



# the DealFindersAcademy

A Quick Guide to the Best Mastermind  
Group in Real Estate Investing



## Tucker Merrihew

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Tucker Merrihew is a successful entrepreneur and Real Estate Investor who has been active in the Portland Oregon Real Estate Market for over ten years. His company, TTM Development Company, has been flipping, wholesaling and building homes since 2009. His podcast, **The Real Dealz Podcast**, was first released in January of 2014 and has gathered a large following worldwide. Listeners tune in every week for an in-depth, highly knowledgeable and candid picture of Real Estate Investing. Follow Tucker's Podcast and BLOG at [www.therealdealzpodcast.com](http://www.therealdealzpodcast.com).

Tucker has also created **The Deal Finders Academy**, which is an REI Mastermind group of the best investors in the country. In addition, he created **Negotiating with Sellers**. A product for Real Estate Investors that helps teach the best strategies for negotiating directly with homeowners to get the best deals possible. And soon, Tucker and his team will launch **Flipping Teardowns**, a product that details how to target the right properties and connect with Builders, in order to make max profits when wholesaling Teardown projects to Builders.

## **From the Desk of Tucker Merrihew**

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When we started The Deal Finder's Academy, our goal was to create an Exclusive Mastermind group of Real Estate Investors that offered real advice from real investors and helped everyone achieve their goals. I wanted the DFA to be a collaborative group of highly motivated investors. I believe in action, will power, and self-preservation. If you want big things, you have to take big action. These are lofty goals, I know, but just like I started my Real Estate business with big goals, I started this group with the goal of it becoming the best mastermind group around for an affordable price.

The idea for The Deal Finder's Academy was born out my podcast, The Real Dealz Podcast. We started that podcast with an intention much like that of The Deal Finder's Academy. We wanted to provide real information and give real world examples by a real Investor – hence, The *REAL* Dealz. There is so much misinformation in the Real Estate Investing space. So many Guru's with their "systems" and 5 hour work weeks'. I believed someone needed to set the record straight!

When we started putting out the podcast, many investors reached out and asked for help. They wanted real guidance and they wanted to find a way to reach out to other investors. So, we thought, why don't we put together a group where everyone answers questions together and then I can also share some of my REI secrets. This way, members will get a virtual front row seat and see how things are done. Anyone can tell you what to do; it's another thing to see how it is done.

All of this is to say something simple: I created The Deal Finder's Academy for everyone. Whether you're the experienced investor working on big projects, or you're the Newbie trying to figure out your Direct Mail Marketing system, or even if you're a wholesaler who wants to find more efficient ways to keep deals flowing through your lead funnel. We can help every investor build their business. And, as you'll see at the very end, the fees for The Deal Finder's Academy are absurdly low. We don't want to take \$25,000 from you! We would rather see you invest that money in your marketing and get a number of deals coming your way!

So, in the fall of 2014, we launched The Deal Finder's Academy. We created a forum and composed an exclusive Facebook group. We posted our marketing materials and starting guiding Investors down the right path. We started with 30

members on September 1<sup>st</sup>, and one year later, we had more than doubled the number of members! We're on par to grow much, much more this year as well!

Before I go, let me say this: For me, success is the good ol' American dream – work hard, build a business, and gain financial freedom. Despite what the Guru's say: there is no 5 hour work week. I'm not sorry to say that building a Real Estate Investing business takes hard work and long hours. It's not a struggle, but it takes commitment and dedication. Moreover, it's also fun. You take a decaying old house and turn it into something with tangible value; something that someone else will live in. This gets lost in all the nonsense: we create value and we build assets that last!

This sort of ethic is important to the DFA. You have to want it, and you have to believe in yourself. If you do, then let's get started. Take a look through this book and see what others have accomplished by being a part of the DFA. We'll walk through how to become a member, and we'll look at the benefits and perks of being a member.

Are you ready? Good! Then let's get started...



**Danny O'Bannon**

**Spokane, WA**

Danny has always had the “entrepreneurial spirit.” Ever since he was a child, he had always been looking for a way to start his own business. While he was in college, he had his own landscaping business. In order to pass the time while mowing lawns, he would listen to podcasts on his phone. One day, he came across an REI podcast. He listened to one episode, and then another episode, and before he knew it, he was hooked. So, he started marketing, and a few leads called in. He tried lease options at first, but after a few sideways deals, he moved towards wholesaling. He learned about the direct-to-seller niche and within 3 months, he had landed his first deal – a net \$20,000 assignment fee! And now, he has an REI business that flips and wholesales all month long!

#### **Danny Says:**

“The DFA has completely altered my life and business for the better. I have been able to learn and implement exactly what TTM does in their business which allows them to generate a 7 figure income. Aside from the actual business procedures that they teach, the DFA is also a family of some of the best investors across the United States. Every day I get to post questions in the Facebook group and everyone is willing to help. This is a huge advantage because unlike other groups, Tucker and his team actually respond and provide real time support.”

