

# What Do YOU Want?

Retirement

Wealth Preservation

Legacy

Security

Start Something New

Freedom / Independence



[Join the conversation](#)

## What Do YOU Want?

Retirement

Wealth Preservation

Legacy

Security

Something New

Freedom / Independence

Family



Teach share mentor ideas system applications advise and education educate and train together actual realcase studies

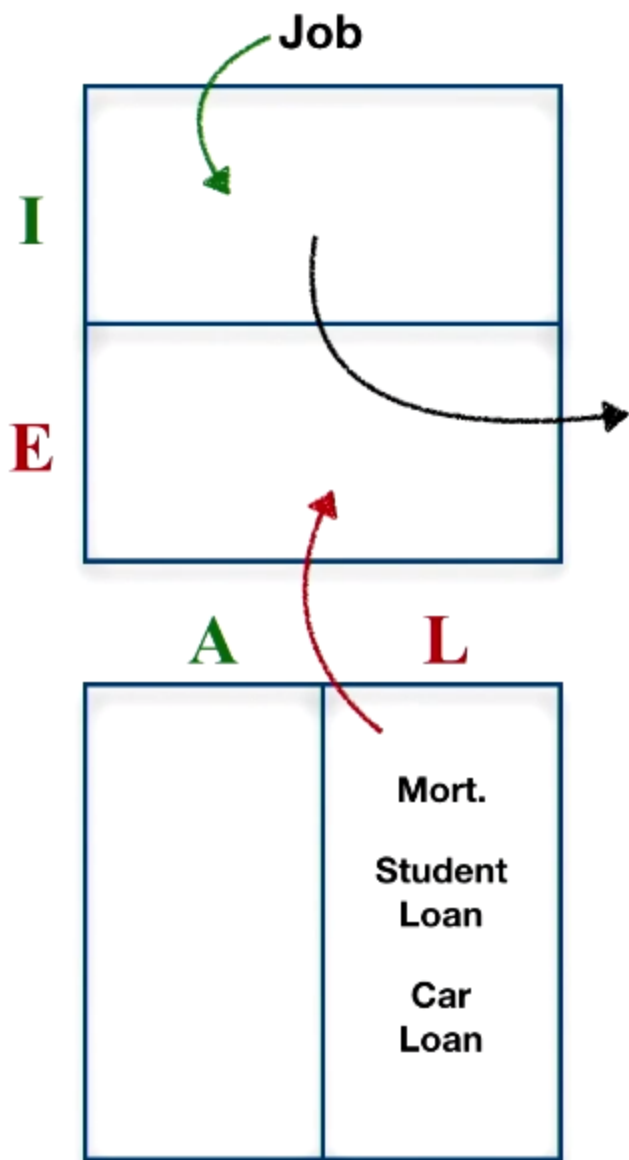
Sucesful ask for help, create a system like mcdonalds ,



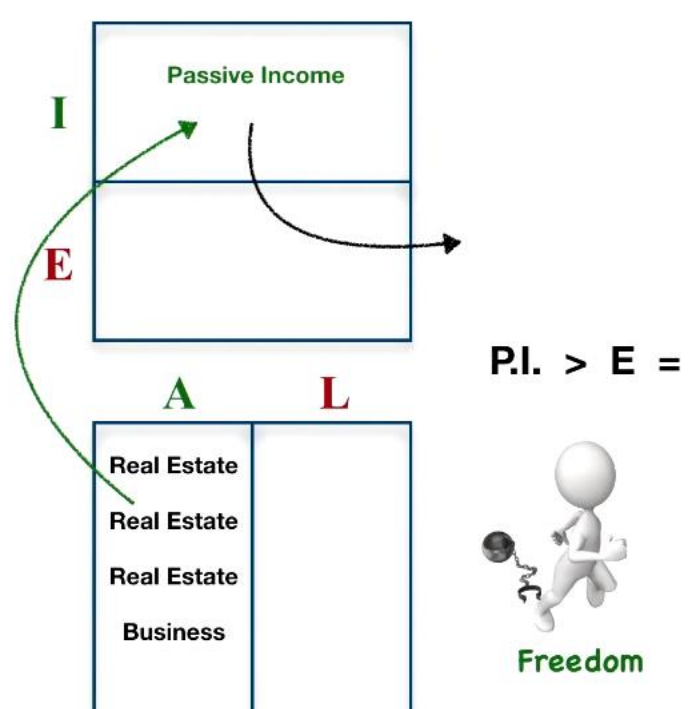
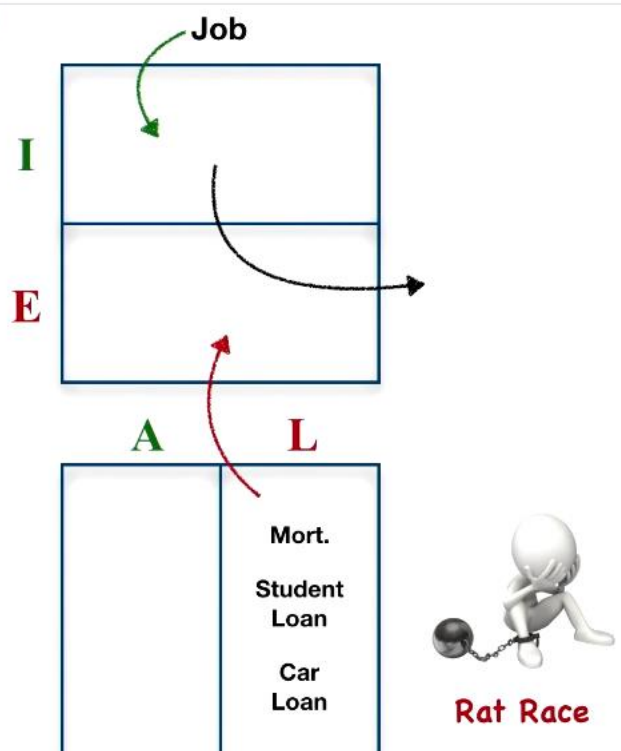
**95%** of American's will not have enough money to retire on at age 65...



**46%** of American's have less than \$10,000 saved for retirement...



★ LIVE



# Retirement Savings by Age Group



**Financial Freedom Secret:**

**Don't Work For Money, Make Money Work For You!**

# Today's Agenda



## Residential Rental Properties

- Finding, Funding, & Fixing deals
- Selecting the best rental markets
- Evaluating Property ROI
- Creative Funding Strategies
- Management for Passive Cashflow



Noah Cosby



- Selecting asset classes
- Finding Commercial Deals
- Deal evaluation & due diligence
- Value Add Strategies
- Getting deals funded



Paul Esajian

## Commercial Real Estate

Join the conversation

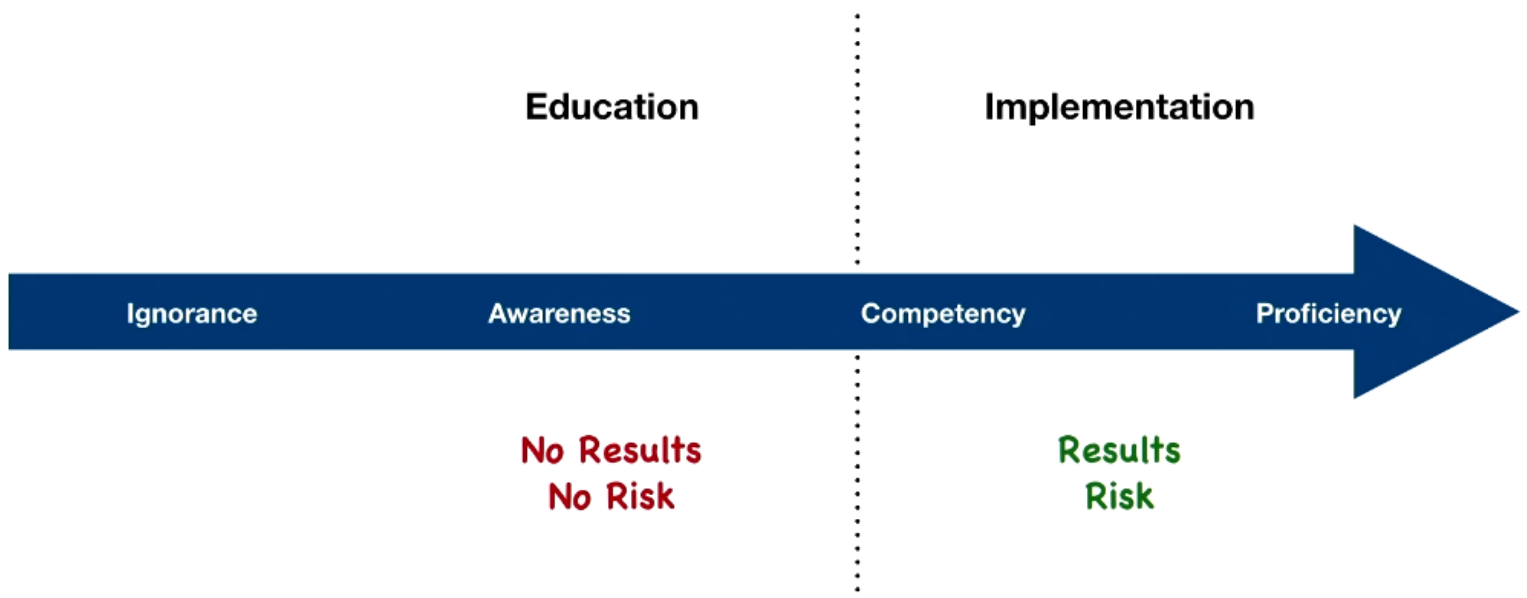
## PROFESSIONAL ADVICE DISCLAIMER

The following information is for educational purposes only. We will not be providing financial, legal, or professional advice. We will introduce you to strategies that we use, but they may not apply to your personal situation, so always speak with your team of professionals before applying any of the strategies learned today.



FORTUNE BUILDERS

## Education Continuum



## Earnings Disclaimer

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Any examples depicting profits, earning, or results should not be interpreted as typical for the average person. We have numerous documents successful deals from our coaching students, but we do not track each student and so we cannot provide a typical result.

Case studies are designed to help teach the investment math behind owning real estate. They are not to be interpreted as a typical result for the average person.

Investing in rental real estate requires a good education, knowledge of the market, and good property management systems.

# Where Is Your Money Working?

	SAVING	INVESTING	
	1%	12%	24%
Start	\$100,000	\$100,000	\$100,000
Year 3	\$103,000	\$140,000	\$200,000
Year 6	\$106,000	\$200,000	\$400,000
Year 12	\$113,000	\$400,000	\$1,600,000
Year 24	\$127,000	\$1,600,000	\$24,000,000

## Compound Interest



## Macro-Economic Big Picture



## Micro-Economics What to Invest In



**Policy + Demographics = Future**



# Policy



## Government Policy

**Fiscal Policy**

**Monetary Policy**

**Taxes**

**Government  
Spending**

**Interest  
Rates**

**Money  
Supply**

Join the

# How Does Inflation Impact Me?



Saving	1.0% Interest
Inflation	-3.0%
<b>Total Return</b>	<b>-2.00%</b>



## 1. Positive Cashflow



Cathy Ct

Purchase Price		\$111,000
Down Payment		\$27,750
Loan, Appraisal, Transaction Costs		\$2,161
Total Money Out		\$29,911
	Monthly	Annual
Rent	\$1,220	\$14,640
Taxes	\$282.91	\$3,395
Insurance	\$60.16	\$722
Maintenance	\$61	\$732
Vacancy	\$61	\$732
Management	\$122	\$1,464
Debt Service (Principle & Interest)	\$428.02	\$5,136.24
Net Cashflow	\$204.90	\$2,458.76
CCR		8.2%

**Financial Freedom Secret:**

**Wealthy People Don't SAVE they INVEST!**

# 4 Profit Centers



Cathy Ct



Positive Cashflow



Debt Reduction



Tax Savings



Appreciation

## Basic Facts & Figures

### ACQUISITION

- Purchase Price
- Down Payment
- Appraisal
- Loan Costs
- Transaction Costs

### INCOME

- Market Rent

### EXPENSES

- Taxes
- Insurance
- Maintenance
- Vacancy
- Management
- Debt Service



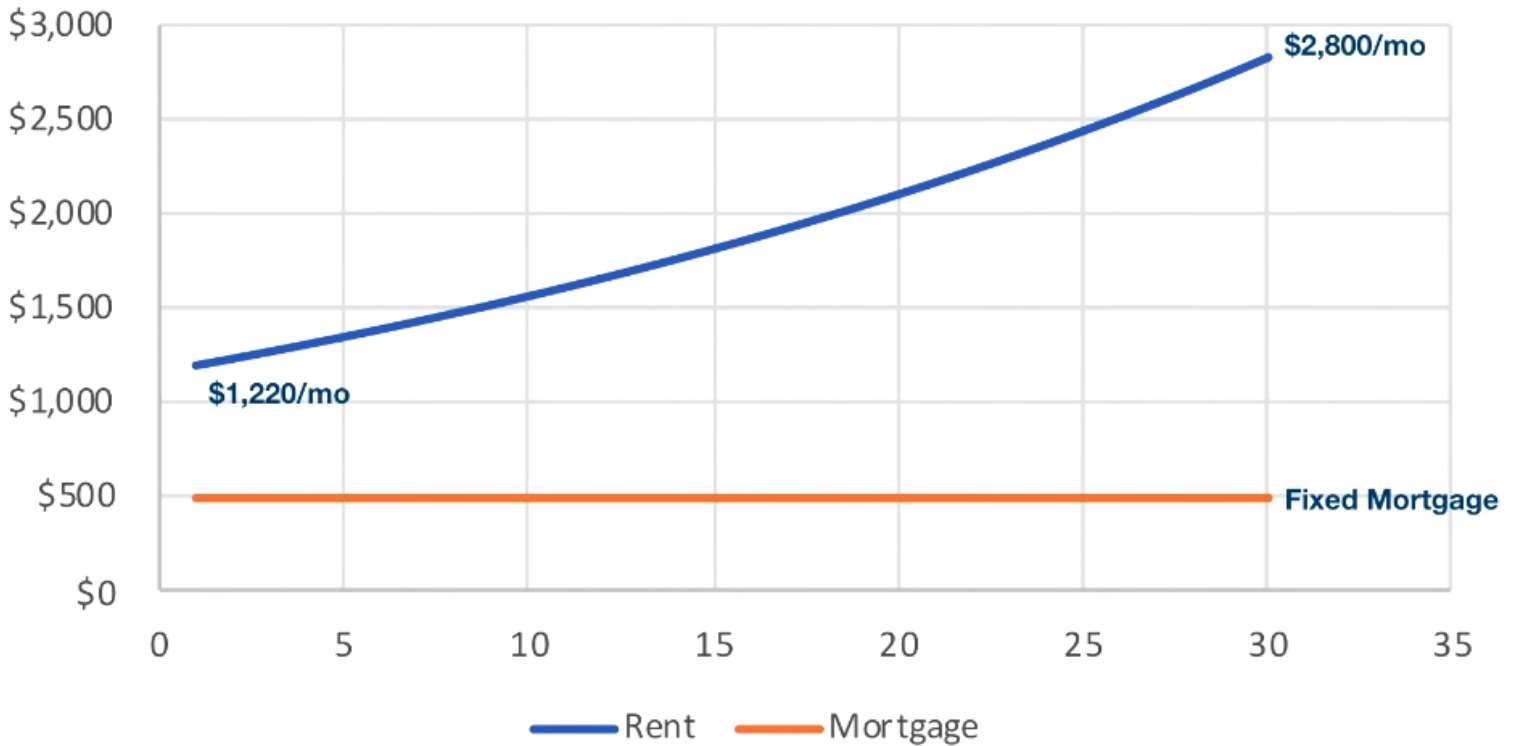
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Cathy Ct

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CCR		8.2%

## Rent vs. Mortgage





Cathy Ct

	Loan Balance	Principle Paydown	Equity Increase
Original Loan	\$83,250	\$0	\$0
Year 1	\$81,936	\$1,314	\$1,314
Year 2	\$80,561	\$1,375	\$1,375
Year 3	\$79,121	\$1,440	\$1,440

$$\$1,314 / \$29,991 = 4.3\%$$

Depreciation		Years of Depreciation	Annual Tax Deduction
Land	\$25,000	n/a	\$0
Building	\$99,320	27.5	<b>\$3,611</b>
Total Assessed Value	\$124,320		

Mortgage Interest	Monthly	Annual
Principle & Interest	\$428	\$5,136
Total Interest		<b>\$3,822</b>

Taxes & Insurance	Annual Expense
Property Tax	<b>\$3,395</b>
Insurance	<b>\$722</b>

