

THE LAND ACADEMY STORY

If We Can Do It, You Can Too

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Introduction: The Freedom of the Desk-Based Investor

The Day the Dining Room Table Became a War Zone

It was September 2013, and our "office" was a study in survival. We were living in an 1,100-square-foot townhouse in Old Town Scottsdale with Jack's ten-year-old son. We were still recovering from the last real estate recession - having short-sold our 3,000-square-foot home and guest house in Paradise Valley. To make ends meet, we had even borrowed from his son's college fund to pay cash for this 1960s-era townhouse that desperately needed updates.

Jack had claimed the downstairs dining area as his workstation. My "office" was upstairs in our bedroom, consisting of two desks: one for my day job as a recruiter for an online university, and one for our fledgling land investment company. I had mastered the "swivel" - spinning my chair back and forth between my paycheck and our future.

The "collision" happened on a Tuesday. I was reviewing our shared Acquisition Excel file when the screen refreshed. I watched in real-time as Jack typed a note updating the purchase price of a property in New Mexico.

I didn't calmly walk down the stairs. I raced down those stairs like my hair was on fire, screaming at Jack before I even hit the bottom... "What did you do?"

Jack looked up, completely firm. "I just locked in that five-acre Rio Arriba deal."

"You just gave him \$2,000 more than we agreed to yesterday!" I yelled back.

In that cramped townhouse, we both put our heads down and realized a fundamental truth. No two people can work on the same deal. Right then and there, we decided that Jack was to be removed from all phone conversations. He hasn't touched a seller call since.

The Turning Point

Thank goodness for the land business. Even while we were recovering from the crash, Jack had a couple hundred properties in his inventory from the eBay days. One by one, I sold them for a few thousand dollars at a time. That is what kept food on the table.

We didn't just want a high profit margin; we wanted a business that wouldn't break our relationship. We needed a "Division of Labor" that allowed us to be partners without being "co-workers" who fought over \$2,000 in a dining room.



Today, that 1,100-square-foot townhouse is no longer our "office," but it's certainly not just a memory. It's a line item on our balance sheet. We eventually bought two more in that same complex, and now all three are consistent rentals that contribute to our portfolio.



2015 - Townhouse kitchen as shipping center for new Land Academy programs.

Why Land is the Ultimate Business for the Modern Couple

We have completed over 16,000 transactions and built a multi-million dollar business where 100% of the work happens from a desk, wherever that desk happens to be.

The "Work from Anywhere" Reality. Because we deal in vacant land, there are no inspections, no "showings," and no suits. As long as we have a laptop and a signal, we are in business. Whether that's at home, in our RV, or sitting on the back of our boat.

The Jack & Jill Model. A partnership works best when you aren't stepping on toes. One person handles the Data & Analytics (The Jack Role), while the other handles the Acquisitions & Sales (The Jill Role). You aren't competing; you are two halves of a high-performance system.

Wealth Without the Stress. We buy property at 25% of its retail value. This creates immediate equity without the high-stakes stress that usually strains a marriage or a partnership.

This book is the blueprint for that lifestyle. Whether you are a husband-and-wife team, a mother-daughter duo, or a solo investor, you are in the right place.

Let's get to work—from wherever you happen to be sitting.



Meet Your Mentors: Jill DeWit & Steven Jack Butala

Before we dive into the "how," we want to introduce ourselves properly. In the world of real estate, there is a lot of noise, but we believe in results you can actually measure. If you're looking for a couple who has only ever known "up-and-to-the-right" success, you're reading the wrong book. We aren't just experts because we've done almost 16,000 deals; we're experts because we've survived the trials that break most partnerships.

Our journey didn't start in a boardroom; it started with a "swivel." While Jack was using his background in accounting and as a startup genius to build the data-driven foundation of our company, I was working as a recruiter for an online university. I spent my days identifying talent and my nights learning how to identify land deals. That professional "double life" taught us early on that a business is only as strong as the people running it and the systems they follow.

Why We Are the Experts

We have navigated multiple recessions together, and we've had to make the hard calls to downsize our homes and our companies when the economy turned sideways. We've also been bold enough to try, and fail at, plenty of other ventures. We once owned a silver "mint" and even a pizza restaurant. We've flipped houses, renovated townhomes, and chased "shiny objects" in various industries.

