

REI Wealth Monthly

Issue 38

OUTDOOR FEATURES

That Help Sell Homes

THE ALL NEW BREIA / MD-REIA

Mentorship Program

REAL ESTATE INVESTORS,

*If You Could Buy Single Family
Homes With No Mortgage
For 20 Cents On The Dollar,*

How Many Would You Buy?

Laura Alamery

**“Are your investments earning you
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deserve?” - Laura Alamery**

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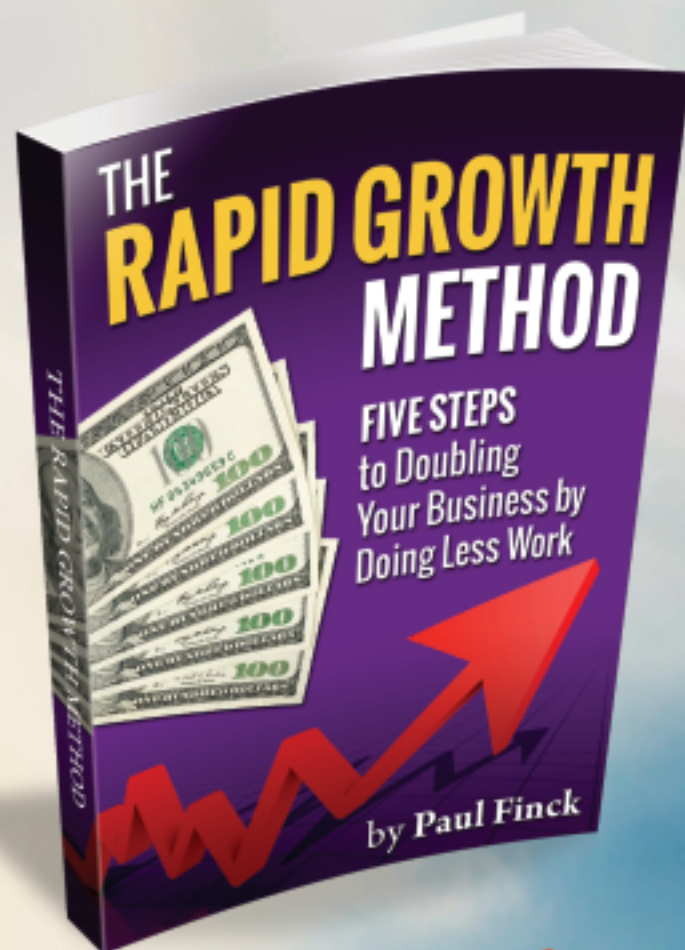
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Income to Enjoy the Life You Deserve?”**

- Laura Alamery

*“My focus at this point was just to give training to
people about buying real estate, and within a year it
was successful.” - Laura Alamery*



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THE ALL NEW BREIA / MD-REIA MENTORSHIP PROGRAM

BY RYAN KUHLMAN
BREIA / MD-REIA President / Lead Mentor

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One of our Role Playing classes for Seller Presentation Practices at the BREIA headquarters

What are the 3 reasons why you should choose a local mentor?

Real Estate investing has become one of the most popular ways to get out of the 9 to 5 lifestyle and become financially free. Have you ever heard the saying; there are more self-made millionaires through Real Estate than all other industries combined? Since the explosion of popular television programming based on people making a lot of money flipping real estate, there are even more people today that are trying and succeeding in the business.

Part of the reason for this, and based on the popularity of these television shows, is the fact there are more so called “gurus” or “mentors” for Real Estate investing than ever! Every time you get on Facebook or YouTube, there is an advertisement for someone that wants to teach you how to become rich flipping properties using their “system”.



The biggest challenges for these National mentors and their “systems”, are also the reasons why you should choose a local mentor!

Here are the 3 reasons why you should choose a local mentor.....

1. Your Mentor Has To Be Accessible!



When learning any trade, it is almost impossible to not have any hands on training involved in the process. This is especially true for Real Estate investing. Your mentor has to be able to show you the ropes first hand. It is truly more of an apprenticeship than mentoring. Many of those involved with a National mentor complain of not being able to actually contact their mentor with questions. More importantly, when it comes time to put a property in contract to flip for a profit, their mentor is not there to help them negotiate the deal and sell the property. Even if the National mentor program assigns you to an investor in your State, there is not much guaranteeing that they will be any more accessible.



The Broward Real Estate Investors Association, in conjunction with the Miami Dade REIA, has one of the most successful mentor programs in the country....but they only mentor students one on one in their market. The owners, Ryan Kuhlman and Anish Dave, as well as their Director Antonio Lopez are not just out in their market teaching how to flip houses. They are a team of highly successful wholesale investors and rehabbers that have been in the South Florida market for about 20 years!

The BREIA headquarters is not only where daily one on one coaching sessions are given, but there is also a large classroom for the student support classes that range from marketing strategies to roll playing sessions to learn how to actually talk to sellers. There are even classes given by some of the corporate members of BREIA like the HUD class and how to do a proper closing when selling a property. Both the Broward REIA and the Miami Dade REIA are accredited chapters of the National REIA. They are the only members of the National REIA in South Florida, and with the collective effort of the NREIA's 155,000 members nationwide, the BREIA mentor students have more knowledge and experience available to them then they will ever need.

So be wise when making a commitment to any mentor. Get out your checklist and don't be afraid to put the mentor to the test. Anyone that fails or doesn't feel comfortable with you questioning them is probably not confident about what they can teach you.



Ryan Kuhlman (left) BREIA / MD-REIA President / Lead Mentor and Anish Dave (right) owner and lead mentor for the program, giving Antonio Lopez,(center) the head coach of BREIA, a \$57,000 check on a rehab project they partnered on when he was still a student

Problems
are not
stop signs,
they are
guidelines.

~ Robert H. Schuller

REIWealth^{Monthly}



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OUTDOOR FEATURES THAT HELP SELL HOMES

BY DAMIEN JUSTUS



If your home is for sale by owner, you've probably heard that you're at a disadvantage. Using a professional real estate agent is helpful to some, but numerous homeowners can focus on selling their own homes on their own terms regularly. By doing your homework and learning what it is that goes into selling a home effectively, you can sell your home quickly. For many, it's outdoor features that sell houses in many neighborhoods. These outdoor features sell homes faster than any others, and they're the kind of features buyers won't soon forget.

Water Features

Beautiful landscaping is always attractive, but it's not the only thing that sells a house. Outdoor features are meant to enhance lovely landscaping, and nothing does this better than a water feature. Whether you have a small pond installed in which the koi can swim freely or you install an in-ground pool with a resort-style waterfall and hot tub, buyers are going to remember your yard before that of someone else.



Resort-Style Backyards



This might not be such a benefit to those who live where the weather turns cold in the fall and winter, but southern homeowners get miles out of their resort-style pools and backyards. Think along the lines of natural [stone pool decks](#), pavers, waterfalls, hot tubs, sun decks, and outdoor bars where cocktails flow nicely on a hot summer's day. This sells homes for many buyers, especially those who love to feel as if they're vacationing in the summer in their own yard.

Outdoor Kitchens

These are one of the most enjoyable outdoor features in any home. People love to spend time outdoors, and they love when they can cook out there. Buyers can easily imagine their kids running through a lush green lawn while they grill some steaks and sip a cold beverage with good friends on the back patio. They want to sit down for dinner as a family with the setting sun before their eyes, and they want to spend time outside. Outdoor kitchens make it easier to want to spend time outside, so people love to have them.



