

TOP SECRET



From the Desk of Monica Main

YOUR LIFE IS ABOUT TO CHANGE IN THE MOST INCREDIBLE WAY YOU COULD IMAGINE! *AND HERE'S WHY...*

Read This...This is Important!



Dear Friend,

You've just made a ground-breaking decision...one that will, very likely, completely alter your entire life trajectory from this moment further. For the first time you'll be introduced to what I call "My 9-Point Action Plan Blueprint" that will show you how and why the ultra-wealthy and super-rich do so well financially...and why the "common" man and woman don't have much of a chance in ever elevating themselves to the level of being "obscenely rich" based on the knowledge base they have to draw upon from birth. Without any wealth education of any kind, the cards are firmly stacked against the Average Joe in society. The cards are stacked firmly against YOU!

But that doesn't have to be the case anymore. You see, all you need is the basic knowledge along with some powerful tools to give you the ultimate leverage to completely start from scratch and become as wealthy as you want to be, starting with this special report. Once you read through and understand what is presented in this report, the sky will be the limit for you! And I'm so proud to be on this journey with you.

You made a really good decision in getting this report because your financial breakthrough starts right here, right now. Just to give you an idea of how powerful this is...most REAL investors and entrepreneurs will NEVER give you the REAL secrets about how to become wealthy. It's not because they don't want to (although some do want to keep their secrets to themselves) but it's because they're too busy making loads of money to stop and teach others how to do it in the REAL world of business and investing. *And that's just the reality!*

But I'm different because I started out AS YOU...starting from the bottom and working my way up. So, I have a special place in my heart for the underdog which is why I decided to train others in my precise nuts-and-bolts wealth-building techniques and strategies at the same time as being a REAL business owner and investor in the REAL world...not in "theory" as many other wealth trainers or "gurus" will teach you.

You'll quickly see as you go through this report and bonus stuff I've included in your package that I'm different. I'll show you the path to success. I WILL show you the way like nobody else will. And if you are so inclined, check out some of my student testimonials by visiting www.MonicaMain.com/Testimonials and you too will immediately agree that I'm the REAL DEAL, perhaps maybe even the ONLY real deal you'll ever [↑]come across who can teach you these powerful life-altering wealth-building strategies. *check this out!*

So, what are you waiting for? Time to start diving into this report and start taking action right away so we can get you on your path to some extraordinary wealth-building action! And if you have a question about anything as you mow through all this material, feel free to reach out to me by emailing me at mm@monicamain.com or by calling my office at 661-295-5050.

See you at the top!

*** VERY IMPORTANT!!**



Your friend and mentor,

Monica Main
www.MonicaMain.com

P.S. Once you read this entire report, be sure to read about my incredible success stories at the very end of this report and how you could potentially be one of my next success stories!

The 9-Point Secret for Investing in the Most Profitable Real Estate Opportunity Out There!

Written By: **Monica Main**

Right off the bat, you're probably wondering, what IS the very best and most profitable type of real estate to invest in? You probably hear so much crap by real estate "gurus" out there so...what *is* the REAL truth? This is where we instantly come to the very first point in my 9-Point Action Plan Blueprint where, in just 9 easy steps, you can acquire your first piece of income property. But first...what IS *income property* to begin with?

I think many of us are dissuaded by all the hype and hoopla surrounding flipping homes? After all, we've all been sucked into some type of infomercial or rah-rah seminar about flipping houses, right?

But there's a slight problem with this. We're coming up on a recession as we speak. Yes, yes. *I know*. It seems like we just barely got through the post-2008 debacle, doesn't it? Reality is, if you've ever studied a historic chart, especially that of the real estate market, you'd quickly realize that not only are recessions a REAL THING but they happen LIKE CLOCKWORK every 8 to 10 years (on average...sometimes it's every 4 to 6 years). And we're RIGHT ON that 10-year mark!

At this point, flipping homes becomes a game of musical chairs. The common Joe Blow (or Sally Housewife) will jump on the real estate investing bandwagon at the end of the opportunity cycle (like right now) when it has become "popular" and a "proven winner" to get involved in real estate investing. However, by the time we get to this point, the game is already over. In fact, most of the serious full-time real estate investors got in and out of the flipping game years ago already!



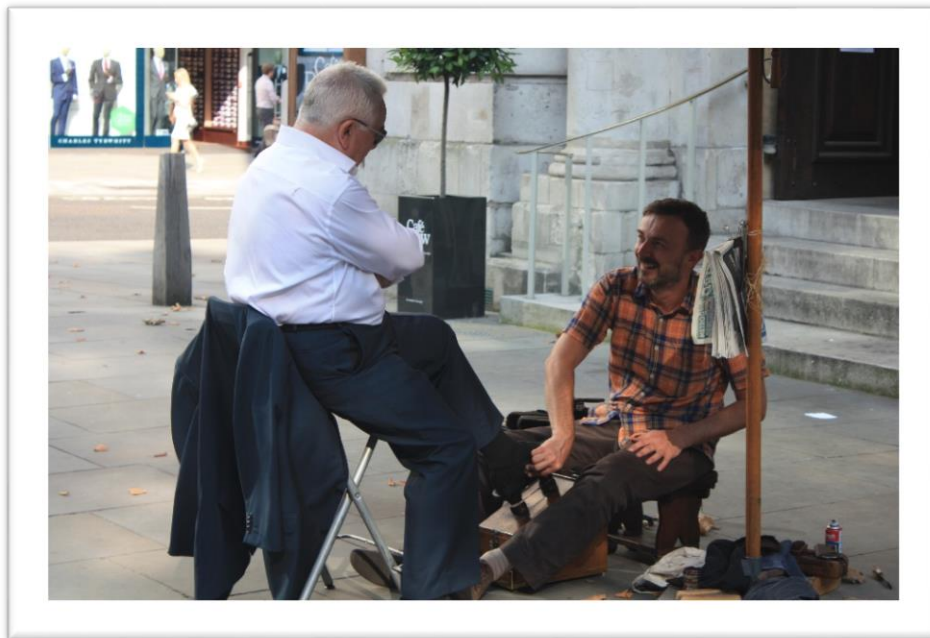
This is the Classic "Musical Chairs" Game Where SOMEBODY Gets Screwed When the Music Stops.
Flipping Houses is that Game and the Music is Stopping As I Type This!

So, why do so many real estate investing “gurus” talk about residential flipping? After all, we all know how profitable real estate can be. Everybody knows it! So, what’s wrong with it?

Nothing is wrong with it during the RIGHT market times. But at any market peak, it’s never a good idea to buy a house, rehab it, and then flip it when we know that the next crash is right around the corner. Otherwise, what do you plan on doing with that house when it (virtually overnight) can be worth \$50,000 or \$100,000 (or more) LESS than what you bought it for?

This is when the common man and woman goes bankrupt in real estate while all of the serious investors are laughing all the way to the bank. It’s because Average Joe and Sally Housewife are, well...let’s not beat around the bush here. They’re foolish! Fools rush in when they see that everybody else is involved in something. But when they should have become part of this trend is when NOBODY was interested in getting involved due to all of the market fears, particularly around 2010, 2011, and even 2012. When the Average Joe and Sally Housewife are apprehensive about something, it means the mass population hasn’t seen the opportunity that most serious investors will have seen. When EVERYBODY is jumping on the bandwagon, it’s time to get off!

You’ve heard the saying that when the shoeshine guy is giving you advise about getting involved in a particular stock (or any opportunity, for that matter), it’s time to EXIT the opportunity instead of jumping in. Look at this shoeshine guy below. Does he look like the kind of dude that can give you sound and profitable investment advice of ANY kind at ANY time?



So, this brings me to my very first point.

Point #1: Choose Your Real Estate Asset TYPE Before Jumping In As a Real Estate Investor

Billionaire industrialist Andrew Carnegie said it best. He said, ***“Ninety percent of all millionaires become so through owning real estate. More money has been made in real estate than in all industrial investments combined. The wise young man or wage earner of today invests his money in real estate.”***

Yes, I know. I don’t have to twist your arm for you to understand that real estate is profitable. However, this is where you must separate from your fellow commoner cohort and start to focus on how REAL real estate investors make their fortunes in real estate. Fortunes in real estate aren’t made by flipping. Fortunes are made by buying, keeping, and getting a steady monthly cash flow, ideally forever (or as close to forever as we can get).

In other words, to make money in real estate, you must BUY AND KEEP cash flowing assets, NOT buying and reselling these assets right away.

So, let's talk about the very best real estate investment opportunity to do that. It's called residential-commercial or apartment building real estate investing.

Now, maybe you've considered this in the past and you've been intimidated by it because of the common misconceptions such as needing a huge down payment or having to deal with the hassle of tenants. Both misconceptions are WRONG, by the way, as I'll explain as we go along. (Just stick with me and I can show you how to make a fortune investing in these cash cow property deals!)

One of the main reasons why I love investing in small apartment building deals is because of the lack of competition. Your common Average Joe and Sally Housewife is too busy going after houses to flip while your serious investor is looking at bigger deals like your 100+ unit apartment building or commercial property. So, then there's you, me, and a handful of other investors taking advantage of this highly profitable little niche. Most people in the middle just like you and me are too lazy or scared to attempt investing in such a profitable type of real estate so they leave it alone. And that just means one thing: more deals, more opportunity, and more money for us!

Now, if you are new to this and feel a little intimidated in buying an apartment building (which is a residential building of 5 units or more) then you can start really small. Start with a duplex, triplex, or a "quad" (4-plex) to work your way up. I recommend that if you aren't sure about real estate, are kind of scared, or would feel more comfortable with residential deals then start with 2 to 4 unit buildings (if you have good credit) then work your way up from there. From a mortgage perspective, these properties still fall under the residential category but are considered "multifamily assets" from an investing perspective. And that's what you want to be investing in: profitable cash-flowing multifamily and residential-commercial assets.

There are 7 main reasons why you would ever consider investing in this type of real estate instead of foolishly investing in single-family homes:

1. *Less competition for getting deals; serious investors go for larger properties.*
2. *More lucrative.*
3. *Need few properties to make millions.*
4. *Less risk – if one tenant stops paying rent you won't lose the property.*
5. *Most responsible tenants (with businesses mainly)*
6. *Tenants cover your taxes and maintenance through "pass through."*
7. *A lifetime of "residual" income!*
8. *Get your first property...then the rest is easy!*

Let's cover each main reason in detail.

Less Competition for Getting Deals

All of the real estate students who got the latest "guru" courses and seminars are running out to flip houses. There are so many people going after single-family homes. And it's been so much worse when we had that post-2008 seemingly-never-ending windfall of foreclosures! Every real estate opportunity freak who attended the last *rah-rah* real estate money-making seminar has been grabbing up those foreclosures and under-market fixer-upper homes.

None of those real estate junkies are looking at commercial properties because of a few myths that stop people:

1. It requires lot of money down.
2. It requires excellent credit.
3. Commercial properties are for seasoned investors, not for the little guy (or gal).

4. High maintenance pain-in-the-ass tenants

Reality is, NONE of the above is true if you use my specific no-money-down and special management secrets (to where you never have to EVER deal with ANY tenant...ever). Many commercial properties, especially apartment buildings, require LESS down than a residential home because of what's called a "cash flow" sheet. In fact, a residential investment property (including duplexes, triplexes, and "quads") require 25% cash down while commercial assets generally require only 20% down (and, in some cases, only 15% cash down if using a small- to mid-sized LOCAL bank). *(And if you're already worrying about where to get that money, I'll go into great detail about that later on so hang tight!)*

Banks and lenders treat a commercial property *as a business* and NOT like a residential home that someone may live in (and lose their job preventing them from being able to pay the mortgage) even if you bought it as an investor. Why? Because banks and lenders know that you are not going to be paying the mortgage out of your pocket. They know that the building income will be paying the mortgage. So, this is what they are focusing on when you apply for a loan: the building's cash flow. Therefore, it's much easier to get a commercial property loan, even with poor credit because of this fact.

It also doesn't require excellent credit to purchase investment property. Not only will a private hard-money lender offer money for a good cash flow property (because, remember, it's treated as a "cash flow" business) but you will get many sellers to take a second for you just so they can get rid of the property. It's MORE DIFFICULT to sell a commercial property than a single-family home, condo, or duplex. Why? Because there aren't as many buyers for that kind of property. (It's better that you HANG ON to your commercial properties for a lifetime of residual income versus buying then selling.) Therefore, more sellers are willing to help with financing. Many are even willing to do 100% owner financing!

Commercial properties aren't only for seasoned investors. You don't need experience in real estate to invest commercially. All you need to do is join the game as if you knew what you were doing (and you will by the time you finish this course) and you will get deals just like any other commercial real estate pro.

Commercial Properties Are Much More Lucrative

Commercial properties are more lucrative because you are getting MANY rent payments from ONE deal. If you are going to put a bunch of time and energy into a real estate deal, why only make a marginal amount of money in monthly rent for ONE property when you can do a larger deal in that same time-frame for a 30-unit apartment building? You will be better leveraging your time by making every deal as lucrative as possible.

Plus, if you are renting a single-family home or condo and your tenant fails to pay the rent, YOU have to foot the bill. If you have a 30-unit apartment building and one or two tenants fail to pay the bill, you STILL make money!

(There is an exception to this rule. Over the years we've worked with handfuls of bank-owned foreclosure single-family homes and purchasing them in "lots" directly from the bank. This strategy still allows the "bulk" rule to stay in effect since purchasing huge multiples of SFRs in a "bank tape" or bank portfolio in one fell swoop allows you to treat the investment as one rather than many. Plus, rather recently, there is a commercial loan program for groups of 5 or more SFRs in a single area or city, allowing you to "group" several homes under one commercial loan, as you would with a 5-unit apartment building. Again, this allows you to treat 5 SFRs as one 5-unit apartment building.)

Personally I'd rather have ONE 30-unit apartment building than having 30 single-family homes (unless the homes were purchased as a "group" or "lot"). How long would it take to get 30 homes if getting them one-by-one? Probably a year or two. Maybe much longer for you...say 5 years or so. How long would it take to get a 30-unit apartment building? *Less than a month.* So in a year or two I could have 10 30-unit apartment buildings instead of 30 homes. You tell me: which would make more money?

(One other thing to consider: getting SFRs individually and using real estate loans to purchase them requires you to get a "recourse" loan that shows up on your personal credit. Commercial loans that exceed a loan size of \$1,000,000 are "non-recourse" and do not show up on your personal credit. Having more than 6 properties show up on your personal credit hinders your ability to qualify for more real estate loans on additional property purchases. This is why it's encouraged to

seek out ways to get a non-recourse loan unless you have no other alternative to pick up a lucrative cash flowing property deal.)

Finally, when you buy an apartment building or strip mall, you are buying units “in bulk,” so to speak. The price per unit will be much less than a single home or office. However, the “market” price for the lease is just as high as a single home or office (because it's based on a per-square-foot rate). So, you are making lots more in rent per unit the more units you buy together at a time “in bulk.”

You Will Need Fewer Properties to Make Millions

How many properties would it take to make \$1 million per year in profits? It depends on the properties. However, if you have a 24-unit apartment building and you are making \$300 per unit per month in profits, you are making \$7,200 per month. You would need only 10 24-unit apartment buildings with the same payout to give you a LIFELONG income of \$864,000.00 per year!

How many homes would you need to make this same amount of money? You would need 300 single-family homes and/or condos. Plus, you wouldn't be making \$300 per home (unless you are VERY lucky) because you didn't buy the units “in bulk” like with your commercial properties.

There is Much Less Risk Than Investing in SFRs or Single-Family Residences

If you purchase a single-family home to rent to one tenant and he stops paying rent, chances are you'll lose the property and damage your credit for 7 to 10 years. (This is, of course, provided that you didn't purchase this SFR in a “lot” or in a “bulk” property portfolio deal.)

If you purchase a building of 12 units and one tenant stops paying rent, you will have less monthly cash flow (until you get him out) but you won't lose the building, your equity, or your cash flow.

This is precisely why banks are more willing to fund multiple unit buildings for investment purposes; because the risk/reward ratio is less than that of a single-family residence.

There is also less risk because, when purchasing property under a corporation or LLC designated for the property, you don't have to have the property mortgage show up on your personal credit, making it risk-free in the event of a foreclosure. Now, if you get a “recourse” loan then you will still be personally responsible in the event that you foreclose on the property. This is why you should always set yourself up to get a “non-recourse” loan to ensure that you don't have the fiscal responsibility in the event that the property goes into foreclosure. You typically get “non-recourse” loans on loan amounts of \$1 million or higher.

(Sometimes) Dealing With More Responsible Tenants (Depending on the Property Type)

When dealing with certain commercial properties like office buildings, strip malls, industrial/warehouse buildings, etc., you tend to deal with business owners who are more responsible with getting their rent payment in on time. Their business is their livelihood which has a specific budget for the monthly rent payment. Since their business is their life, they make sure they are in good standing with the landlord by making sure their payments are in on time.

Also, as a side note, commercial renters usually get a standard lease of 3 – 5 years and never less than that. Therefore, you have less work dealing with new tenants, getting contracts signed, and doing more work in general to manage your properties because you have tenants who are in your units for so long. Usually they will renew their leases after their contract is up!

A Lifetime of “Residual” Income

You only have to do the “work” once. Once you get your property then you rake in the benefits for a lifetime (so long as you KEEP the property and not sell it). You simply collect a check from your properties and you can retire in only a few years.

People ask me about dealing with tenants. Here's my answer: **DON'T DEAL WITH TENANTS!** Use a property management service or create your own management team (recommended).

Most multi-millionaire commercial real estate investors include the cost of a property management service in their cash flow sheet and this accounts for about 10% of the GOI. They don't deal with the hassles of tenants, broken plumbing, people complaining, late rent, evictions, legal issues, repairs, etc. They pay a property management service. And, no, I don't recommend that you "save" money by eliminating the property management service. You don't need the headache and it's worth the money. They handle EVERYTHING and they send you a check. That's it!



You don't have to deal with tenants, ever! Simply put together your own management team!

The problem with most property management services (as of the past few years) is that economic conditions have caused many property owners to manage their own buildings. This has created "hard times" for management services. To make up for the loss in revenue, they have recently (and unfortunately) become notorious for raking the property owner over the coals (especially an out-of-state property owner).

How do they rip off a property owner? Easy. They'll bill your building for repairs, cosmetic upgrades, and maintenance services that were never performed. Since you don't know what's going on with your property most of the time and never checked to see if, for example, Unit #102 got a new microwave or Unit #117 had their toilet replaced, then you have NO CLUE whether these changes have been made. Yet your building was billed for it!

I have my own strategy for showing you how to build your own controllable management team where you won't get ripped off and you'll be able to oversee everything without doing the management yourself. In fact, you could operate one or more properties out of state using my management strategy. There will be more on this as we go along in this course.

Get Your First Property...Then the Rest is Easy!

Getting the first property will be the hardest part for several reasons:

- 1) *You don't know what you're doing.*
- 2) *You're not confident.*
- 3) *It will take a lot of willpower to start and finish a deal.*
- 4) *You get bogged down working the elements of the deal like contracts.*

The main problem is the **confidence factor**. Hopefully you get over this *real fast*. If you don't then you'll have a problem starting any type of business. In order to succeed in life we have to push beyond our comfort levels.

Once you get your first property, the rest is a piece of cake. *Why?* Because you can borrow the equity from that first property and get another, then another, and another; you can do this especially if you get a property below market value as you can easily do now in this buyer's market. Then you keep going!

Plus you will be building credit, contacts with lenders, colleagues in the investment game and deals will come to you. Money will come to you. You will be part of the game. As long as you keep good relations with your money source, you will be getting \$100-million loans in no time!

DO NOT borrow equity for personal use, as hard as that may be. You **MUST** keep your real estate business rolling. Stay disciplined **NOW** and get the prize in a few years! Trust me, this is the best advice if you want to retire in a few years. And you can! Be disciplined and treat your real estate investing as a serious business. You need to feed your business in order for it to feed you later.

And finally, getting your first property gives you confidence that you can do it, you know how the process works, and it's much easier to have multiple successes once you "psychologically understand" that you DID IT!

Point #2: Location, Location, LOCATION...Choose the Right Area!

Unlike flipping and other types of real estate transactions, purchasing and KEEPING commercial property is great in any economy as long as you stick in strong-growth cities. So, for example, it may not be a great idea to invest in places like Detroit or Cleveland...or ANY city that is actually losing a chunk of its population with each passing year. After all, you NEED PEOPLE to rent to (no matter which type of real estate you want to get involved in) and if the city is losing population size each year, that's never a good sign.

The most important element that you need to understand about finding what I call your "farming" area in which to ultimately build your real estate empire is that it DOES NOT have to be in your own backyard. It could very well be 3,000 miles away as long as all of your properties are all in ONE area (and not spread around the country).

As a resident of southern California, I've found it to be very difficult to find cash flowing property deals here so I've always found myself purchasing buy-and-hold passive income cash flowing assets in places across the country. One of my most successful investing areas has been Atlanta, Georgia. I made a killing in that market, especially between 2010 and 2012. And I didn't even live anywhere close to the place! So, if you're in a "cash flow challenged" city or area like I'm in, don't worry. You can invest ANYWHERE provided that it's in one singular area where you are building your entire cash flowing real estate empire.

Now, you may be a little concerned about something I had said before...about the game of musical chairs and the music stopping. So, you get screwed holding the bag if you're trying to flip houses when the music stops and you have a house you didn't flip. But what about an apartment building or other commercial asset? What happens if you start investing during a peak market and the bottom falls out of the economy overnight?

If you happen to get a property in a seller's market and the next day the real estate market crashes, you may have lost your equity (for now) but you still have tenants paying your mortgage, taxes, maintenance, and utilities. **Therefore, you have lost nothing.** You just have to wait out the economic changes and hang onto your building. DO NOT PANIC AND SELL IT LIKE THE REST OF THE SHEEP! Only the commoner who thinks with his emotions does something stupid like that. Hang onto your commercial and cash flowing multifamily properties when the real estate bubble bursts and WELL AFTER!

For future reference, if you see an onset of a bubble bust, try to get your equity out from other buildings as fast as you obtain each property so you won't "lose access" to the equity since, by doing this, you'll have already used it for another real estate purchase!

Residential property doesn't offer this same benefit. If the real estate market bottoms out, you can lose your residential property to foreclosure because it will take YEARS to get to the "break even" point (where the amount you owe meets market value). You can't get out of the property. And if you have several properties? It will kill you. DO NOT PURCHASE RESIDENTIAL HOMES AT THIS TIME!

"But...Isn't There an Exception to This Rule?"

Yes...actually there IS one exception to this rule about not buying residential homes! But there's *only one* exception to this rule and that is this: If you are farming in an area of the country where SFRs are priced anywhere from \$15,000 to \$30,000 then you can get a bunch of SFRs in your portfolio IF you pay 100% cash for them. You **do not** want a mortgage on these types of properties.

Now, if you're located in southern California (like I am), you'll find that your average lower-end SFR is going to be \$250,000 to \$300,000. It's not reasonable to pay 100% cash for these priced properties. Plus, it's not a very smart idea – even IF you had that money lying around – to sink it into one SFR when you can put that cash down on a \$1 million building instead!

In one of my current farming areas (in Michigan), I can find \$25,000 SFRs that are rent-ready (needing only cosmetic/minor work). These are the types of properties I pay 100% cash for. These are a nice addition to my portfolio because houses typically rent faster, get more responsible tenants with families, have longer-term tenancy, and command a much higher rental rate than apartments in the same area. The other benefit of SFRs is that you have mostly pass-through expenses (kind of like a commercial-commercial building) where the tenant pays all of the utilities, trash, and even landscaping (if you don't want to cover it). (Some apartment buildings are not "individually metered" which forces the building owner to pay electric, gas, and/or water, depending on what utility isn't individually metered by unit; you'll find this a lot in buildings that were built before 1960.)

So, yes, you can add some SFRs to your real estate investing portfolio here and there when you have the cash to buy them outright *without* having a mortgage on the property. Having a mortgage increases your risk since you only have a single tenant on the property; if he/she stops paying, you're going to have to cover the mortgage on your own while you evict them. You have no other units to balance the non-paying tenant with an SFR property. This is why you avoid having a mortgage on these. During tough economic times, you could have 10 tenants out of 20 house you own not paying rent. This will sink you very quickly if these properties are all mortgaged.

Unfortunately, I have quite a few students who lost everything because they did the "Carleton Sheets" method of real estate investing. (This means they mortgaged a bunch of SFRs and rented them out.) Because they made this mistake, many of my students have a slew of foreclosures on their personal credit reports from our recent hard-hit economic disaster which makes it impossible to get new loans on new properties (residential or commercial) for investing purposes. It would have been better if they didn't invest at all.

To recap, you can invest in SFRs but ONLY IF you pay 100% cash for these properties. This is the ONLY exception to the SFR rule. And this is only possible in areas of the country where your average home price is \$25,000 which is becoming far and few between at the moment. This is not a workable plan if the average 3 bedroom, 2 bathroom SFR is more than \$50,000 or \$100,000 each in your farming area.

Point #3: Start Finding Properties in Your Chosen Location

I recommend you start using the commercial online MLS. You can use www.Loopnet.com or www.CityFeet.com. Start looking for "multifamily" properties in a specific city to get an idea of what the inventory (how many properties) availability might be. If you type in a city and there are 10 listings or less, move on. It's not worth your time. But if it's a city with 35+ listings, it's worth taking a closer look.

There are 3 main criteria to use when looking at properties in ANY city anywhere:

- 1) Does that city have a population size of 250,000 or more? If not, move on. It's much harder to get a commercial mortgage in a 2-horse town than it is in what we call a "major metro" area. So, stick with the bigger cities.
- 2) Are there at least 35 multifamily listings in the city you typed in INCLUDING all of the surrounding suburbs? If not, you may be dealing with an inventory-less area and it would be a waste of time further pursuing it UNLESS there is a nearby major city that you can include in your searches to push the number past 35.
- 3) Is the average CAP rate around 8% or higher? When you do a "quick and dirty" search (as I call it), you'll type in a city (in Loopnet.com for example) and click the "multifamily" button, you'll get a bunch of thumbnail profiles of a bunch of properties in that area. In the classic view, it'll show the asking price, number of units, and CAP rate. By just scanning your eyeballs down the page, are the CAP rates "up there" like in the 8%+ range? Or are they all low (below 5%)? If they are all low (like a place like Los Angeles, for example), it won't be worth pursuing that area because nothing will cash flow, especially when structuring a deal as a no-cash deal.

I have a 4th criteria that I've been using lately. And that is to start thinking about where everybody is going in the next 10 to 20 years. Start thinking about all of our generations. We have our eldest (Baby Boomers), my generation (Generation X), and the Millennials.

A lot of people are moving away from the stress and high cost of living of the bigger cities for something more midsize, affordable, and stress free. Start doing research on where everybody is going to start thinking about where you want to set

up your real estate investing empire. After all, you will still have these properties DECADES FROM NOW so make sure they're located in a place where everybody is going (and not in a place where everybody is moving away).

Apartment Building Property Classes Defined

It is important to understand that you are purchasing property for investment purposes. More than likely you're not going to be living on the property. Many properties that have a lucrative cash flow are probably not going to be in areas that you'd ever want to live yourself. This is usually not an issue for most men understand. However, I have worked with many women who've talked themselves out of very profitable deals because they simply do not like the neighborhood, the color of the building, or the kinds of bushes on the property.

One of the only types of neighborhoods you should avoid are those that are drug infested, in high crime areas, or are just plain dangerous to visit. These are not areas that you should choose to invest no matter how profitable the property deal could be unless you find a competent manager who doesn't mind taking the risk of visiting the property regularly.

I know I already outlined the commercial property classes. When it comes to residential-commercial apartment building classes, I want to narrow down exactly what that means with these niche properties because the classes are slightly different:

A **Class A** apartment building is one that's reasonably new, usually has been built within the past 8 to 10 years, OR is in the highest rental rate areas of that region. For example, you can have a 100-year-old building in Beverly Hills that is still a "Class A" property SOLELY because of the area in which the property is located. These properties usually require little or no cosmetic improvements or rehab upon purchase since they are newer OR have been upgraded consistently (because of city requirements) over the years to stay up with city ordinances. They also have the least potential for good solid cash flow and unless you put about 40% cash down because their CAP rates are so low due to high demand for these investments. These are not the properties you are going to be purchasing for cash flowing real estate.

I was reading an excerpt from a book by a small real estate guru in some dinky place in Iowa who claims that the only properties any multifamily investor should consider are Class A. The problem with this theory is that it takes a considerable amount of cash down to make these types of properties cash flow. The other problem is that as the middle class disappears forever, there will be 5% of the population making over \$200,000 per year and 95% below poverty.

With the exception of New York City and Chicago, it's doubtful that you will have people making these types of salaries who will choose to live in an apartment. Therefore, the expensive and overpriced Class A property will automatically diminish in value as you pile in Class C renters since no one else will be around to rent the units. This lowers the Gross Operating Income (GOI) because the owners of a Class A property in the future won't be able to attract those who can afford a Class A property anymore; they will be forced to drop their rental rates below what the building would normally demand and they may end up losing money in the process.

A **Class B** apartment building is one that is older than 10 years, is not in the highest rental rate region or area, does not have the best amenities or the newest building structure, and does not have access to the best technology. Just like with Class A properties, it has mostly to do with WHERE the property is located more than the physical condition of the actual property. These types of properties may require some cosmetic improvements upon purchase but usually do not require major rehab. These properties tend to cash flow but will sometimes require a cash down payment of 10 to 25% in order to make them profitable investment opportunities.

A **Class B** apartment building is your *ideal* investment. You don't have to pay the over-the-top asking price of a Class A property and yet you are still in a decent and safe neighborhood where you can command good rents. Once a property enters into the Class B category, it cannot convert back to a Class A in most cases unless it was demolished and rebuilt; a new building in its place may not do the trick unless the neighborhood itself was a Class A.

A **Class C** apartment building tends to be older than 20 years, is not in the best area to command above-average rental rates, and may have already had multiple cosmetic facelifts or major rehab. This is also your ideal investment because these properties tend to give you the highest cash flow. There is no new state-of-the-art technology or cutting-edge architectural design. The area itself may not be the best area for living. Again, what designates the class is where the property is located

above all else. You can't build a brand new building in the middle of a ghetto and call it a Class A property because it never will be. A Class C building itself is structurally sound but generally needs medium to heavy cosmetic work and, in some cases, major rehab. Some of these properties can cash flow even if you structure the deal with no money down. These will be your *most lucrative* investment opportunities but will require much more upkeep in maintenance and consistent rehab.

As long as you are in a reasonably safe neighborhood, a Class C property may possibly be your best cash cow opportunity. Just watch the neighborhood in which you are investing. You don't want to invest in a Class C property in a Class D area. You definitely want a Class C property (at a bargain) in a Class B area because you can always bring it up and then command a higher rental rate for your tenants.

A **Class D** property tends to be older than 30 years, is in the worst neighborhood (i.e. "the ghetto"), and usually is in need of rehab work. The area and the building are generally in places of lower working-class people or in drug infested neighborhoods. Although a Class D property can cash flow as a no-money-down investment, the cost of bringing the building up to an acceptable living standard is sometimes not financially feasible. Plus, you'll have to run the gamut of dealing with the worst types of tenants from drug addicts to those who will outright destroy your units.

As with every class, there are "levels" within each class. You'll hear terms from commercial real estate agents who may say that a property is a B- or a C+. You will mostly be aiming for properties that are at the C and C+ levels in the Class C threshold. Your best bet to get a B property will be, in most cases, a B- unless you're lucky and can score a B or B+. The lowest class you should ever consider would be a Class D+ and even then that would be a risky deal. Class A properties take a lot of money in both having to deal with the highest asking prices and having to put down a lot of cash just to make it marginally cash flow. Investors like these properties because of long-term appreciation value. However, we're not in this game for appreciation (although that's a nice benefit). We're in this game for immediate cash flow. And Class A properties aren't going to cut it for you. In many major metropolitan areas, even trying to make a Class B property work financially is sometimes difficult to do. Just run your numbers on every deal to see where you stand and you'll quickly get the gist of what classes of properties will work and which won't work in your selected investing (farming) area.

To understand the property classes a little bit better you have to understand that there are two elements at work: the building itself and the neighborhood it's in. Sometimes you can have a Class C building in a Class A neighborhood. Sometimes you can have a Class B building in a Class D neighborhood. It's particularly exciting to me when I can pick up an older building in a Class A or Class B neighborhood because I know I could always upgrade or rehab the building and make it worth a lot more money. It's usually not a good idea to pick up a Class B building in a Class D neighborhood (unless you are getting a really good deal on it) because no matter what you do to the building, it's not going to change the surroundings of the area or neighborhood.

It's important to be aware of the neighborhood first and foremost; physical changes to the property itself are a piece of cake. Many times your preferred investing area will be in Class B and Class C areas because these property deals tend to cash flow the most. (Actually, Class D properties can cash flow the most but the trade-off of messing with a dangerous neighborhood coupled with excessive maintenance on an older and repeatedly vandalized building is usually not worth it overall.)

Never talk yourself out of a property deal because it's not in a Class A or Class B area as you would prefer. You can barely get a Class A property to cash flow with 30% cash down (depending on the area of the investment). You will probably never find an opportunity to structure a deal getting the property without using your own money in a Class A area that will have a positive cash flow.

I'm not trying to discourage you from obtaining a *crème-de-la-crème* property but I want you to understand the realities of investing when it comes to finding lucrative cash flow properties. You are in business as a serious real estate investor to *make money* as you would in any business pursuit. You are *not* in business to get a pretty building in Beverly Hills that you can brag about at cocktail parties. Keep your eye firmly focused on the bottom-line cash flow numbers of all property deals no matter where they are and focus less on having an obsession with acquiring property in the best neighborhoods.

Unit Mixes and What They Mean for Your Cash Flow

One of the other elements to consider when choosing a building to purchase is something called the *unit mix*. Each apartment building has a number of certain types of units. A building can have all 1-bedroom/1-bath units. A building can have 50% 1-bedroom/1-bath units, 25% 2-bedroom/2-bath units, and 25% 3-bedroom/2-bath units. It's important to find out what the unit mix is before considering your property purchase.

A unit mix tends to be important because of the types of tenants each unit type will attract. With studio and 1-bedroom/1-bath units, you'll tend to attract more of a transient renter who, on average, will move out a year after moving in.

This tends to become very costly in having to advertise the unit again after only having occupied for one year. The other problem is that many times a security deposit will match the first month's rent. If having to replace carpet and repaint after a tenant moves, a lot of times the amount of security deposit will *not* cover carpet replacement and repainting. This means that once a year you have to spare the additional expenses out of *your* pocket and then put money into marketing the unit again; this is while you try to collect the amount due from the former renter (and this usually doesn't happen). This can be quite costly.

I never recommend apartment buildings with unit mixes that are mostly studios and/or 1-bedroom/1-bath *unless* you are in an area where your apartment building is designated for seniors. Seniors are usually not transient, prefer smaller apartments instead of the upkeep of a large home, and tend to be loyal renters. Seniors don't move often and have long rental histories. They aren't like younger families or singles where they are looking to "move up." Seniors "move down" in property size for affordability and low-maintenance purposes. Therefore, a 1/1 dominant building could be very profitable if the building is composed of 70% or more in seniors.

Otherwise you should avoid apartments that have all studios and/or 1-bedroom/1-bath units *unless* the owner of the property is able to show proof that he or she has been able to make a profit on the property and has stable tenants occupying the building. This can be shown through financial and rent roll records over the course of at least 2 to 3 years.

Some of my students want to jump on the "student housing" bandwagon. I've never been a fan of this type of real estate investing. The reason why is because of several downfalls:

- 1) You to lease up your units to a "new set" of students every year.
- 2) There is a "dip" in rents for 2 – 3 months during the summer.
- 3) Students are hard on units, especially at schools notorious for partying; harder partying equals more damage to units that you have to pay for.
- 4) Most students would not have given you a high enough security deposit to cover the repairs after they move out.
- 5) Remember, you have to get units "rent ready" EVERY YEAR...*and this sucks!*

The best apartment buildings will have the majority of their units being 2-bedroom/1-baths and/or 2-bedroom/2-baths. It's quite rare to find apartment buildings that have a lot of 3-bedrooms/2-baths. It's even rarer to find apartment buildings that have 4-bedrooms or more.

Tip: It's not a bad idea to replace all carpeted areas of each apartment unit you own with tile. Tile lasts for a number of years while carpet barely makes it from one tenant to the next. Even though your first time having to replace a unit's flooring with tile will be a little more costly than putting in a low-grade carpet, you will save a ton of money in the long run because you won't have to replace the tile for many years to come.

**Find ONE Single Area and Stick to It:
Put Your Stakes Down and Build Your Real Estate Empire in ONE Area ONLY!**

If you're going to be purchasing property outside of your immediate area or out of state then find an investing area in a single part of the United States and stick to it. You don't want to be purchasing property in sporadic areas about the country otherwise it is going to be very difficult when you want to make property visits to be flying all over the country endlessly.

For example, I'm located in Los Angeles County, California and the majority of my property purchases are in specific areas in the state of Florida. I tend to stick with the state of Florida because of the amount of property deals that I have been able to find that are quite lucrative but also because I want my entire real estate empire to be somewhat centralized.

The reason I do not invest in California is because I have not been able to locate any highly profitable cash flow deals in my residential area in the last four years. Right now I'm in the process of working on several bank-owned foreclosure deals right here in Southern California. Otherwise it's very difficult to get profitable CAP rates in Southern California as opposed to going elsewhere in the country. After all, why settle for a paltry 3% to 5% cap rate in decent areas of Los Angeles when I can enjoy highly profitable cap rates of 10% and over in other areas of the country? From an investment standpoint it makes very little sense to cheat myself out of high cash flows just to be able to stay local to where I reside.

Remember, keep your eye on the end-goal. These properties are business deals. You need to focus on the bottom-line cash flow and nothing else when considering your apartment building property purchases!

I have partnership deals all over the country. However, because they are partnership deals where I have a portion of the ownership, I rely on experts including my partners to manage those out of state partnership property deals. I have especially had a lot of luck with partnership deals in the state of Texas, the Midwest, and in some parts of New England.

For the purposes of this book, I will not be recommending specific areas of the country because my recommendations vary sometimes monthly depending on the changes taking place in certain local or state economies. My best advice to you is to work on doing your own research by following the simple steps that I've laid out using LoopNet.com as a tool to begin the process of selecting your target location.\

You may want to narrow down your search to about 3 to 5 areas in the United States in which to invest and then select your single area after making other property assessments such as determining CAP rate, unit mixes, property classes, neighborhood quality, and average building occupancy rate.

Many of my students are naturally hesitant about purchasing properties that are not close by. They always tell me about how they want to see the property and are always concerned about jumping on an airplane because of time and financial factors.

You have to always remember that this is a business endeavor. Your concern when getting involved in a property deal is to make sure that it's a profitable property. This is the *only* reason why you're getting involved in this business. Many new students lose sight of this because they think that they have to go see the property, approve the color of the paint, check out the neighborhood, and many other things that are completely unnecessary before submitting an offer.

Whenever I have a panicked student on my hands insisting that they have to go out and see a property that is 3,000 miles away from them I always ask them what they think they're going to see when they get there.

I ask them if they're familiar with a local area there and the answer is usually no. I ask them if they are a licensed contractor in that state to be able to determine repairs that need to be done in the building to be code-compliant and the answer is usually no. I ask them if they are a licensed, a qualified termite inspector, and if they plan on getting on their hands and knees to poke around underneath the building. Of course, the answer is usually no. I ask them if they are a certified or licensed building inspector for that city or state and the answer is usually no. None of my students can ever give me a good answer as to why they'd have to go see the property before they submit the offer.

Many times students will tell me that they would get a feel for the area and to make sure that the building is in a decent neighborhood. I can tell you that there are certain parts of Los Angeles County that look seemingly normal during the day but after sunset it becomes one of the most dangerous parts of the country. This is why I don't recommend that you go to areas in the country that you do not know just to assume that if you do a drive-by you'll be an instant expert of the entire area because this won't be the case.

This is why real estate agents and brokers will become instrumental in your success in this business. Over time you will build up a trust and rapport with experts in certain areas of your investing interest that will be your eyes and ears in places

that you don't know very much about. As long as you remember the whole reason as to why you are doing this and keep your eye on the prize which is the cash flow, then you won't be able to fall into a bad property deal trap no matter where you are investing in the United States.

I know that some of the other real estate gurus out there would disagree with me. I was flipping through a book on apartment building investing written by some chap who churns out real estate investment books every year or so.

He droned on about how "gurus" (like me) suggest buying in other parts of the country but frowns on that concept because you can lose control of the management part of the property. There was even a section specifically for those who live in California (where cash flow deals are far and few between) where he suggested to forget investing elsewhere and keep looking under every rock for a profitable California deal. This notion is ridiculous. Most beginning investors who don't have 20% to 25% cash down cannot find a cash flow property in California so this means that they have to hang up their investing career until they move out of state.

Please don't ever feel intimidated about investing in areas of the country that are far away from you or that you don't know much about. As long as you understand the entire point of this business, which is the *cash flow*, then it will be very difficult for you to be bamboozled into a deal that will be a disaster, especially if you learn an area well. I'll talk about how you can control a property from afar with specific streamlined management strategies.

If going far away from home bothers you to the point where you are paralyzed to begin searching for properties then start in your own backyard. Your initial search with an online MLS system like LoopNet.com will quickly help you determine if your hometown is a lucrative place to begin.

If many of the properties you are looking at have a CAP rate of 9% or below then you won't be able to get the deals to cash flow unless you plan on putting up a sizable 25% or higher cash down payment. Only initial research will guide you to a lucrative area. Move out slowly from your own backyard until you hit on a city that has cash flow potential.

It's okay if you can only find properties out of state. Don't worry about management and other things. Many times you can purchase a property without ever physically visiting it. After all, what are the benefits of seeing the property? If you aren't a licensed and experienced property inspector for commercial properties, how are you going to determine if the property is "good" or not from a structural standpoint? If you are not from the area, how can you possibly determine if the neighborhood is "good" or not? You will have to rely on local experts like property inspectors and real estate agents to be your "eyes and ears" for your out of state property deals because even if you visited the site, do you really know what you are looking at? Probably not! It would end up being a waste of a plane fare.

When you finally hit on a "hot" area with CAP rates over 9%, occupancy levels over 85% (as a trend), and preferably in larger cities (not necessarily super large cities but you don't want towns with only 2,000 residents either) then you got a "live" one. You begin to "work" the area by looking at listings and finding deals.

Your next step is to put together your letter campaign and, at the same time, start looking through the listings posted on commercial MLS sites like LoopNet. Begin contacting real estate agents via email associated with the online listings.

You need to start "working the numbers" in your CFE (cash flow evaluator) that you can get for free at www.MonicaMain.com/CFE. It's an Excel spreadsheet that helps you determine your cash flow on any given deal.

Looking for Properties: 7 Powerful Pipelines!

1. **Multiple Listing Service (MLS):** Look for properties online!
2. **Auction Houses:** Very easy to identify that there's value. You have to pay right away in 7 days. *Have money lined up in advance.*
3. **Attorneys:** Real estate, bankruptcy, probate, divorce, tax
4. **Title & Escrow Companies:** Some of these entities will sell you listings of apartment building owners with addresses!
5. **Commercial Realtors**

- a. Distressed properties
 - b. Vacant properties
6. **Courthouse / Internet:** Contact your county seat for local website. Transfer info, etc. all online.
 7. **Letter Campaigns** (looking for people to owner finance, target owners with buildings of 15 years, public record, length of ownership, etc. Tax benefits are gone after 15 years.) Can get 5% to get deals with.
 8. **Ads in Specific Apartment Magazines:** In southern California we have an Apartment Owners Association (AOA) that has a magazine. There is probably an association like this one in your area. Find it by typing in “apartment association, [YOUR COUNTY or STATE]” and see what comes up.
 9. **Properties with Unpaid Taxes!**

I have use all of these resources to help me find profitable properties.

Let's start with...

Multiple Listing Services (MLS)

The largest online MLS is **LoopNet.com**. There are others such as **CoStar.com** and **CIMLS.com** but each of them pull from the same database of listings. Therefore, you won't really find anything on another site that isn't listed with LoopNet.com because they are all linked into to the same main database system.

When starting your online MLS search, one of the first things you'll be looking at is something called a capitalization rate or CAP rate for short. When searching through your LoopNet.com listings, be aware of the listed CAP rate. You may even want to filter your search so that the highest cap rate shows up at the top. Please understand that the CAP rate can only assist you so far. It's actually somewhat of a frivolous number because it's based off of what the seller or listing agent assumes you're going to be putting down for the cash down payment.

Let me explain a little bit about what the CAP rate really means. A CAP rate is established by a simple mathematical equation to define the current property value. It is a simple ratio between the purchase price and the annual net operating income.

You have to be careful when you are starting the process of getting numbers from sellers or listing agents because sometimes they will offer what's called a *pro forma* (or future potential) instead of actual numbers. What bothers me about the listed CAP rates in commercial MLS listings is that many times it's based off of a pro forma number. You don't want to use pro forma numbers when doing your calculations.

Instead you need to use actual numbers in order to get an accurate assessment of the property's cash flow.

In order to be able to reasonably make a no-cash-down type of deal work, you have to be looking at CAP rates that are above 9%. If you start the process of looking at properties that have CAP rates below 8% then you will not be able to make those properties cash flow unless you plan on putting down at least 20 to 25% cash.

When doing your initial research on any specific area in the United States you can be reasonably assured that you find quite a few cash flow deals in any area that has a lot of properties with cap rates that exceeds 9%. If you start the process of doing research in an area where the majority of the cap rates are 7% and below then you are going to have to move onto a different area in the country.

Doing this research using LoopNet.com as a tool is quick and easy to do. Remember you should not be afraid of acquiring property in another county or a different state than where you live because there are streamlined methods of managing your property from afar that I will discuss in detail later.

To quickly recap on the initial process of getting started locating cash flow properties you are going to be using LoopNet.com as an online tool to establish whether or not CAP rates are high enough in your local area. If you establish that the CAP rates are high enough, then you are to start your investment career. If you've not been able to find cap rates

above 9% in your local area, then you need to quickly move on into your surrounding counties or even the next state over until you find several properties with CAP rates over 9%.

In order to make any no down payment property deal profitable you have to understand the CAP rate is going to have to be above and beyond 10%. You are going to make this happen by dropping the asking price. Many times students call me on the phone highly concerned about how they're to be able to make a property cash flow. They don't understand how you could possibly make a property cash flow at the current asking price. They don't understand that every single time a seller will list the property at a certain price everyone always expects that someone will come in with an offer that is lower than the asking price.

On average expect to drop the asking price a minimum of 10 to 15%. This should be a rule of thumb the majority of the time when you are making offers on property deals. Never offer a property seller their asking price unless they are giving you a lot of incentives including either 100% or partial owner financing.

The other thing to remember is that you're going to be looking for property deals that are between \$250,000 and \$2 million. It's very difficult to get a commercial property funded by a commercial lending source if the property is below \$1 million unless you're willing to take something called a *recourse loan*. (This is a loan that you are personally liable for and also shows up on your personal credit, limiting the amount of property you'll be able to buy to 5 to 8 properties before you "hit a wall.") While the personal liability/responsibility should not be an issue (because you don't plan on foreclosing, right?), it makes it harder to continue on as a real estate investor after you purchase so many properties due to the hit you take on your debt-to-income ratio on your personal credit reports.

By the way, make sure that the actual loan amount being funded is over \$1 million. This means that if the property itself has an asking price of \$1 million then most conventional lenders will only be funding 75% LTV or \$750,000. Obviously this does not fulfill the requirement of the property being funded over \$1 million. Therefore you might want to start looking for properties that are least \$1.5 million to be sure that the actual portion that's being funded is at least \$1 million.

It is very difficult to get a commercial property funded that is over the \$3 million mark unless you have a wide variety of other properties in an investment portfolio and a management resume to show a lender or bank. This is why you're going to be looking for properties that are between \$250,000 and \$2 million until you build up an investment portfolio and management resume.

Auction Houses

Sign up on a list! These auction houses can send you free information about their upcoming auctions including a listing of houses (addresses included) that are going up on the auction block. They usually have the starting bid listed as well.

In this market today I generally don't recommend going to an auction because there are an overabundance of both bank-owned foreclosures (REOs) and listed properties available for negotiation that it's almost a waste of time to compete for any property with other investors.

Auctions are great when the economy is booming and good deals are far and few between but that doesn't really apply in today's economy. In addition, you do need to have funding set up in advance for your property deal in the event that you win an auction bid or you have to have 100% cash ready.

Real Estate Attorneys

These people can be an incredible resource for deals floating around out there. They see a lot of contracts (usually) and know the players in the real estate game.

Title & Escrow Companies

Some will sell you names. You will have to do an Internet search to see which title and escrow companies offer these lists for sale.

Commercial Realtors

The great thing about real estate agents is that, now, most of them are “starving” and will do anything to get a commission on a deal, even creative financing. They have access to the commercial multiple listing service (MLS) and can get you all of the info you need on any property you are interested in.

A good real estate agent is worth her weight in gold. They have access to the MLS and can constantly stay on the lookout for deals, even before they hit the MLS. This can give you an advantage.

The hard part is finding a great real estate agent. You’re going to find yourself blowing through quite a few before you find a good one worth hanging onto. I’m lucky to work with a lady named Anne. She’s my Realtor and the best one I’ve ever had. She is super creative with financing too. The more deals I make, the more she makes so she really hustles for me. You need to find your Anne as soon as possible.

By the way, if you end up doing a 100% owner financed deal with a property through an agent then you will have to negotiate with them on how you will be paying their commission. You can make payments over time or defer it until you get a conventional loan on the property and can potentially get cash back at closing.

If you are doing partial owner financing then the commission will be taken care of at the regular closing. Typically a commercial agent will take 3% of the asking price unless he or she also listed the property then they may get up to 6%. You can also ask for a "commission split" if you believe the agent will be getting way too much and would rather apply part of the commission to closing. Some agents will allow the split if their other option is that you won't be using them at all, thus they would receive \$0 in commission. The point is, like everything else in real estate, even an agent's commission is negotiable!

You can start your search for commercial real estate listings at **www.Loopnet.com**. I have found this to be a highly reliable source for commercial real estate listings, both for the purposes of finding ones for sale and for listing your commercial space for lease (with the exception of listing apartment rentals).

There are also other commercial listing sites, although not as large as LoopNet. You can do research for property listings through **www.CityFeet.com**, **www.CIMLS.com**, and **www.CoStar.com** (now owned by Loopnet.com) to name a few. However, as mentioned before, all of these sites pull from the same main database so you should select your site based on how comfortable you feel with using their online platform and whichever is the most user friendly for you.

Once you find yourself a buyer’s agent, they can get you something called “pocket listings” which are listings NOT yet available on the MLS. Once they build a relationship with you and after you purchase a property or two, you’ll be on their hot short list of investors they’ll reveal a new deal to, giving you first dibs on putting in an offer even before it hits the MLS! This is the best way to go.

Courthouses

Most of these records are online. Look for apartment buildings that have had the same owner for 27.5 years or longer. Their tax advantages for depreciating their property are over after 27.5 years (other than major improvements that are depreciated over a much longer time frame).

There is an easier way to do this research. There are companies who can offer these lists for you. Mailing lists companies offer databases of apartment building owners. The problem is that you won’t know how long they’ve owned the property for. However, that won’t matter to a motivated seller. Many of the people who are selling commercial property that I’ve encountered have had the property for between 5 and 8 years. If I wouldn’t have contacted them because they weren’t over 10 years, I would have missed a deal!

I’m too lazy to go to a courthouse. Truthfully I’ve never been to a courthouse and won’t ever go either. In addition to getting mailing lists, there are companies who can do legal searches for you to get this information. Who needs to go there

and waste several days when you can pay money and have it done by a professional within a matter of minutes? Always make good use of your time. Never waste time to save pennies when you're probably missing out on dollars in the long run.

I recommend using www.ProspectNow.com or www.PropertyInfo.com to find these commercial building owners. I recommend this service hands down if you are serious about finding commercial building owners quickly and painlessly.

Letters to Property Owners

This is my favorite. This has been the MOST EFFECTIVE way to get deals in commercial real estate. I'll explain how it's done in further detail a little later. You are going to be sending letters to the leads you get from the courthouse or from www.ProspectNow.com.

By the way, if you call this service and mention my name "Monica Main" or use the key code "MM" then you'll get a special deal!

Classified Ads

Placing classified ads can help you find property owners who want to get rid of their properties. You can place ads under "Properties Wanted." Although I've found deals this way, it's sort of like finding a needle in a haystack. I don't like placing classified ads and don't do it anymore. However, it is still an effective deal. Just expect to place a lot of ads to find one deal every few months.

By the way, classified ads work VERY WELL for deals with residential properties. I just don't like it for commercial.

I've also used space ads in magazines such as the Apartment Owners Association (AOA) in southern California. There are probably magazines like this in your local area. You can research this on the internet by plugging in "apartment owner association [your state]" or "apartment owner magazine [your county]" in a search engine like Google.com.

Properties with Unpaid Taxes

There are auctions on properties that were repossessed because of unpaid property taxes. Many of these properties need lots of work structurally and cosmetically because many of the property owners let them go.

The government usually takes these properties and auctions them off for the value of the taxes owed. Anything above and beyond the amount owed is pure gravy to them. You can get incredible deals on these properties.

There are all kinds of auction types to get both residential and commercial properties. If you are into the auction scene, this is a perfect opportunity for you. You can also use brokers and banks because they can let you in on deals that fell through (so you can pick them up).

Using these techniques is perhaps the easiest way to make money in real estate. A little later I will discuss making money other ways in real estate as in foreclosures and "flipping." For now we'll solely focus on the "rent-to-own" structure of investing.

Another Way to Get Properties: Foreclosure Notices

There are databases that offer information on pre-foreclosures and foreclosures. There are many commercial properties that end up in foreclosure due to bad management, a death in the family that lands the property in the wrong hands, or a disintegrating building that the property owner refuses to put money into and, in turn, loses tenants which disallows him to make the mortgage.

There are online resources to look up foreclosures for a monthly fee. Remember, you won't be the only one looking at these listings so you better have an offer for the property owner that he won't be able to refuse.

In this market there are a lot of apartment buildings going into foreclosure, usually due to getting in a bad loan such as an adjustable ARM whereas they may have been in cash flow at the beginning until their mortgage payment doubled or tripled. So, you could negotiate directly with the banks in order to get an apartment building that's been foreclosed on.

And now you know all the ways to find property deals!

Point #4: Run Your Numbers to Find Your Cash Flow

As mentioned before, one of the very first things you need to do when starting this process is to begin looking at properties in a selected city/state. You can do this by using www.Loopnet.com or other commercial listing sites. You can quickly determine whether the area is "good" or not by glancing over the listed CAP rates to see if they are on average 8% or higher. If you notice a trend of low CAP rates in a specific city/state (7% or below on most deals), QUICKLY MOVE ON to a different area!

However, if you've hit on an area with a healthy inventory and higher CAP rates, time to get to work on analyzing these deals to see if there is a potential cash flow for you.

I have something called my Cash Flow Evaluator (CFE) which is an Excel spreadsheet tool. You can get it for free on my website at www.MonicaMain.com/CFE. I even offer a free video tutorial at www.CFETutorial.com so you can understand how to use this amazing and exceptional cash flow tool. This is what you'll be using to assess the cash flow value of each viable and interesting property deal you find online to figure out if it's something you can make work...or not.

Most serious investors NEVER offer what the asking price is. So, for instance, if a property is listed for \$1.3 million, you won't actually offer that. You might offer \$1.1 million or an even \$1 million. Only idiots and inexperienced investors will – right off the bat – offer asking price. You must ALWAYS negotiate on investment properties of ANY kind. Why? Because sellers *automatically inflate* their property prices because they know that all business people (investors) in the world of real estate will ALWAYS put in an offer for less.

When working your numbers in the CFE, always deduct something off the asking price. It doesn't have to be a certain percentage per se but it can be what seems/feels right. If the purchase price isn't listed in the listing, just put \$1 million in the yellow CFE box (under "offer price") so the CFE can tell you what you SHOULD offer (under the Asking Price Finder tab at the bottom of the spreadsheet).

Again, my CFE Video Tutorial will explain all of this and more to you.

You cannot and should not proceed with any offer on a property UNTIL you run your numbers. NO EXCEPTIONS!

If the numbers don't work out, don't buy the property. There is a software Excel spreadsheet (Cash Flow Evaluator or "CFE") program **included** in your course materials that will help you calculate the profit/loss of each property. Your debt coverage ratio should be a minimum of 1.45 or higher. (Some lenders will allow as little as 1.20 for a DCR.) This is a ratio used by the bank to cover your borrowed debt per \$1 you receive in gross revenues. So, the 1.45 DCR means that you receive \$1.45 in gross revenues per \$1 you owe to the bank on the mortgage. Your cash flow on the property should cover each dollar borrowed by \$1.45+ and most lenders will require a minimum DCR of 1.25 or higher! Look for properties with a capitalization rate of 9% or higher (or properties that you can QUICKLY and CHEAPLY raise the cap rate to much more than the rate you purchased it at). And be very careful if you plan on walking into a negative cash flow REO (foreclosure) property. Make sure you know what you're doing (i.e. quickly rehabbing and/or bringing up occupancy rates) if you want to buy a negative cash flow property. Of course, this isn't recommended for the new investor to tackle his or her first time out.

NOTE: Many "newbie" investors automatically assume that they have to offer asking price on the property and they whine to me about how the properties they are looking at are all in a negative cash flow. **You will NEVER offer asking price.** In fact, when working your numbers on a new deal AUTOMATICALLY SHAVE 10% to 15% off the asking price before

doing anything! Never give them asking price and don't EVER think you have to give them asking price! You would negotiate down when purchasing your own home. Why would you believe purchasing an apartment building would be any different?

You won't jump on every property. That should go without saying. Not every property's numbers will work out. Not every property is worth the work, anxiety, liability, lack of cash flow, lack of equity, lack of opportunity, etc. You may find 1 decent workable property deal after weeding through 25 - 50 deals online. This is a numbers game. Don't let this get you down. You are looking for the gem in the rock pile.

Point #5: Structuring Financing

First off, let me tell you a couple of general rules of thumb to consider when looking at a property for both cash flow and gained equity purposes over the life of the ownership of the property deal.

If you can't make \$500,000 or more off the property within the "lifetime" of your ownership (which will be around 30 years), then the property isn't worth it. Move onto the next one. When I say "make" \$500,000, I mean PROFITS or CASH OUT equity. You may not make it on the cash flow but you SHOULD make it on the equity increase (or cash out) value of the property.

Never buy at high interest rates. (Not applicable in today's real estate market!) If you remember, back in the 80s, when the interest rates hit around 20% or more! Most people who bought at those rates lost their ass. Buy now while the rates are low then just coast on your cash flow during times of high interest rates. Don't worry. What goes up must (and always does) go down. You may have to wait 5 years or longer for that to happen. And that's completely okay!

Now that you understand a couple of my rules, I'm going to tell you a little bit about the financial structure of a property deal. You MUST know this BEFORE you can even present an offer because your sketched out financing ideal is going to be in this offer!

For a property to be considered "performing," it must be at or above what we call a "seasoned" occupancy of 85% or higher. "Seasoned" means that you have rent-paying tenants that are 3 months or longer in their unit. If the property you will be purchasing is performing then you can qualify for what we call a conventional commercial mortgage of an 80/20. This means 20% cash down and the bank will fund the 80% LTV (loan-to-value).

If your property is considered "under-performing" it means that the occupancy level is below that 85%. Conventional banks won't offer loans on an under-performing property so you'll have to use a specialty, hard money or bridge lender. This is just temporary until you can rehab (if required) and lease up the unit to the performing level and then you can refinance your property into more conventional terms with a conventional commercial lender. This type of loan is usually a 60/40. This means that you'll have to come up with a 40% cash down payment and the bank or lender will lend on the 60%. Again, this is set up as a temporary solution until you can refinance into a better loan after you lease up the empty units to make it a performing property.

And that's pretty much all you need to know when it comes to structuring the financing part. It comes down to just one question? Is the property performing...or not? It's really that easy to figure it out.

Now, you're biggest question right now is... ***"What if I don't have the 20% or 40% cash down for the deal?"*** I'm glad you asked. I actually have contacts and sources for you who can get you that money so that you don't have to scrounge around your couch cushions looking for the cash needed to close your first deal. More about all that at the very end of this report.

Point #6: Put in Your Offer and Negotiate the Deal

First of all, ALWAYS know your exit strategy BEFORE making your offer. What is your exit strategy? Keep it for 20 or more years then sell it? Buy it, fix it, then resell it in 5 years? Convert the property from apartments to condos then sell them one-by-one? Flatten the property and rebuild a shopping center there? Suck in cash flows until you pay off the

building and then sell it? Or keep it and pass it down to your kids? Know what your "exit" strategy is, even if there is no official exit in mind (in the event you want to keep the property forever. Just know what the overall "plan" is for your property before even drafting your first offer.

Once you know your exit strategy and how to structure the financing, you can now start pounding out an offer. I have a free LOI/Offer template (that my attorney students just love) because it's non-legally binding. If you'd like to download it for free, go to my website at www.MonicaMain.com/Offer. You'll see by this Microsoft Word template document that I'm giving to you that all you need to do is basically fill in the blanks and you can submit your offer.

However, if you find a buyer's agent to work on your behalf, he or she will submit the offer for you.

Remember, **NEVER** offer them full price, even if you think the property is worth that much money. Commercial property sellers *especially* will increase the price of their property above what they think they can realistically get for it only because they know that they're dealing with serious and, in some cases, professional investors who will ultimately purchase their property. If you offer what they're asking, not only will you look like an inexperienced joker but you'll be getting ripped off by over-paying on the deal.

Now, this is when things will get interesting. What most newbies in this business don't realize is that counter-offers don't happen like they usually do when negotiating on residential property deals like, say, when you purchase your own home, for example. Typically your agent will submit an offer and will receive a reject OR a counter-offer from the other agent. This is not the case generally with commercial properties.

Counter-offers come in a variety of ways, shapes, and forms. I've had agents scribble on my offer of what the seller wanted changed and they'd either fax or scan and email it back. Many times they'll just send an email listing what needs to be changed and, in some cases, they'll call to discuss it with you. Be prepared to stick to your guns and not budge if you can't due to the cash flow not being worth it if they insist you need to purchase the property at a higher price. This is why it's fantastic for you to have your own buyer's agent involved so that this person can be your liaison in the deal, making sure you don't get screwed on either offer and contract legalese or by paying too much for the property deal.

Point #7: Going to "Contracts" (and Into Escrow)

When both parties (buyer and seller) agree on everything, the listing agent will generally draft up the Purchase Agreement Contract. This is what we call in the business "going to contracts."

A contract is a comprehensively fleshed out version of your hashed out offer. Since the listing agent (who represents the buyer in the transaction) is going to be biased, it's best to either have your own buyer's agent look at the contract with a fine-toothed comb or have a real estate attorney look at it.

Everything you want (and don't want) needs to be in this contract because – with a few addendum exceptions here and there – you really can't go back and redo things in the contract unless there's a damn good reason.

A good buyer's agent will be able to ensure that you get everything you need and want for or with the property deal. After all, it's easy to miss some basic things. For example, if there is a tool and landscaping shed on the property – because a shed is considered a temporary non-permitted structure – the seller could take the shed and all the contents in it if you didn't specify in the contract that these things are to remain on the property. So, these are mandatory things to watch out for. In my system – *Apartment Riches Cash Flow System* – I go over the 5 MUST HAVE clauses you absolutely have to have in every contract before purchasing ANY real estate anywhere. (For more information on this system, visit www.ApartmentRiches.com.)

Point #8: Due Diligence and Closing

First of all, what is due diligence? What does it mean? Due diligence is all the stuff you MUST do while the property is in escrow and before it closes.

The most important element, for me, is to see the REAL numbers on the property. This is the VERY FIRST thing you should do right when you get into escrow. What you need to do this part of the due diligence is this: (1) Income/expenses for the last 3 fiscal years, (2) Current occupancy percentage, (3) Gross operating income (GOI) for the last 3 fiscal years, (4) Rent roll for the past 12 months, (5) Tax returns on the property for the past 3 years, (6) Bank statements for the property's business bank account for the past 12 months, and (3) All paid-out invoices (including utilities, repairs, etc.) for the property for the past 12 months. This way you can do your own analysis on the property deal in the event that you cannot find a qualified CPA to do this little due diligence audit for you. (It's very difficult, after all, to find a really good CPA between the months of mid-January and mid-April.)

This is all you need to run a basic property analyses to get the REAL "actual" cash flow. You don't need to worry about getting doing anything else for due diligence at this stage in the game until all of the numbers check out. Give yourself about 14 days to do this analysis. The moment the seller starts dragging his or her feet on getting the numbers to you means that there is probably something wrong with what they claimed the numbers to be. This is when you threaten to cancel the contract due to non-compliance by the seller to provide the financial "docs" as agreed in the contract. (Make sure you have a VERY STRICT deadline on this financial packet in your contract. You can specify 14 calendar days or 10 business days, whichever you prefer.)

Note: Real estate agents like to give out "proforma" numbers. You **DO NOT** want proforma numbers. You want "actuals" or actual numbers based off of what actually happened in the last fiscal year for the property. A set of "proforma" numbers are basically "what if" numbers...What if the occupancy was 95% instead of 85%? Then rental income (GOI) *would* be \$X. What if rents were \$600 instead of \$550? Then rental income *would* be \$X. What if...? As you can tell "what if" proforma numbers are WORTHLESS because it doesn't reflect the REALITY of what is going on. Get "actuals" and tell them you don't want "proforma" numbers!

Getting an appraisal is another part of due diligence. For commercial property the bank will ALWAYS order the appraisal so this isn't something you need to worry about. I generally rush the financial part first. I do this because I don't want the bank to order an appraisal (that I'll have to pay for) if the financial records are not supporting the cash flow that the seller stated when you put it under contract. To be safe, though, you can ask for a "seller concession" for the seller to pay in part or in whole all of the appraisal fees and/or building inspections. You can also put in a clause into the contract that states if the seller has been untruthful with the numbers on the property, he or she will reimburse you for all of the due diligence money you're out as a result for getting the property ready to close, especially if you have to fall out of escrow due to these untruths on their part.

Building inspections are exact what they imply. For your own sense of security, you'll want the property inspected by a competent building inspector who can go through the property and give you a thorough report of everything that needs to be fixed or updated. This is when you can use that trusty addendum in your contract: in the event that your building inspector and/or your contractor find anything wrong with the property while it's in escrow, you can start laying out the demands to the seller to fix the problems/issues OR to give you money back at closing so you can fix these problems yourself after you close escrow. This is what we call getting a buyer's repair credit. This is cash back at closing so you can use those funds to make the repairs and upgrades to the property that the seller refused to do during escrow.

Point #9: Rehab/Lease-Up (When Needed) and Management for the Lifetime of the Investment

Always self-manage underperforming properties until they become performing properties THEN put them under outside property management OR implement your own on-site property manager. Never put underperforming properties under property management because they will NOT put in the work of doing the maintenance (hiring outside companies, not doing it yourself), raising the rents, renting ("curing") vacancies, etc.

So, how do you rehab if you've never done that? You can act as your own general contractor as long as you understand the order in which rehab works. First there's demo then plumbing and electrical...and then there's the finishing stuff like sheet rock, counters, fixtures, paint, and flooring. Acting as your own general contractor and only hiring sub-contractors will save you A LOT of money on this work.

Then you lease your property up, ideally using a residential real estate agent for all of this! Pretty easy, isn't it?

"How I Went from FLAT BROKE – Living in a Motel Room in Dallas – to Acquiring \$18 Million in Real Estate in LESS Than 2 Years...And I'm Convinced That ANYONE Can Do This Once They Understand a Very Simple Step-by-Step System!"

Meet Stephen Scott!

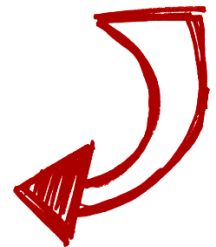
He Went From Living in a Motel Room to Acquiring \$18 Million in Real Estate in Only 21 Months Using My System!



Look At Him Now!



Stephen Scott
Real Estate Millionaire



Stephen is one of our most successful Real Estate students!

Multi-Millionaire Kevin O'Leary with Stephen Scott, Real Estate Millionaire

Stephen Scott started out broke, living in a hotel room, when he decided to change his life. It all started with getting the Monica Main original Apartment Building Cash Flow System only a few years ago. He was able to go from absolutely nothing to becoming a real state millionaire with Monica's simple step-by-step real estate strategies that ANYONE can use to achieve financial wealth with real estate!

IMPORTANT NOTE: If you've been struggling to start or grow a real estate business, this may be the most important letter you ever read...

YES! You **CAN** Get Rich in Real Estate...

- WITHOUT good credit,
- WITHOUT any money down, and
- WITHOUT any real estate experience!

Turn the page...this will blow your mind!



Give Me a Few Minutes of Your Time and I'll Show You **EXACTLY** How You Can Get Started as a Cash Flowing Real Estate Investor with Monthly Cash Flows of \$10,000 to \$100,000 or More with a Simple Secret Strategy!

From the Desk of Monica Main
Real Estate Wealth Expert
Monday -- 11:48 a.m.

Dear Future Real Estate Tycoon,

How are you? My name is Monica Main and I'm a self-confessed business opportunity junkie. If you've seen it on late night TV, I have it! Any "system" - from Ron Legrand, John Beck, Carleton Sheets, John T. Reed, Russ Whitney, Robert Allen - I HAVE! I even bought Carleton Sheets' course TWICE! (I couldn't go without the "new and improved" version.) I even have Dave del Dotto's and Tommy Wu's courses from way back when. (Do you remember those two?)

Did any of these get-rich-quick "systems" really work? Yes and no. Some gave me good ideas but NONE were "complete" from start to finish. I had to "cut and paste" from each system to get 70% of what I needed to become successful in real estate. Unfortunately, the other 30% was missing! Then, even worse, I had to "throw out" the 70% I learned and start over from scratch.

Yes, I wanted more than anything to make tons of money with real estate. I knew that owning real estate was the most **PROFITABLE** way to make money because **real estate will never go away and it will ALWAYS keep going up in value**. I don't care how "soft" the market is now. Twenty from now property will be AT LEAST DOUBLE what it is now. Also, every multi-millionaire, no matter how they made their millions (or billions), owns **LOTS OF REAL ESTATE!**

Check out these latest deals I've personally done:

35-Unit Building in Tampa, FL	\$7,133 Per Month!
18-Unit Building in Richmond, VA	\$3,938 Per Month!
48-Unit Building in Dayton, OH	\$11,754 Per Month!
63-Unit Building in Pensacola, FL	\$8,361 Per Month!
14-Unit Building in Waco, TX	\$1,912 Per Month!

That's a monthly cash flow of \$33,098! AND ANYONE CAN DO THIS!

WARNING: CARLETON SHEETS, RON LEGRAND, ROBERT ALLEN ARE NOT TELLING YOU EVERYTHING!

Do you think I'm being too bold? You tell me! Is it considered a LIE if someone **OMITS THE ESSENTIAL ELEMENTS OF THE TRUTH?** Yes, you can become successful in real estate ID you have excellent personal credit, 20% to 25% cash down, property owners who will sell **BELOW** market value, living in a city/state where good deals are abundant (and NOT in California or New York), and a best friend heading up the loan department at a local bank. Right?

Keep reading...

And they are leaving out the fact that they DON'T invest in real estate themselves (but just make money selling courses, seminars, DVDs, and CDs to you, or shall I say, *ripping you off?*).

But MOST IMPORTANTLY, they are NOT TELLING YOU EVERYTHING about the "how" and "what" of buying real estate. Yes, you have to know HOW to invest and in WHICH TYPE OF PROPERTIES to invest in.

Here's a hint: The money is NOT in "residential" real estate (which is why I had to "throw out" that 70% of "guru" real estate knowledge I acquired - because it's ALL about *residential* real estate investing).

THE "NO MONEY DOWN" DEAL IS A SCAM!

Am I contradicting myself? After all, didn't I just promise that you can get real estate with "no cash and no credit"? Yes, I did. **And I mean it!** When I say "no money down" I'm referring to none of *your own money* (and using other people's money or OPM, and I'll show you where to get it!)

Yes, you CAN do traditional no money down deals. You can negotiate with an owner to do owner financing and actually get a property with NO MONEY of your own or borrowed from others or get a 100% loan. One of my most successful real estate courses called the *Real Estate Cash Flow System* taught people how to get properties with NO MONEY through lease-option owner financing. My course created a lot of very successful real estate investors.

One of the main elements of that course had to be changed because of the new market. It was the "no money down" aspect. What changed? **The market changed!** It became impossible to do lease-options or getting 100% mortgage financing without being "upside down" on the mortgage vs. rent on single-family residences. What do I mean by this? If you purchase a home with no money down, your mortgage payments will be higher than what you can reasonably charge for monthly rent.

I was watching some DVDs by a real estate "guru" about two months ago (to see what my competition is up to). His course sales materials boast that you can get into real estate with NO MONEY DOWN. In his videos, he proceeds to explain that you can get the owner to "take back" some or the entire mortgage. *That's great!*

Then he says that you should get a lease-option for a year or more. You have to entice the seller by offering a \$10,000+ lease option fee (called *earnest money*). Tell me if I'm wrong but, isn't that "money down"? How is that a "no money down" deal when you have to pay for the lease option contract? And where do you get that kind of money if you don't have it? You use one of my many highly effective no-cash-no-credit strategies. That's what you do!

WHAT I'M ABOUT TO SHARE WITH YOU IN THIS TOP SECRET REPORT IS MORE THAN MOST "GURUS" WILL SHARE IN THEIR ENTIRE SYSTEM!

And You're About to Get This Information FOR FREE!

NOTE: If you're tired of the same rehashed, fluffed out, watered down lies about real estate written over and over again, keep reading. The stuff I'm about to share with you will BLOW YOU AWAY! You will be so SHOCKED, AMAZED, and EXCITED that you definitely won't be getting any sleep tonight or for the rest of the week for that matter.

REAL ESTATE IS THE ONLY WAY TO GO FROM \$0 TO RICH IN THE SHORTEST AMOUNT OF TIME!

Real estate is *still* the BEST way to go to make quick money, create a long-term cash flow, and to build a strong and stable foundation of financial security to last a lifetime. I've always known that it is the best way to make money starting from nothing. I have recently seen two people in my life go

Turn the page...

from NOTHING (and I mean FLAT BROKE, living in their car) to multi-millionaires many times over with real estate. And within only 12 to 18 months! AND YOU CAN TOO! Anyone can!

I didn't want to just have merely enough money above and beyond my bills. *I wanted to be obscenely, extremely, outrageously RICH! I wanted money POURING out of my pockets and diamonds DRIPPING off my body.* I wanted the *best of the best* and I was convinced, beyond a shadow of a doubt, that real estate was one of the ONLY vehicles that could take someone with NO MONEY, NO CREDIT, and NO EXPERIENCE to **VERY WEALTHY** within the SHORTEST amount of time.

Yes, there are other ways to make money like starting a huge company (takes start-up capital and time) or hitting it big in stocks (takes start-up capital and a learning curve to know what you are doing, and it's VERY stressful to trade). With real estate, you can get started with NOTHING. No experience, no licenses, no money, no skill, no mover-and-shaker attitude, no business acumen but only a drive to succeed.

The nice part about real estate is that it will ALWAYS be around. People will always need food, clothing, and *shelter*. Even if the whole world falls apart, people will always need a place to live. Even cavemen lived in...well, caves. That was the first form of real estate.

IT'S NOT JUST ANY KIND OF REAL ESTATE INVESTING THAT CAN MAKE YOU FILTHY RICH!

What's amazing is that after the amount of years that I've been studying, investing, acquiring, and selling properties, I discovered two things:

(1) The big money in real estate is NOT in single-family residential properties. Flipping properties can make you some money but there's too much competition in that field right now and in certain states it's illegal.

(2) You make money BUYING and KEEPING properties, not buying and selling properties. **It's the *monthly cash flow* that makes you rich!**

And how did I come to this conclusion? After too many years of trial and error, trying to work with the *bogus* information I was given (by "gurus"), a light bulb finally went on in my brain. I would love to take 100% of the credit of finally "discovering" this revolutionary real estate investing secret but I can't.

I met this guy, Dr. Raj, through a business deal and we somehow got around to the subject of real estate. He told me that he had several apartment buildings that were making a huge monthly cash flow. *And that he was about to retire!* He was so excited about his real estate that he ended up sitting me down in his office for hours and telling me everything he knew to help me get started. He also said that he wished he didn't start so late with real estate because he could have been retired by then...and that's why he wanted to pass on his secrets of real estate, *so I could retire young!*

My *only* problem was that all my money was tied up in my business so I had NOMONEY to put down on a property. The other problem is that I had the world's WORST credit because of a bankruptcy I had from debts incurred in my previous marriage. Dr. Raj *insisted* that I could get several properties with NO CASH and NO CREDIT.

And he told me exactly how. But first he told me about...

THE REAL ESTATE GURUS' DIRTY LITTLE SECRET REVEALED: YOU CAN'T MAKE MONEY "FLIPPING" WHEN HOUSING PRICES ARE SO HIGH AND YOU CAN'T MAKE MONEY RENTING HOUSES BECAUSE THE MORTGAGES ARE TOO HIGH!

Ask anyone who became a serious student and investor from any of those late-night infomercial guys' courses and systems and they'll ALL tell you the same HORROR STORY! And the story usually goes something like this: *"I bought a bunch of SFRs (single-family residences) based on [FILL IN THE BLANK]'s system and everything was going okay for a while until the recession hit.*

** This story is More Common Than You Think!* 

A lot of my tenants lost their jobs, stopped paying me rent, and I was on the hook for all of those mortgages all at once! I couldn't pay them so all my rental houses went into foreclosure. My credit is ruined and I'm worse off now than when I started!"

SINGLE-FAMILY VS. MULTI-TENANT (RESIDENTIAL) COMMERCIAL REAL ESTATE: GETTING "RESIDENTIAL" MULTI-UNIT PROPERTIES!

All the real estate gurus out there sell courses on single-family homes. *None of them talk about investing in residential-commercial properties (apartment buildings of 5 or more units).* So, all of their gung-ho students run out to buy single-family homes after their last rah-rah real estate seminar. DROVES of these people are trying to latch onto single-family properties. That makes the competition IMPOSSIBLE.

There is NO competition in buying multi-residential properties (except with me) and this leaves the field WIDE OPEN for you. I just don't understand why no one has discovered this secret! (I think it's because people think it's too hard or expensive to get multi-unit properties.) There's MORE MONEY in apartment buildings, PLUS.

You're not dealing with *Paycheck Charlie* and *Sally Housewife* as you would with residential properties. Residential home owners are inexperienced, picky, flaky, and sometimes difficult to deal with. They usually want much more than their home is worth and don't understand the basic concept of economics called "supply and demand."

It's much easier to deal with multi-unit property owners because they are business people and know that your numbers have to work as much as theirs do. They know business. They know real estate. And they know what their goal is long-term whether it's to buy, sell, or hang onto their property. When they want to sell, you don't have to worry about dealing with a flake (most of the time) who changes his mind about the deal every five minutes.

HOW IS A MULTI-UNIT RESIDENTIAL PROPERTY DIFFERENT THAN A MULTI-UNIT COMMERCIAL PROPERTY? AREN'T THEY THE SAME?

Properties of 4 units and under are considered "residential" in terms of acquiring a mortgage. However, even though they are classified as "residential," they still hold "multiple" units for multiple tenants, thus making it a "multi-unit residential" property.

A multi-unit residential *commercial* property is an apartment building of 5 or more units. It's much more difficult to get started with apartment buildings because of the commercial loan needed to close the deal. Although, I even have a secret method of getting apartment buildings with NO CASH and NO CREDIT!

With a building of 4 units or less, you get a regular residential loan making it easy to close a deal within 30 days! Plus, you can EASILY do no-money-down deals with regular mortgage lenders without a second thought.

The other upside is that you can cover your mortgage, charge a monthly rent to cover your mortgage and costs, AND pocket a nice profit each month! All starting with NO MONEY and NO CREDIT of your own!

BECOMING AN APARTMENT BUILDING MILLIONAIRE IS NOT ONLY POSSIBLE...IT'S HIGHLY PROBABLE IF YOU FOLLOW MY EXACT STEP-BY-STEP BLUEPRINT!

There really IS a secret to getting certain properties with NO CASH and NO CREDIT.

There are three methods to pull this off. (1) Short-term lease-option: You can lease the property from the owner for 36 months while collecting all of the rent then you'll purchase the property in 36 months, or; (2) Seller financing: You offer to buy the property from the seller while he finances

I'm About to Share This Secret With You RIGHT NOW! Keep reading...

all or part of it and you get to collect all of the rent money since you own it on paper, or; (3) Get bank/lender financing. (Yes, this is possible even with no money and bad credit!)

The single-family residential market is NOT the way to go. Creative financing almost never works UNLESS you can make a deal where the mortgage is LESS than the going rental rate (which is RARE since so many people are up to their eyeballs in debt on their properties). Plus I already explained earlier why getting these properties is a bad idea!

You can ALWAYS make money with apartment buildings and the MORE UNITS you buy in one building the MORE MONEY you will make. Apartment buildings are difficult to sell in ANY MARKET, especially this one right now! So, that makes the opportunity for deals even better than before!

And why would an apartment building owner want to sell a money-making property? They get sick of the hassle, the mismanagement, or maybe they just want to get rid of it for the money. Many times apartment building owners don't manage their property right (and lose money) or try to manage the property themselves (without using a property management service so they can save a few pennies) or are just too stupid to figure out how to knock off expenses while raising rents.

This is a VERY LUCRATIVE way to get started with NO CASH and NO CREDIT! It's very easy to get an apartment building owner to seller finance for a short time until you qualify for a commercial loan. In the meantime, YOU are receiving the cash flow on the property! Think about it: What apartment building owner wouldn't trade the hassle of him managing his apartment building for a STRESS-FREE MONTHLY CASH FLOW for doing NOTHING?

WARNING:

The real estate "gurus" out there will NOT tell you the REAL DEAL in how to make big money in real estate because, in reality, their "systems" don't work. Those courses that they are selling are for them to MAKE MONEY and NOT to make you rich! These "gurus" MAY OR MAY NOT know the secrets to making money in real estate but, *even if they do*, they'll NEVER TELL YOU THE REAL SYSTEM TO REAL ESTATE INVESTING! Why would they tell you the REAL SECRETS when telling you won't help them get any richer in real estate? They're too busy getting rich selling *you* a pile of books and videos and \$5,000 seminars. That's how *they're* getting rich! NOT in real estate!

"Got a \$8,346 Monthly Cash Flow in My First 100 Days!"

Rich Levine
California



Invests in Property
in Atlanta, Georgia

"I'm an average guy with average intelligence and yet I was able to secure a monthly cash flow of \$8,346 in under 100 days with no money down and without using my own personal credit. If I can do this, anyone can! If you're going to do this, learn everything you can from Monica. She's the very best at what she does, hands down, and she can help you become as successful in real estate as you want to be!"

LEGAL NOTICE: The income statements, testimonials, and examples in this report are exceptional results, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her desire, dedication, background, the marketplace, their effort and motivation to work and follow the program. There is no guarantee you will duplicate any of the results stated here. You must recognize any business endeavor has inherent risk for loss of capital.

Continued on the Next Page...

A SECRET LETTER THAT IS GUARANTEED TO GET YOU A DEAL A WEEK!

I don't like calling people or manipulating listed sellers into some seller-finance/lease-option deal against their will when there's a better way. I created a letter that I use to get property owners to *CALL ME* for the deal. And this letter works like you wouldn't believe. Out of 100 apartment building owners, I usually get 8 to 10 owners *calling me*. That's an 8 - 10% response!

And what would you say if I told you that I would give you this exact letter for you to use to get deals? *Too good to be true?*

AND THERE'S ONE MORE MIND-BLOWING SECRET...HOW TO GET THE LIST OF APARTMENT BUILDING OWNERS WITH THEIR ADDRESSES!

Most people getting started have NO IDEA where to get a listing of apartment building owners or how to contact them. I actually have TWO new secrets of getting this information and you'll have MORE contact information and MORE deals than you could ever want at any given time.

I've found that when most people are getting started in real estate for the first time, they have no idea how to contact people in order to get the ball rolling. I've just filled in that gap by providing a step-by-step plan on how to get these people's addresses with the simple click of your mouse and by using ONE OTHER METHOD that NO OTHER INVESTORS (except me) are using right now!

I'll be sharing both of these phenomenal secret techniques with you so you can start getting your deals on track the moment you get my course.

But why just do seller financing? Why not get a "real" mortgage right away? What? You need a down payment? Read this...

THE SYSTEM THAT CAN MAKE YOU EXTREMELY WEALTHY: THE ULTIMATE REAL ESTATE CASH FLOW SECRET!

There are two ways you can begin your wealth-building processes:

(1) Start with multi-unit apartment buildings (5 units or more) right off the bat and do owner financing for 1 year or more until you qualify for your own mortgage or use 100% bond funding for deals over \$ 1 million. This will allow you to get properties RIGHT AWAY, like the day you get my complete course!

Or, (2) Start with residential multi-unit buildings (4 units or less) and pay 100% cash using my special business credit resources for unsecured cash. Rehab the property, lease it up, and flip it to an investor looking for a turnkey property OR keep it for the monthly cash flow!

Depending on which method you choose, you KEEP GETTING MORE PROPERTIES. The key is getting and KEEPING the properties versus buying and selling. That's the whole secret to incredible cash flow wealth!

JUST GET THAT FIRST PROPERTY...AND YOU'LL HAVE IT MADE!

Unlike other real estate "guru" systems - where have you bust your ass getting "no down" deal after deal *forever* --with my system you just have to concentrate on getting that *very first apartment building*, doing a seller-finance or lease-option (or other creative financing options), and getting a "real" mortgage (with the simple and *proven* techniques that I give you), then you borrow some of the equity, get the next property, borrow off that property's equity, get the next property...and on and on and on. You can keep doing this until you get all the properties you want for the type of monthly cash flow you are looking for. All with NONE of your own money or credit!

Once you get a mortgage that first property, banks will be throwing money at your feet for all the properties you want to finance from there on out. OR, you can keep doing short-term or long-term seller-financing and lease-option deals forever. It's up to you! So, how is this done?

Here's the mind-blowing part. There's something now available called **100% LTV Bond Funding** where you can get 100% LTVs on your apartment building purchases provided that the deal is over \$1 million in purchase price. This means that you can get whole enchilada for financing without having to worry about where or how you'll come up with that whopping 20% to 25% down payment. But, there's only ONE PLACE you can get this type of funding.

CHECK THIS OUT...

MY SPECIAL MONEY BROKER WITH ACCESS TO 100% LTV IN FUNDING FOR YOUR DEALS!

This is another secret no one will ever tell you (except me). If you have less than perfect personal credit, you still CAN get financing on an apartment building because lenders lend on the CASH FLOW of the property (knowing the property will support the mortgage payments) and don't consider your personal credit UNLESS you have a foreclosure. (If this is the case, you'll have to "borrow" someone else's credit by using them in the deal as a partner.) This is NOT information that you will find in ANY other real estate "system." And I can guarantee you that this system has more "insider" information and secrets the most investors don't even know about. Certainly I'm not going to waste giving it to someone who isn't serious or who just wants to copy it and then ask for a refund. It wouldn't be fair to the HONEST people who really want to do this and are willing to pay the small meager price I'm asking for this! If that's your plan, don't even think about it. If I do get a refund request (which are VERY RARE), I send my special lending source YOUR NAME and he won't do business with you. Period! Furthermore, if you try to have another person use their info, he won't do business with you if you're not on the "list" that I send my special money source on a weekly basis! I'm giving you my secret financing source's DIRECT contact information. After all, he can get FINANCING for your deal. This information alone is worth THOUSANDS of DOLLARS alone!

But That's Not All...How About I Give You Access to My \$450,000 Guy?

Nobody Else Will Show You These Secrets! GUARANTEED!!

I HAVE AN EXCLUSIVE LENDER WHO CAN GIVE YOU UNSECURED CASH OF UP TO \$450,000 THAT CAN BE USED FOR ANYTHING, INCLUDING YOUR REAL ESTATE DEALS!

I have an EXCLUSIVE lender who can get an unsecured \$450,000 with NO collateral, NO income verification, NO application fees, and NO upfront fees! And you can use this money to START INVESTING even if you don't have a dime to your name!

I have to be honest with you: this SHOULD be the main reason you get my Apartment Riches System. After all, you can use this money for ANYTHING. However, I strongly recommend that you use these funds for the sole purpose of building wealth for yourself, whether it be in real estate investing or starting a new business.

I CREATED A NEW MILLION-DOLLAR APARTMENT RICHES REAL ESTATE CASH FLOW SYSTEM THAT YOU CAN USE TO BUY PROPERTY WITH NO CASH AND NO CREDIT!

I created a system so you can automatically attract droves of these hot deals with minimal effort. In fact, if you're anything like me, you hate to talk to strangers on the phone, hate to "discuss" owner financing, and feel insecure about setting up a real estate deal. **AND YOU DON'T HAVE TO DO ANY OF THAT!**

So, I had to come up with another plan for the meek (like me) to do these deals. I had to create a better letter that would do most of the talking for me. I had to write a better ad to get people to call me. I had to look for other areas that people were overlooking to find these deals. **And I did! This will blow you away.**

Remember, people will be calling YOU, not the other way around. You'll have apartment building owners beating a path to your door! This means that they are interested and they want what you have! No arm twisting, manipulating, embarrassing yourself with "low-ball" deals, getting laughed at, or wasting your time on any real estate deal.

My *secret magic letter* has already told the property owner everything they need to know, how they benefit from the deal, and what the potential is for them in doing this. So when they call you, they're ready to sign on the dotted line. *It's really that simple.*

With the combination of this incredible one-of-a-kind real estate investing strategy and utilizing the rare opportunity to let me partner and help you with your deals, there's absolutely no reason why you can't be making tens of thousands of dollars a month.

Think about the value in that alone. You basically have all of the most successful cash flow elements to "clone" with *my exact letter* and real estate strategies to help you become as successful as possible.

I want you to become *massively successful* and therefore ALL of the most effective, pre-tested, and proven real estate investing tools will be given to you. I hold NOTHING back.

Here's all you have to do to become a real estate multi-millionaire:

Step 1: Target Cash Flowing Multi-Family Properties!

I know it's quite obvious but it amazes me how many people end up putting ads in some freebie paper or among the employment opportunities on Sunday. People who look at the freebie papers and the employment ads are not people who own properties for hot deals. Same goes for "homes for sale" ads; these are NOT your target properties. Forget using the newspaper. Use the secret letter!

Keep reading...

Step 2: Follow a Simple Step-by-Step Blueprint Plan

I have a system that is so ridiculously SIMPLE that ANYONE can do it. Just follow the step-by-step plan and you could be doing HUGE real estate deals within just a few days!

Many of our students who actually APPLY the knowledge they are given find it very easy to purchase an apartment building within 30 days. As long as you are willing to APPLY to knowledge and secrets you are given, you WILL be successful.

Step 3: Get a Consistent Monthly Cash Flow!

Like I said, get your first property financed by a lender (through my broker) OR get a government grant (FREE MONEY!) and then borrow the equity from your first property (or get another grant) to finance the down payment of your second commercial property...then do the same for your third, fourth, fifth...etc. Pretty soon you'll have a \$100 million dollars in apartment buildings, and be set for life with a huge cash flow. Just focus on getting that FIRST property. *The rest is a piece of cake!*

MY SYSTEM IS BRAND NEW AND LIKE NOTHING ELSE YOU'VE EVER SEEN BEFORE!

You may have already purchased our regular *Real Estate Cash Flow System* that I had been offering (with updates) since 2001 or our *Commercial Real Estate Cash Flow System* that had been offered since 2005 (that was just updated for 2018). But my signature real estate investing system is like neither one of those!

This system I'm referring to, *Apartment Riches Cash Flow System*, is BRAND NEW and HOT OFF THE PRESS FOR THIS YEAR! It's much more thorough, comprehensive, and step-by-step, and offers many more tools than my previous courses COMBINED!

When I first got started in apartment building properties, there was NO COURSE or step-by-step set of blueprints to show me what to do. There were only house-flipping courses including the same rehashed, re-manufactured crap sold on late night TV. It took me *forever*, and years of trial and error, to discover what I know today.

Instead of re-inventing the wheel, take my experience and use it for your FAST-TRACK to cash flow success. Don't try to use your old residential "guru" real estate courses to apply to apartment buildings or commercial properties because those strategies WON'T WORK! Apartment buildings and other commercial properties are a WHOLE DIFFERENT ANIMAL altogether.

Learn from someone who has already worked out all the bugs and can show you the fastest, easiest, and most profitable way to invest. Learn from someone who is DOING IT and not just selling a course on how to do it! And learn from someone who can show you how to actually get properties with NO CASH and NO CREDIT of your own!

Turn the page...

"How I Make \$170,000 a Month in Cash Flow!"

From the Mouth of the
\$170,000 a Month Man!



Monica Main's Most
Successful Student!

Andrew Shaw, Real Estate Millionaire and Monica Main Student Since 2009

"For those of you who don't believe it's possible to become a real estate millionaire without any money or good credit, believe me when I say that it's not only possible but it's very likely this can happen for you if you follow the simple steps Monica Main provides. If you ever have the opportunity to train with her, do it. You won't regret it!"



Andrew Shaw

DISCOVER THE SECRETS OF THE BRAND NEW APARTMENT RICHES CASH FLOW SYSTEM

↓↓↓ Isn't This Incredible??

- * **Discover how to use the power of a letter to make millions in apartment buildings!**
- * **How to get your first property in 21 days or less!**
- * **How to get started with NO MONEY, NO CREDIT, NO LICENSES, and NO EXPERIENCE!**
- * **Use the power of government to make your real estate even more profitable!**
- * **Use my broker for mortgage loans, even if you have the world's worst credit!!**
- * **Work for only 36 months and create enough residual income to retire forever!**
- * **The secrets to getting to five- to six-figures per month in passive income in 6 months, guaranteed!**
- * **Start your entire cash flow business with less than \$500 and make money quickly!**

Keep reading...



- * **Use tested and proven techniques and strategies to get super hot real estate deals!**
- * **All the secrets that real estate millionaires know but will never tell you!**
- * **Secrets that "gurus" don't even know themselves!**

🔥🔥🔥 BUT THAT'S NOT ALL...EVEN MORE HOT SECRETS JUST ADDED! 🔥🔥🔥

- * **The *REAL* strategies and "secrets" behind the most successful real estate investors and how to find deals that are "sleepers."**
- * **How to use lists to make a fortune virtually overnight and which lists to use.**
- * **How to work 15 hours a week or less and still make a huge fortune in real estate.**
- * **How to put your business on "autopilot," getting residual income while you sleep!**
- * **How you will *NEVER* have to "hard sell" a deal. The secret sales letter gets property owners beating a path to your door!**
- * **How you can get started *NOW* and have your first deal under your belt in just a few weeks!**

HERE'S HOW YOU CAN START CASHING IN BIG RIGHT NOW...

I created a **TESTED** and **PROVEN** step-by-step **Apartment Riches Cash Flow System** that I'm offering for a **LIMITED TIME ONLY**. Because of the secret financial sources I reveal to you, I *cannot* overwhelm them with too many new students. We can only sell a certain number of these systems and then we will have to REMOVE the financial resource information. **DO NOT MISS OUT ON THIS OPPORTUNITY!**

Remember, we are providing you with SPECIAL LENDING AND MONEY SOURCES. They can only handle so many new investors at once. Right now they agreed to take another 3 investors. After that I'll have to put a hold on selling any more systems with his contact information until they can take on some more. **Usually I have to put a hold on selling a course for about 12 weeks, sometimes up to 6 months, so DON'T MISS OUT!**

So what will you get in the system? **Check this out:**

- **Apartment Riches Cash Flow Manual** - This heavy manual will give you the EXACT details on how to invest like a millionaire pro...and eventually you will become a real estate millionaire if you follow the simple step-by-step system. **This includes complete instructions, contracts, ads, and the EXACT how-to info you need!** There is NOTHING else like this anywhere else on the market for this rock-bottom price. **Guaranteed!**
- **Over 2 Hours of Audio + a QUICK START AUDIO SERIES** - Giving you the exact step-by-step information on how you can get started right away, what to do first, and how to make the most money in the fastest amount of time! **You get over 2 hours of this incredible mind-blowing audio seminars**

showing you EXACTLY how to get started in this business. First you'll start with the NEW Quick Start Audio Series before diving into the rest of the system!

- **My Secret Money Broker's DIRECT Contact Information** - Discover my personal money broker for real estate finance to quickly get you started on getting funding for your first apartment building deal. You need money to make money and right now he has a **100% LTV bond funding program** where you can get a property worth over \$5,000,000 with NO CASH and NO CREDIT!

Take a Look at This! ↑↑↑ This is Powerful stuff!

- **30-Day Quick-Start Guide/Manual Outline** - What to do today, tomorrow, and for the next few weeks. How to start building your real estate business quickly and grow it as fast as possible!
- **Cash Flow Evaluator Software with Video Tutorial** - Do thy numbers! This software (Excel required) will help you figure out all of your numbers to make sure your deal is profitable. Most people have a hard time figuring out if a deal is going to make money. **This easy software makes it dummy-proof to get your accurate monthly cash flow, CAP rate, etc.** I even show you how the software works with my 10-minute video tutorial.
- **Real Estate Forms Including My Signature "Hybrid" LOI/Offer Form** - Get ALL the forms, contracts, proposals, and agreements you'll need to become an apartment building investor. This includes an IRON-CLAD lease that will allow you to ALWAYS win in housing court (if it ever comes down to that). AND I'm including a **SPECIAL BONUS** that will give you the power to submit offers **WITH** a POF/VOD letter without ever revealing what you have in your own bank account!
- **Secret Letters** - The EXACT letters that I have used to get hundreds of highly interested apartment building owners pounding a path to my door to sell me their property at a SUPER DEAL and many of them want to do 100% owner financing and short-term lease-option deals! *(I'll even give you my successful proposal template.)*
- **BRAND NEW! Seminar Video Series** - You'll be shown EXACTLY what to do with this powerful Quick-Start Video. Many new students are slightly overwhelmed with the sheer amount of information that we present that they don't know how to jump right in. This video will show you step-by-step on everything you need to know to get started in the highly profitable business of investing in apartment building real estate.
- **SPECIAL BONUS! My Secret Investing Strategy Report** – I have a BRAND NEW REPORT to show you my highly-guarded SECRET investing strategy where you can start from NOTHING and quickly build your real estate empire starting completely from scratch. In this bonus report, I reveal a SECRET MONEY SOURCE that can get you an UNSECURED \$20,000 to \$200,000 with NO income verification, NO employment verification, NO collateral, NO upfront fees, and NO application fees. If you have "shaky" personal credit, you can still apply. Then I show you exactly how to take this money to build it into \$1,000,000 or more in 12 months or less! This is an amazing report, BRAND NEW to the 2018 Apartment Riches System! This alone is worth the entire price of the system!!

We sold the physical copy of this entire course for more than \$1,000 just last year. Now, you'll be getting a SUPER BARGAIN and you'll be getting the NEWEST 2018 VERSION that's NEVER BEFORE BEEN RELEASED until now!

Get This COMPLETE COURSE for ONLY \$1,297! \$597... BUT WAIT!!

DON'T MISS OUT ON GETTING ACCESS TO ALL OF MY MONEY BROKERS AND LENDERS IN MY ENHANCED MILLION-DOLLAR RESOURCE DIRECTORY!

Turn the Page and Keep Reading... →

The basic version of this course **DOES NOT** include my DELUXE Enhanced Million-Dollar Resource Directory with **ADDED** Money Resources and Private Investors. *Why?* Because too many *less-than-serious* people have taken advantage of getting this exclusive information, using all of my financial resources, and then getting a refund under the 60-day money-back guarantee. So, in order to stop the handful of unscrupulous characters out there who have taken advantage of me, I only offer the Resource Directory in my DELUXE course for only those that are **DOUBLE** serious about getting involved in this business!

PLUS...here's the BEST part:

YOU'LL GET MY HIGHLY EXCLUSIVE NO-CASH-NO-CREDIT MODULE WITH YOUR DELUXE UPGRADE OF THE APARTMENT RICHES SYSTEM!

You'll also get the deluxe upgrade course which is our *No-Cash-No-Credit Module* including **ALL** the forms you'll need to do lease-option deals and land trusts/contracts. You'll also get a complete audio and video series **PLUS** a mind-blowing report on the most lucrative type of real estate investing opportunity in today's market. This upgrade is worth \$797 (if purchased by itself later on) but you'll be getting a huge discount if you upgrade right now! But you can get it right now for an additional \$400. This is a critical component for those of you wanting to do no-cash-no-credit deals because it includes forms, proposals, contracts, extra money sources + a list of investors wanting to do equity partnerships with you! *This is HUGE!*

100% Risk-Free! Guaranteed!!

If you haven't banked at least **ONE HUNDREDS TIMES** your investment within 60 days of the Apartment Riches Cash Flow System then I insist that you get a 100% refund, no questions asked. That's right! I've just made this offer **RISK FREE!** You have **NOTHING** to lose and **EVERYTHING** to gain!

Note: Those who request a refund will no longer have access to my private money sources. These special funding sources are sent to a new listing of people who are added and deleted from being able to get these commercial loans each day. Thank you for understanding.

MAKE SURE YOU LEARN HOW TO INVEST FROM SOMEONE WHO AN ACTIVE INVESTOR!

Did you know that more people are selling the "concept" of making money in real estate than those actually making money in real estate? It's like the Internet riddle: How do you make money on the Internet? By selling books called "How to Make Money on the Internet," of course.

Most of the real estate "gurus" out there are just selling the information and not making money in real estate themselves. And it pisses me off! It makes people like me - *legitimate people who want to help you learn how to really make money in real estate based upon our real life experience and knowledge* - look like a scam along with the rest of them! **How can you distinguish from the scams vs. the real deal?**

I have *volumes* of testimonials from happy students who have been able to put my real estate systems to good use and rake in huge sums of money because of what I taught.

The best thing about my newest course is that it's the **BEST** one yet. It has the **MOST** information, is the **MOST** comprehensive, and offers the **BIGGEST** financial possibilities for you. And that's why I'm so excited about this course. I've mastered both real estate investing **AND** teaching to give you the **BEST POSSIBLE!**

Continued on the Next Page...

Think about this: Most people will invest \$50,000 to \$100,000 or more on a college education and won't know nearly as much about making money in real estate as this course will teach you.

It's amazing how you can learn everything you need to know with a few hundred dollars when this education cost me tens of thousands! Can you really afford to balk at spending a few hundred dollars (equivalent to about 6 months' worth of Starbucks coffee) when a "formal" education costs *much more*? ***What is a future of total financial freedom worth to you?***

The problem in our society is that most of us have given up our dreams for "reality." When an opportunity passes by you for unlimited wealth, you automatically assume that it's too good to be true. ***Why?***

Because most of us have let life kick us in the gut for so long and we've come to accept a life that's not so great! True entrepreneurs know something good when they see it and they JUMP ON IT without a second thought.

This is your most important life crossroad. This moment will determine what kind of person you truly are. Do you want to become financially free with real estate? Or do you want to be in the same position in 10 years, kicking yourself in the ass for not buying property in TODAY'S market with TODAY'S interest rates?

And if you're skill skeptical, give us a call directly at (661) 295-5050 or toll-free at (888) 982-0477. You can talk with one of my highly knowledgeable assistants. We're available to chat with you from 9am to 5pm Pacific Time, Monday through Friday, excluding federal holidays.

No matter what happens, which trends come and go, which hot money-making opportunities may cross your path, REAL ESTATE WILL ALWAYS BE KING! And more fortunes have been made in real estate than with any other type of business or investment!

Real estate made people rich 100 years ago. Real estate made people rich 25 years ago. Real estate makes people rich today. And it will 5, 10, 20, and 50 years from now. **It is the ONLY business that will keep making people rich.** **Why?** Because, no matter what happens in our world, people will ALWAYS need clothes, food, and *shelter*. Always, without a doubt. That will never change under ANY circumstances.

Stop selling yourself short. Stop telling yourself that you'll do it later or maybe someday you'll invest. Someday is NOW! And with my system, investing in passive income cash flowing real estate couldn't be easier. I'm looking forward to being your coach and partner in helping you build your million-dollar real estate business.

See you at the top!



Your Friend and Mentor, This is a LIMITED Time Offer!

Monica Main You MUST Act Fast!

Monica Main

P.S. You must hurry in order to gain access to our secret funding source to get you a 100% LTV for your property deals since this is a LIMITED TIME OFFER!

P.P.S. Questions? Call Us Now at (661) 295-5050

P.P.P.S. For More Information, Visit: www.ApartmentRiches.com

How to Get Really Rich with Cash Flowing Real Estate!

“ **YES!** I accept this *rare opportunity* to get the special *Apartment Riches System* so I can end the frustrating ‘money-making’ search once and for all and start making some real money just like you. I understand that I must respond **immediately** to make sure that I’m one of the first 100 that can have this information.” (Limited Time **ONLY**: \$597 + \$20 shipping/handling.)

Here’s what you’ll get in the complete Apartment Riches Cash Flow System:

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Check Here to **ADD \$400** for the **DELUXE** Apartment Riches **UPGRADE** that Includes **ALL** of the Above **PLUS** the **ENHANCED** Million-Dollar Resource Directory with **EXTRA** Money Resources **PLUS** the No-Cash-No-Credit System for 2018 **PLUS** Over \$2,000 in Legal Forms, Templates, Proposals, Contracts **AND** a List of Investors Wanting to Do Deals with You **PLUS** a Tested-and-Proven Letter to Send to These Investors About Your Deal. This is a **ONE-TIME OFFER** and **CANNOT** Be Added At This Low Price Later! (**ONLY \$997 + FREE** Priority Shipping!)

YES! I Want the **DELUXE** Apartment Riches **UPGRADE** Which Includes **EVERYTHING** Above **PLUS** the Bonus Report with Your **SPECIAL** Exclusive Money Source. **But...I Want to Take Advantage of the 3-Payment Plan of Only \$347 Each. So, I’ll Only Have to Pay \$347 Now, \$347 in 30 Days and \$347 in 60 Days!**

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How Monica Main's Real Estate Strategies Brought Me from Broke to More Than \$170,000 a Month in Passive Cash Flow Income!



Andrew Shaw
Real Estate Millionaire

REAL PROOF!

Dear Investor,

When I look at that figure – \$170,000 per month – I still can't believe that I have that kind of cash flow from my real estate investments. I met Monica Main by being part of her very first online real estate mentorship group in the spring of 2009. This is where I was able to separate her from the "other guys" who teach real estate. Her direct one-on-one coaching was complete, specific, and forced me to go out into the real world commercial real estate by her assignments. It was the first and only type of real estate investing coaching that I'd been part of that was beyond valuable and I give her singular credit to changing my life.

I want you to understand that I was like a lot of beginners in real estate investing. I had gotten courses, books, and went to seminars but I didn't do anything with the information that was given to me. I think it had a lot to do with the idea that the information that was given to me to use to invest with wasn't complete. All of it lacked something. None of the systems out there could take any John Q. Citizen from A to Z on exactly what to do.

That was until I met Monica Main.

But it's not like I did anything with the information I had learned from her right away. I had to break free from a lot of negative thinking processes, mostly a lack of confidence in myself and my ability to be able to pull off being a multi-millionaire real estate investor. After I finished her mentorship group, I didn't do anything with the valuable stuff I learned until more than 6 months later. One day I woke up and decided that I was done being broke and feeling sorry for myself. I decided it was time to use what I had learned to change my life. I realized that it was me who was holding myself back and I decided that I was done doing that to myself.

I went back through all of my Monica Main materials including her apartment investing course. I bought a 3-day video set from a seminar she had done in California. I pretty much locked all my doors and windows, ripped my phone from the wall, and concentrated on every morsel of information I could because I was committed to doing this. I wanted to change the path my life had been on.

Once I absorbed every bit of her teachings, I began to apply everything I learned. I didn't like making phone calls to real estate agents but I forced myself through it. I didn't feel comfortable talking with sellers. I felt like a phony and a poser. But I forced myself through that too. Sometimes you have to push the envelope on yourself if you want to change how your life is going. That can make all the difference.

I went through hundreds of property deals, put offers in on dozens per week, and finally got one under contract within 5 weeks from the time I got serious with the business. I didn't have a dime to put down. I had no money for appraisals, building inspections, or other due diligence costs. I negotiated with the seller to pay those costs for me since he desperately wanted to sell his property because his health wasn't so good. I found that many sellers are willing to pay those costs just to sell their buildings.

Monica once asked me what separates me from those who set out to do this but don't make it. My answer to her was: *"I decided that I wouldn't settle for anything less in my life anymore and I knew this was my only shot to financial freedom."* **If you're hesitant about real estate investing as a real means of having a high income then I can vouch that this is real. And if you're hesitant about Monica Main as being someone who is the real deal, I can attest that she is.** I went through everyone else's real estate stuff out there. None of them hold a match to what Monica has to offer because she is the real deal. She's the only real deal. The rest aren't.

Real estate investing isn't for everyone so I'm not here to convince you that it is. It's a powerful vehicle to get you a strong monthly cash flow without worrying about getting laid off, being physically unable to work, or wondering if your business will dry up. It gives you freedom to do what you want with your time instead of trading hours for dollars. What I am here to convince you of is that if you're serious about becoming a real estate investor then there's no other trainer out there that you want than Monica Main.

And I can bet \$170,000 a month on that statement!



www.ApartmentRiches.com

Andrew Shaw