

Keyspire<sup>®</sup>

Signature

Mastermind Program

Workshop Four:  
Closing with Impact  
Workshop

# Agenda



## Closing with Impact Workshop

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# THE QUARTERLY FOCUSER™

What were your greatest achievements over the last 90 days?	What's exciting you about your progress today?	What will you achieve over the next 90 days that you are most excited about?

Name: \_\_\_\_\_ Date: \_\_\_\_\_



# PART ONE

The Market Scorecard™



# THE MARKET SCORECARD™



1	2	3	4	Score
<b>POPULATION</b>				
= $\frac{(\text{Current population} - \text{previous population})}{\text{Previous population}} \times 100$				
No to very little population increase in the last 5 years	Increased 1% to 3% in the last 5 years	Increased 4% to 6% in the last 5 years	Increased over 6% in the last 5 years	
<b>TRANSPORTATION</b>				
No public transit systems operating	Limited public transportation	Access to public transportation but limited to core area	Easily accessible public transportation	
<b>LOCATION</b>				
International airport located more than a 2-hour drive away	International airport located within a 1-2 hour drive	International airport located less than an hour away by drive	International airport located within the market	
<b>POST-SECONDARY EDUCATION</b>				
No post-secondary schools or at least 1 school more than a 30-minute drive away	At least 1 post-secondary school in the market or at least 1 school less than a 30-minute drive away	At least 3 post-secondary school	More than 5 post-secondary schools	
<b>EMPLOYMENT</b>				
Maximum of 1 main type of industry (e.g., manufacturing)	A few different industries that make up a high percentage of employment	Several industries and employers in the market	An abundance of industries and employers in the market	
Businesses moving out of the area	Some industry turnover	More businesses moving into the area	Diversified businesses and growth	
Higher unemployment rate in comparison to the national average	Slightly higher than average unemployment rate	Average unemployment rate	Low to average unemployment rate in comparison to the national average	

Name:

Date:



1	2	3	4	
<b>MARKET APPRECIATION</b>				
= $\frac{(\text{Median Sale Price Last Year} - \text{Median Sale Price 5 years ago}) \times 100}{\text{Median Sale Price 5 Years Ago}}$				
No appreciation or depreciation over the last 5 years	Under 3% average annual appreciation over the last 5 years	3.1-4.9% average annual appreciation over the last 5 years	Over 5% average annual appreciation over the last 5 years	
<b>CASH FLOW CONFIDENCE</b>				
Price to Rent Ratio = Median Sales Price / Median Annual Rent				
Price-to-Rent ratio: 21+	Price-to-Rent ratio: 16-20	Price-to-Rent ratio: 11-15	Price-to-Rent ratio: 1-10	
Vacancy Rate over 7%	Vacancy Rate between 5.1-7%	Vacancy Rate between 3.1-5%	Vacancy Rate under 3%	
<b>NEW HOUSING DEVELOPMENT</b>				
No new development	Very few new developments	Increasing new developments	Increasing as well as steady new housing developments for various housing types	
<b>AFFORDABILITY</b>				
= $\frac{\text{Median Annual Rental Income}}{\text{Median Household Income Before Tax}} \times 100$				
Over 50%	41-49%	30-40%	Under 30%	

				Total Score =	
				= (Total Score / 48) x 100	
				= _____%	
				<b>Market Scorecard =</b>	
<b>0-50%</b> Proceed only with extreme caution. There may be a better market to consider instead of this one.	<b>51-70%</b> Be careful in this market as there is less margin for error.	<b>71-89%</b> This market has good fundamentals. Proceed with The 4 Ways to Win™.	<b>90-100%</b> You found a high-scoring market! Run the numbers on the property.		

Name: \_\_\_\_\_ Date: \_\_\_\_\_



# EXAMPLE MARKET: **BRIGHTWAY**

*Where opportunity grows.*

## Recent Headlines

"City council approves 15% tax break for downtown revitalization and development projects."  
~ Brightway Times

"Lazor Automotive Supply opens their new state-of-the-art warehouse in the east end."  
~ News Star

"Mill St. LRT station project delayed 12 months due to budget negotiations at townhall."  
~ Brightway Times

Federal government holds interest rates steady during recent fiscal announcement.  
~ Econo Zone

## Brightway Quick Facts

Population: 783,100

Official Language: English

Most popular languages spoken at home:

English 53%  
Punjabi 13%  
Spanish 8%  
Mandarin 6%  
Other 20%

Average Household Income: \$103,000

Land Area: 2,806 km<sup>2</sup>

City Walk Score: 68

Average commute: 26 min

Top 10 Employers:

1. RPM Auto Manufacturing
2. Lazor Automotive Supply
3. GRZ Transmissions
4. Sandfield College
5. The City of Brightway
6. Karafe Brewery
7. Bridge Construction Group
8. Brightway Board of Education
9. Epic Transportation
10. Stanton IT Solutions

Post Secondary Institutions:  
Sandfield College



## Welcome to Brightway!

The city of Brightway is known for its bright, diverse population, lovely green spaces, and innovation in automotive excellence.

Founded in 1907 on the Stanton River, Brightway is the second largest city in the district. A quick, 30-minute drive away from the capital city of Ashton, our city prides itself on its walkability and vibrant neighbourhoods.

The Old Village is known for its historic homes and quaint main street full of cafes, restaurants, craft studios and independent shops.

Park Heights is popular with young families due to its new housing developments, parks, and easy access to Hwy 208 or 210 for commuting to Ashton or Merriton.

We encourage you to explore all of Brightway, including our revitalized downtown area, which is easily accessible by the newly opened Green LRT Line and SWFT bus transit.

## Education

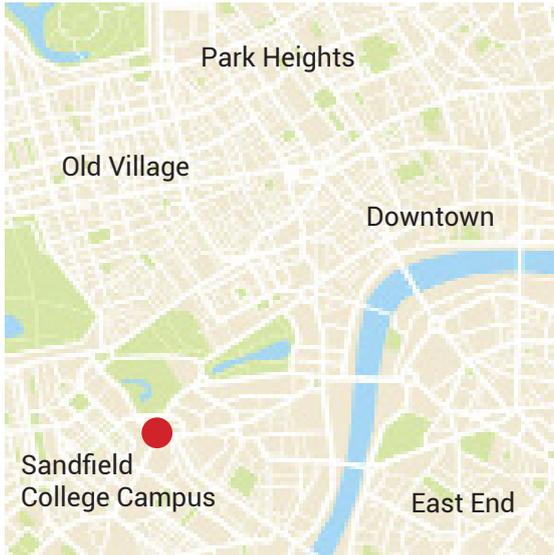
Brightway is home to 21 elementary and 16 secondary schools.

Sandfield College attracts students from across the country for its specialized trade and IT programs. The college enrolls over 18,200 students annually and is popular for its co-op qualification programs with local employers.

## Employment

We encourage you to explore Brightway's employment opportunities. The East End is our industrial hub centered around RPM Auto Manufacturing, the city's largest employer. Take advantage of the city's industrial development tax grants or you can choose to base your head office in our downtown core.

Brightway's unemployment rate is lower than the national average at 4.1% with multiple opportunities for full-time, contract, and part-time employment available.



