# 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, Neighbours, 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

**PREPARED** Will lend on properties banks won't

Why **Private** 

**SECURED** Loan is secured on a real estate asset

Lending?

**FASTER** Quicker and easier than banks

> **RESPONSIVE** Less focused on borrower's credit

#### ADAPTABLE No set lending

requirements

VERSATILE Opportunity for higher ITV

## 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!

The information contained in this document is general in nature and provided as reference material only. It does not, nor is it intended to, provide legal, tax, real estate or financial advice, nor does it replace (or purport to replace) any need to obtain individual legal, tax, real estate or financial advice. Any legal, tax, real estate or financial advice about your own position or personal situation in relation to any matter covered in this document must always be obtained from a qualified legal, tax, real estate or financial professional familiar with your particular situation and circumstances. Copyright 2017 Keyspire Group Inc. All Rights Reserved. No part of this document may be reproduced or distributed in any form, or by any means whatsoever, whether in whole or in part, without written permission from Keyspire Group Inc.