But through every market crash and every failed side-hustle, one thing remained consistent: **We always came back to land.** It is the only asset class that provided the stability, the margins, and the lifestyle we actually wanted. We didn't just find the land business; we stress-tested it against everything else, and land won every time.

The Jack & Jill Model. Why it Works

We didn't just stumble into our roles; we forged them in the fire of those 16,000 transactions. We realized that a high-performance land business needs two very specific "lanes" to stay on the road.

- **The Jack Role.** Drawing on his precision from an accounting degree and his vision as a startup founder, Jack is the architect of the system. He obsesses over the data, the pricing, and the mailers. He built the engine that identifies exactly where the profit is hiding. If you like spreadsheets, algorithms, and the "quiet" side of the business, you're a Jack.



- **The Jill Role.** This is where my background in recruiting and sales comes into play. I am the one who makes that engine hum in the real world. My job is to take Jack's data and turn it into deals through rapport, problem-solving, and "Jillifying" every conversation. If you love people, negotiating, and closing the deal, you're a Jill.

The Blueprint for Your Freedom

We've made the mistakes so you don't have to. We've tested the other businesses so you don't have to. We know land is the "Gold Standard" of real estate investing because we've seen it survive when the "pizza shops" and "silver mints" of the world didn't.

We're here to show you how to split the labor, double the profit, and actually enjoy the person you're working with. Whether you are sitting in a home office or the passenger seat of an RV.



Chapter 1: The Rules of the Road

To build a business that doesn't break your relationship, you have to agree on the "Rules of the Road" before the first mailer ever goes out. We learned this the hard way at that dining room table in Scottsdale. When you're both trying to do everything, you end up doing nothing well and fighting about the rest. Trust me, nothing kills the romance faster than a heated debate over a New Mexico scrub at 11:00 PM.

The "Stay in Your Lane" Rule

The most successful land investment teams operate on a strict division of labor. In our world, we call this the **Jack & Jill Model**. This isn't just about efficiency; it's about relationship preservation. Think of it as a "Non-Aggression Pact" for your living room.

- **The Jack Role (Data & Systems).** This partner lives in the spreadsheets. Drawing on that "startup genius" mindset, they are responsible for picking the counties, scrubbing the data, and getting the mail out the door. If a seller calls, the Jack Role does **not** answer the phone. Your job is to keep the engine fueled with high-quality leads so the business never runs dry.
- **The Jill Role (Acquisitions & Sales).** This partner is the face and voice of the business. They answer the calls, build rapport, and handle the "flip." The Jill Role doesn't worry about how the data was scrubbed or the pricing algorithms; they trust the Jack Role to put the right opportunities in front of them so they can do what they do best - "Jillify" the deal and get it closed.

Total Autonomy (Or How Not to Drive Each Other Crazy)

The secret to the Jack & Jill Model is trust. Jack doesn't tell me how to talk to a seller, and I don't tell him how to price a zip code. When you allow your partner to have total autonomy over their "lane," the friction disappears. You stop being co-workers critiquing each other's work and start being a high-performance team. You have to be okay with your partner doing their job differently than you would. As long as the results are there, leave the backseat driving for the actual car.



The "Scheduling Call" Protocol

Don't just assume your partner is ready to talk shop because you're both in the same room. We implemented a strict rule: If it isn't on the calendar, it isn't happening. If Jack needs to discuss a new mailer strategy, he has to book a "Scheduling Call" on my calendar. We don't "ambush" each other in the kitchen or discuss acquisition costs while someone is trying to brush their teeth. Respecting the calendar means respecting each other's mental space.



The 5:01pm Blackout

When your office is your living room (or your RV), the lines get blurred instantly. You must have a hard cutoff. We call it the 5:01pm Blackout.

At 5:01pm, the "Jack & Jill" business roles vanish. We stop talking about spreadsheets, we stop checking DealComplete, and we stop "Jillifying" the world. If you don't have a blackout period, you stop being partners in life and start being co-workers who happen to share a bed. Whether you are on a boat or in a townhouse, your relationship needs space to just be a couple again.

The Takeaway

Decide today, who is the Jack and who is the Jill? Even if you are a solo investor, you need to know which "hat" you are wearing. By defining these roles and honoring the 5:01pm Blackout, you aren't just building a business; you're protecting your peace of mind and your partnership.