### Housing

Median purchase price:	\$535,000
National median:	\$582,900
Average DOM:	49 days
Median purchase price (5 years ago)	\$505,600
Price to Rent Ratio:	30.2
Median Rental Income	\$1475
Vacancy rate:	4.9%
National vacancy rate:	5.0%

Brightway's average housing prices have increased over 5% this year helped by brisk home sales in the Park Heights neighbourhood.

Annual housing starts are on par with last year. 198 applications are currently approved for new residential detached and townhouses.

Bridge Construction Group has applied for re-zoning approval for a new 34 home development in the city's west end. Council will debate the motion in Q2 of this year.

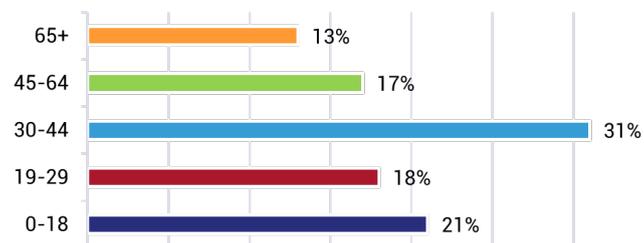
Sandfield College's new Oak Campus House is now open to residents which has freed rental units up for new tenants in the south quarter of the city.

Brightway council voted 5-2 against a motion to limit short-term rentals in the city in hopes to promote local tourism.

### Census Data

	Current	Prev	National
Population:	783,100	759,880	40,623,118
Immigrant population:	21.6%	16.7%	37.1%
Median Age:	37	40	41
Average Household Size	3.86	3.61	2.8
Homeownership Rate:	69.4%	72.3%	64.3%
Median Household Income:	\$103,000	\$99,750	\$101,300
Median Individual Income:	\$57,900	\$52,150	\$55,860

### Population by Age













# PART TWO

Offer Strategies





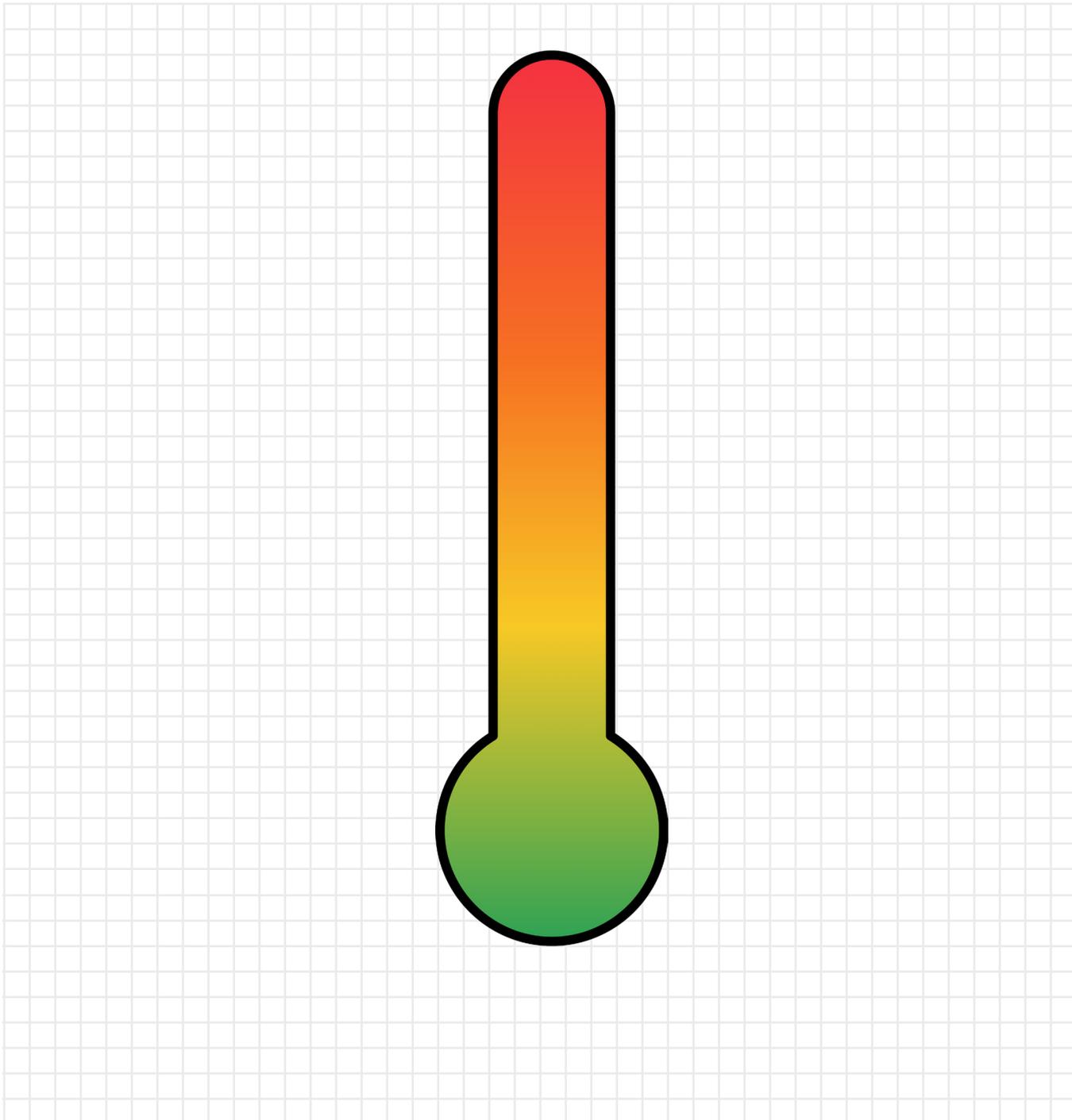


# UNDERSTANDING SELLER MOTIVATION

Understanding a property seller's motivation is crucial for shaping an effective offer strategy. A seller's urgency to close a deal directly influences how flexible they are with price, terms, and negotiations.

Highly motivated sellers may be more willing to accept lower offers or faster closing terms to ensure a quick sale. On the other hand, less motivated or unmotivated sellers may be more resistant to price reductions or adjustments, requiring a more cautious and strategic approach.

By gauging the seller's motivation, buyers can tailor their offers to maximize value and increase the chances of securing the property on favourable terms.



