This Report is an Excerpt From the Book

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7 Secrets Every Real Estate Investor Needs to Know

How to Prosper in Any Economy!

By Randy Bett

With Chad Bett and Nicole Gardiner

The Residential Investor Edition
Bonus Chapter-Multi Family Investing

Second Edition

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The business support staff that we so much enjoy having assist in the research and technical aspects of running a real estate business and real estate investing.

The forward thinking individuals who purchase this book and help us to support The Chrohn's and Colitis Foundation and The Mustard Seed Foundation with proceeds from this book sale.

Thanks and To Your Success-Randy Bett

WHAT OTHERS ARE SAYING

”Randy, Chad and Nicole not only helped us purchase four positive cash flowing properties in Red Deer and Calgary, they also went the extra mile after the sale to resolve outstanding issues. They are dedicated professionals-we would strongly recommend them to any investor.”
Lily and Dave Elie. Toronto, ON.

“Nicole with the help of Randy and Chad has assisted us in the purchase of two positive cash flowing properties in Red Deer. As well we were able to invest in two suited homes in Edmonton that both cash flow with the help of their team.”
Don and Julie Leggett., Okotoks, AB.

“Randy and Chad marketed and sold my home in Calgary when the market was slow. I received 97% of my asking price-which was above the average sale prices in the area at that time-Great.”
Gerry Bates., Calgary, AB.

“We’ve joint ventured on a couple of properties with Randy and Sandy-both homes are cash flowing and we’re excited about investing in more properties too.”
Neil and Shelley Corbett., Cochrane, AB.

“We’ve invested our RRSP funds with Randy and Sandy in a few investments. The investments are in cash flowing real estate that provides a consistent return. This is a very viable way to invest from an RRSP.”
Ron and Joan Steel., Calgary, AB.

“Our co-ownership of revenue producing properties with Randy and Sandy over the past three years has gone very smoothly. Having a partnership that builds on strengths is the way to invest in today’s market.”
Shang and Michael Bell, Toronto, ON.

Outline

1. **Why Real Estate is a Sound Investment**
2. **Buying and Selling Apartment Buildings**
3. **11 Common Mistakes of Apartment Owners**
4. **Preparing to Sell and Increasing Value**
5. **Real Estate Calculations for Apartment Owners**
6. **Armchair Investing in Apartment Buildings**

Why Real Estate is a Sound Investment

It is not impossible to make money on your real estate investments. It does have risks and pitfalls as in any other investment. But by prudent use of proven techniques and strategies we'll discuss you can increase the likelihood of making a profit and adding value to your personal wealth. The advantages are manifold, and the disadvantages are manageable.

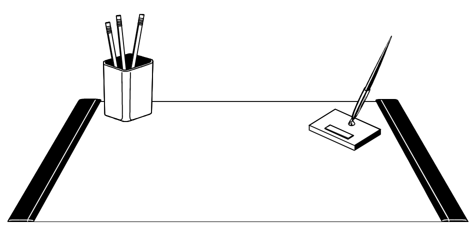
The Advantages

Real estate investments offer diverse advantages, and many of them are interrelated.

- **Less Risk.** Though there is some risk, real estate is more secure than other investments. Its comparatively low risk will vary with respect to geographical location, market conditions, and factors such as population growth, availability of land, proportion of renters in the area (can reach 50% in metropolitan areas), availability and comparative costs of financing, core demand and need for real estate, and performance consistency of land values appreciating at rates above inflation rate. Real estate markets move in cycles but eventually trend upward over time.

- **Low Capital Requirement**. Starting a real estate investment is not so capital intensive — about $15,000 to $40,000 should be enough to get you started. You can borrow against the property to raise the rest of the money.

- **Skills easy to learn**. Getting into real estate is relatively easy. The skills and knowledge needed are easy to acquire although they will take a time commitment on your part, regardless of experience, education, age or background. As your investment appetite grows, you can continue educating yourself in the necessary knowledge and skills.



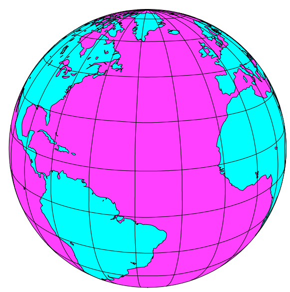
- **Less time demands**. You don't need to spend all your available time in real estate investing activities. You will learn to make more efficient use of time once you have mastered the techniques.