Built-in Fire Pits

If your home is located somewhere with low temperatures in the fall or winter, this could be the best feature to add to your home. A lovely fire pit makes buyers envision cold nights by a hot fire roasting marshmallows with their kids, laughing with friends, and sipping hot chocolate. It's all about helping potential buyers see their own family doing something enjoyable and fun, and this type of feature helps tremendously.



Decks

[Wood decks](#) are an all-time favorite. Homeowners love to have somewhere to place tables, chairs, couches, and even bar areas outside. They love to entertain, to get the family outside, and to enjoy their space. Decks are easy to maintain, they are also quality features, and few people ever look at a home with dismay when they realize they have ample space in which to entertain in their backyard



Landscaping

It should go without saying your landscaping is the most important outdoor feature in your home. A closely cut lawn, trimmed hedges, and gardens that are well cared for speak loudly. It's also helpful to have a pressure washed driveway, house, and a pretty front door. You want buyers to feel welcome, which is far easier when everything is clean and welcome.



Selling a home [for sell by owner](#) means putting up the best features in your home on your own. Outdoor living is popular no matter where people live, and playing that up almost always helps buyers sell. If you have something no one else has, you could be holding the key to a successful sale in the palm of your hand. Play up these features by adding a few if you haven't already added them, and watch as buyers salivate over the idea of so much indoor-outdoor living in their new home.



Damien Justus

Damien Justus writes in the home improvement and real estate spaces, and is very passionate about health, cooking, diet plans, and anything that has to do with staying fit. He grew up in Oregon but now is a resident of Salt Lake City, where he has fallen in love with the snow and the people.





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REAL ESTATE INVESTORS, IF YOU COULD BUY SINGLE FAMILY HOMES WITH NO MORTGAGE FOR 20 CENTS ON THE DOLLAR, HOW MANY WOULD YOU BUY?

BY TED THOMAS

Here's the secrets of a little known but highly lucrative business of purchasing tax defaulted properties at auction for 10-20 cents on the dollar



For many, the question is, what's the difference between a tax lien certificate and a tax defaulted property (tax deed)? Before you begin investing, it is vital that you understand how a tax deed works, once you know you can purchase tax-defaulted real estate for pennies on the dollar but it's only profitable if you know what you are getting when you bid.

What is Tax Defaulted Property (Tax Deeds)?

In a very basic sense, every piece of land in the United

States is owned by the federal government. The government allows you the right to own the property as long as you pay taxes on it.

Many years ago, the U.S. Congress enacted laws that allowed individual states to handle governmental duties and obligations at the local level. The states further designated counties to handle the property taxation part of those duties and obligations. When you pay property taxes to

the treasurer or assessor's office, those funds are used to pay for public schools, police and fire departments, and

any number of other civic services. The local government that manages and operates these services is primarily funded by property taxes.



Every year hundreds of thousands of property owners neglect to pay property taxes for various reasons. So what happens then??

The remedy for local government is to confiscate that property and resell it at a tax defaulted property auction for only the back taxes with no mortgage. The majority of these auctions use a public oral bid system. To qualify as a bidder is simple; you just need to register before bidding. The starting bid is the amount due to the local government for back taxes plus penalties and interest. If you win, in most instances, you must immediately pay for your purchase.



It doesn't matter where you live; county governments in all 50 states are authorized to hold auctions to recover delinquent back taxes. Some states offer tax lien certificates, other states offer tax defaulted property auctions (tax deeds) which are used to collect the past due property taxes owed. The difference? A tax lien certificate entitles you to collect the amount of tax you paid plus the interest penalties; a tax deed purchased at auction allows you to become the owner of the property for the price you bid at auction the mortgage is extinguished, that is deleted by law.



The secret to becoming a successful investor in tax defaulted property (tax deed) real estate is to know the who, what, when, where, why, and how these tax auctions take place.

Golden Rule #1

Know what you're buying. This includes the size of the parcel, how many buildings are on it, zoning, restrictions, easements, the annual amount of property taxes, the appraisal value, previous sale prices, and current condition.



Taxes are usually assessed at 1 to 1.5 percent of the property's value. So a piece of real estate valued at \$100,000 will be assessed somewhere around \$1,000 in taxes each year. Three years of back taxes would equal \$3,000 and the local county will probably ask for a minimum bid at the tax defaulted property auction of \$3,500 -the county will add late payment penalties to the back taxes.



The next question that must be answered is where and when are the auctions taking place? Normally auctions are conducted at county offices, but not always. Regardless of the location, it will be announced in advance of the auction. Some counties hold one big annual event while others schedule tax defaulted property auctions monthly, annually in the United State of America there's over 5,000 tax defaulted auctions.

Secondly, you must know how the bidding process works. Rules vary from state to state, taxing district to taxing district. Some counties use an online bidding process which is becoming more and more popular, but the majority still hold live auctions you may attend in person.

At the auction, each parcel number is announced in turn; then the auctioneer asks for opening bids. It works much like any other auction; the bidding goes up until there are no more bids. The person who wins with the highest bid is awarded a Treasurers Tax Deed from the county treasurer. Make note there's dozens of unique bidding processes, this is only one.

Real Estate For 20 Cents On The Dollar

There's big money to be made buying tax defaulted property at auction Tax defaulted property (tax deed) auctions allow you to buy low and resell for a quick profit. Do your research, and you're bound to find success!



Ted Thomas

Ted Thomas is famous for showing newcomers and investors how to earn 6 figure incomes within 1 year of completing his training program. Conservative investors love tax lien certificates because they are predictable, certain and secure and sold by local government. Tax defaulted properties are sold at oral big auctions and online. Starting bid, only the back taxes.... More information at TedThomas.com

SOCIAL MEDIA MARKETING STATISTICS AND WHAT THEY MEAN FOR REAL ESTATE BUSINESSES

BY LEON MCKENZIE,
CEO, US Probate Leads



Did you know that there are a total of [2.789 billion social media users](#) in the world? Did you also know that [81% of all Americans](#) have a social media profile currently?

Impressive, isn't it?

It is precisely because of the popularity of social media that you should incorporate this platform within your marketing campaign.

If you don't, you are going to lose a lot of potential customers and home sellers who would otherwise have helped boost your business.

But before you make a foray into social media, here are some social media statistics and their implications that you would do well to pay attention to:

1. 21% of For Sale by Owner Homes (FSBO) Will Be Marketed Via Friends, Relatives, and Neighbors



According to the National Association of REALTORS™, FSBOs accounted for at least 8% of all home sales by 2015. What is significant is the fact that many of these homeowners looking to sell will use their friends, relatives, and neighbors as mouthpieces to market their properties.

What These Numbers Imply:

Many of the people who will help a homeowner sell a home not only have offline relationships, but online ones as well. That means that they will talk about the homes that are available for sale with people in their social networks.

Considering the fact that [51% of home buyers find their homes via the internet](#), you cannot afford to

underestimate the value of social media in your business. Where do you think they will go to ask for recommendations from when they decide to purchase a home? And who do you think will be in a good position to let them know about an available property?

To put it simply, if you do not have social media accounts, you face losing up to 51% of your potential client base. And that means you will struggle to sell any homes you invested in when the time is right.

Without social media platforms, you also stand to lose real estate leads that would otherwise have helped you get that property that you have always wanted.

2. 88% of First Time Buyers Will Purchase A Home through an Agent, and Yet Only 9% of Realtors Use Social Media to Market Their Listings

Most first time home buyers are not willing to search for a home on their own. And yet despite the high demand for agency services, many realtors do not even bother to market their listings via social media.

