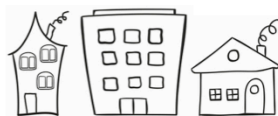


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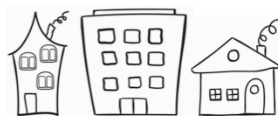
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...your course to real estate success





Fast Start to Real Estate Investing

Introduction



Hi! I'm Theresa Bradley-Banta, founder of Theresa Bradley-Banta Real Estate Consultancy.

I'm excited to introduce you to my Fast Start to Real Estate Investing Program! My educational programs have won national and international awards.

I'm passionate about real estate investing – especially multifamily – and I can't wait to help you get started!

But . . . before we get started I want to take a minute and show you an intriguing real estate investor statistic from Equifax . . .



Isn't that interesting?

So, what will investing be for you?

Let this be the overriding question you ask yourself as you complete the Fast Start Program.

By the way, if you like real estate stats and you feel like being inspired, hop over to my homepage and watch our new marketing video. It's very cool!

Again, welcome to the program! Be sure and shoot me an email if you have questions.



Fast Start to Real Estate Investing Course

#1. Vision: Your first step to making investing real



Ready to get started?

First of all let me say this. I ask all of my clients to complete this course, even if they've invested in real estate before.

I've had clients who completely reevaluate their current portfolio and investment strategies based on the information we cover in this course.

This program is somewhat unusual in that we're not pushing our own agenda, investment niche or strategies. It's designed to help you decide on the best game plan for you.



What's Your Dream?

And the first step to deciding on a game plan is to become clear about what you want from your investments.

In other words . . . what's your dream?

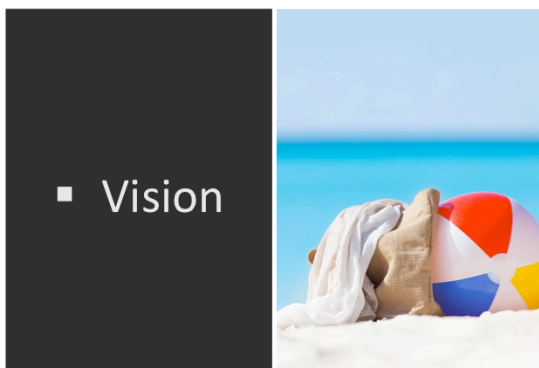
Why are you doing this and what exactly would you like to create?

You might be looking for cash flow, equity, tax benefits or all of the above. Maybe you want to replace your day job, or you simply want to retire in comfort.

We want to start with the end in mind and then formulate strategies to realize those goals.

What's Your Really Big Vision for Your Life?

What exactly do you want to create?



- Leave a legacy?
- Travel?
- Give back to your community?
- Retire from your day job?
- Enjoy life with your family?
- Make loads of money?
- Create passive income?
- Buy a new house?
- Pay for your kids education?
- Start a full-time investing business?
- Relax and take a vacation?

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Take a look at this list.

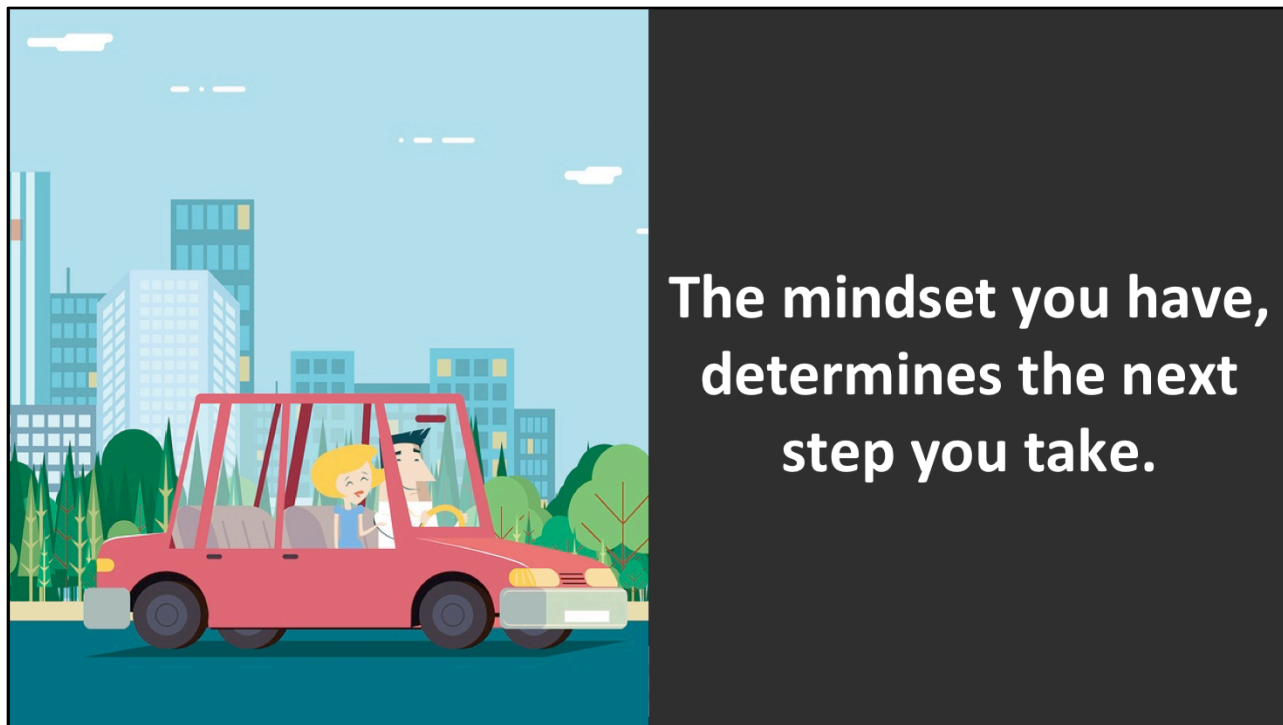
Some of the goals require cash now. Like taking a vacation this year. On the other hand, maybe you'd like to build a real estate portfolio for retirement.

Now is the time to get clear on your vision and intentions. And to begin to create your roadmap so you don't get sidetracked.

When you're clear about your goals, you can begin to plan.

So. Do you want to make this real? Are you ready to get into action?

Here's what you do:



- Drive around town picturing yourself owning the buildings you see. Who are your tenants? How much rent do they pay? Or is your tenant a small business?
- Can you picture the people on your team? Such as a property manager? Or a good solid maintenance person you can call any time for quick repairs?
- What would you do personally to enhance the appeal of the properties you see? In fact, do the properties even need work? What's the neighborhood like?
- Now picture yourself owning fully paid off properties at retirement. Or having profits to invest in more real estate – or elsewhere.

A client of mine, a real estate investor and actor in California, told me his experience of driving around was similar to preparing for an acting role.

He's 100% correct. You are preparing for a role! The role of real estate investor.

Now ask yourself,

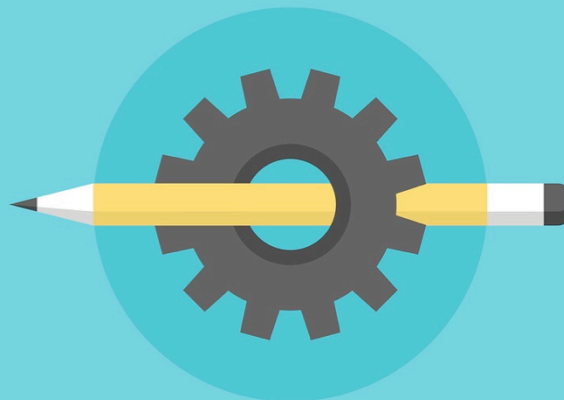
“What’s my vision for my life?”

“What is my purpose for investing
in real estate?”

“What are my goals?”

“Where do I want to be in 5, 10,
15, and 20 years?”

(write down your answers)



I want you to have a clear list of goals and dreams. Whatever is important to you.

So here’s your home work. Ask yourself the questions on this list. Write down very clear responses to each question. The more detail the better.

Don’t focus solely on the short-term outcome of a potential real estate deal - think about your long-term goals too.

An investor who doesn’t plan for the long-term is exactly the person who sells their property at the wrong time because they panic.

Real estate investing isn’t always about “Get in quick and make a small killing” although flipping a property is a great way to supplement immediate cash needs – if done successfully.

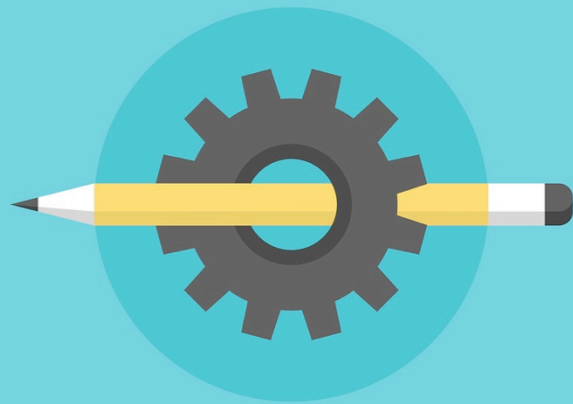
But also think about where you see yourself in 20 or even 30 years. Would you like to have a small portfolio of fully paid off investment properties? Properties that provide excellent cash flow and equity?

And don’t forget to download the attached project files!

Now ask yourself,

“What’s my vision for my life?”
“What is my purpose for investing
in real estate?”
“What are my goals?”
“Where do I want to be in 5, 10,
15, and 20 years?”