- **Leverage capital**. The power of leverage allows you to invest only a small amount and borrow the rest. A 9:1 or 8:1 ratio of borrowings to capital is possible on real estate because the property is the security. However, a high leverage ratio in a declining market will put you at risk. Thus, the bigger the mortgage amount, the higher the lender's risk and therefore the higher the interest rate needed to cover that risk. Insurance coverage on the mortgage can reduce the risk.

- **Value appreciation**. Your original investment experiences a natural growth, as property values increase over time.

- **Equity build-up**. Regular payments pay down the principal on your mortgage, decreasing debt burden and increasing accumulated equity. This equity is separate from natural appreciation on property values. If you sold the house, the true equity is the net sales proceeds you would receive after deducting all commissions and closing costs.

- **Hedge against inflation**. Inflation erodes purchasing power. Real estate investment provides some protection against inflation since the rate of appreciation is usually higher than the inflation rate — thus you have real growth. Historically, residential homes have appreciated at 2% to 4% (or higher) above the inflation rate.



- **Tax breaks**. Real estate investments, whether in rental property or principal residences, enjoy a number of tax advantages, including:

    - Zero tax-rate on capital gains from principal residence
    - Write-off rental income from principal residence rooms against home expenses
    - Write-off home-based business income against home expenses
    - Only a percentage of the capital gain from real estate investment is subject to tax
    - Property investment expenses are deductible against income
    - Negative cash flow losses can offset income from other sources

- **Regular income**. A good investment has the potential to earn positive cash flow income each month, after deducting expenses and debt service payments. This provides income and, more important, adds value to the real estate investment.

- **High ROI**. Real estate investments have very high potential to generate ample returns on investment — both before- and, more important, after-tax.

- **Rising demand for land**. The supply of land is finite while population numbers keep going up. With rising demand and limited supply, prices of real estate can only go up. Even people who already own homes want second homes, which further drives up demand — and prices.

The Disadvantages

There are expectations and planning parameters that may seem like disadvantages for real estate investments. Some of these are which for the most part are manageable to reduce risk.

- **Liquidity**. Tedious selling processes mean real estate is not quickly convertible to cash. You can raise cash though from real estate by borrowing on the property.

- **Extended time frames.** Holding periods for real estate investments are longer (e.g. 3-7 years), so investment recovery is extended. There usually are investment options/exit strategies (as discussed later in this book) to address time period concerns.

- **Commitment of time**. Some people spend large chunks of time managing their real estate investments. Good planning and time management can optimize your time.

- **Minimal comparability**. Real estate does not lend itself to standardized comparisons, since each property is unique. But there are formulas and other guidelines that help make effective comparisons.

In summary balance the risks with the rewards and be diligent to mitigate the risks-seek expert advice-work with mentors and you'll be on your way to successful investing.

LET US HELP YOU CLIMB THE LADDER TO SUCCESS!

Bonus Chapter-Multi Family Investing

BUYING AND SELLING APARTMENTS

Curb Appeal

Just like single family homes, your multi-family property needs great curb appeal. Consider your exterior and interior paint. Look at the siding, soffits, eaves, roof, landscaping, parking lot, laundry room, windows, doors, lighting, mailboxes, flooring, fences, balconies, signage and show suite.

Tell the World

Tell everyone you know about your multi-family property. The sale of multi-family and commercial properties is usually more discreet. Your realtor will create a property package and send it directly to their buyers list.

The package will include all of your property information and the present and future financials. The package should also include a deadline date before it enters www.LoopNet.com and similar websites.

Accepting Offers

Your realtor will accept the top 4-5 offers and then ask for the best and final offer from all parties. After the bidding takes place, the buyers are asked again to submit their final offer.

Your realtor will filter any interested leads by asking two key questions:

1. How many units do you own?
1. Are you willing to provide proof of funds or a letter of capacity from your bank?

Follow up with the lenders confirmation. You will require written permission to check the letter of capacity.

Your Obligations As a Seller

As a seller, you need to have the following information ready:

- Year-to-date and monthly operating statements
- Current rent roll
- Current mortgage
- Last two years of profit and loss statements
- Copy of all leases
- Copy of the land survey/ real property report
- Copy of all management and service agreements.
- Copy of a recent Phase 1 of the property site.

11 Common Mistakes Made by Multi-Family Owners

Many multi-family owners make mistakes after they invest in an apartment. Here are 11 of the most common ones and how you can avoid them:

1. **Running Out Of Money –** The number one mistake is simply running out of money during your redevelopment or your repairs of your building. Make sure every contract you sign contains a no overage clause. This means the number quoted for repairs is the maximum you will ever pay.