What These Numbers Imply:

You would do well to offer your services as a real estate agent to first time home buyers. You can do this by placing ads on social media platforms like Facebook.

However, unlike most realtors, do not fear to market your listings via social media. You can choose to promote your listings once a week. During this time, you should ensure that you list all the homes that you have available for purchase and write a short description of each of them. If you do not promote your business in this manner every day, it is highly doubtful that your audience will get tired of it. Just politely ask people to share and then sit back and watch the power of referral marketing in play.

If you have invested time providing value to your audience in other ways, the results of marketing your listings on social media will be positive within a short time.

3. [72% of Online Users are Facebook Users](#)

It is not surprising to see such a high number of users online make use of Facebook in their daily lives. This is by far the biggest social media platform available today. Statistics show that [Facebook has at least 1.968 billion users worldwide!](#)

What These Numbers Imply:

It does not matter whether you are in the business of buying homes or selling them. If you want to reach the widest target market available anywhere online, you cannot afford to ignore Facebook.



You could promote your business by marketing your listings on a regular basis. But before you do that, ensure that you provide value to your audience. This can be done through:

- Short but informative social media posts
- Regular Q & A sessions that allow you to educate your audience on various real estate issues like renovations, real estate business operations, staging, what to look for when buying a home etc.
- Live and on-demand webinars that allow people to learn more about the real estate industry.

The beauty of it all is that Facebook will enable you to do all these things on one platform.





4. Visual Content Is 4000% More Likely To Be Shared On Social Media Compared To Any Other Type of Content

No matter which way you look at it, social media posts are more likely to be shared far and wide if you incorporate visual content within them.

What These Numbers Imply:

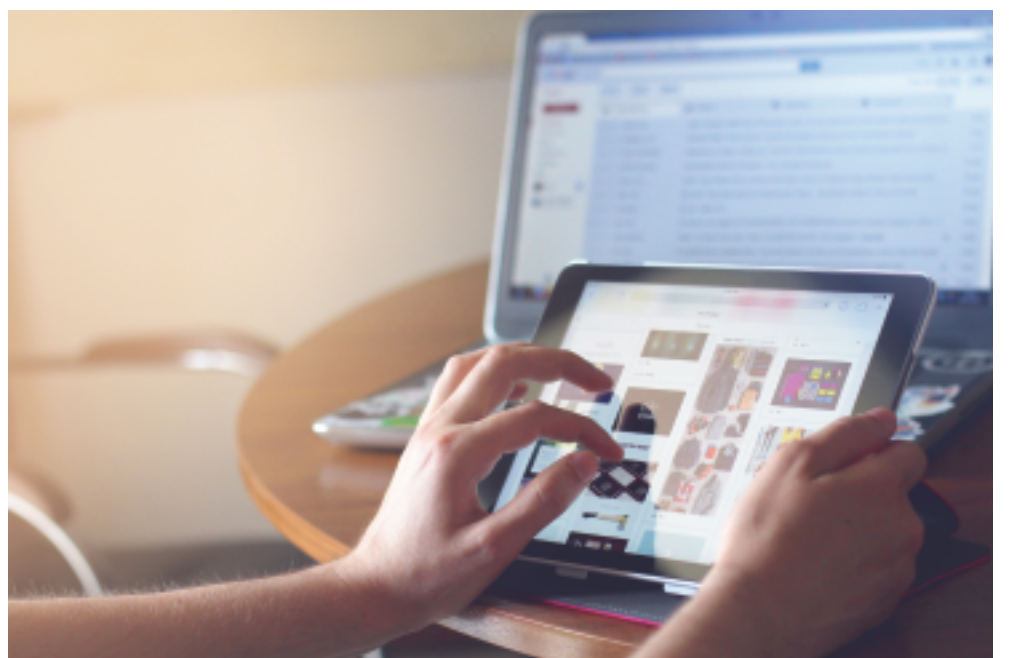
If you have a social media account, and your marketing efforts are not bearing fruit, it is time to analyze whether you have taken the time to include images.

Consider using high-quality detailed images of any listings you choose to market on social media. Incorporate infographics to not only increase the chances of your content being shared, but to also improve your online visibility and reputation.

Infographics can be based on reputable statistics about what is going on in your little corner of the real estate industry. For example, if you are a probate real estate investor, consider finding links that prove the benefits of probate properties for home buyers. Considering that over half of home buyers will find homes to buy online, an infographic showing the benefits of buying certain types of homes may be the ultimate determinant on what home they end up purchasing. And all those people on social media may help drive a huge amount of traffic to your site.

5. 51% of Home Shoppers Read General Home Information on Mobile Devices

Social media is great for interaction with potential and existing clients. It is also wonderful for referral marketing. And eventually, many of the people who see the links you share on your social media page will show up on your business website – assuming that you have one.



What These Numbers Imply:

When you have half of home shoppers reading general home information via their mobile devices, it makes the nature of your website even more important.

Perhaps the first question should be: do you have a website? If not, what are you waiting for?

The second question is: is your site optimized for mobile users? If the answer is no, then you need to get moving to rectify the matter. According to [We Are Social 2017 Global Overview Report](#) on social media, there are 2.547 billion mobile social media users. It is for this reason that you need to move quickly to optimize your website for mobile device users.

If you don't rectify the issue of mobile site optimization, expect Google penalties to apply. This means that you will experience lower online visibility and ultimately, a lower amount of traffic.

And if you want to boost your real estate business, then not having a good website is counterproductive even if you spend time promoting your brand on social media. You are going to lose a lot of potential customers who would have wanted to learn more about your properties. Is that what you want?

6. [84% of CEOs and VPs Say They Use Social Media When Making Purchasing Decisions](#)

The number of company decision makers that make use of social media in order to come to a decision regarding what to purchase or how to proceed is quite significant.



What These Numbers Imply:

You cannot ignore the role of social media marketing when it comes to influencing decision makers. Suppose you have commercial properties that you would like to sell?

In order to appeal to the people at the top, you need to set yourself as an authority that VPs and CEOs can trust. And yet despite how effective social platforms can be for this purpose, only [27% of top companies](#) say that their C-Level Executives are actively involved in social media.



If you want to stay ahead of the game, do what your competitors are not doing: use social media to elevate your real estate brand. Post long-form content on social media sites like LinkedIn and share your expertise on platforms like Facebook. Make sure that images of your properties appear on Instagram and Pinterest.



The more people you attract with your content, the higher the likelihood that you will attract the attention of decision makers as well. So when it is time for you to sell that commercial property to bring in the money, you are going to find a large audience that is willing to recommend your property to as many people as possible. In addition, you may just find the right buyer without much effort.

It takes work to market your real estate business on social media. But you know what? This type of internet marketing platform is free at the basic level, offers you the chance to appeal to a larger audience, and enables you to cultivate a good relationship with your potential and existing customers. All these things make it much cheaper and much easier for you to find and good properties that have a higher chance of getting sold easily when the time is right. It is therefore in your best interest to use social media to make a difference in your real estate business. What are you waiting for? Get started today!

**Leon McKenzie****US Probate Leads - Chief Executive Officer**

Leon cofounded US Probate Leads more than 12 years ago and has witnessed its growth during that period from a one city lead provider in the probate space to the only national provider of probate leads for virtually every county in the country.

Leon likes to point out that US Probate Leads is the only company providing Probate-related Real Estate-related leads to Investors and Realtors based on data collected directly from individual probate courts in virtually every state. This has been achieved by building a National Network of Researchers that visit each county one time each month. Leon's team processes this incoming data and makes it available to individual subscribers for their use in reaching out to highly motivated property sellers.

