

The Millionaire Real Estate Investor



CHAMPIONS TAKE LUCK OUT OF THE GAME

BIG MODELS - BIG GOALS - BIG SUCCESS

COMPOUNDING YOUR WEALTH

CRITERIA - ALWAYS THE GUIDING LIGHT

TOGETHER EVERYONE ACHIEVES MORE

STAYING ON TOP

Champions Take Luck Out of the Game



THE JOURNEY BEGINS WHEN YOU'RE READY TO TAKE IT

- Real learning begins only when the student is open to the message. The teacher is there. When the student is ready, he can begin to learn.
- Champions take luck out of the game. Through the use of proven strategies, time-tested models, they make luck unnecessary.
- In almost every game, there are usually tried-and-true ways to win. If you follow them, you may not win every time but you will significantly increase your odds of winning most of the time.
- The longest journeys are just an accumulation of steps. The tallest buildings are built block by block.
- All the time, money, and energy invested in learning will never get you financial return if you don't make investments.

ANYONE CAN DO IT NOT EVERYONE WILL

- There are no express elevators to the top and financial wealth building, just a long flight of steps. Reaching the top takes patience and perseverance.
- Many people can't get their mind around the idea that they too can obtain real financial wealth through investing. There is a whole laundry list of excuses but they all boil down to one thing: self-doubt.
- Like anything else in life, real estate investing is only as complicated as you make it.
- Definition of invest: "to commit money or capital in order to gain a financial return." Risk is what people bring to investing.
- Great investors don't think of investing as risky. They follow sound investment principles and models.
- Rest assured all the good investments will be taken. The only question is, by whom?
- Opportunities are always there in every market at every time.
- While yesterday's deals have been taken, tomorrow's have not. In time they will be taken by someone. Why not you?

Big Models - Big Goals - Big Success



LITTLE MONEY COMES EASY BIG MONEY DOES NOT

- The best outcomes, in any of life's ventures, are almost always the result of a big plan powered by persistence over time.
- Small plans, at best, yield small results. Big plans, at worst, beat small plans.
- It is almost an epidemic how many people believe that they do not need to become an investor. This is because they believe, either consciously or subconsciously, that the path to financial wealth is through one job.
- The oldest and largest fortunes in America have come from land ownership.
- No other investment has had as consistent and powerful effect on a person's net worth as real estate.

MONEY LIVES ON THE OTHER SIDE OF FEAR

- Knowledge and insight can wash away more fear than anything else can.
- Acknowledge any fears that might be holding you back and cross that bridge to the other side. Then help others cross over.
- Models help us avoid known stumbling blocks and help us reach our objectives faster than we could on our own.
- To move forward in life, everyone has to learn from mistakes. The only question is who's? Yours or those of the great achievers that lived before you?
- "To be totally candid, this may be my most powerful tool of all. I call it the wedge of doubt. When all my other tools have failed, I know I can always rely on doubt and discouragement to break the heart and shatter the will of man." The Devil
- The best financial rewards, more than likely, will be found outside your comfort zone.
- Fears and doubts undermine your confidence and your actions. They drive a wedge between you and your dreams.
- Doubts and fears do not go away on their own. Left on exam and they will keep you from becoming a great investor.

Big Models - Big Goals - Big Success



THINK. PLAN. PRODUCE.

- If you learn how to think like a millionaire, you'll have a much better chance of becoming one.
- Look at the high achievers in almost any field and you'll find that they have high focus. Furthermore, they have a high focus on the important things that make a difference when it matters most.
- Think a million, buy a million, own a million, receive a million.
- The image you have of yourself as an investor becomes the lens in which you see the world through. That self-image will either guide you or misguide you.
- "I am in investor. I am building financial wealth. Today is the day that I can find an opportunity and make a deal."
- The size of your financial life is determined by the size of your thinking.

THE WAY YOU DO THINGS MATTERS

- You do not have to start from the beginning and learn from your own mistakes. You can start where someone else left off. This way you can learn faster.
- If you look to the very best people in the field and study what they do, you often can repeat their success.
- Learn how they achieve their goals, and why they did it that way. Once you grasp these two, you can start where they left off.
- A proven model is simply a messenger system used to produce desirable repeatable results.
- A proven model, built on the best practices of high achievers, will almost always maximize your chances for big success over time.
- All great achievements are the result of sustained focus over time.

Compounding Your Wealth



LEARNING IS PROGRESSIVE. IT BUILDS ON ITSELF STEP BY STEP.

- Financial wealth is about owning assets, businesses or real estate, that generate money for you. The dollars they generate are greatly disproportionate to the amount of time you invest.
- If you double your time and double your abilities, you quadruple your investment potential.
- Even the most confident and competent climbers must pause and listen to the wisdom of those who have reached the summit before them.