**\$11,550  
Tax Deduction**

# Tax Savings

**\$11,550**  
Tax Deduction

x

**35%**  
Taxable Income

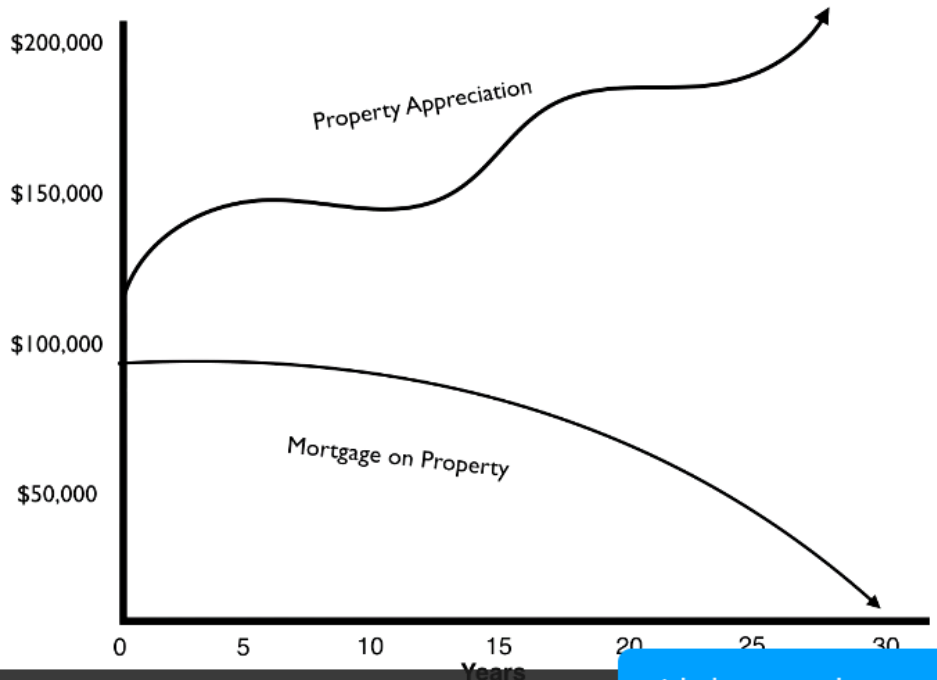
**\$4,042**  
Tax Savings

$$\$4,042 / \$29,991 = 13.4\% \text{ ROI}$$

## 4. Property Appreciation



Cathy Ct



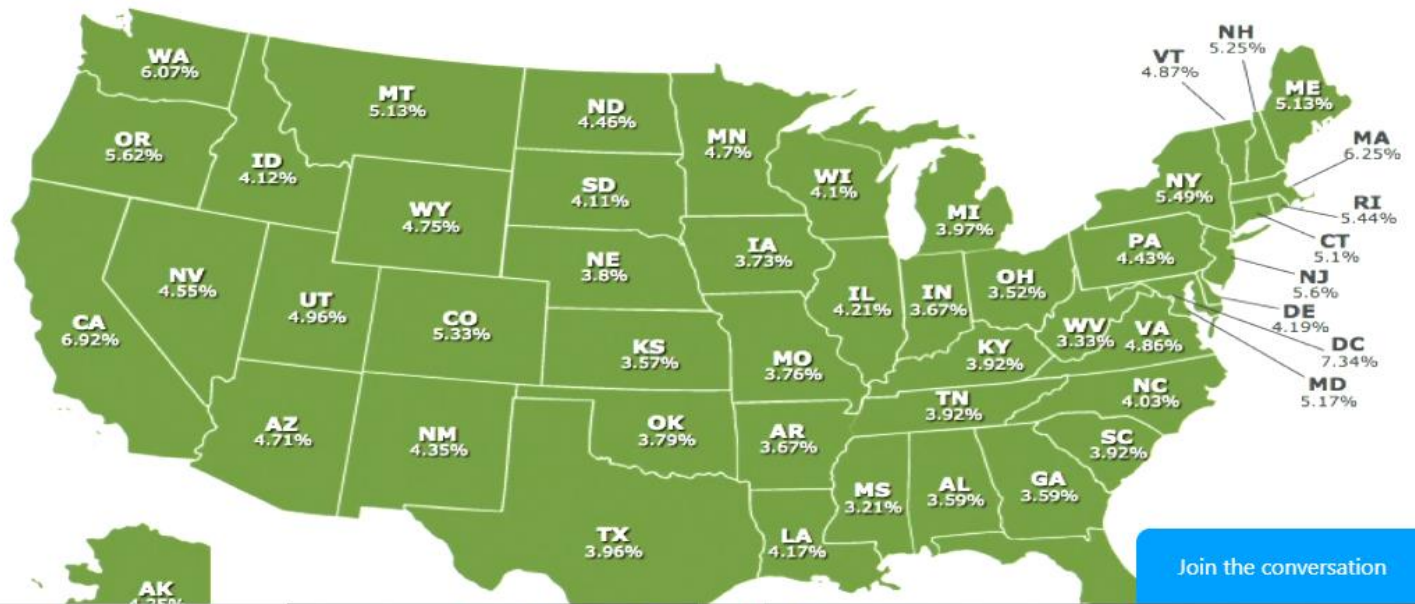
LIVE

Join the conversation

# Real Estate Cashflow

## U.S. HOUSING PRICE APPRECIATION

Last Quarter Last Year Last 5 Years Last 10 Years **Average since 1975**



TIME

### 3% Property Appreciation



Cathy Ct

	Initial Investment	Value	Equity Increase
Start	\$29,991	\$111,000	\$0
1 Year		\$114,300	\$3,330
5 Years		\$128,679	\$14,379
10 Years		\$149,174	\$38,174

# R.O.I. Summary



© 2011



Cathy Ct

Year 1	Amount	ROI
Cashflow	\$2,458	8.2%
Debt Reduction	\$1,314	4.3%
Tax Savings	\$4,042	13.4%
Appreciation	\$3,330	11.1%

Year 1	Amount	ROI
Cashflow	\$2,458	8.2%
Debt Reduction	\$1,314	4.3%
Tax Savings	\$4,042	13.4%
Appreciation	\$3,330	11.1%
<b>Total Return</b>	<b>\$11,144</b>	<b>37.0%</b>

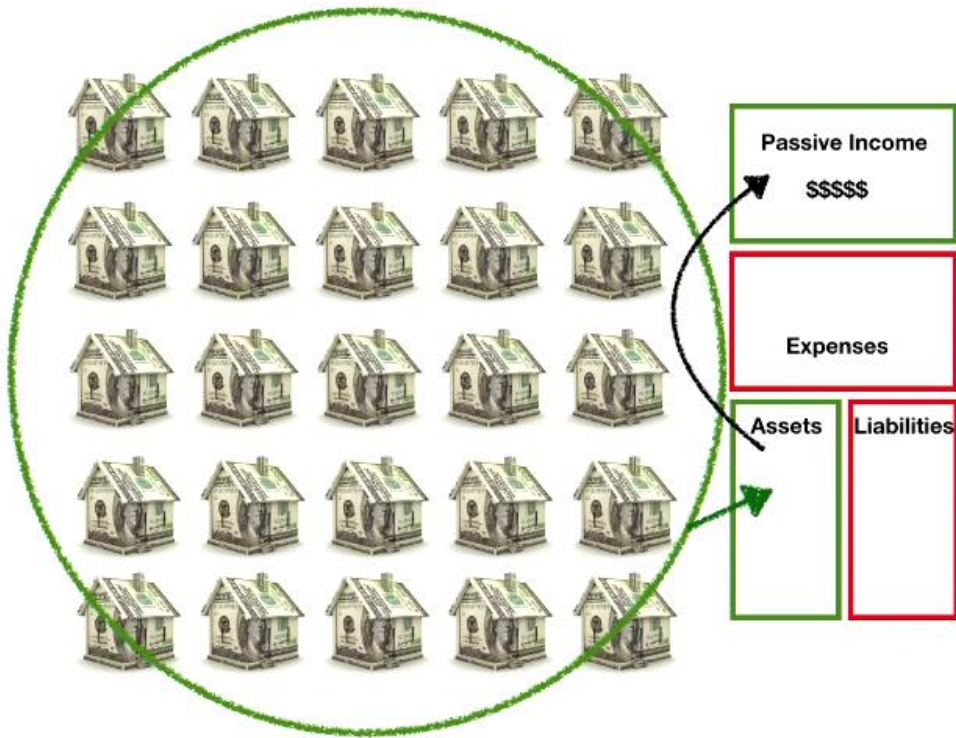


# Where Is Your Money Working?

	SAVING	INVESTING	
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Start	\$100,000	\$100,000	\$100,000
Year 3	\$103,000	\$140,000	\$200,000
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Year 12	\$113,000	\$400,000	\$1,600,000
Year 24	\$127,000	\$1,600,000	\$24,000,000



## Achieving Freedom



How do I come up with the down payments?



# Road to Financial Freedom



Legacy Income



Passive Income



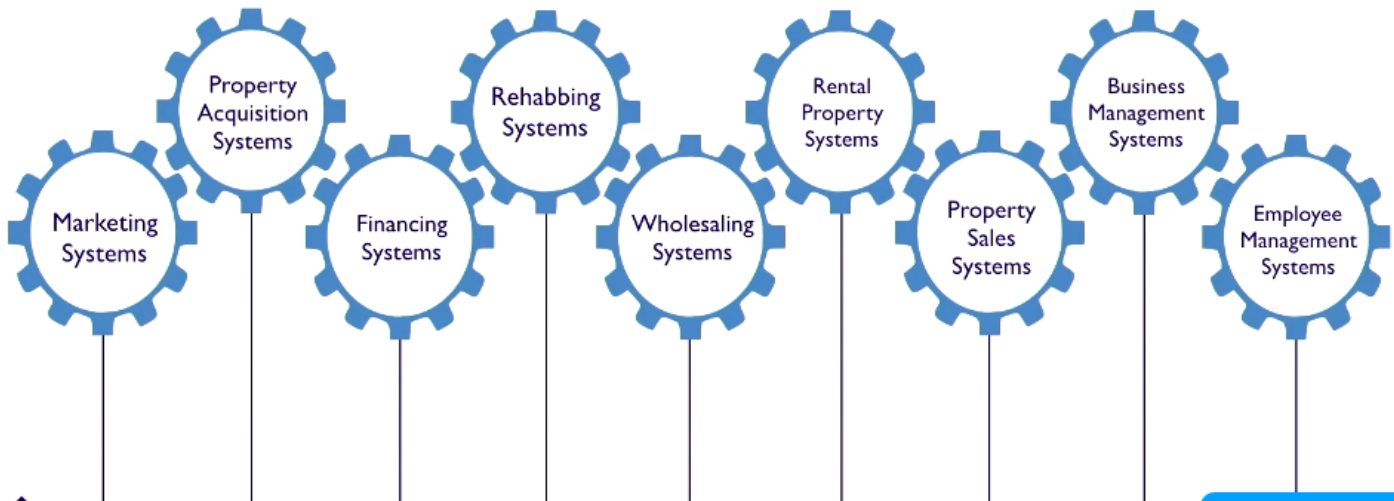


**Entrepreneur**

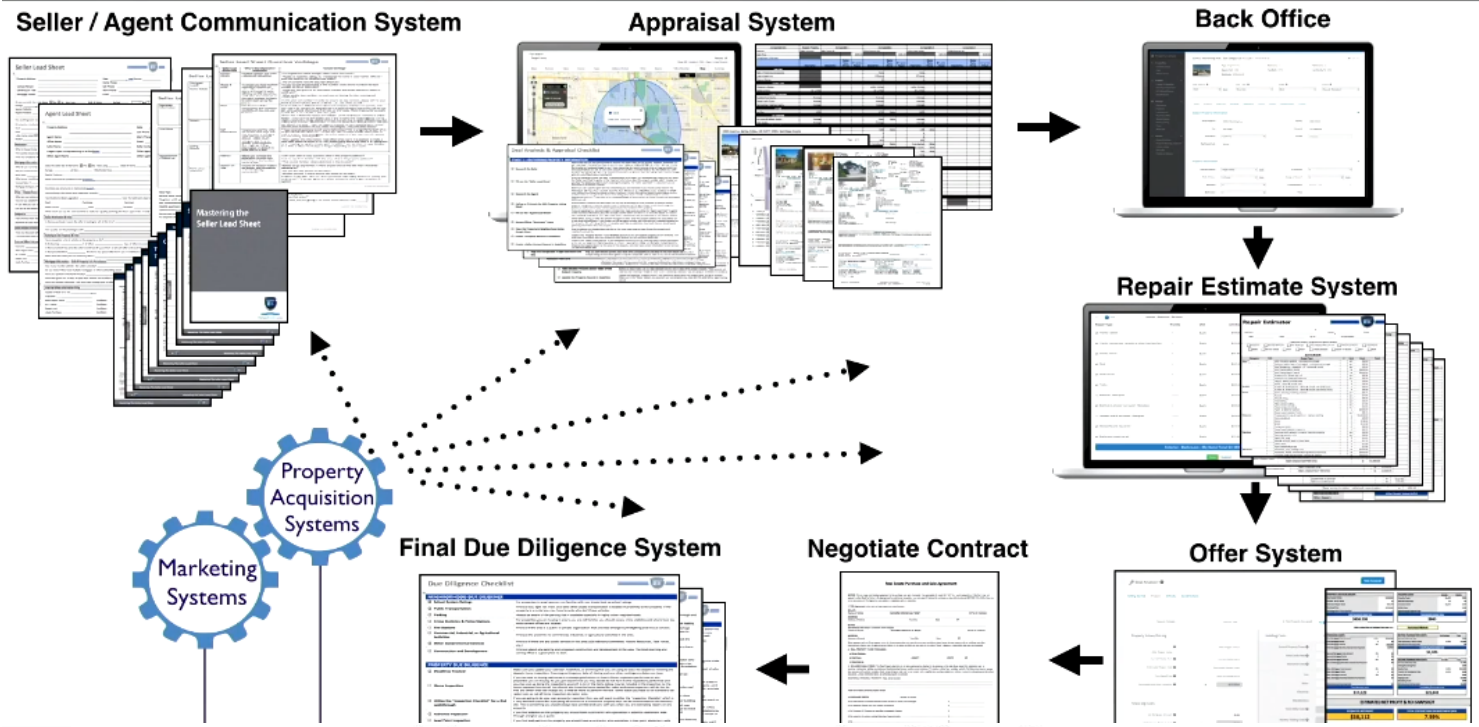
**Manager**

**Technician**

## **15 Years of Developing Systems**



# Property Acquisition Systems



# Rental Property Systems



## Property Evaluation

- Property Evaluation Checklists
- Financial Evaluation Checklists
- Legal Evaluation Checklists

## Property Takeover & Management

- Property Takeover Checklists
- Property Management Takeover Checklists
- Risk Reduction Checklists

## Leasing & Turnover

- Leasing Checklists
- Move In Checklists
- Move Out Checklists
- Unit Turnover Checklists

## Tenant Communication

- Tenant Notices
- Tenant Communication Checklists

## Maintenance & Monthly Reporting

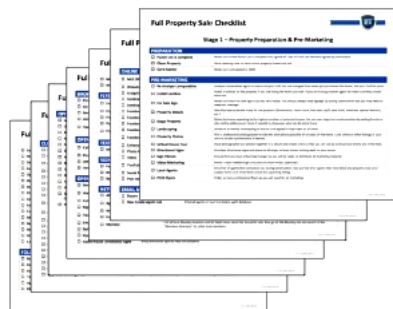
- Maintenance Checklists
- Landscape Maintenance Checklists

# Property Sales System

## Home Selling System



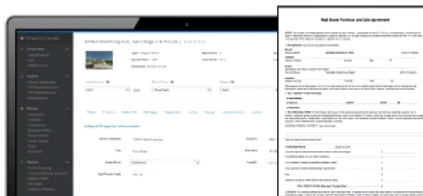
## Property Sales Checklist



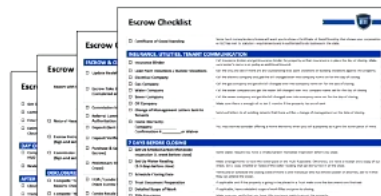
## Email Property Marketing Package to Agents & Buyers



## Escrow Milestones Tracked



## Escrow Checklist



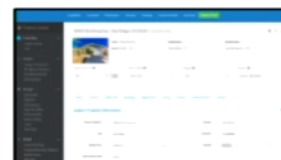
## Market to Seller Leads



## Seller Contact Record Created



## Call Seller - Gather Information

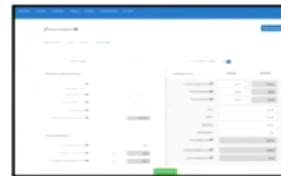


## Close Deal



## Business Management Systems

## Analyze Deal



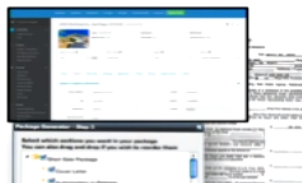
## Manage Buyer Leads & Buyers List



## Market to Cash Buyer or Renter Leads



## Submit a Contract & Create the Short Sale Package



## Estimate Repairs at the Property



# Financial Freedom Secret:

# Wealthy People Leverage SYSTEMS!

# How We Help Students



**Classes**



**Advanced Events**



|| LIVE **Technology** **Coaching** **Systems** [Join the conversation](#)

## How We Help Students



**Classes**



**Advanced Events**



**Technology**



**Coaching**



**Systems**



# COACHING & IMPLEMENTATION

[www.GetFBCoaching.com](http://www.GetFBCoaching.com)

Funding Properties

# No Debt

# Utilizing Debt



**\$120,000**  
Paid in Cash

**vs.**



**\$30,000**  
Down Payment



**\$30,000**  
Down Payment



**\$30,000**  
Down Payment



**\$30,000**  
Down Payment

## Cash vs. Mortgage

\$112,500  
All Cash

Year 1	Amount	ROI
Cashflow	\$7,595	6.7%
Debt Reduction	\$0	0.00%
Tax Savings	\$2,704	2.4%
Appreciation	\$3,330	2.9%
<b>Total Return</b>	<b>\$13,629</b>	<b>12.0%</b>

**\$120,000**



\$30k Down Payment  
\$83k Mortgage

Year 1	Amount	ROI
Cashflow	\$2,458	8.2%
Debt Reduction	\$1,314	4.3%
Tax Savings	\$4,042	13.4%
Appreciation	\$3,330	11.1%
<b>Total Return</b>	<b>\$11,144</b>	<b>37.0%</b>



Like the Cashflow Event? Say "Love it!" in chat.

