

UNLIMITED RICHES

Making Your Fortune In Real Estate Investing

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MAIN IDEA

Real estate is the best wealth-building mechanism available. As well as being the safest form of investment, it is also the most accessible and most lucrative form of investment you can make. For these reasons, every person should include a real estate investment component in their personal financial planning.

When it comes to real estate investment, however, too many people have a one-track mind. They assume the only way to invest in real estate is “buy-hold-rent” – that is, buy a property and hold it long-term while renting it out to someone else. That strategy is only one of many which are available to the experienced real estate investor. Far bigger profits may actually be realized by turning over property quickly, through lease options or even by generating consulting fees from helping others learn how to invest in real estate. That’s the great thing about real estate investment as a career. It is fertile ground for many entrepreneurial activities that can be sparked by the imagination.

In summary, real estate investing really should form the foundation for your own personal financial independence program. The benefits are so overwhelming and compelling as to make this a “must have” component.

“Maybe you want to own your own home and learn how to save thousands of dollars on the transaction. Maybe you realize there is no job security in the United States (layoffs, reengineering, and early retirement all equal being fired), so you want to create your own business. Even if you have a great job and things are going well, if you are wealthy and successful, I still challenge you to do real estate investing on the side. You live somewhere right now. If you pay rent, you are probably making someone wealthy. You are contributing to someone else’s investments and security. If you own a home, you are already a real estate investor. Start taking persistent actions toward becoming a real estate investor with various sources of income.”

– Robert Shemin

1. Why Invest in Real Estate? Page 2

Real estate investing is the safest, most lucrative and most readily accessible type of investment anyone can make. It is literally without peer as the premium way to build wealth. Real estate investing is also the least regulated and most creative of all types of financial transactions, meaning it offers the ideal means to build wealth.

2. The Eight Types of Real Estate Investments. Page 3

One of the best things about real estate investment is there is no single “right” or “wrong” way to invest. The program works equally well whether you specialize in single-family-homes or commercial property. Specialize in whatever type of property appeals to you most. They all work.

3. How to Find and Analyze Real Estate Deals Page 4

Pure and simple, to find great real estate deals, look for motivated sellers. Then do a quick analysis that should take 90-minutes or less focusing on the only questions that count:

1. What is the property worth today?
2. What repairs are needed, and what will they cost?
3. What can you buy the property for today?

4. How to Control and Manage Real Estate Investments Page 5

To treat real estate investment more as a business than a hobby, systemize everything you do. Act like a professional rather than a fly-by-nighter who does everything by the seat of their pants. Have in place definitive policies and procedures that effectively make all your decisions for you.

5. Harnessing Real Estate’s Multiple Income Sources. Page 6

Once of the great things about real estate is there are loads of ways to make money. There are five basic strategies for making money in real estate:

1. Wholesaling – find properties and sell them for a quick profit.
2. Buy-fix-sell – buy fixer-uppers and do the work required.
3. Buy-and-hold – buy, rent and build your asset base.
4. Get involved in financing mortgages.
5. Use lease-options to control real estate.

In addition, there are also other profit opportunities worth pursuing such as partnering, consulting, generating referral fees, offering rental services and so forth.

6. How to Protect Your Real Estate Assets Page 7

As soon as you start making money in real estate investing, you need to put in place some good defensive strategies for protecting what you earn. To protect the real estate assets you work so hard to accumulate:

1. Put in place good insurance protection.
2. Segregate your assets.
3. Make intelligent use of trust structures.
4. Form a separate asset base.

7. The 28 Costliest Mistakes – And How to Avoid Them. Page 8

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