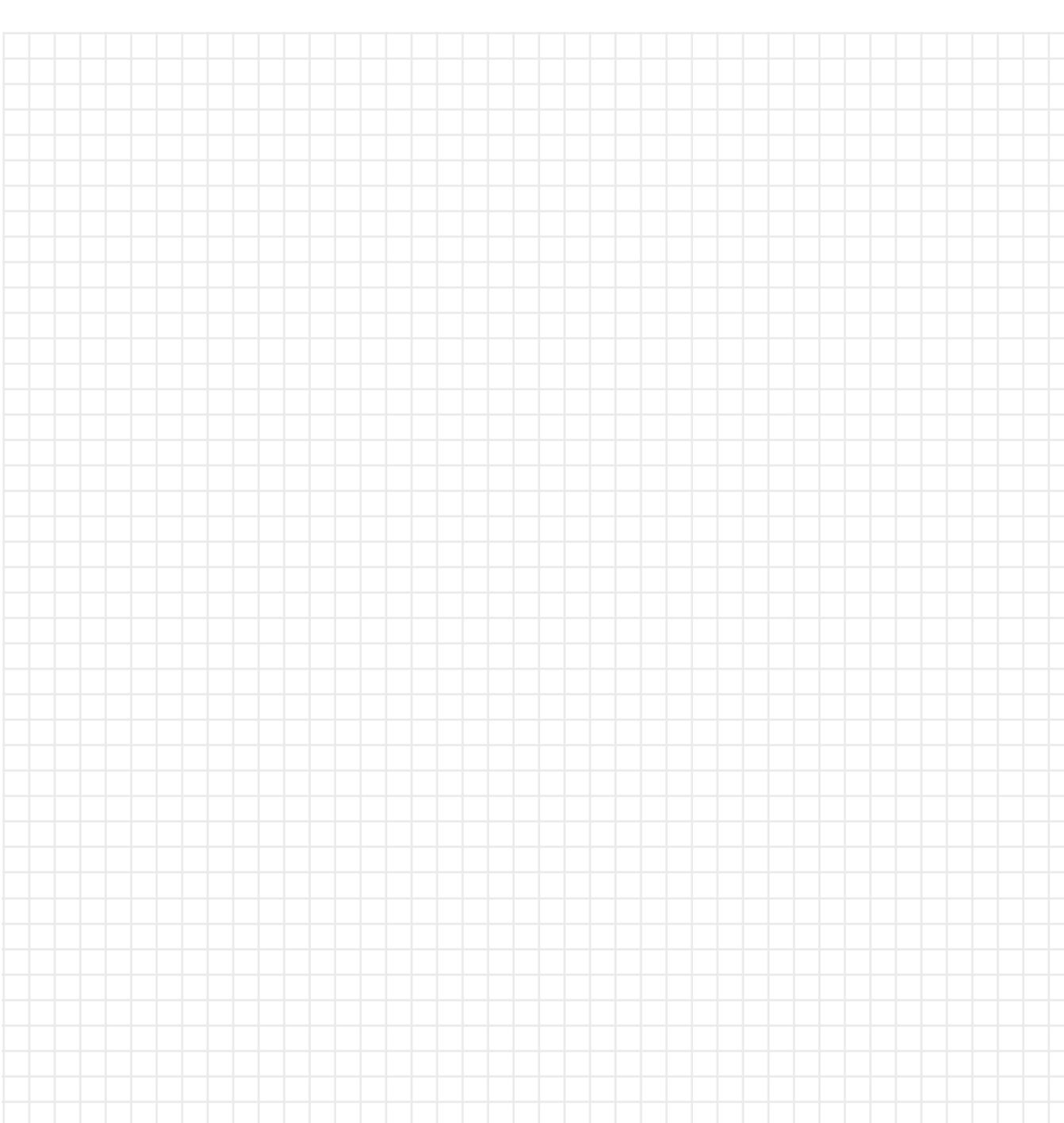
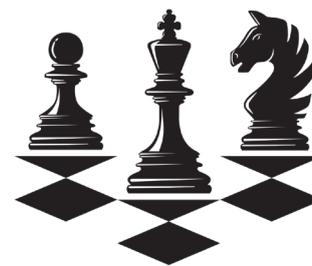


# OFFER STRATEGIES

Navigating the competitive real estate market requires a strategic approach. As an investor, understanding the various offer strategies available can significantly impact your success. Each strategy has its own advantages and drawbacks.

Consider the market supply and demand, and the seller's motivation when selecting your offer strategy. A hot market may necessitate a strong offer to outbid competitors, while a buyer's market might allow for more negotiation and contingent offers.

By carefully weighing your options and tailoring your offer strategy to the specific circumstances, you can increase your chances of securing profitable real estate investments.

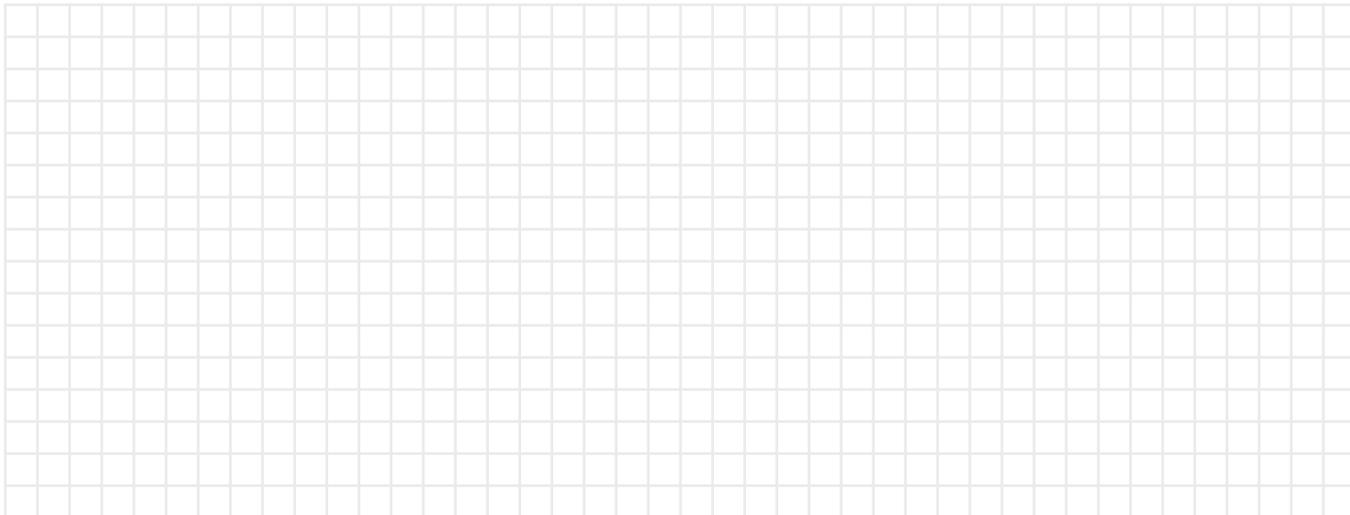
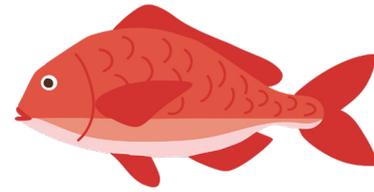




## RED HERRING STRATEGY

The Red Herring is a strategic tool used in real estate negotiations to redirect a seller's focus away from critical aspects of an offer, such as price or closing date, to other enticing elements of the proposal.

This technique can help investors negotiate better deals by crafting offers that distract sellers from their primary concerns, potentially leading to acceptance of less favourable terms for the buyer, such as a lower price or a different closing date.