\$120,000

\$112,500  
All Cash

Year 1	Amount	ROI
Total Return	\$13,629	12.0%



\$30k Down Payment  
\$83k Mortgage

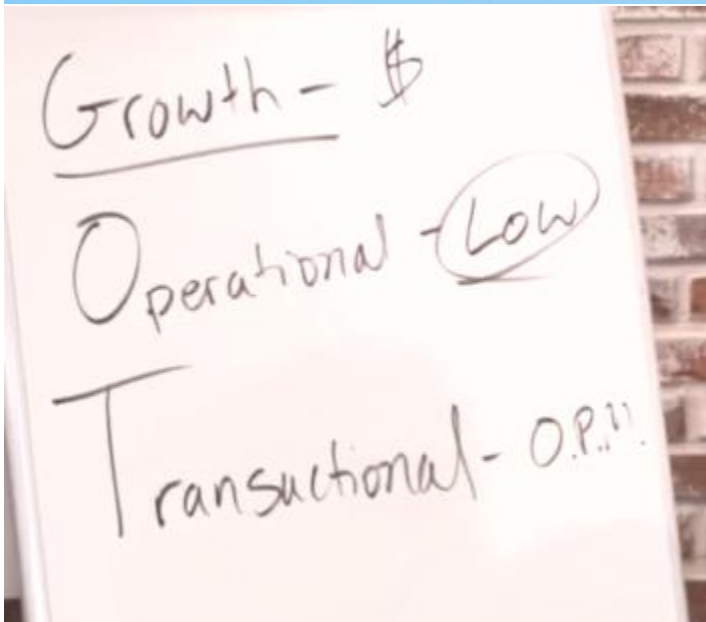
Year 1	Amount	ROI
Total Return	\$11,144	37.0%



\$44,576

## Financial Freedom Secret:

Wealthy People use Other People's Money!



Other peoples money

## Sources of OPM

- Subject to deals
- Hard money lender
- Rehab lender
- Owner financing
- Lease option
- Bank financing
- Credit cards / lines of credit
- Private money

## The Value of Private Money

### Hard Money - 6 months

\$200,000 x 15%  
= \$15,000 interest

3 Points on Purchase  
= \$6,000 points

Cost of Money for the deal  
= \$21,000

### Private Money - 6 months

\$200,000 at 10%  
= \$10,000 interest

Cost of Money for the deal  
= \$10,000

We make an extra **\$11,000** on just this one deal...

# The Value of Being a Private Money Lender

## Sitting in Bank

\$100,000 x 1% Interest  
12 Month Term  
  
= \$1,000 ROI

## Private Lending

\$100,000 x 12% Interest  
12 Month Term  
  
= \$12,000 ROI

We're making them a **12x** return on their money

# How Private Money Works



Find Private Lenders



Private Money Meeting with YOU



Identify Property

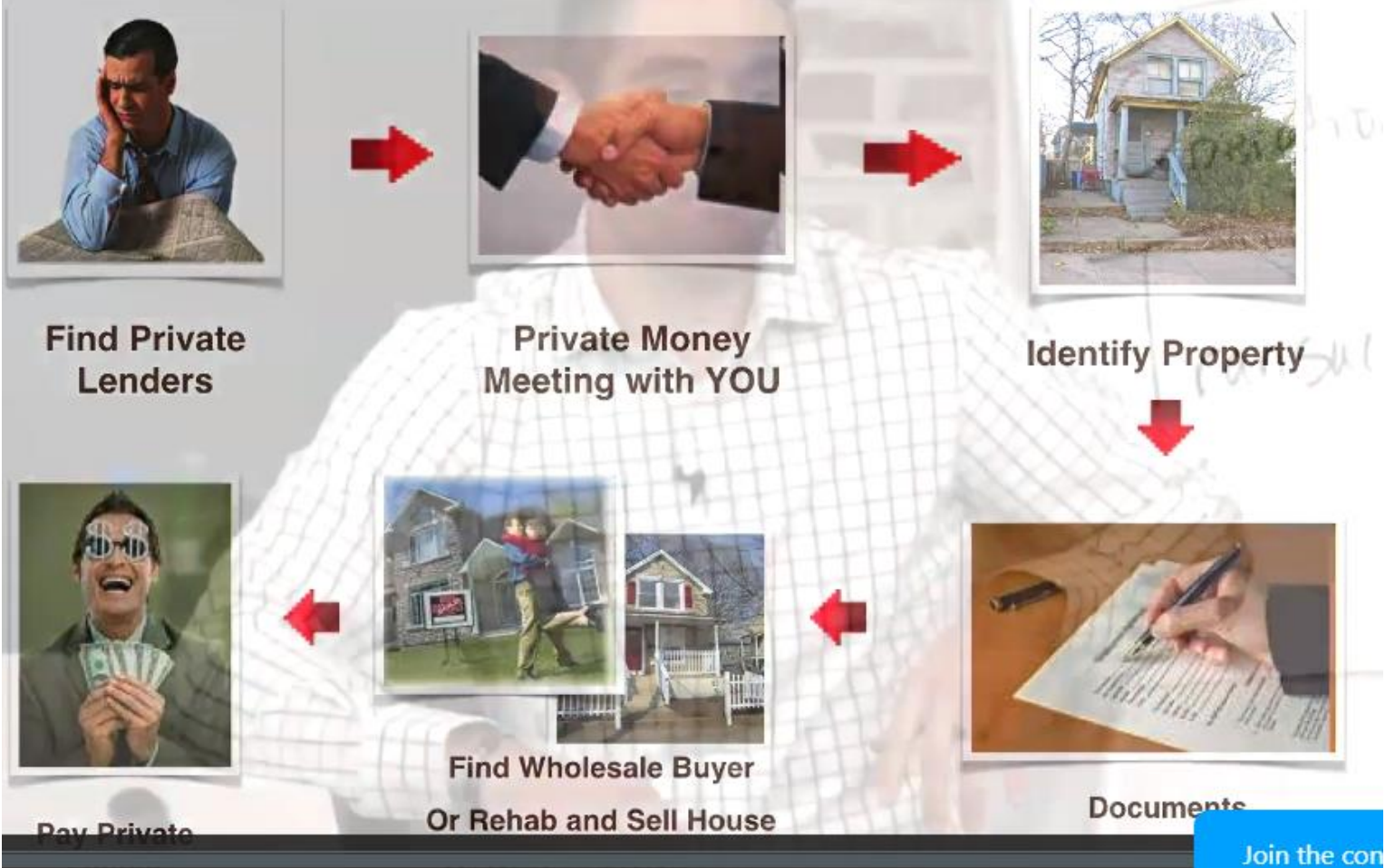


Find Wholesale Buyer  
Or Rehab and Sell House



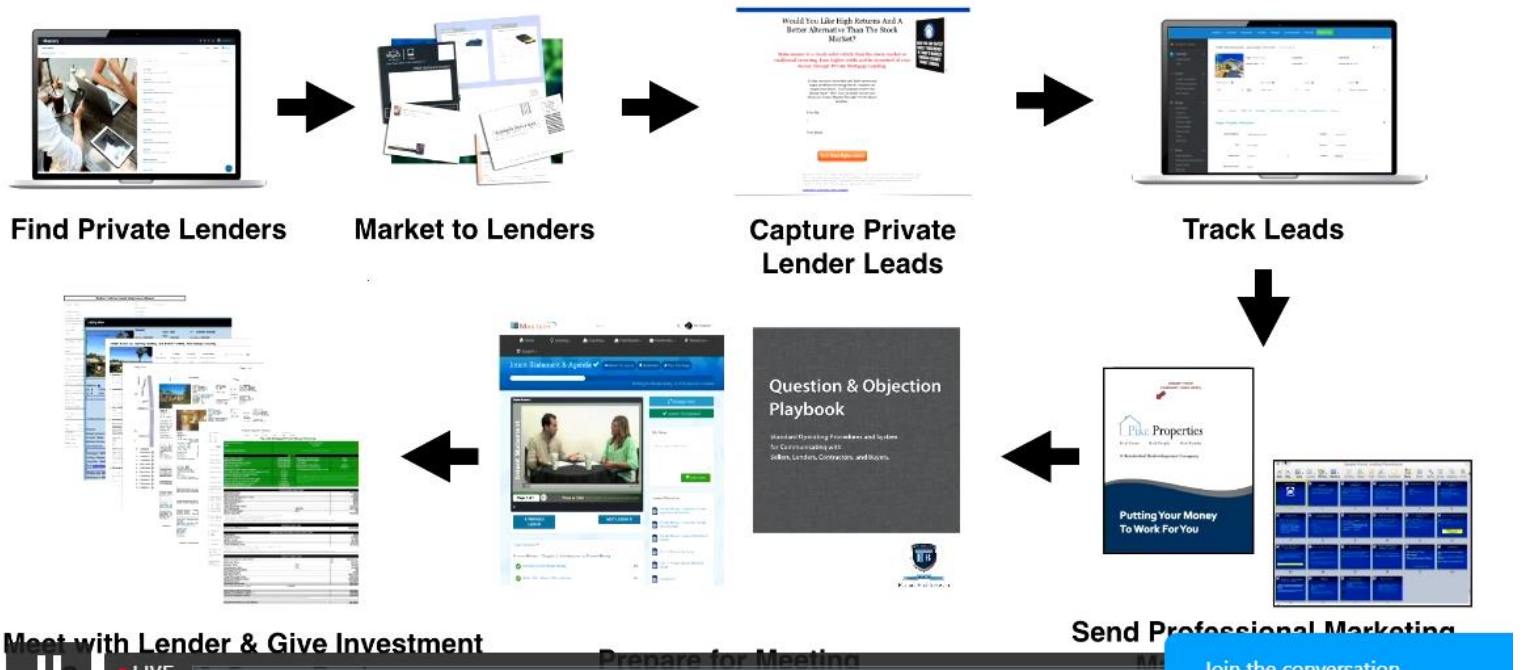
Documents

# How Private Money Works



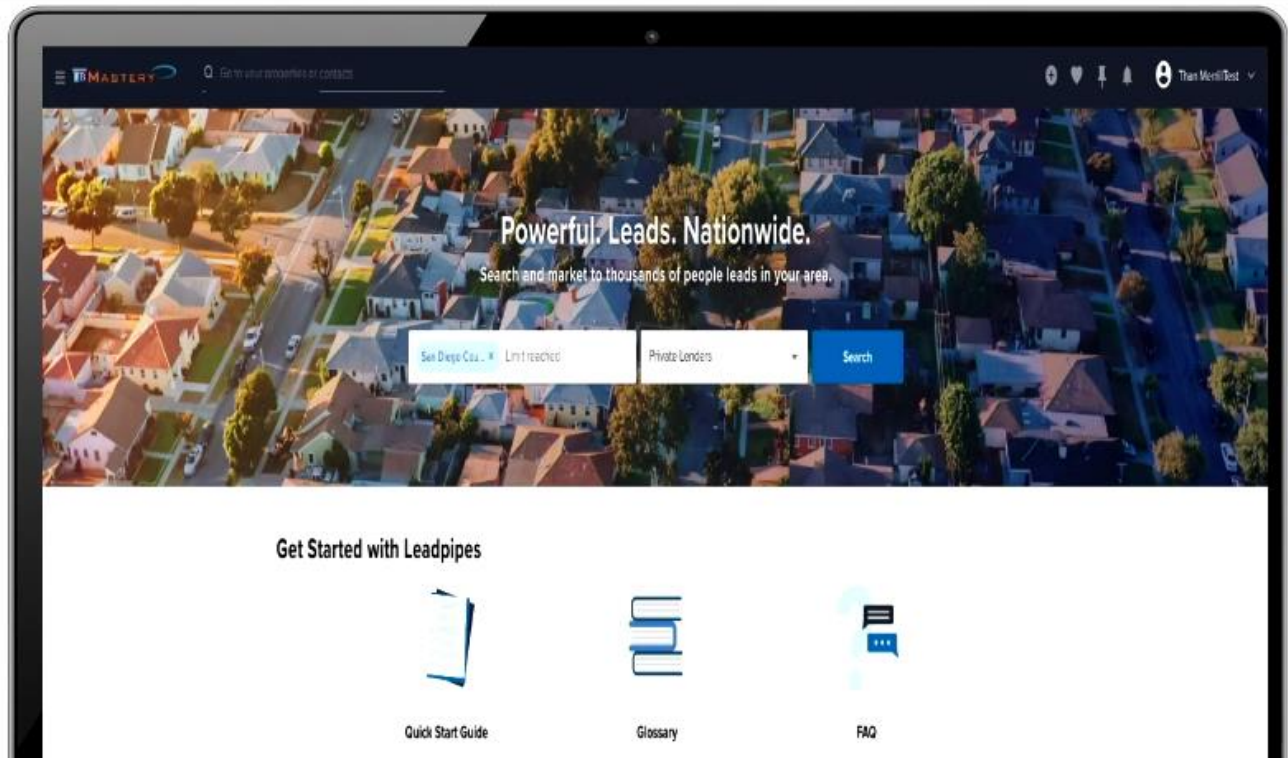
Join the con

## Private Money System

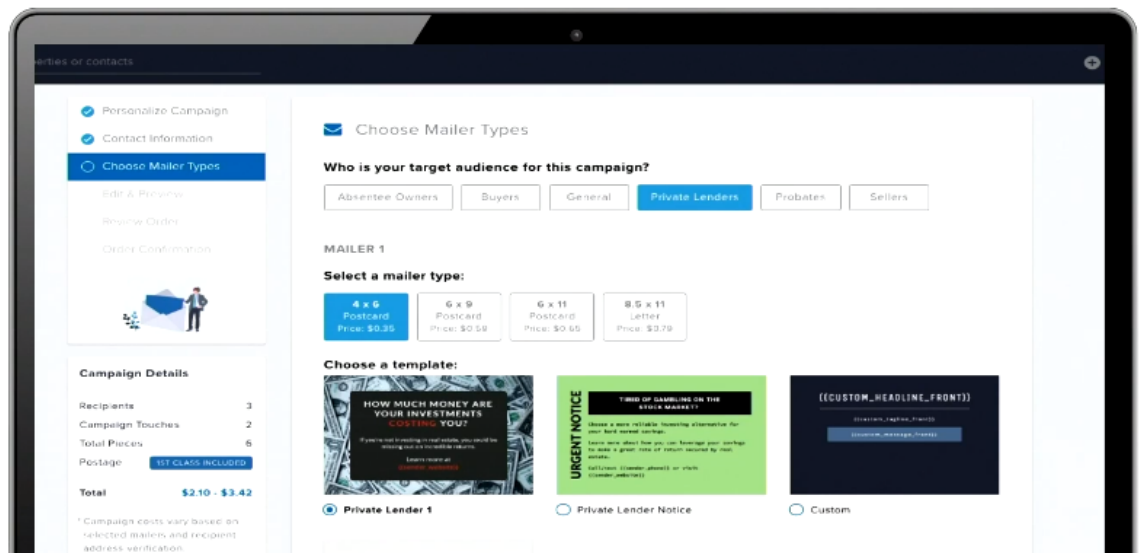
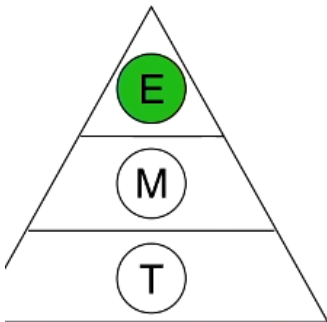


Join the conversation

# Step 1: Find Private Money Lender



# Step 2: Market to Private Lenders



# Step 3: Capture Private Lender Leads

Would You Like High Returns And A Better Alternative Than The Stock Market?

Make money in a much safer vehicle than the stock market or traditional investing. Earn higher yields and be in control of your money through Private Mortgage Lending.

To find out more about this safe, little known and highly profitable investing vehicle complete the simple form below. You'll instantly receive the special report "How You Can Safely Invest Your Money In Today's Market Through Private Money Lending."

Your Zip:

Your Email:

[Yes! I Want Higher Gains!](#)

Disclosure: This is not a public offering. This is not an offer or an invitation to sell or a solicitation of any offer to purchase any securities in the United States or any other jurisdiction. Any securities made will




# Step 4: Track Leads

Leadflow Contacts Properties Analyze Manage Communicate My Links [Take A Tour](#)

Property Details

- Create New
  - Linked Contact
  - Task
- Analyze
  - Comps / Evaluation
  - HP | Repair Estimator
  - HP | Rehab Planner
  - Deal Analyzer
- Manage
  - Documents
  - Expenses
  - Maintenance
  - Paperless Office
  - Photos/Videos
  - Power Linking
  - Tasks
  - Short Sale
- Market
  - Power Matching
  - Property Blasting | Sellpoint
  - Mobile | Moby
  - QR Codes

10963 Worthing Ave., San Diego, CA 92126 | ★★★★★



Type: Single Family    Bedrooms: 3    Bathrooms: 2  
Square Feet: 1206    Year Built: 1972    Lot Size Sq. Ft: 4356


Lead Source:  Deal Type:  Stage:  Status:

Notes Property Public Info Mortgage Negotiation Listing Closing Linked Contacts Custom

Subject Property Information

Street Address	<input type="text" value="10963 Worthing Ave."/>	County	<input type="text" value="SAN DIEGO"/>
City	<input type="text" value="San Diego"/>	Parcel #	<input type="text" value="3111800500"/>
State/Prov	<input type="text" value="California"/>	CaseID	<input type="text" value="4953226"/>
Zip/Postal Code	<input type="text" value="92126"/>		

# Step 5: Email Credibility Packet



Real Estate. Real People. Real Results.