#### **Danny's Success**

“After my first year in business the deal flow stopped and I was left with no choice but to go back and get a job. It was around that time when I met Tucker and started learning the DFA strategies. Tucker and his team helped me daily and within 5 months, I had wholesaled 2 deals for a combined \$57,000 profit. I also contracted a third deal which I decided to rehab. The project netted me another \$30,000. Within my first 5 months of working with them I had generated \$87,000 in income for my business. So, at 5 months, I was able to quit my job and I went back full time in my business. Overall, in the last 20 months of working with the DFA, I have done 7 rehabs and 8 wholesale deals.”



**Justin Silverio**

**Boston, MA**

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Justin comes from a construction and real estate family, and though he pursued a career in Accounting and Finance, experience and exposure to these various worlds have made it possible for him to make his business profitable right out of the gate. When Justin had witnessed the financial and personal freedom that Real Estate Investing can offer, he invested in some education, learned the fundamentals and began to hone his approach and strategy. He drew up a business plan and quickly began a fix-and-flip strategy. His background in private equity and investment has provided him a unique perspective – one that is highly analytical and very strategic. He loves the numbers, and if you go to his blog, [www.thebostoninvestor.com](http://www.thebostoninvestor.com), you'll see why.

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**Justin Says:**

“Joining the DFA was one of the best decisions that I've made for my business. This community is all about collaboration, networking with other top notch investors and helping to drive everyone's business to the next level. Also, because no two people are in the same market, no one holds any secrets back!”

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**Justin's Wholesale #16**

“Back in July, I sent out a bulk of mail using Tucker's Direct Mail Strategy. Not long later, I got a call from a potential lead. Long story short, the seller just needed to sell the property – needless to say, they were extremely motivated. All the seller wanted was land value, and taking a page from Tucker and the DFA, I negotiated with the seller to back out the teardown costs, septic system install costs and realtor fees. In the end, we got the deal for around \$250,000 and flipped it right away to a New Construction Builder in the area. Just like that – we double closed and I walked away with nearly \$70,000 in profit on one deal!”



**Michael Lohin**

**Boston, MA**

Going back to my youth, I've always had an interest in real estate and real estate design. After college, I worked as a loan officer and ultimately became a mortgage broker. And though I was working in real estate, my true passion was the design side. I became tired of the monotony of pushing paper and running numbers, so I decided that I would start rehabbing properties. Initially, I was doing smaller flips because they didn't require too much time and I could maintain my job as a broker. The smaller projects also provided a hands on education about real estate development. After about two years, I closed down my mortgage brokerage and transitioned into bigger rebuild projects. This is when I went full time. Now, my business focuses on only big projects in several middle to high end suburbs of Boston.

### **Michael Says:**

"Aside from learning several vital aspects to implement into my business, having Tucker as a mentor, and the group as a sounding board, has been a tremendous asset to my business. Whether I have a marketing question or need help securing a deal or even a development question, someone in the DFA has had experience and will help in any way possible. Tucker's sincerity in wanting to help each and every member of the DFA grow their business is apparent on a daily basis. It's what makes this group different than other REI education/mentor groups."

### **Michael's Success**

"Tucker is a big proponent of wholesaling lots to developers as a means to secure big wholesale fees. I listened to what he had to say and implemented it to do exactly that...secure a \$50k assignment fee. On one specific project, I was in a bidding war on a property which was a tear down/new build opportunity, which I found from the direct to seller mailing technique. But, I decided to back out when the price got too high. Although I didn't get that deal, it provided insight as to what developers are paying in that particular area of town. A week later, I received a call from another seller that was one street away. This property was also a tear down/new build opportunity but on a non-conforming lot. Well, it took some time, energy, and questions to the DFA, but I beat out the competition and by knowing my market and doing my homework. Once I had the property under agreement, I reached out to my network of developers in that town and within hours I had 4 developers bidding on my deal!"



## **How Can The Deal Finder's Academy Help You?**

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### **How to Analyze a Farm Area and Pick the Right Market to Target**

Every Real Estate Investor can find good deals. It's a matter of finding the right farm area and targeting the right properties. Through trial and error, we've been able to design a set of simple parameters to analyze your market and fish out the right properties to target with your marketing. This is the first thing we like to help Investors learn: how to find the right areas for wholesale rehabs and new construction. It's not rocket science, but it is a very, very valuable skill to learn.

### **List Creation – DFD, List Filtering Tactics, Etc.**

Opportunity is everywhere, right? So, there has to be deals, but where do you find them?

RMLS? Not so much these days...

Short sales? Not so much these days...

Foreclosure auctions? Tons of competition...

Direct marketing is by far the best way to find deals. But, before you market, you have to create an ultra-targeted marketing list that hits the right properties. Driving For Dollars is one of our most coveted ways to compose lists. But what if you're buying a list off a designated list source? We've got a way to filter those too.

