

Get Real™

The Down and Dirty on Real Estate Investing

Business Planning

The Best Way to Impress is to Know Where You Are Going



Real estate investors love to fly by the seat of their pants and see which way the wind blows them. They will flitter from one deal to another in search of the next big pay-off and the next payday that lands them on that beach in Mexico for a week of rest and relaxation.

The only issue is sooner or later this type of business person ends up on the wrong end of an empty bank account. If you don't have a plan and a purpose then you are just an empty vessel floating aimlessly in the ocean. Sure you might wash up on a deserted island of paradise. You are more likely to keep drifting, sunburned and eventually dying of thirst.

Business plans serve a purpose in business to help you raise capital. It shows potential investors and creditors just what you are doing and how you plan to do it. As we keep telling students in the Get the Keys class (<http://www.getthekeys.com>) The ability to raise capital is all you need in business to succeed.



One of the great parts of a real business plan, one that you have crafted as your own personal plan is that the plan will not only tell your lenders where you are head but it will guide you too. Please read through this newsletter and follow the steps. Even if you never create your own business plan I hope you take the steps needed to develop one like creating your superstar team and doing the research needed on your market and your competition. It will pay off a hundred fold in your business.

NOTES FROM THE EDITOR...

January is always the month we think about the last year and plan for this year. You will notice that we focused on business plans on the show recently and then are going in-depth in this edition of the newsletter.

I can't tell you how important it is to plan for success if you want to be a full-time real estate investor. Even if you just want to invest part-time without a plan you will never get there.



Next month we will focus on goal planning so you can not only come up with what you want to do and how much you want to make but also how to get there. The real secret to success that the gurus never tell you is to plan-execute and repeat as necessary. You can visit <http://www.yourealestatefortunes.com/order.html> if you already have our free CD and get a very discounted version of Pick Your Future in a Day, a 1 day seminar in a box that will teach you everything you need to know to get started investing and plan for success.

Judson and Lynn Voss

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Questions!!

Got a question you would like to have us answer in depth here in the newsletter? We would love to hear from you. All you have to do is

send a quick email to

newsletter@getrealrei.com

and we will take a look.

Please provide your name, number and email in case we need to follow up with you and ask additional questions to make sure we get your question right.

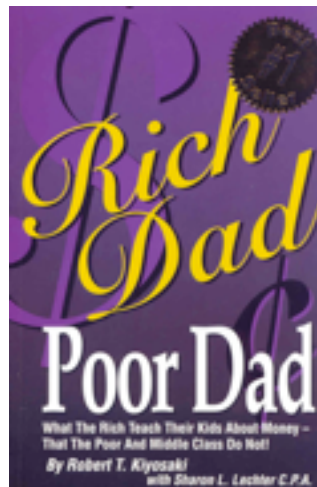
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“He who fails to plan, plans to fail”

Everyone has heard this proverb before but few actually take it to heart. In most small businesses the owners of the business spend their time trying to keep the business running and rarely look up to see where they are at let alone where they are going.

It has been my experience that most real estate investors are even worse at planning than the average small business owner. To an extent it is the disease of the independent real estate maverick. We work on each deal and go where the wind blows us rarely taking the time to figure out what we need to do next, why and for what reason we are even doing anything in the first place.

Let’s look at the average real estate investor as an example. One day you were looking online or at the bookstore and picked up Robert Kiyosaki’s book, “Rich Dad Poor Dad.” For you it was a watershed moment and it changed your life forever. You realized you don’t need to think in terms of working for someone else and trading dollars for hours.



After a couple of months of research and learning more about what Kiyosaki was saying, you decide to pick a path. In almost all cases, you pick real estate investing. After all real estate investors make their money passively and have many tax advantages. This is your new path to success.

So you start to look online again for information about how to invest in real estate creatively. Somewhere along the way you either find your local real estate club or you find a couple of home study courses that look

interesting. You visit the club and hear the speaker talk about their topic and then offer a course at the end of the presentation. Sure this is the first time you have heard this topic but you now know this is the true path for you.

Off you go on your way with your new course in hand ready to take on the world.

You aren’t really sure exactly what you will be doing in real estate but you know that this is your way to success so you quickly get started reading every bit of material and listening to every CD in the course.