Email: sales@usprobateleads.com

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McKinney, TX 75071

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GIVING NON-PERFORMING NOTE INVESTORS THE EDGE

BY TAMIKO WILLIE

The Note Assistance Program is a breath of fresh air for all investors currently choking on unfulfilled dreams. It's easy to make promises of wealth-building, especially when you have charismatic public speakers, big parties, and rooms full of socialites--but make no mistake; The Note Assistance Program delivers brass knuckles, bare bones, *effective* non-performing note education. Having both a wide breadth and vast depth of experience in most aspects of real estate, its executives have decades of actual expertise, leaving the firm uniquely qualified to serve the Self Directed IRA and alternative investment space.

Its founder, Ms. Jasmine R. Willois, a creative problem-solver, realized that people need education, real-world networks, strong mentoring, and low barriers to entry. She often saw a disconnect between many big name Gurus and their students; a calculated holding back of information and a tendency to create dependent investors, or “mouse traps” as she refers to them. Jasmine noticed a lot of people never made the leap from student to successful investor. It was her passion for **action** that was the catalyst, sparking the creation of an innovative program that creates a paradigm shift in the way people learn how to effectively turn bad mortgages into an important pillar of their investment strategy.



program. Roll that around in your head for a minute.

There's a good reason for such high numbers. Jasmine strongly believes that you can't effectively teach people, who often have their own successful businesses, by withholding information, Or without consistent engagement. There are no big crowds or intimidating materials, designed to dazzle and distract the already overwhelmed investors. This firm is doing things right, the first time and looking to align itself with investors who want avoid the expensive packaging and to cut to the chase.

That's why the Note Assistance Program offers a customizable range of learning opportunities that most action oriented investors will benefit from. From a weekly Note Lunch & Learn, monthly meetings with resident REIAs, to bi-annual note workshops, they focus on quality, not quantity of educational opportunities.

The Note Assistance Program is a game-changer. Focused on education and strong client-mentor relationships, they're with you the whole way, with a primary goal of producing full-fledged investors.

In fact, Jasmine is justifiably proud to say The Note Assistance Program has a 98% student success rate, when converting members into **actual** investors, generally, within their *first* year of working with the



Being the force of nature she is, Jasmine's Note Assistance Program events routinely draw people, from all over southern California...Glendale to San Diego, in point of fact. Nevertheless, they faithfully make the drive to 4695 MacArthur Court, 11th Floor, Newport Beach, CA 92660, spending every Thursday from noon to 1:15pm to attend the firm's renowned Note Lunch & Learn. Why? Aside from access to Note Assistance Program executives and live assets, it's an unparalleled chance for consistent networking within the Note industry. Not everyone knows about this aspect of investing, so the chance to really get to know like-minded people is invaluable. Especially, for those seeking investment partners, via Joint Ventures, funding, or other avenues.



The Note Assistance Programs annual events include the 2-day Non-Performing Note Lab in Manhattan, NY, and Torrance, CA. These are interactive events, where attendees get to see the entire note investing process, from cradle to grave. They get checklists and resources that are often intentionally withheld from students at similar events. Seating is limited (up to 30 people), to preserve the essence of a small classroom, where

students are more likely to thrive and graduate to the big leagues. The buy-in for these classes are very affordable for the serious investor and even those who missed out on the early bird specials--make sure you subscribe to N.A.P.'s mailing list for the best prices and information about upcoming events.



Also, not to be missed, is the Note Subgroup Roundtable, co-hosted with LA South REIA, one of California's most widely attended real estate investment clubs. Moderated by Jasmine, and located in Torrance, CA, these events happen on the first Monday of each month, with members spending a couple of hours learning from their peers, a mix of both seasoned and novice non-performing note investors.

To find out more about The Note Assistance Program events, join them on [meetup.com](https://www.meetup.com), by logging into your Meetup account and visiting them

at <https://www.meetup.com/The-Note-Assistance-Program/join/>. Follow The Note Assistance Program on Twitter, [@NPNAssistance](https://twitter.com/NPNAssistance). You can also join them on Facebook: <https://www.facebook.com/noteassistanceprogram/>.

In the end, Jasmine says, “We keep our initial buy-in cost down, by providing an a la carte approach to educational opportunities, year-round. We don't think an investor needs to clear their calendar and take a trip to some exotic location (even though that sounds fun), or get voted onto an island of elite investors in order to gain access to assets. Our goal is to lower barriers to entry for the average investor and provide the necessary face time required to build strong relationships within the community. This is what makes our program so uniquely successful.”

Investors can participate in The Notes Assistance Program at an industry bargain price of \$3,995 per note. Jasmine says, “We specialize in both performing and non-performing, 1st position notes and with the note assistance program we separate ourselves by offering assistance, rather than training. One of the main caveats when working with us, is you have to intend to actually buy a note and participate in the workout of the note. So, we do our due diligence together; hand-pick a note together, from our portfolio of over 3,000 notes; negotiate the purchase of that note together; and then work the note out, together. We find this kind of hands-on approach sticks with you a lot longer than lectures, online trainings, CDs, or books.” It's like you're an intern, shadowing an experienced leader, except instead of working all summer for no pay, you've just put yourself much closer to achieving the retirement of your dreams and made an aggressive return on your investment. Many investors opt into the Note Assistance Program, because the math just makes sense, especially when compared to the Joint Venture options out there.



“Education is important, and not all participation strategies provide the same level of hands on learning, said Natosha Mckinnon, a Note Assistance Program member. She goes on to say, “You can choose between 25k guru education packages, or joint ventures (where your profits are split). Either way, you end up paying much more and getting much less actual exposure to the processes. The Note Assistance Program offers very effective ways to get a real peek into what it takes to be a successful note investor.” Natosha has experienced her own success with The Note Assistance Program. After about 6 months in the program and regularly attending the Note Lunch & Learns, she's considered one of the firm's proudest success stories. She's purchased two notes in Michigan and garnered enough respect and credibility to have attracted two joint venture partners!

Get started with The Note Assistance Program, today... by attending their Note Lunch & Learn events, subscribing to their [YOUTUBE channel](#), following them on Facebook or Twitter, or simply calling them at (855) 541-6683. You can also email support@noteassistanceprogram.com for appointments or to schedule a call for more information on taking what will undoubtedly be the first step toward the financial independence you deserve.



FAST.....UP TO 100% FUNDING FOR YOUR CALIFORNIA HOUSE DEALS

BY JOEL HOFFMAN



Aztec Financial fuels investors with fresh funding programs and user friendly terms. California based Aztec Financial has been funding property investors since 1987. In 2017 the firm has unleashed a strong line up of new loan programs and progressive terms that leave investors no excuses for not getting their deals done.

Hot Loan Products & True Hard Money

Aztec Financial's current loan product lineup includes:

- True hard money loans fast! without the red tape
- Up to 100% LTV fix and flip loans
- 2nd mortgages (Case by Case)
- True stated income loans
- New construction loans
- Spec home loans
- Pull cash out to buy more property or for any type of business purpose



Aztec is not your average lender. Far too many lenders out there are still trying to pass themselves off as offering hard money or investor friendly loans, yet either don't understand the needs and models investors are using, or try to put them through processes more fitting of antiquated full doc bank loans. Aztec Financial not only offers a lineup of attractive programs, but has designed them for the benefit of the investor.

