

**Advisor.
Investor.
Entrepreneur.**

SALES EXECUTIVE/REALTOR

Berkshire Hathaway HomeServices
Florida Properties Group

Real Estate professional and investor
for more than 17 years.



What we'll discuss



OUTLINE

- ❖ Investment strategies & terms
- ❖ How to start investing in RE
- ❖ Have access to capital
- ❖ How to apply such skills when working with investors
- ❖ Q&A

LET'S JUMP RIGHT IN...

4 Invest Strategies I LOVE!

BUY
&
HOLD

HOUSE-
HACKING

SHORT-
TERM
RENTALS

BRRR

Purchase an income producing property with a stable monthly cash flow while building equity over time

Rental Income - Mortgage - Expenses
= **Cash Flow**

- Buy and hold long-term (3+ Years)
- Rental quality renovations to increase rents, if needed.
- Make \$ from tenant rent payments
- Long-term renting (7+ months)
- Sell for future profit
- 1031 exchange profit into a replacement property and delay

**Buy
and
Hold**

House – Hacking

Purchase a property as a primary residence. Live and rent a part of the property to offset expenses while building equity.

- Ideally, multifamily property 4 units or less
- Live in 1 unit and rent the rest
- Tenants pay owners mortgage
- Owner maintains the property
- Great for newer investors with minimal down payment

Short- Term Rentals

Furnished self-contained property that can be rented for a short-period.

- LOCATION is crucial proximity to major highways and attractions
- Amenities = More \$\$\$\$
- Use platforms to analyze data & determine good areas to buy short-term rentals and how much to charge for example

www.AIRDNA.co

www.Mashvisor.com

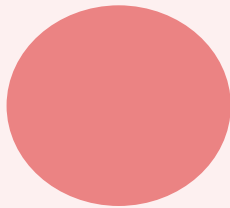
BRRR stands for **BUY, RENOVATE,
REFINANCE, REPEAT**

- Buy a distressed property
- Add value by renovating the property & adding square footage, if possible.
- 70% rule is critical to analyze prior to purchasing the property

Purchase Price + Renovations + Closing costs = 70% of ARV(after repair value)

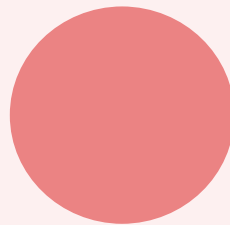
The BRRR Strategy

Terms to know



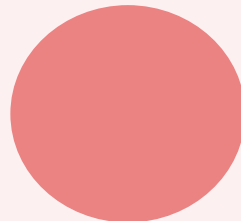
Cash-on-Cash Return

CoC = Annual Before-tax Cash Flow / Total cash invested



Return on Investment

ROI = Net income / Cost of investment x 100



Cap Rate

Cap Rate = NOI / Current Market Value

5 ways to get started

- **DETERMINE YOUR
INVESTMENT
STRATEGY**
- **LEARN TO BE AN
EXPERT IN YOUR
FIELD**
- **UNDERSTAND THE
MARKET AND
SUB-MARKET AREAS**
- **HAVE ACCESS TO
CAPITAL**
- **LEARN LOCAL REAL
ESTATE LAWS AND
GUIDELINES**

Determine your Investment Strategy & Become an Expert

Start with 1 strategy, become proficient, and then decide to:

- continue to pursue
- change strategies
- add a strategy

Note: Different markets call for different strategies and **FLEXIBILITY IS KEY!**



Understand ALL your markets

- Analyze and determine which strategy fits best in the market you're looking to invest in
- Look into local Rental Rates, price per square foot, and see if these things are going to give you the return you want as an investor
- Whichever strategy you choose, look at updating the property to potentially raise monthly rent and understand what you need to do to maximize the rent. (**VALUE-ADD**)

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Learn local Real Estate Laws and Guidelines

Use the resources you have and build a team of support.

BHHS provides great resources for all agents.

Our Property Managers are wonderful resources with
Tenant-Landlord Laws and more specific guidelines.

NOT SURE I WANT TO USE THIS
SLIDE

Have access to Capital

Ideas to access capital...

- Equity in your home?
- Savings?
- Retirement Funds?

Learn to use O.P.M (other peoples \$)

- Joint Venture & Share Equity
- PML (Private money lending)
- HML (Hard money lending)

Recommendations

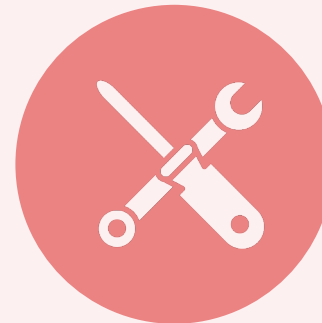
May change this slide to focus on how to work with investors



How to find
property



Hire a Property
Managers



Find Vendors
& Service
Providers

Recommendations



Software
Technology &
Systems



Planning,
Flexibility &
Education



**HOW TO APPLY THIS WHEN WORKING INVESTORS
STAND BY**

Investor Agent Calculators



Thank you so much!



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