



DFY SYSTEMS DEMO



Streamlined Lead Generation – Focus on Qualified Leads

The screenshot displays the LANDY LEADS software interface, which is designed for streamlined lead generation and management. The interface is divided into several sections:

- Header:** Includes the LANDY LEADS logo, user profile (Liberty Acres, Venice, GA), and navigation icons for phone, mail, calendar, and help.
- Left Sidebar:** Contains a search bar and a list of navigation options: Launchpad, Dashboard, Conversations, Calendars, Contacts, Opportunities (highlighted), Payments, Marketing, Automation, Sites, Memberships, Media Storage, Reputation, Reporting, App Marketplace, and Mobile App.
- Main Content Area:**
 - Opportunities Tab:** Shows a dropdown for "Appointment Setting" and a count of "56 opportunities".
 - Advanced Filters and Sort:** Options for "Advanced Filters" and "Sort (1)".
 - Search and Manage Fields:** A search bar and a "Manage Fields" link.
 - Opportunity Pipeline:** A series of columns representing different stages of lead generation:
 - New Leads:** 7 Opportunities, \$0.00. Includes Philip Carter, David Goetterman, Patrick Gardner, Alexander Sutton, Rodney Murray, William Day, and Jaron Richard.
 - Pre-Screened:** 2 Opportunities, \$0.00. Includes Jonathan Swift and David Mincey.
 - Contacted:** 11 Opportunities, \$0.00. Includes Shane Warren, Matthew Giles, Carmon Thompson, David Flanders, Michele Barrett, Justin Bonnette, and Jason Murphy.
 - Nurture (Automated):** 31 Opportunities, \$0.00. Includes Donald Jones, Robbie Earp, Dale Jones, Brandon Postell, Chauncy Burns, and Carol Williams.
 - Follow Up Specific Date (Create...):** 4 Opportunities, \$0.00. Includes Mary Davis, Michael Fluharty, Neil Kulberg, and Bradley Bryant.
 - Ready for Client:** 1 Opportunity, \$0.00. Includes Bernard Brown.



RIVER TRACE TRL Lee FL 32059

Status	Booked
County	MADISON
APN	05-1S-11-1502-00A-030
Owner Name	Faustina D James
Lead	JAMES FAUSTINA D TRUSTEE
Acreage	5.01
Email	n/a
Phone	+13219618988
Topography	Flat land Not in flooded area 98% trees
Road Access/Ease...	Paved road frontage
Buildings?	n/a
Tax Status	\$414.79 (Tax Amount - 2023)
Tax Appraisal Value	\$34,569 (Land id) \$27,988 (County Assessor: https://qpublic.schneidercorp.com/Application.aspx?AppID=911&LayerID=17548&PageTypeID=4&PageID=7848&Q=240278951&KeyValue=05-1S-11-1502-00A-030)
Comp Reports	Empty
Map Link	google.com/maps_%3D%3D
Images / Files	

Map Link	google.com/maps_%3D%3D
Images / Files	
Researcher Notes	5 results in Owner's search: 1 match Land id Land value \$34,569 No info in Realtor, Zillow, redfin County assessor: https://qpublic.schneidercorp.com/Application.aspx?AppID=911&LayerID=17548&PageTypeID=4&PageID=7848&Q=240278951&KeyValue=05-1S-11-1502-00A-030 Just (Market) Value \$28,056 Assessed/Taxable Value \$27,988 Last sale date 2/5/2015 sold for \$100
1st Cold Call Notes	over 5 acres Good location. Good area as per seller. She was driving when I spoke to her and would like to give us a callback, but she agreed to answer the remaining questions and would like to hear our offer since she got other offers too. She has no price in mind since she was on the road when I spoke to her. Just wanna hear our offer.
Land Id Pricing	Land value \$34,569
County Assessor P...	\$28,056 (https://qpublic.schneidercorp.com/Application.aspx?AppID=911&LayerID=17548&PageTypeID=4&PageID=7848&Q=240278951&KeyValue=05-1S-11-1502-00A-030)
Zillow Pricing	n/a
Realtor Pricing	n/a
Redfin Pricing	n/a
Last Sale Date	2/5/2015
Last Sale Price	\$100
Researcher	Charlie Jacinto
Created time	September 5, 2024 8:42 AM

Researcher	Charlie Jacinto
Created time	September 5, 2024 8:42 AM
Comp 1	PPA: \$12,600.00 Comps: \$63,000.00 Acreage: 5 Status: Off Market Platform: Zillow (https://www.zillow.com/homedetails/0-SW-County-Road-143-Jasper-FL-32052/2069009788_zpid/)
Comp 2	Client's note: PPA: \$8,800.00 Comps: \$44,000.00 Acreage: 5 Status: Off Market Platform: Zillow (https://www.zillow.com/homedetails/Vacant-Sw-Canaan-Tri-Madison-FL-32340/2061750165_zpid/)
Comp 3	Client's note: PPA: \$9,349.59 Comps: \$46,000.00 Acreage: 5 Status: Off Market Platform: Zillow (https://www.zillow.com/homedetails/Vacant-Ford-Ct-Madison-FL-32340/2054681164_zpid/)
Average Price Offer	\$10,249.86
Estimated Price Of...	\$51,351.82
1 more property	
Add a comment...	