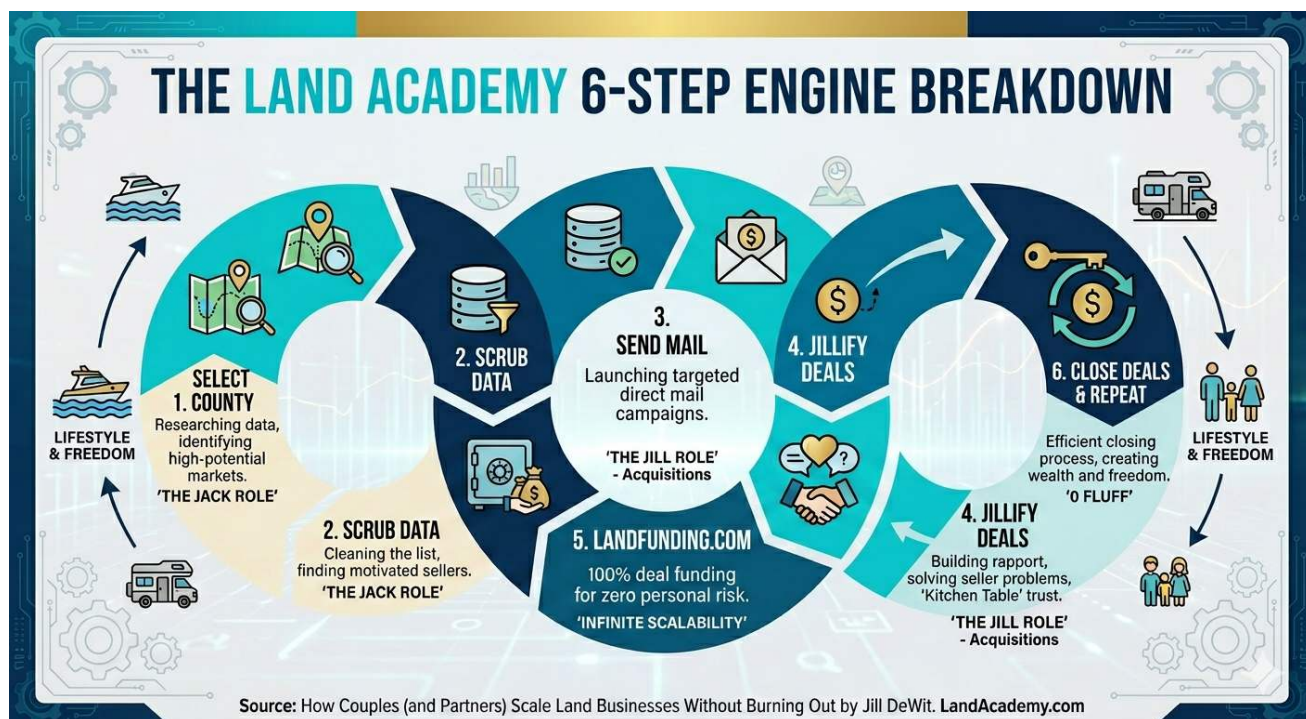
Chapter 2: The 6-Step Engine

The Jack and The Jill of All Trades

If you know Jack, you know he is a master of systems. He can build a data-driven system that hums with technical perfection, but a system is only as good as its output.

In the early days, we had this incredibly powerful "Data Engine," but we realized quickly that a computer can't build rapport with a grieving widow in Kentucky or negotiate with a skeptical broker in Texas. The system wasn't broken; it was just incomplete. It needed the Jill Role to step in and handle the parts that required a human touch.

We realized that if we wanted to work from the back of the boat or an RV in the middle of nowhere, we needed a system that could run without us hovering over it, but one that also knew when to hand the baton from the Jack Role to the Jill Role. That is how the 6-Step Engine was refined.