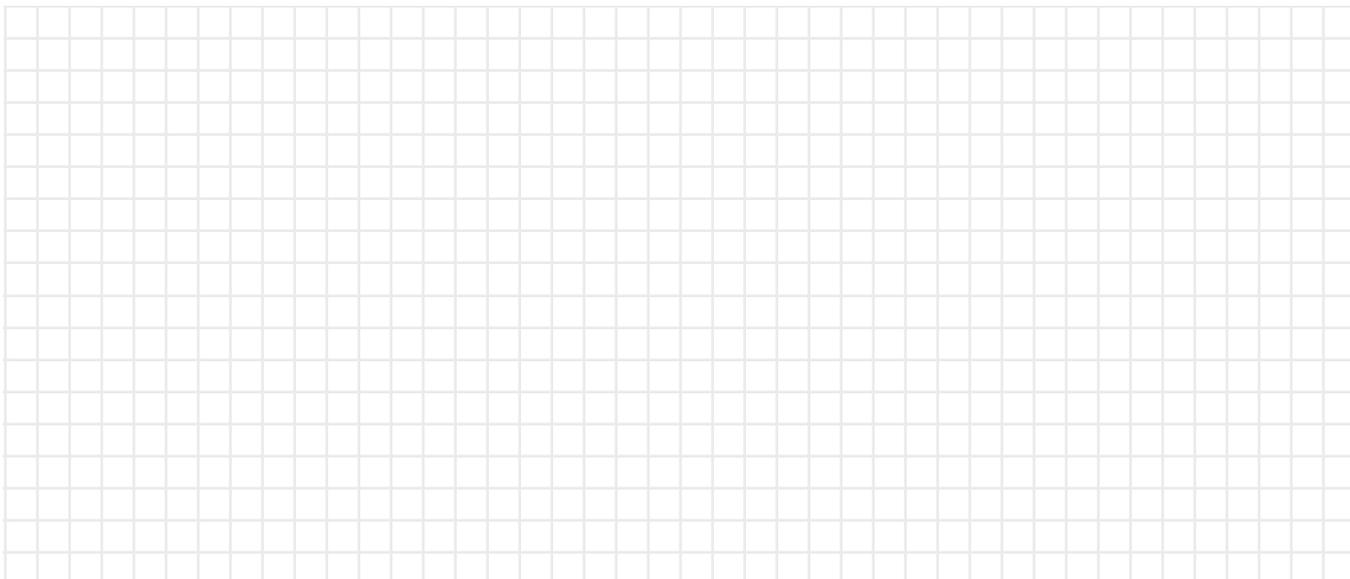


## BULLY OFFER STRATEGY



A Bully Offer is a strategic move in real estate where a potential buyer presents their offer before the scheduled offer presentation date. The goal is to preempt other offers and secure the property.

This tactic can be particularly effective in competitive markets or when a property is highly desirable.





## DOUBLE OFFER STRATEGY



The Double Offer Strategy in real estate involves presenting a seller with two different offers on the same property simultaneously, both with the same date of offer and same irrevocable date.

This strategy is based on the psychology of choice, where people prefer to have options rather than being told what to do. It disrupts the seller's natural inclination to compare an offer to their original asking price or expectations, instead encouraging them to compare the two offers to decide which is better.

The strategy can be used in various market conditions and can be structured in different ways, such as contrasting offer price with closing date or conditions with offer price, to suit the investor's needs and the seller's motivations.

The key is to craft two compelling offers that work for the investor regardless of which one is accepted, with the goal of getting one of the offers accepted and locking up the property under contract.



## CASH OFFER STRATEGY

A Cash Offer, using personal funds rather than a mortgage, can expedite a real estate purchase. This strategy often attracts sellers, especially in competitive markets, due to its faster closing times and potential for negotiation.



Cash offers can also offer flexibility in closing dates and terms, as they aren't subject to lender requirements.







# NEGOTIATING AND CONDITIONS

**Negotiating Effectively.** As part of your negotiating skills toolbox, you need to understand the Purchase Agreement form. Read it, review it, circle any areas you don't understand, and have someone on your team explain it to you. As a result, when it comes to making an offer, you're not wasting any time and can craft your offer quickly.

Key negotiating points when making an offer on a property can include the price, the closing date, and conditions.

**Conditions or contingencies** are clauses included in a real estate offer that allow the buyer to withdraw from the purchase if certain conditions are not met. These conditions protect the buyer by providing them with flexibility and reducing the risk of making a purchase that doesn't meet their needs or expectations. Conditions can also be used as leverage to negotiate better terms.







## CASE STUDY: Property, Seller, and Investor

### 305 West Ave, Oakhaven Original List Price: \$550,000

#### LISTING DETAILS

- Listing price: \$550,000
- Listed: 45 days ago
- Original owner
- No mortgage on the property
- Built in 1953
- 2 bedroom, 1 bath
- Has a side entrance
- Electrical: 60 amp
- Roof, windows, and furnace: Replaced within last 10 years
- Basement: Original finished basement, 1 bath
- Kitchen: Original



#### THE SELLER

The owner's son is selling his deceased parents' home.

#### REASON FOR SELLING

The son does not want to carry this vacant property; however, he is in no rush for the funds from the sale of the property.

#### PREVIOUS OFFERS

No offers have been presented.

#### THE INVESTOR

A contractor looking to convert a single family home to a two-unit dwelling. The investor will be taking on all renovations and has a substantial discount for any required materials.

The investor plans to offer \$500,000, has estimated that renovations will cost approximately \$50,000, and will take between three to six months to complete.

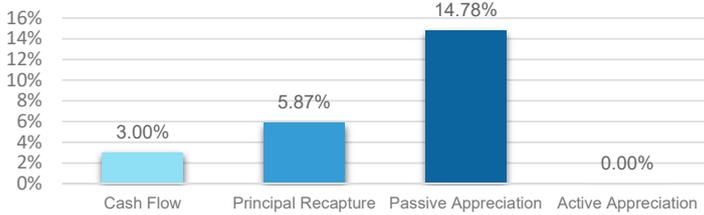
Once the renovations are complete, the investor will refinance (Flip to Yourself™ strategy) and hold onto the property as a long-term rental.

Refer to The 4 Ways to Win™ on page 25, for the investor's projected ROI after the refinance based on the new After Repair Value of \$625,000.



# CASE STUDY: The 4 Ways to Win™

Below is the investor's projected ROI after the refinance based on the new After Repair Value of \$625,000.

305 West Ave, Oakhaven																			
Realtor Name:																			
Property Type:	Single family home, bungalow																		
			<b>Purchase Price: \$625,000</b>																
<b>MONTHLY GROSS RENTAL INCOME</b>		<b>\$4,200</b>																	
Rental Vacancy Rate	<b>2%</b>	\$84																	
<b>MONTHLY GROSS OPERATING INCOME (GOI)</b>		<b>\$4,116</b>																	
<b>MONTHLY OPERATING EXPENSES</b>																			
Property Taxes		\$375																	
Insurance		\$125																	
Utilities		\$0																	
Repairs & Maintenance Reserv	<b>5%</b>	\$210																	
Property Management	<b>10%</b>	\$420																	
Condo/Strata/HOA Fees		\$0																	
Cleaning		\$0																	
Gifts		\$0																	
Lawn Maintenance/Snow Removal		\$0																	
Other		\$0																	
<b>TOTAL NET OPERATING EXPENSES (NOE)</b>		<b>\$1,130</b>																	
<b>NET OPERATING INCOME (GOI - NOE)</b>		<b>\$2,986</b>																	
<b>MONTHLY DEBT SERVICE</b>																			
Mortgage Payment		\$2,668.45																	
2nd Mortgage or LOC Payment		\$0																	
<b>TOTAL MONTHLY DEBT SERVICE</b>		<b>\$2,668</b>																	
<b>ESTIMATED NET MONTHLY CASH FLOW</b>		<b>\$318</b>																	
<b>PASSIVE APPRECIATION</b>		<b>3.00%</b>																	
<b>LIST PRICE</b>		<b>\$625,000</b>	<b>CASH REQUIRED TO CLOSE</b>																
Down Payment	<b>20%</b>	\$125,000	Down Payment	\$125,000															
Mortgage Amount		\$500,000	Initial Improvements	\$0															
Interest Rate		<b>5.00%</b>	Building Inspection	\$0															
Amortization (years)		<b>30</b>	Appraisal	\$400															
Monthly Payment		\$2,668.45	Land Transfer Tax	\$0															
			Legal Fees	\$1,500															
			<b>TOTAL CASH REQUIRED</b>	<b>\$126,900</b>															
<b>The 4 Ways to Win™</b>			<b>The 4 Ways to Win™</b>																
			<table border="1"> <tr> <td>Cash Flow</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">3,810.56</td> </tr> <tr> <td>Principal Recapture</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">7,445.31</td> </tr> <tr> <td>Passive Appreciation</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">18,750.00</td> </tr> <tr> <td>Active Appreciation</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">-</td> </tr> <tr> <td><b>Year One Total ROI</b></td> <td></td> <td style="text-align: right;"><b>23.65%</b></td> </tr> </table>		Cash Flow	\$	3,810.56	Principal Recapture	\$	7,445.31	Passive Appreciation	\$	18,750.00	Active Appreciation	\$	-	<b>Year One Total ROI</b>		<b>23.65%</b>
Cash Flow	\$	3,810.56																	
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Passive Appreciation	\$	18,750.00																	
Active Appreciation	\$	-																	
<b>Year One Total ROI</b>		<b>23.65%</b>																	