Should an overage look eminent with a contractor, this person must discuss the situation with you and provide an estimate of the additional costs. You can then create another contract reflecting the cost of the additional work and sign a no overage contract for those repairs.

2. **Failing to Lease to the Right Tenants –** You should create an accurate image of your property so you can lease it to the right tenant profile. This process may take time, but it can save you a lot of time, money and hassle later on.

   Ensure the new tenants pay the higher rent and refer their friends and co-workers to your building. Pay them a referral fee. The new perception needs to be in place with their increased occupancy.

3. **Failing to Review A Contractor's Credentials –** Never take a contractor's word when it comes to their licensing status or credentials. Call the city to verify they are bonded and licensed for your city.

   Verify they have liability and worker's compensation insurance. Call the Better Business Bureau or conduct an online search for reviews. Google the name, call their previous clients, and contact any associations they belong to. The lesson here is that you want to hire a full-time contractor, not a full-time handyman.

4. **Accepting the First Repair Quote –** Make sure you obtain at least three bids for repairs, even if you have a favorite contractor or a friend in the business. Look for accuracy in the quote.

   Don't always look for the lowest price. They may be trying to convince you to hire them for the job, only to bill you for many extra charges afterwards.

5. **Failing to Arrange Private Money –** Start lining up private money sooner rather than later. You will need private money to grow your business. By providing solid returns, your private investors will become your marketers. They will provide your viral or word of mouth marketing.

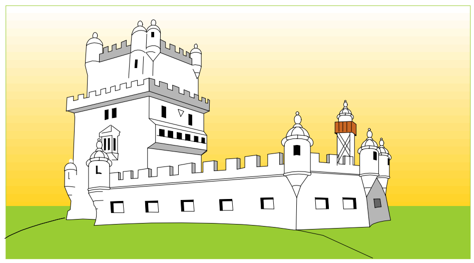
   Look after these investors with solid returns and give them constructive feedback.

6. **Becoming Complacent –** Always continue marketing for new deals and new money. Send out marketing pieces. Use your website, blogs, Facebook, YouTube, Twitter, newsletters, etc. Get your name in to the marketplace. Keep your pipeline full of money and full of deals.

7. **Failing to Monitor Your Managers –** You need to watch your organization closely for any signs of discrimination. In other words, manage the manager. Hire some mystery shoppers to do the work for you. The local government will probably be doing the same. Request weekly reports. Be diligent.

8. **Ignoring Environmental Issues & Historical Property Values –** Check for any and all environmental issues and any historical value of the property. Either one can be detrimental or advantageous. Phase 1 will ensure the property is clean. If not, you will end up with a much more expensive Phase 2. If Phase 2 shows any signs of contamination, just walk away. There could be hundreds, thousands or even millions of dollars of remediation required.

9. **Failing to Consider Historical Property Values** – The historical value of a property can be a blessing since you may get extra dollars from local, provincial or national governments are available. However, it can also be a curse that limits your redevelopment of the property. That's why you need to dig deep here.



What if you later plan to remove the building and redevelop the site, but the historical society and its policies don't allow it? There goes that exit strategy. However, you may be able to remove the building, redevelop and then incorporate the new building into the plan. Taking this positive spin will be economically
viable and may provide you with more money from the local government.

10. **Not Hiring a Property Manager** – Many people try to save a few bucks on management by managing their properties themselves.
However, you can spare yourself from getting burned out by hiring a professional property manager. Your time is much better spent sourcing new money and new deals.

11. **Using a Generic Offer-to-Purchase Form** – Never use a generic offer-to-purchase from when you are buying or selling real estate. Use the contract approved by the provincial government and use it as a template and add your own criteria to it too. They have already done their due diligence on this.

Include a clause stating that the offer is conditional to a lawyer's approval within seven business days. Protect yourself when buying and selling.

Rule of Thumb

Apartments should never be more than 95% occupied on a calculated yearly basis for 12 units or more-this ensures that your business (the apartment) is running at its maximum level of rents. Keep adjusting the rents until you achieve 95% occupancy.

Factors You Can Control

Three factors that you can control are the following:

1. Quality: Place in better quality and more stable tenants.
2. Quantity: Raise the rent and/or increase occupancy.\
3. Durability: Keep the best tenants longer and remove poor tenants quickly

Preparing to Sell

When preparing for a sale, remember the following quote:

"Between two products, equal in price, equal in function, equal in quality, the better looking product will outsell the other."

Your property has to stand out from the others if you want it to sell quickly. How do you make your property stand out? How do you make your building to stand out?

