

# **REAL ESTATE RAW**

## **A Step-by-step Instruction Manual to Building a Real Estate Portfolio**

**BILL HAM**

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The website for this book is at: [www.realestateraw.com](http://www.realestateraw.com).

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**MAIN IDEA**

Real estate has been a well performing investment in recent decades, so how do you turn real estate investing into a business? How do you build a real estate portfolio from the ground up, and then make that your main source of income?



To achieve that, you need to apply the 7-step "Real Estate Business Model" You also need to know the three pillars of real estate investment, as well as applying some advanced concepts and strategies.

The great thing about real estate is you don't need a degree in the field to build a business. In fact, you'll learn more by doing than you ever will by reading about it and studying it. It won't be easy, but if you stick with it and take massive action, real estate can be an absolutely top-performing investment vehicle – whether the markets move up or down. You can make money in both scenarios.

*"Be ready to go to work on and in your new business. Be prepared to work before you get rich. It takes time not only to make money but also to get good at making money. Success takes practice. Practice is not crazy. As you develop your skills and portfolio, you will notice that what real estate is to you will evolve over time. Your skills and experiences will grow. The one thing that will always serve you well is to treat yourself like a business. Create and run systems. This will range from finding deals to finding partners. It gets easier. Just stay with it."*

– Bill Ham



**The Real Estate Business Model** . . . . . Pages 2 - 5

In real estate, equity produces cash flow. Therefore, the aim of the game is to get enough equity working for you to generate the level of cash flow you're after. It normally takes five years or longer to reach that stage using a 7-step business model:



EQUITY GENERATES CASH FLOW			
1	CHOOSE A MARKET	5	VALUE-ADD vs. CAP. EXP.
2	GENERATE DEALS	6	PREPARE PROFORMAS
3	WORK WITH REALTORS	7	MAKE OFFERS
4	LEARN HOW TO ANALYZE		

**Three Pillars of Real Estate** . . . . . Pages 6 - 8

Once you know how to apply the real estate business model, the only other things you need to know are what's termed the "Three Pillars" of real estate investing. All other real estate advanced concepts, like the business model, are based on these three pillars. Get to know them and excel.



THREE PILLARS	
1	MARKET CYCLES
2	DEBT & LENDERS
3	EXIT STRATEGIES