

FREEDOM PROPERTIES

REAL ESTATE CONSULTING SYLLABUS

I. Strategic Planning

A. Evaluating “The Big Picture”

- 1. Working for Net Worth Rather than Income**
- 2. The “Big Three” Real Estate Approaches**
 - a) Creating Quick Cash**
 - b) Creating Cash Flow**
 - c) Creating Net Worth**
- 3. Primary Advantages to Real Estate Investing**
 - a) Cash Flow**
 - b) Tax Benefits**
 - c) Appreciation**
 - d) Amortization**
 - e) Leverage (Other People’s Money)**

B. Set/Review Specific Goals/Objectives

C. Develop/Review Working Plans for Goal Achievement

D. Establish Deadlines for Goal Achievement

II. Modules for Plan Execution

A. Business Formation/Structure

- 1. Choosing the Proper Business Entity**
- 2. Use of Trusts**
- 3. Fictitious Name Filings**
- 4. Basic Business Tools**
- 5. Marketing**

B. Team Building/Utilization

- 1. Attorney(s)**
- 2. CPA**
- 3. Financial Planner**
- 4. Risk Manager**

C. Cultivating Your Target Market

- 1. Learning Specific Market Conditions**
- 2. Prospecting Strategies**

D. Deal Analysis

- 1. Initial Screening**
- 2. Estimating Values**
 - a) Comparative Market Analysis**
 - b) Income Approach**
- 3. Property Inspection**
- 4. Estimating “Curing” Costs**
- 5. Calculating Return on Investment**

E. Financing

- 1. Understanding and Using Leverage**
- 2. Credit Building**
- 3. Creative Techniques**
- 4. Loan Package Preparation**
- 5. Refinancing Strategies**
- 6. Understanding Financial Calculations**

F. Transactional Techniques

- 1. Negotiating**
- 2. Purchase Agreements**
- 3. Closing Strategies/Preparation**
- 4. Understanding Settlement Statements**
- 5. Sales Agreements**
- 6. Option Strategies**

G. Insurance Coverage Guidelines

- 1. Hazard**
- 2. Liability**
- 3. Loss of Rents**

H. Financial Management

- 1. Budgeting**
- 2. Cash Flow Management**
- 3. Return on Equity Evaluations**

I. Property Management

- 1. Marketing**
- 2. Tenant Screening**
- 3. Interpreting Credit Reports**
- 4. Maintenance**
- 5. Leasing**
- 6. Move-in/out Inspections**
- 7. Lead-based Paint Disclosures**
- 8. Tenant Delinquencies/Evictions**

J. Tax Strategies

- 1. Dealer Activity vs. Passive Investing**
- 2. Basis Calculations**
- 3. Depreciation**
- 4. 1031 Exchanges**

III. Ongoing Review/Reevaluation of Strategic Plan