



INNER CIRCLE NOV 2017



melle





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



"I freely give up what no longer serves me. I release it to create space for what inspires me."