

## **Theresa Bradley-Banta**

Most popular speaking topics

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Would you like me to speak to your group or at your conference? I'm friendly, flexible, and affordable. This PDF document covers my most popular keynote talks and workshop sessions. Or, just send me an e-mail and let's discuss what you're looking for.

### **Some of the groups I speak to include:**

- Real estate investors.
- Entrepreneurs.
- Realtors.
- Physicians.
- Real estate investment clubs/organizations/associations.
- Banks and lenders.
- Tax service providers.
- Attorneys.
- Certified financial planners.
- Business owners.
- Trustees/administrators for self-directed IRAs.

### **Speaking topics include:**

#### **How to Get Started as a Multifamily Investor**

When it comes to residential rental investment properties, we have the perfect supply and demand storm for the foreseeable future. It's no wonder investors are flocking to multifamily investing. Many want to start investing in multifamily properties and apartment buildings but they have absolutely no idea how to do it. And some novice real estate investors have unrealistic expectations about investing in multifamily properties and can make some very expensive mistakes. This program puts it all out there for you so that you can save a bundle of time, money and frustration.

#### **Creating a Winning Multifamily Property Marketing and Leasing Plan**

Without a solid marketing strategy you risk losing financing and you're more than likely ready to walk into apartment building ownership with blinders on. Get an unbiased, insider look at how a property should be managed. This session prepares you for apartment building ownership—before you commit to a particular property—and can help you choose the right investment. It also covers the specific strategies and tools every investor needs in order to approach a lender to get a deal funded.

### **Multifamily Deal Analysis**

Making money on a property the day you close on the deal is the number one rule of real estate investing. Using an actual property, this session looks at how to go beyond the proformas used by the listing broker and seller to determine the actual value of a property. This session covers how to: get the real numbers from the seller; use a free and readily available deal analysis spreadsheet; make a fair offer on any property; verify financial information; put the correct financing in place; and prepare a 12-month budget projection.

### **Quick Multifamily Investing Screening Tools**

Taking the time to look at every listing can waste a great deal of time—especially if the property ultimately doesn't meet an investor's investment criteria and goals. This session covers the seven most critical—and most often misunderstood—real estate investment screening formulas. A solid understanding of formulas such as Cap Rates and Expense Ratios enables a real estate investor to know, almost immediately, if a deal merits further consideration. These formulas are also must-have tools for investment market analysis.

### **The Basics of Multifamily Property Value Added Strategies**

It's a popular theme of the so-called real estate gurus: buy a property that needs work, fix it up, force the value on the property dramatically and sell it for a profit. This session looks at the realities behind this often-promoted strategy. We agree—it is possible to force property appreciation. The key to success is being fully aware of the potential pitfalls with this approach—and the correct strategies for success.

### **How to Speak Multifamily for Realtors**

Multifamily investing has become the bright shining star of today's economy. Smart money is following this asset. Single-family investors are moving into larger investment properties. This session educates Realtors on how to list and sell multifamily properties by covering the key challenges Realtors face when working with clients who want to move into bigger deals such as duplexes, triplexes and fourplexes—or apartment buildings. Multifamily investing presents an entirely new challenge when it comes to language; acquisition and exit strategies; listing requirements; due diligence; inspections; financial analysis; and positioning and marketing.

### **Market Analysis for Real Estate Investing**

When investigating real estate investment markets it's important to start your research at the macro level by studying the national and regional markets. This will give you a solid baseline for comparison between regions and markets. Armed with that data you'll be able to knowledgeably drill down to specific data for individual metro areas and cities. The session covers the criteria investors must understand when considering markets for real estate investment. Not only does this session cover how to use the information it tells you where to find it.

### **Hiring the Right Real Estate Investing Team**

It's easy for beginning investors to be intimidated by the thought of hiring a great team. Even the pros have to deal with this. Not to worry. You do not have to post ads on Craig's list, conduct interviews and put someone on your permanent payroll. This session covers who should be on your real estate investing team; where to start; how to find them; how to conduct thorough and enlightening interviews; and how to effectively manage your team.

### **How to Conduct Due Diligence Before You Make an Offer**

It's possible to learn a great deal about a potential investment property by simply driving by it—and even more can be learned by attending a short property showing. This session shows the real estate investor how to view and analyze multifamily properties like a pro. With this knowledge, favorable negotiations are almost guaranteed.

### **What the Real Estate Investing Gurus Don't Teach You**

This session fills you in on the so-called "guru snafus"—the pitfalls that occur because investors follow the advice of the "gurus" of the moment—and lets you in on every aspect of multifamily investing from start to finish.

### **Passive Multifamily Investing for Busy, High Income Professionals**

Many busy professionals such as physicians and attorneys have a desire to secure their long-term financial futures and ultimately achieve their financial freedom. As passive investors these professionals ask themselves legitimate questions. Should I have financial or investment rules that I follow or should I take any good opportunity that presents? Can someone who is really busy safely get into real estate without spending a lot of time doing it? Can I count on someone else's due diligence? This session covers how to get involved in real estate investing without creating a second job for yourself; breakthrough questions to ask your team, partners, and commercial brokers; the associated risks with passive real estate investing; and how to create a winning team that will handle the daily operations while you manage your assets and oversee your long-term financial goals.

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**Note:** These are some of the topics I speak on. If there's a topic you need covered, ask me!

Please feel free to pass this PDF file along to your friends or colleagues who might be interested in having me speak to their group or conference.