The Power of Private Lending

WHAT is a private money lender?

A private money lender is a non-institutional individual or company that loans money, generally secured by a note and deed of trust, for the purpose of funding a real estate transaction.

WHO are your private lenders?

Primary Connections

Family, Friends, Neighbors, Co-workers

Secondary Connections

Keyspire Community, Associates of your Primary Connections

Tertiary Connections

Strangers, Individuals found through outside networking and/or advertising

FLEXIBILE Opportunity to negotiate rates & terms

WIN-WIN

Benefits

the lender

and borrower

CHEAPER

Lower interest rates than hard money lenders

FASTER Quicker and easier

than banks

ADAPTABLE No set lending

requirements

PREPARED
Will lend on

properties

banks won't

Why Private Lending

Lending?

VERSATILE Opportunity for higher LTV

SECURED
Loan is
secured on a
real estate
asset

RESPONSIVE Less focused on borrower's credit

Who Uses Private Lending?

Opportunities with private lending are endless. Investors use private lending for:

Flipping Wholesaling Rehab properties Underperforming properties Flip to Yourself™
Short-term loans
Quick closings
When the bank says "No"

UNLOCK the Power of Private Lending

Learn about Private Lending on your Keyspire Member Dashboard or schedule a Coaching Session

Evaluate if Private Lending aligns with your Investor Profile

Start networking and find your next private lender!

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