Liberty Acres
Venice, CA

Search

- Launchpad
- Dashboard
- Conversations
- Calendars
- Contacts
- Opportunities**
- Payments
- Marketing
- Automation
- Sites
- Memberships
- Media Storage
- Reputation
- Reporting
- App Marketplace
- Mobile App
- Settings

Opportunities

Pipelines Bulk Actions

Purchase ▾ 12 opportunities

+ Add opportunity

All + List

Advanced Filters Sort (1)

Qualified: Ready for Call 2 Opportunities \$0.00	Attempting to Contact 5 Opportunities \$0.00	Nurture (Automated) 2 Opportunities \$0.00	Negotiation / Follow Up Later 1 Opportunities \$0.00	Contract Sent 0 Opportunities \$0.00	Offer Accepted 1 Opportunities \$0.00	Title / Escrow 1 Opportunities \$0.00
James Glass [cold calling] new lead \$0.00 	Felicia Smalls [cold calling] new lead \$0.00 	Faustina James [cold calling] new lead \$0.00 	Roger Cleland [cold calling] new lead \$0.00 		Robert Bondesen Sr [cold calling] new lead \$0.00 	William Torrent [cold calling] new lead \$0.00
Bernard Brown [cold calling] new lead \$0.00 	Eugene Harvey [cold calling] new lead \$0.00 	Ariel Lopez [cold calling] new lead \$0.00 				
	Michael Lignoski (From FL) [cold calling] new lead \$0.00 					
	Gladys Patino [cold calling] new lead \$0.00 					
	Micheline Demesier [cold calling] new lead \$0.00 					

Landy Leads / ... / Liberty Acres Space / Liberty Land <> LL Meeting Space

Liberty Land <> LL Meeting Space

Current Goals Finished Goals

As Goal	Status	Date	Owner
60 leads in your nurture system	On Track	September 27, 2024	Brandon Parker
3 Deals purchased	On Track	November 1, 2024	Brandon Parker
1st sale	On Track	November 1, 2024	Brandon Parker
Have accts receivable paid off + cash flowing biz. Business up and running	On Track	January 31, 2025	Brandon Parker
Have first 3 properties sold + cash in the bank	On Track	January 31, 2025	Brandon Parker

+ New

Areas of Focus

- Market selection
- Refining land strategy

Results

- Sent 1 contract in negotiation
- Having good conversations

Action Items

Landy Leads

- send training on tonality
- Send Danielson sisters talking about JV play for subdivides with owners of land
- Ask Clay about sub-divides
 - How to calculate hard costs to subdivide with lawyer + fees
 - Average timeline to subdivide. So we can estimate carry costs
 - Any rules of thumb of how to pick good subdivides

Adam

- To-do

Spencer

- To-do

Performance \$720,000 in 6 months

- Contracts Sent
 - million dollar: bought for 750 sold for \$1.14 million in 40 days
 - 390k profit
 - Bought 1 bought 45k and list for 95k
 - 50k profit
 - Buying 2 more that will close this month
 - buy 25k list 50k
 - buy 65k list 120k
 - 80k profit
- \$520,000 profit in 4 months
- 9/1 bought 13 acres near BLM land:
 - Bought 125k worth 300-400k
 - 200k pipeline profit

Meeting Agenda

- 2 Minute: Catch up + Intention
- 3 Minutes: Goals: On/Off Track
- 5 Minutes: Check Areas of Focus + Action Items
- 10 Minutes: Talking Points
- 5 Minutes: Check work
- 5 Minutes: Action Items Review
- 5 Minutes: Close meeting



Land Growth <> ROAS + 35X

1 backlink

Table

Deals

Aa Property	Date Signed	Tags	Contract Sent Price	Buy Price	Listed P...	Pipeline Pr...	Sold Price	Realized...	Date Cl...	Notes	#	Ad Spend	+
Ad Spend - Cold Calling	July 1, 2024	Cold Calling				\$0.00		\$0.00				\$3,795.00	
Ad Spend - Cold Calling	August 1, 2024	Cold Calling				\$0.00		\$0.00				\$3,795.00	
Croker Rd - Spartanberg SC	August 8, 2024	In Contract Cold Calling	\$40,000.00	\$40,000.00	\$80,000.00	\$40,000.00		-\$40,000.00		brother is on titl			
ELLISBORO RD - Rockingham NC	August 21, 2024	In Contract Cold Calling	\$250,000.00	\$250,000.00	\$450,000.00	\$200,000.00		-\$250,000.00		extra dd			
State Line Rd - Union County, NC	August 27, 2024	In Contract Cold Calling	\$20,000.00	\$20,000.00	\$50,000.00	\$30,000.00		-\$20,000.00		extra dd			
Hawley Rd, York County, SC		Negotiating Cold Calling	\$75,000.00			\$0.00		\$0.00		\$140k estimated			
+ New													
SUM \$270,000.00											SUM \$7,590.00		

