



- 3. We Are All Crowdfunders  
Message from the President
- 5. Legislative Update  
Becoming An Idea Merchant
- 6. Self Directed Retirement Investing
- 9. Realty Cabinet

- 15. Online Listing Sites
- 18. Lifespan & Value-add of Appliances
- 19. Go Ahead and Work Late
- 22. Real Estate Investing and Technology



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Vol. 1 Issue 1

# Member Spotlight



Stacy Rossetti is founder of Diamond in the Rough Solutions, Inc. a full service real estate solutions firm that purchases and sells properties throughout the greater Atlanta, Georgia area. They are a proud provider of real estate services such as Residential Redevelopment, Real Estate Investment, Foreclosure Solutions and Owner Financing. She is a member of the North Metro REIA, in Atlanta, GA.

Please tell us a little about who you are and what you did before real estate.

Before I ventured into real estate I worked in the wind industry for eight years. I worked with companies that built wind turbines and their associated parts. I was a project manager and continue to

continued on page 7

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- A Dedicated Appliance Specialist will contact you to place the order and set up for delivery

continued on page 15

# Market Update

## What is Going On Here?

by Chris Kuehl, PhD.

At the time of this writing investors are running around as if their hair was on fire. It suddenly came to the attention of the markets that China has been slowing and that the price of oil had fallen. The timing of the collapse has been a little perplexing but it is something that many had anticipated for some time. The real question is what happens from here?

There are parts of the economy that matter more to the folks involved in real estate investing than to others. It is interesting to note the turmoil in the oil markets but housing data and trends matter more. The other factors that usually attract attention include the overall state of employment as well as the

potential for interest rate changes.

Starting with the last sector first, there has been an impact on the Fed's thinking since the markets started their swoon. Up to that point the expectation had been that the Fed was going to hike rates in September. Granted, analysts have been predicting that rate hike for almost two years now but this forecast looked pretty secure. Now the expectations have changed. The talk is not of a December rate hike

and maybe not one until 2016. This change in opinion is predicated on the assumption the fed is not interested in throwing gasoline on a fire and the assertion that acting now would drive the dollar even higher than it already is.

The Fed is well aware that the world's markets are in turmoil and there is no desire to make matter even less stable. Even though the markets have been pricing in these

continued on page 13

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# We Are All Crowdfunders...

By Scott Whaley

It's called Crowdfunding. When it first made an appearance as having it's own separate identity it was with donation or rewards-based crowdfunding. Popularized by Kickstarter, you had an idea, or a dream and were willing to ask for help and, to be more specific, help with funding. You could do it on this new thing called a crowdfunding platform. Thus, an entire new industry was born, quickly taking root and adopted by aspiring dreamers and entrepreneurs of all shapes and sizes and with no limits on the size or how strange their concept might be. It only remained for you to put your idea out there and get discovered by people who wanted to buy into helping you achieve that dream or goal. You couldn't promise a return of profits, or return on investment but you could dish out rewards like tickets or product – assuming you were able to take those donated funds and successfully turn them into reality. This rewards-based

and poorly crafted law. As of this writing, the non-accredited investor piece covers 97% of all Americans, which incidentally is the targeted group the JOBS act was initially supposed to help the most – and has not even had the required regulations written and implemented. Leaving the 97% sitting at the starting gate for this new business model wondering why they can't join in on the fun!

*To date, crowdfunding is experiencing exponential growth for the 3%.*

Even though it was not well written and certainly will be changed, it should be obvious that Crowdfunding is something that real estate investors and individual investors want and can't wait to get their hands on. It just makes sense - especially since it bypasses the banks and lending institutions who are structurally and practically prohibited from serving the smaller (\$5,000,000

When we sent a representative to Washington D.C. to ask the Senate and White House officials they all got a surprised look on their faces and said that no one thought to ask. However, they said you are right, let us know what you want and what you need to improve on this Crowdfunding movement and we will see if we can make that happen.

In a nutshell, without boring you with a slew of acronyms and technical legislative jargon we want you to know that we have been asked and are in the process of supplying Congress with language that would allow crowdfunding to be used by independent investors. Our proposal will minimize costs and/or remove the regulatory barriers that heretofore have prevented us from using it for our borrowing and lending needs.

So, what can we expect? Crowdfunding holds great promise as not the only solution but one of many new-generation solutions where real estate investors, borrowers and lenders can connect, invest and fund deals. It will never become a one-size-fits-all solution. However I believe Crowdfunding has the potential to become one of the top 3 or 4 ways that anyone that has put together a good deal or has money to invest, will give serious consideration to as a solution to their funding needs.

Lastly, Crowdfunding gets people engaged who want to be engaged. Many, but not all, real estate investors/borrowers/lenders want more than a return or to just get a deal done. They want to feel like they're a part of the enterprise. A connection with people, the results and how all these impact not only the bottom-line but the greater community as well. I believe it simply has the potential to deliver more of what we want.

So, where we do go from here? That is the question that will be answered over the coming months and years. It will be determined by how organized we become in our efforts and how effective we are in selling & persuading our elected representatives (and regulators) to allow us to invest and conduct business in the ways we want, versus what institutional-investors want. It will be interesting because the final outcome is definitely yet to be determined. It will, to a great degree be determined by how committed we are in shaping and influencing how the rules and enforcement are applied to this new concept of real estate investing.

# Message From The President

by Scott Whaley



Welcome to the inaugural issue of Real Estate Journal. We intend for this new in-

formative publication to add value to your business and further enhance your bottom line. Designed to deliver more targeted and relevant information and case studies in a format and medium that you want. The RE Journal will be published quarterly and provided to you, at no cost, as part of your REIA's membership in the National Real Estate Investors Association.

We are living in exciting times for real estate investing. While the property market seems to be facing uncertainties brought upon by a weak economy and economic downturn, we know better. Smart Real Estate investors never let a crisis go to waste and are quick to identify a silver lining, turn it to their advantage and move on to the next deal. It's a phenomenon not unlike that in nature when all creatures, great and small, participate in a perpetual cycle of regeneration. Whether you buy & sell properties, invest in multi-families, enjoy landlording, or provide funding for deals, you play an integral role in where people choose to live, work and raise a family.

Each quarterly issue will feature industry-related articles ranging from market trends, legislative updates, technology, finance and new products. We will also feature a successful NREIA member in our Member Spotlight. This issue we're featuring Staci Rossetti who has built a successful real estate solutions business in Atlanta, Georgia. We hope readers will find her story inspiring and beneficial.

While we're at it, RE Journal will also feature success stories from other parts of our industry as well as new areas of interest and product development. This month I've authored an article on the exciting new concept of Crowdfunding – which I believe will revolutionize deal-making and offer new avenues of funding solutions for real estate investors.

As we conclude 2015 and start looking towards the new year, I wish you all the best. I have enjoyed serving you as your National REIA President.



crowdfunding kept multiplying and growing with new applications & ideas being put forward by the hundreds each and every day.