(write down your answers)

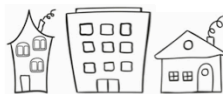


Vision:

Purpose for investing:

Goals:

5, 10, 15 and 20 year plan:



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#2. CATP: The four ways real estate pays you



Hi again. When you think of a real estate investor, what image comes to mind?

A cigar smoking, desk bound fat cat? Or perhaps you envision a fast-talking, sign-posting predator who forces families out into the streets so he or she can make a fast buck?

Would it surprise you to know that the average real estate investor more closely resembles your next-door neighbor or your colleague at work than Donald Trump?

Although challenging and not without some risk, real estate is a smart investment—especially over the long term.

Your real estate properties produce multiple income streams – in other words it's an income producing property. It's also a physical asset. That's the beauty of it. You have a greater degree of control over your investment!



Why Invest in Real Estate? (hint: CATP)

Let's take a look at the ways your real estate investment can pay you.

Years ago I worked with a woman investor. She would walk into a property she was thinking about buying and gleefully say, "Hmmm. It smells like cat pee!"

What she was referring to was the acronym "CATP"

Four Ways You Get Paid

CATP (pronounced “cat pee”)

Cash Flow	Income in, expenses out Goal = Positive Cash Flow
Appreciation	Market or forced?
Taxes (benefits)	Varies by individual or entity
Principal Pay Down	As you pay off your debt, equity grows



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CATP: Cash flow, appreciation, taxes and principal reduction. Let’s look at each beginning with cash flow:

An investment property with positive cash flow is one that generates more income than it does expenses. Income includes all sources of property income such as rent, fees for laundry and services, etc. Operating expenses include all insurance, taxes, maintenance, utilities and debt service (your mortgage payment).

There are 2 types of appreciation: Market appreciation and forced appreciation. This is really important - If you’re counting on market appreciation in order to profit, you have not found a great deal. Unless of course you’re forcing appreciation on your property through renovations and operational know-how to increase NOI.

As for taxes, you may be able to deduct mortgage interest and real estate taxes on your rental properties, write off standard operating expenses and depreciate the cost of your building over time. This will vary by individual and property type.

And finally over time as your debt is paid you gain equity in your property.

Remember my friend Sue? The one who raised eyebrows by saying, “Hmmm it smells like CATP in here?” Well the thing is, she knew she could fix the place up. And that she could profit. She could see beyond the bad smell. She was always fully thinking about the four ways she, and her investment partners, would be paid.



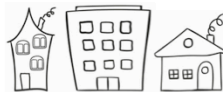
Your turn.

What does “CATP” stand for and how does it benefit you?

Write down the four ways real estate pays you in the order of highest priority for you (1 being the very highest priority and 4 being the lowest):

1. _____
2. _____
3. _____
4. _____

Now write down why you chose this order of priority:



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#3. Strategy: Key real estate investment points



What's Your Strategy?



Hi. Glad to have you back!

I wrote my book *Invest In Apartment Buildings* because I had become tired of hearing so-called gurus talk about how easy it is to invest in real estate.

The truth is, your investment properties can keep you awake at night with worry.

So let's talk about decisions you can make right now that will make your life easier later. And allow you to sleep at night. And when you take me up on my free strategy call — which I really hope you will — we'll have plenty to talk about!

My number one goal is to help you make informed real estate decisions.

Develop a Strategy

What are your personal goals? How much risk are you willing to take?



What do you want to achieve by investing in real estate? Are you looking for income today? Or growth of equity over time? Or both?

A single-family home buyer makes emotional, lifestyle driven decisions. It's close to work. They like the community. They've always wanted a green house. You get the idea.

I don't want you thinking this way. Your focus should be on stuff like: Which asset classes do I want to invest in? What percentage of my net worth do I want in in real estate? Do I want to be a passive or active investor (in other words, how much control do I want)? And what is my annual target ROI (return on investment)?

Don't fall in love with a property unless it meets your requirements. That's how you reduce risk. In real estate people lose \$\$\$\$ due to 3 primary reasons:

1. Poor analysis
2. Insufficient research
3. Unmitigated risk issues like paying too much for a property or not having the operational know-how to succeed once you own a property.

Develop a Strategy

What are your personal goals? How much risk are you willing to take?

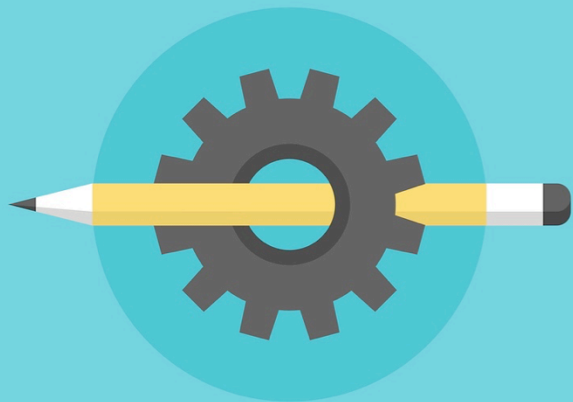


Again, the last thing you want to do is panic and sell your property at the wrong time. Or invest in a deal that's so problematic that it holds you back from ever investing in another real estate deal.

But what if need forces your hand?

A real estate investor has to ask some tough questions like:

- In a bad or lean year how much money can I comfortably lose?
- And how uncomfortable will that be? For me? For my family?
- Do I have other stable funds to see me through?



Your turn.

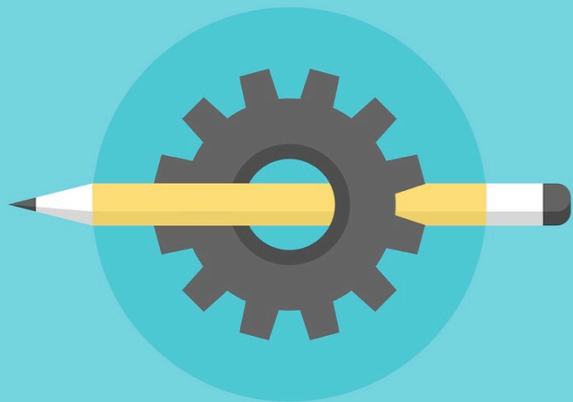
What's your overall objective?
And what is your personal
take on risk?
(a great conversation to have with your
family and partners)

Have a discussion with yourself, your family and your partners about this.

Get clear on your risk tolerance. In other words, your willingness to take risks. What's your general attitude towards risk?

And what about your capacity for risk? Your risk capacity is your financial ability to withstand losses. Can you absorb a loss and still achieve your long-term financial goals?

Do you want to be conservative or aggressive? Are you willing to go for a bigger reward at the risk of losing your investment?



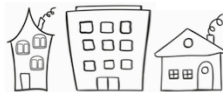
Your turn.

What's your overall objective?
And what is your personal
take on risk?
(a great conversation to have with your
family and partners)

Would you rather have a stable investment with predictable income (like a buy and hold) or, a high-risk investment with potentially high rewards (like a flip)?

And lastly, now that you've driven around your area and actually looked at some neighborhoods and different property types, write down what you might enjoy investing in.

We'll talk about the various property styles and class in the next module.



Fast Start to Real Estate Investing Course

#4. Target Profile: What's the best property for you?



Did you know that
36% of U.S. households are renter-occupied?

And of those households
35% are single-family; 18% are 1-4 units; and
42% are 5 or more units.

Sources: [NIMHC](#) and [Morgan Stanley](#)

What an amazing statistic when you think about it!

35% are single-family; 18% are 1-4 units; and fully 42% are 5 or more units.

Let this open your mind to possibilities. There is no law that says you have to start your investment career with a single-family rental property.

You have options.



I have a client who owns in the neighborhood of 15 units. And he's not flipping them. He's holding on to a good mix of single-family and multifamily properties.

At the time he hired me, I think he was feeling like, "This is getting out of control and I don't have a plan." He also wanted to trade up to bigger multifamily properties, which is my mentoring specialty.

Your Target Profile

Asset classes and property types



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Now think about this interesting little tidbit.

The majority of the 14.9 million single-family rental homes in the United States are held by individual investors, most of whom have high management costs and limited diversification.

Definitely something to think about as we continue with the rest of the lessons.

Single-family, Small Multi-unit, Apartment Building

So, what should you buy?

Single-family

Single unit

- Easier to source deals
- Broader resale market (investors and homeowners)
- Smaller learning curve
- Experience = larger deals
- Income from single tenant
- Most likely self-managing
- Higher management costs

Multi-unit

4 or less units

- Large resale market
- Conversion opportunities
- More financing options for owner/occupants: FHA, VA, conventional
- Smaller down-payment
- Cash reserve qualifications
- Property income for loan qualification (occupied units)

Apartment

5 or more units

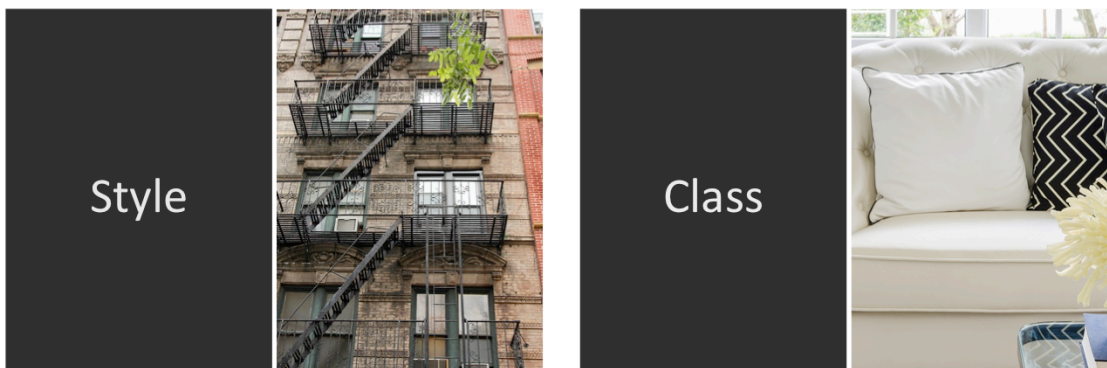
- Economies of scale
- Stable predictable cash flow
- Third-party management
- Multiple sources of income
- Requires deeper pockets
- Huge opportunities to leverage
- Market information more readily available



Let's cover some information that will help you make investment decisions.

