

Confidence.

The 4 exit strategies every wholesaler should know — and how to use them on the call without freezing.

INTRO

Wholesalers don't lose deals on the math.

They lose them in the silence after the seller pushes back.

You worked the lead. You ran the numbers. You quoted your cash offer. The seller paused, said the number was too low, and you froze — not 100% sure your math was right, not sure which structure to pitch instead, not sure what to confidently say next. Two days later they signed with someone else.

That's not a math problem. That's a confidence problem. And confidence on a seller call doesn't come from talent — it comes from knowing exactly which of these four plays fits the seller's situation *before* you say a number out loud.

THE ONE THING MOST WHOLESALERS MISS

You don't pick the strategy. The seller's situation picks it. Your job is to diagnose what the seller actually needs — speed, top dollar, monthly income, or debt relief — and match the right tool to the right problem. Wholesalers who only pitch cash bring a hammer to a screwdriver job and lose 60% of their deals because of it.

Four strategies. One decision tree you can run mid-conversation. Every page ends with what to actually say on the call.

OVERVIEW

The four strategies at a glance

Quick reference. The full breakdown of each strategy — including what to say on the call — is on the pages that follow.

Strategy	Use When	Seller Wins	Your Edge
Cash Offer (Assign)	Distressed property, motivated seller, equity-rich	Fast close, cash in hand, no repairs	Clean assignment fee, no holding risk
Novation	Property needs light cosmetic work, seller wants top dollar	Higher net than a cash offer	Spread between sale price and seller's agreed net
Seller Finance	Seller owns free-and-clear, wants ongoing income	Monthly income, better tax treatment	Low down, full ARV purchase, creative terms
Subject-To (Sub-To)	Low-rate mortgage, low/no equity, payment stress	Mortgage paid off, credit preserved	Acquire with no new financing required

STRATEGY 01

Cash Offer (Assignment)

When it works:

- Property is distressed (needs \$15K+ in repairs)
- Seller is motivated by speed, not price
- There's meaningful equity in the deal ($ARV - \text{repairs} - WMAO \geq \$15K$ spread)

When it doesn't:

- Seller has a low-interest mortgage they don't want to lose
- The property is too clean for a cash buyer to want it (no repair spread = no investor interest)
- Seller's bottom number is above your MAO

TYPICAL TIMELINE · YOUR PAYDAY

10–21 days to close. Assignment fee paid at closing. Lowest risk, lowest friction — but only works on the right kind of deal.

WHAT TO CONFIDENTLY SAY

“My number is X. I can close in 14 days, no inspections, no financing contingency. If you need cash this month and you can live with the discount that comes with that speed, I'm your buyer. If not, I'd rather tell you that now than waste your time.”

STRATEGY 02

Novation

When it works:

- Property is close to retail condition but needs cosmetic work (paint, flooring, landscaping)
- Seller wants a price a cash buyer won't pay
- You're willing to manage light repairs and an MLS listing

The mechanics:

You agree in writing to sell the property at a projected price after light repairs. The seller's guaranteed net is locked in. If it sells for more, you keep the spread. If it sells for less, you eat the shortfall.

TYPICAL TIMELINE · YOUR PAYDAY

45–90 days. Your payday is the spread between sale price and the seller's guaranteed net.

LEGAL FOOTING

Novation rules vary by state. Some states require a real estate license to market a property you don't own outright. **Always have a real estate attorney in your state review the agreement before your first novation deal** — not a title company, an attorney. Get the seller's written consent up-front, document everything, and use a state-approved listing agreement when the property hits the MLS.

WHAT TO CONFIDENTLY SAY

"I can guarantee you Y dollars net at closing — more than a cash buyer will pay. I take care of the light repairs and the listing, and we close in 60 to 90 days. If it sells for more than the projection, that's my upside. Your number doesn't change either way."

STRATEGY 03

Seller Finance

When it works:

- Seller owns the property free and clear (no mortgage)
- Seller wants monthly income, not a lump sum
- Seller has tax-deferral goals (spreading capital gains)

The mechanics:

You buy the property with a small down payment, financed by the seller at a pre-agreed interest rate, amortization, and balloon term. You make monthly payments to the seller. The property serves as collateral via a promissory note and deed of trust.