You have to update and/or renovate. Be careful not to get carried away with the renovations. Look at what the pros do. Talk to other rehabbers. Talk to other renovators.

Importance of Curb Appeal

So you have decided to sell. Where do you start? Well, decide whether you need an all-out renovation to sell or just basic lipstick.

Staging your building should start with curb appeal; look at the property through the eyes of a prospective buyer. When they drive by, they normally won't even stop if your front yard and the front of the building aren't clean and neat looking.

Color Is Key When it Comes to Paint

Paint the interior in a light, neutral color, not renter beige or hospital whitewash. Avoid very dark or bright colors. Warmer tones will lighten and brighten your building.

Your decorations should also be neutral. Add semi-gloss paint to the baseboards and trim to make them stand out. Fresh paint signifies change, in terms of smell and visual appeal.

Hardware Changes

You should also make some cabinet changes throughout your property. Reface or replace dated or damaged cabinet doors and knobs, or change the doors and repaint the interior. If you own a rental property, you don't need to replace the cabinets except in A buildings.

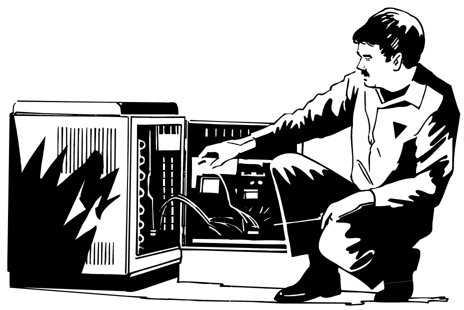
When you replace faucets, toilets and related fixtures, use only high-quality products. If you are renting, make sure anywhere the tenant touches is solid. Cheap products will fail early and fail often.

Remember to replace small visible items such as faucets, light switches, the front door handle, and any front lighting or visible lighting. Many investors call this a rent-ready checklist.

Renovating Your Property

Weigh each renovation against its cost, its perceived value and its effect on rent and your tenants. You may want to opt for a complete renovation. This boils down to investing up to 10% of the suites' value, by updating the kitchen and bathrooms.

Again, the higher the inherent value of your building, the better your return. This is certainly not the time to overspend in these areas. If you own a rental property, factor in at least 2-5% of your gross income for repairs and maintenance.



Tidy Up

Clean up the front yard. Mow the grass. In the winter, shovel the driveway and the sidewalk. In the summer, add some flower pots. Wash the windows and window screens. Repaint the front steps.

Exterior Changes

Repair any rotted wood and deteriorating spackle and brick and paint them a contemporary color, preferably a neutral tone. This one improvement alone visually lets residents, passers-by and prospective tenants know that new things are happening at your property.

Replace your front door handle with a solid, new one. If you have an old doorbell, consider replacing it with one that sounds pleasant. None of this comes as any surprise, as these are not expensive fixes. Common sense, however, is not so common.

Roof

Take a look at the roof. Get it inspected, and obtain three repair quotes. If the roof requires repairs, do that first, as the repairs are dirty and may damage or scuff the walls.

Landscaping

Hire a landscaper and make quick changes. Replace old shrubbery and trees, clean up flowerbeds, repair fences, paint retaining walls, fix sidewalks, and replace everything with new, vibrant landscaping. If the roots of a mature tree are affecting the sewer and waterline, cut down the tree. Otherwise, simply trim tall trees, especially if they are blocking any windows.

Trim the lower branches to raise the canopy. Your property will look better, more light will enter your home and your tenants will have a better view.

Signage

Consider changing the name on any signs. Post a contest on your blog or look at a list of building names in your city.   You can lease or purchase your sign. Don't choose the cheapest sign. Make it stand out.

Your sign should be visible from at least a half block away. In addition to the building's sign, add a sign at the entrance and a large upright sign at the entrance to every driveway.

Decks & Railings

Inspect all decks and railings. If they are deteriorating or loose, repair them right after you repair the roof. You want a deck surface that is secure and covered with an all-weather material.

Upgrade railings to a contemporary glass or spindle-type design. However, watch the cost as railings can be very expensive.

Parking Lot

If the parking lot of your property is covered with snow, use some photos from the summer. Have your contractor physically examine the lot and the photos. Fix any potholes.

Reseal and repaint stall lines and straighten up concrete tire stops. Tenants will complain about parking issues to you and other tenants. This one step alone can eliminate many gripes and complaints.

Gutters, Drains & Downspouts

Repair all gutters, downspouts and drains to prevent leaks, water backups and pooling water. Ensure proper lot slope and extend downspout drains across the landscaping via weeping tile or concrete troughs. Make sure water run offs the property.