Style and Class

How about a small multi-unit in a Class B neighborhood?



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Now let's talk about class.

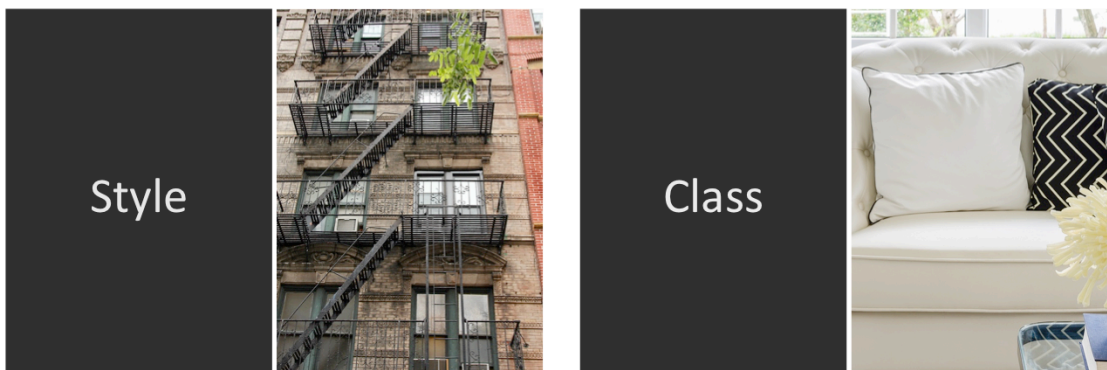
My first investment property was actually our former home. My husband and I moved and kept our old house as a rental property. Our tenants were young women on the DU (Denver University) soccer team.

Student housing can be operationally challenging.

For instance, do you think college kids will take care of your landscaping? It's unlikely. So, you have special needs like sprinkler systems and professional lawn care. This is a perfect example of knowing exactly what your expenses are going to be – preferably *before* you buy your property. I've also found that with student renters you need parents who are willing to co-sign leases. Also there's a fairly high turnover of residents. On the plus side, our occupancy was great because when one student graduated another teammate moved in.

Style and Class

How about a small multi-unit in a Class B neighborhood?



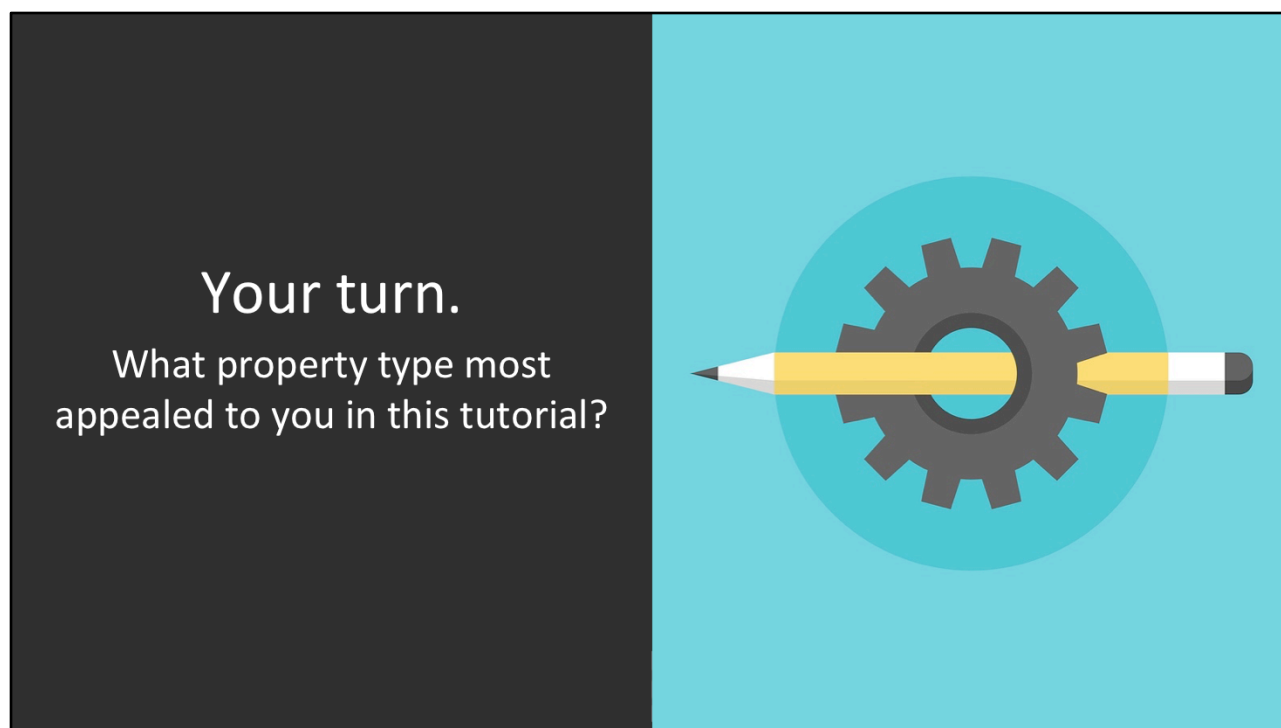
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But you get the idea. Each market type has it's own special needs operationally. As an owner it becomes your job to learn those unique market nuances.

You'll hear people categorize both Investment markets and different property types as "Class A", "Class B", "Class C" and sometimes "Class D." Here's a description of each:

- Class A properties have the newest and latest amenities; they were built in the last 10 years.; command the highest rent and the highest price per square foot; they're usually found in central business districts (CBDs) or sometimes in Class B areas; they have noticeable branding; and the properties are kept looking great.
- Class B properties are those built in the last 20 years with: lower rents; dated amenities; some deferred maintenance but overall well-maintained; and found generally in middle income areas
- Class C? We're looking at 30 years or older with: deferred maintenance; dated amenities; below Class B rents; and in low to middle income areas

Obviously the older the property the more likely it is to have deferred maintenance. But it's possible to do well with all three classes.



I have a number of reason for wanting to know what appealed to you in this tutorial.

Frankly, you can invest in anything you set your mind to. But what do you think you'd like to do? Would you like to rent to students? Do you want to provide affordable housing for working families? How about high-end renters in core luxury markets? Or, renting to active adults and seniors?

What type of property would you like to buy? Single-family? Multifamily? Mixed multi-unit and retail?

And lastly, what type of market would you like to be in? Class A? Class B?

You'll be living and breathing real estate once you own rental properties. You might as well "play" in an area that you find appealing!



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#5. Target Market



One of our first real estate investments was with some friends in New York who had recently started a property management and rehab company. Through them we found a small multi-unit property. We purchased the property, they did some small repairs and rented it out for us.

Well, our friends new company grew fairly big, and quickly, and they began having difficulties on the property management side. So it became our problem. A very challenging problem because we live in Denver, halfway across the country.

What's the Best Market?



When you buy a property think long and hard about where it is. Is it somewhere you would gladly visit?

Do you play golf? Maybe a property in Phoenix or Scottsdale wouldn't be a stretch for you.

Out of state might work for some quick flips, as long as you have good team on the ground, but what if you plan to buy and hold? Are you willing to spend the next 20 or 30 years traveling to your property?

What are the best real estate markets?

A macro and micro view: What does your market offer?

