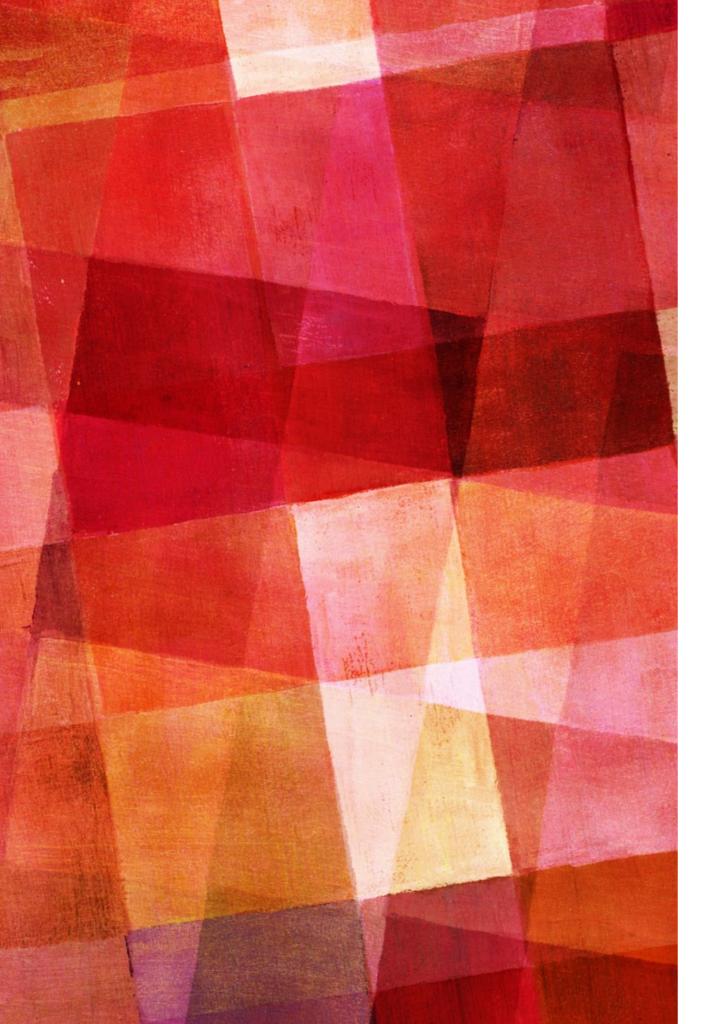


# INNER CIRCLE NOV 2017

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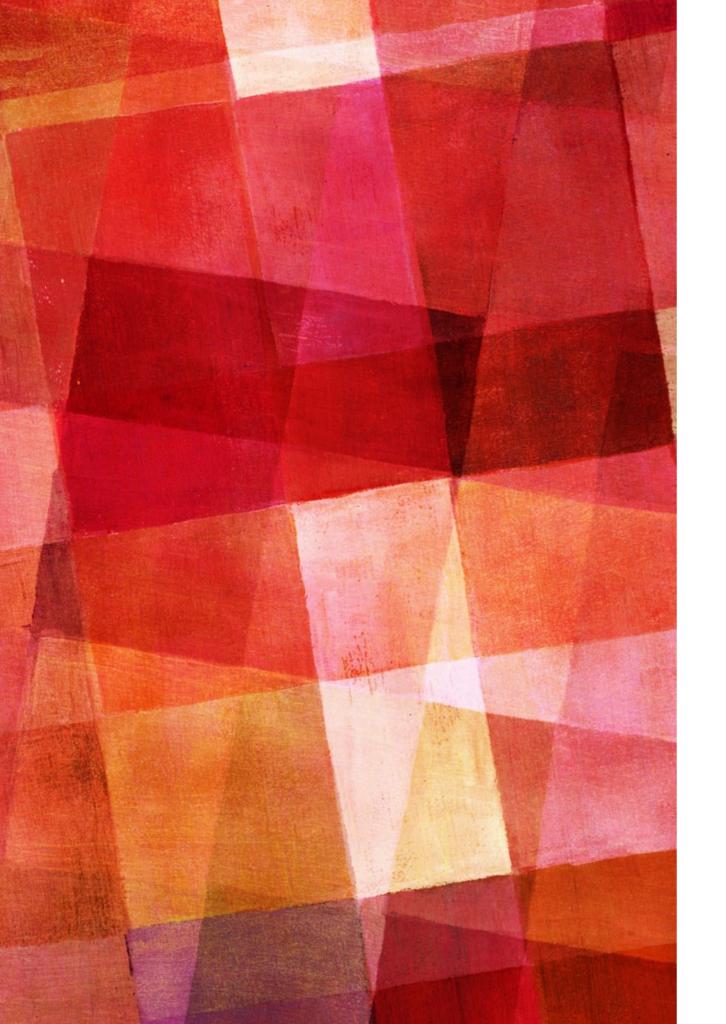


### **BACKGROUND**

- ➤ Degree in Graphic Design & Minor in Financial Math
- ➤ Designer at Agency for 3 years
- ➤ Started own graphic design/marketing firm developing branding and marketing plans for CCIM, RE investors and local banks
- ➤ Decided to move into the real estate investing space, took classes and did a couple rehabs in 2007
- ➤ Started a wellness business that grew quickly. Realized personal growth was needed to lead and train others.
- ➤ Got back into real estate Jan 2017 with the focus on Multi-family wholesaling

#### 90 DAY RECAP

- ➤ Closed on a 91 unit multi-family property to wholesale
- ➤ Interviewed potential employees, hired 2 experienced peeps
- ➤ We worked out the best strategy for increasing occupancy with included: giving notices to certain tenants that were bringing the place down, increasing good tenants and quickly turning the units that were not extremely expensive to fix
- ➤ Completed my business structure for tax advantages/least chance of audit and the best legal protection
- ➤ Discovered a lot about what I like and don't like. These past 90 days has helped solidified the direction I'm taking this year that aligns with my interests and passions. I am a visionary not the implementor.



## **GOALS FOR 2018**

- ➤ Wholesale 4 Multi-family in 2018
- Wholesale 5 SFR a month within 90 days
- ➤ Grow my wellness business to \$250,000 monthly sales gross within 12 months

## **CHALLENGES**

- ➤ Scripts, lead flow, VA, acquisitions manager, field service for wholesaling
- ➤ Marketing Sales Funnel for wellness business and training with scripts