A Residential Redevelopment Company

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## Putting Your Money To Work For You

### Company Business Model

**OVERALL INVESTMENT APPROACH**

Our overall investment strategy and typically a 10%+ ROI. We invest in distressed properties at a deep discount - usually 50% to 70% below market value, and renovate and sell those properties to retail homebuyers and landlords.

**Our Business Strategy**

- We purchase distressed real estate properties with lower market value.
- We purchase, renovate and then resell those properties to retail homebuyers and landlords.

As Pike Properties, we provide ourselves on having a strong financial base of real estate knowledge and training. Our focus is on providing REALTY SERVICES for our clients and finding real estate for our investors by locating, buying, and renovating distressed properties that are well below market value and sell them back into the market after renovation.

Our core business is within our systems, education and knowledge of the real estate industry. We did not just see an LED off the Internet and become a real estate investor overnight. We have spent thousands of dollars to learn how to successfully do this business and do it the right way the first time. Through our affiliations, we are connected with a national network of investors that provide some real support and weekly trainings on changes throughout our industry. This process has allowed us to outlast many private real estate investors who would make. Learning the hard way is not a private in our industry, and we certainly would not ask anyone to invest with us if we weren't confident enough to invest ourselves!

**My Father's Best Real Estate Process**

We have a system and process to ensure that you are getting the best possible results on your investment. We have a system and process to ensure that you are getting the best possible results on your investment. We have a system and process to ensure that you are getting the best possible results on your investment.

## Private Lending

**WHAT IS PRIVATE LENDING?**

A private money loan is a loan that is given to a real estate investor, usually by a lender. Private money lenders are given a first or second mortgage that secures their loan against the property and secures their investment. When we have located a home that is well under market value, we give our private lender an opportunity to fund the purchase and rehab of the home. Through that process, the lender can get an extremely high return rate - up to 15% from the sale. You can get an even 20% and other traditional investment plans.

Essentially, private money lending is your opportunity to become the bank, making the profit just like a bank would. It's a great way to generate cash flow and produce a creditable income stream - while at the same time, private money offers safety and security for your private investment. You can do what the banks have done for years - make a profitable return on investments backed by real estate. There is no other investment vehicle like it.

Through private money lending, you have the opportunity to become the bank.

**HOW THE PROCESS WORKS**

The process is simple. We find an extremely undervalued property you want to purchase and cover you give us the green light, we finance the deal from you to purchase and we exit the property. At closing, you receive a mortgage on the home along with other important documents. Next stage is the property renovation. Once the renovations are complete (typically 3-6 months), depending on the size of the project, we'll list and sell the property. When the deal is closed, we'll receive your private loan plus soft interest payment. It's just that simple! The goal is to keep turning that money for you and have the meaning substantial profits as you keep coming back to us - building a long-term mutually beneficial relationship.

**Benefits of Private Money**



- 10% - 15% interest rate
- 100% Lender Fee
- Fully Flexible
- Personal Service, Your Deal, in any market, even single units.
- No one else can do this!
- No one else can do this!

**Typical Deal Flow**

Acquire Deal, 1-2 weeks  
Renovate Deal, 3-6 months

## Private Lending

**Overview of the Private Lending Process**

Working Your Money to Work For You

### Investment Terms & Conditions

**TERMS & CONDITIONS**

**Minimum Investment:** When making a private money loan, a request for more money is allowed if needed. When final funding will only a limited amount of investment may be required. To ensure you are confident when working with our company.

**Maximum Term:** The majority of our loans are set up as 12-month terms. It depends on the size of the project. If we are doing a rehab and rebuild, we will have to wait on the county inspectors for many approvals. This causing delays. We are on top of all these details up front and will give you an estimated time frame for the return on your investment. After we do our profit, you'll receive 10% of the total profit on the property secured by a deed of trust.

**Payment Schedule:** Typically, we pay our large lump sum at closing on a short term note. This is much easier to manage than all at once, especially if you're working out of retirement assets. As a longer term, we will pay monthly just like a typical mortgage.

**at an Auction/ Auction:** The investor, or "lender," has the right of first refusal and power of sale on the property. The all time period is placed behind a bank mortgage. You are probably used to hearing the term first and second mortgage. The second mortgage is a junior lien because it is in second position. The senior lien is first mortgage and can be paid out in full.

**Private Lender Terms & Conditions**

- Minimum Investment - \$25,000
- Interest Rate - 10% - 15%
- Payment Schedule - monthly on the 1st of the month
- Maximum Term - 12 months (or longer)
- Amount of Property - 1-4 units, 1-2 acre
- No cash out at closing
- Option to sell
- All documents recorded

### Frequently Asked Questions

**WHAT IS PRIVATE LENDING?**

When we have located a home that is well under market value, we give our private lender an opportunity to fund the purchase and rehab of the home. Through that process, the lender can get an extremely high return rate - up to 15% from the sale. You can get an even 20% and other traditional investment plans.

**HOW IS THE MONEY USED?**

On a non-home purchase requiring renovations, the cost will be allocated to the purchase price, renovations, carrying costs, soft fees, and a small buffer for unexpected expenses.

**WHY DON'T YOU GET A TRADITIONAL LOAN?**

There are many reasons for this. The primary reason is time and opportunity cost. Many of the terms are not changing and are not a bank's business. We have a national bank network to help us find a bank that can provide us the best rate and terms. Many traditional banks have a lot of overhead and are not a bank's business. We have a national bank network to help us find a bank that can provide us the best rate and terms.

**HOW CAN YOU AFFORD TO PAY SUCH HIGH RETURNS?**

We make our money on the purchase, and the ability to purchase on a 10% down payment. This industry is a high return industry. We are not going to renovate the home and purchase it as a traditional bank. We are not going to renovate the home and purchase it as a traditional bank.

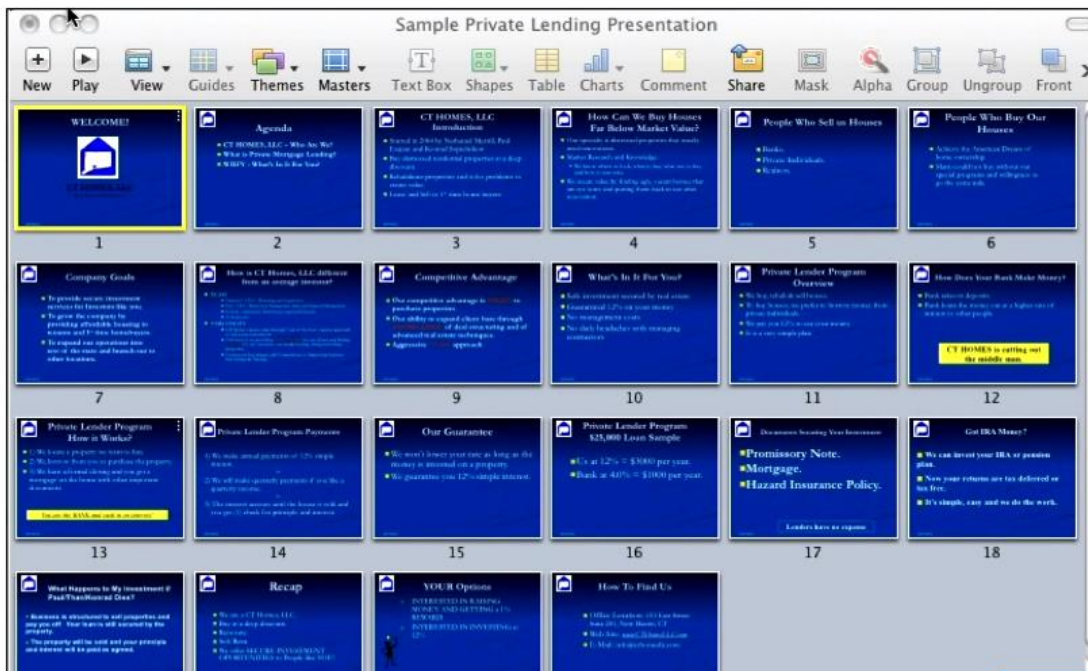
**ARE YOU REALLY HELPING SELLERS?**

Absolutely! We provide a service that is often overlooked by other investors. We are helping the seller to sell their home as fast as possible. We are helping the seller to sell their home as fast as possible. We are helping the seller to sell their home as fast as possible.

**WHAT IF THE MARKET GETS WISER AND VALUES GO DOWN?**

# Step 5: Email Recorded Presentation Online

Sample Private Lending Presentation



# Step 6: Prepare for Meeting

The screenshot shows the MASTERY course interface. At the top, there's a navigation bar with 'Home', 'Learning', 'Coaching', 'Field Experts', 'Community', and 'Resources'. Below that, a blue header contains 'Intent Statement & Agenda' with navigation buttons for 'Return to Course', 'Bookmark', and 'Tour This Page'. The main content area features a video player showing two people in a meeting, with 'Intent Statement' written vertically on the left. Below the video are 'PREVIOUS LESSON' and 'NEXT LESSON' buttons. To the right, there's a 'Lesson Resources' section with links to various documents like 'Private Money Credibility Packet - Experienced Investor' and 'Private Money Meeting Script'. A 'My Notes' section with a text area and a 'Save Note' button is also visible.

## Question & Objection Playbook

Standard Operating Procedures and System for Communicating with Sellers, Lenders, Contractors, and Buyers.



|| LIVE **Learn Presentation** **Learn Obj** Join the conversation

# Step 7: Meet with Lender & Present Investment

The screenshot displays a complex investment summary and comp package. It includes a 'Landing Site' section with a photo of a property, a 'Property Details' section with various metrics, and a large table with multiple columns and rows, likely representing financial data or investment terms. The layout is professional and detailed, typical of a formal investment proposal.

|| LIVE **Investment Summary & Comp Package** Join the conversation



# B.R.R.R.



Buy  
Rehab  
Rent  
Refinance



## Purchase & Repairs



E 15th St

E 15th St	Purchase
Purchase	\$50,000
Transaction Costs	\$1,406
<b>Total Purchase</b>	<b>\$51,406</b>

E 15th St	Rehab
Repairs	\$37,000
6 mo Tax	\$641
6 mo Insurance	\$324
6 mo Utilities	\$500
<b>Total Repair &amp; Hold</b>	<b>\$38,465</b>

**Total Funding Needed = \$89,871**

# Creating Equity



E 15th St	
Purchase & Repairs	\$90,000
Cost of Money	\$1,800
Total Project Cost	\$91,800
ARV	\$120,000
Approximate Equity Created	\$30,000

# Refinance



Conventional Refinance	E 15th St
Value	\$120,000
75% Max LTV	\$90,000
Terms	30yr Fixed 4.0% Int
Principle & Interest	\$429/mo

Conventional Refinance	E 15th St
Cash From Refi	\$90,000
Bank Line of Credit Principle	\$90,000
6 months Interest	\$1,800
Money Out of Pocket	\$1,800

# Cashflow Analysis



E 15th St	Monthly	Annual
Rental Income	\$1,050	\$12,600
Management	-\$105	-\$1,260
Maintenance	-\$52.50	-\$630
Vacancy	-\$52.50	-\$630
Principle, Interest, Taxes, Insurance (PITI)	-\$589.86	-\$7,078.31
Net Cashflow	\$250.14	\$3,001.68

# R.O.I. Analysis



E 15th St	
Money Out of Pocket	\$1,800
Annual Cashflow	\$3,001.68
Cash on Cash Return	166.76%
Equity	\$30,000

# BRRR Systems

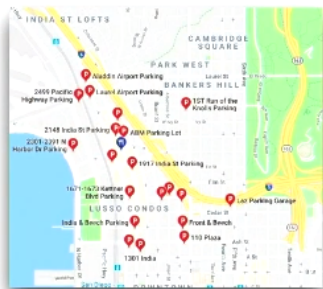


Finding Deals  
Funding Deals  
Rehabbing  
Property Management



## Finding Properties

### Target Criteria



- Desirable location



- Median price range



- Construction cost less than \$75k



- Distressed

# Where Are The Most Profitable Deals?



Off Market



MLS



Zillow



Redfin



Trulia

FSBO



## Motivated Sellers

- Free & Clear
- Vacant
- Absentee Owner
- High Equity
- Upside Down
- Pre-Foreclosure
- Divorce
- Probate Property
- Tired Landlord



Setting Up Your Marketing Foundation

# The Basics

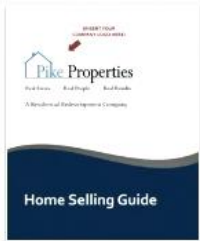


Business Name & Logo

Phone Number

Business Cards

## The Essentials - Professional Tools



Credibility Packets

Core Real Estate Website

Social Media



# Credibility Packets

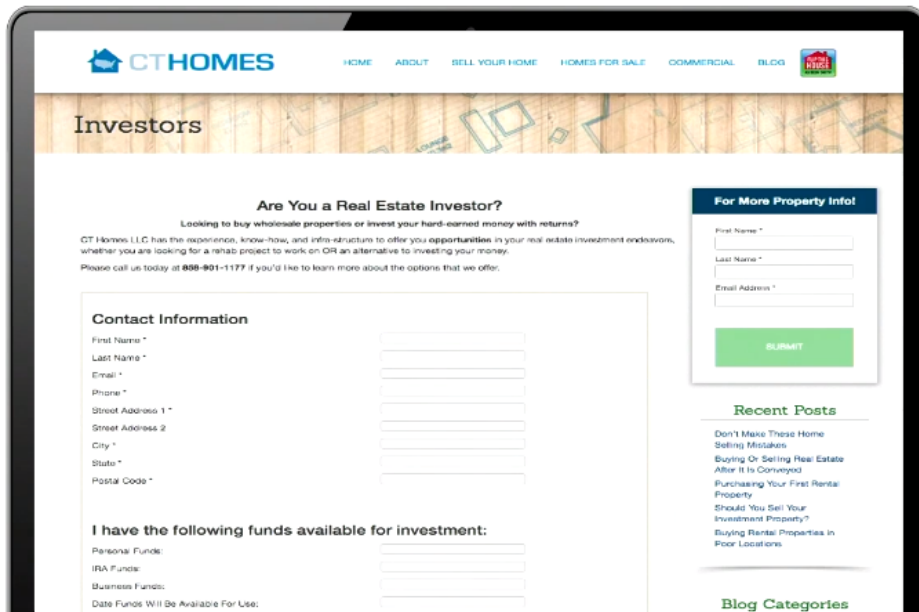


# Custom Core Website



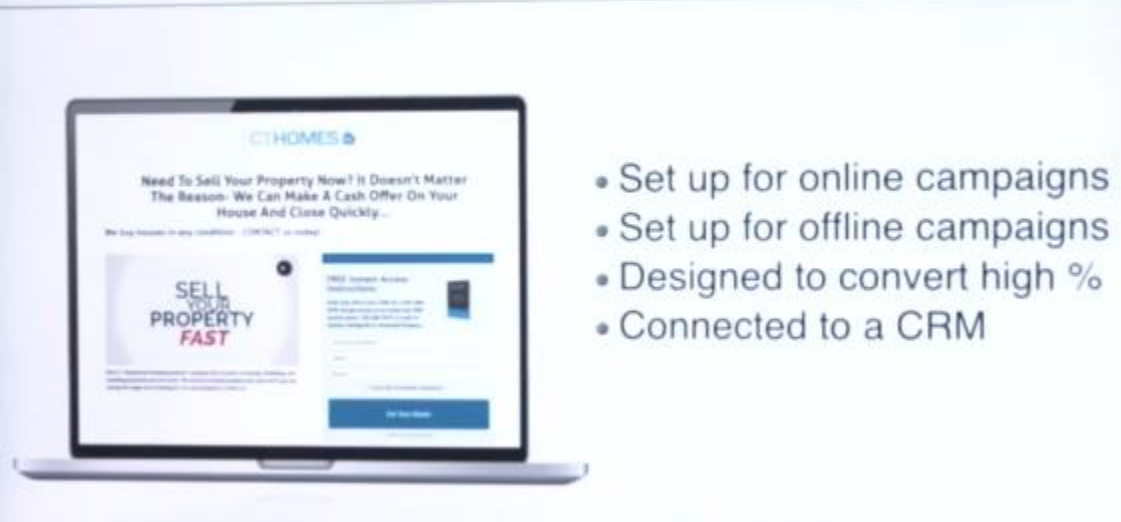
- Not a static template
- Customizable
- Blog & content generator
- Generate leads organically
- Capture leads & tied to CRM
- List properties for sale
- List properties for rent