Typical terms in the current market:

- Purchase price: full ARV (often higher than a cash offer)
- Down payment: 5–10%
- Interest rate: 6–8% (range varies up to 10% depending on seller's risk tolerance)
- Amortization: 30 years
- Balloon: 5–7 years

TYPICAL TIMELINE · YOUR PAYDAY

21–45 days. Payday = equity buildup + positive cash flow (if you rent) or sale profit (if you flip). Sellers often prefer this over cash because the structured payments are tax-efficient for them.

WHAT TO CONFIDENTLY SAY

“I can pay your full asking price — but instead of a lump sum that hits your taxes all in one year, you get monthly income for the next 5 to 7 years at 7% interest. You become the bank. That’s a better deal than what a cash investor would offer you.”

STRATEGY 04

Subject-To (Sub-To)

When it works:

- Seller has a mortgage with a below-market interest rate (often 4% or lower)
- Seller has little or no equity
- Seller is payment-stressed but not ready to lose the house to foreclosure

The mechanics:

You take title to the property *subject to* the existing mortgage. The mortgage stays in the seller's name; you make the payments. The seller avoids foreclosure, their credit is protected (as long as you pay on time), and you acquire the property without qualifying for new financing.

THE BIG RISK · DUE-ON-SALE

Most mortgages allow the lender to call the entire loan due if title transfers. In practice, this rarely happens as long as payments are current — but it IS a real risk. **The popular myth that a land trust automatically protects you from due-on-sale is not accurate.** The Garn-St. Germain Act only protects narrow types of trust transfers (typically estate-planning transfers where the borrower remains a beneficiary and there's no transfer of occupancy rights), and most sub-to deals don't actually qualify.

HOW TO ACTUALLY PROTECT YOURSELF

Have a real estate attorney structure every sub-to deal. They'll set up the paperwork to minimize lender visibility, use a trust the right way, and give you a real plan if the loan ever does get called. **Skip the attorney and you're betting the property on a myth.**

TYPICAL TIMELINE · YOUR PAYDAY

14–30 days. Payday = cash flow (rental) or sale after seasoning (12–24 months). Sub-To is the highest-skill strategy on this list, but also the one with the biggest spread when executed properly.

WHAT TO CONFIDENTLY SAY

“You stay on the loan, but I take title and make every payment from here forward. Your credit gets the boost from on-time payments. You walk away from the property without a foreclosure on your record. Closing in 21 days. You're not selling the house at a loss — you're handing the keys to someone who can keep it standing.”

MID-CALL TOOL

The 30-second decision tree

Run this in your head **while the seller is still talking**. The first "yes" picks the play. You stop guessing on the call. You stop freezing when the seller pushes back on cash. You confidently quote whichever strategy fits what they actually said.

1	Does the property need \$15K+ in repairs?	→ Cash Offer
2	Close to retail, seller wants top dollar?	→ Novation
3	Owens free-and-clear AND wants monthly income?	→ Seller Finance
4	Low-rate mortgage, little equity, needs debt relief?	→ Subject-To
5	None of the above?	→ Walk

Not every property is a deal. Walking from the wrong ones is how you keep your time and your confidence for the right ones.

WHERE DEALSNAP FITS

Confidence comes from running the numbers **BEFORE** the seller pushes back.

DealSnap takes a property address and runs **all four exit strategies in 45 seconds**. ARV. Repairs. MAO. Novation projection. Seller-finance terms. Sub-to numbers. Side-by-side, ready before you pick up the phone.

You stop guessing which strategy fits. You stop freezing when the seller pushes back on cash. You confidently quote whichever play matches what the seller actually told you.

Every analysis also generates a fully branded seller-facing PDF you can send the moment the call ends. Your logo, your colors, your contact info. The seller never knows there's a tool behind it.

Try DealSnap free

All 4 strategies on every call. Negotiate with confidence.

deal-snap.com

First 3 deals free · No credit card required

Built by wholesalers who got tired of freezing on the call. Not better numbers — better preparation.

About this guide

This guide is educational content prepared by IFG Acquisitions LLC for wholesalers, flippers, and investors. It is not legal, tax, or financial advice. Real estate law — particularly around novation disclosure and subject-to transfers — varies meaningfully by state. Every deal is different. Always consult a licensed real estate attorney or CPA in your state before executing any of the strategies discussed in this guide.

© 2026 IFG Acquisitions LLC · deal-snap.com