# CASE STUDY: Oakhaven Market Data

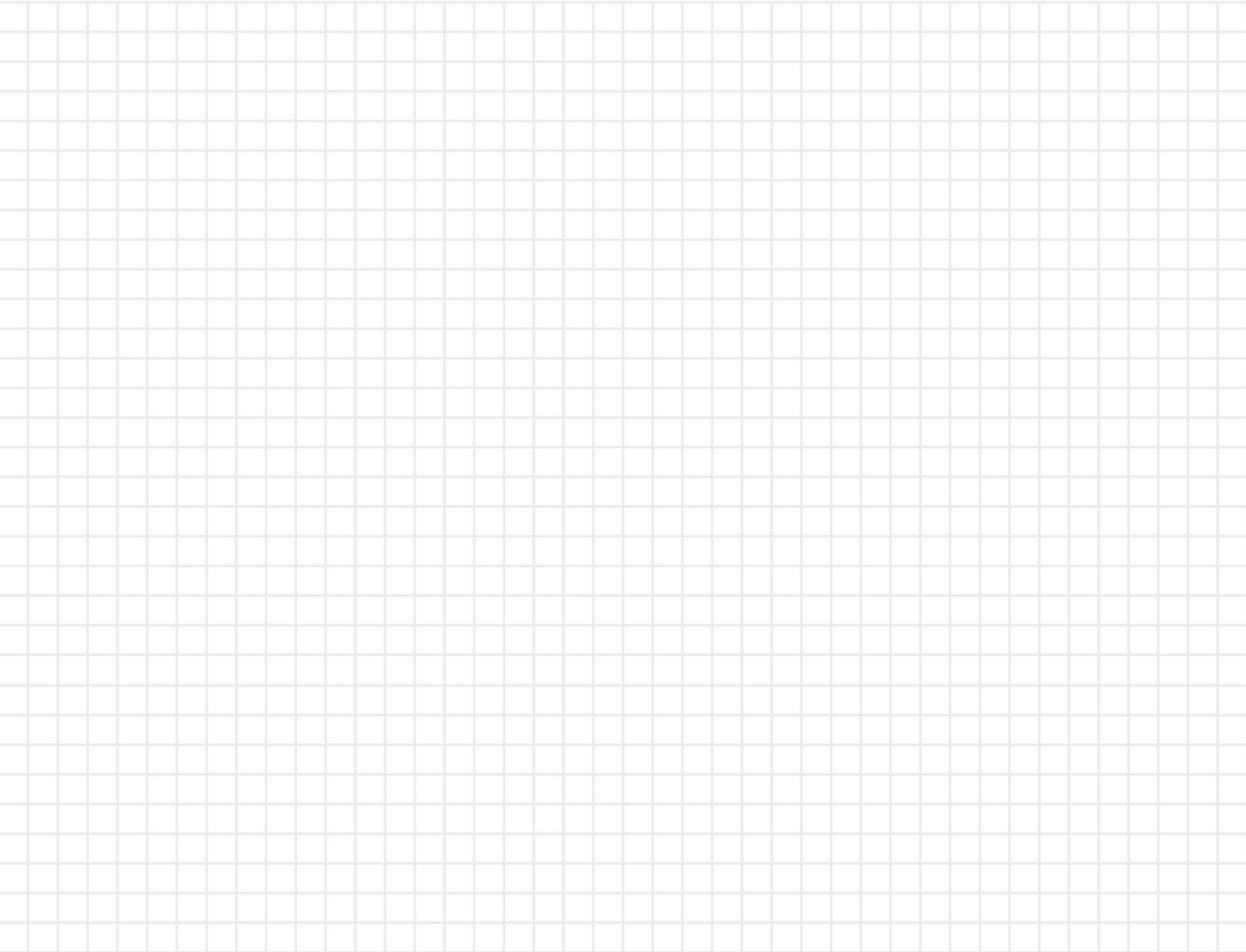


The once-hot Ashton real estate market is beginning to show signs of cooling, according to the latest report from the Oakhaven Real Estate Board.

Sales activity has declined significantly compared to last year, with only 300 homes sold in the past month, a 25% drop from the same period in 2023. This decline can be attributed, in part, to a surge in new listings. The number of active listings has increased by 30%, compared to last year at this time when there was 1,700.

"The market is definitely slowing down," said Jim Montgomery, a local real estate agent. "We're seeing more inventory and less competition among buyers."

While the overall market is cooling, it's important to note that some segments may still be experiencing strong demand. Buyers and sellers should consult with a real estate professional for the most up-to-date information on their specific neighborhood.



# OFFER STRATEGY AND SUPPLY AND DEMAND



Seller's Market	Balanced Market	Buyer's Market

A large grid area for drawing or writing, consisting of a 20x20 grid of small squares.
--

Name:	Date:
-------	-------





# PART THREE

The Closing Process





# QUALIFYING A PROPERTY CHECKLIST

✓	
	<p>Build your initial team:</p> <ul style="list-style-type: none"> <li>• Form a relationship with an investor-savvy <a href="#">mortgage broker</a> or <a href="#">lender</a></li> <li>• Speak with an investor-savvy <a href="#">accountant</a> and <a href="#">lawyer</a> to determine best ownership structure for your personal situation</li> <li>• Speak with <a href="#">Joint Venture partners</a> to confirm budget, timeline, and market (if applicable)</li> </ul>
	Obtained a mortgage pre-approval and know your budget for purchasing a property
	Determine your primary real estate market based on your investing goals and complete <a href="#">The Market Scorecard™</a>
	Decide what type of investment property aligns with your goals (Added Value or Turnkey)
	Decide what property group aligns with your goals (student rental, single family, multi-family, etc.)
	<p>Continue building your team for your chosen market:</p> <ul style="list-style-type: none"> <li>• An investor-savvy <a href="#">real estate agent</a></li> <li>• A <a href="#">home inspector</a></li> <li>• A property manager and <a href="#">handyperson</a> (if you do not plan to manage or maintain the property personally)</li> </ul>
	Select a property
	Check with local municipality to confirm property's zoning and status as current, legal rental property (if applicable)
	Run an initial evaluation of the property numbers using <a href="#">The 4 Ways to Win™</a> and <a href="#">The 5W-1H Evaluator™</a> to determine your minimum ROI and cash flow required (to be amended as you get more specific information)
	Determine Average Market Rent (AMR) using <a href="#">The Income Analyzer™</a>
	Speak to your real estate agent to express interest in the property, gain an understanding of days on market, any previous price reductions, comparable properties in the area, etc.
	Arrange for a property viewing with your real estate agent (if applicable to your investing strategy)
	Request from the Seller's agent (if applicable): Income and Expense report, all lease agreements and rent rolls for current tenants, recent utility bills, and/or recent fire inspections, ESA certificates, and rental licenses
	Speak with potential Joint Venture partner(s) to confirm they are prepared to move forward as per previous Joint Venture discussions (if applicable)