# Custom Core Website



- Generate Realtor leads
- Generate Contractor leads
- Generate Lender leads

## Lead Capture Websites



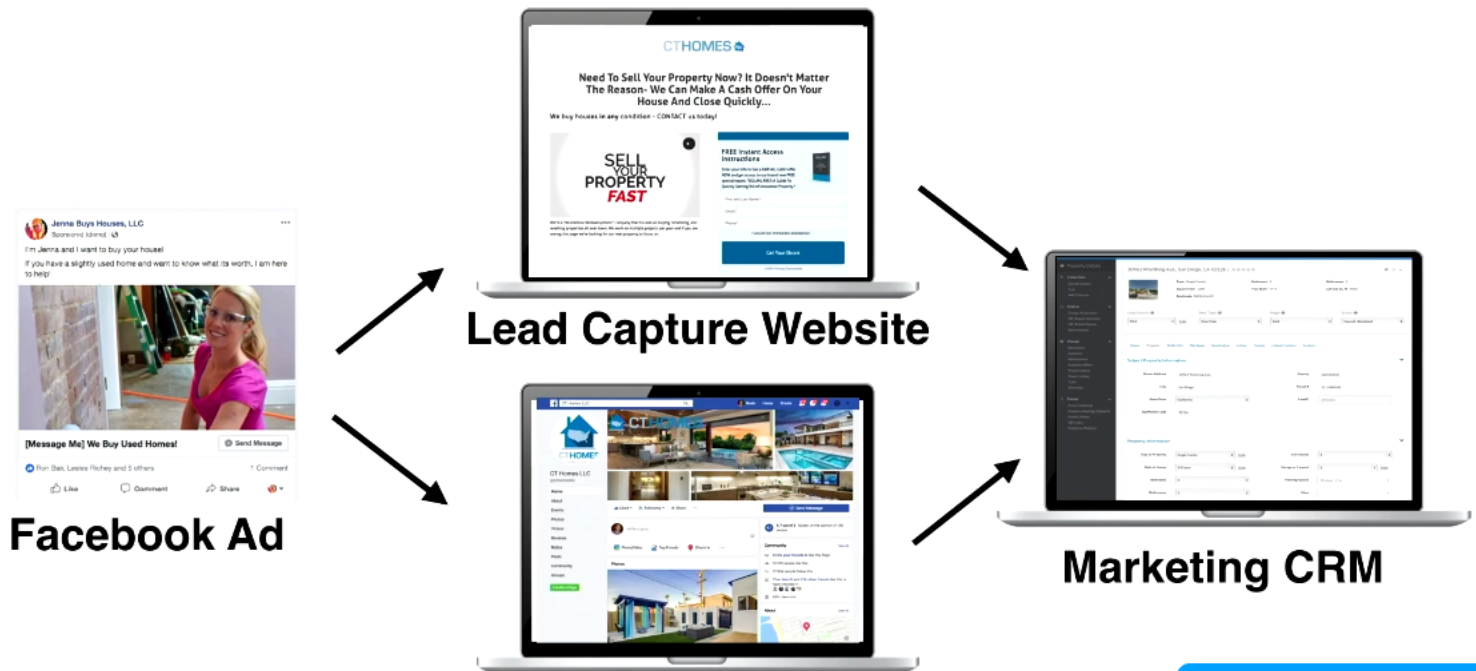
- Set up for online campaigns
- Set up for offline campaigns
- Designed to convert high %
- Connected to a CRM



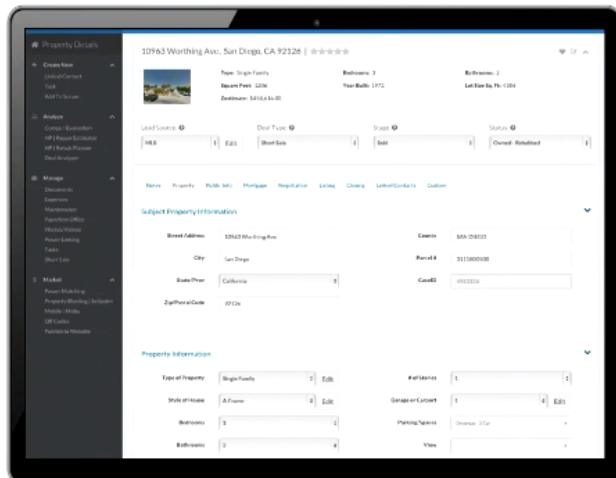
# Lead Capture System



# Social Media System

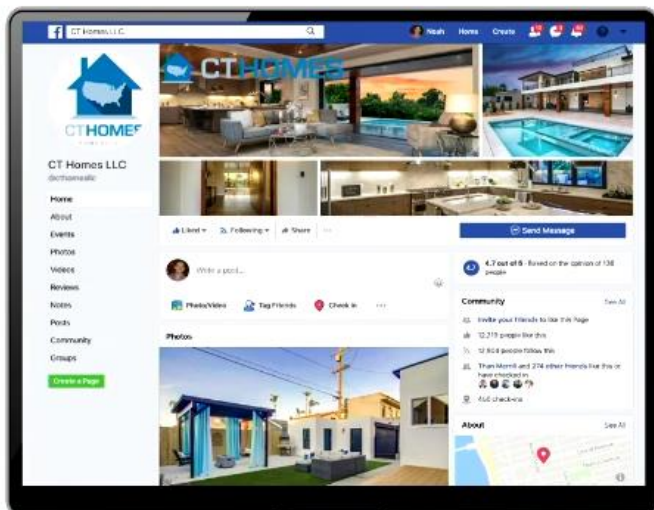


# Marketing CRM



- Organize all property leads
- Organize all contacts
- Execute email campaigns
- Automatic email auto-responders
- Execute direct mail campaigns
- Tools to run your business
- Organize your business

## Social Media Presence



- Establishes further credibility
- Generate leads

Power of Marketing Systems

# Power of Systems

**Amateurs**



**Professionals**



**vs.**



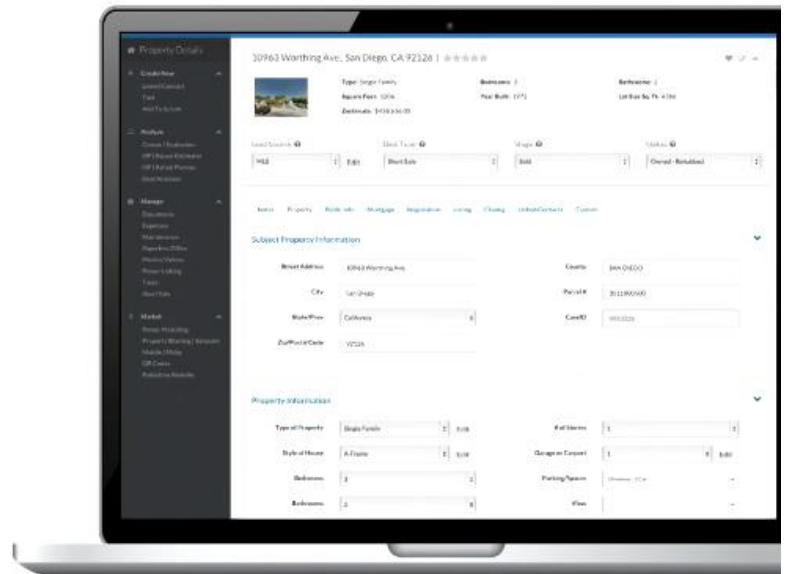
# Power of Systems

**Technician**

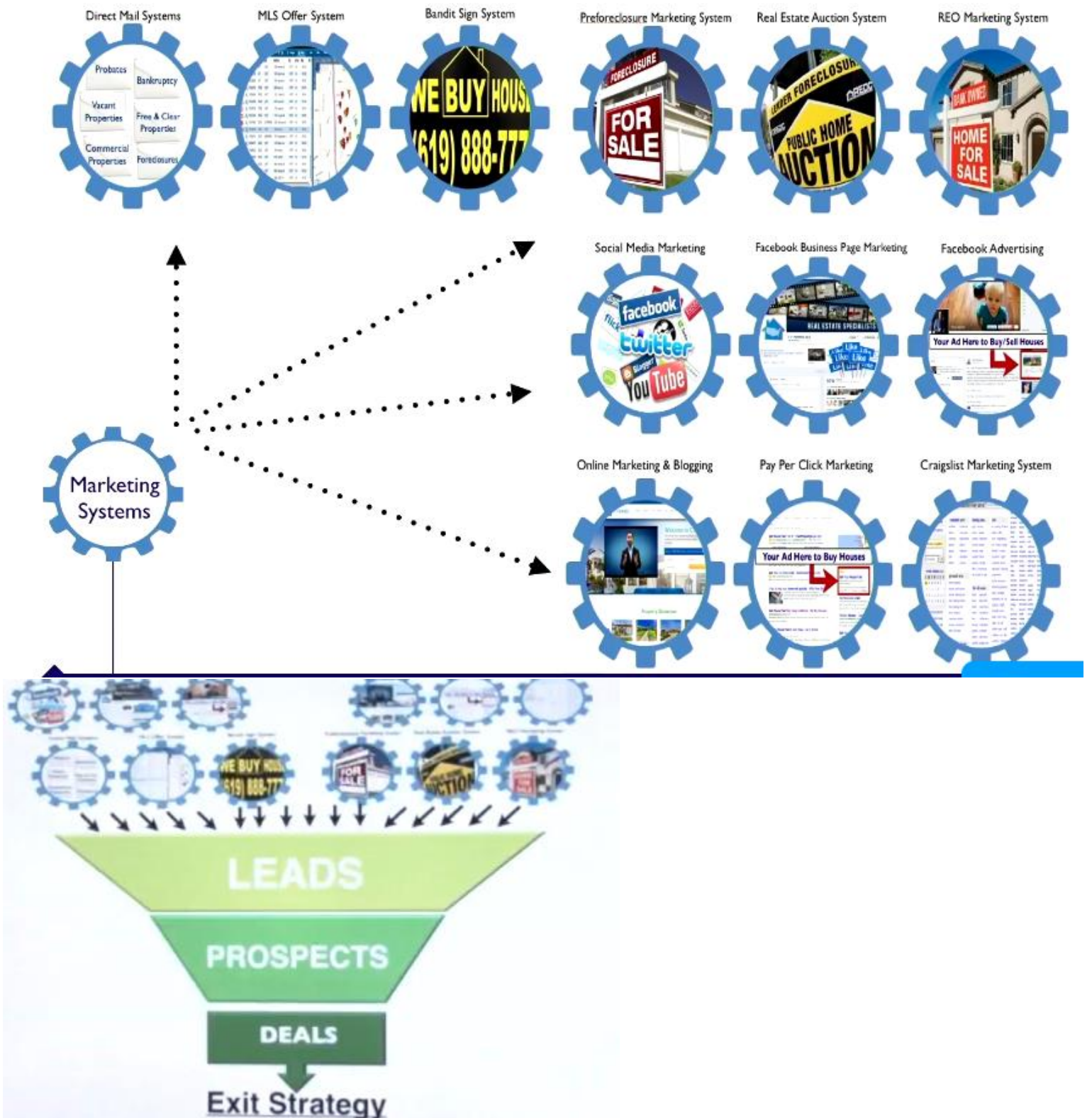


**vs.**

**Entrepreneur**



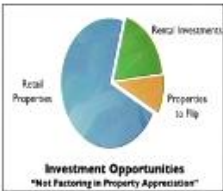
# Your Business is Made Up of a Series of Systems





# MLS Offer System

1. Understand the Facts About the MLS



2. Search the MLS



3. Create Property & Agent Record in Back Office System

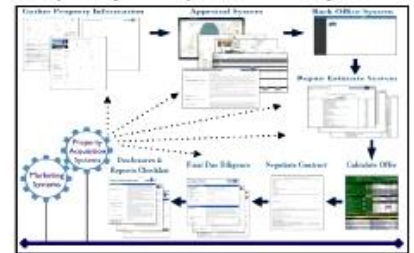


4. Call Agent & Prescreen Lead



# MLS Offer System

5. Property Acquisition System



8. Find & Train a VA to Research & Call Agents for You



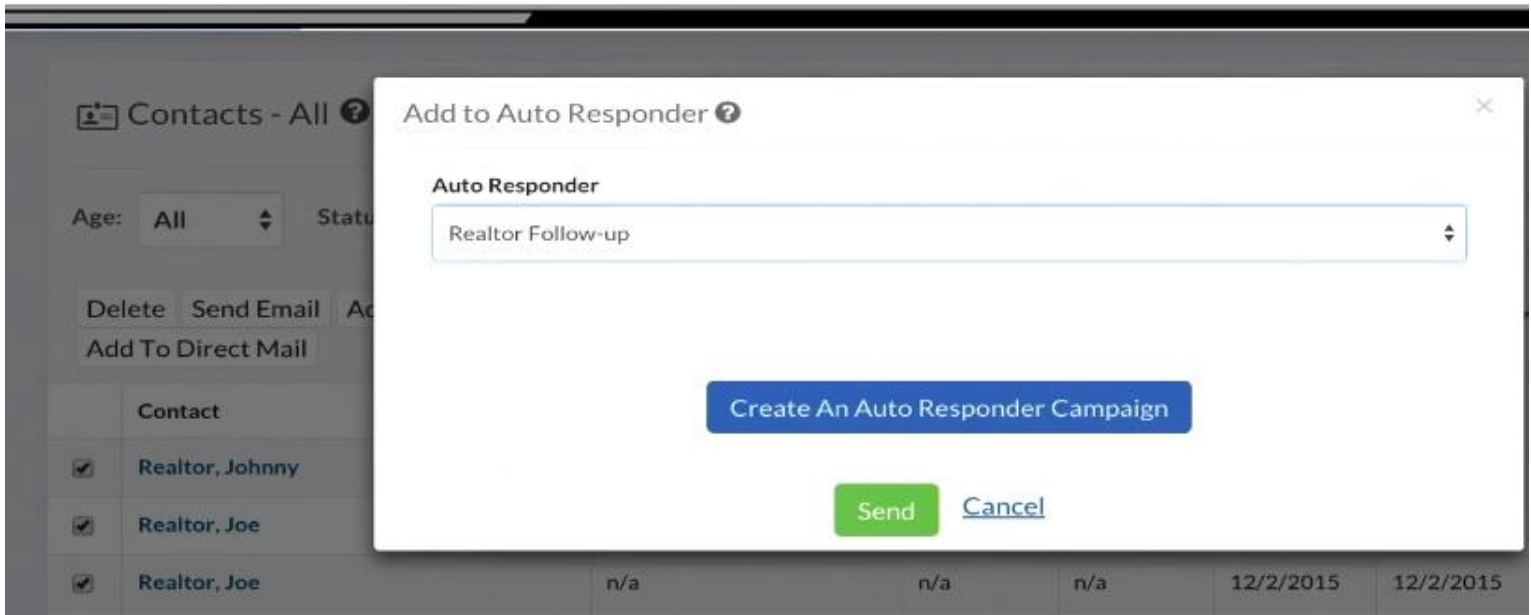
7. Email Campaigns to Agents



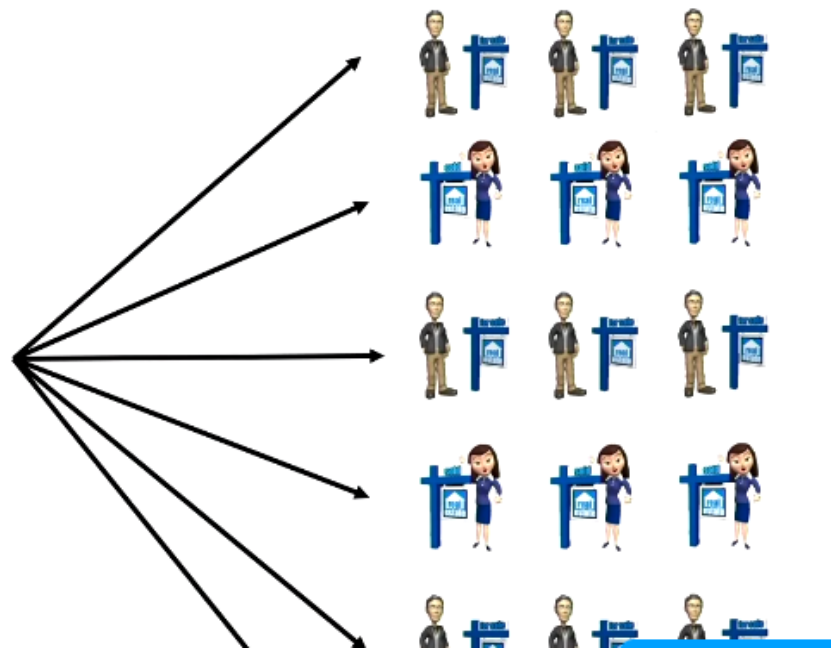
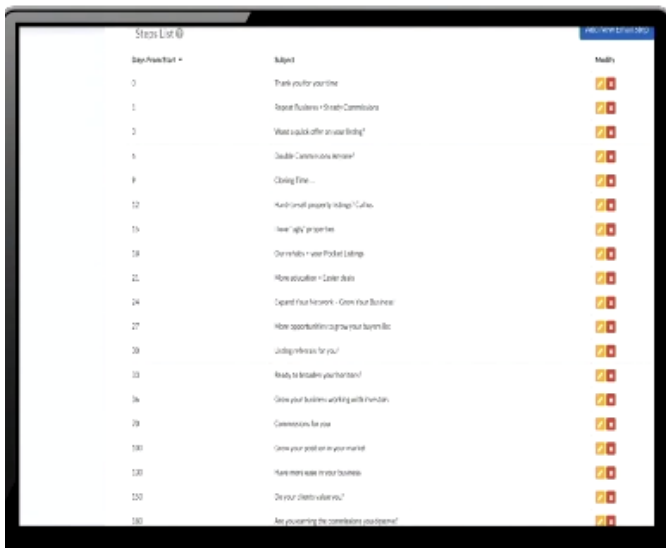
6. Call Agent Back with Offer



# 7. Email Campaigns to Agents



# 7. Email Campaigns to Agents





Batista St.  
Profit: \$35,300



Hartford St.  
Profit: \$115,500



Arroyo Lindo Ave.  
Profit: \$54,800



## MLS Offer System

1. Direct Mail Basics



2. Creating Compelling Direct Mail Pieces



3. Mailing Lists



## Direct Mail Marketing System

6. Track Leads



5. Capture Phone & Online Leads



4. Automating Your Direct Mail



# 1. Direct Mail Basics



- Multi-Step campaigns
- Combination of letters and postcards

## 2. Create Compelling Direct Mail Pieces

Free & Clear



Absentee Owner



Pre-Foreclosure



Probate



Eviction/Landlord



Bankruptcy





# 3. Mailing Lists

---

- Absentee Owner
- Free & Clear
- High Equity
- Low Equity
- Upside down



## 4. Automating Your Direct Mail

---



**Technician**

vs.