Founder Joel Hoffman explains that "if the equity is there, then in many cases, investors can do no money down deals, and get 100% financing." That can include 100% of the purchase price, and rehab funds. The company's true hard money and stated income loans require NO Tax Returns, and NO Bank Statements. And values for calculating LTVs are based on the ARV. If you prefer to use your own Rehab funds, then Aztec can do the loan based on between 80-90% of the purchase price.





Fast Funding

Aztec Financial doesn't just offer great loan programs, but hyper-efficiency too. Joel tells Realty 411 that one of the reasons he believes the firm has survived and thrived since 1987, and has helped individual clients collectively fund thousands of loans since 1987, is simply, that the process serves them. For a start; investors can be confident in trying this lender out because

there are **no upfront appraisal or broker fees**. Borrowers can also expect **approvals in just 24 hours**, with closings possible in as little as 3 days. There is no waiting and hoping, or gambling precious working capital. You get approvals fast, and close fast.

The Benefits of a Direct Lender

Aztec Financial is a direct California lender. That means none of the stress that comes with brokers. There is no hoping your loan officer knows their underwriting criteria or has the right relationships. Joel says this also offers great flexibility and the ability to make deals work, with common sense underwriting. Approvals and funding is fast, and borrowers can work with the firm to structure terms that work for their strategy and model, while securing the optimal rates.

In addition to funding fix and flip loans, Aztec also funds commercial and business purpose loans on 1-4 family properties, multiple residential apartment buildings and commercial real estate. Whether you need money to purchase an investment property or simply need to pull cash out on one of your properties, Aztec has your back.... And being a local lender, investors may find that the firm's comfortability and knowledge of the local market could result in better rates, higher LTVs, more flexibility, and more ease in wielding financial leverage.

Investors can find out more about loans online at AztecFinancial.net, though Joel Hoffman encourages those interested in funding to just pick up the phone, **call 818.848.8960**, run their scenario, and find out just how much better Aztec can be for themselves.

"ARE YOUR INVESTMENTS
EARNING YOU ENOUGH
INCOME TO
ENJOY THE LIFE
YOU DESERVE?"

-Laura Alamery

BY CHERRELL TARANTINO

Real estate just happens to be an industry with change as its only constant. New data can move the market up, or down, in an instant. Economics, weather, acts of God (earthquakes, hurricanes) can reduce some housing values to dust overnight, while adjoining states might see a surge from migrating away from affected regions. Prices can soar with success of a new industry; such as Silicon Valley, or even marketing campaigns like the 'imported from Detroit' phase.



These ups and downs have lead some people to bail out from what could have been a profitable investing career. What were they missing, and why are others earning huge amounts of money in a ‘seemingly unstable’ career field? Truth is, there’s money to be made on both sides of the fence. Buying and selling, holding and renting, lending, fixing and flipping are all possible tacks to take – it’s all a matter of timing and balance.

Of course, you don’t want to jump off without a net.



Building a Business from the Ground Up

You wouldn’t normally open a restaurant if you don’t know how to make scrambled eggs, right? Yet people venture into real estate every day without any underpinnings. It’s a real business, folks. Without a foundation, where are you really? Down the river without a paddle.

Opening any kind of business, anticipating and limiting your risk is going to come down to experience. When you don’t have it yourself, it makes perfect sense to find a mentor who’s ironed out the wrinkles so you can (literally) avoid losing your shirt.

Laura Alamery is such a mentor. Laura remembers what it feels like to crave financial independence. She remembers what it’s like not knowing where to start, or who you can trust. She’s been there and done all of that – and you can benefit from the lessons (good and bad) that’s she’s endured or profited from.

That said, there’s a method and diligence required. And intentional purpose alongside accountability to soak in before you head out on your own. Laura’s got it down to a science, from creating a plan of action based on your goals to sharing her tools and resources to get you from A to Z.

Having a solid 20 years in and around real estate myself, I found Laura to be a true anomaly, in the best sense of the word. She's remarkably unexpected. Just when you thought you've figured her out, she pulls another rabbit out of her hat. Ideas run rampant when you're around Laura – yet she's humble enough to listen to you as well, and her energy is palpable.

Her students are devoted, and call her 'the Real Deal.' So, what makes Laura stand out in the crowd of trainers and coaches across our country? How did she find the resilience and drive to make something out of nothing, and bad times into way more than merely bearable? Her story is one 'for the books.' Read on, and I'm sure you'll agree...



Hawaiians call it 'Just off the Boat'

Imagine immigrating in 1985 to America from Italy at the age of 21, barely able to speak English. Sure, it was beautiful, but then Laura Alamery was used to scenic surroundings – born and raised in stunning Vicenza, just 40 miles from the Adriatic Sea, and Venice.

For most single young women the language barrier – not to mention the gender politics and culture shock of such a migration – might have been overwhelming. But Laura recognized so many opportunities and took advantage of everything that came her way.

As a rule, newcomers to the Hawaiian Islands aren't always welcomed with open arms; they go through a 'rites of passage' period until deemed worthy of trust and friendship. But Laura was bright and engaging and adept at uncovering what isn't always obvious to everyone else. She had nothing to prove, except to herself; it was a good fit from the start.

For Laura, these few years in Hawaii would prove to be fortuitous; the perfect launch pad for the 30-year journey she was destined to take. Ambitious and determined to have a good life for herself and her family to come, Laura hit the ground running – and never looked back.

Of course, college wasn't an option...

It was a NECESSITY, to the future Laura knew she deserved. Enrolled in Hawaii Pacific University, she would earn a Bachelor of Science in Business Administration. Getting an education 4 miles from Waikiki might have been a major distraction for most people. But real estate caught her eye, and right away she realized it could help to pay for school.



Laura started reading everything she could find – watching late night infomercials and buying courses by Dave Del Dotto, Robert Allen and Carlton Sheets. She got her real estate license and joined Dolman and Associates in Honolulu. By the time she earned her Bachelor's degree, Laura had also joined the ranks of multi-million dollar producers!

The value of mentorship...

Laura credits much of her success to the mentorship of Viola "Vi" Dolman, a feisty lady who became something of a pioneer in Hawaii's real estate market. The founder and president of Dolman Associates, Vi amassed a formidable army of 75 female agents [and one gentleman] who literally made real estate history in the Aloha State. And, Laura was fortunate enough to be there to absorb the wealth of knowledge and inspiration not normally bestowed on agents by their brokers.

Call it serendipity, but the more determined Laura became – and the harder she pressed toward

her goals – the more frequently she found herself in just the right places. She relished every dram of knowledge and took in every tidbit of wisdom about the industry; not only surviving, but thriving as an entrepreneur. This transformative experience in Hawaii is the framework around which her real estate coaching and mentoring programs are built today.



Okay, so is that all there is?

Five years after graduation, Laura moved to Missouri. She worked tirelessly to add another degree, an MBA in Finance. Then, after attending a conference in Las Vegas on Short Sales, her real estate investments began soaring. "Within a few months I had 30 properties under contract and a short sale negotiator working for me full time."

With a promising new job in corporate America, Laura had planned to keep investing in real estate as a side business. But when this part time income outpaced her salary, she took a leap of faith and plunged into real estate full time – and her career skyrocketed. And then, the rubber met the road...What came next can only be explained in Laura's own words:

"After a few years, it began to get boring. I knew there was something missing; there had to be more to this. The money was great but my heart wasn't in it. Writing a book wasn't interesting for me – I'm more of a hands-on person. In 2010, with the Internet so popular, I decided to build a website teaching about real estate."