GOOD	BETTER	BEST
Increasing rental rates	Good to above average population growth and density with high in-migration rates	Solid job growth and employment —companies are hiring
Increasing leasing activity without tenant concessions	Average vacancy rate of 7% or less	Improving economy
Solid investment neighborhoods	Cultural activities, universities, and diverse economies Reliable public transportation	Low unemployment Near employment hubs



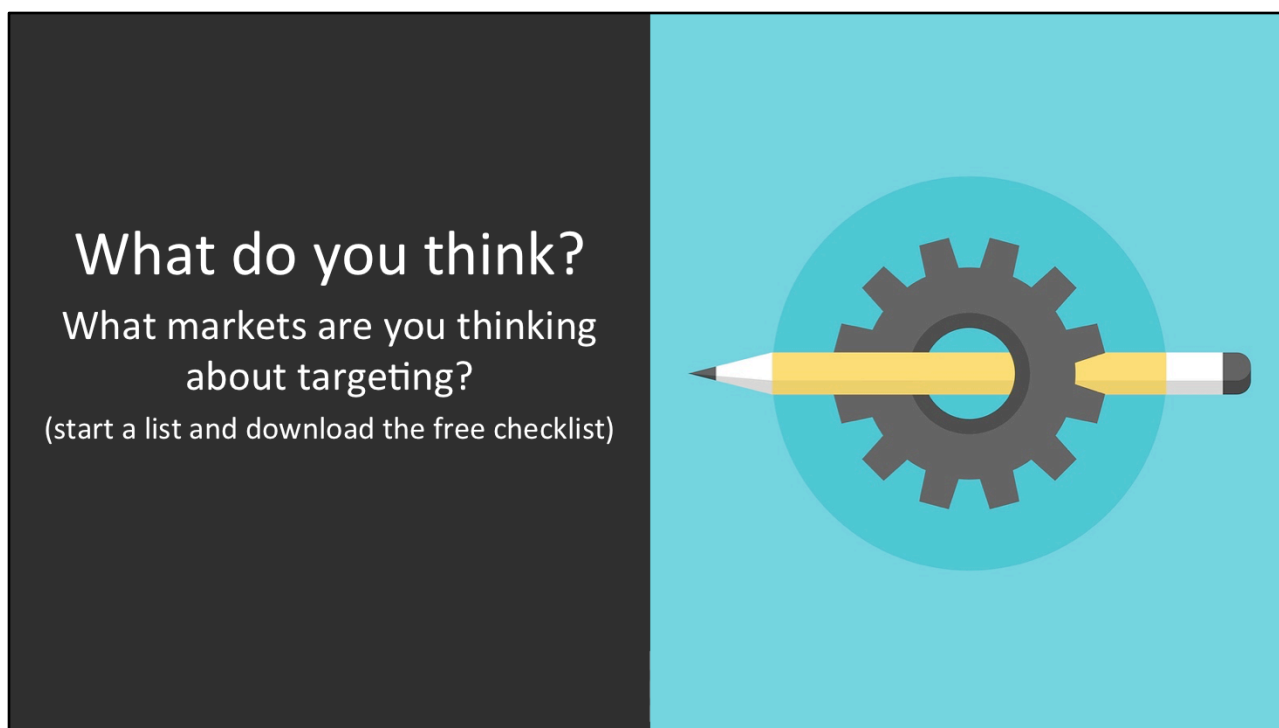
Real estate is a submarket specific game and you must do your homework. As you begin evaluating potential markets, use this chart as a reference. A superb market will include *all* of the points above.

So where can you find this information?

- Know someone who has good information - like a broker, Realtor or investor *in your specific market* (remember to vet or verify all the information you get).
- Download the attached project file: [Checklist for Researching Real Estate Markets](#)
The checklist includes links to resources for your research. One resource I like is Sperling's Best Places. You can get information on things like crime, employment, population growth, median age and income, etc.

A few other thoughts on markets:

- Real estate markets are cyclical.
- You'll find as you investigate markets that one block can differ from the next. Markets are THAT specific!
- THERE ARE TWO APPROACHES: You can have **multiple strategies in a single market** like buy & hold, flip, and convert. Or a **single strategy in multiple markets** like apartment acquisitions across several markets. This strategy requires the wherewithal to travel and a solid team on the ground – such as an experienced property manager that really knows the market.



Here's your homework assignment for this session. You should have a lot of fun with this, especially because you've already been out driving around and looking at markets, right? Now, let's dig a little deeper.

Download the attached Checklist for Researching Real Estate Markets.

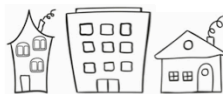
Pick 5 markets. Start researching. It really is that easy.

Use the chart on the previous page for a quick market overview – the more a market meets the requirements, the better.

The checklist download has more than 20 links for free online research.

List your 5 markets:

1. _____
2. _____
3. _____
4. _____
5. _____



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#6. Game Plan



7 or 8 years ago we invested \$45,000 in a residential development in Mexico. Risky? Yes. But it had a high possibility for success. The \$45,000 we invested came from profitable real estate deals we had done. Our plan was to re-invest in real estate with those profits. Nothing else. No crazy vacations or new cars.

This is a good example of diversification. Like no kidding, right? A Mexican land deal? Ultimately, and after many years of hard work, this particular investment turned into a story of intrigue and highway robbery . . . but I'll save that story for another day.



Think about how long you want to hold on to a property before you exit. And also consider that it may take longer than you originally anticipated or forecast. Our Mexican investment is still in limbo.

Say you decide to flip 3 properties in 6 months. That's a very specific goal. It helps you time the market, and avoid finding yourself in a down market one or two years down the road. Your goal is simple. Get all three properties renovated and sold in 6 months. For a profit.

Or you could decide to buy 3 single-family homes to hold for 10 years. And then depending on the market, you'll sell, refinance or trade into a larger deal. Or just continue to hold on to your properties as the debt is paid down each year. There's nothing like a fully paid off asset at the right time (like at retirement).

Acquisition Considerations

It's time to apply your strategies!

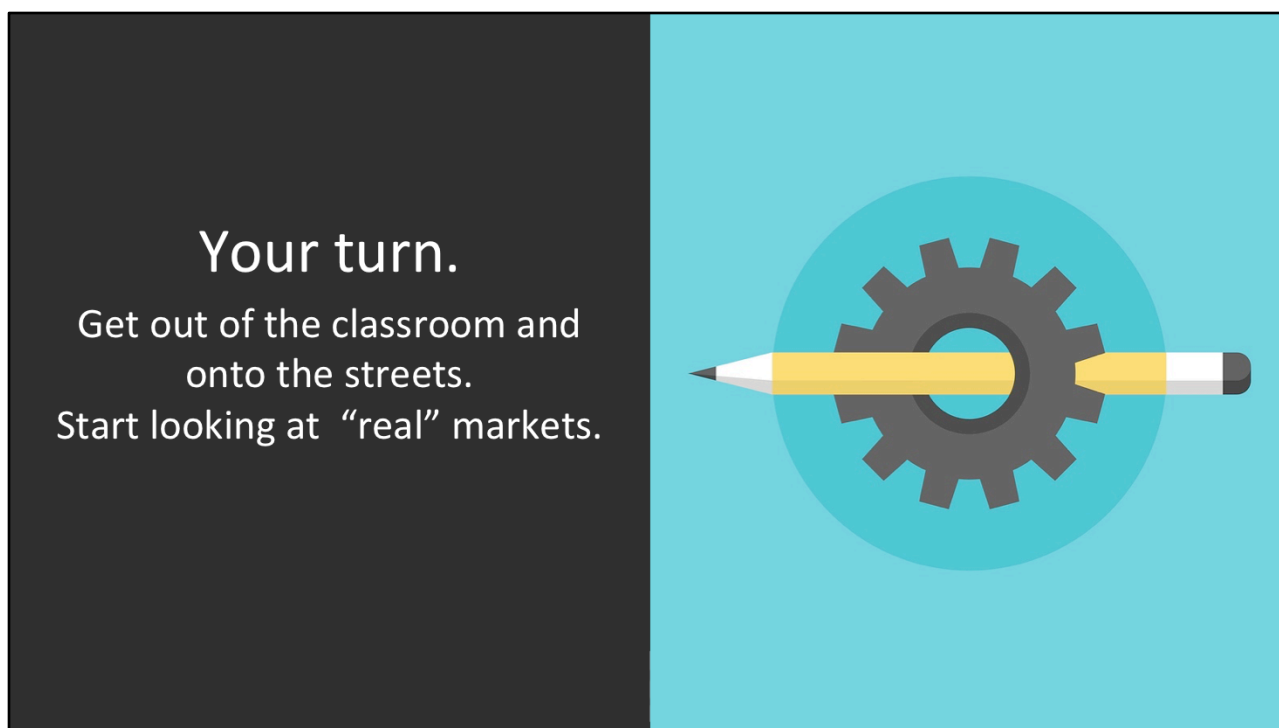
Flip for Profit	Buy and Hold	Trade Up	Repurpose
<ul style="list-style-type: none"> • Risk vs. Return • Buying "Right" is the #1 priority • Solid submarket knowledge • 3 types of rehab • Codes, zoning, variances and regulations 	<ul style="list-style-type: none"> • Cash flow: must know current <i>and</i> projected • Equity growth • Financing options • Potential to improve NOI • CATP • Landlord = You 	<ul style="list-style-type: none"> • Opportunity cost • Build a portfolio • Diversification • Package properties for resale 	<ul style="list-style-type: none"> • Convert to new use such as apts. to condos • New asset will compete favorably in the future • Informs exit

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Let's say you buy a run down property, fix it up and sell it fast (hopefully). Flipping is a high risk vs. return endeavor where buying right is your #1 priority. It's often very difficult to finish a project on time and to come in at or under budget.

1. Also with a flip you have to really know your submarket sales cycles and inventory – in other words, supply and demand. And you must choose between the 3 types of rehab you can do: Cosmetic (home depot rehab), structural (Roof, plumbing, foundation, water) or gut (must have an ideal location). And lastly you have to be current on all local codes, zoning variances and regulations.
2. Buy and hold: You or someone must manage the property. And note that some of the financing options can include a live/rent scenario for attractive rates and low or no down payment requirements. We talked about this earlier. You live in one unit and rent the others out.
3. Trade: Take advantage of other opportunities and build a portfolio with diverse property types and asset classes resulting in multiple strategies in a single market! More time = more opportunities!
4. Repurpose: For example your strategy is to convert a duplex (or "double" in some markets) into individual condominium units to be sold separately.



