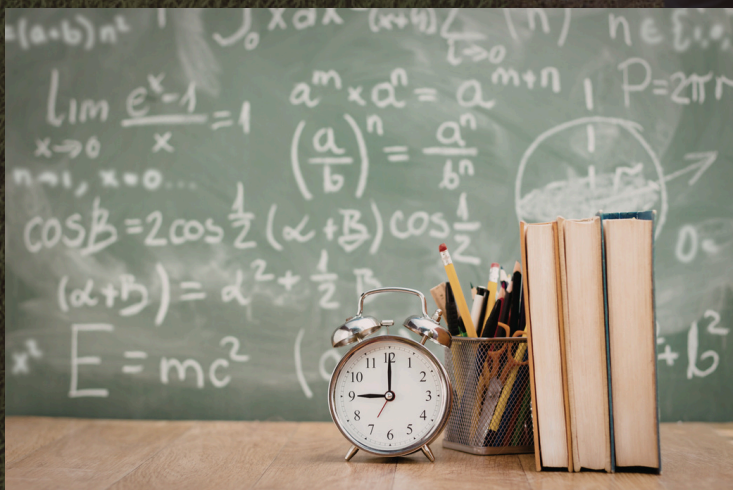
ANALYSIS PARALYSIS

You don't need perfect comps.
You need offers in the mail.

The 80:20 rule applies.

Get the comps mostly right.
Get your offers out and start the
conversation with sellers.

You're going to dial everything in once
responses come in.



MISTAKE #3

PAY & PRAY

Don't pay retail and hope for appreciation.

Hope is not a strategy!

Follow the frameworks
and reap the profits.

It's why we developed the D.I.R.T. framework:

D – define the right strategy for you

I – identify the right market

R – reach out to the right owners

T – transact & reap massive profits

We've done almost 1,000 deals and have never
lost money on one.

Not one!

MISTAKE #4

CHASING EVERY DEAL TYPE

Crawl → Walk → Run.

Get your system
established and proven.

Then adapt,
expand &
scale.

MISTAKE #5

GOING SOLO

Reinventing the wheel is expensive.

We made plenty of mistakes ourselves.

That 'real life' tuition can cost more than any investment in coaching.



WHAT ACTUALLY MOVES THE NEEDLE

This business rewards:

- Consistent action
- Simple systems
- Clean criteria
- Emotional control
- Patience early, speed later



It punishes:

- Shiny object syndrome
- Guesswork
- Overconfidence
- Fear-based decisions

Our success came quickly.
But it didn't happen overnight.
We crawled before we walked.
And we walked before we ran.

PROOF THIS ISN'T THEORY

“Bought for \$12,000 and sold for \$36,000...in 2 weeks!

That profit is now funding more deals.”

— Randy

“Closed 4 lots for \$6,500. Wholesaler lined up at \$26k.”

— DJ

“Doing it myself was just slowing me down. I already have 7 accepted offers, a pipeline worth \$50k+ in profit and closing on 2 to start with.”

— Cody

“Just sold my first 3 lots and took away over \$42,000 in profits! Tripled my investment. Incredible.”

— Patrick

THE QUESTION YOU SHOULD BE ASKING

✗ Not:

“Can land flipping work?”

✓ But:

“Am I willing to follow a proven process consistently enough for it to work for me?”

🪓 IF YES, YOU'RE IN THE RIGHT PLACE.

WHAT COMES NEXT?

If this guide clarified things,
your next step is simple:

Get a clear roadmap before you take action.

SET UP A FREE CLARITY CALL AT:
[HTTPS://FLIPPINGDIRT.US/CLARITY](https://flippingdirt.us/clarity)

Because freedom doesn't come from more information.

Freedom comes from
the right sequence of actions.

Life is too short to put your dreams on hold!

See you on the Flip Side!
— Mike & Ligia Deaton