For a year and a half I worked on this website at night, every night from 8pm to 2-3am in the morning. I had a limited budget at that point so I did the work myself and was still doing real estate in the daytime. I didn't really know yet if I was going to do something with this website – I didn't really know where I was going with it. So I basically did the videos, and basic content and started it as a membership site and launched it in August 2011. It was called RealEstateMentorshipOnline."

My focus at this point was just to give training to people about buying real estate, and within a year it was successful, I guess, for a membership site. But people kept telling me, 'You need to go out there, you need to talk to people, you can't hide behind a computer – you have much more of a presence, charisma.' This one person, now a good friend, he kind of pushed me to do that. That's why I started doing these live events. I started first in St Louis, as that's where I lived, and slowly expanded into other areas."

It had come full circle. This bright young woman – nurtured by a Hawaiian firm full of sage agents so openly generous with their time and wisdom – realized her own life would really only be complete by inspiring others to fulfill their dreams.

Coaching from a different angle...



Hands-on is a requirement with Laura; for both her and the protégés she mentors. So, don't expect to rest on your laurels – she's going to hold you accountable until you've got the process down pat. You can even reach out later, after you're on your feet. Laura loves to stay in touch and provides even more ways to keep you in the midst with local live events in your city, webinars, and podcasts.

She makes it a point of answering all real estate questions personally that come through her site, and is thoroughly invested in your success at every turn.

You'll also want to get to know Laura's daughter, Elizabeth Klingseisen; her partner and protégé. A vibrant millennial, with a firm grip on what she wants and how she'll make it happen, Elizabeth was so inspired by her mother that she's following in her footsteps. That said, she'll make her own mark as well, because that's what's in her blood – and in her heart.

Ready, Set, Go!

Laura Alamery has acquired ninja skills in every facet of this industry, while passionately blazing a clear and defining path to ensure her students reach their goals. It's a calling, a passion to empower those who hope for something better than a dead-end job with no redeeming value.



It's simple: You want to be a successful real estate investor, right? Well, you're in luck. At this stage in her distinguished career, Laura Alamery considers her students to be her most valuable investment, and she's ready to give you everything she's got. Are you ready? Visit www.lauraalamery.com or email Laura personally at laura@lauraalamery.com.

Cherrell Tarantino

Cherrell Tarantino is a writer, web designer, and online marketer with a 20 year background in construction, real estate sales and property management of her own. She thoroughly enjoys managing Laura Alamery's marketing team and staying in touch with the real estate industry vicariously through the eyes of this remarkable investing mentor.



LAURA ALAMERY

REAL ESTATE INVESTING MENTOR

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Interview for our Blog!

Let's talk about your goals! Email Laura@lauraalamery.com
Schedule a call! www.meetme.so/coachingconsultation

REALTY411, A MAGAZINE FOR INVESTORS FOUNDED IN THE CENTER OF THE ENTERTAINMENT INDUSTRY, TO HOST MULTIPLE HGTV STARS AT UPCOMING EVENTS

BY LORI PEEBLES,
REI Wealth Reporter



Los Angeles, Calif. - In 2007, Realty411, the longest-running real estate investor magazine owned by the same owner, began as an inspiration in the head of Linda Pliagas, a California investor and agent, while reading real estate books and news magazines at the Lloyd Taber Marina del Rey Public Library. Now, Realty411 is available in libraries and, in addition, the publication is also available on newsstands, grocery stores, and coffee shops, throughout California, and selected markets nationwide.



Karen Laine and Mina Starsiak

What began as a 12-page newsletter predominantly distributed in the Westside has now grown into a mini media empire with multiple magazines, a popular podcast, a TV pilot in the works, and two to three conferences per month in key markets across the country.

To celebrate the astounding growth of Realty411, the upcoming expos will feature top celebrity investors from HGTV (The Home & Garden Television Network). The magazine's entertainment division,

Pliagas Enterprises, previously worked with Clint Harp from HGTV's *Fixer Upper* last year and decided to book multiple appearance with other top network celebrities.

KAREN LAINE & MINA STARSIAK - GOOD BONES TO SPEAK IN ARLINGTON, TEXAS ON AUG. 12TH, 2017

Realty411 is excited to host the ladies from *Good Bones* in Arlington, Texas. Joining us will be experienced flippers from reality stars on HGTV!

The Mother and daughter duo Karen Laine and Mina Starsiak are setting out to revitalize their hometown of Indianapolis one property at a time. They're buying up run down homes and transforming them into stunning urban remodels. With Mina's real estate know-how and Karen's no-nonsense legal background, these ladies are unstoppable in getting a property they want and enlisting their family's help with demo and construction. When it comes to exciting new homes in the city of Indianapolis, it all comes down to Two Chicks and a Hammer.



Karen Laine and Mina Starsiak

Keeping the exterior appearance true to the traditional style of the neighborhood, while using energy efficient modern materials, they update the interiors: welcoming floor plans, hardwood flooring, high ceilings, oversized floor moldings, thoughtful lighting, custom cabinetry, all new energy efficient appliances, no wasted space and so much more.

Mina and Karen will next star in the new HGTV series, *Good Bones*.

Don't forget to RSVP for your complimentary tickets for being in our social network. Tickets will go on sale soon, avoid paying and RSVP TODAY:

<https://realty411.ticketleap.com/lonestarexpo/>

ALANA BARNETT & LEX LeBLANC - LISTED SISTERS TO SPEAK IN HOUSTON, TEXAS ON SEPT. 9TH, 2017



Guests to the Houston Lone Star Real Estate Expo will be in for a delightful treat, two top-notch real estate specialists!

Identical twins Alana and Lex are the ultimate combination when it comes to real estate and home design.

With REALTOR Alana's endless knowledge of the housing market and designer Lex's fearless creative style, these sisters are

helping their clients renovate their homes into hot properties so they can sell them for a premium and move into their dream location. Alana and Lex are the stars of the upcoming HGTV show, *Listed Sisters*.

Don't forget to RSVP for your complimentary tickets for being in our social network. Tickets will go on sale soon, avoid paying and RSVP TODAY:

<https://realty411.ticketleap.com/houston/>

PUBLISHER REMINISCENCES CHILDHOOD STRUGGLES AND DISHES ABOUT PRESENT WINS

The glistening water surrounded by impressive yachts is a vastly different scene than the home where Pliagas grew up: a small mobile home in the depressed desert of Imperial Valley, California. As a youngster, she dreamed of making an impact and early on developed a love for printed media.

"Having grown up in Southern California all my life, I've seen first-hand the influence the entertainment industry has on our lives and, it's truly an honor to host such amazing talent from the HGTV network. I know our guests will really benefit from the tips and strategies they are going to all share," says Linda Pliagas, the owner of Realty411.

The day the contracts were signed with their representatives Pliagas documented the moment on social media. She says: "Having grown up in a mobile home, then waiting tables to pay for college, as well as working two careers most of my adult life to really put in that extra effort to go beyond the norm. The struggle has been very real, and this is my 'Ah-Ha' moment, because dreams do come true and change can happen, quickly."

Pliagas has been publishing Realty411 since 2007, prior she worked as a referring agent helping California investors attain their dream of becoming a landlord through her network of property managers, brokers, and buyers that she created. Shortly after that, Realty411 was developed and Pliagas stopped working as a real



estate agent to concentrate on building her media and marketing business.

Currently, she is working with an award-winning director and producer to develop a TV pilot *Property Pitch* to be filmed later this year, once again in the city where it all started: Marina del Rey, California.