Name:

Date:



# MAKING THE OFFER CHECKLIST

Making a successful offer on an investment property involves many components and it is important to be organized and plan in advance to ensure your offer negotiation, conditional period, and closing go exactly as planned. Please review the following checklists to assist you through this process.

Please note that these checklists are guidelines only and are not a substitute for seeking advice from trained professionals. All information should be reviewed and amended to suit your personal investing situation.

✓	
	Familiarize yourself with offer documents including Purchase Agreement, Buyers Representation document, etc.
	Determine <a href="#">Months of Inventory/Supply</a> for the market the property is located in
	Gain a better understanding of <a href="#">seller's motivation</a>
	Refer to <a href="#">The 4 Ways to Win™</a> to determine your purchase price
	Determine the best <a href="#">offer strategy</a> for the property
	Determine <a href="#">conditions</a> you want included in your offer with appropriate timelines
	Ensure all conditional clauses include "at Buyer's sole and absolute discretion" in wording
	Include "in Trust" or "an/or Assigns" in the Purchaser line of your Purchase Agreement to give you the option to assign or wholesale the contract if necessary
	Request any applicable transferable warranties on recent renovations (eg., roof, etc.)
	Real estate agent presents offer to the listing agent
	Listing agent presents offer to the seller
	Seller can: 1) accept the offer by signing it 2) let the offer expire 3) sign the offer but request a change in price or terms

Name:

Date:



# OFFER ACCEPTED: PROCESS TO CLOSING CHECKLIST

✓	
	Speak to mortgage broker/lender about their required timelines for mortgage approval and closing dates (especially important during busy times of month/year)
	Exercise your conditions based on the deadlines set (as applicable) <ul style="list-style-type: none"><li>• Home inspection and other necessary inspections</li><li>• Financing and Appraisal</li><li>• Any additional conditions</li></ul>
	Obtain property insurance quote
	Once conditions are fulfilled and deal is firm, contact lawyer for closing process
	Confirm completion of any agreed upon terms that the seller is obligated to complete before closing
	Ensure homeowner's insurance is in place to protect the property
	A title search is conducted to ensure the seller has clear ownership of the property and there are no outstanding liens or claims
	Complete final walkthrough to verify the property is in the agreed-upon condition and that any agreed-upon repairs have been completed
	Closing day: Sign various legal documents, including purchase agreement, mortgage documents, and title transfer paperwork (as applicable)
	Title insurance to protect you against any future claims or defects in the property's titles
	Funds exchanged: Funds are transferred from the buyer to the seller, and the property keys are handed over
	Lawyer registers deed transfer and mortgage documents with the local government

Name:

Date:



# "TEN COMMANDMENTS FOR THE MORTGAGE PROCESS" CALUM ROSS

Things you shall not do if you want to have your mortgage close:

I.	Thou shall NOT change jobs, become self-employed/commissioned or quit your job. Pay stubs are needed covering a 30-day period at your present job. If you leave a salaried job and become self-employed/commissioned, you would typically have to wait 2 years. Employment verifications are often done within 5 days of closing.	
II.	Thou shall NOT co-sign a loan for anyone or increase or take on other loans. Any changes to your credit report or status could negatively affect your ability to close your loan. Co-signing any type of car loan, student loans, or other mortgage loans will result in inquiries to your creditor and additional financial obligations.	
III.	Thou shall NOT buy a vehicle. Applying for credit to purchase a vehicle will result in an inquiry to your credit report. This will decrease your score, decrease the amount of money you can qualify to borrow and make it more expensive to do so.	
IV.	Thou shall NOT use charge cards excessively or make ANY late payments. Excessive use of credit cards can have negative effects on your score. Inquiries alone may lower it and balances greater than one third of the available credit limit can also lower your credit rating. Any late payments will lower you score significantly regardless of the amount due.	
V.	Thou shall NOT spend money you have set aside for closing. Having enough for down payment and closing costs is critical, but so are reserves after closing. Spending this money prior to closing could result in problems.	

Name:

Date:



# "TEN COMMANDMENTS FOR THE MORTGAGE PROCESS" CALUM ROSS

VI.	Thou shall NOT omit debts or liabilities from your mortgage application. Be very honest about all of your debts and liabilities early in the process. Everything is checked and double checked so they will likely turn up at some point and could jeopardize your approval.	
VII.	Thou shall NOT buy furniture, appliances, or household items before closing. Large purchases causing deduction in your bank account, inquiries on your credit report, or additional debt on your credit cards could cause your closing to be delayed or denied. You must wait until after you close. This especially includes deferred payment purchases.	
VIII.	Thou shall NOT originate any inquiries into your credit. As mentioned before, multiple inquiries on your report will decrease your score. Credit is often given a soft hit (refreshed) within 7 days prior to closing and inquiries will result in more documentation being required which may delay your closing.	
IX.	Thou shall NOT make large deposits without first checking with your lender. Abnormal deposits or large deposits other than regular payroll into checking, savings, or any financial account must have sources verified and will result in more documentation being required.	
X.	Thou shall NOT pay off any collection accounts or charge offs prior to closing. This will most likely decrease the credit score immediately due to the date of last activity becoming recent. If you want to pay off old accounts, do it after closing and make sure you validate that the debt is yours and that the creditor agrees to give you a paid in full or even a letter of deletion.	