The 6-Step Engine Breakdown

1. **Pick a County (The Data Phase).** This is where the Jack shines. We don't guess where to buy; we use data to tell us. We look for areas with high "sold" activity and low "days on market." Jack treats this like a science project, looking for the sweet spot where sellers are motivated and buyers are hungry.
2. **Scrub the Data.** Once we have the list, we don't just mail everyone. We "scrub" it to remove government-owned property and any zip codes that failed our tests. By the time the list is ready, our mail is only hitting people in proven markets.
3. **Send the Mail.** We send "Blind Offers." We don't send postcards saying "I want to buy your land." We send a professional, two-page letter with a specific dollar amount already filled in. When the phone rings, it's not someone asking what we'll pay—it's someone saying, "I got your offer, let's talk."
4. **The "Jillify" Call (Acquisitions).** This is the heart of the engine. When those offers hit mailboxes, the phones start ringing. This is where "the Jill" takes over. While Jack is busy refining the next mailer, I'm on the phone building rapport. I'm checking if they're the actual owner, if they're motivated, and most importantly, if we can help solve a problem for them.
5. **Due Diligence & Funding.** Once I have a "Yes," we do a quick desk-side check. Is there access? Is it in a floodplain? Basically, I make sure I address all the Land Academy 8 A's: access, acreage, affordability, attribute, alive, adjacent, afraid, and abundance. This is where we use the same funding strategies our community uses...bringing in a partner so we never have to say "no" to a great deal just because of the price tag. We truly believe no good deal should go to waste.
6. **The Flip (Sales).** The final step is getting it on the market. Because we bought it at 25% of its value, we can price it to move quickly. I work with land brokers, escrow agents, and buyers to ensure that wire transfer hits our account so we can do it all over again.



Chapter 3: Trading Volume for High-Margin Freedom

In the beginning, most investors think the goal is to do as many deals as possible. They think a "successful" month means a stack of twenty deeds. But here is the truth we learned the hard way, **Volume is a trap**. If you are doing 100 small deals a year, you aren't an investor, you're a high-paid clerk. You are drowning in 100 sets of paperwork, 100 due diligence checks, 100 closings, and possibly chasing 100 buyers for payments if you focused solely on seller financing.

The Jack & Jill Model is designed to help you trade that exhausting volume for the one thing we care about most... High-margin freedom.

"I Value My Time More Than Anything"

To illustrate this, I want to tell you about one of our favorite success stories, Brandon K.

Brandon has been a serial entrepreneur since he was sixteen, owning everything from a lawn-mowing business to an e-commerce brand. When he moved to land full-time in 2018, he was still in "high-output mode." He was doing all the work himself, buying properties for \$1,000 and selling them for \$6,000 to \$10,000 on seller financing.

He did 100 deals that year. Think about that...100 separate sets of paperwork, 100 sellers to talk to, and 100 buyers to chase for monthly payments. He even had two virtual assistants just to help him keep his head above water. He was making money, but he had essentially built himself another demanding job.

We worked with Brandon and looked at his "Engine." We realized that by chasing 100 "base hits," he was doing 100 times the work for smaller margins. We showed him the value of adding a zero to his purchase and sales prices. Then he took that to a new level.

Jack worked with him on the Jack Role; refining his data-scrubbing techniques to target much larger, higher-margin properties. I coached him on the Jill Role; teaching him how to build rapport with sellers of high-value assets so he could close \$50,000 and \$100,000 spreads with the same effort he used to spend on \$5,000 deals.

Today, he has built his dream home in Utah and structured his business so he only has to work part-time. This efficiency allows him to spend every October hunting and every spring coaching his kids' baseball teams.



Because the business is so streamlined, he and his wife are able to partner together on everything from high-level business strategy to running their home and raising their children. It is a true partnership that values their time and their family above all else. He finally reached the point where he could say, **"I value my time more than anything."**

The "High-Margin" Math

When you focus on the Jack & Jill roles, you realize that it takes the same amount of time to "Jillify" a \$5,000 deal as it does a \$50,000 deal. The paperwork is the same. The phone call is the same. The only difference is the data at the beginning (the Jack Role) and the confidence to close at the end (the Jill Role).

By trading volume for margin, you buy back your life. This is the "secret sauce" that allows us to manage our business from the back of a boat or a roaring campfire next to our RV. We don't need a hundred deals to fund our lifestyle; we just need a few high-quality "home runs" that our system is specifically designed to catch.

The Takeaway

You don't want to brag about how many deals you did this month. You want to brag about how little you had to work to make your goal. When the Jack Role provides high-margin data and the Jill Role closes with authority, you stop chasing checks and start reclaiming your hours.