**FOR INFORMATION ABOUT THESE EXPOS
OR ALL REALTY411 EVENTS, PLEASE CALL:
805.693.1497 OR VISIT:**

<http://realty411expo.com>

RSVP FOR ALL EXPOS!

DON'T MISS THIS NETWORKING EXPO HOSTED BY REALTY411 & SBREIA!

BY LORI PEEBLES,
REI Wealth Reporter

Realty411 expos are created and hosted by a California accredited investor & 16-year real estate agent with 22 years experience in journalism. Realty411's publisher has owned property and invested in California since 1993 and is an active accredited investor.

Realty411
A Resource Guide for Investors



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We Want & Can Help YOU Succeed As We Have. Bring Lots of Cards.

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Are you ready to Grow Your Real Estate Business, Portfolio and Network? If so, join us for one of our THREE EXPOS in some of the most BEAUTIFUL beaches in the Nation.

SUCCESS is not all about work! SUCCESS IS A LIFESTYLE – A way of life...

Enjoy the Lifestyle in Santa Barbara – Join Us!



YOUR NET WORTH IS LINKED TO YOUR NETWORK

We want this 805 Central Coast Real Estate Beach Expo to **EXPAND YOUR MIND AND PORTFOLIO** and help you achieve real estate success this 2017.

Learn from TOP Leaders in the Industry, including Mr. Dan Ringwald, the founder of SB REIA and a local real estate investor who owns a portfolio of properties around the nation.

Dan Ringwald and his family { Maria (wife), Michael (son), Monica (Michael's Lady) and Alana (daughter) } have been a fixture in the Santa Barbara Real Estate Investor scene for the past 30 years. Learn from one of the most reputable leaders in the industry.

We are hosting Local & National Experts at this Event.

*** Mingle with Vendors * Meet Local Leaders & Out of Area Investors**

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**** Come Meet Your Local Real Estate Leaders ****

Our Realty Media Company is Owned by a 22-Year California Investor

We are active investors in California & out of state!

ABOUT REALTY411 – A MAGAZINE PUBLISHED IN THE CENTRAL COAST OF CALIFORNIA FOR THE ENTIRE GLOBAL INVESTMENT COMMUNITY.



Realty411 was first published in 2007 and is the longest-running publication owned by the same owner – She is a journalist, agent and active investor.

Our mission is simple: We strive to provide information about real estate to expand knowledge about the benefits of

investing. We also believe that owning your own business is the BEST way to LIVE YOUR LIFE with Total INDEPENDENCE.

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CLIFF GAGER





GARAGE SALE REAL ESTATE

Make Money in Real Estate and be Dead Broke Doing It!

BY JIMMY V. REED

Folks are always telling me I would love to make money in real estate but **“I’m just too broke”** And I would respond every time, so was I. Back in the late 80’s I started reading books on how to make money in real estate. Every time they kept telling me you find a good deal, then you go get a loan and



buy it, fix it, sell it or hold it. That's when I would say to myself well it sounded too good to be true. Later I learned it is too good to be true. I learned how to **Wholesale Properties**. I learned what I would say was the greatest technique in real estate. How to buy a house without actually buying the house. Now let me tell you how that works. I compare it to when I would go garage selling with my wife on the weekends. We would drive around looking for **SIGNS!** You know Garage Sale Signs. We would find a sale and then look for a deal, and we

always seem to find at least 1 deal. However once we started **making offers** and negotiating, ***By the way I have taught thousands of students whose number one fear is to make an offer.*** But the second you put them in a garage sell they start making offers so low it was like kicking the seller in the knee cap. Any way we would finally agree upon a price. And many times realize we didn't have enough money on us to purchase the item. So we would ask the Seller to hold it until we came back with the money. And **wahlah Garage Sale Real Estate!** I know you're thinking what? Well let me tell you the secret to this. At the garage sale we would run to the ATM get the money come back and pay. Now take this principal a little deeper as we teach in our **Wholesale Classes**. Tell the seller to **hold it**, how? A simple **Purchase Contract**. That's when you tie up the property until you have the money. I know I know **you're broke!** That's ok because while it is under contract we contact other **investors who are looking for deals!** That's right we are deal finders finding deals for our customers. These investors have CASH! Now we just **assign the contract** to them **for a fee**. And now you just **got Paid!** Sometimes we even use a **double close to close on the property because the profit margin is so large.**

PAID



That one is a lot of fun. Well hopefully by now you at least can see a glimpse as to how so many investors can make money in real estate without having money. Did you know when you go to a car lot, or even Wal-Mart, the items you purchase from them has most likely not even been paid for by them yet. That's right Wholesaling has been going on in most business forever. Now the question is **are you up for some Garage Selling?** Well it's all up to you, but if you need a little help look us up, we've been teaching Wholesale to investors since 1991.



Jimmy V. Reed

Jimmy V Reed of Fort Worth, Texas has been investing in real estate since 1987 and by 1991 started doing one day trainings in Wholesaling.

He then began teaching and mentoring others through out the country. Jimmy also created several training's used in the past by Whitney, Rich Dad, and others. He currently is the founder of www.1REclub.com & was co-founder of the Fort Worth club REIO-FW.com for 14 years. Now he trains students through his company Real Estate Equity Development.

More info available at www.JimmyReed.net

10 THINGS TO LOOK FOR WHEN COMPARING REAL ESTATE SYNDICATIONS

BY TOM WILSON
*CEO and Founder of
Wilson Investment Properties*



The increase in popularity of real estate investment syndications in the last few years has presented huge opportunities to investors looking to invest in commercial, multifamily, or industrial properties in a passive way. As a review, syndications are a way to pool money from multiple investors to accomplish a common investment goal. In real estate, this typically involves pooling equity to purchase a property with the intention of improving or holding it for appreciation and cash flow.

With opportunity, however, comes the need to know what to look for when comparing opportunities. I have compiled 10 of the most important factors to look for in a syndication when evaluating them in order to make the most informed investments possible.

1) **Qualifications.** Check and see if the syndication deal requires you to be a sophisticated or accredited investor. Syndications structured under SEC Regulation D, exemption 506(c), require investors to be independently accredited via a CPA or 3rd party service. This confirms an investor meets minimum net worth and/or income requirements in order to legally take part. 506(b) offerings, on the other hand, simply require an investor to be sophisticated which is simply a broad definition meaning an investor possesses sound financial education.

2) **Track Record.** Syndications are passive, so it is extremely important that the sponsors have a proven track record and knowledge of the industries and areas they are choosing to

invest in. Good syndication sponsors will partner with experts when bringing new category deals to their investor pools. Due diligence is key, and sponsors should be able to clearly articulate why they like a deal and what sort of risk mitigation exists.

3) **Preferred Returns.** Many stabilized properties are generating revenue via rents collected from tenants, and the sponsors of these syndications will structure a preferred return to investors. This return represents an annual return on the principal amount invested by the investor (i.e. 8% returns on a \$100,000 investment would represent \$8000/year). This return accrues at a predetermined rate, and must be paid before any sort of profit-sharing takes place upon the sale of the property. Some deals will have a set preferred return pegged to an investor's initial investment, while others will establish this return as a percentage of actual net cash flow received.

4) **Dividends.** Often confused with preferred returns, dividends differ in that they are the actual payments made during the hold period of a deal. These are often paid out monthly or quarterly. Certain value-add deals that require increasing occupancy or rehab work may delay paying dividends until cash flow of a property is sufficient to cover these payments. Dividends are ultimately paid at the discretion of a sponsor, and can be interrupted due to unexpected expenses or vacancies that arise during the course of the holding period.