Then in 2012 along came the next natural extension of crowdfunding. Under the previous model, someone could use it to fund their dream or business but were unable (prohibited) to give back a piece of the action. But what if they could? What if the owner of the dream could repay their backers in something more tangible? Like profits? Or equity? Hmmm! Thus, the JOBS act (Jump Start Our Business) was passed by congress and signed into law. It was, and still is a flawed

and less) real estate investors, borrowers and lenders.

The SEC/FINRA (Securities and Exchange Commission/Financial Industry Regulatory Authority) has promised to release their long awaited rules that will apply to the non-accredited investor in the next 60 days. We shall see.

The crowd and insiders are betting that they will not be what we want or need, but that is to be expected. We are preparing to finally stand up and be counted because, “we,” the real estate investor community were never asked to participate in crafting a viable solution for many of our funding and borrowing needs.

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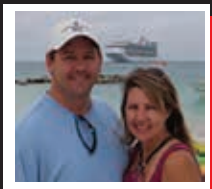
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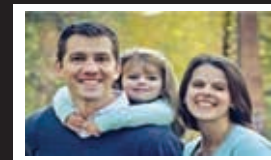
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# Legislative Update



### Seller Finance Coalition Update

In October of 2014, Representatives Roger Williams and Henry Cuellar introduced HR 5667 The Seller Finance Regulation Reduction Act at the behest of the Seller Finance Coalition and other industry leaders. HR 5667 would amend the SAFE act to exempt small lenders of the restrictions created to control big banks. Although HR 5667 didn't pass in the 113th Congress, it was a step in the right direction for Seller Finance industry.

In 2015 Congressman Williams was named a member of the House Financial Services Committee. As a member on the committee he has a much greater voice on Seller Finance industry issues. The Keelen Group has been in discussion with Congressman Williams and the House Financial Service Committee to get the legislation brought up again in the 114th Congress. We expected the bill to be dropped again with strong bi-partisan support with lead co-sponsors from the Financial Services Committee this September.

[www.sellerfinancecoalition.org](http://www.sellerfinancecoalition.org)

*The Seller Finance Coalition was started in February of 2014 by the leaders of the Seller Finance industry as a result of the expansion of Dodd-Frank and the Secure and the Fair Enforcement for Licensing Act (SAFE). The Coalitions goal is to protect small business owners from the unnecessary over-expansion of regulations. The Seller Finance Coalition is made up of companies that specialize in the creation and acquisition of mortgage notes and investment in all types of real estate. Our founders include industry leaders such as Glenn Lee of Texas Funding, Bob Repass and Eddie Speed of Colonial Funding, Scott Campbell of S.R. Campbell Properties, and Doug Smith of My House Deals.*



### US Supreme Court and Disparate Impact

The U.S. Supreme Court, in a recent 5-4 decision, held that disparate-impact-based discrimination claims are within the jurisdiction of the court and fall under the Fair Housing Act. Disparate impact is a legal theory that prohibits neutrally-applied practices with a disproportionate impact on minority groups protected by the law, even without proving an intent to discriminate. The case in question, Texas Department of Housing and Community Affairs v. The Inclusive Communities Project, Inc. also emphasized limitations on the policy, stating that neutrally-applied practices should not fail on disparate impact grounds unless they are “artificial, arbitrary and unnecessary.”

Perhaps most importantly, the majority opinion highlighted limitations on disparate impact liability to allow “practical business choices and profit-related decisions that sustain the free-enterprise system.” Leeway must be given to housing providers to explain the validity of their policies. Further, a disparate impact claim is not demonstrated by statistical disparity alone. A claim must show that a challenged practice actually caused a disparate impact on a protected group, and the availability of an “alternative practice that has less disparate impact” to serve legitimate business needs.

The National Law Review, in its analysis said “..the disparate-impact theory of liability focuses on the consequences of actions and not on the intent or motive of the actor. It is a statistically based theory. It challenges practices that have a disproportionate adverse effect on a protected class under the FHA and that are otherwise unjustified by a legitimate rationale. Disparate-impact claims assert that policies and practices which are neutral and nondiscriminatory on their face but which cause unintended discriminatory effects violate the FHA.”

*continued on page 9*

# BECOMING AN IDEA MERCHANT



By Rebecca McLean  
Executive Director, National REIA

What's the coolest idea that you've heard lately? The most engaging TV ad that you've seen? The most captivating website that you've visited? Have you shared any of these with your friends or business associates? If so, says Seth Godin in some of his earlier works, you're an idea merchant, and you're in the business of spreading “idea viruses.”

*Idea viruses are the most powerful tool that we have today for introducing new services, for establishing new brands, and for creating new wealth. These idea viruses don't just happen by chance.*

National REIA has long been an idea merchant. In October we celebrate our 30th anniversary. That is a long and successful performance record when most companies in our market segment have just sprung up in the last few years. Our credentials include 30 years of service to our industry; service that includes quality education, legislative protection and promotion of our industry.

This new publication is our most recent update to the many benefits that we offer to members and the industry in general. Benefits that keep you at the top of your game, keep you informed, and protected so that you can do business in an industry that we believe is, as Marshall Field said “...not only the best way, the quickest way, the safest way, but the only way to become wealthy.”

*At National REIA we provide the support that you need so that you are free to innovate, to build, to succeed.*

We provide education, legislative support and benefits including market updates, services, discounts, and other resources you need to run your business. More importantly we provide a network where you can connect with other investors for ideas, insights, and support.

Our current economy seems to be built on ideas. They fuel innovation and give the edge in competition. Ideas that spread the fastest win. At one time in America owning a farm was the ticket to wealth, then came industrialization and factories were the money making road to riches. The first 100 years of our country's history were about who could build the biggest, most efficient farms. The second 100 years were about the race to build efficient factories. Welcome to the third century: This one's about ideas. In each issue we will preview new and innovative ideas in real estate. We will also spotlight a member that's making it happen in their own business.

*This publication is full of great ideas. Read them. Steal them. Spread them. After all, that's what National REIA is all about – promoting good ideas for our industry.*

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# Self Directed Retirement Account Investing

by Jeffery S. Watson, Esq.

During a recent speaking engagement in front of a large REIA in a Midwestern state, I asked the audience how many of them had set up a self-directed retirement account. Approximately 85% of the room raised their hands. After the presentation, I discussed that fact with a friend of mine who has been doing self-directed investing since the late 1970s. He made the comment that when that question was asked just ten years ago, only five to ten hands would be raised in a room of over a hundred people. Clearly the awareness of self-directed investing is growing.

With that in mind, I would like to share with you over the course of two articles what I consider to be the top ten recommendations for self-directed retirement account investors.

**1. If you do not understand the deal, do not do it!**

This is one of the fundamental rules in all types of investing, whether inside or outside a retirement account. Understanding the deal means more than just being able to say you understand it. It means being able



to explain it in a way that makes the complex sounds simple. You should be able to explain the deal in three sentences to an 8-year-old child. When a person is able to explain something complex in a way that even an 8-year-old child can understand, then you know they truly understand what they are doing. I have seen too many investors who made investments with a self-directed retirement account and later regretted it because the person with whom they invested or to whom they lent money was far more sophisticated than they were, and they felt like they had been taken advantage of. Ask me how I know!

Allow me to give you an example of a simple explanation. I am

going to loan \$50,000 from my retirement account to Fred. Fred is going to use that money and other money to buy a house, fix it up, and resell it. My loan to Fred will be secured by a mortgage against the house he is buying and fixing. There, in three simple sentences you can explain a deal that many people could take paragraphs to cover.

**2. Always fund your accounts every year.**

Many real estate investors are struggling with ongoing monthly cash-flow needs, and they forget to discipline themselves to set up an automatic or systematic program for funding their retirement accounts, whether they are Roth

IRAs, 401(k)s, HSAs or CESAs. Pick the two or three accounts that really matter to you and determine what your monthly budget needs have to be in order to be able to put approximately \$6,000 per year into those accounts. At a minimum, you should be funding approximately \$6,000 into your IRA, your spouse's IRA, and your HSA. If you do not fund your accounts, you will have very little to work with for investing purposes. The discipline of consistently funding your accounts creates the "seed" you will plant and subsequently reap in future, profitable harvests. If you never create the seed, you'll never be able to plant it.

*continued on page 11*



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Member Spotlight ...continued from page 1

use those skills with my company now. It was a very lucrative industry. However I traveled 75% of the time (all over the world) and just got burnt out.

Where is your current market and what is your focus or area of expertise is in Real estate?

I live in Senoia, GA, a suburb south of Atlanta. I am a rehabber and I usually have between 10-15 houses at any given time. My expertise is project management and managing people, as well as implementing systems to make my business run efficiently.

How did you get started?

My husband and I looked at almost 100 houses before we bought our own. We ended up buying in 2010 (a very good time to buy) and we got 12 acres with a house & guesthouse for \$145k. It was a foreclosure that we fixed up ourselves (we'll never do that again) with \$30k. We moved in and then worked on the guesthouse – which we fixed up for \$10k. The best part is we now rent the guesthouse for almost \$900 a month, which nearly covers our mortgage. Basically, we live in our house for free! That gave us a taste for investing and it just grew from there.

Describe a typical work week for real estate investor.

I try to stay in the office at least three days a week and out in the field two days a week. I hire all general contractors for my rehabs so they do the management themselves. My husband is a home inspector AND he is my final punch. If Pete isn't happy my GC's don't get paid! He will typically write up an addendum that I'll add to the scope & spec sheet for the bids. Afterward he will go out and check to make sure the house is complete. I have an office manager, Sarah that does an awesome job getting everything done in-house. Mondays are set aside as a weekly meeting day. My in house Realtor, Kasie comes over to discuss any houses that may be going on the market. We usually have 2-3 going on the market in given month.

How long have you been investing in real estate?

Since September, 2011

Tell Us About Your First Deal.

I bought a house in Peachtree City, GA for \$200k. My rehab budget was \$40k. The contractor I hired ended up taking 12 weeks instead of six and submitted a \$12k change-order at the end! We compromised at half and I sold the



Stacy standing in front of one of her ongoing rehab projects

house after one day on the market for \$320k! While I still made about \$19k this was basically a disaster. But, it forced me to put into place the right systems that have enabled me to manage 5-10 rehabs at once!

How do you fund your investments?

I use mostly private lenders right now with 1005 funding. I have been very fortunate to meet people that believe in me as well as what I am doing. I have about \$2 million in private investors and then for the rest I use hard money loans, if needed. I also market a lot to people that have less than \$50k to invest and use that money as a 2nd lien if needed with a hard money loan. I've done that a couple of times. I am always marketing for \$\$\$\$\$. What do I do? I tell everyone I know, what I do and explain how I do it!

Are you licensed?

No

What are you currently working on?

I have 15 howuses right now. Two of them are rehabs of \$100k or more - currently in the design/permitting phase. I have 4 completed houses on the MLS. One which is closing next week. Three are about to be finished, staged and put on the market. Six more rehabs will start within the next week or so. Their scopes are being finalized and put out to bid.

How much time do you put into your real estate education?

I am a member of Fortune Builders and through their programs I have learned all about the world of real estate investing. I have mostly used their systems since getting started. They offer a great program with weekly classes and several boot camps throughout the year. I will be going to their main event, Ignite, this October in Las Vegas. Early on, I went to a lot of these boot camps, but now I need to focus on my work! I also attend the Equity Trust conference every

year. This is a really good event and one that I highly recommend for those who want to build up their IRA's.

How has coaching or mentoring played a part in your success?

As part of Fortune Builders, I was assigned several coaches ranging from passive income, to mentors and everything in between to help me get started. I couldn't have done it without my coaches. One day I would like to be become a coach myself, when I'm not so busy. I also meet with a twice a month with Mike Gomez, my business consultant. He is a great resource and is helping me think like a business owner. We are currently putting together a 2-year strategy plan for my growing business.

What are your current goals and future goals?

I'm in the process of hiring a project manager because I've recognized that I cannot do everything myself and it's really hard to find another me! Once they're in place, I'll focus on finding more money and more investors. Rehabbing is my passion and I would like to grow as big as my Fortune Builders' mentors – who do 150 rehabs a year! Sitting with my consultant I have learned that this is really an important area of my business as well as trying to find more investors and buying at least one rental property a year.

What has been your top struggle in this business?

Trying to find a good project manager and good contractors – especially ones that work just as hard on the 7th rehab as they did on first.

What do you like most about what you do?

I finally have a good internal team that I am proud of and I have good friends & colleagues in the industry. I love owning a business and believe this is what I was meant to do.

Tip that you would pass along to other investors

Getting that first deal is the hardest! It takes time. It took me 6 months to get mine and another 6 months to rehab and sell it. This business takes time so it is necessary to not only be patient but persistent! It will happen! And ,trust me when I say that after the first one, it gets easier.

How important is joining a REIA to a new investor?

Very important. As an investor you need to surround yourself with a network of like-minded individuals that you can trust. They are the ones that will support you in tough times. Plus, they will help you stay up to speed on what's continually happening in the market – which is is key to making successful business decisions.

Favorite Self Help/Business book.

“The Promise of Pencil.” This book is about a guy who started a non-profit that builds schools in foreign countries. He started with nothing and now builds hundreds of schools all over the world. It's about how one person can do such extraordinary things. Very inspiring!

Do you have any interesting hobbies or something unique that you like to do?

My husband and I are expecting our first child so now my life is all about getting ready for the next chapter. I love to travel and have visited over 40 countries, studied in several, speak German fluently (Sprechen Sie Deutsch?) and try to visit at least one new country each year. In addition, I have my own



Stacy speaking at her meet-up group, The Way Down South Real Estate Group

“meetup” - The Way down South Real Estate Group, in Newnan, GA, which I love being a part of. Currently there about 100 people each month but it is growing. I love being a part of a group. Especially when everyone has so much passion and wants to be successful. We end up encouraging each other.



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Legislative Update ...continued from page 5



For a more in-depth analysis, see the detailed summary written by Harry Kelly, Esq., a well respected Washington DC attorney with Nixon Peabody, who specializes in fair housing and prepared the amicus brief on this case submitted by NAA, NMHC, NAHMA, the National Leased Housing Association, the Council for Affordable and Rural Housing and others in the industry. That analysis, as well as the entire Supreme Court decision can be found online in the legislative section of [www.RealEstateInvestingToday.com](http://www.RealEstateInvestingToday.com).

What’s the bottom line on all this? The synopsis of this decision means that bright-line standards, such as the obvious Fair Housing concept of treating everyone the same, is no longer true.

Simple policies that ban criminals, or even sex offenders, are now a little grayer (kind of like my remaining hair turns even writing this). Even policies

stating that “children must be accompanied by an adult” could run afoul of Disparate Impact because of familial status.

Instead, a property owner & manager will have to document the reasoning behind each policy and review on a more case-by-case basis if the policy is having an inordinate impact on a protected class.

Needless to say, there will be extensive new regulations promulgated and judicial precedents addressing this new series of complications – especially when “a legitimate business decision,” unbelievably excludes profitability. As this issue further develops, expect updates from the NREIA Government Affairs team about its impact on the real estate investing industry and the provision of housing in general.

Hang on...it’s going to be a bumpy ride!

*continued on page 11*



# Realty Cabinet

Will Hardy and Brandon Thompson of Investor Network rose from the ashes after the 2008 economic collapse and once again, have built another thriving real estate investing company. They also diversified their business interests by getting involved in other areas specific to the real estate investor. One such area was the development of a mobile app called Realty Cabinet ([RealtyCabinet.com](http://RealtyCabinet.com)).

your receipts, pictures, and any other realty documents with a click of the button. The filing is unlimited. You can store each of your property’s settlement statements, title policies, tax bills, invoices, receipts, insurance documents, before and after photos, mileage tracking, and so much more. Anything that you want to file, you can file...!

- **Easy Access:** With Realty Cabinet, you can access all your in-



After battling paperwork for years, and the frustrations and limitations that come with a paper-based filing system, they turned to the cloud to handle the arduous tasks of filing and managing paperwork. Even though on-line storage has been around for years, it is not an efficient system for real estate investors. And they should know, as they have bought and sold over 1000 pieces of real estate, have a ten-million dollar portfolio and have investors all over the world.

Realty Cabinet is a simple online filing solution for real estate documentation. Realty Cabinet was designed by real estate professionals for real estate professionals. No matter if you are an investor, developer, property manager, or real estate agent, Realty Cabinet will make your business more effective and efficient.

While there are many benefits to using Realty Cabinet, here are just five highlights of using this cloud-based storage system:

- **One Workspace:** File and store documents, add photos, create invoices, track your mileage, create notes, and share all your documentation with ease. Using this filing system, you can sync all of your devices together to upload

formation from your computer, phone, or tablet.

- **Powerful and Simple:** Managing your team is easier with collaboration tools that give multi-user access to files, invoices, contracts, and more!
- **Safe and Secure:** No longer will you have paper files that can be easily misplaced or destroyed. Filing your documents in Realty Cabinet is a safety feature invaluable to the real estate investor.

### Efficient

For only .99 cents per day, Realty Cabinet is cost efficient for any user, be they an experienced real estate investor or a novice. With Realty Cabinet, no more desks full of paperwork; no more filing cabinets in your closets that are overflowing to the max; and, no more shoeboxes filled with receipts and invoices! And, new subscribers get a 30-day free trial.

For more information and to get your free trial, visit [www.RealtyCabinet.com](http://www.RealtyCabinet.com), or call them at 1-800-576-5190.





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Self Directed Retirement ...continued from page 6



3. Know the things in which you cannot invest.

The list of things in which you cannot invest with a self-directed retirement account is very simple: collectibles, shares of sub-S corporations, and life insurance contracts. Once you understand what you cannot invest in, it means everything else is possible. The same theory also applies to the next rule.

4. Know the prohibited transaction rules, or hire someone who does.

We all think we understand the rules; but when we are in a hurry and get into a deal with a lot of moving parts, we often don't take the time to analyze the transaction in light of all the prohibited transaction rules, particularly rules regarding not providing a service to your account, as well as direct and indirect benefit rules. Many retirement account investors are unable to distinguish between what they believe is a service and/or managing their investment, let alone explain whether they are using their retirement account in a way that either directly or indirectly benefits them now or in the near future.

It is prudent to do at least an annual review of the rules regarding prohibited transactions and disqualified persons so you can keep current as to what you can do with your self-directed retirement account investments. There are many good resources from custodians, administrators and trustees, lawyers, and even some reasonably-priced books on the internet. These will give you a basic understanding of most of the rules for prohibited transactions and investments, and disqualified persons. If you are a fact junkie like I am, or if you suffer from chronic insomnia, you may want to take the time to carefully read

26 U.S.C. 4975, as well as the Plan Asset Rules promulgated by the Department of Labor.

5. Remember that it is a retirement account, and you need to treat it as such by doing longer-term, cash-flow-producing deals.

Many times an investor gets trapped in what I call "yield disease." They are looking for a high rate of return and are willing to do short-term deals (such as hard money lending) in order to achieve those rates of return. While 3 points and 15% might sound impressive for a 6-month period of time, that deal pales in comparison to an investment that may last for four years consistently earning a 12% rate of return. Since the goal is to amass a good-sized retirement account, you need to work toward that goal. My suggestion is that you do it by focusing on longer-term deals. Consistency is important, because slow and steady wins the race.

Another benefit of doing longer-term deals is that it is much easier to do the necessary due diligence and underwriting for one longer-term deal than for a series of shorter-term deals. There are fewer demands on your time and fewer opportunities to make mistakes.

The remaining five recommendations for self-directed retirement account holders will be available in next month's publication.

*Jeffery S. Watson serves as general Counsel for National REIA and practices law at the Jeffery S. Watson Law Firm, LTD located in Conneaut, Ohio.*

Legislative Update ...continued from page 9

New Proposed Labor Department Overtime Rules Could Have Major Impact Small Businesses

In late June, President Obama announced proposed regulations that the Department of Labor says would affect the overtime entitlements of over 41 million U.S. workers. Under the current provisions of the Fair Labor Standards Act (FLSA), employers are required to pay employees who work more than 40 hours per week overtime at the rate of one and half times their hourly wage rate.

this regulation goes into effect, the employer will be required to pay overtime to all employees earning less than \$50,440 per year regardless of whether they fall under the executive, administrative or professional exemptions.

As an example, assume that an association has an assistant meeting manager earning a salary of \$42k per year and has responsibilities that meet the duties test for administrative employees. That employee might go to conventions and other



The overtime requirements apply to both salaried and hourly employees unless the employees fall under specific exemptions. The most common exemptions are for employees employed in an executive, administrative or professional capacity as those terms are defined in the FLSA regulations.

If an employee is a salaried employee; earns more than \$23,660; and meets the duties tests in the regulations defining executive, administrative or professional employees, that employee is currently exempt from the overtime requirements of FLSA.

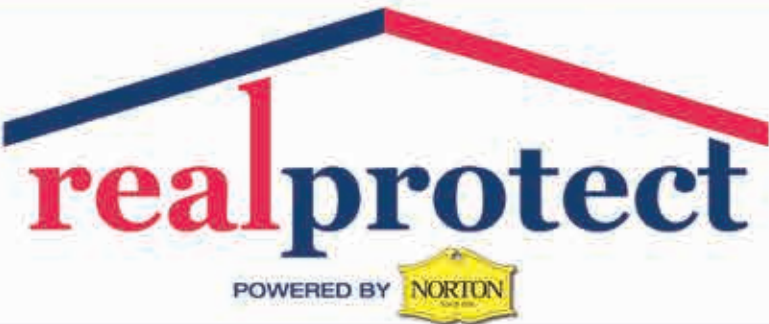
Historically, trade associations and professional societies were able to qualify many employees as being exempt from overtime as they were salaried employees earning more than \$23,660 per year and they met the duties tests of one of the exempt categories.

However, the new proposed regulation increases the minimum salary requirement from \$23,660 to what is expected to be \$50,440 as of January 1, 2016. For non-profit organizations and for-profit employers, it means that if

meetings as well as working than 40 hours per week. Under current law, as long as the employee's job requirements met the duties test, that employee was not entitled to overtime under FLSA. Under the proposed regulations, since the employee earns less than \$50,440, that employee would be entitled to overtime even though the employee's duties remained the same.

As this issue develops, the NREIA Government Affairs team will keep members informed about its potential impact on the industry and how it could affect their bottom-line.





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Market Update ...continued from page 1

interest rate hikes for two years now there will be a reaction to changing rates after six years. The dollar impact is more serious as the greenback has already been gaining and this has already hurt the US export community. Driving the interest rates up – even by a small amount – will trigger a further gain in the dollar and that is not helpful. The Chinese devaluation of the yuan drove dollar value already and it is very likely that more of this devaluation will take place as the Chinese try to get their economy back on track

The second area of note to the real estate investor – at least as far as the greater economy is concerned – is the status of the job market. Nothing correlates more closely to home ownership than job numbers and nothing motivates people to move than changing jobs. The data of late has been improving but there are lots of nuances as far as job assessment is concerned. There are even issues as far as how to accurately measure it. The Bureau of Labor Statistics is the keeper of the data and they release the official job numbers based on the Household Survey conducted monthly by the BLS. The number we all hear is the U-3 version of that data and right now it says that unemployment is at 5.3% and that is pretty good. The U-6 version however is almost twice that number at 10.6%. The U-6 version counts the “discouraged worker” that is seeking work but not formally through the system. It also looks at the number of involuntarily unemployed individuals. The fact is that many more people are jobless than most people realize.

Then there is the fact that workers are not nearly as mobile as they once were. The US was always seen as a place where people could pick up and relocate to find the job they want but that is less true today than in the past. The three most important inhibitions are that today the majority of households are dual earning and for somebody to take a new job the spouse will need to take one as well and that gets harder to arrange. The second problem is that many people have to sell their current home to move and in some markets that is hard to do. Finally there is the issue of split families where moving creates custody issues.

Finally there is the most closely watched set of indicators – those that deal with housing. This year has been decent and verging on good. The demand for new homes is up and that has boosted starts. There has been more growth in the

multi-family sphere than in the single family sector. The mood of the construction sector has been improving and there is a sense that millennials are finally starting to get engaged in the housing sector as they start to hit their 30s and late 20s. The price of homes has remained pretty stable but some hotter markets are seeing price hikes. Mortgage rates have remained generally low but most assume that they will jump up a bit when the Fed finally starts to act.

What does the future hold? That is always a challenge – after all, the science of economics is explaining tomorrow why the predictions

...continued on page 19



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# Online Listing Sites

## Handle with Care



By Brad Beckett, NREIA

The old axiom about competition improving quality is pretty much a given assumption in today's world – whether it's a new innovation disrupting an established market (think Uber) or simply a new & improved product overtaking a weaker competitor. Whatever it is, someone has taken the time to exploit a market deficiency and go after the hearts, minds & wallets of that customer base. It all comes down to having something someone else wants.

More recently the world of real estate listings has seen its share of disruptions too.

*In fact there has been a “soap-opera-esque” battle among the various listing sites for supremacy.*

Numerous articles and accounts have been written with opinions all across the board. While traditionally the local MLS has been the go-to source of all home listings, some would like that to change.

*Namely, Zillow, the online powerhouse that made its proverbial splash several years ago when it started publishing home listings for the world to see.*

Love it or hate it, the company has changed the way consumers (investors included) view the buying and selling of property. However, there are some caveats to using theirs as services, as well as others'.

The first is the accuracy of listings. Time is money for real estate investors and when it comes to identifying properties it is paramount. So I decided to do a quick search of my own neighborhood (zip code 45209) using Zillow and Realtor.com to see what popped up. I was particularly interested to see if a nearby house, that was listed within the past couple weeks, would show up.

Interestingly, both sites revealed different results. Realtor.com found

41 properties for sale including the one I was interested in. Zillow, on the other hand, only found 14 and did not include the one I was looking for. However, Zillow did allow me to see properties that were for sale by owner, unlike Realtor.com.

### So, what does this all mean?

It can mean several things. First, you've got at least two potentially different data sources being drawn upon. Zillow bills itself as “selling ads, not houses” as its CEO once said. That being the case you have to pay to play on Zillow. In my example I quickly discovered that all the homes listed on Zillow were on Realtor.com, but not vice versa. The only exception being “for sale by owner” properties, which Zillow offered as a service.

So, do you take the time to correlate the listings, remove the overlap and identify any differences? Depending on the area that could be a tall order. Realtor.com uses data from over 800 multiple listing services and while in some areas Zillow does too, in this case it clearly does not. So for investors looking to acquire property in the most expeditious way this would be an issue.

*It's worth noting that Zillow says on their website that “The MLS is the expert in maintaining real estate information for its local market.”*

*Enough said.*

### The second area of concern revolves around the listings themselves.

There have been numerous concerns raised about incorrect information in online listings. However in my test case, I pulled a few addresses from both sites and did not find any major discrepancies between the two services. Nevertheless, I did find that Zillow's interface was much more user-friendly (easier

*continued on page 20*

## Home Depot Delivers ...continued from page 1

- Product will arrive to the designated address on the order and be installed by a Certified Home Depot Installer and they will even haul away the old appliances if needed

It's really that easy! So don't wait until you need an appliance, browse the catalog now to get a good idea of the product offering and be prepared when the need arises.

In addition to the appliance offering, Home Depot has also become our national supplier for all of your paint needs. That means you will automatically receive a 20% discount at the point of sale on a vast array of products by Behr and Glidden for both interior and exterior paintwork. Home Depot can support any paint project you may have.

In order to take advantage of this program, simply enter your ProXtra registered phone number at any cash register when checking-out to take advantage of these extraordinary savings. If you haven't signed up your ProXtra, please –visit [www.homedepot.com/proloyalty](http://www.homedepot.com/proloyalty) to easily enroll at no cost!

In addition to this discount, Home Depot also offers many other important services. They have a Pro Paint Specialist in every

store to help you make the right buying decision based on your project. For larger jobs, they offer free Job Site Delivery on any order over 25 gallons. Start today taking advantage of these huge discounts and excellent service by choosing Home Depot for all your paint and primer needs!

### And yes, there is an App for that.

The Home Depot Pro App is available to download for both the Apple iOS and Android operating systems. With the app, you can easily check real-time inventory, search 700k+ items online, reorder the items you buy most, review your past purchases, and many more time saving features.

Being a member of National REIA has many advantages. These two programs being offered by the Home Depot are just a few of the many ways NREIA membership helps the individual investor do more with their time and save lot in their wallet.



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# Lifespan & Value-Add Of Appliances



Rehabbing a home for resale can be a daunting task for anyone in the investing community. Whether you're an expert flipper, do-it-yourselfer or just getting started, there can be many unknown variables that must be taken into consideration when managing your rehab project. Perhaps the most important area involves replacing and/or upgrading the home's appliances.

Will replacing a unit add value or just be a wash? Or maybe a particular appliance works & looks great but it's over 10 years old, do you still need to replace it? What about appliances that are broken, aesthetically displeasing (old pastel colors) or even potential ticking time bombs waiting to break?

*Start by taking a quick whole-house inventory of all appliances and mechanical systems.*

This helps gauge what resources you'll need as well as identifying any potential showstoppers. Some items such as furnaces, water heaters, etc. are expected to be in good working order when purchasing a home, so don't expect a solid return from replacing these items.

However, according to many experts, considerable resale value can be achieved in the kitchen & bathroom areas. In fact, data from Remodeling's 2015 Cost vs. Value Report estimates that upgrading just the Kitchen and Bathroom alone can produce a 48% and 60% ROI, respectively. Just be sure that if you do one, the other is brought up to the same level or buyers will notice a mismatch right away.

How long does the typical appliance in 2015 last, you might ask? That's a good question. We've

all heard the anecdotes about how older things seem to last longer and there's some truth to that. However your goal is to rehab the home and get it to market as soon as possible.

According to the National Association of Home Builders (NAHB) the average lifespan of

you'll recoup your costs at the point of sale. There is a balance to be struck. Don't overvalue your home because the ceiling of neighborhood comparison prices will not be breached – no matter how many gold-plated toilets you install. In fact, the NAHB says that appliances are often replaced

on the surfaces. So sticking to basic colors and keeping it reliable & simple might be the best option.

So what appliances don't add value? That question has many expert opinions as well. However, most agree that a good rule of thumb is to remember that whatever appliances people expect to be in good working order will not be part of the equation. Furnaces, water heaters, garbage disposals etc are hidden away and expected to perform. If it's older, been regularly serviced and performing well it might not need replacement. But don't let something slip by that could become a showstopper on the day your property goes to market.

Don't forget, when it comes time for those replacement appliances, National REIA members receive a significant discount on many new appliances thanks to an exclusive arrangement with Home Depot (see benefits article). Simply browse the custom catalog which is available online to National REIA members.

Remember, the goal of your home rehab is to bring it up to



dishwashers is 9 years, gas ranges 15 years, electric ranges 13 years, refrigerators 13 years, garbage disposals 12 years and water heaters 10-12 years. Of course this varies greatly with quality, style and manufacturer.

Another factor to consider is that while some higher-end appliances might last longer, it doesn't mean

long before they're broken due to changing consumer preferences.

Indeed, aesthetics are a major factor. Stainless steel continues to be a popular option but according to varying sources, black appliances are trending once again. One of the reasons cited for stainless steel's loss of appeal were the constant fingerprints & smudges

market standards and sell it for a nice profit – which is why you're in business in the first place! Keep in mind that there is more to rehabbing the home than making it aesthetically pleasing, you have to make sure appliances (both seen and unseen) are in good working order as well.



Market Update

...continued from page 13

made yesterday didn't come true today. Assuming that the markets settle down by the time the leaves start to turn the economy of the rest of the year should be an extension of what we have seen thus far. The housing market will keep improving in most cities – at least in the areas where there has been decent economic progress.

Those communities that are tied to the energy sector are going to keep suffering and things are likely to get worse before improving. This will affect the Dakotas as well as Texas and other states that have been connected to that boom. The growth will be in places that host



health care related industries as well as those that are connected to the aerospace community. The “popular” regions are now growing again – Florida, California, Colorado but the rust belt states keep shrinking.

The long and the short of it is that the US economy can expect to finish the year with growth close to the average of the last twenty five years – somewhere in the 2.0% to the 2.5% range.

*Dr. Chris Kuehl is an economist and the Managing Director of Armada Corporate Intelligence*

Go Ahead and Work Late

Your Phone Can Manage Your Life!



At National REIA's Tech or Treat Conference in October, author Beth Ziesenis shared secret tech weapons to increase productivity and organization at the office, but busy real estate investors can start nerding out now to help manage the day-to-day tasks of home.

With the dawn of the Internet of Things (IoT), new gadgets are slowly eliminating the need for us to leave rush home after work to take care of life's annoying tasks. Here's Beth Z's list of the best home automation tools for busy, tech-savvy people.

Thanks to New Technology, You No Longer Have to...

...Water the Plants

Finally that poor, neglected plant in the corner will survive without you. The Parrot Pot is a robotic plant pot that holds enough water to keep your plant healthy for three or more weeks. Just pick out the type of plant from its database of 7,000 varieties, and the pot monitors the soil moisture and fertilizer levels, as well as the temperature and light at your plant's location. The system will automatically feed your plant what it needs, and you can keep an eye on it with an app.

Parrot.com/usa/products/flower-power

...Feed the Dog

Automatic pet feeders have been around a while, but now you can be even more cognizant of your fluffy friends at mealtime. Petnet SmartFeeder connects with an app that lets you monitor and adjust feeding schedules, order food, look up the right diet for your pet and more. Plus it lets you record your voice to greet your pet at mealtime, all for just \$149.

Petnet.io

...Flip a Light Switch

We've seen automatic lights that are controlled via apps before, and this one goes a step further. Switchmate pops over your regular light switch and sticks there with a magnet, so there's no installation. Then you can control that switch with a tap on the device or a couple of swipes through the app even when you're still at the office. The devices are about \$50 each and will ship in December 2015.

Myswitchmate.com

...Put the Kettle on to Boil

You're warm in bed, dreading the cold walk to the kitchen and the time-consuming chore of heating water for tea. Thanks to the

iKettle from Smarter, you can stay snuggled up under the covers while you use your mobile app to send the signal to heat the water. You can program the iKettle to heat to your perfect temperature and even add personal messages to make your brewing experience a special time for you and your family – for just under \$120. Smarter also has a high-tech coffee machine that even remembers your perfect settings.

Smarter.am

...Stand Up to Workout

The TAO-Wellness device WellShell lets you squish a high-tech gadget the size of a soap bar to perform isometric exercises anywhere. But this year they unveiled a full isometric chair that lets you get a full workout without moving your butt from your seat while you watch exercise demos on your mobile device. It doesn't look like you can buy either yet, but anything that helps lazy people exercise is probably going to be popular.

Tao-wellness.com

...Worry about the Baby

In the past couple of decades we've seen helicopter parents who hover around their kids. With the level of technology available to parents these days, we can call them drone parents. You can monitor your child's temperature constantly with the Pacifi Smart Pacifier, the world's first Bluetooth monitor. And even if your little one is sick, you can share the stress with your partner using the NapTime Baby Monitor, which connects to bracelets worn by the caretakers. The system, still in beta, takes turns buzzing the caretakers so no one has to ask, "Isn't it your turn to go check on the baby?"

Bluemaestro.com/product/pacifi-smart-pacifier

Naptime.tech

...Test the Smoke Alarms

The days of wandering your house in search of the chirping smoke alarm are gone. The Roost Smart Battery (about \$35 a battery) lets you monitor your 9V battery life via your mobile device. Not only will it tell you when to change the battery, it'll also alert you if your alarm goes off when you're not home.

smartroost.net

...Plug in Your Mobile Device

Tired of the miles of wires and cords that it takes to power all your devices? WattUp is promising wire-free charging for up to 12 devices via a radio frequency signal that your devices receive through a WattUp receiver. The app lets you choose which devices to charge and in what order, and you can even program the time of the charge.

energous.com

...Count Sheep

Apparently we've all been sleeping poorly, and a whole bunch of companies want to do something about it. Soon you can purchase a HugOne hub with sensors to monitor the sleep patterns of all your family members starting at \$169. The system even tells you the temperature of each room, the tossing-and-turning statistics per person and even the perfect time to wake up a kid based on deep sleep patterns. If you're only worried about your own sleep patterns, you can don a SleepPhones comfy headband embedded with speakers designed to block out spouse snoring and deliver soothing sleep music. Prices range from \$40-100.

Seven-hugs.com

Sleepphones.com

...Take Your Own Selfie

Ever find yourself performing an amazing feat of daring alone without a way to document it? You won't miss an action selfie ever again with Nixie, the wearable camera that you fling into the air so it can take your picture or video then return to you. This technology is not quite ready for prime time, but it's coming.

Flynixie.com

...Tie Your Shoes

Remember the self-tying laces from "Back to the Future Part II"? The future is here. Nike has promised that consumers will see the power laces that shore up our shoes automatically by the end of 2015.

Beth was a presenter at National REIA's Tech or Treat conference held this past October. Discover more at [www.yournerdybestfriend.com](http://www.yournerdybestfriend.com)



Online Listings ...continued from page 15

navigation and flow) and offered pretty much the same property information, albeit packaged much differently. But, Realtor.com had the goods and seemed more legitimate and less showy. The one glaring difference between the two was Zillow’s patented “Zestimate” which uses specially designed formulas to assign a value to the property – any property. *That’s right, it’s done for any property whether it’s for sale or not.*

The trouble with this system is that it can give the casual browser (or property owner) a false impression of a property’s actual worth. Out of curiosity, I took a look at one of my own properties that is not for sale, on the other side of town only to find several discrepancies. The address was misapplied to the neighboring property (which quite frankly is nicer) as well as a few other incorrect items. *In other words, unless you knew this you could potentially be misled.*

Oh, but on the right side of the page there was a way for me to contact a professional (who conveniently placed an ad) that would help me value my property. Indeed.

**Therein lies third issue.** *Consumers armed with misinformation and/or a false impression of a property’s value will not be too happy when the truth is revealed through legitimate conversations.*

It comes down to that old rule in politics – that it’s all local. Conditions on the ground vary across city neighborhoods as well as the entire country. Zillow does cover their tacks and laudably publishes their Zestimate’s error/success rate as well as the requisite disclosures.

It all reminds me of that pawn shop reality-TV show when people have gotten the wrong information about their antique’s supposed value, only to have their bubble burst when an expert weighs in with the truth.

**And finally, there are some security and privacy concerns to consider.**

In the old pre-internet days you had to physically go someplace and talk with someone to get basic and official information about a particular property. Now that’s all conveniently available with a few keystrokes while sitting in your bathrobe. Conversely, those same keystrokes can lead to misleading (manipulated?) information as well. All it takes is one typo and the fun begins. And do we really

want someone sitting in Mumbai pulling up property records from the local courthouse, inputting that data, correct or not, onto some internet listing site?

**Furthermore, with Zillow’s recent acquisition of DotLoop, legitimate data privacy concerns have been raised and subsequently addressed.**

Does the merger of front & back ends spell trouble or will all the fine print in those user agreements keep things safe and separate? That’s a perfectly legitimate question in

the age of Google – which by the way is itself “tiptoeing towards real estate,” as Inman recently reported. Here’s the bottom line, use any online services with the appropriate amount of skepticism and use them for triangulation. By that I mean, use a trusted source for your property searches as your benchmark, then when properties are identified check other sources as a reference point – which might reveal something different that makes a huge difference. And, be skeptical of anything you find online until you see it in person.

It’s also a good idea to look up the properties you own to make sure whatever’s being said about them is accurate or at least not damaging. Likewise, don’t hesitate to make critical comments or offer constructive feedback to the various listing sites. They need that information to make those subtle improvements that ultimately drives competition in the marketplace – which, by the way, is constantly changing. Who knows where this will all end up, but one thing is for certain, good competition improves the quality.



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Total Investment:	\$63,000
Sale Price:	\$99,500
DOM:	71



Total Investment:	\$57,000
Sale Price:	\$101,000
DOM:	71



Total Investment:	\$52,000
Sale Price:	\$96,000
DOM:	5

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# Real Estate Investing and Technology

## Is It Really *THAT* Important To Have A System In Place For Your Business?

The short answer is “Yes.” But why is it all of a sudden so important to have a system online to run your business?

The simple truth is that it’s just the way the industry and its customers have evolved. If you want to continue to build your business and thrive in the real estate investing industry, you have to evolve with your customers and you have to be where they’re looking.

*The vast majority of home sellers and buyers are looking online before doing anything else.*

That means you have to have a strong online presence if you want people to turn to you as their home buying or selling solution.

Once you get them in the system, then what? Sticky notes, forgotten appointments, and random phone calls are not going to impress your buyers and sellers.

To become the authority in your marketplace, you have to demonstrate that you are the authority when it comes to both buying and selling real estate and running and building an organized, successful business.

Not only is turning to technology going to help you accomplish both of these things, but it’s also going to help you accelerate the rate at which you’re able to grow your business by automating the



and marketing, organize and manage every aspect of your business, maximize each investing opportunity, and close more deals.

### Here’s how...

Realeflow’s Leadpipes feature gives you instant access to 10 types of real estate leads including motivated sellers, buyers, and private lenders. Leads can be refined and filtered, downloaded immediately, and stored in Realeflow for easy marketing, organization, and follow up.

From there, the Direct Mail

Your direct mail campaign can drive prospects to the custom website that you set up in Realeflow in under 3 minutes. No web design or copywriting is needed. Simply pick a theme, choose a professionally written content pack, and launch a website that is proven to convert and allows you to showcase your brand and effectively communicate your message to the market.

When you’re ready to analyze your deal to avoid overpaying, you need to find out what similar houses have sold for, how much it

and even create a full rehab plan, complete with Home Depot products and SKUs and labor costs.

Once you’re ready to find out what your potential profit will be, simply plug the numbers into the Deal Analyzer and gain the confidence that you’re always making the right buying decisions.

When your deal is negotiated, funded, and rehabbed, Realeflow can help you get your property sold quickly without the need for a buyers list of your own. First, Power Matching automatically scrubs and matches buyers from your own database to your properties for sale based on price, bedrooms, bathrooms, property type, and more with a single click. No buyers list of your own? No problem, this is where it gets really fun! Community Power Matching allows users to access over 2 million buyers, sellers, and renters through Realeflow’s extensive network with a single click. Internal messaging allows users to seamlessly communicate and negotiate the sale.

*Turning to technology to organize and automate your real estate investing business allows you more time to focus on what’s really important - buying and selling houses.*

If you’re interested in learning more about how Realeflow can help you generate more leads, create more time, and make more money, visit the page below.

<http://realeflow.com/reia/nreia/>



majority of your required day to day operations.

When you automate the day to day tasks that must be accomplished for your business to stay afloat, you then free up time to focus on the more important revenue producing activities, which are directly responsible for the growth, or lack thereof, that your business experiences.

Using an All In One Real Estate Investing Software like Realeflow allows you to do things like automate lead generation

wizard takes care of the marketing by walking you through the process of sending out pre-written direct mail campaigns that get your phone to ring. Single-step and multi-touch campaigns can include highly converting personally penned letters, handwritten font yellow letters, and postcards that are all designed to increase traffic to your business and convert more leads. All of this can be completed in less than 30 seconds and require no printing, no stamps, and no visits to the post office.

will cost to rehab the property, and how much profit you can expect to make.

*Instead of using several different systems and programs to accomplish this, it can all be done using Realeflow.*

Your first step will be to pull comparables, which will tell you instantly whether or not the property is worth taking the time to look at. Next, using the Hammerpoint Repair Estimator and Rehab Planner, you can estimate repair costs on the spot,





# GENERATE LEADS. **CLOSE DEALS FASTER.**

Realeflow is designed to guide you through each step of the real estate investing process. We start with lead generation and lead management, take you through the process of deal analysis and acquisition, then guide you through the steps to wholesale, rehab, and sell your properties. Realeflow includes all the state-of-the-art tools real estate investors need to do business in one intuitive platform.

## SOME OF OUR MOST POPULAR TOOLS

### POWER MATCHING

Automatically access over 2 million active buyers, sellers, and renters through the Realeflow network in a single click.

### LEADPIPES

Instant access to 10 types of real estate leads including Motivated Seller leads, Real Estate Buyer leads, and Private Lender leads.

### CRM

Add, manage, categorize, and rate buyers, sellers, and important business contacts, track properties at every stage, and collaborate with team members and others involved in making deals happen.

### HAMMERPOINT

Create accurate home repair estimates in a single walkthrough and itemized, custom rehab plans including labor and material costs and Home Depot product SKUs.

### WEBSITES

Launch your custom real estate website in under 3 minutes using mobile optimized website templates and engaging content packs pre-written to engage and convert each target audience. No web design or copywriting needed.

### DIRECT MAIL ENGINE

Deliver customized single-step and multi-touch direct mail campaigns that engage and convert your target audience in just a few clicks. Choose from highly responsive handwritten yellow letters, notes, and real estate postcards.

### COMPS

Generate detailed real estate comps and reports for free with a single click. Determine property value and ARV, validate purchase offers, negotiate price, and educate buyers and sellers.

### PAPERLESS OFFICE

Save 84 minutes per deal! Auto-fill documents, manage inbound and outbound faxes without the machine, and track expenses and property maintenance in one centralized location.

### PROPERTY LISTING/MOBILE MARKETING

Blast properties for sale to high traffic property listing and social media sites and manage all your inbound and outbound mobile marketing from one central location.

### POWER LINKING

Collaborate with those involved in making deals happen by granting them limited access when it makes sense for your business.

### AUTORESPONDERS

Keep contacts consistently engaged and increase conversion with automated real estate email marketing. Initiate a 10 step email series in under 2 minutes.

### DEAL ANALYZER

Make better offers and accurately project return on investment for prospective deals by analyzing critical data points and identifying each deal's strengths and weaknesses.

**GET YOUR SPECIAL OFFER BELOW:**  
VISIT [WWW.REALEFLOW.COM/NREIA](http://WWW.REALEFLOW.COM/NREIA)



# YOU ASKED, WE DELIVERED

INTRODUCING THE HOME DEPOT APPLIANCE PROGRAM  
EXCLUSIVE TO NATIONAL REIA MEMBERS



## TEAMING UP TO PROVIDE THE BEST TO OUR MEMBERS!

**STEP 1:** Browse NREIA catalog for the product you are looking for in specific categories

**STEP 2:** Fill out the appliance order form with all of the products you would like for a single delivery address

**STEP 3:** Email the order form

**STEP 4:** A Dedicated Appliance Specialist will contact you to place your order & inquire about your delivery preferences

**STEP 5:** Product will arrive at designated address and be installed by a Certified Home Depot installer. They will even haul your old appliances away!



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JUST FOR YOU! CHOOSE WHAT YOU ARE  
LOOKING FOR IN A SELECTED GROUP,  
AT GREAT PRICES.



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APPLIANCES  
YOU NEED AT  
THE PRICE YOU  
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