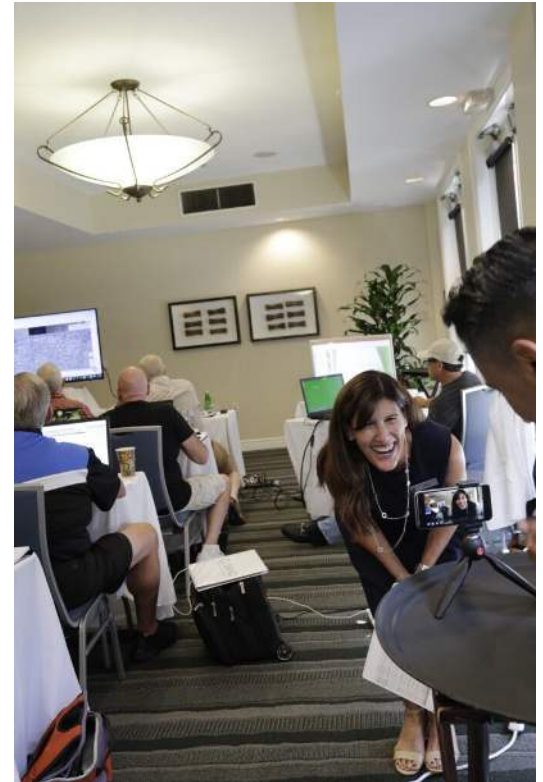


Chapter 4: The Art of the Deal (How to Jillify It)

The Human Element of Data

Jack can send out the most perfect, data-scrubbed mailer in the world, but if the person who answers the phone doesn't know how to handle a human being, that postage money is wasted. Great acquisitions are where the "math" of land investing meets the "emotion" of real estate.

Now, I've been in sales my entire life. I feel completely at home on the phone, and I've always been comfortable navigating the moving parts of a deal. To be honest, I get excited when the phone rings! To me, that ringtone is an invitation to buy or sell something fantastic. I realize not everyone starts there. You might be a "Jack" who prefers the quiet of a spreadsheet. But regardless of your background, the goal is the same: one of the partners either must learn how to Jillify a conversation or outsource it to someone who can.



Over the years, I've coached many people who were terrified of the phone. One member, Terri, was so paralyzed by this fear that she wouldn't even send out their mail. Since she worked from home and wanted to learn the skill herself, we tackled it head-on with role-playing and a set of custom flashcards.

By the time she was ready, she had 25 flashcards lined up across her desk with a script for every possible question or obstacle. A week after their first mailer hit, Terri called me, absolutely ecstatic. She had realized two fundamental truths:

- **You are the expert.** By the time you've researched a county and priced the mail, you already know more about the market and the transaction than the seller does.
- **The "Uncle" Rule.** Talking to property owners like they're your favorite neighbor or uncle isn't just friendly, it's the most effective way to close a deal.

People don't sell their land to a faceless "Company"; they sell it to a person they trust.



The "Problem Solver" Mindset

To Jilify a deal is to stop looking at it as a transaction and start looking at it as a puzzle. Why is this person calling me?

- Maybe they inherited the land and didn't even realize it was worth anything until your letter showed up.
- Maybe they're experiencing a job loss or another life event and are absolutely thrilled to swap a deed they aren't using for cash they desperately need.
- Maybe they just realized they're never going to build that cabin they dreamed of twenty years ago.

Your job isn't to "convince" them to sell. Your job is to listen. If you listen long enough, the seller will tell you exactly how to buy their property.

Understanding "The Haight"



First, let's address the elephant in the room. When you send out thousands of offers, you are going to get some "colorful" phone calls. We call this "The Haight." These are the people who call to tell you your offer is too low, or that they've owned that land for forty years and would never sell.

Here is the secret: The Haight is actually a great sign. It means your mail was delivered, it was read, and your price was high enough to get a reaction but low enough to protect your profit.



How to handle it:

- **Don't take it personally.** They aren't mad at you; they are just surprised by the letter.
- **The "Kill 'Em with Kindness" Script.** *"I completely understand. My offer is based on a specific set of data for the area. If it doesn't work for you, I understand. Please keep my letter in case your situation changes in the future. Have a great day."*
- **The Goal.** Hang up as fast as possible. Don't argue. Your time is better spent on the next caller who actually wants to sell.

The 3-Minute Seller Qualifier (Your Immediate Win)

When a motivated seller calls, you don't need a 45-minute interview. You first need to verify four things. If they pass these four checks, you likely have a good acquisition candidate.