### **Direct Mail Marketing**

Some of our current members tried Direct Mail before joining the DFA, but they had little success. Well, there is a right way to do direct mail, and there is a wrong way too. We brought them in and taught them the right way to market directly to sellers, and many of them have made over \$100,000 in a single month because of it! It's all about targeting. It's all about the message. It's all about the marketing piece!

### **Marketing Strategy and Framework**

The right list and the right marketing piece will only go so far. It's important to create a marketing strategy and keep with it. We'll show you what we've shown every other member of the DFA – how to track, trace, and strategize your marketing sequence.

### **How to Negotiate with Sellers**

Negotiating with Sellers is the biggest barrier to closing deals. This might seem obvious, and it should, because this is the one factor that can keep Investors out of the game. You have to be able to close deals. You also need to know when a lead isn't a deal. Want to know the difference? We've got the answer! With real calls by our in-house acquisitions manager, we'll give you a live look at how to communicate with sellers and facilitate a deal.

### **Creative Financing Options...**

Hard money and cash – these are the two most common ways to fund a deal. But, what about seller financing? And even an assignment on a wholesale deal? No cash is exchanged then. Just sign and sign! We've got the knowledge and experience to help every investor learn every way to fund a deal that is beneficial for everyone.

### **New Construction and New Development**

First, you wholesale. Then, you rehab. And eventually, you may graduate to New Construction. This is one of our strong suits – taking homes that need to be torn down and building a new home in its place. The DFA can help guide Investors through the process of analyzing construction costs, dealing with permitting and getting a big picture view of the process. This can become another tool in your REI tool box!

## **DFA Premium Content**

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### **Exclusive Access to the Tucker and the TTM Team**

To make the process of communication easy, we've put together two different sites with premium content... Our Exclusive Facebook Group and The Deal Finder's Academy Forum. Each site operates in real time and offers exclusive access to our contracts, marketing materials, letter scripts, and much, much more!

### **Premium Content**

Every week, we post Premium Content exclusive to DFA Members. What is Premium Content? A weekly email with discussion highlights and valuable message. Short videos about a current topic. Want a quick tip on filtering leads? Want a new angle on that New Construction project? We put together a short video that looks at each and every aspect of running a successful REI business. There is no shortage of issues, complexities, or even successes – and lucky for you, we share the day-to-day dynamics in the DFA!

### **Monthly Webinars**

Every month, we put together one or two Webinars for an in-depth look at REI. Premium Content might be a quick tip, but the Webinar is a full course focusing on an important aspect of REI. Want a detailed discussion on Direct Mail? Want to know the in's and out's of dissecting Rehab costs? We've covered these topics and many, many more.

### **More Perks to Being a Member of the DFA**

And there is much, much more... Every DFA member gets deep, deep discounts on our other products! Want 90% off the Negotiating with Sellers product? We can do that. How about a discount on our newest product, *Flipping Teardowns*? We will discount this product too!

Also, every DFA member gets an introductory call with Tucker. Sign up and we'll set you up with the host of *The Real Dealz Podcast*! Expert advice and discounted learning tools – all of this is available to DFA members.

✚ **But, what is the cost of the DFA?**

Listen, we know we're giving away a lot – and we don't care! We want to offer all of this to you for the low, low price of **\$199 per month**. That's right – that's all! **\$199 per month!** We know its insanely cheap compared to virtually every other coaching program, but we are more interested in building our community than charging each member a ton of money.

## Are You Ready to Join the Best Mastermind Group in Real Estate Investing?

Every Guru will say they've got the answer – they've likely got a system that will make you a millionaire in 6 months! Well, we can't do that, and you want to know why? It's not realistic! What we can do is help you reach lofty but realistic goals and achieve a real sense of personal and financial freedom. Are you ready to take control? We hope so! Because we would love to see you as part of The Deal Finder's Academy!

**Ready to get started? Great! Follow the steps below!**

1. Sign Up for More Information at our Website:  
[www.thedealfindersacademy.com](http://www.thedealfindersacademy.com)
2. Click **EMAIL US NOW!** And be sure to input your E-Mail Address and Name.
3. We'll send you a Questionnaire by E-Mail. Its a few simple questions that help us understand your business and to find out what Market you are investing in.
4. Did you fill out the Questionnaire? Great! We'll E-Mail you a Calendar to schedule your free analysis call with Dan - a skilled and knowledgeable member of Tucker's team.
5. After you talk with Dan, he'll have you fill out a Non-Disclosure Agreement. The purpose of the NDA is to not just protect our information, but all the information shared by fellow DFA members. We're growing together, right? Well, then, we want to protect every persons competitive advantage to the best of our ability.
6. Once we get the NDA, we'll send you an E-Mail with payment information, log-in, information, and further instructions. And once you've signed up? We'll schedule your call with Tucker!