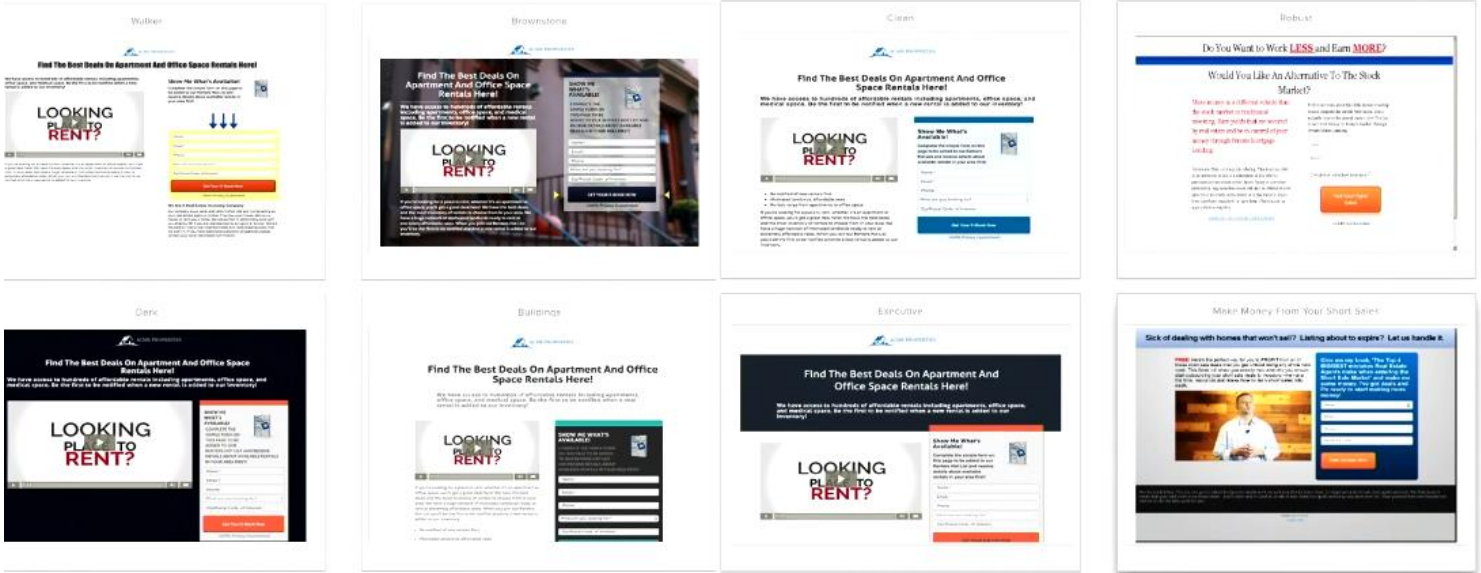
# Direct Mail System - Select List

The screenshot shows the RE/MAX Mastery website interface. At the top, there is a navigation bar with the RE/MAX logo and a search bar containing the text "Go to your properties or contacts". Below the navigation bar is a large banner image of a residential neighborhood with the text "Every house has a story" and "Search and market to thousands of property leads in your area." Below the banner is a search filter section with the following elements: a location dropdown menu set to "San Diego Ca..." with a "Where else?" link; a lead type dropdown menu set to "Absentee Owners" with a list of options including "All lead types", "Absentee Owners", "Cash Buyers", "Free & Clear", "High Equity", and "Low Equity"; an owner type dropdown menu set to "All owner types"; a property type dropdown menu set to "Single + 5"; and a blue "Search" button. Below the search filter section is a "Get Started with Leadpipes" section with a "Quick Start Guide" icon and a "FAQ" icon. At the bottom of the "Get Started with Leadpipes" section, there is a note: "Unlock premium lead types and multi-selection with Premium".

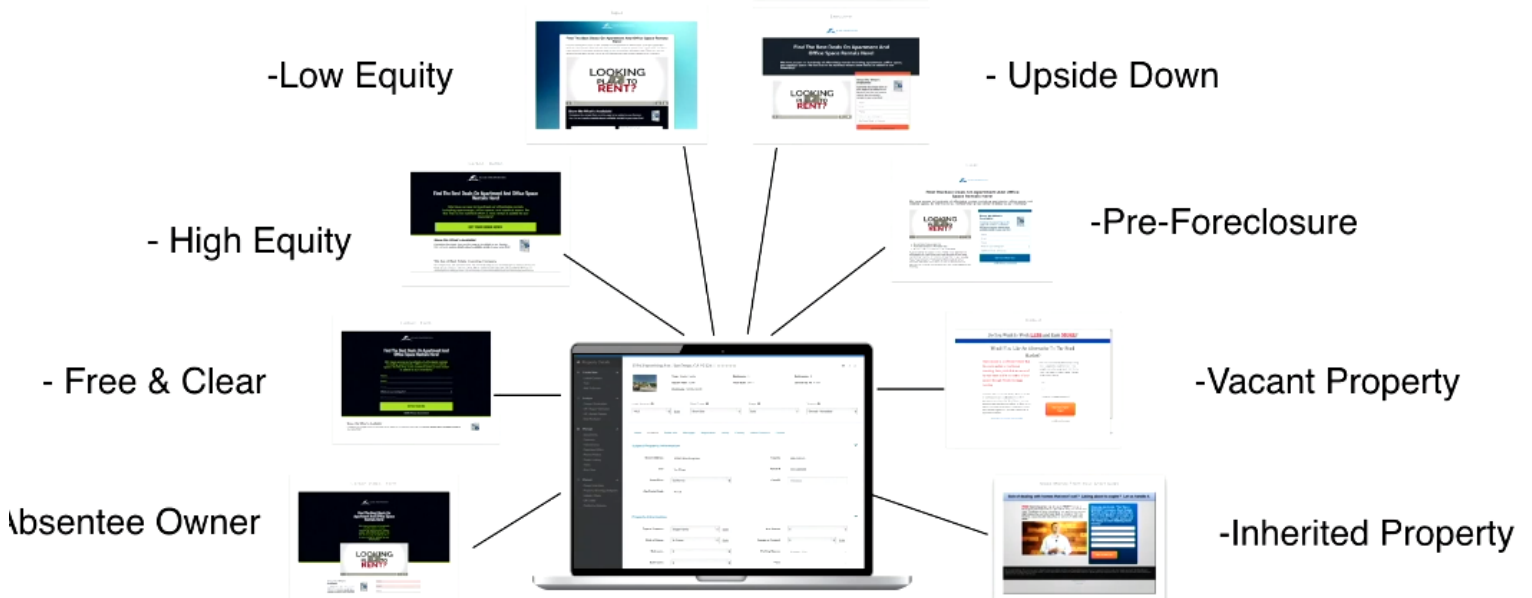
## 5. Capture Phone & Online Leads

The screenshot shows the CTHOMES website. At the top, there is the CTHOMES logo. Below the logo is the headline: "Need To Sell Your Property Now? It Doesn't Matter The Reason- We Can Make A Cash Offer On Your House And Close Quickly...". Below the headline is the text: "We buy houses in any condition - CONTACT us today!". Below the text is a large graphic with the text "SELL YOUR PROPERTY FAST". Below the graphic is a form with the following fields: "First and Last Name\*", "Email\*", and "Phone\*". Below the form is a blue button labeled "Get Your Ebook". Below the button is a small text: "©2016 CTHOMES. All Rights Reserved".

# 5. Capture Phone & Online Leads



# 6. Capture & Track Leads in Back Office CRM





Narwal St.  
Profit: \$53,859



8th St.  
Profit: \$33,753



Goldentop Dr.  
Profit: \$73,570



**Direct Mail Systems**

# Online Advertising System



Landis St.  
Profit: \$83,605



Magnolia Ave.  
Profit: \$98,525

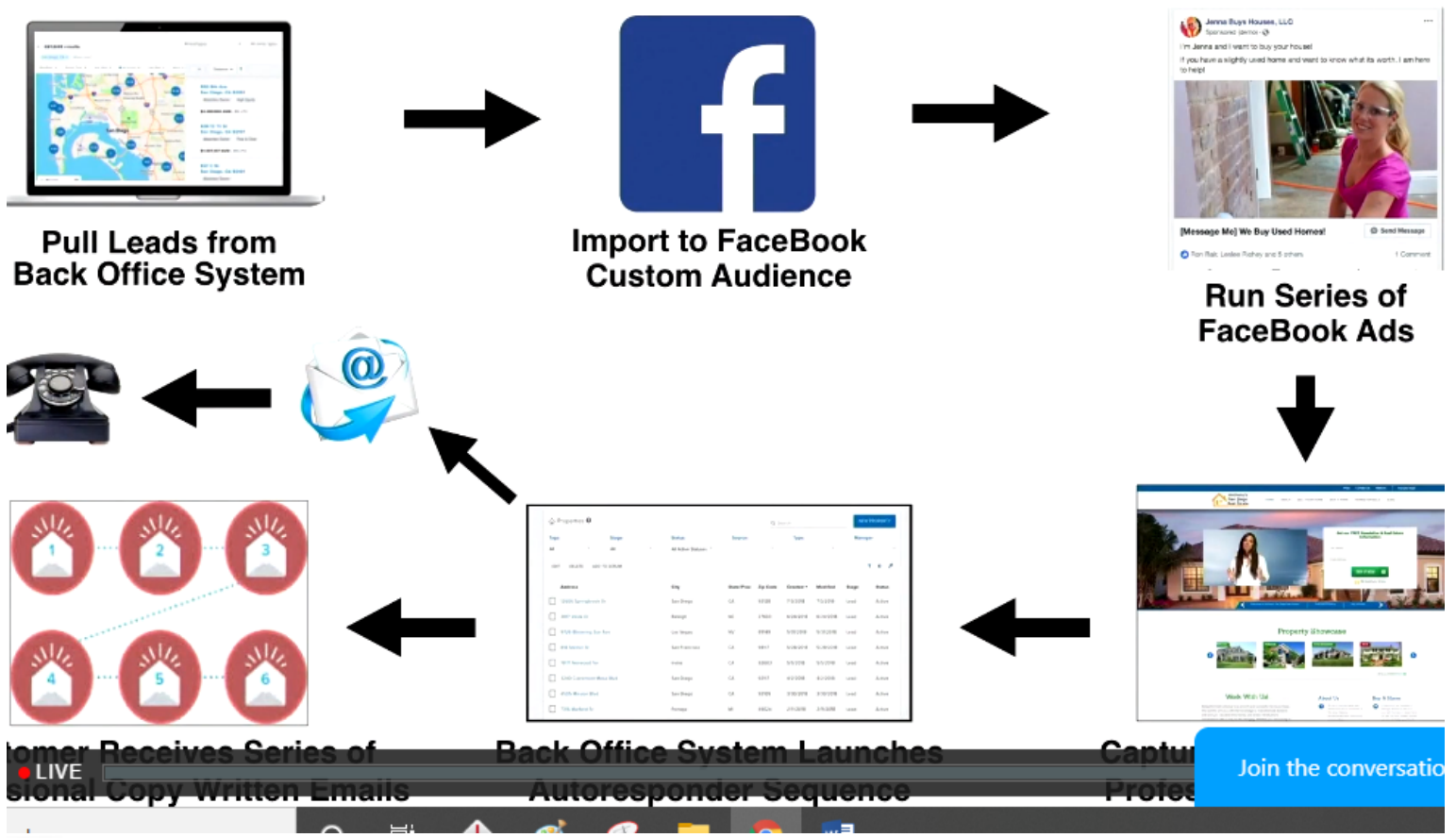


Eboe Ave.  
Profit: \$10,897



**Online Advertising**

# FaceBook Custom Audience System



## Student Success



**Chris & Amanda - Fairfield, CT**

“We just found a 4 unit property utilizing the Social Media Marketing we learned through the Internet Quickstart Program. This is our first passive income property and we’re so excited.”

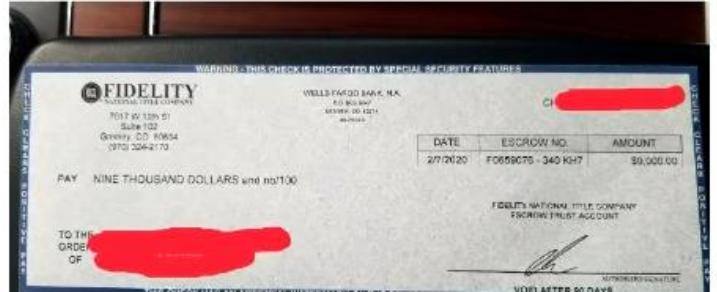


# Student Success



Casey & Lindsey - Gill, CO

“During the training class my wife and I turned 80 leads into several offers and one got accepted! All while still sitting in the class! This was my wife’s first time making offers which ultimately lead to this wholesale deal.”



## Why Learn to Rehab Real Estate?



# Why Learn to Rehab Real Estate?



**What problems do people have rehabbing properties?**







# Amateur



# Professional



## No Profit

## Profit


# Rehabbing Process & Systems



# System for Estimating Repairs

## “Helps you make an accurate offer”

### Repair Estimator



Address: \_\_\_\_\_ Inspected By: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 City: \_\_\_\_\_ Bed: \_\_\_\_\_ Bath: \_\_\_\_\_ Sq Ft: \_\_\_\_\_ Vacant: \_\_\_\_\_

**\* Additional Mediator/Engineer/Pro Quotes Needed:**  
 Asbestos - Buried Oil Tank - Fire Damage - Foundation/Structural - Historical Home - Lead Paint  
 Mold - Permit Check - Pool - Roof - Septic System - Sewer to Street - Soil - Well

#### EXTERIOR

Category	Y/N	Repair Type	#	Unit	Cost	Total
Roof *		Roof (rip and replace) - architectural shingle		sf	\$4.00	
		Roller (add 3 layer of shingles) - architectural shingle		sf	\$2.50	
		Roof Sheathing - plywood 1/2" remove & install		sf	\$2.00	
		Roof repair/patch (hard)		ea	\$900.00	
		Roof repair/patch (easy)		ea	\$600.00	
		Premium for 3 layer tear off		sf	\$0.35	
		Premium for steep pitched roof		sf	\$0.20	
		Fascia - demo & install new		lf	\$3.00	
		Soffit - demo & install new		lf	\$4.00	
		Gutters & downspouts - demo & install new (Flat Cost)		sf	\$0.50	
Gutters		Gutters & downspouts - demo & install new (linear foot)		lf	\$6.00	
		Demo existing finishing material		sf	\$0.75	
Finish		Stucco		sf	\$7.00	
		Wood siding		sf	\$6.00	
		Vinyl siding		sf	\$2.25	
		Fiber cement siding		sf	\$7.00	
		Plywood panel siding		sf	\$2.50	
		Patch an exterior section		ls	\$500.00	
		Power wash exterior finish		sf	\$0.75	
		Fireplace/chimney, brick/stone - replace existing		ls	\$5,000.00	
Masonry		Concrete block		sf	\$6.00	
		Stone		sf	\$18.00	
		Brick		sf	\$11.50	
		Tuckpoint brick		sf	\$3.50	

#### EXTERIOR (cont.)

Category	Y/N	Repair Type	#	Unit	Cost	Total
Garage		Garage Door Only - 1 Car - 9'x7' door, manual		ea	\$775.00	
		Garage Door Only - 2 Car - 16' door, manual		ea	\$1,000.00	
		Garage Door Opener Installed		ea	\$225.00	
		Reroof detached garage (rip & replace)		sf	\$4.00	
		Build new detached garage		sf	\$30.00	
Landscaping		Full landscaping makeover large lot		ls	\$5,000.00	
		Full landscaping makeover medium lot		ls	\$3,500.00	
		Full landscaping makeover small lot		ls	\$2,000.00	
		Clean up landscaping & yard only		ls	\$500.00	
		Tree removal (per tree)		ea	\$900.00	
		Tree Planting (per tree)		ea	\$130.00	
Concrete/Asphalt		Demo existing concrete or asphalt		sf	\$2.00	
		Concrete installed for driveway/patio/sidewalk		sf	\$7.00	
		Asphalt installed in driveway		sf	\$4.00	
		Gravel installed for driveway/sidewalk		sf	\$2.00	
Decks		New deck 15'x15' (add permit if 30" off ground)		ea	\$3,000.00	
		New deck 10'x10'		ea	\$2,000.00	
		New deck - treated lumber		sf	\$15.00	
		New deck - cedar material		sf	\$19.00	
		Decking material replacement only		sf	\$7.00	
		Sand & refinish deck only		sf	\$2.00	
Pergola		New railings - wood		lf	\$20.00	
		New railings - metal		lf	\$40.00	
		New pergola canopy 15'x15'		ea	\$2,500.00	
		New pergola canopy 10'x10'		ea	\$2,000.00	
Fence		Wood fencing		lf	\$15.00	
		Wrought iron fencing		lf	\$45.00	
		Chainlink fence		lf	\$8.00	
Pool *		Pool Completely Redone (\$10k to \$15k)		ea	\$10,000.00	
		Pool (redo plaster only)		ea	\$4,500.00	
Septic *		Septic (all new system)		ea	\$15,000.00	
		Septic (new tank only)		ea	\$5,500.00	

## Case Study - Old Vio Rancho Dr.







**Does the vanity need to be replaced?**



No  Yes

Interior - Bathroom - (By Item)

Repair Type

# Units

Unit

Unit Cost

Vanity cabinet

1

Each

\$700.00

Vanity countertop - granite or other hard surface

1

Each

\$150.00

Vanity mirror

1

Each

\$75.00

No  Yes

Interior - Bathroom - (By Item)