YOUR RECEIPTS ARE PROOF OF YOUR PRIORITIES

- Money, once invested has its own momentum. It's called compounding growth. 1 penny doubled every day for a month equals \$10.7 million!
- If you bought a \$100k investment house each year by putting \$10k down and earn only a modest 5% return on the assets you would be a millionaire in less than a decade.
- People who rent have an average net worth of under \$5,000 while home owners have an average net worth of \$175,000.
- While investors see money as an opportunity to invest, consumers see money as an opportunity to spend. Value capital more than consumption.
- Real Estate is appreciable due to inflation and supply/demand. The housing market out paces inflation by about 33% a year.
- Once you have money you have four paths to choose: you can consume it by spending it, you can save it by holding it, you can share it by donating it, or you can grow it by investing it.
- Be a shopper not a buyer. It is better to miss a good one than buy a bad one.

Compounding Your Wealth



HABITS ARE THE PRODUCT OF THINKING AND FOCUS

- See investment spending as required spending. Make small sacrifices today for big rewards down the road. Make it a game to see how much you can save to invest.
- Big success comes from: 10% having a goal that is specific and written, 10% from having an action plan with predetermined strategy and activities, and 80% from accountability.
- Focus, driven by motivation, supported by knowledge and skill, causes one to take action without a thought of not succeeding.
- If you want to win, focus on what really matters and never take your eye off the ball.
- You have a choice to focus or not. What you do with this choice will make all the difference in your financial world.
- Don't spend the majority of your time on the minor things. Don't major on the minors.
- Don't just give it time and effort, give it focused time and focused effort.
- Get motivated, acquire knowledge and focus, build relationships and generate leads, convert suspects to prospects, buy real
 estate investments, gain insight, stay the course.

MONEY IS GOOD FOR THE GOOD IT CAN DO

- Financial stages to a person's life: wealth education, wealth accumulation, wealth protection, and wealth distribution.
- Financial wealth is never truly owned. The best we can achieve is to be a good steward of it and then pass it on.
- An abundant life is a life focused on the things that matter most. A wealthy life is a life filled with abundance in the areas that matter.
- Money isn't intended to define or redefine our priorities. It is intended to help finance them.
- Money merely reflects what you value. It sits there until it's called.

Criteria - Always the Guiding Light



GOOD CRITERIA IS THE BACKBONE OF SUCCESSFUL REAL ESTATE INVESTING

- Criteria ultimately are about identifying predictable value of a property.
- You make your money going in not going out. You buy right and let the market go to work for you.
- Be on the front side of good decision instead of on the back side of desperate one. Get what you need when you need it.
- Criteria: Location, type, economic, condition, construction, features, amenities.
- Location is the aspect of a property that is impossible to duplicate. It gives a property its uniqueness.
- Success the result of good judgment. Good judgement is the result of experience. Experience is the result of bad judgement.

KNOW WHAT YOU'RE LOOKING FOR AND LOOK FOR IT

- A \$150k home with a \$30k down payment that sells for \$160k is a \$10k profit on \$30k investment. That's a 30% ROI.
- Buy it right: Buy in the middle of the market at the median home price at 20% below market value with 20% down.
- Quantity of leads first then quality of the picks second. Property investment is a numbers game and the quality is in the quantity.
- To earn \$1 million annual rental income, an investor would need to own 100 single family homes outright.
- With a 20% down payment, 5% annual appreciation, and a 10 year window, an investor would need to invest \$6.9 million with 15 year mortgages or \$3.9 million with 30 year mortgages.
- With a 20 year window, an investor would have to invest just under \$1 million with 15 year mortgages or 1.5 million with 30 year mortgages.
- With a 30 year window, an investor would only need to invest \$600k.
- When an investor reaches \$20 million equity, with 5% annual appreciation, he is receiving \$1 million a year in tax free income if pulled out.

Criteria - Always the Guiding Light



NICHES GET YOU RICHES

- Pick a niche to get rich. Learn the niche. Master the niche. Then eventually own the niche.
- There are three ways to master your niche: Study and observation, experience in doing, asking and listening.
- Create your specific "All Properties Bulletin" APB to share with network to find for you.
- Buy and hold is the epitome of property investing to build equity, cash flow, and net worth.
- Moving from real estate investment ideas again and again means you will be a novice again and again. Don't start over, get better. Master your niche before you even consider a switch.
- The goal in life is not to be a disciplined person, but to be a person of selected disciplines.

PERSISTENT EFFORT. PATIENT MONEY.