Window Coverings

Repair all windows, screens and blinds. They can be repaired instead of replaced. Seal and cap all windows, replace any broken screens, and fix window slides and crank mechanisms so the windows open easily.

Your manager can install window coverings or supervise that task. Bed sheets and large bath towels are not acceptable window coverings.

Exterior Lighting

Make sure the exterior is well-lit for visibility and to deter crime. Update all your entry lights. Since prospective buyers may be driving past the building in the late evening or early morning, use solar-powered lights along the walkway, sidewalk or driveway to accent the home.

Below the lights, add your street address. Install a new sign. Use energy-efficient lighting or automatic photocells to turn lights on and off.

Interior Renovations

If you own an older B building, the mechanicals for a building can be a major expense. Besides the roof, you may need to repair or replace the HVAC systems, water heaters, fixtures, lighting, as well as all of the floor coverings and cabinetry.

This is but a brief summary of multifamily buildings and their investments. Study other books/courses-meet with other investors involved in this area of investing. Join a local real estate investment club-go online and join a forum that discusses multifamily investing.

There are hundreds of resources available-take advantage of them.

ZIG WHEN OTHERS ZAG

Tip Sheet Included From the Book on Conversions of Apartments to Condos

Tip #9: Conversion Secrets for Apartment Owners

1. Don't scrimp on the exterior walls. Spend money to make the outside of the building look great.

2. Look at the first elected board and focus on their building needs.

3 Concentrate your work on water infiltration of places such as the roof, windows and exterior walls.

4. Be careful about any promises you make. Glossy pictures of a beautiful lobby or amenities will bind you to complete them. Don´t go overboard if you don´t intend to.

5. Leave money in the reserve funds.

6. Communicate consistently with the main owners.

7. Face the owners in every meeting and be prepared to take the heat if necessary; it is better than facing a lawsuit.

8. Appoint several active members to a minority position on the developer board.

9. Hire a professional property management company for the beginning of the conversion.

10. Control your sales people. Give them a script so they don't overpromise.

11. Have an attractive entrance mailbox and landscaping.

> ***"The great secret of success in life is for a man or woman to be ready when opportunity comes."***
>
> Benjamin Disraeli

THE ONLY THING HOLDING YOU BACK IS YOURSELF

Key Property Return Formulas

Real estate investments have the following 5 return types. As a real estate investor, you should be familiar with these return formulas and their interpretations so you know what you are measuring and why you are calculating that percentage/figure.

GGR (Gross Rental Return)

Gross Rental Return is calculated by dividing the annual gross rent by the purchase price of the asset. Gross rent is paid by the tenant annually and should not be adjusted for vacancy allowance or rental management costs until there is a requirement to do so. Make sure you do not inflate annual rent; ask your investment realtor or property manager for a true picture of market rent.

$$\mathbf{GGR = \frac{Annual\ Rent}{Purchase\ Price} \times \frac{100}{1} = \_\_\_\_\%}$$

ROI (Return On Investment)

Return on Investment is calculated by dividing the annual profit by the purchase price of the asset. ROI is used mainly to calculate income generated by an asset in percentage terms. For example, a 12% ROI means that an asset is generating 12% income based on the purchase price.

ROI focuses on profit which makes it a favorite among accounting professionals. However, it has 2 main shortfalls: the formula assumes the entire purchase price is paid in cash, even though most properties are purchased with borrowed money. This doesn't reflect the complete picture, and asset price appreciation is not accounted for unless the asset is sold.

$$\mathbf{ROI = \frac{Annual\ Profit}{Purchase\ Price} \times \frac{100}{1} = \_\_\_\_\%}$$

CoCR (Cash-On-Cash Return)

The Cash-On-Cash Return formula is a favorite among investors who use leverage positions to buy properties, because it takes into account interest, loan repayment, asset acquisition and asset improvement costs.

$$\mathbf{CoCR = \frac{Cash\ Back}{Cash\ Down} \times \frac{100}{1} = \_\_\_\_\%}$$

First you need to find out the Cash Down which is basically the total cash input, including closing costs. This can easily be calculated by adding

cash needed to acquire the asset and cash required to complete the investment. Secondly, find out how much net cash you will receive from the property which will be your Cash Back. Now divide Cash Back by Cash down and multiply the result with 100 to convert it to a percentage. Depending on your expectations and goals, your CoCR will probably range from 2% to 5% above the mortgage interest rate required to purchase the property.

