

Thirteen weeks, one property

The 90-Day First Deal Plan

A week-by-week action plan to take you from thinking about investing to holding the keys to your first property in about three months.

INSIDE

- 01 Get clear on your why
- 02 Learn your market
- 03 Get fluent with the numbers
- 04 Build your team
- 05 Make offers, close, and reflect

Austin Coon
Properties & People

(463) 207-0234 · austin@austincoon.com
austincoon.com · [@iaustincoon](https://www.instagram.com/iaustincoon)



Start here

How this plan works

Most people who want to invest never buy anything. Not because they lack money or knowledge, but because there is no clear next step. This plan fixes that by giving you a short list of things to do each week for thirteen weeks.

Each two-week phase has one goal. Do the items, jot down what you learn, and check off the week in the tracker below. Falling behind is fine; stopping is not. If a week slips, pick up where you left off.

You will not need to know everything before you start. You will learn most of it by doing it, and I will be with you for the parts that are easier with an experienced guide: pulling comps, touring properties, writing offers, and getting to the closing table.



Your 13-week tracker

1 GET CLEAR ☐	2 GET CLEAR ☐	3 LEARN MARKET ☐	4 LEARN MARKET ☐	5 NUMBERS ☐	6 NUMBERS ☐	7 TEAM ☐
8 TEAM ☐	9 OFFERS ☐	10 OFFERS ☐	11 CONTRACT ☐	12 CONTRACT ☐	13 CLOSE ☐	

TIME

Two to five focused hours a week is enough.

TOOLS

A notebook or doc, a simple deal calculator, and this plan.

GUIDE

Text me at (463) 207-0234 whenever you hit a question.

Weeks 1 and 2

Get clear

GOAL: FOCUS

1 WEEK 1

- ☐ Write a single sentence describing what you want in 90 days and why it matters to your life.
- ☐ Name the main reason for this first deal: monthly income, lower housing costs, or long-term wealth.
- ☐ Put two recurring real estate sessions on your calendar each week (2 to 5 hours total).
- ☐ Tell one person about your goal and ask them to check in with you every week.

NOTES

2 WEEK 2

- ☐ Choose **one** strategy to start: buy and hold, house hack a double, BRRRR, or a mid-term rental.
- ☐ Decide how hands-on you want to be: self-manage, or hire a property manager.
- ☐ Draft your buy box: price range, beds and baths, property type, and target areas.
- ☐ Start a deal journal to capture questions, lessons, and properties you like.

NOTES

A clear buy box turns thousands of listings into a handful worth your time.

Weeks 3 and 4

Learn your market

GOAL: FAMILIARITY

3 WEEK 3

- ☐ Pick one primary market: Indianapolis proper, a suburb, or a nearby city like Anderson.

Research the basics:

- ☐ Typical prices ☐ Typical rents ☐ Property taxes ☐ Insurance quotes
- ☐ Choose two or three neighborhoods to follow closely.
- ☐ Drive them on a weekday evening and a weekend morning, and note what you see.

NOTES

4 WEEK 4

- ☐ Review 10 active listings that fit your buy box. I can set up an MLS search that sends them automatically.
- ☐ Estimate rent for each one using leased comps, not asking rents.
- ☐ Rough out expenses for each property.
- ☐ Note what separates a deal that works from one that does not, and log the patterns.

NOTES

Weeks 5 and 6

Get fluent with the numbers

GOAL: CONFIDENCE

5 WEEK 5

- ☐ Analyze at least five deals, even ones you already suspect are bad.

Practice estimating:

- ☐ Loan payment
- ☐ Taxes
- ☐ Insurance
- ☐ Repairs
- ☐ Reserves
- ☐ Vacancy
- ☐ Management
- ☐ Write down why each deal does or does not meet your goal.

NOTES

6 WEEK 6

- ☐ Analyze five more deals.
- ☐ Compare your best three side by side.
- ☐ Adjust your buy box based on what the numbers are telling you.
- ☐ Aim to run a full analysis in about 15 minutes, without getting attached.

NOTES

Speed with numbers comes from reps, not from reading about it.

Weeks 7 and 8

Build your team

GOAL: READY TO ACT

7 WEEK 7

- ☐ Talk with two or three lenders, such as a conventional lender, a DSCR lender, and a local bank or credit union.
- ☐ Ask about down payment, reserves, rates, and how rental income is counted.
- ☐ Get a pre-approval letter, or proof of funds if paying cash.
- ☐ Gather the usual documents: two years of tax returns, recent pay stubs, and bank statements.

NOTES

8 WEEK 8

Line up your people:

- ☐ Austin as your agent ☐ Insurance agent ☐ Contractor or handyman
- ☐ Property manager
- ☐ Walk me through your buy box so I can watch for on-market and off-market fits.
- ☐ Turn on listing alerts so new matches reach you the day they hit.

NOTES

Weeks 9 and 10

Make offers

GOAL: TAKE ACTION, EVEN IF IT FEELS UNCOMFORTABLE

9 WEEK 9

- ☐ Shortlist two or three properties that meet your criteria.
- ☐ Underwrite each one fully, with conservative rent and every expense.
- ☐ Tour your top pick together, and bring a contractor for a quick opinion if repairs are likely.
- ☐ Submit your first offer and record the response.

NOTES

10 WEEK 10

- ☐ Submit at least one more offer.
- ☐ Review counteroffers and rejections for what they teach you.
- ☐ Tighten your numbers and assumptions.
- ☐ Stay consistent. Do not stretch your numbers to win a deal you do not love.

NOTES

Most first offers do not get accepted. That is part of the process, not a verdict on you.

Weeks 11 and 12

Get under contract

GOAL: EXECUTE

11 WEEK 11

- ☐ Keep making offers until one is accepted.
- ☐ Schedule inspections inside your inspection window, including a sewer scope on older homes.
- ☐ Bind insurance and move your loan forward with the lender.
- ☐ Put every contract deadline on your calendar.

NOTES

12 WEEK 12

- ☐ Review the inspection report together and decide what matters.
- ☐ Negotiate repairs or credits where it makes sense.
- ☐ Work through your lender and title checklist for closing.
- ☐ Plan utilities, the lease-up or move-in, and property management.

NOTES

Week 13

Close and reflect

GOAL: LOCK IN THE WIN

- ☐ Close on your first property.
- ☐ Change the locks, set up utilities, and store your documents in one place.
- ☐ Celebrate. You did the thing most people only talk about.

TAKE TEN MINUTES AND WRITE DOWN

What worked

What you would do differently

Your next goal

- ☐ Choose your focus for the next 90 days.

*Progress beats perfection.
One real step each week adds up to a closing.*



Let's talk about your next move

Start week one with a real guide

This plan works best with someone in your corner. I help first-time investors across Indianapolis and Central Indiana set a buy box, analyze deals, tour properties, write offers, and get to the closing table.

Text me when you finish week two, and we will look at your buy box together.

Austin Coon

Austin Coon
Properties & People

INDIANAPOLIS & CENTRAL INDIANA

TEXT / CALL (463) 207-0234

EMAIL austin@austincoon.com

WEB austincoon.com

INSTAGRAM [@iaustincoon](https://www.instagram.com/iaustincoon)

OFFICE 31 E Main Street, Carmel, IN 46032

This guide is for general educational purposes and is not legal, tax, lending, or financial advice. Figures and examples are illustrative, based on assumptions stated in the text, and will differ for any specific property. Market conditions, rates, taxes, insurance costs, and regulations change; verify current numbers and consult your own attorney, CPA, and lender before making an investment decision. © 2026 Austin Coon Real Estate. All rights reserved.