Repair Type

# Units

Unit

Unit Cost

Repair Cost

Vanity cabinet

1

Each

\$700.00

\$700.00

Vanity countertop - granite or other hard surface

1

Each

\$150.00

\$150.00

Vanity mirror

1

Each

\$75.00

Sink

1

Each

\$125.00

Sink Faucet

1

Each

\$150.00

Toilet

1

Each

\$200.00

Bathtub - fiberglass

Units

Each

\$450.00

Bathtub & shower surround - fiberglass

1

Each

\$500.00

Shower stall & surround - fiberglass

Units

Each

\$400.00

Showerhead & faucet kit

1

Each

\$210.00

Bathroom towel bar kit

1

Each

\$75.00

Interior - Bathroom - (By Item) Total \$850.00

Save Cancel

LIVE

Join the



# Professional Repair Estimate

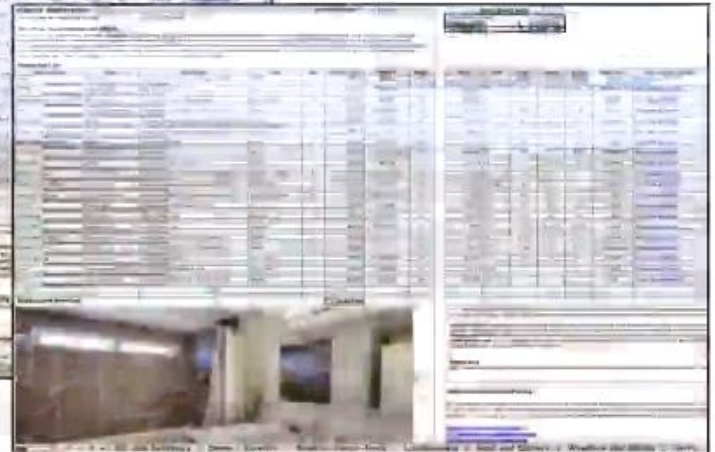
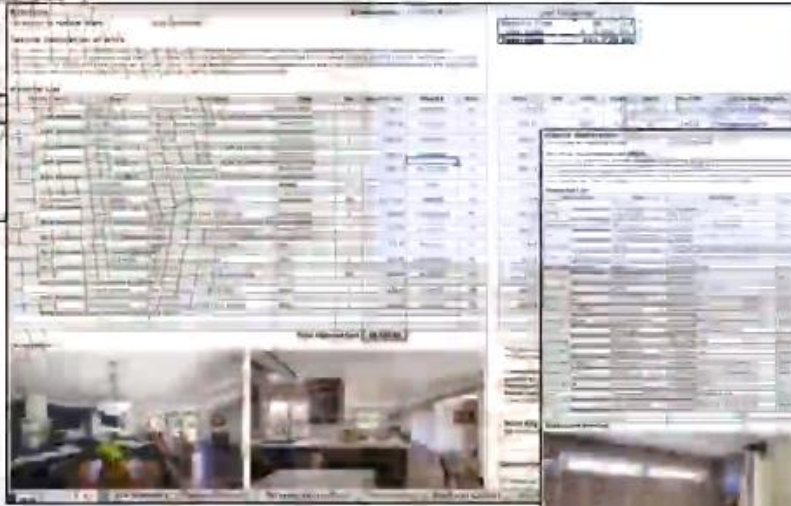
123 Sample Street - 4/1/2020 4:44:59 PM

123 Sample Street

San Diego, CA 92109

Item	Repair Type	Number of Units	Unit of Measure	Unit Cost	Repair Cost
Exterior - Roof	Roof (rip and replace) - Architectual Shingle	1,500	Square Feet	\$4.00	\$6,000.00
Exterior - Roof	Fascia - demo & install new	200	Linear Feet	\$3.00	\$600.00
Exterior - Roof	Soffit - demo & install new	200	Linear Feet	\$4.00	\$800.00
Exterior - Gutters	Gutters & downspouts - demo & install new (Flat Cost)	1,500	Square Feet	\$0.50	\$750.00
Exterior - Windows	Windows, vinyl, average size	15	Each	\$250.00	\$3,750.00
Exterior - Landscaping	Full Landscaping Makeover Large Lot	1	Lump Sum	\$5,000.00	\$5,000.00
Exterior - Fence	Wood Fencing	50	Linear Feet	\$15.00	\$750.00
Interior - Painting	Interior Painting Only	1,500	Square Feet	\$2.00	\$3,000.00
Interior - Kitchen - (By Item)	Cabinets	30	Linear Feet	\$185.00	\$5,550.00
Interior - Kitchen - (By Item)	Countertops	30	Square Feet	\$65.00	\$1,950.00
Interior - Kitchen - (By Item)	Sink	1	Each	\$350.00	\$350.00
Interior - Kitchen - (By Item)	Sink Faucet	1	Each	\$350.00	\$350.00
Interior - Kitchen - (By Item)	Garbage Disposal	1	Each	\$250.00	\$250.00
Interior - Kitchen - (By Item)	Refrigerator	1	Each	\$1,200.00	\$1,200.00
Interior - Kitchen - (By Item)	Range	1	Each	\$850.00	\$850.00
Interior - Kitchen - (By Item)	Dishwasher	1	Each	\$600.00	\$600.00
Interior - Kitchen - (By Item)	Microwave	1	Each	\$350.00	\$350.00
Interior - Bathroom - (By Item)	Vanity cabinet	1	Each	\$700.00	\$700.00
Interior - Bathroom - (By Item)	Vanity countertop - granite or other hard surface	1	Each	\$150.00	\$150.00
Interior - Bathroom - (By Item)	Vanity mirror	1	Each	\$75.00	\$75.00
Interior - Bathroom - (By Item)	Sink	1	Each	\$125.00	\$125.00
Interior - Bathroom - (By Item)	Sink Faucet	1	Each	\$150.00	\$150.00
Interior - Bathroom - (By Item)	Toilet	1	Each	\$200.00	\$200.00
Interior - Bathroom - (By Item)	Bathub - fiberglass	1	Each	\$450.00	\$450.00
Interior - Doors & Trim	New interior doors, closet doors, & trim (1500 sq ft house)	1	Each	\$2,000.00	\$2,000.00
Mechanicals - Plumbing	Plumbing work in wet locations with fixtures (not including entire house)	1	Each	\$1,500.00	\$1,500.00

# Step 3 System for Creating a Scope of Work



**Lighting**  
SKU #473542  
\$59.97



Hampden Bay 2 Light Chrome Stem Light  
SKU #473542  
\$59.97

**Tub & Shower Faucet**  
SKU #242911  
\$89.00



MOE-A Shower Faucet Handle, Tub and Shower  
SKU #242911  
\$89.00

**Tub Enclosure - Tile**  
SKU #608314  
\$115.50



Delta All-Bronze Field Tile-12.55 Sq. Ft. per  
Case  
SKU #608314  
\$115.50

**Accent Tile**  
SKU #608314  
\$55.79



Jetty Coast Mosaic 12 in. x 12 in. Ocean 5  
Square Mosaic Floor and Wall Tile  
SKU #608314  
\$55.79

**Bath Accessory**  
SKU #695127  
\$39.98



Delta Greenwich 3-Place Bath Accessory  
SKU #695127  
\$39.98

**Tub - ASB Firenze**  
SKU #693952  
\$209.00



ASB Firenze 5ft. Left Drain Soaking Tub in  
White  
SKU #693952  
\$209.00

**Vanity, Sink & Faucet, Mirror**  
SKU #100672701  
\$279.00



St. Paul Vanguard 36 in. W Vanity in  
Hazelnut with ASB Engineered Composite  
Top in White and Mirror  
SKU #100672701  
\$279.00

**Toilet - Kohler**  
SKU #255996  
\$139.00



KOHLER Wellworth 2 Piece 1.28 GPF  
Round Toilet in White  
SKU #255996  
\$139.00

**Flooring - Tile**  
SKU #478629  
\$23.10 material cost



12 in. x 12 in. Ceramic Tile  
SKU #478629  
\$23.10

# Bathroom Scope of Work

## Full Bathroom Scope of Work

Contractor to Perform Work: Lead Contractor

Cost Calculator	
Material Cost	\$1,884.06
Estimate Labor	\$2,500.00
<b>Total Cost</b>	<b>\$4,384.06</b>

### General Description of Work

Remove entire hall bath. Remove all outlets and switches. Install new toilet. Install new vanity cabinet with countertop, sink and two-handle faucet. Tile the entire hall bath and wall with grout. Paint the entire hall bath and install vanity light fixture, outlets, switches, accessories and wood frame mirror.

### Material List

Factory / Item	Brand	Description	Color	Qty	Material Cost	Model #	Store	Price	UNIT	Width	Length	Depth	Retail \$/SQ	Link to Store Website	Home Depot Low Price Alternative *
Tile	Glacier Bay	High Eff Ceramic Dual Flush Complete Rongiate Toilet	White	1	\$93.00	42814	HD	\$93.00	EA	17.5"	22.5"	29.1"	21544	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	
Vanity Cabinet	HD	Expanded Vanity with 28 Bathroom Composite Van	Walnut/Glacier	1	\$219.00	VGM87PCDM48	HD	\$219.00	EA	48.25"	33.54"	18.75"	954578	<a href="http://hd.us/746804">http://hd.us/746804</a>	
Shower	Shower	Acrylic Shower 2-Handle Bathroom Faucet	Chrome	1	\$19.00	85624	HD	\$19.00	EA		2.75"		1002219261	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	Shower Key
Bathtub	Shower	Acrylic Shower 2-Handle Bathroom Faucet	White	1	\$308.07	712211000	HD	\$308.07	EA	62.12"	60"	15.75"	1000895431	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	Berks
Shower Faucet	Shower	Two-Handle Shower Faucet Two-Set	Chrome	1	\$173.99	12211	HD	\$173.99	EA	2.75"	2.88"		1000445282	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	Berks
Shower Head	Shower	Two-Handle Shower Faucet Two-Set	White	130	\$19.00	8111646040418	HD	\$15.00	EA	9"	6"		1002411648	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	
Shower Head	Shower	Two-Handle Shower Faucet Two-Set	White/Gray	31	\$173.00	88174	HD	\$173.00	EA	12"	12"		910248	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	
Shower Head	Shower	Two-Handle Shower Faucet Two-Set	White	48	\$71.52	8101121400472	HD	\$149.58	EA	12"	12"		804498	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	
Shower Head	Shower	Two-Handle Shower Faucet Two-Set	Chrome	1	\$48.38	138284	HD	\$48.38	EA				995127	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	Shower Key
Shower Head	Shower	Two-Handle Shower Faucet Two-Set	White	1	\$138.00	APN110	HD	\$138.00	EA	12.25"	11.3"	6.75"	1001314580	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	Ar King
Vanity Lighting	Hampton Bay	2-Light Bath Light	Chrome	1	\$62.47	25122	HD	\$62.92	EA	12.25"	8.87"	7.25"	471412	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	Shower
Shower	Shower	Two-Handle Shower Faucet Two-Set	None	1	\$12.88	PM38023	HD	\$12.88	EA	9"			123872	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	
Paint	Sherrin Williams	Flat Enamel 20.511 (5.210 / 5.116)	Tranquil White	1	\$191.95	968120	HD	\$194.95	1 Gal				8126	<a href="http://www.homedepot.com">http://www.homedepot.com</a>	HD Premium Plus
					<b>Total Material Cost</b>	<b>\$1,884.06</b>									

### Full Bathroom Photos



### About the Material Lists

\* CT Homes buys some materials from local providers. If an item is locally purchased we provide an alternative available at Home Depot.

\*\* A low cost material option is provided if we identify a similar alternative that looks like the more expensive product we used.

Flooring and Paint may be used in many parts of the house. The costs here may be an estimated portion of the total costs within the entire house.

Paint brands vary by store/region. We have provided the Home Depot brand for your estimates. Regardless of the brand you use, we have included the Color Mix so your Home Depot can mix the exact color we used.

### Store Key:

HD Home Depot | SW Sherrin Williams



Old Via Rancho



Guilder Glen





# Kitchen Scope of Work

Scope of Work - Kitchen Template #1 (Old Via Rancho)										About this Scope of Work																																																																																																																															
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<p><b>Kitchen Dimensions</b> U-Shape - 15' x 9'</p>										<p><b>Price</b>    <b>Unit</b>    <b>Width</b>    <b>Length</b>    <b>Height</b>    <b>Link to Store Website</b></p> <table border="1"> <tr><td>\$22.24</td><td>varies</td><td>-</td><td>-</td><td>-</td><td><a href="http://hd.com/1m231u0">http://hd.com/1m231u0</a></td></tr> <tr><td>\$34.86</td><td>each</td><td>7.6</td><td>7.6</td><td>4</td><td><a href="http://hd.com/1m246uA">http://hd.com/1m246uA</a></td></tr> <tr><td>\$1,098.00</td><td>each</td><td>32.63</td><td>66-15/16</td><td>69.94</td><td><a href="http://hd.com/1ed088u">http://hd.com/1ed088u</a></td></tr> <tr><td>\$1,849.00</td><td>each</td><td>29.88</td><td>35.75</td><td>28.75</td><td><a href="http://hd.com/1ed073u">http://hd.com/1ed073u</a></td></tr> <tr><td>\$599.00</td><td>each</td><td>36</td><td>42</td><td>20</td><td><a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a></td></tr> <tr><td>\$599.00</td><td>each</td><td>23.88</td><td>34.5</td><td>27.5</td><td><a href="http://hd.com/1ed048Z">http://hd.com/1ed048Z</a></td></tr> <tr><td>\$168.28</td><td>each</td><td>32.188</td><td>20.5</td><td>9</td><td><a href="http://hd.com/1ed048Z">http://hd.com/1ed048Z</a></td></tr> <tr><td>\$192.00</td><td>each</td><td>7</td><td>11</td><td>2</td><td><a href="http://hd.com/1ed048Z">http://hd.com/1ed048Z</a></td></tr> <tr><td>\$74.96</td><td>each</td><td>11.375"</td><td>6.312"</td><td>6.312"</td><td><a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a></td></tr> <tr><td>\$11.25</td><td>per 3</td><td>5</td><td>8</td><td>7</td><td><a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a></td></tr> <tr><td>\$15.99</td><td>sq ft</td><td>12</td><td>12</td><td>0.375</td><td><a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a></td></tr> <tr><td>\$4.28</td><td>sq ft</td><td>4.75</td><td>47.25</td><td>0.5</td><td><a href="http://hd.com/1d2r884">http://hd.com/1d2r884</a></td></tr> <tr><td>\$116.00</td><td>3 Gallons</td><td>-</td><td>-</td><td>-</td><td><a href="http://hd.com/1r36fres">http://hd.com/1r36fres</a></td></tr> <tr> <td colspan="10"><b>Total Material Cost</b> \$10,242.81</td> <td colspan="5"><b>\$4,784.86</b></td> </tr> <tr> <td colspan="10">Store Key: HD - Home Depot</td> <td colspan="5">Page 1</td> </tr> <tr> <td colspan="10">Kitchen Template 1    Kitchen Template 2    Kitchen Template 3    Kitchen Template 4    Kitchen Template</td> <td colspan="5">Sum=0</td> </tr> </table>					\$22.24	varies	-	-	-	<a href="http://hd.com/1m231u0">http://hd.com/1m231u0</a>	\$34.86	each	7.6	7.6	4	<a href="http://hd.com/1m246uA">http://hd.com/1m246uA</a>	\$1,098.00	each	32.63	66-15/16	69.94	<a href="http://hd.com/1ed088u">http://hd.com/1ed088u</a>	\$1,849.00	each	29.88	35.75	28.75	<a href="http://hd.com/1ed073u">http://hd.com/1ed073u</a>	\$599.00	each	36	42	20	<a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a>	\$599.00	each	23.88	34.5	27.5	<a href="http://hd.com/1ed048Z">http://hd.com/1ed048Z</a>	\$168.28	each	32.188	20.5	9	<a href="http://hd.com/1ed048Z">http://hd.com/1ed048Z</a>	\$192.00	each	7	11	2	<a href="http://hd.com/1ed048Z">http://hd.com/1ed048Z</a>	\$74.96	each	11.375"	6.312"	6.312"	<a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a>	\$11.25	per 3	5	8	7	<a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a>	\$15.99	sq ft	12	12	0.375	<a href="http://hd.com/1ed053u">http://hd.com/1ed053u</a>	\$4.28	sq ft	4.75	47.25	0.5	<a href="http://hd.com/1d2r884">http://hd.com/1d2r884</a>	\$116.00	3 Gallons	-	-	-	<a href="http://hd.com/1r36fres">http://hd.com/1r36fres</a>	<b>Total Material Cost</b> \$10,242.81										<b>\$4,784.86</b>					Store Key: HD - Home Depot										Page 1					Kitchen Template 1    Kitchen Template 2    Kitchen Template 3    Kitchen Template 4    Kitchen Template										Sum=0				
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Rental



\$

Below Median



\$\$

Above Median



\$\$\$

Luxury



\$\$\$\$

# Scope of Work Library - Templates

Select a Room to Build a Scope of Work



Kitchen



Master Bathroom



Full Bathroom



Half Bath



Landscaping



Roof & Gutter



Living Room



Bedroom



Garage

## Kitchen Templates

### Kitchen Templates

[Back to Scope of Work Index](#)

Kitchen Shape:  Total Rehab Cost:



Kitchen Template 1



Kitchen Template 2



Kitchen Template 3



Kitchen Template 4



Kitchen Template 5



Kitchen Template 6



Kitchen Template 7



Kitchen Template 8



Kitchen Template 9

### Kitchen Templates

[Back to Scope of Work Index](#)

Kitchen Shape:  Total Rehab Cost:



Kitchen Template 10



Kitchen Template 11



Kitchen Template 12



Kitchen Template 13



Kitchen Template 14



Kitchen Template 15



Kitchen Template 16



Kitchen Template 17



Kitchen Template 18

# Kitchen Template 16



## Old Via Rancho Dr.

Single Family, 5 bed, 2.5 bath, 2,210 sqft

Demo entire kitchen and remove appliances. Demo the walls dividing the kitchen from the dining room and living room. Demo the doorway between the kitchen and the hallway. Install new countertops, backsplash, cabinets, appliances and faucet. Paint the entire kitchen and install new recessed lighting. Replace all outlets and switches.