GoER (Growth On Equity Return)

Capital appreciation in the medium to long term is the main objective of most property investors. This makes the CoCR formulas less appealing to longer term investors who expect appreciation. They are more interested in capital appreciation rather than cash return.

$$\textbf{GoER} = \frac{\textbf{Expected Annual Growth}}{\textbf{Current Equity}} \times \frac{\textbf{100}}{\textbf{1}} = \_\_\_\_\%$$

Expected Annual Growth can be calculated by converting your expected annual growth into dollar terms. When determining an expected annual growth, you should be careful and realistic and study market conditions and trends.

You can easily calculate your current equity / share in the property by subtracting the mortgage balance from the current market value (ask your realtor or appraiser). One disadvantage is the fact that you may become too optimistic about the forecast appreciation in a flat market.

Buy for cash flow and appreciation/growth will be the icing on the cake.

NPP (Net Profit Percentage)

NPP provides investors with a balanced formula measuring both cash return and growth. All variables in the NPP formula have been discussed earlier, so you can just replace the variables with values and calculate.

$$\textbf{NPP} = \frac{\textbf{Annual Cash Flow \$ + Expected Annual Growth \$}}{\textbf{Cash Down}} \times \frac{\textbf{100}}{\textbf{1}} = \_\_\_\_\%$$

Before buying any property, investors should take into consideration all of the above return formulas. After purchasing a property, you must periodically check the estimated rent versus the actual, the estimated cash flow versus the actual, and so on.

Taking Advantage of Joint Ventures in Real Estate Investing

Recent studies have shown that 48% of Canadians spend more money than they make as they live from one pay cheque to another. In the past, people in retirement age used to rely on the government for support, but the burden is getting heavier and the government's support is getting less with passing time.

People have to look for suitable investments that will take care of their needs later on. Such avenues as the stock market and mutual funds used to be popular, but people have become more skeptical because of past experiences. The way that promises stable investment is real estate. People constantly need places to live and work.

A joint venture system, which is also known as either co-ownership or equity sharing partnership, is an ideal choice when you don't have the relevant expertise to invest in real estate. While you can take the time to learn the ropes of real estate market, you will waste precious time that can cost your investment.

There are several advantages that should make you consider a joint venture system. As we have already seen, you do not have to wait until you become an expert in the field before you start making money. You will just provide the required down payment and closing costs then let an expert carry the necessary processes on your behalf.

This gives you another advantage. Apart from the fact that the work will be conducted by a professional, you will not need to get involved in the business yourself. Your joint venture partner will carry out the transactions on your behalf.

Co-ownership gives you the opportunity to leverage investment capital, relevant skills, education, contacts, and time. Each joint venture partner owns a portion of the asset, which means that you will share the profits gained. Your name will appear both on the title of the property and the mortgage to give you security.

There are some common mistakes that people investing in real estate tend to commit, one of which is trying to do everything by themselves. If you want to be a successful real estate investor, you need to interact with professional and successful investor, which gives you the opportunity to study how they clinch their profitable deals. Joint ventures enable you to have a strong team of professionals in their respective fields. The professionals that you need in your team include:

- Investment realtor
- Mortgage broker
- Insurance agent

- Property manager
- Accountant
- Lawyer
- Contractors

Joint ventures bring together money partners and real estate experts in a win-win partnership. The two sides sign an enforceable Joint Venture Agreement that binds them to the partnership.

The money partners will provide the required down payment to secure suitable pieces of real estate. The experts, on their part, will carry out necessary market research, determine suitable property, manage it, and oversee the exit strategy.

Joint ventures can focus on different types of real estate investing, such as;

- quick flip capital appreciation. This venture has the highest risk, which calls for more time to get just the right project.
- cash-flow, where there is limited capital appreciation but steady cash-flow
- long-term capital appreciation, which is what brings real wealth in real estate investing and cash flow

When you want to lift a heavy load, you make use of a pulley to make the work easier. Joint ventures are the pulleys you employ in real estate investing. They provide the required leverage.

Real Estate Investor – Advantages for You

Leverage is the secret to success in real estate investing. Leverage involves various aspects, including finance, people, and all other resources required in making a successful venture.

If you do not have the relevant skills or time to get deep into the business yourself, leverage will still help you to invest your money and let the experts do the rest. Leverage gives you the opportunity to get that great business idea out of your mind and put it to practice, which is what will make it profitable..

Joint venture systems are adjusted in ways that are mutually beneficial to the partners. When you are in search of partners, you do not have to look very far, as there are many investors who are just looking for partners as well. What you need is a very clear goal on your real estate investment strategy and the determination to see it through.