Landy Leads / ... / Land Growth Space / Data Land Growth Edited Sep



Data Land Growth

Table

Data File

Aa County	Status	Start Calling	Last Call...	# Raw Rec...	Filters	Tags	1-4 Rating	Notes	Raw File...	Skipped...
York County, SC	Done	07/02/2024	09/12/2024	2823		South Car...	4 - Epic re-target later	has had a lot of success there Charlotte metro area and is finding general success	drive.google.com/fil... haring	docs.google.com/spr... d=true
Union County, NC	Done	07/02/2024	09/12/2024	3895		North Car...	3 - Good maybe re-target	Charlotte metro area and is finding general success	drive.google.com/fil... haring	docs.google.com/spr... d=true
Spartanburg, SC	Done	07/02/2024	09/12/2024	3904		South Car...	4 - Epic re-target later	lot of people responsding, but feeling oversaturated	drive.google.com/fil... haring	docs.google.com/spr... d=true
Rockingham, NC	Done	07/02/2024	09/12/2024	1602		North Car...	3 - Good maybe re-target	got larger deal	drive.google.com/fil... haring	docs.google.com/spr... d=true
Medina County, OH	Done	07/02/2024	09/12/2024	2427		Ohio	2 - Meh retarget if things c...	high price expectations	drive.google.com/fil... haring	docs.google.com/spr... d=true
Lorain County, OH	Done	07/02/2024	09/12/2024	1575		Ohio	2 - Meh retarget if things c...	high price expectations	drive.google.com/fil... haring	docs.google.com/spr... d=true
Clermont County, OH	Done	07/02/2024	09/12/2024	2154		Ohio	2 - Meh retarget if things c...	high price expectations	drive.google.com/fil... haring	docs.google.com/spr... d=true
Catawba, NC South	In prog...	09/12/2024		840		North Car...			drive.google.com/fil... e_link	docs.google.com/spr... d=true

Landy Leads / ... / Liberty Acres Space / Liberty Acres Weekly Reporting
Edited 1d ago

Liberty Acres Weekly Reporting

Answered: How many people picked up (including VM)
Connects: Means the call was successfully answered by a live person (as opposed to being directed to voicemail, a busy signal, or not being answered at all).
Leads Captured: Total leads captured by the cold-calling team.
Booked: Leads qualified by the setter and booked on your calendar.
Nurtured: A good lead, but not ready to sell. Added to our follow-up sequence.
Disqualified: Leads that are flawed and will never close (e.g., landlocked, flood zone).
Booking %: The rate at which we book leads onto your calendar, indicating the narrowness of our qualification filter.
Disqualified %: Indicates the quality of data, pre-scrubbing effectiveness, and cold callers' qualification accuracy.

Aa Market	From	To	# Answered	# Connects	# Leads C...	# Booked	# Nurtured	# Disqualified	Σ Booking %	Σ Disqualified %	# Healthlist	⌵ Campaign D...
Liberty and Madison FL	August 12, 2024	August 16, 2024	3110	619	33	3	3	27	9%	82%	76%	3-4 Weeks
Liberty and Madison FL	August 19, 2024	August 23, 2024	5760	850	13	3	7	3	23%	23%	43%	1-2 Week
Liberty and Madison FL	August 26, 2024	August 30, 2024	8908	1214	15	4	6	5	27%	33%	5%	1-2 Week
Screven GA , Liberty and Madison FL	September 2, 2024	September 6, 2024	6000	879	20	2	4	14	10%	70%	5%	1-2 Week
+ New												
Calculate ▾			SUM 81			SUM 20			AVERAGE 17.25%			

Landy Leads / Landy Leads Company S... / The Land Deal Machine

This page is live on landyleads.notion.site

View site Site settings

Change cover Reposition



The Land Deal Machine

30 backlinks

Summary and Goals

We built the best system in the industry for booking meetings at scale with land owners interested.

We also want to make sure you close as many of these deals as possible. So we provide a custom sales management system to help you track, automate, and streamline your process.

Our goal is for you to spend as much time as possible making deals and getting paid, while we handle the operations. Here's what you need to know to run this system.

The Process

- Introduction: Land Deal Machine
- Client Success Roadmap 1st Month
- The System

Resources

- The System
- Sales Call Script (Example)
- Setting up your CRM
- FAQs

Resources

- Market Selection Tips
- Due Diligence Checklist
- Making The Offer
- Tips on Comping Properties
- Perc Test Decision Framework
- Landlocked Properties & Easement Guide
- Pre-Marketing Before Close
- Realtor Vs Team Sales
- Where to List?
- Sales Tips For Talking to Land Owners
- Double Close Framework