It's all well and good to sit here and fantasize but in my experience that's not going to get you very far.

It's time to start networking. Find the people who know the markets you want to be in. Get out and explore those markets! Explore the different strategies that are available to you in each market. Start getting comfortable with the idea of owning investment real estate.

How much time do you have? How much risk are you willing to take? Can you see yourself overseeing property renovations? Or would you rather have a turnkey property – one that requires very little of your attention?

And remember that as you network, and begin to connect with experienced people in your market of choice, you'll also begin to build your team. We'll talk about your team in the next module.

Notes:



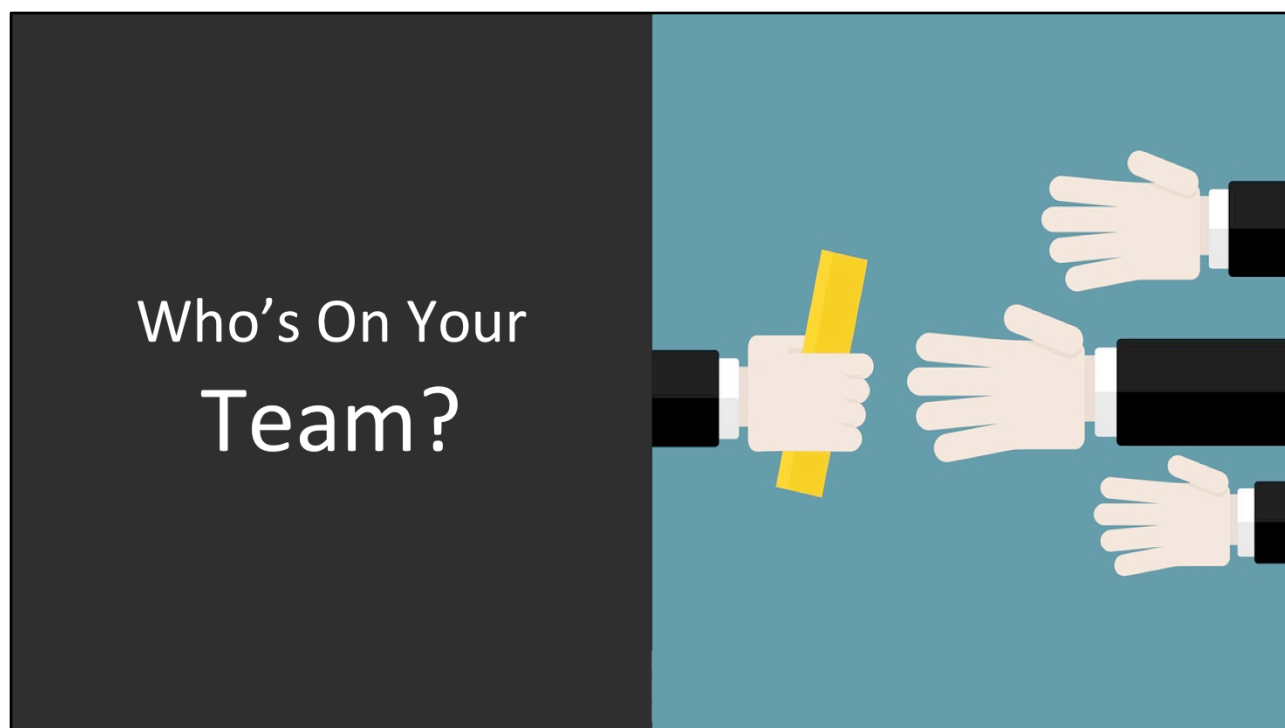
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#7. Your Team



Do you want to experience real estate investing personally? Or be a passive investor such as in a REIT (Real Estate Investment Trust) or with a private investor?

This tutorial will help you decide who needs to be on your team. If you're the deal sponsor you'll need everybody. Less so if you're a passive investor, although you'll still need your CPA, attorney and financial advisor.



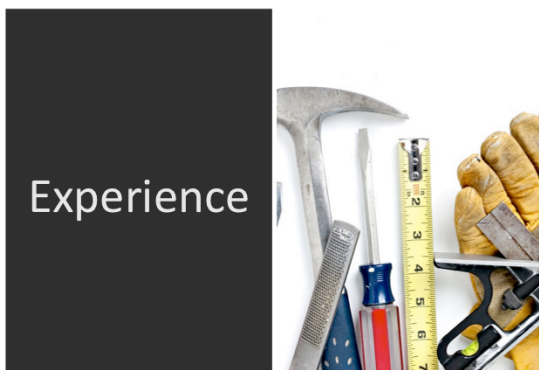
You have choices. You can:

- Dabble in passive investing and learn the ropes.
- Buy small single-family investment homes and for a while, at least, your team is “YOU” and perhaps a GC or handyman to help out with maintenance. Bookkeeper.
- Raise funds to invest in a larger property or properties.

One thing’s for sure. The person who sponsors a deal on behalf of equity or debt partners is responsible for having all of the team members vetted and ready to work.

Your Team

...make them the best in town.



- Investing Mentor
- Real Estate Broker
- Property Inspector(s)
- Property Manager
- Rehab/Maintenance (contractors)
- Service providers and vendors
- Attorney
- 1031 Exchanger
- Lender
- Equity and/or debt partners
- Insurance provider
- Tax professional or CPA



Team members such as the ones in the listed above.

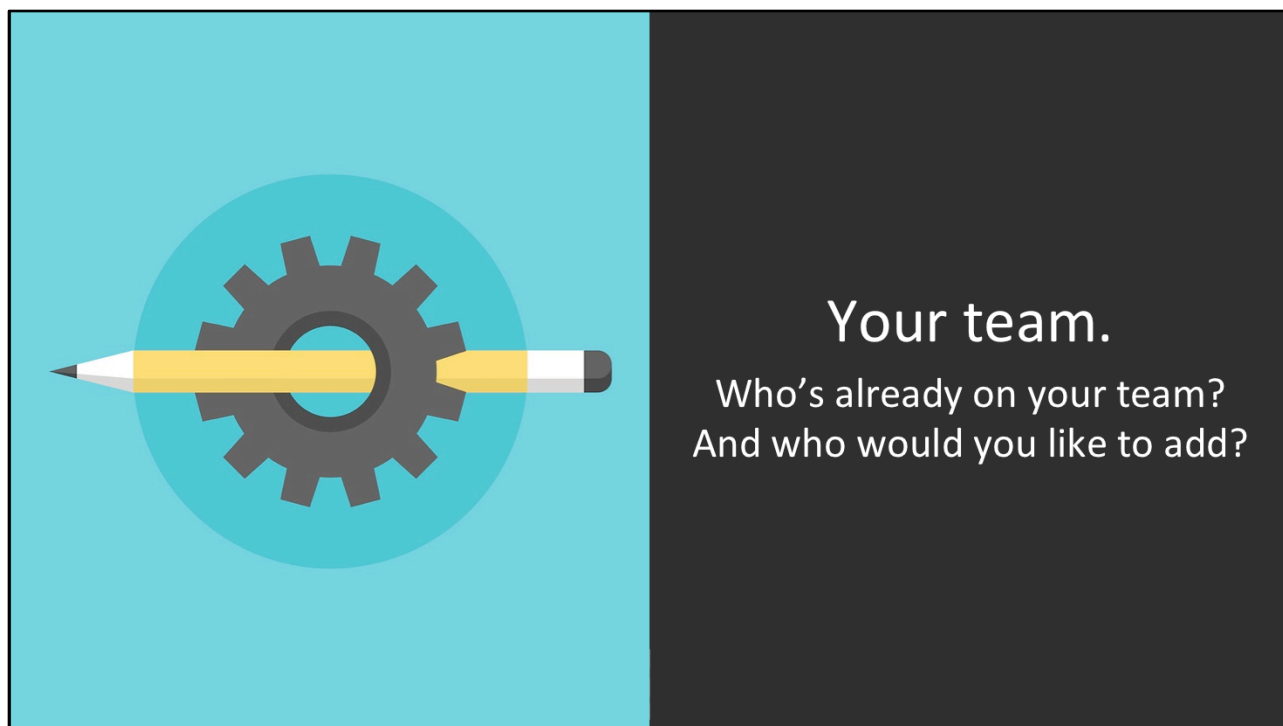
The best way to find team members is through referrals and networking.

And if you do want partners or investors? Well let's talk about that.

How are you planning to pay for your investment property? Do you have funds? Will you have partners?

I have some good news for you here. When you find a good deal, the money will follow. My favorite mentor drilled this into me until I believed him.

In fact, when I went in contract on a 29-unit apartment building, I didn't have my investors fully lined up. But here's the thing. What I did have was a great potential investment property. It was priced under market and owned by a group of family members who had inherited the property and were highly motivated to cash in. It presented an excellent opportunity to force the property value through modest renovations and great management. I had no trouble raising a half a million dollars for this deal. But it was a big leap of faith getting there.

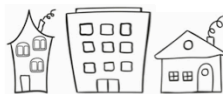


Who's already on your team and who would you like to add?

It's okay to think big here. Make a list of your current and future team members.

Already on my team:

Add to my team:



Fast Start to Real Estate Investing Course

#8. Managing Your Time: Sample weekly schedule



Okay, you're completely committed to investing in residential real estate. You're ready to get out of the house and start looking at markets and potential properties.