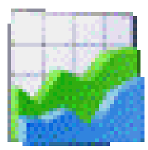
While investing in real estate is certainly a lucrative venture, you do not need to quit your present occupation to take part in it. In fact, this is something that you should avoid unless you already have quite significant savings.

For one, lenders will be reluctant to give you the required finances when they do not have the assurance of getting a pay check on a monthly basis. Even if you want to turn real estate investing into your full time career, wait until you gain more experience of at least one year. It is therefore better to invest your money and let an expert do the rest while you go on with your current job.

How You Benefit from Our System

Here is a brief look at how your joint venture system will operate when you partner with us.

We will provide the required expertise to ensure a successful real estate investing. We will look for the best deals and take the required steps to close the deals. We oversee all of our properties, including property management, renovations, tenants, and accounting.



All you will need to do is to provide the necessary funds for the down payment and a few closing details all documented ahead of time so you know the total expected investment. We will take care of everything else.

When it comes to profit sharing, we do it on a 50/50 basis. We will divide the cash-flow equally. When we sell the property you invested in, you will receive your initial investment first of all. Then we will divide the equity equally, where you receive 50%.

There are different ways of setting up joint venture partnerships. We can structure it on a one to one basis or with ownership in the name of our company and your own name. Alternatively, we can structure it under one name and have a joint venture agreement that is registered on a title specifying the details.

We can as well take advantage of various financing options by putting one party on the title while the other one secures its interest through the Joint Venture Agreement. The title will show the existence of the Joint Venture Agreement.

You will get regular updates that keep you posted on what is going on. You are assured of success because your investment will be handled by a person with a vested interest in addition to the necessary experience.

If you decide to invest in real estate all by yourself, you will need to handle many things, including choosing the right professionals, which means that you need to know what to look for in each. In addition, here are some of the things you will deal with.

- Lack of exposure to other means of sourcing properties besides the MLS, which means that you will not be in a position to access a huge number of prospective sellers. Such limited market exposure is bound to work to your disadvantage.
- You will need to be experienced in negotiation and marketing. The right negotiation skills will save you a lot of money.
- You will need to spend a lot of time in looking for and negotiating new deals.
- There are some legal issues that can easily trip you when you do not have relevant knowledge and experience, which may end up costing you dearly.
- You will need to be very familiar with the real estate market to ensure that you make the right decisions.
- You will also need to know how to screen particular investments.

How We'll Help You Succeed

If you need a professional real estate investor to partner with, we are the answer. You will be assured of a steady stream of income on your investment. Perhaps you are thinking that you do not have enough capital for the required opportunity.

Do you have some savings in RRSP? Then we will help you earn income via interest income earned against the tangible assets in your RRSP. When you get a mortgage in your RRSP, you will have the opportunity to convert your registered savings into a comfortable source of income for your future. Ask us for more details on RRSP Mortgage Investments.

Venturing into real estate all by yourself can prove to be such a daunting task that you may give up before you realize the great gains that would otherwise be yours. Another problem is the likelihood of making emotionally tinted decisions.

We will give you a more streamlined approach that will make it easy to manage your investment. We are real estate experts who base our investment decisions on economic fundamentals. You in turn will have the opportunity of enjoying long term wealth from your investment.

We will pay back your initial investment and share the profit gained equally with you. This is due to our realization that each partner has equal value in a joint venture partnership. This is a genuine partnership, where we will only make money when you do.

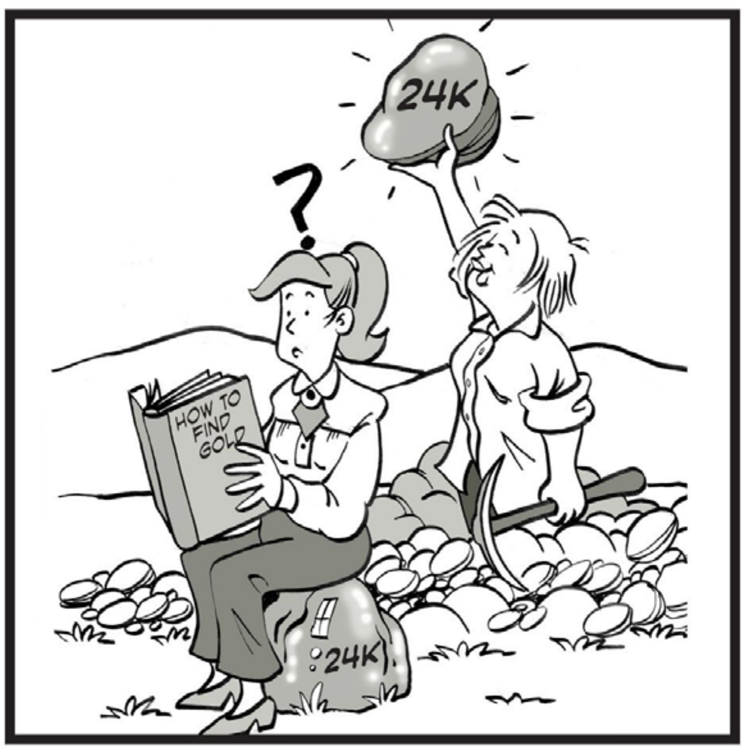
When you consider the fact that we check more than fifty properties every day online and in person, you are assured of a partner who will get the most ideal property for you. We check these pieces of real estate both physically and online, filter, and analyze them to ensure that we get the property that fits the joint venture.