5) **Taxes.** Good sponsors will actively work to reduce the amount of taxable income received from real estate deals. Dividends are tax reported on a K-1, which has the advantage of reducing the amount of taxable income due to the depreciation of the property. Good sponsors will perform cost segmentation studies, where they bring on a 3rd party to accelerate depreciation, further mitigating taxable obligation on dividends paid out.



6) **Reporting Periods.** Many sponsors elect to provide progress reports on the status and management of the property during the course of the investment. Some provide extremely detailed tenant by tenant accounting, and others simply provide a cash flow or overview of the property. It is helpful to ask a sponsor for previous reports to see what kind of reports they typically provide. Most of the time these are provided at the same interval as the dividends being paid (monthly or quarterly).



7) **Profit Split.** A common feature in syndication deals is for the net profits upon sale to be split with a portion going to the sponsors and the balance to the investors. These profits are what is left over after closing costs and fees are paid, preferred returns are paid, and original investor principal is returned. The percent of profits that get split among investors can vary significantly on a deal, based on risk, sponsor involvement, and overall return structure.

8) **Sponsor Fees.** Syndication sponsors get paid through three main ways, and investors should be aware of these when evaluating deals. Sponsors may derive compensation from one or more of these categories.

a. **Upfront Fees.** These fees are built into the amount of money raised and help compensate sponsors for time and money invested to get the deal secured and put together. There is no formal terminology, but this money is commonly called sponsor fees, acquisition fees, or due diligence fees. These are separate from 3rd party fees from entities such as lenders, attorneys, title companies, and inspectors.

b. **Asset Management Fees.** During the hold, some sponsors will take compensation for management time and costs incurred to keep the property running successfully. These are typically a percentage of rents collected or net cash flow that the syndication receives and are paid at the same time as dividends to investors.

c. **Profit Splits.** Typically, most of the value of a property is derived at the time of sale. A successful syndicator is incentivized by a percentage of net profits to help close a deal out and maximize profits. These will vary by deal, but should be high enough such that a sponsor is motivated to invest time and effort throughout the entire hold period to maximize returns.

9) **Exit Plan.** Syndications are illiquid and passive investments, meaning sponsors retain the final decision of when to sell the property. A good sponsor will have an exit plan that has a projected hold period or range of years, contingent on market forces and occupancy being favorable for a property sale. Most value-add deals will be shorter in length due to most of the value being created in early years. Many stabilized property deals will be longer in order to take advantage of increasing rents, equity build up through debt payoff, and stabilized cash flow.



10) **Voting Rights.** Most syndications are structured through an LLC. The LLC buys and sells the property with the sponsors being Class B managers. The Class A investors will be formally included in the company/operating agreement of the LLC that outlines their portion. Some LLCs will give members voting rights as well, which can be used for large decisions such as changing management, restructuring returns, or dealing with death or transfer of existing members. It is important to understand the type of rights you have as an investor and what types of transferability, if any, your shares have.

These are just a sampling of the many differing components of a real estate syndication savvy investors should be educated on when evaluating opportunities. Knowing how syndications are set up will allow you to make smart investment choices in the future.

Best regards to you and your investing,
Tom

Wilson Investment Properties is a turnkey provider of both single family investment homes and commercial real estate syndications. We've been providing high quality investments for over 12 years to investors around the world. To learn more, visit us at www.tomwilsonproperties.com or contact us at info@tomwilsonproperties.com and [408-867-1867](tel:408-867-1867)

APPROACHES TO REAL ESTATE NEGOTIATION

BY BRUCE KELLOGG



I ntroduction

Negotiation, unfortunately, is not taught much to real estate professionals, or to investors. International, corporate, and purchasing courses exist, even to the extent of Master's degrees, but real estate has not received the same coverage. This article aims to help that.

Start Out Early

Negotiations begin at the first encounter (e.g., phone inquiry). Many people think the initial pleasantries are just that, and the formal negotiations will begin later. Not so. The superior negotiator will have already begun gathering information and setting expectations. Start early so you don't have to catch up.

The Three Elements

There are three elements to any negotiation: 1) Information, 2) Time, and 3) Power. These will be described below.

Gather Information

The negotiator who gathers the most information usually has an advantage. Interview people, obtain reports, do inspections, use the MLS (Multiple-Listing Service) and other online resources. Hire a private investigator on the seller if the deal is large enough, looking for vulnerabilities (e.g., bitter divorce). You can't know too much.

The Factor Of Time

It helps to know if the other party has any time constraints, along with your own, of course. Pending foreclosure, divorce, condemnation proceedings are some examples. If the property is "a steal", scoop it up fast. If it's priced at or above "market", then "grind real slow". Use time to your advantage.

The Factor of Power

In some negotiations the power levels are uneven. One party has more leverage over the other. Seasoned negotiators assess power levels and devise strategies to take these into account. Then, even the weaker party can optimize its outcome.

Be Generous When Selling

Some sellers believe in "Win-Lose" negotiating. They want "top dollar". This apparent greed and intransigence grates on everyone involved, sometimes to the extent of legal action or retaliation. Be generous when selling. Paint that bedroom. Purchase a Home Protection Plan for those first-time buyers. You're on your way to wealth. Don't be cheap!



Keep Your Word/Perform And Smile

Keep your word. Perform everything you've agreed to do. And smile as you do it, even if the deal is going against you and you are taking a loss. Don't whine. Smile. Builds character....and your reputation.



The “Concession Pattern”

In the back-and-forth of negotiations, your “concession pattern” is very important because it sets up expectations in the other party. Always negotiate fairly tightly. Don't concede too much because the other party will see that as an opening to seek more. Go back-and-forth more times if need be. Try to set things up so you take the other party's counteroffer rather than force them to take yours. This way they will feel they won, and you will have less trouble with them the rest of the way. And, please, don't arbitrarily “split the difference”. Amateur negotiators do that.



“Sharp Practices”

The day will come, if it hasn't already, when the other party will bring “sharp practices” to the table. If these are illegal (e.g., undisclosed money back after the close), call them on it, and refuse to participate. If these are not exactly illegal, then counter them as best you can, or walk away. Life is too short, and your reputation is too important. Always “take the high road” in negotiations.

Re-Negotiating After Inspections

Y'all know to re-negotiate after property inspections, right? 'Thought so.

Reading List

Included here is a list of Recommended Reading. Buy all of them, used. Read and highlight them. Then, once a year, re-read the highlights. You owe it to your clients, and yourself, to be in tip-top shape as a negotiator.



Recommended Reading

Negotiate This, Herb Cohen, 2003

Everything's Negotiable, Eric Wm. Skopec and Laree S. Kiely, 1994

Guerrilla Negotiating, Jay Conrad Levinson, Mark S. A. Smith, and Orvel Ray Wilson, 1999

The Negotiating Game, Chester Karrass, 1992

The Only Negotiating Guide You'll Ever Need, Peter J. Stark and Jane Flaherty, 2003

Seal the Deal, Leonard Koren and Peter Goodman, 1991

You Can Negotiate Anything, Herb Cohen, 1980

How to Win Friends and Influence People, Dale Carnegie, 1936



Bruce Kellogg

Bruce Kellogg has been a Realtor® and investor for 35 years. He has transacted about 500 properties for clients, and about 300 properties for himself in 12 California counties. These include 1-4 units, 5+ apartments, offices, mixed-use buildings, land, lots, mobile homes, cabins, and churches. He is available for listing, selling, consulting, mentoring, and partnering. Reach him at brucekellogg10@gmail.com, or (408) 489-0131.world.

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