If you are good you get started doing what the person on the CD told you to

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do. It may be looking for motivated sellers or possibly looking for homes that have been foreclosed and taken back by the bank. No matter what the case you are now getting started as a real estate investor. You are and I have heard this too many times, "diving in and seeing what happens."

There are two paths people take from here. The first is you decide that this type of investing is just too hard or doesn't work so it is back to the real estate club next month to purchase the next course that comes along. The second path is you like this strategy. It doesn't work at first but with some time and effort you actually get the ball rolling.

In this second approach you realize that you can actually start to make money in real estate. You have motivated sellers calling you and you are working through your deals. At some point in time one of these sellers actually takes your ridiculously low offer!!

One seller is no big deal but then all of a sudden two then three then five deals

start coming in and you just don't know what to do with your time and energy. How can you handle all of these deals? How will you get financed for them? Who is going to do the repair work? Who is going to be the closing attorney? How are you going to sell or rent these houses?

You have done something you didn't really plan on doing. You have become successful, sort of. In fact what you are really doing is getting ready to fail, just in a much bigger way than the guy that just bought one house.

Don't get discouraged though. Failing big is a much quicker path to success than failing small. The faster you fail the faster you succeed. If you can get out there and fail big time then success is right around the corner. As long as you actually learn from the mistakes.

Now it doesn't have to be that way all of the time. You get this newsletter every month so that you can learn from our mistakes and not have to make them again. I promise I have tens of thousands of dollars of mistakes you can learn from for a much lower price. Trust me it is a good deal.

What you have actually done is started a business with the one thing almost all businesses need... a business plan. The problem is as a real estate investor



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you can borrow money from a lender without having a business plan. Trying going into Wachovia for a small business loan for your car wash and getting money without having a business plan. It just doesn't happen.

As real estate investors since we just buy one property at a time no one asks us what our plan is for the business. All they want to know is what is the plan for this house and can we pay them back for it. This is a blessing since we don't have to do extra work to get the loan but it is also a curse because no one actually makes us think through what it is we really want to do and how we are going to do it.

So many listeners ask me when they get our ebook "How to Dazzle Your Banker" what should they include in their business plan? I also realize so many other investors are not even thinking about a business plan at all. They are just getting ready to "dive in."

This month we are going to break down the business plan. We will look at each of the basic components that make up a business plan in general and then we will look at the specific information that a real estate investor should include in their plan.

This plan is going to be designed for a beginning real estate investor who

would like to start investing this year. In general most of these business plans are going to be designed for the purpose of planning for yourself and also to create a story to tell others whom you are attempting to raise capital from. These people will include community banks, private lenders, hard money lenders and your family.

While this plan is important to spell out to capital sources just what it is you are doing, why you are doing it and showing them that you have actually thought through what you are doing it is just as important to have this information for you. This is going to be your blueprint for how your business will run and what your plans are. Just as importantly it is going to make you do research and think through the process so that you become educated about the business along the way.

When you are done with your business plan you should not only have a clearer picture of what you want to do as a real estate investor but you should know what is reasonable. You will be able to answer the questions your spouse has about how much will it cost and how long will it take to actually make money and how much. All very important questions.

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Getting Ready to Plan

Let's look at some basic items that we want to think about our business plan before we begin writing it and developing the more technical pieces. These are things that make a difference in our business from a personal standpoint and help us develop a realistic plan.

This first item is going to be difficult to swallow but if falls into the category of putting the cart before the horse. You need to understand the basics of the real estate investing business. You will need to have done some basic studying on the strategies of real estate investing and what the realistic outcomes of those activities are.

This is not just about money either. You need to know how much time and energy different ways to invest in real estate will take. If you are working full time and have a family you need to know what is realistic as far as the commitment needed to run your business. Maybe the bank doesn't care about this information but you will care when you are burning the candle at both ends a couple of months into a large rehab project.

You will also want to understand all of the pieces of the business from the front office to how you acquire

properties. The bottom line is you need to speak knowledgeably about each part of the business in your business plan. One source is our 4 day workshop Get the Keys (<http://www.getthekeys.com>) where you will learn the ins and outs of the business from front to back.

This next item will sound a little out there for many real estate investors and is out there actually for a lot of small business owners. You need to decide what your needs are. You shouldn't get into real estate investing just because. Many people tell me they want to invest in real estate to get lots of money. So



my question is always how much is a lot and over what time

period do you want to make it?

No business is just about making money. You are making money for a reason. You are making money to feed your family or you are making money to build for your retirement. Sometimes you are just making money to buy that next cool toy in the garage. Whatever the reason is you need to have a

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reason to go into business and make the money you make.

Many people will copy a business plan from some other source or another person and they fill in that person's goals. Make your own plan because you have your own special needs and wants. Figure out first what it is you want and why then from there go back and develop your business plan.



If you want a jump start for both of these items you can visit our site <http://www.yourrealestatefortunes.com> and get a free CD on creating your very own mindset on your business.

The last thing I want to tell you before we start on our business plan is to use real numbers. Too many people use planning information that they come up with, I assume, out of thin air. Just because you want to make \$60,000 on a rehab in 3 months in no way means that is what happens in the real world. Again this is the reason for understanding the business and how it works.

You will want to get out in your local area and understand the numbers. Get real information from other investors and from your team that you build so you know how long it takes to rehab a house, how long it takes to sell a house or rent it. You will want to know what rents are so you know what your realistic cash flow is. If you are rehabbing you will want to know what a realistic profit margin would be on those projects.

The Business Plan

Once we have done our initial legwork it is time to get down to the nitty gritty of our business plan. There are 4 main sections to our business plan; 1. Marketing, 2. Operations, 3. Start-up Costs, 4. Financial Plan. Sure some business plans have more or less parts but we need to remember that our plan is something we develop just for us as real estate investors and not from the standpoint of every other business out there. In my opinion anything more is overkill and anything less is not detailed enough.

Marketing Plan

Let's start with the first part of the plan. I know everyone has a place where they put the most emphasis in the business. I can tell you though when it comes to investing in real estate that it

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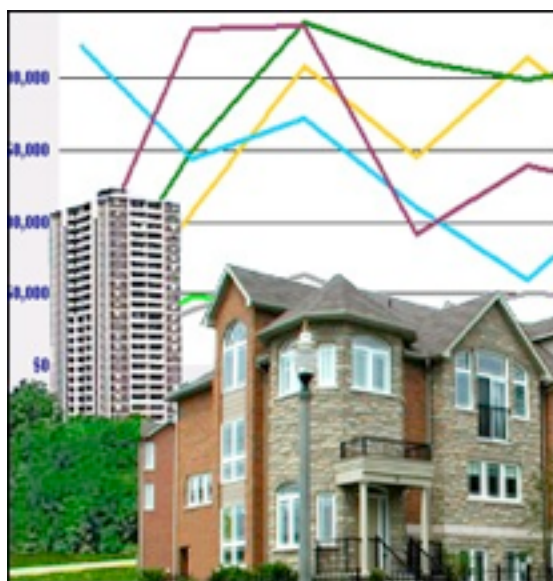
all begins and ends with marketing. I don't care what strategies you use you will need to market in some fashion to make money. Spend some time working out your marketing plan. It will come across as impressive to lenders and will help you get started down the right path to success.

I might try to find out on the internet what percentage of people that attempt to get a mortgage are declined when attempting to get a mortgage. This example would be helpful if I am using lease/options as my exit strategy. This number will show me what kind of a market is out there for people that want to own a home but just can't do it today.

Research

As I mentioned earlier about getting the real numbers you are going to start with the first portion of your marketing plan, research. Research for our purposes is not lengthy studies and surveys. We would go broke before we even get started.

In our business plan we want to show lenders that we understand our market and we know where the money is coming from. When I say research I might include the number of foreclosures in my market. I might also include how many homes in my demographic are at or above 180 days on the market.



Some of the other research I would include here is the average days on the market for homes for sale and the average days on market for rentals to fill vacancies. In my business plan I have the median price for a home in my market and the number of homes in the market. This information is important. If one of my strategies is

to buy and rent homes that are near 70% of the median housing price, because I know that homes 30% under the median rent better, then I need to know what that number is. If I plan to lease/option homes at 85-100% of the median housing price I will now know what that number is.

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Economic Conditions

The second subject in the marketing plan is the economy. It is easy to say today that the economy is an issue but the fact is the economy is always an issue. We don't want to focus on the general national economy. What we want to focus on is our local economy.

Our local economy is what drives our real estate investing business and it is the thing that most lenders and private investors are going to be interested in. If the local economy is doing poorly and jobs are dissipating then we need to pay attention to this and choose strategies that will take advantage of the current conditions.

If we live in an area that has a stable economy and housing appreciation that is slowly yet stably trending up then we need to know this information to plan accordingly. The general economy in our area affects the housing marketing greatly. You need to use this section of your marketing plan to tie the two together and show that you are poised to work within this economy.

Your Selling Proposition

Number three on our list of marketing plan topics is probably one of the most unique and the one many investors and

small business owners have trouble with. "What are you selling?"

I know this sounds like a weird question but it is really a very important one. It is



what develops what our business is really all about. An outside investor or lender might have a general idea about what

our business is all about but they don't always know the real details of our business. In fact many of us investors don't really know the real details of our business.

If your answer to this question is, "I sell houses" then we need to take a step or two back. First of all we need to ask ourselves what are the two main operating parts of our business. The first is the acquisition of properties. No matter what we do in our business we need to acquire these properties. The second half of the business is to sell or rent these properties.

This is what we do operationally in very generic terms but the question is what are we "selling." Selling to me means

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what needs are we meeting and how we are meeting them. This is the whole point to our business. If the point to your business is to make you money it will not last long. If the point to your business is to fill a legitimate need of other people and do so to a large group of people in a profitable manner you are setting yourself up for big time success.

Now back to that original question. I am only going to talk about this in generic terms. It will be up to you and the special brand of real estate investing you create for yourself to develop exactly how to answer this question.

When we are buying homes we are selling the service of assisting a homeowner in distress with removing whatever the pain is they have involving their property. We are selling relief, we are selling more sleep at night, we are selling a solution to a homeowner's problem.

On the other side of the coin we have an exit strategy. In this case we are selling yet another solution. We are selling affordable housing with easy financing, we are selling great deals on

fixer upper homes to other investors (wholesaling), we are selling the idea of buying a home in the future while renting it today until a credit issue is resolved (lease/option), or we are selling a safe clean and well maintained home to rent.

No matter what our exit strategy is we are providing a solution to someone else's housing needs, we are not selling our homes to make extra money so we can buy a boat or new car. The

difference might seem small but it colors how the rest of our business plan is written.

Customers

In this section we want to define our customers. We have already decided what it is we are selling but now we need to figure out who it

is we are selling too.

If we are doing lease/options then we are selling someone on the idea of getting the home of their dreams today but actually getting a mortgage and closing on it at some point in the future. We need to know who is the most likely candidate for wanting to acquire our homes and who is most likely able to close on a mortgage in the future.



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Knowing who these customers are is very important but knowing what these customers want is also important and should be included in this section. If we go through the time and effort to find out who we want to lease our homes then it would be good to know the product they want to purchase. Once we put the two pieces together we can do really well creating the picture of our business.

Competition

Every business is going to have competition with the exception of the US government and even they have competition from time to time. This section of our business plan is dedicated to understanding who our competition is and how they effect our business.

Don't be timid here. Private lenders don't want to hear that you have no competition. Instead they want to know that you have a good handle on the type of competition in your market and how you are going to differentiate your business from theirs.

Investors in your business will also want to know how much competition there is and what type of supply there is for your type of investing. This will

show them that there are plenty to go around.

Future Sales Forecast

The last section of our marketing plan is dedicated to looking at what we plan to sell. Don't get scared, yet, we are not putting dollars to anything yet. Instead in this section we want to show what our future sales will be purely in units. This means we want to create some goals here.

This section will show that based on all of the information we have included in the marketing plan to this point these are the results we expect as far as activities.

As an example let's say we plan to fix and sell, fix and lease option and lease homes. So we are doing a little bit of a lot of things. We will want to create a forecast that shows how many homes we will buy and what our exit strategy is for each. If I want to buy 6 homes this year and sell 2, rent 2 and lease option 2 this is what my sales forecast will look like. I don't need to get extremely detailed but I will want to show in what month's or what quarter I plan to do these activities.

Obviously as an investor we cannot predict

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when we are going to acquire or sell a home but we need to get a rough guess. We need to show our private investors that we know enough that we are not going to acquire 4 of our 6 homes in the first two months and plan to have them all rehabbed 3 months later. This is not realistic.

You do not need to have a fancy chart showing this information. Instead you can just supply a table in your marketing plan showing what you want to do. Something like this;

Activity QTR1 QTR2 QTR3 QTR4

Purchase	1	2	1	2
Sell	1			1
Rent	1		1	
L/O	1			1

Operational Plan

Now that we know how we are going to find customers and service them we will move on to the next piece of the puzzle. How we are going to run the business.

If you look at many of the stock business plans available on the internet you will find this section of the plan to be very large, very detailed and to be honest, very overwhelming. We don't want to or need to go that route. Our business is much smaller and hopefully much easier to operate.

I want to caution you here. Just because we are talking smaller and less complicated, we are not saying that the operational plan is less important. In fact what I find from new investors is often times they avoid this step when they are thinking about



getting started in real estate. If you take the time to think through it though you will find that you can really do well in this business with a little help.

The majority of the operational plan is answering the question, "Who is doing what?" I know that you are probably thinking, "Well I am doing everything." The fact is this is not the case. And if you are doing everything then there is a good chance that your real estate investing career is going to be short lived and you have more degrees than a thermometer. Since there are many professionals involved in making you a success you would need many degrees to do everything competently.

Your Team

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As I mentioned you don't need to and can't go it alone. There is going to be a strong team of professionals behind you at a minimum. You may also decide to enlist the help of other people to run certain parts of your business.

Private lenders and bankers like to know that you have a team. The team is what makes you strong in your business. It is also a crutch of credibility that will show your lenders that you know what you are doing.

If you think about it you are starting out fresh in a new business. You might not have a ton of experience buying, selling and renting houses. So why would someone want to give you money to help you along your way without a proven track record. They probably wouldn't. We are going to take a page out of other start-up businesses play books.

Many start-up businesses know they need help so they have a Board of Directors that help them run their business. This board is hands off but is made up of many experienced business owners and managers or other respected community members. These people can assist the entrepreneur in navigating some of the obstacles that

come up as a new business owner/ manager.

Mentors

In our business we probably don't have the need to have a whole board so instead we want to have one or two experienced investors that we can learn from. You should have a mentor or two that can help you who is successful and experienced in the type of investing you want to engage in.



The best way I have found to find a mentor is to network at your local real estate club meetings and get to know the real players in your market. Once you get to know them offer

to assist them in a part of their business so you can be close to their operation and learn from them. It will help you both out in the long run.

In our business plan we want to depict this person as an expert in their field and briefly highlight their experience and possibly some of their successes, in terms of deals done. This will show the bank or private lender that someone with experience is involved in the deals and even if you don't know all of the

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pitfalls and opportunities there is someone else who does.

If you are doing deals with this person then I would recommend you revealing this in your business plan also. While you might think that cutting someone else in on your profits is a turn off to your private lender or bank it really isn't. They will understand that this other more experienced investor has a vested interest in seeing you succeed and they realize that person will do what it takes to make sure the deal goes well.

Professional Help

I can promise you we all need professional help!! OK, maybe not the kind you are thinking of, well maybe. But all real estate investors need to have a strong team of professionals that are hired to make the business run smoothly. We are not hiring these people on a full time basis but instead are hiring their services to help our business. I would recommend that one of the first things you do after you begin to understand the business and what you want to do in it



(remember you can check out <http://www.yourrealestatefortunes.com> for some help) is to build up your superstar team.

Remember you don't just want someone to do the job for you. You want the best people who understand real estate investing and can make a difference in your business.

Some of the members of your team you will need to assemble are;

1. Attorney
2. Accountant
3. Realtor(s)
4. Mortgage Broker
5. Hard Money Lender
6. Contractors
7. Property Manager
8. Appraiser

Make sure you list each of these people on your business plan and a very brief bio on each of them. You don't need to include everything about your mortgage broker but you might want to describe the number of years experience and licenses your contractor has and that he specializes in rehabbing investment properties.

Listing your team members has a similar effect to listing your mentor. This shows that you have

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lined up a team and given it some thought. It will also provide a sense of security for your lender that you have other individuals that are experienced in the industry that will be providing you advice and guidance.

If you have chosen some of the best in your area their name may carry some weight. The real estate investment community is not a large one and your banker may be familiar with many of the members on your team. If they know these people they will realize that you not only know what you are doing but you don't settle for just anyone on your team but instead took the time to find the best members.

Others

Depending on what you are doing with your business you may have other people you want to list. As an example we employ someone to do our mailings for us and others to get foreclosure listings at the courthouse. We list these people in our operational plan as outside contractors.

Lenders like to know that you are taking this business seriously. This means you not only know how to run it but you know what you should and should not be spending your time on. If they know you can delegate then they know you have a better chance of focusing on

what can make you money and what won't.

This brings me to the last topic in the operational plan. You need a paragraph or two explaining just what it is that you will be doing in your business. You need to know what parts of the business you are in charge of and what your daily tasks are. This may help a lender understand better but it will also help you get it too.

Start-up Costs

The rest of your business plan is going to deal with the financial part of your business. Every business has some start-up costs. This may not be the most important thing for a lender to see but it is an exercise you need to do to start your business.

At our class, Get the Keys (<http://www.getthekeys.com>) we spend a portion of the first day going through the process of starting up your business and what your needs are. We do this to get your business up and running but we also do it to assign costs to getting up and running. In the class we give you each of our vendors and what their costs are so you don't need to search for the right vendor. I will tell you that it is a good idea to just find the costs on the internet if you want before you buy

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just to have the information in our business plan.

Some of the costs you need to consider when starting your real estate business include;

1. Initial marketing costs - I like to tell our students that they should figure out what they can afford to spend monthly for the first six months of running your business. To me this tells me

what I can afford before I start getting sales revenue from my business. (If you want to

learn more about marketing costs for direct mail, signs, etc check out our home study course, Get Real, Get the Deals <http://www.amazingrealestatedeals.com>)



2. Office set-up - the key here is to keep it simple and just get what you need. Keep your costs low until you need more equipment.
3. Holding costs - one of the most overlooked items is the fact you will be paying the mortgage on your homes while they are being rehabbed, getting ready to sell or rent them. The mortgage payment can be significant but don't forget you

need to pay utilities and taxes along with the mortgage. Be conservative here. If it takes on average 4 months to sell a home in your area don't figure on 2 months holding costs. Trust me you aren't that good. No one is. In fact I would plan to have 6 months worth of holding costs just so I have a little extra wiggle room.

Financial Plan

Now that you have all of the marketing and operational pieces in place we need to bring it all together. Quite basically it is time to "Show me the Money!!"

I have people approach me on a regular basis to invest in or help manage their businesses. Many of them have done a great job on their business plan with all of the details about the market, competitors, customers, etc. Then we get to the end of the plan and they don't have the financials. They may include what the average sale price for their service or product is and the costs to produce it but they don't tell me how many and for how much. When it comes to parting with my money I can promise this is the first section I go to. How much are you gonna make?

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Personal Financial Statement

Your personal financial statement is going to be very important to any local/ community bank. They want to know what you have as far as assets and debts. They may not loan only based on this information but they are going to look at it. Being completely honest is a good suggestion here.

If you need some help with pulling together all of your financial information, SCORE has a great free template that will help you calculate your numbers and then will provide a nice financial statement for you to include in your business plan. You can download it at www.score.org/downloads/Personal%20Financial%20Statement1.xls

If you are looking for a plan that you need to fill in the blanks and print then this one will do just fine for you <http://office.microsoft.com/en-us/templates/TC010175221033.aspx?CategoryID=CT101172761033>

12 Month Goals

We already talked about setting some goals. In the marketing plan we laid out what we were going to do for the first year from the standpoint of activity. The plan shows how many homes we will buy and when. Then it will show how

many and when we will sell, rent and lease option during that period. Now it is time to do some math with these activities.

We need to decide how much revenue is going to be generated from each activity. This is where that research early on is going to come in handy. Based on what you put in your marketing plan you need to lay out your revenue by month. For example if you plan to lease/option a home in March then your revenue would include the option payment and the lease payment from the first month's rent. Remember for every month after this to also include the rent revenue on this property.

Once you have laid out all of the revenue, you need to include your costs. An offset to that rent revenue is going to be your mortgage payment, taxes and insurance on that house. In a previous month you may have had rehab costs on that home if you did not finance them. You will also want to include a certain amount each month on rentals to account for maintenance. You may not spend it each month but you can build it up for when it is needed. In accounting terms this is called Accrued Maintenance and you will list this as an item on your 12 month financial

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Business Plans

plan.

Score has another great template available at http://www.score.org/downloads/12_Month_Cashflow_Form_Rev_5-07.xls You can use this cash flow statement and customize some of the expense categories to reflect your business and make it your own. We provide something similar to everyone that attends Get the Keys <http://www.getthekeys.com> and those that purchase our newest seminar in a box Pick Your Future in a Day. In this template you have all of our expense categories for our real estate investing business.

5 Year Plan

I know that developing a 12 month plan is not that much fun. So when I tell you that you need to complete one for a 5 year planning horizon you will probably cringe. Here is the good news. You can use the template you already have and instead of keeping months in the columns you can just change it to years 2,3,4,&5. We only want a rough number for our sales and costs by year for the entire year here. We are using this to show the banker or lender that we plan to increase our business, or maybe keep it about the same as the first year. Either way it will show them what we plan to do with the business.

Raising Capital

Believe it or not we need to get money. I know you know that but we actually need to plan for it. In our financial plan we figured out just what type of expenses we are going to have and what our capital requirements are going to be. Capital requirements is a fancy term in our case that means how much are we gonna need in mortgages to buy houses.

We need to think through and plan this out. We know how much money we need and now we need to spell out in a couple of paragraphs where we are going to get that money from. In most cases you are going to get it from multiple sources.

1. Local/Community Banks and Credit Unions
2. Mortgage Companies
3. Private Lenders
4. Hard Money Lenders

You know how I feel about this subject. I would start with the private lender route and try to forecast how much money I can raise that way before I worry about any of the other options on the list. Once I am at the limit of what I can get from private money then I would fill in the rest of my needs with the others on the list.

Business Plans

Wrap-up

Believe it or not that is pretty much the entire business plan. What I would recommend is not going crazy with tons of details. If you have a 45 page business plan then you might have spent too much time planning and not enough doing. On the other hand make sure you are focused and have real facts and real numbers in your plan. You are only estimating how many homes you will buy but you better have a good handle on what you can realistically make on each of these homes.

I can't emphasize it enough that you really need to make this plan your own. It is answering the biggest question of all, "What am I getting out of this business." We have a one day seminar in a box, "Pick Your Future in a Day." This is a 4 DVD, 5 CD & forms disk course that includes your electronic manual that will take you through this process. Once you have your vision it is just a matter of planning and research to get to your goals.

Business plans are a tool to getting you what you want from your life. We hope that you take the time to develop this vision so you can set yourself on the path to financial freedom.

GREAT EDUCATIONAL OPPORTUNITY



Get the Keys

There has been a ton of interest for many new investors that have asked us to

guide them through the process of buying, selling and leasing homes. Until now we didn't really have a platform to provide the level of service we are used to providing. Welcome to Get the Keys.

Get the Keys is a four day intensive training class with Judson Voss and Mike Knight. This is a step by step program designed for individuals that want to start investing in single family homes and build their business today. This is not a "survey of real estate investing" class. We show you how we run our business and GIVE you the tools you need to make it happen.

This course is not for everyone. It takes a level of commitment and passion. The next class will only be opened to 15 students, and is held March 5-8, Location: Charlotte, NC. Find out more at www.getthekeys.com

Upcoming Events

Meet Judson and Mike Live & Learn.

March 5-8 Get the Keys, Location: Charlotte, NC

FOUR full days to learn step by step to build your business.

More information and register at www.getthekeys.com

Would you like Judson or Mike to Speak at your Club?

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