- Terms are where a great deal can be formulated from even modest criteria through a better equity position and cash flow.
- Be systematic about getting all you can from a deal. Also know when to walk away.
- Lead generation: what am I looking for? Who can help me find it? How will I find the property and people connected to it? Which properties are the real opportunities? Then take action.
- The key to making it through the maze is to stay focused and stay on the path. Sometimes the path takes you away from the center, but if you carefully watch where you are going you will make it to the center. Mazes always look more complicated then they really are.
- Maximize your net operating income: increase gross rental income, control expenses, and minimize vacancies.
- Every time you speak to someone about looking for property to invest, you are planting a seed. Never know which one will grow.
- Generally, discounts come from solving other people's problems. More repairs needed, usually greater the discount.

Together Everyone Achieves More



SOME OF MY BEST THINGS HAVE BEEN DONE BY OTHER PEOPLE

- Attract the right people to you. Start running in the right circles to attract them to you. Surround yourself with people who align
 with your vision for financial success. Be intentional and never settle.
- Know when to ask for help. Most wait until they actually need it and as a result take the help they can get instead of the help they need.
- What sets millionaires aside from the rest is they find the right people they need before they need them.
- If you intend to be very successful, only very successful people should be in your network. You will have to turn over a lot of stones overtime to find your network treasures.
- To achieve your personal financial dream you must surround yourself with mentors and support advisers that match your financial dreams.

RELATIONSHIP AND REPUTATION EQUALS DEALS

- Millionaires surround themselves with great people and they run in the right circles.
- Millionaires don't only surround themselves with influential people, they become influential. Pull people toward you. Create a
 true force of nature.
- Form investment advisors who guide you and your decisions. Your council. Your fiduciary.
- If you have a dream you will need a dream team. If you have a big dream you will need a big dream team.
- Advocates don't just happen. They happen through your constant communication with your network.
- Your networks must grow as your financial investments grow. There will be a direct correlation. Your net worth will reflect your network.

Staying on Top

HOW MUCH AM I CAPABLE OF?



- Instead of forgetting your dreams and living within your means, try pursuing the means to live your dreams.
- You can't predict what you can or can't do until you try.
- Don't let your modest beginnings determine the size of your future.
- Success at anything is not special natural abilities but a little acquired abilities. It's not a lot of free time but a little bit of well spent time. It's not massive amounts of money but a little well placed money.

LIFE IS TOO SHORT TO MOVE SLOWLY

- People believe what they want to believe, they find excuses that prevent them from taking a look at what may work. When they find a reason they make that their reality.
- You don't need to know everything in order to do something. You just need to know the right things to do at any given moment.
- To pull the trigger quickly on an investment you must know what you are doing. To know what you are doing you must learn.
- Most people think timing is about observation, sitting on the sidelines waiting for the moment when they should jump in and take action. Timing is not about being reactive to opportunity. It's all about being active. Active all the time. Vast majority of opportunity cannot be observed from the sideline. You must be in the game.
- Be in market everyday watching for opportunity and ready to act. If you do, you'll look like a timing genius. In fly-fishing you cannot catch a fish with your hook in the air.
- Successful timing is made possible by time spent on the task over time.
- Anytime an opportunity meets your strict criteria, and you act, you have timed the market successfully.
- Timing is not about being in the right place at the right time. It is about being in the right place all the time.

Staying on Top



COMMIT YOURSELF TO BE AN EXPERT, OVER TIME, IN WHATEVER YOU DO

- The core of all investing: criteria, terms, network.
- The 2nd half of a man's life is made up nothing more than the habits he has acquired during the 1st half. Theodore Destcoiasky
- The quality of your results is the product of your fuel. What goes in has a direct effect on what comes out.
- Repetition is the mother of mastery and skill.
- Millionaire real estate investor's are students and observers. That is how they become confident about the market.
- Real wisdom comes from taking action and learning from what happens.
- Make associating with talent your #1 priority.
- Never stop learning. Stay into curiosity and out of need to know everything now.
- First you learn then you earn. The more you learn the more you'll earn.

YOUR ATTITUDE DETERMINES YOUR ALTITUDE

- Instead of focusing on the minimums life can require, focus on the maximums life can offer. What kind of person do you want to be and what kind of life do you want to lead?
- The Bible has over 2,000 references to money, property, and wealth. That more than twice the amount of references to faith and prayer combined. The pursuit of money is a spiritual journey.
- Money is neither good nor bad. It simply has the power to reflect and reveal. It's you, not the money, who inherently owns the values.
- While the wishful enjoy the idea of big financial success, the willful enjoy the actions that lead to real financial success.
- The degree to which you develop yourself will be the degree to which you can leave a legacy.