**Material Cost** \$10,243  
**Labor Cost** \$3,850  
**Total Kitchen Cost** \$14,093

Download SCOPE OF WORK



## Material Sheet

Fixture / Item	Brand	Description	Color	Store Link - SKU	Total Cost
Cabinets	Hampton Bay	Wood Cabinets; Base and Wall	Cognac finish	Home Depot	\$2,780.00
Lighting	Lithonia	Recessed Lighting	White	Home Depot - 548099	\$209.16
Refrigerator/Freezer	Whirlpool	Gold 21.9 cu. ft. Bottom Freezer Refrigerator	Stainless Steel	Home Depot - 121901	\$1,098.00
Range	Whirlpool	Gold 4.5 cu. ft. Slide-In Gas Range	Stainless Steel	Home Depot - 894171	\$1,849.00
Range Hood	Whirlpool	Gold 36 in. Convertible Range Hood	Stainless Steel	Home Depot - 299178	\$599.00
Dishwasher	Whirlpool	Built-In Dishwasher Model	Stainless Steel	Home Depot - 245634	\$599.00
Sink	HOUZER	Eston Undermount Double Bowl Sink	Stainless Steel	Home Depot - STC-2200SR-1	\$168.28
Faucet	Symmons	Dia Single-Handle Bar	Satin Finish	Home Depot - SPB-3510-STN	\$192.00
Garbage Disposal	Badger	Garbage Disposal w/ Air Gap Switch	Black	Home Depot - 100036481	\$74.96
Countertops	Stonemark	Granite	New Venitian Gold	Home Depot - DT-G215	\$956.25

# Kitchen Scope of Work #16

Scope of Work - Kitchen Template #16(Old Via Rancho)										About this Scope of Work											
<b>Description of Work:</b>										* CT Homes buys some materials from local providers. When an item is locally purchased we provide a national alternative.											
Demo entire kitchen and remove appliances. Demo the walls dividing the kitchen from the dining room and living room. Demo the doorway between the kitchen and the hallway. Install new countertops, backsplash, cabinets, appliances and faucet. Paint the entire kitchen and install new recessed lighting. Replace all outlets and switches.										** Cabinets vary in size, shape and type. The Unit Price indicated is the Average cost of all the different cabinets used in this kitchen.											
<table border="1"> <tr> <td>Material Cost</td> <td>\$10,243</td> </tr> <tr> <td>Labor Cost</td> <td>\$3,850</td> </tr> <tr> <td><b>Total Cost</b></td> <td><b>\$14,093</b></td> </tr> </table>										Material Cost	\$10,243	Labor Cost	\$3,850	<b>Total Cost</b>	<b>\$14,093</b>	*** Material costs vary by quantity. The prices and quantities shown are specific to this kitchen.					
Material Cost	\$10,243																				
Labor Cost	\$3,850																				
<b>Total Cost</b>	<b>\$14,093</b>																				
<b>Kitchen Dimensions</b> U-Shape - 15' x 9'										<b>Note:</b> Flooring and Paint may be used in many parts of the house. The costs here may be an estimated portion of the total costs within the entire house.											
<b>Material List</b>										<b>Note:</b> Paint brands vary by store/region. We have provided the Home Depot brand for your estimates. Regardless of the brand you use, we have included the Color Mix so your Home depot or local paint store can mix the exact color we used.											
Fixture / Item	Brand	Description	Color	Qty	Material Cost	Retail SKU	Store	Price	Unit	Width	Length	Height	Link to Store Website								
Cabinets **	Hampton Bay	Wood Cabinets; Base and Wall	Cognac finish	125	\$2,780.00	multiple	HD	\$22.24	varies	-	-	-	<a href="http://hhd.co/1m23u0">http://hhd.co/1m23u0</a>								
Lighting	Lithonia	Recessed Lighting	White	6	\$209.16	548099	HD	\$34.86	each	7.6	7.6	4	<a href="http://hhd.co/1m16uA">http://hhd.co/1m16uA</a>								
Refrigerator/Freezer	Whirlpool	Gold 21.9 cu. ft. Bottom Freezer Refrigerator	Stainless Steel	1	\$1,098.00	*121901	HD	\$1,098.00	each	32.63	66-15/16	69.94	<a href="http://hhd.co/1e60hc">http://hhd.co/1e60hc</a>								
Range	Whirlpool	Gold 4.5 cu. ft. Slide-In Gas Range	Stainless Steel	1	\$1,849.00	*894171	HD	\$1,849.00	each	29.88	35.75	28.75	<a href="http://hhd.co/1e60Cb">http://hhd.co/1e60Cb</a>								
Range Hood	Whirlpool	Gold 36 in. Convertible Range Hood	Stainless Steel	1	\$599.00	*299178	HD	\$599.00	each	36	42	20	<a href="http://hhd.co/1e60Cg">http://hhd.co/1e60Cg</a>								
Dishwasher	Whirlpool	Built-In Dishwasher Model	Stainless Steel	1	\$599.00	*245634	HD	\$599.00	each	23.88	34.5	27.5	<a href="http://hhd.co/1e60K2">http://hhd.co/1e60K2</a>								
Sink	HOUZER	Eston Undermount Double Bowl Sink	Stainless Steel	1	\$168.28	STC-2200SR-1	HD	\$168.28	each	32.188	20.5	9	<a href="http://hhd.co/1e60y8M">http://hhd.co/1e60y8M</a>								
Faucet	Symmons	Dia Single-Handle Bar	Satin Finish	1	\$192.00	SPB-3510-STN	HD	\$192.00	each	7	11	2	<a href="http://hhd.co/1e60Ql">http://hhd.co/1e60Ql</a>								
Garbage Disposal	Badger	Garbage Disposal w/ Air Gap Switch	Black	1	\$74.96	100036481	HD	\$74.96	each	11.375"	6.312"	6.312"	<a href="http://hhd.co/1m205g">http://hhd.co/1m205g</a>								
Countertops ***	Stonemark	Granite	New Venitian Gold	85	\$956.25	DT-G215	HD	\$11.25	per 3	5	8	7	<a href="http://hhd.co/1er19K">http://hhd.co/1er19K</a>								
Backsplash ***	Jeffrey Court	Pencil Glass Wall Tile	Milano Brown	64	\$1,023.36	860131	HD	\$15.99	sq ft	12	12	0.375	<a href="http://hhd.co/1e60c0">http://hhd.co/1e60c0</a>								
Flooring ***	Home Legend	Hand Scraped Engineered Hardwood	Maple Sedona	135	\$577.80	181473	HD	\$4.28	sq ft	4.75	47.25	0.5	<a href="http://hhd.co/12e184">http://hhd.co/12e184</a>								
Paint ***	Behr	Flat Finish (R-214   G-223   B-201)	Light Range	1	\$116.00	custom	HD	\$116.00	5 Gallons	-	-	-	<a href="http://hhd.co/1n36Res">http://hhd.co/1n36Res</a>								
<b>Total Material Cost</b>								<b>\$10,242.81</b>													
								<b>\$4,784.86</b>													

Store Key: HD - Home Depot

Page 1

# Kitchen Scope of Work #16

Scope of Work - Kitchen Template #16(Old Via Rancho)										About this Scope of Work					
<b>Description of Work:</b> Demo entire kitchen and remove appliances. Demo the walls dividing the kitchen from the dining room and living room. Demo the doorway between the kitchen and the hallway. Install new countertops, backsplash, cabinets, appliances and faucet. Paint the entire kitchen and install new recessed lighting. Replace all outlets and switches.										* CT Homes buys some materials from local providers. When an item is locally purchased we provide a national alternative. ** Cabinets vary in size, shape and type. The Unit Price indicated is the Average cost of all the different cabinets used in this kitchen. *** Material costs vary by quantity. The prices and quantities shown are specific to this kitchen. <b>Note:</b> Flooring and Paint may be used in many parts of the house. The costs here may be an estimated portion of the total costs within the entire house. <b>Note:</b> Paint brands vary by store/region. We have provided the Home Depot brand for your estimates. Regardless of the brand you use, we have included the Color Mix so your Home depot or local paint store can mix the exact color we used.					
Material Cost		\$10,243		Kitchen Dimensions		U-Shape - 15' x 9'									
Labor Cost		\$3,850													
Total Cost		\$14,093													
<b>Material List</b>															
Fixture / Item	Brand	Description	Color	Qty	Material Cost	Retail SKU	Store	Price	Unit	Width	Length	Height	Link to Store Website		
20 Cabinets **	Hampton Bay	Wood Cabinets; Base and Wall	Cognac finish	225	\$2,780.00	multiple	HD	\$22.24	varies	-	-	-	<a href="http://thd.co/1m7T3u0">http://thd.co/1m7T3u0</a>		
21 Lighting	Lithonia	Recessed Lighting	White	6	\$208.16	548009	HD	\$34.86	each	7.6	7.6	4	<a href="http://thd.co/1m316uA">http://thd.co/1m316uA</a>		
22 Refrigerator/Freezer	Whirlpool	Gold 21.9 cu. ft. Bottom Freezer Refrigerator	Stainless Steel	1	\$1,098.00	*121901	HD	\$1,098.00	each	32.63	66-15/16	69.94	<a href="http://thd.co/1e6i05b">http://thd.co/1e6i05b</a>		
23 Range	Whirlpool	Gold 4.5 cu. ft. Slide-In Gas Range	Stainless Steel	1	\$1,849.00	*894171	HD	\$1,849.00	each	29.88	35.75	28.75	<a href="http://thd.co/1e6i05b">http://thd.co/1e6i05b</a>		
24 Range Hood	Whirlpool	Gold 36 in. Convertible Range Hood	Stainless Steel	1	\$599.00	*299178	HD	\$599.00	each	36	42	20	<a href="http://thd.co/1e6i05g">http://thd.co/1e6i05g</a>		
25 Dishwasher	Whirlpool	Built-In Dishwasher Model	Stainless Steel	1	\$599.00	*245634	HD	\$599.00	each	23.88	34.5	27.5	<a href="http://thd.co/1e6i05g">http://thd.co/1e6i05g</a>		
26 Sink	HOUZER	Esion-Undermount Double Bowl Sink	Stainless Steel	1	\$168.28	STC-2200SR-1	HD	\$168.28	each	32.188	20.5	9	<a href="http://thd.co/1o7y25M">http://thd.co/1o7y25M</a>		
27 Faucet	Symmons	Dia Single-Handle Bar	Satin Finish	1	\$192.00	SPB-3510-57N	HD	\$192.00	each	7	11	2	<a href="http://thd.co/1e6i05g">http://thd.co/1e6i05g</a>		
28 Garbage Disposal	Badger	Garbage Disposal w/ Air Gap Switch	Black	1	\$74.96	300036481	HD	\$74.96	each	11.375"	6.312"	6.312"	<a href="http://thd.co/1e6i05g">http://thd.co/1e6i05g</a>		
29 Countertops ***	Stonemark	Granite	New Venitian Gold	85	\$956.25	OT-G215	HD	\$11.25	per 3	5	8	7	<a href="http://thd.co/1e6i05g">http://thd.co/1e6i05g</a>		
30 Backsplash ***	Jeffrey Court	Pencil Glass Wall Tile	Milano Brown	64	\$1,023.36	860331	HD	\$15.99	sq ft	12	12	0.375	<a href="http://thd.co/1e6i05g">http://thd.co/1e6i05g</a>		
31 Flooring ***	Home Legend	Hand Scraped Engineered Hardwood	Maple Sedona	135	\$577.80	181472	HD	\$4.28	sq ft	4.75	47.25	0.5	<a href="http://thd.co/172x184">http://thd.co/172x184</a>		
32 Paint ***	Behr	Flat Finish (R-234   G-223   B-201)	Light Beige	1	\$116.00	custom	HD	\$116.00	5 Gallons	-	-	-	<a href="http://thd.co/1n36Res">http://thd.co/1n36Res</a>		
					<b>Total Material Cost</b>	<b>\$10,242.81</b>			<b>\$4,784.86</b>						
Store Key: HD - Home Depot							Page 1								



Nolan



Noreen Way



# Lower Price Point Kitchen Template



32nd St.



Florida Ave.



## Solution?

## Reverse Engineer Our Best Properties...



**Steve Bieber**  
Mastery Student

**One of His First Rehabs**



Wendy Chun - Manhasset, NY



Audrey Kikos - Los Angeles, CA



# Step 4 & 5

## System for Finding Great Contractors & Getting Bids



### Contractor Marketing Checklist



#### CREATE CONTRACTOR CREDIBILITY PACKET

<input type="checkbox"/> <b>Company Background</b>	Provide background about your company. This is your introduction to potential contractors so make a good first impression; let your potential contractors know that you are serious.
<input type="checkbox"/> <b>Short and Long Term Goals</b>	One concern a potential contractor will have in taking on a new client is whether or not you will be able to bring in consistent work. Use this section to illustrate where your company is going.
<input type="checkbox"/> <b>Why You Are Good to Work With</b>	You are wooing your contractor into a good working relationship, so you will have to establish trust by laying out how you respect contractors and deal with them fairly; let your potential contractors know that you are an investor with a continuing stream of work for them if you can get good pricing
<input type="checkbox"/> <b>Describe Your "Ideal" Contractor</b>	Let your potential contractors know what characteristics and qualities you are looking for in a contracting partnership. Motivate your contractor by mentioning the high potential for repeat business if your standards are followed.
<input type="checkbox"/> <b>Contractor Requirements</b>	You also need to detail what licensing, insurance, and warranty requirements you have. This may eliminate some contractors right away.
<input type="checkbox"/> <b>Examples of How You Administer a Project</b>	You can include a sample contractor agreement, pay schedule, etc. to show your potential contractors that you mean business and are a reputable firm.

#### PRESCREEN CONTRACTOR

<input type="checkbox"/> <b>Contractor Application</b>	Use the Contractor Application to prescreen all contractors and gather all necessary information.
<input type="checkbox"/> <b>Contractors License</b>	Acquire a copy of the contractor's contractor license and verify it is active through your state board or local municipality.
<input type="checkbox"/> <b>Workers Compensation</b>	Acquire a copy of the contractor's workers compensation (if they have employees).
<input type="checkbox"/> <b>Liability Insurance</b>	Acquire a copy of the contractor's liability insurance.
<input type="checkbox"/> <b>EPA Certification</b>	Acquire a copy of the contractor's environmental protection agency certification (if they have one).
<input type="checkbox"/> <b>Interview Contractor</b>	Ask the contractor about similar projects, management experience, timing, bidding process, business history, how differences of opinion are typically resolved, etc.
<input type="checkbox"/> <b>Contractor Reference Follow Up</b>	Follow up with the contractor's references and document all answers in case you need to reference back to them.

Create a Dropbox file and keep all research related to the contractor together in the file (Contractor









### Marketing Campaigns to Find Bargain Properties



### Analyze the Deal

Deal Analysis	
Property Address	123 Main St
Current Market Value	\$250,000
After Repair Value	\$400,000
Repair Cost	\$30,000
Net Value	\$370,000
Purchase Price	\$300,000
Profit	\$70,000
Profit Margin	23.3%

### Market Contract to Your List of Investor Buyers



After Repair Value: \$ 400,000  
 Repair Cost: \$ 30,000

Purchase Price: \$300,000

Sale Price: \$320,000

### Chose Best Way to Close Escrow

1. Sell the Contract
2. Double Close

### Show Investor Buyers the Property



**Profit: \$20,000**

### Recommended Profit Margin Target 5% to 10% of Purchase Price



**\$200,000**



**\$400,000**



**36th St.  
\$39,138**



**Arizona St.  
\$23,875**



**Primrose Dr.  
\$36,990**



**Bloomdale St.  
\$45,660**





**Burgener Blvd.  
\$82,700**



**Idlewild Way  
\$14,972**



**Jojo Ct.  
\$24,200**



**Boulder View Ct.  
\$52,600**

# Property Management

# Realities of Operating Rentals



Advertising



Showing Property



Screening Tenants



Lease Signing & Move In



Rent Collections



Repairs & Maintenance



Renewing Leases



Evictions



Property Turns



Accounting & Bookkeeping

## Ideal Rental Markets

Gross Domestic Product = 1% - 3% Growth

Metro Statistical Area = 1% - 3% Growth

Rent to Price Ratio = 6% - 10%

- *Annual Rent / Median Home Price*

Housing Affordability Index  $\leq 4$

- *Median Home Price / Median Income*

Percentage of Renters = 30% - 40%

Major Employers

City Ordinances for Occupancy

State Tenant Laws



# Passive Income SYSTEM

- ✓ Researches Market
- ✓ Builds Local Team to Acquire & Manage Properties
- ✓ Dedicated Passive Income Specialist
- ✓ Determines Investment Objectives
- ✓ Reviews Financial Position
- ✓ Builds an Investment Plan
- ✓ Identifies Investment Properties - Commercial & Residential
- ✓ Leverage Team of Professionals
  - ✓ Insurance
  - ✓ Title Companies
  - ✓ Property Management
  - ✓ Lenders



**Financial Freedom Secret:**

**Wealthy People Leverage a TEAM!**