1. **The Story.** *"Tell me a little bit about this property. Why are you thinking about selling it now?"* (You are looking for a life event, inheritance, moving, or just tired of the tax bill.)
2. **The Price.** *"You saw the offer price on the second page of our letter. I can close this in two weeks and we pay all the closing costs. Can you sign and send me a picture of the Purchase Agreement now?"*
3. **The Access.** *"Is there a road we can drive a car on right to the property, or is it a bit of a hike?"* (Physical access is key for a quick flip.)
4. **The Deed.** *"Who is actually listed on the deed? Is everyone alive and available to sign?"*

The "Assumptive Close": Moving from "Maybe" to "Done Deal"

In my experience, the moment a seller realizes you have a simple, professional process, their anxiety disappears. Don't ask if they want to move forward...show them you are already moving forward. You aren't "selling" them; you are onboarding them.

Jill's Pro Tip. *"I make the process easy so the seller can focus on the results. The most difficult decision they should have is choosing between paying for their daughter's wedding or clearing their own debt. If they are dreaming about the future instead of worrying about the transaction, I've done my job."*



The Checklist for Success

- **Be a Human.** Don't sound like a robot. Treat them like a neighbor you're helping out.
- **Listen More, Talk Less.** Let them tell you why they don't want the land. They will often sell themselves on the deal if you give them the space.
- **Follow Up.** If they aren't ready today, ask them who they need to "run this by" and how long they need (e.g., "*I want to run it by my wife at dinner tonight*"). ALWAYS call back when you say you will.

The Takeaway

You don't need to be a "shark" to be great at acquisitions. You just need to be organized, kind, and fast. By using these scripts, you take the guesswork out of the conversation and turn into a deal-making machine.



Chapter 5: Start with Nothing (But Each Other)

The Financial Barrier

While a lack of data or fear of the phone can be intimidating, a top reason many hesitate to pull the trigger is simply worrying about their bank account. They find a "Green" market, identify a motivated seller, and then realize *"I don't have \$30,000 to buy this land."* If you let that stop you, you're just a spectator. Jack always says,

"Your number 1 job is to use everything we show you and go out and find great deals. Don't worry about funding. That part is easy."

In this chapter, we're going to dismantle that financial wall once and for all.

Why You Don't Need Your Own Capital

In traditional real estate, "no money down" often sounds like a gimmick. In land flipping, it's a standard operating procedure. By using LandFunding.com, you bring a professional funding partner into your business who provides 100% of the acquisition cost.

This isn't a loan; it's a partnership. We bring the cash; you bring the deal.

The Benefits of Using a Funding Partner

- **Zero Personal Risk.** You aren't putting your mortgage payment or your savings on the line. If a deal takes six months to sell instead of two, your personal life remains unaffected.
- **Infinite Scalability.** When you use your own money, you eventually hit a "cap." When you use a funding partner, there is no limit to how many deals you can do at once.
- **Professional Validation.** Having a seasoned funder look at your deal and say "Yes" is the ultimate confidence booster. It proves your data and your conversation with the seller were spot on.

The Profit Split

Usually, you'll split the net profits with your funding partner - often a 50/50 split. While some people hesitate at the idea of "giving away" half the profit, I want you to look at it differently...

50% of a deal you actually closed is worth infinitely more than 100% of a deal you had to walk away from.



Protecting the Partnership

Using outside funding is one of the best things you can do for your relationship with your business partner. When you aren't arguing over the household budget to fund a land deal, the stress levels drop and the excitement stays high.

Jill's Perspective. I've seen so many couples hit a wall because they were afraid to "lose" the family savings. When you take the personal financial risk off the table, you're free to focus on being a "deal-making machine" instead of an accountant. You can sleep better at night knowing your lifestyle isn't tied to the speed of a single closing.



Chapter 6: The Reality of "Jack and Jill" (The Good, the Bad, and the Boat)

If you're reading this and planning to build this business with your spouse or a close partner, I'm going to give it to you straight: It's not always sunshine and signed deeds. Working with the person you share a dinner table with is a unique challenge that requires a specific kind of "thick skin" and a lot of grace.

The Hardships: When Personal Meets Professional

In the beginning, the boundaries are non-existent. You'll find yourself discussing "RYG" tests over coffee and debating scrubbed lists at 11:00 PM.