Name:

Date:











# PART FOUR

Your Unique Value Add Focus

# THE PERSONAL CAPABILITY INVENTORY™



## Key Transferable Capabilities

- Meet deadlines
- Ability to delegate
- Ability to plan
- Results oriented
- Customer Service oriented
- Supervise others
- Increase sales or efficiency
- Accept responsibility
- Instruct others
- Desire to learn & improve
- Good time management
- Solve problems
- Manage money/budgets
- Manage people
- Meet the public
- Organize people
- Organize/manage projects
- Team player
- Written communications
- Work independently
- Computer skills
- Manage contracts

## Technical Capabilities

- Use my hands
- Assemble or make things
- Safety conscious
- Build, observe, inspect things
- Construct or repair
- Follow instructions
- Operate tools and machinery
- Drive or operate vehicles
- Repair things
- Use complex equipment

## Data Analysis Capabilities

- Analyze data or facts
- Bookkeeping
- Investigate
- Audit records
- Input financial records
- Locate answers or information
- Balance money
- Calculate, compute
- Classify data

- Compare, inspect, or record facts
- Count, observe, compile
- Research
- Detail-oriented
- Take inventory

## People Capabilities

- Patient
- Care for
- Persuasive
- Confront others
- Pleasant
- Counsel people
- Sensitive
- Demonstrate something
- Supportive
- Diplomatic
- Supervise
- Speak in public
- Help others
- Tactful
- Insightful
- Teach
- Interview others
- Anticipate needs
- High energy
- Open minded
- Kind
- Take orders
- Listen
- Serving
- Trust
- Working with others
- Negotiate
- Understand
- Adaptable
- Outgoing

## Creative Capabilities

- Articulate
- Innovative
- Communicate verbally
- Logical
- Remember information
- Accurate
- Research

- Create new ideas
- Design
- Speak in public
- Edit
- Write clearly
- Prefer details
- Understand the big picture

## Leadership Capabilities

- Arrange social functions
- Motivate people
- Negotiate agreements
- Decisive
- Plan
- Delegate
- Run meetings
- Direct others
- Explain things to others
- Self-motivated
- Get results
- Share leadership
- Think of others
- Direct projects
- Team builder
- Solve problems
- Mediate problems
- Take risks
- Empower others

## Other Capabilities

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Name:

Date:

# THE REAL ESTATE CAPABILITY INVENTORY™



As a real estate investor, there are numerous tasks activities involved, which you can either personally take on or outsource.

Here is a detailed breakdown of the main activities performed by a real estate investor. Check off the ones that you know you're fully capable of doing.

## Core Real Estate Investor Capabilities

- Strong communication
- Analytical thinking
- Tech-Savvy
- Financial Literacy
- Negotiating
- Risk Tolerance and management
- Patience and long-term vision
- Attention to detail
- Networking and relationship-building
- Resilience and adaptability
- Creating problem-solving
- Time management and organization
- Integrity and ethical decision-making
- Problem-solving

## Market Research and Analysis

- Research economic and demographic data
- Conduct comparable property analysis
- Understand supply and demand
- Evaluate rental market
- Investigate ongoing or planned development
- Utilize The Market Scorecard™

## Property Acquisition

- Identify potential investments
- Research property and rental values
- Analyze comparable properties
- Execute different offer strategies
- Negotiate with the seller

## Analyzing the Deal

- Evaluate investment goals
- Assess risk tolerance
- Develop an exit strategy
- Calculate Return on Investment
- Run The 4 Ways to Win™
- Conduct due diligence using The 5W-1H Evaluator™
- Calculate key metrics
- Proforma analysis

## Build Your Team

- Network within the Keyspire Community
- Qualify a real estate agent
- Qualify a mortgage broker
- Qualify an accountant
- Qualify a lawyer
- Qualify a property manager
- Qualify contractors
- Build Joint Venture relationships

## Property Management

- Advertise rental unit
- Screen potential tenants
- Schedule property showings
- Oversee leasing process
- Manage tenant relations
- Manage maintenance and repairs
- Collect rent
- Deal with evictions
- Expert in local laws and regulations
- Understanding of various forms and notices
- Handle move-in/-out inspections
- Vacancy management

## Renovations and Repairs

- Qualify contractors and vendors
- Detailed budget and financial planning
- Create timelines
- Negotiate contracts
- Obtain permits
- Comply with building codes
- Schedule inspections
- Manage deadlines
- Source materials
- Contingency planning
- On-site supervision
- Worksite safety
- Maintain records
- Maintain warranties

## Project Management

- Create timelines
- Create detailed project plans
- Develop communications plan
- Create detailed budget
- Manage cash flow
- Provide clear direction
- Resolve conflicts
- Maintain project documentation

## Other Capabilities

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Name:

Date:



# YOUR VALUE ADD STATEMENT

The Value Add Statement is an introductory statement that explains who you are, the focus of your business, and most importantly how you can add value to the person you are speaking to.



A strong Value Add Statement can help you when networking:

- Makes a strong first impression
- Grabs attention and sparks conversation
- Identifies potential collaboration

To get started, answer the following questions:

What top of mind problem do you solve? (Problem - P)
Who do you solve this problem for? (Audience - A)
What solution do you provide for your audience? (Solution - S)

## Format 1

You know how there are a lot of \_\_\_\_\_ (A) who experience \_\_\_\_\_  
 \_\_\_\_\_ (P)? What I do, is help them \_\_\_\_\_ (S).

*Example:* You know how there are a lot of real estate investors who can't seem to ever find a good tenant? What I do is help them find, qualify and manage the best tenants so they make the most cash flow and avoid sleepless nights.

*Continued on next page.*

Name:	Date:
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## Format 2

I work with \_\_\_\_\_ (A) who \_\_\_\_\_ (P). I show/help/give them \_\_\_\_\_ (S).

*Examples:* I work with homeowners who want to use the equity in their home to increase their cash flow. I help them access that resource and introduce them to the people who can help them create passive income.

We help retirees who just don't want to be a landlord. We provide them with an investment solution that will get them 6% guaranteed returns on their cash and property equity.

## Format 3

I show/help \_\_\_\_\_ (A) how to transition from \_\_\_\_\_ (P) to \_\_\_\_\_ (S).

*Example:* I help homeowners transition from being a real estate spectator to being a real estate investor. I do this by leveraging the network I've built over 10 years as a professional and put my clients on the fast track to success.

## Format 4

I help \_\_\_\_\_ (A) let go of the frustration they feel when trying to \_\_\_\_\_ (P) by showing them how to \_\_\_\_\_ (S).

*Example:* I help renters let go of the frustration they feel when moving to a new home by providing them a selection of safe, clean and affordable homes to live in.

## Format 5

I help \_\_\_\_\_ (A) eliminate the \_\_\_\_\_ (emotion) of \_\_\_\_\_ (P) by \_\_\_\_\_ (S).

*Example:* I help first time investors eliminate the fear of buying an investment property by offering them the opportunity to joint venture in a cash flowing investment property that is turnkey and fully tenanted.

Name:

Date:













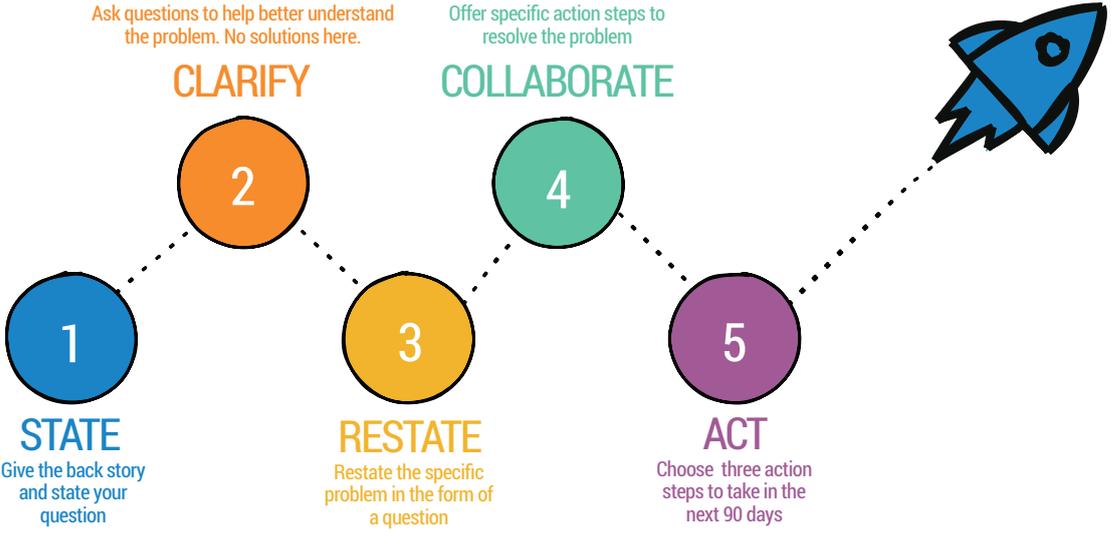
# PART FIVE

Getting Unstuck





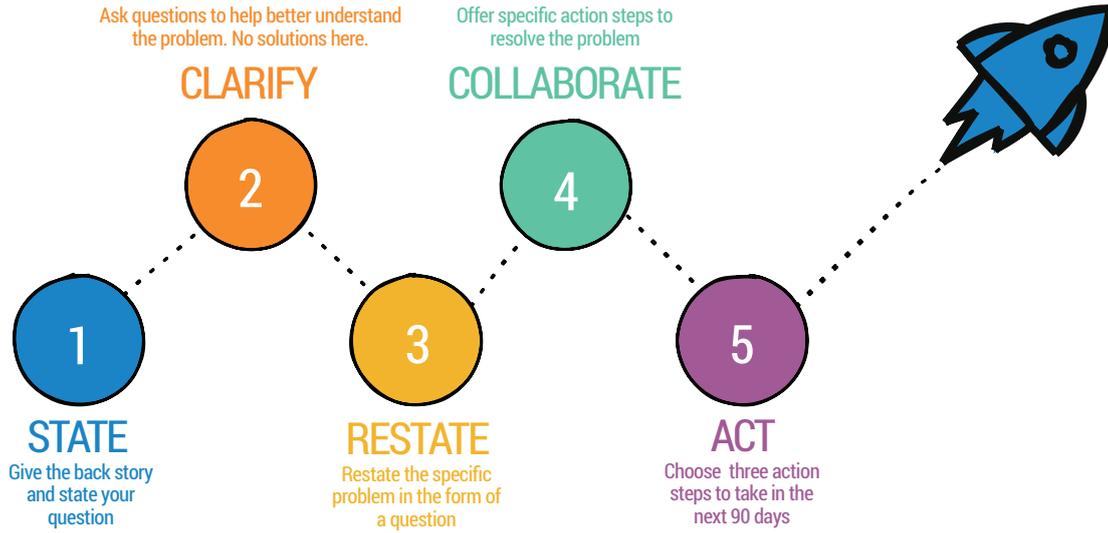
# Getting Unstuck



<b>1</b>	<b>STATE</b>
<b>2</b>	<b>CLARIFY</b>
<b>3</b>	<b>RESTATE</b>
<b>4</b>	<b>COLLABORATE</b>
<b>5</b>	<b>ACT</b>

Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Getting Unstuck



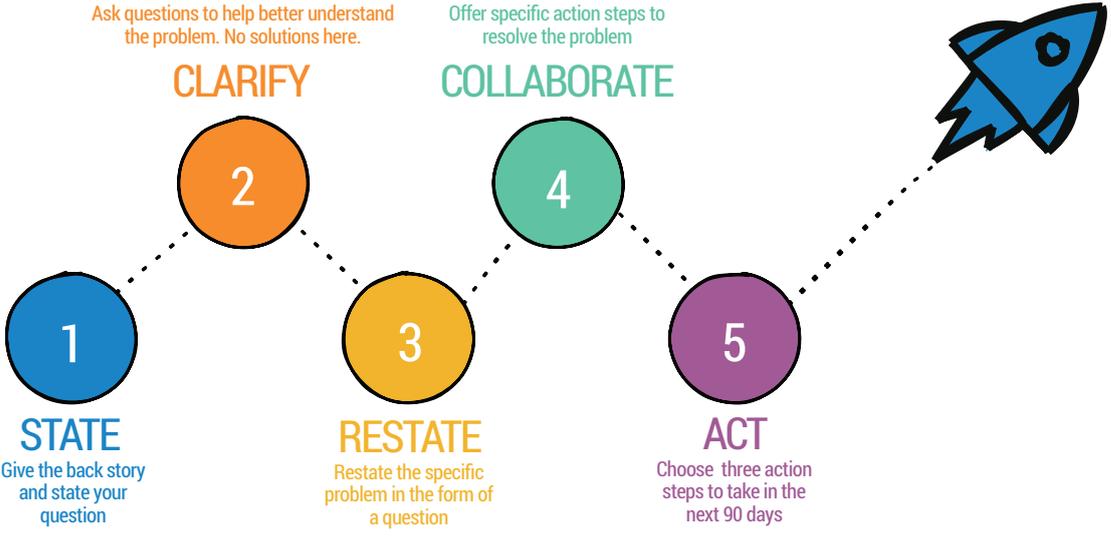
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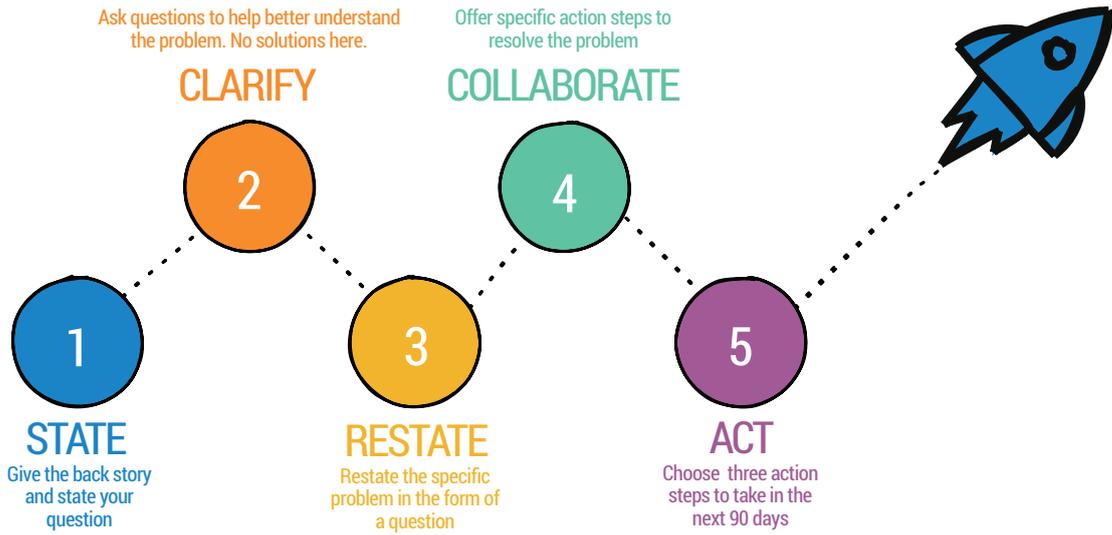
# Getting Unstuck



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<b>5</b>	<b>ACT</b>

Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Getting Unstuck



<b>1</b>	<b>STATE</b>
<b>2</b>	<b>CLARIFY</b>
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<b>5</b>	<b>ACT</b>

Name:

Date:





