From *Chaos* to Calm™

THE 5-STEP APPROACH
TO RIGHT-SIZING

The Property Mogul



OUR SIGNATURE METHOD HELPS THOSE
WANNA-BE LANDLORDS CREATE & BUILD
THEIR NET WORTH THROUGH REAL ESTATE

Real Broker Ontario Ltd.
Brokerage

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"Buying real estate is not only the best way, the quickest way, the safest way, but the only way to become wealthy." **-Marshall Field**

Most people believe that statement to be true. But many folks look at their reality and see:

- Financial portfolios aren't performing as well as they used to
- Retirement seems to be a dream that will never be realized ... at least a dream that's worth living

It's a common theme.

But you're thinking.... We did all the right things and STILL can't see the path to financial freedom.

You bought a home, you put savings away, you topped up your RRSP, you vested your pension. But as time went by, life expanded - raising children, looking after ailing parents, and just "having a life" - and your available saving dollars shrunk.

There's just not enough income to accommodate the dollars you need to invest in order to get to that magic retirement number you seek.

And let's face it, not having the ability to invest and take advantage of compounding interest makes folks very unnerved. The thought that they won't be able to retire when they want to on their terms. Rather they will have the "golden handcuffs" of a high paying job on them for way longer than they want.

And that in turn impedes other life priorities.



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But it doesn't HAVE to be that way.

- Imagine not having to work a day job because you're making enough in passive income to live a great lifestyle
- Imagine being able to invest and grow your wealth without feeling like it's a full time job
- Imagine having the freedom to travel whenever you like because taking a different job or a pay cut to have more personal time is now an option
- Imagine having a net worth where you never have to work again
- Imagine having the means to meaningfully support your favourite charity
- Imagine having the ability to help your children buy their first home and get into them on the path of real estate wealth building at an early age - they'll never HAVE to work

It may sound "to good to be true"... but it isn't. The traditional ways of wealth building doesn't always meet the needs of today's families. With rising costs and salaries not keeping pace, the road to retirement/ financial freedom needs a bit of a boost.

Investment in Real Estate has long been seen as the path to financial freedom. Since the time real estate sales have been tracked, it's been an upward bound (granted there's ebbs and flows along the way, but always gaining value).



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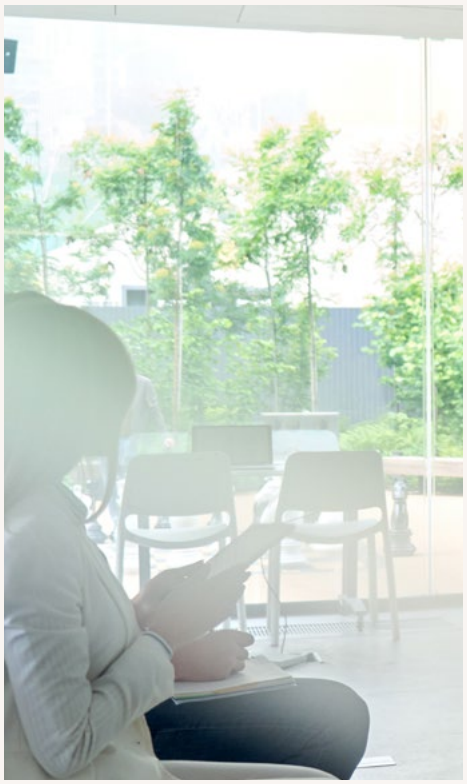





"If you don't own a home, buy one. If you own a home, buy another one. If you own two homes, buy a third. And lend your relatives the money to buy a home." **-John Paulson**

GREAT! So now you know the WHAT, but what about the HOW?

You can do all the research you want - and there's plenty of DIY programs out there like YouTube videos, seminars that talk about "raising capital" or "finding JV partners", those "get rich quick programs, etc., but no REAL roadmap for how to move to the next step. Particularly for the "newer" investor.

And that's where WE come in.

First off, you have a home. That has equity. And that equity right now is simply "dead money". Using that equity to purchase an investment property gets that equity back in the "live money" category. Actively making you money and increasing your asset portfolio.

We can show you HOW to get your equity "live" again. Our goal is to guide, educate and mentor our investor clients so that they completely confident in their investment plan.

Our signature "From Chaos to Calm" - The Property Mogul" method geared specifically to investors both big and small, is a sure fire way to get off the retirement freak out train. It's the culmination of our many years of experience helping people grow their wealth through real estate.

We've broken the process down into 5 easy steps.

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STEP ONE:

FINDING THE RIGHT PARTNER IN A REALTOR

Transparency and honesty is what it's all about for us.

There are far too many "investor" agents pushing all kinds of "Get rich quick" or "no money down" or whatever gimmick it is to "get into real estate with no money" but there is always a catch - for example - buying a property in a cheaper market that is 2,000 miles away. - is that really a viable purchase for you?)

Our belief is that each Investor has a different goal, different strategy and different risk tolerance. We look at your entire picture and your investment goals and work WITH you to put a viable strategy/plan in place to achieve them.

We have years of experience with:

- How to evaluate a property
- How to structure a deal
- What renovations deliver the most value
- How to structure the financing along with our Mortgage Experts

We can get you on the right path for you. Because, let's be honest, the "winning the lottery" strategy isn't a strategy at all, now is it?





STEP TWO:

THE FINANCIAL DEEP DIVE

Flip? Buy and Hold? Fractional Ownership?

Whether you are just starting out with your first investment property or your 50th, the financial plan has to work for you. The goal is always to use existing equity to finance the next property - let us show you how that REALLY looks.

We can help you figure out which markets to be in, what kinds of properties could suit your needs. And of course, making sure you understand the full picture of being a Landlord.

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STEP THREE:

SAMPLING THE MARKET

THIS IS A STEP OFTEN OVERLOOKED, YET IT IS THE MOST IMPORTANT STEP OF THIS PROCESS.

Once we've figured out our purchasing power, we get out in the market of interest and see what our potential dollar buys us and whether it matches our sense of reality.

We can take the time to investigate areas that could potentially support our budget and evaluate if buying a property in a completely different area makes sense for us. What does that really look like?

This is one of the most important steps. This ensures that we can buy what we need/want for the dollar we have/will have. The beauty here is we haven't changed a thing in our financial portfolio yet... we haven't pulled equity from our principle home, we haven't sold anything, etc.

THIS step can ensure that the path you are planning to take truly works for you. And if it doesn't better to know NOW than at closing day.





STEP FOUR:

DUE DILIGENCE/ THE OFFER

Purchasing an income property is all about the numbers. There's no emotion attached to this purchase.

So although the home you're viewing checks all the boxes, if it's not the right financial mix or the rents are too low in that community, then as an investment, there could be little to no returns (or worse, COSTS you money).

Investment properties come in all shapes and sizes. Your Team Cori Endrody Partner Agent can help you determine which kind of scenario fits YOUR plan.

Before placing an offer on ANYTHING, we do as much due diligence as the property warrants. Unlike buying a "home" to live in, an investment property requires different due diligence such as

- Is the property zoned for multi-unit?
- Is it a legal unit(s)?
- What's the Cap Rate (and is it high enough to make the purchase worth it?)
- What's the current rent in the area?
- Do you have current tenants there? (there's pros and cons to taking over existing tenants)

Once you are satisfied with the results of the due diligence, only then do we procure an Offer and begin the negotiation process. And we are GREAT negotiators.

Now if you got Step #1 right, then this Step is a breeze (that's the choosing the right Realtor partner!)

STEP FIVE:

THE FINISH LINE

Congratulations!

YOU'VE PURCHASE THE PROPERTY!

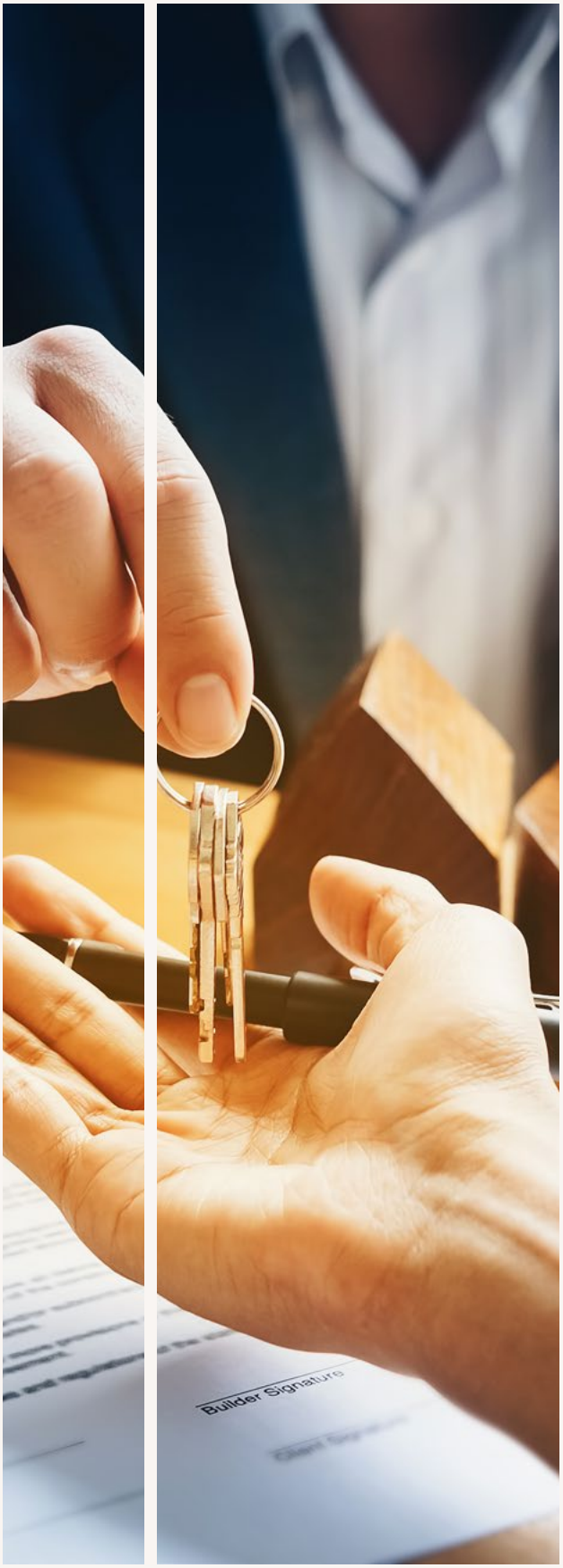
But that's not the end of this story. We make sure that between the acceptance and closing day, that everything is in order - from distributing documents to lawyers, mortgage brokers, etc., to coordinating your buyer revisits. We can even help you find the right tenants for your new investment property!

We can handle it all for you!

You no longer have to imagine building wealth through real estate. This is just the beginning of your road to financial freedom. And together we can map the long term strategy of buy, rent, pull equity and buy, rent, pull equity again, so you can reach your goal of being The Property Mogul.

An important point to keep in mind is that you are in this for the long haul.

Retirement is a long-term goal and a long-term plan is required - addressing it early to - the sooner you start, the better. It definitely makes a big difference because if you're starting as an investor in your early 30s - you enjoy the benefit of time which equals long term equity growth. They key is starting early. Now that doesn't mean that you can't embark on the investment property path in later years — it's simply a different strategy.



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SO, IF YOU'RE READY TO GET ON THE PROPERTY LADDER, REACH OUT TO US.

WE CAN HELP YOU REACH THAT FINANCIAL FREEDOM YOU'VE BEEN IMAGINING.

CLICK HERE TO BOOK A CALL



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