- **The Friction.** There will be days when you disagree on a price or a market. One of you will want to "Jillify" a difficult seller, while the other just wants to hang up. These moments can feel personal because, well, they are. This is where the "Lane Check" becomes your best friend. If you trust your partner to own their role, the friction disappears.
- **The "Always-On" Trap.** It is very easy to let the business swallow your relationship. If you aren't careful, you stop being partners in life and start being co-workers who happen to live together.
- **The Learning Curve.** You're both learning a new high-stakes skill at the same time. There will be mistakes, and the temptation to point fingers when a mailer doesn't perform is real.

The Trade-Off: A Lifestyle by Design

So, why do we do it? Because once you get past the "growing pains" of working together, the rewards are unlike anything a 9-to-5 can offer. We didn't build Land Academy just to flip dirt; we built it to fund a very specific lifestyle. For us, that means the freedom to manage our entire operation from a boat or an RV.

- **Work from Anywhere.** As long as we have a solid internet connection, the business moves with us. Whether we are waking up in a Newmar Dutch Star in the dreamy Colorado Rockies or looking out at the water, the "office" is wherever we decide to park.
- **Shared Victories.** There is no feeling quite like sitting down for a nice dinner and realizing that a single deal you worked on together just paid for your kids' college for the entire year.



The "New" American Dream

The old dream was about the "climb"...working forty years for a gold watch and a pension. The new American Dream is about "horizontal" living. It's about being able to attend every one of your kids' games, traveling when the mood strikes you, and knowing that your "6-Step Engine" is running in the background.

There is nothing quite like the feeling of being miles away from "civilization". Perhaps on a remote trail or a quiet lake, and getting a notification on your phone that a wire transfer just hit your account. That is the moment you realize you've stopped working for money and started making money work for you.

Jill's Final Thought

"We didn't just build Land Academy to do more deals; we built it to help other couples find the same freedom we have. You have the data, you have the scripts, and you have the funding. The only thing left to do is decide what your dream lifestyle looks like. We'll see you out there. Whether it's on the road, on the water, or in our community."



The Next Steps: Joining the Land Academy Community

If you've made it this far, you've seen the "engine" under the hood. You've seen how we balance the data of the **Jack Role** with the human touch of the **Jill Role**. You've seen that you don't need your own capital to scale, and you've seen the lifestyle that's waiting for you on the other side of that first high-margin deal.

Now, it's time to decide where you are on this journey.

Option A: "I need a little more data."

If you are still in the research phase, that's great. We want you to be 100% sure that our "0 Fluff" approach resonates with your goals. Here is your homework:

1. **Watch the Podcast.** If you haven't already, binge a few episodes of the *Land Academy Show*. You'll see exactly how Jack and I interact and how we handle real-time deal unconventionality.
2. **Talk to a Human.** Schedule a call with our team at **LandAcademy.com**. We aren't here to "sell" you; we're here to see if you're a fit for the community.
3. **Go "Behind the Scenes".** Want to see what our actual members are doing right now? Send a note to **support@landacademy.com** and ask to sit in on one of our closed member calls (Thursdays at 10a PT). It's the best way to feel the energy of the group.

Option B: "I'm ready to start my engine."

If you've already spent weeks researching, and you're tired of being a spectator, it's time to stop overthinking and start "Jillifying" your future.

Our community is where the most successful land investors in the country live. It's where you get the tools, the data, the funding, and the support to turn your "Lane Check" into a life-changing business.

Jill's Final Word: "Whether you join us today or next month, remember, the goal isn't just to do more deals. The goal is to build a life you actually like. We'll see you in the community!"

Join our amazing community here:

<https://landacademy.com/join/>



Appendix: Real Stories, Real Freedom

1. Aaron and Liz English. From "Side Hustle" to Systematized Success

Aaron and Liz's story is a testament to the power of persistence and the right data systems. Aaron originally attempted land investing a decade ago but struggled with poor data and manual processes. After discovering Land Academy, he and Liz joined as a team, leveraging the "hands-on" data manipulation techniques to scale their business. By splitting roles, Aaron focusing on data and marketing while Liz manages sales and administration. They successfully transitioned from small "terms" deals to high-value cash transactions. Their journey highlights how automating the "boring" parts of the business allows for true lifestyle freedom, including Liz's goal of spending more time teaching yoga while their land business pays the bills.