What else can you do? Put your activities in writing. Plan on working 30 minutes a day *before* you get distracted by your otherwise normal routine – like checking your email. Remember, this isn't a race. Careful investing takes time and patience in order to avoid risks and mistakes. I'll give you a sample weeks worth of activities in a minute.

Do You Have Time?



But first, let's talk about good old procrastination. You know how it is – you've got your 30 minutes of activity duly noted on your written schedule but your heart is saying, "I'd rather spend a little time watching TV with my family, or riding bikes in the park." And your mind is saying, "That's okay if I don't quite get to it today, I'll just add an extra 30 minutes on Saturday."

Well, sorry. That just doesn't cut it. Your schedule can't be vague. No "I'll do it next Saturday" comments. Excuses don't get the job done.

Start good investing habits now. This includes research, networking, continuing education, and mentorship. As a real estate owner, demands on your time will never go away. Why not get in the habit now of spending some quality time on your business each and every day?

Does time sabotage your best intentions?

A new you. Starting today.

Activities	Your Vision	Accountability
Start an investment library (Market research, education, resources, articles, investment sites, etc.)	Connect with investors and professionals in your specific market and asset class	Network Join an investment club Find a mentor
Schedule your activities (Specific task, completion date and who will hold you accountable)	Stick with your plan (Market of choice, property type, duration and team)	Set SMART goals (Specific, measurable, attainable, risky, and with a time limit)
Put it in writing Have fun	Source deals and practice analysis Believe in yourself	Investment partners Reward yourself



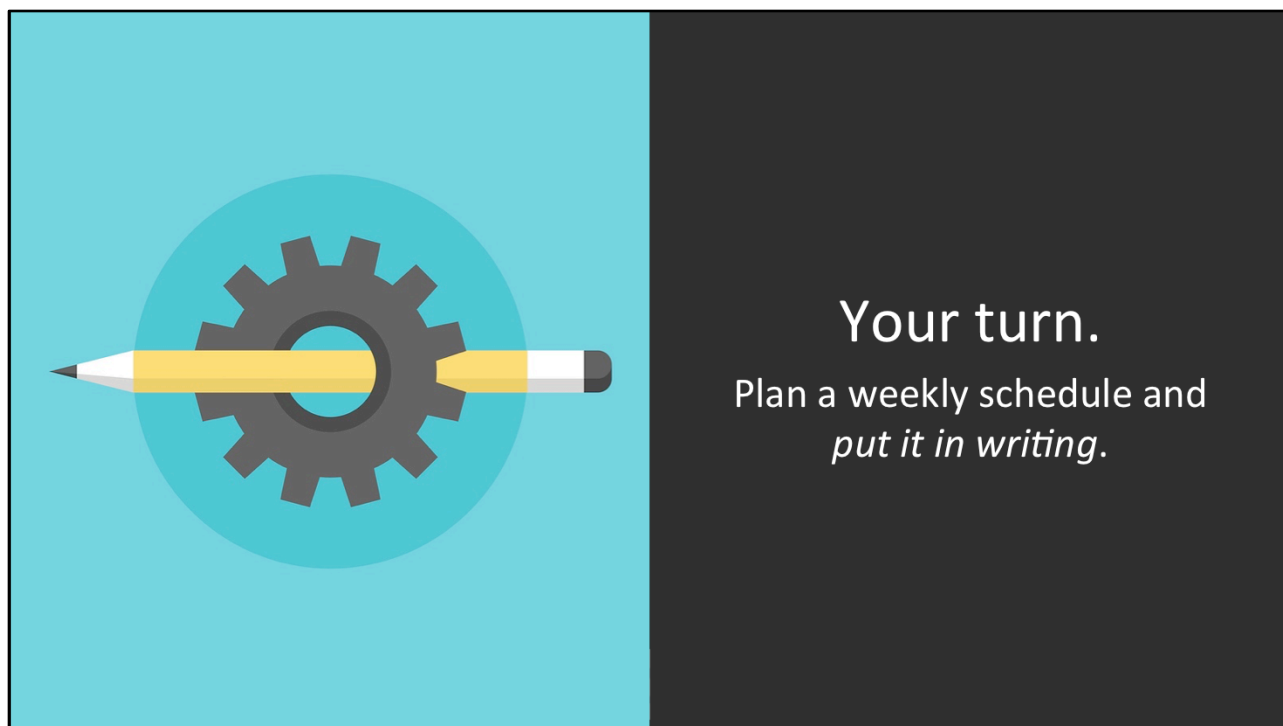
Plan a weekly schedule such as:

- **Monday research:** This will cover submarket data, sold and rent comps, market news, market trends, news on asset classes, real estate cycles, renovation trends & strategies
- **Tuesday networking:** Start networking via email, social media and phone calls with: groups and clubs; industry associations and events; friends and family; brokers, etc. Go back to the list of team members (page 38) and write down everyone you can think of. Look them up!
- **Wednesday source deals:** Networking is the best way to find deals, but you can also look online and get your feet in the street.
- **Thursday deal analysis:** Start analyzing deals in your specific asset class and submarket of choice (practice, practice, practice). And note that as you run the numbers on specific deals you begin to develop a baseline for the market.
- **Friday build your investment library:** Articles, blog posts, forms and documents especially landlord docs, local housing codes, housing compliance issues.

Don't try to play catch up. It never works. And don't be hard on yourself if you get off track. Also don't forget to:

- Find an accountability partner or mentor , and

Remember. This isn't a race.



Monday: _____

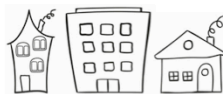
Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Other: _____



Fast Start to Real Estate Investing Course

Close: Your next step to making investing real



Well that was fun! I'm so glad you joined me – thank you so much for allowing me to be a part of your success!

You'll find that your investment philosophy will serve as the foundation for a highly successful real estate investing career. Thanks so much for allowing me to be a part of it.



Now that you've done the work I'm sure you have some questions — so let's talk!

Here's your opportunity to schedule your free 30-minute strategy call. And it's super easy.

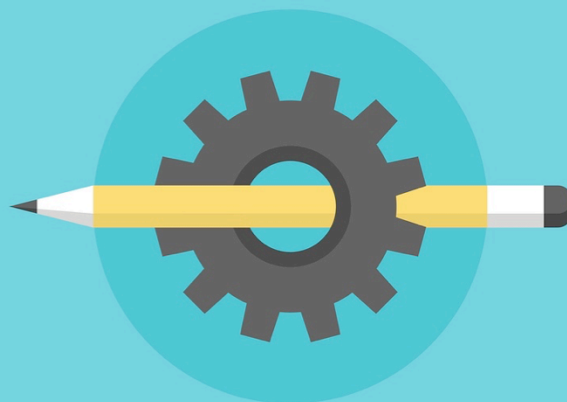
Either call me at 303-733-4400 -- and if you don't reach me be sure to leave a message so I'll know why you're calling!

Or, send me an email at the address above or via the contact page here on my website.

It's that easy!

Download the full course notes and transcript.

(Includes pages for completing
your homework!)



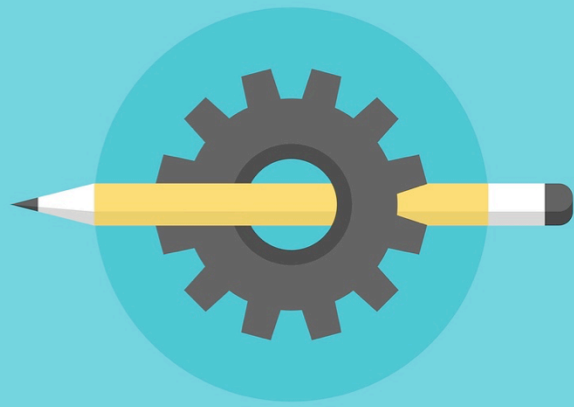
And by the way – if you haven't done so already be sure to download the full course notes and transcript at the link below the video.

That's it for now!

Thanks again for joining me — I look forward to speaking with you!

Homework pages.

(You'll find the homework pages
at the end of each tutorial
and also here.)



Now ask yourself,

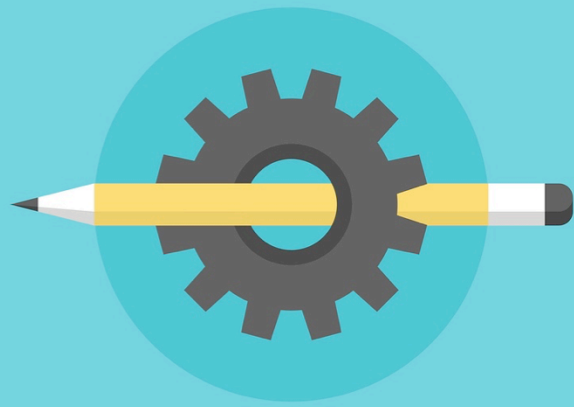
“What’s my vision for my life?”

“What is my purpose for investing
in real estate?”

“What are my goals?”

“Where do I want to be in 5, 10,
15, and 20 years?”

(write down your answers)



Vision:

Purpose for investing:

Goals:

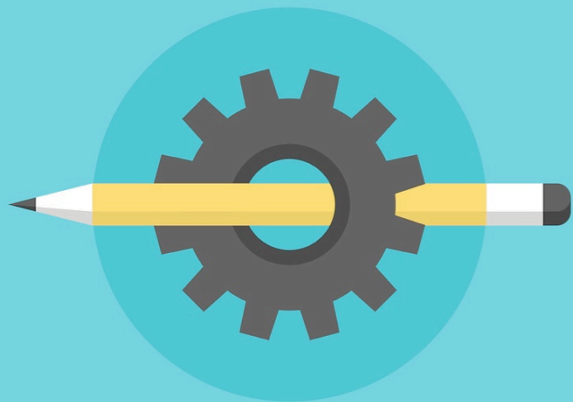
5, 10, 15 and 20 year plan:



Write down the four ways real estate pays you in the order of highest priority for you (1 being the very highest priority and 4 being the lowest):

1. _____
2. _____
3. _____
4. _____

Now write down why you chose this order of priority:



Your turn.

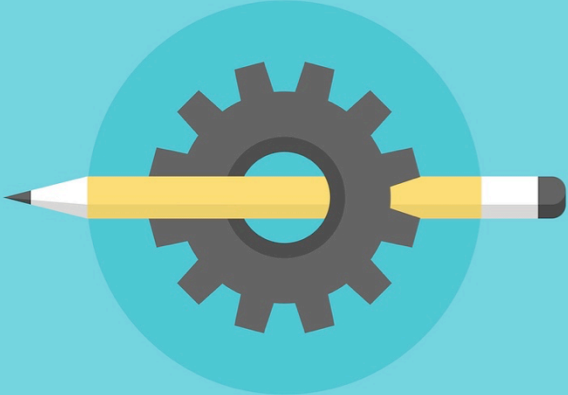
What's your overall objective?
And what is your personal
take on risk?
(a great conversation to have with your
family and partners)

Have a discussion with yourself, your family and your partners about this.

Get clear on your risk tolerance. In other words, your willingness to take risks. What's your general attitude towards risk?

And what about your capacity for risk? Your risk capacity is your financial ability to withstand losses. Can you absorb a loss and still achieve your long-term financial goals?

Do you want to be conservative or aggressive? Are you willing to go for a bigger reward at the risk of losing your investment?



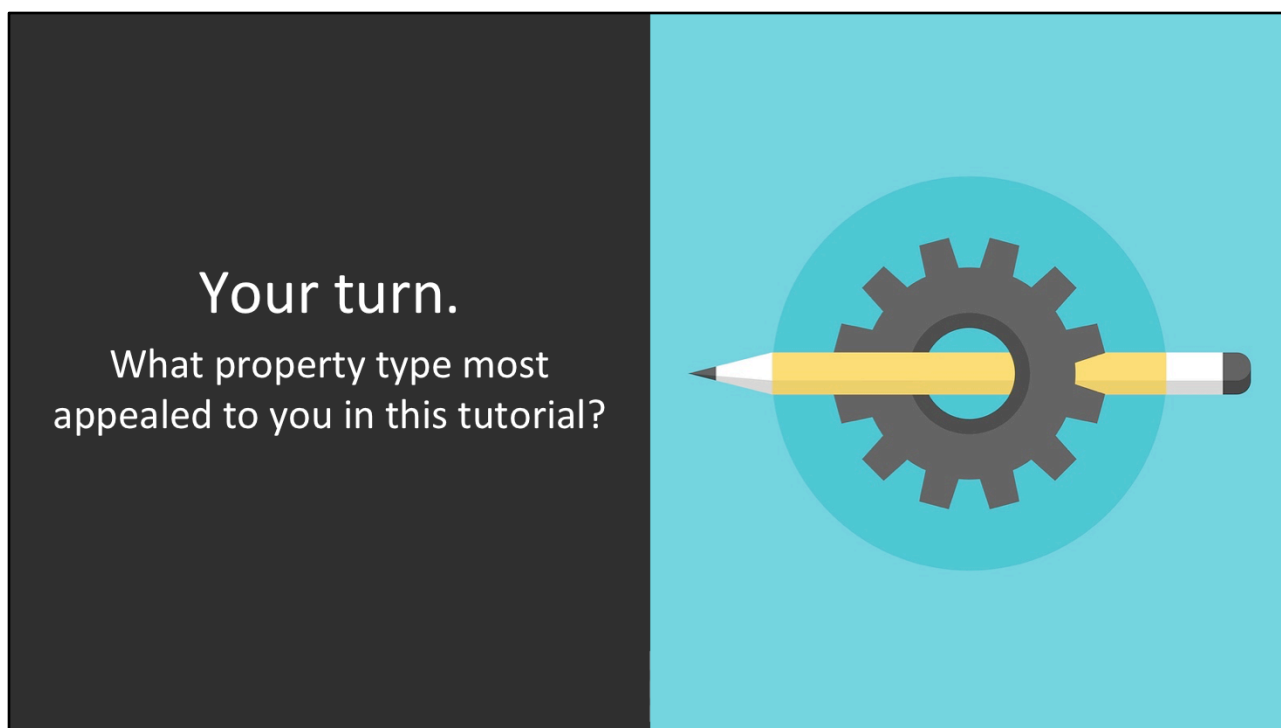
Your turn.

What's your overall objective?
And what is your personal
take on risk?
(a great conversation to have with your
family and partners)

Would you rather have a stable investment with predictable income (like a buy and hold) or, a high-risk investment with potentially high rewards (like a flip)?

And lastly, now that you've driven around your area and actually looked at some neighborhoods and different property types write down what you might enjoy investing in.

We'll talk about the various property styles and class in the next module.



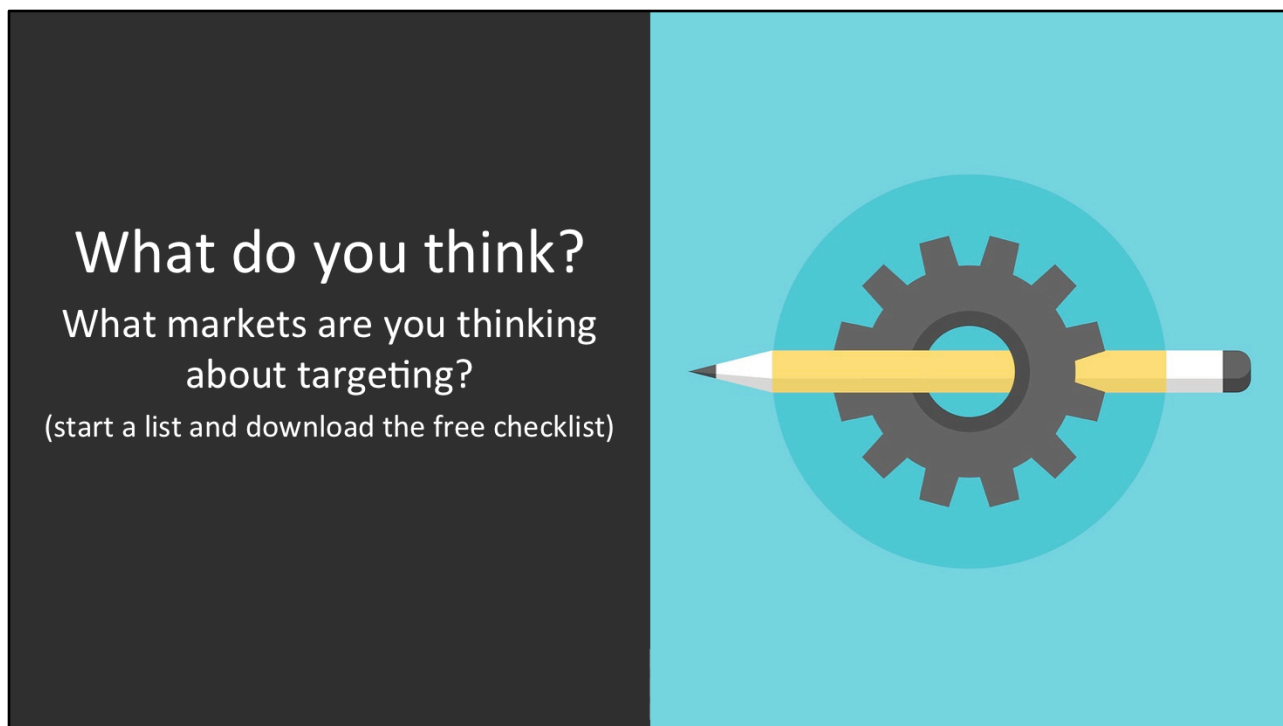
I have a number of reason for wanting to know what appealed to you in this tutorial.

Frankly, you can invest in anything you set your mind to. But what do you think you'd like to do? Would you like to rent to students? Do you want to provide affordable housing for working families? How about high-end renters in core luxury markets? Or, renting to active adults and seniors?

What type of property would you like to buy? Single-family? Multifamily? Mixed multi-unit and retail?

And lastly, what type of market would you like to be in? Class A? Class B?

You'll be living and breathing real estate once you own rental properties. You might as well "play" in an area that you find appealing!



Here's your homework assignment for this session. You should have a lot of fun with this, especially because you've already been out driving around and looking at markets, right? Now, let's dig a little deeper.

Download the attached Checklist for Researching Real Estate Markets.

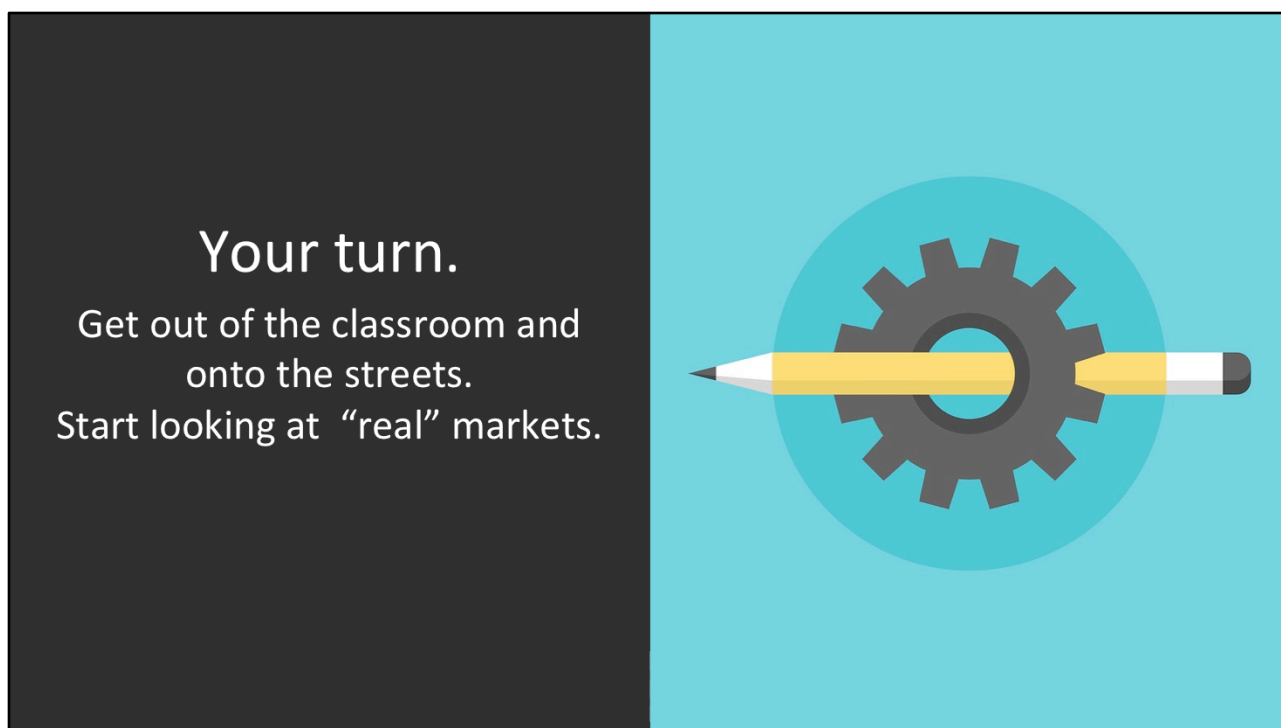
Pick 5 markets. Start researching. It really is that easy.

Use the chart on the previous page for a quick market overview – the more a market meets the requirements, the better.

The checklist download has more than 20 links for free online research.

List your 5 markets:

1. _____
2. _____
3. _____
4. _____
5. _____



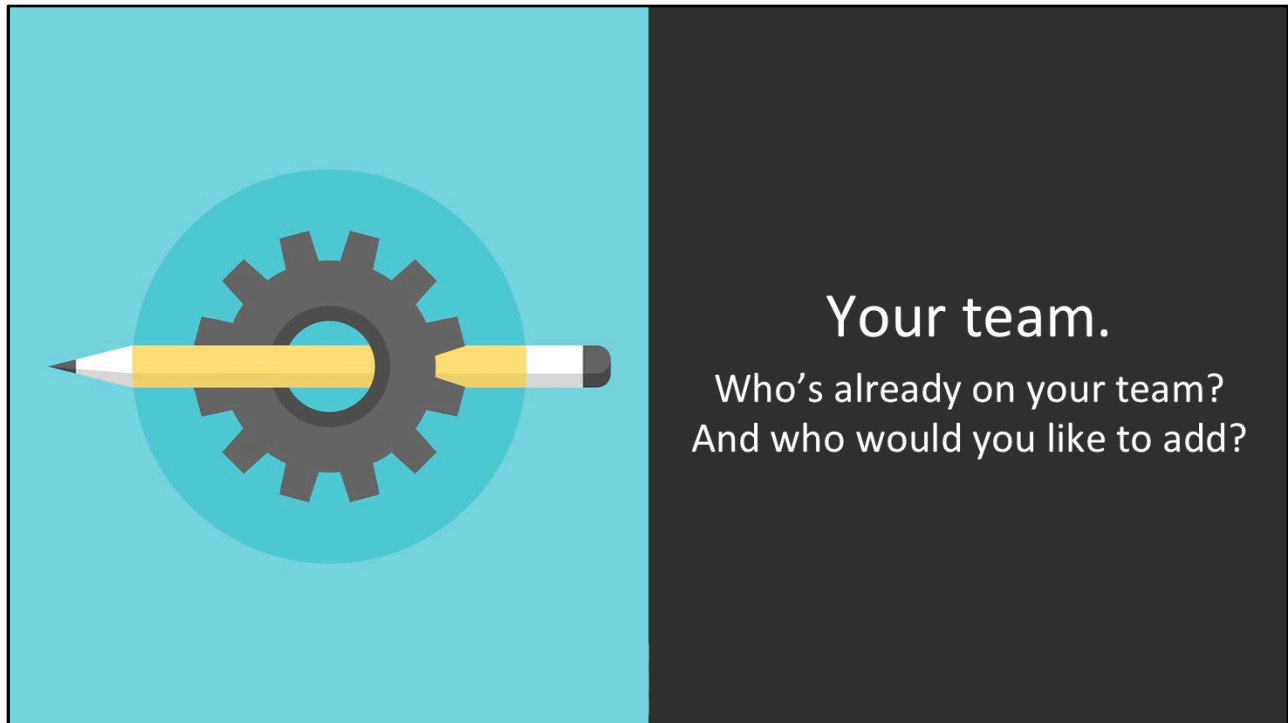
It's all well and good to sit here and fantasize-- but in my experience that's not going to get you very far.

It's time to start networking. Find the people who know the markets you want to be in. Get out and explore those markets! Explore the different strategies that are available to you in each market. Start getting comfortable with the idea of owning investment real estate.

How much time do you have? How much risk are you willing to take? Can you see yourself overseeing property renovations? Or would you rather have a turn key property – one that requires very little of your attention?

And remember that as you network, and begin to connect with experienced people in your market of choice, you'll also begin to build your team. We'll talk about your team in the next module.

Notes:

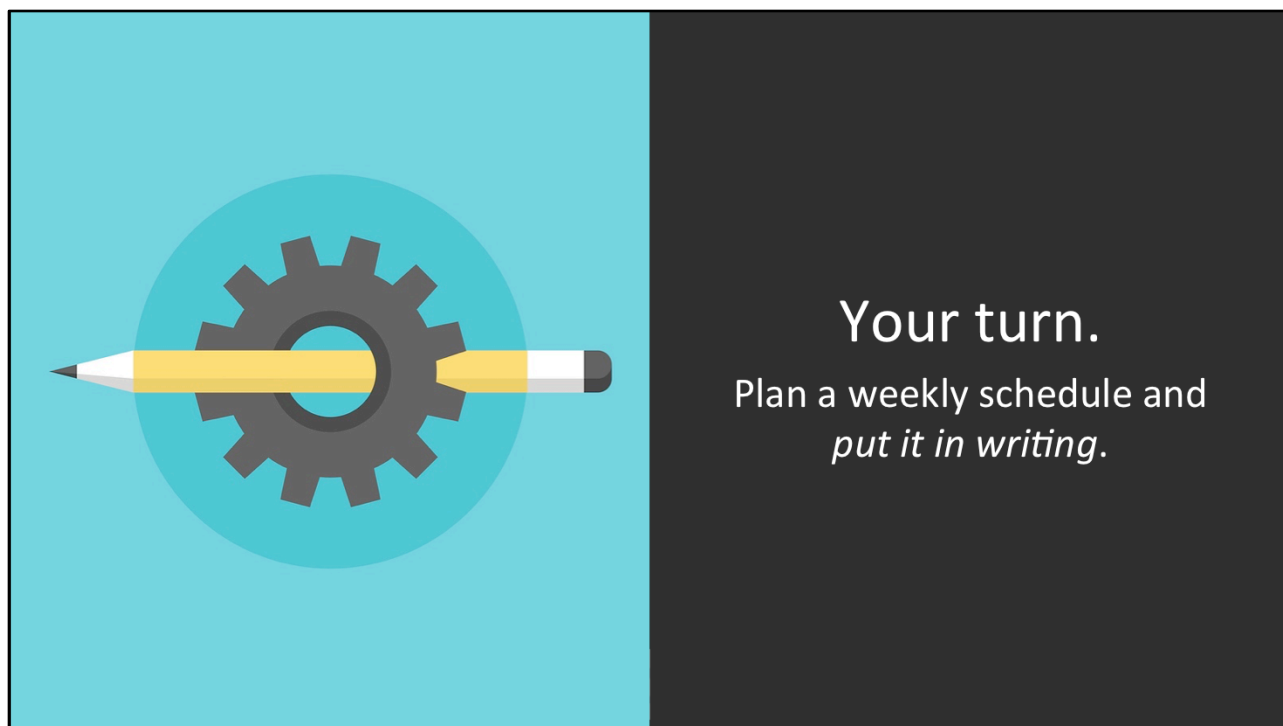


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Already on my team:

Add to my team:



Monday: _____

Tuesday: _____

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Friday: _____

Other: _____

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