REAL ESTATE

Wholesale Real Estate Business

A deal-sourcing business with real legal consequences.

CLEAR. PRACTICAL. SOURCE-BACKED.

Understand assignment economics, complete the legal preflight, find motivated sellers, underwrite for an end buyer, and move a lawful contract toward closing.

UPDATED SEPTEMBER 2026

01 / INTRODUCTION

Know the model before you spend money.

In a common wholesale structure, an investor contracts to buy a property and may assign contractual rights to an end buyer for a fee when the contract and local law allow it. That fee is a deal spread - not a standard real-estate commission unless you are acting under applicable brokerage rules. Laws are increasingly state-specific.

PLANNING BUDGET

$250-$1,500+

Marketing, data, earnest money, title/attorney support, and tools can vary widely.

TIME TO FIRST DEAL

Weeks to months

Deal timing is unpredictable and should not be marketed as a quick guaranteed payout.

REVENUE STYLE

Assignment fee / spread

The transaction must leave enough room for the end buyer and closing costs.

LEGAL RISK

High

State rules may require licensing, registration, disclosures, cancellation rights, or specific advertising language.

GOOD FIT IF

You are strong at follow-up, negotiation, numbers, documentation, and working with attorneys/title/closing professionals.

NOT A GREAT FIT IF

You want to copy an internet contract, market deals across states without legal review, or present assignment fees as guaranteed commission income.

02 / DATA + ROADMAP

See the evidence. Then follow the process.

SURVEYED NATIONAL AVG

$13K

average assignment fee reported in Real Estate Bees' survey of 1,000+ professional wholesalers.

GEORGIA / N. CAROLINA

$22K

highest state averages reported in that same industry survey.

INSIDE THE FULL GUIDE

01	Do not market or contract until you understand your state rules.	FULL DETAILS IN PAID GUIDE
02	Look for a solvable seller problem - not someone to pressure.	FULL DETAILS IN PAID GUIDE
03	The assignment fee comes from the deal - not a percentage you force onto it.	FULL DETAILS IN PAID GUIDE
04	A “deal” is only real if a qualified buyer and closing process support it.	FULL DETAILS IN PAID GUIDE

PREVIEW STOPS HERE - THE FULL GUIDE CONTAINS THE ACTION STEPS, SCRIPTS, PRICING LOGIC, CHECKLISTS, AND SOURCES.