Watch their story. [Members Aaron and Liz English Shares Land Academy Success Stories \(LA 991\)](#)

2. Christine McManus. The Million-Dollar Milestone

Christine's journey is a masterclass in scaling from "enough" to "legacy wealth." After mastering the land-flipping basics, she began targeting higher-value properties that most investors overlook. She famously shared her success with the community after closing a single deal that netted a **\$1.5 million profit**, proving that the "6-Step Engine" works just as well for massive windfalls as it does for consistent monthly income.

Watch her story. [Interview with Million Dollar Member Christine McManus](#)

3. Michelle Bridger. From Terms to High-Dollar Success

Michelle started her journey with a high volume of "terms" deals, successfully selling over 160 properties. However, she eventually joined Land Academy to learn how to pivot into larger, more profitable cash transactions. By applying advanced research and "Jillified" rapport-building strategies, she successfully transitioned her business to high-dollar deals, proving that even experienced investors can find a new level of freedom by refining their systems.

Watch her story. [Michelle Bridger's High-Dollar Deal Profits Revealed](#)



The Jack & Jill "Stay in Your Lane" Checklist

A Guide to Avoiding the "Business Partner Divorce" (and keeping the kids' college fund intact)

Instructions: If you find yourself holding your breath, rolling your eyes, or reaching for a second glass of wine while discussing a deal, stop and run this checklist immediately.

Section 1: The "Jack" Lane Check

If you are the Data/Systems partner, check yourself before you wreck the deal.

- **The "Did I Price it Right?" Test.** Am I hovering over my partner's shoulder while they are on the phone because I think they are going to "give away the farm"? (If yes, **Get back in your lane.** You did the math; trust them to do the talking.)
- **The "Technical Translation" Filter.** Am I explaining the "delta on the RYG test" to a seller who just wants to know if they can pay for their car repair? (If yes, **Get back in your lane.** Let the Jill handle the "human" words.)
- **The "Spreadsheet Silence" Rule.** Am I sending my partner 500 unscrubbed lines of data at 9:00 PM on a Friday? (If yes, **Lane violation.** That's a Monday morning Jack task.)

Section 2: The "Jill" Lane Check

If you are the Sales/Closing partner, keep the engine running and the Jack happy.

- **The "Data Doubt" Trap.** Am I questioning the zip codes my partner chose because I "have a feeling" about a different county? (If yes, **Get back in your lane.** Trust the data, not your gut, for the mailer.)
- **The "Squirrel!" Diversion.** Am I trying to talk about the color of the flowers on the property while my partner is trying to calculate the ROI? (If yes, **Lane violation.** Save the "pretty" talk for the marketing phase.)
- **The "I Can Save Him" Syndrome.** Am I trying to buy a property from a hostile seller just because I think I can "win them over" with kindness? (If yes, **Get back in your lane.** If the Jack says the math is bad, the math is bad.)



Section 3: The "Joint Lane" Emergency Protocol

If you are currently arguing in the car, on the boat, or in the RV.

- **Step 1.** Pull over (literally or figuratively).
- **Step 2.** Ask the magic question, *"Is this a Data problem or a People problem?"*
- **Step 3.** Whoever owns that lane gets the final vote. Period. No "I told you so's" allowed.
- **Step 4.** Go get a taco. The deal will still be there in twenty minutes.

The Golden Rule. *If the "Jack" provides the map and the "Jill" drives the car, you'll eventually get to the destination. If you both try to hold the steering wheel at the same time, you're going into the ditch.*



Your Land Academy Toolkit

Ready to take your first step? Use the same tools Jack and I use to run our 100% remote empire:

- **Land Academy:** Join our community and access the blueprint for building your own remote land business.
- **DealComplete.com:** The streamlined platform we use to manage transactions and get deals across the finish line.
- **Offers2Owners:** The professional mail house we built to send out your high-volume, two-page offer letters.
- **ParcelFact:** Our "desk-side" due diligence tool for instant maps and property data without leaving your chair.
- **LandFunding.com:** Get your deals 100% funded by us or our senior members—no debt, just profit-sharing.
- **The Land Academy Podcast:** Our high-energy, "zero-fluff" masterclass in land investing where Jack and Jill break down real-time data, share raw deal-making strategies, and show couples how to build a high-margin business that funds a lifestyle of total freedom.