We take care of every little detail, including such things as the type of basement flooring and even the type of fridge. Other things that we take into consideration are any required repairs, appreciation, and cash flow. When we get a property that meets all the required specifications, we negotiate to ensure that we secure it a very fair market value.

How safe will your money be?

- Your initial deposit will be deposited directly to lawyer's trust account. The money will remain there until the mortgage company needs it.
- Your own name will appear on the title of the property as well as the mortgage. You will benefit from a genuine partnership without any land lording hassles.

We will craft a Joint Venture Agreement that suits your specific needs. The agreement will take advantage of taxes, ensuring that we minimize our expenses whether we keep the property or sell it. At present, we are looking at holding a property for between five and ten years, but you will still have a say on how you would like the arrangement to be.



THE HARDER YOU WORK
THE "LUCKIER" YOU GET

Let us Help You Implement a Plan of Action Today

Imagine you've researched, sourced, negotiated and purchased a multifamily property- you're proud of your accomplishment and rightly so- what's next you may ask - well here's a brief but thorough overview of "doing the right thing at the right time"- read through this guide - take your time- circle, highlight, make a note in the margin, pose a question when done realize you have the keys to success within you -now take pen in hand and begin your journey - we're here to guide you when, or if, necessary with a compass for direction- a light to show you the way or a pick and shovel to dig up a good lead or a great property- we'll assist you in finding your 'pot of gold'- take the time to read, reflect, revisit and require- more of yourself- and more of those around you- till our paths cross again enjoy your journey.

PS: If you're overwhelmed with all your new knowledge and know that real estate investing is for you jump to page 20 and we'll show you how you can get started today enjoying the benefits of real estate investments and the satisfaction of knowing you've taken a positive step ahead in securing your future cash flow, achieved what some people only dream of and meeting your retirement needs. To Your Success, Randy Bett

How You Can Benefit From Using this Free Report

The biggest hurdle many people face is IMPLEMENTATION (or lack thereof)... NOT a lack of knowledge.

In fact, there's often TOO MUCH knowledge in your head, so you're confused...

That's why I've written this valuable FREE report on How to Take your Investing to the Next Level and implement what you've learned this weekend as well……..

We're offering a NO-CHARGE "**Fast Track to Winning with Real Estate Investments**" counseling conference call just by calling us or emailing us.

Investors will discover:

- ☑ *How to conquer your fear of investing in real estate*
- ☑ *Where to obtain financing for your real estate investments*
- ☑ *Most important investment skills to ensure your success*
- ☑ *How to overcome the most common investment obstacles*
- ☑ *How to avoid the top 10 property investment mistakes*

Buyers will learn:

- ☑ *Where to find the highest number of motivated sellers*
- ☑ *Effective, but little-known negotiating tips to get the best deal*
- ☑ *Numerous benefits of co-ownership or buying property with others*
- ☑ *How a home inspection can save you time, money & frustration*
- ☑ *Why hiring a professional real estate team can help you succeed*

Sellers will find out:

- ☑ *When is the best possible time to sell your property*
- ☑ *Why staging your home can net you a higher price*
- ☑ *How to sell your property as quickly as possible*
- ☑ *How to retain clients by renovating your rental property*
- ☑ *How to market your real estate property most effectively*

For Your No Obligation "**Fast Track to Winning with Real Estate Investments** **Consultation**

Call Us-Randy Bett or Chad Bett at 403-239-3642 or Email Us at RealEstate@BetterGroup.ca and LET'S GET STARTED and we'll SHOW YOU how to prosper in your real estate investing today.